



Socialbakers

Page Analytics

Guide and Walkthrough

Setting up

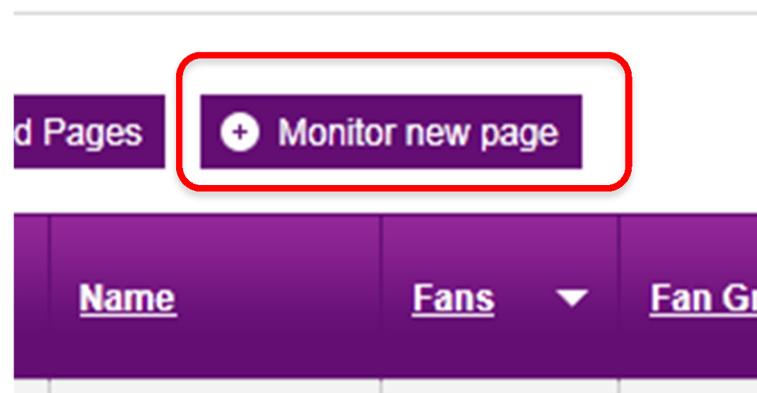
When you arrive into Analytics, here's how to **set-up** your account properly.

1. Add the Facebook pages which you want to monitor – to do so, click on **Monitor new page**

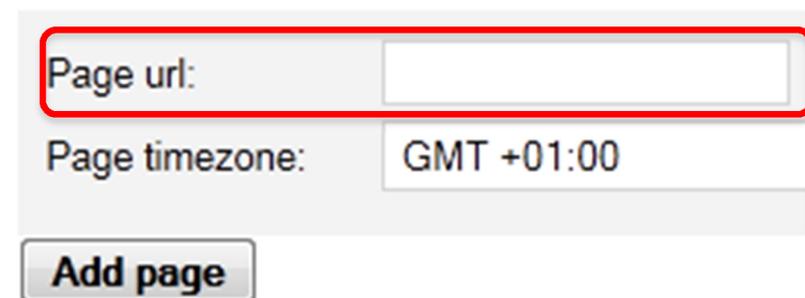
2. Add any Facebook page by inserting its URL into the system. Select the appropriate time zone and click **Add page**

URL Example:

<http://www.facebook.com/socialbakers>



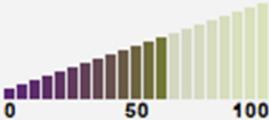
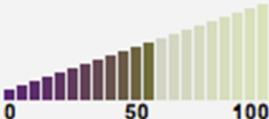
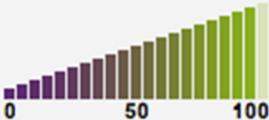
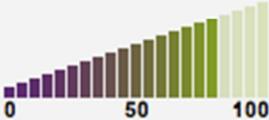
You have 27 pages left to add in your package.



A screenshot of the 'Add page' form. The 'Page url:' field is highlighted with a red rectangular box. Below it, the 'Page timezone:' is set to 'GMT +01:00'. At the bottom of the form is a button labeled 'Add page'.

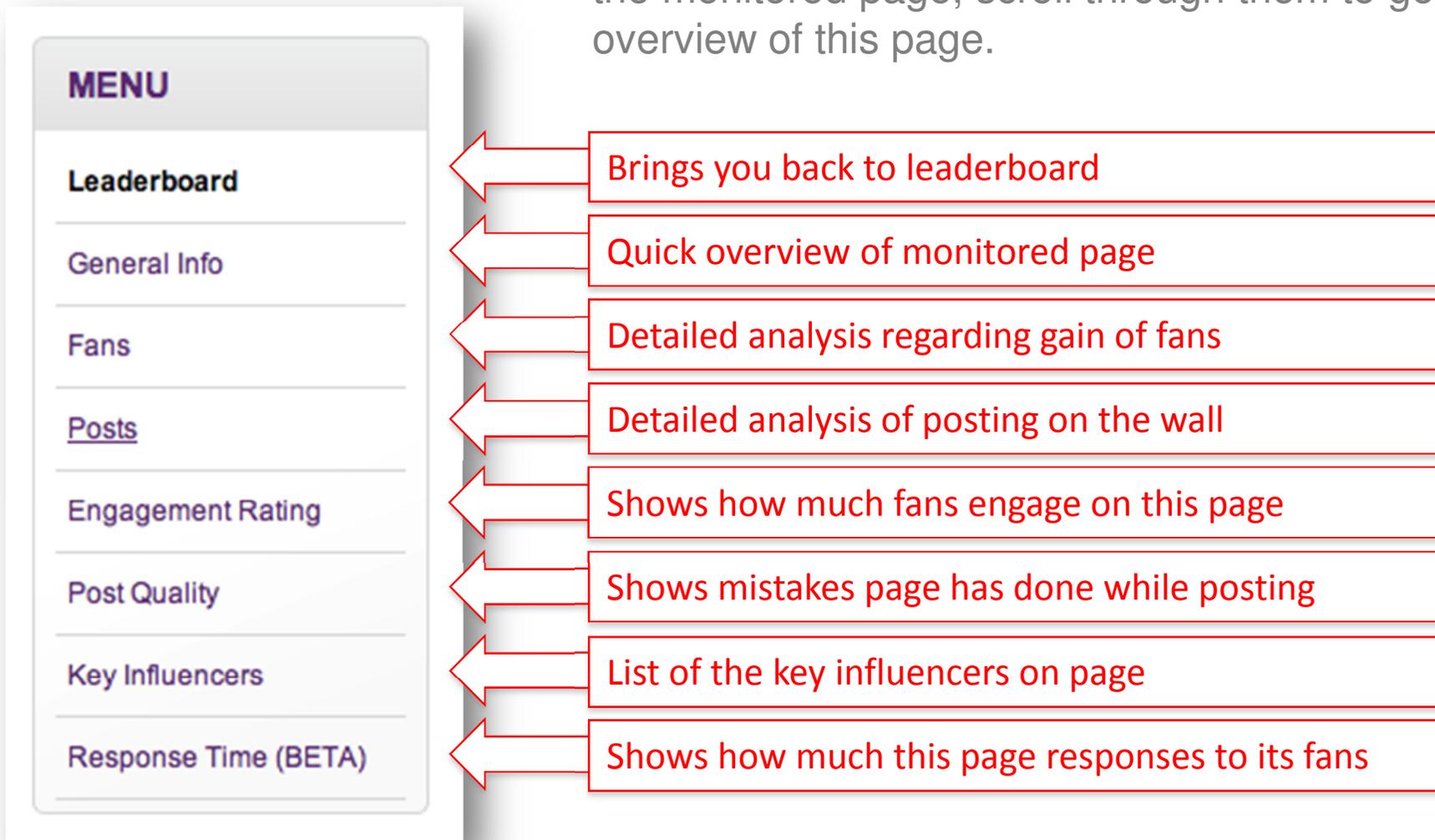
Leaderboard

Once you've added the pages you want to monitor, they will appear in the **leaderboard**. You can **add more pages** as you go along – **competitive analysis is important**. You can also **compare all added pages** directly on the leaderboard.

<input type="checkbox"/>		Vodafone it	 638 336	+6 500 (+1,02%)		0,04 %	3,588 % (IT)
<input type="checkbox"/>		Vodafone UK	 216 649	+2 725 (+1,26%)		0,02 %	0,776 % (GB)
<input type="checkbox"/>		Vodafone Deutschland	 51 130	+12 132 (+23,97%)		0,24 %	0,347 % (DE)
<input type="checkbox"/>		Vodafone CZ	 104 874	+5 812 (+5,54%)		0,06 %	3,536 % (CZ)

Page Detail

Once you click **page detail**, you will see a menu and already quite a few graphs overviewing performance of the monitored page, scroll through them to get a quick overview of this page.



MENU	
Leaderboard	Brings you back to leaderboard
General Info	Quick overview of monitored page
Fans	Detailed analysis regarding gain of fans
<u>Posts</u>	Detailed analysis of posting on the wall
Engagement Rating	Shows how much fans engage on this page
Post Quality	Shows mistakes page has done while posting
Key Influencers	List of the key influencers on page
Response Time (BETA)	Shows how much this page responds to its fans

Page Info

Select a **single page** for analysis or add another one for comparison purposes.

View page or compare to



Vodafone UK

<http://www.facebook.com/vodafoneUK>

Timezone:	GMT +2	Number of tabs:	6
Parsed since:	Aug 09, 2010	Landing tab:	Vodafone VIP ^α
Last parsing:	Jan 29, 2011 04:25	Tags:	N/A

Choose your **time range**

Dec 30, 2010 - Jan 30, 2011

- All time
- Last 7 days
- This month
- December
- November
- October
- September
- August
- July

Pick a date

Start date

December 2010

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

End date

January 2011

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
	31					

Select

Page Info

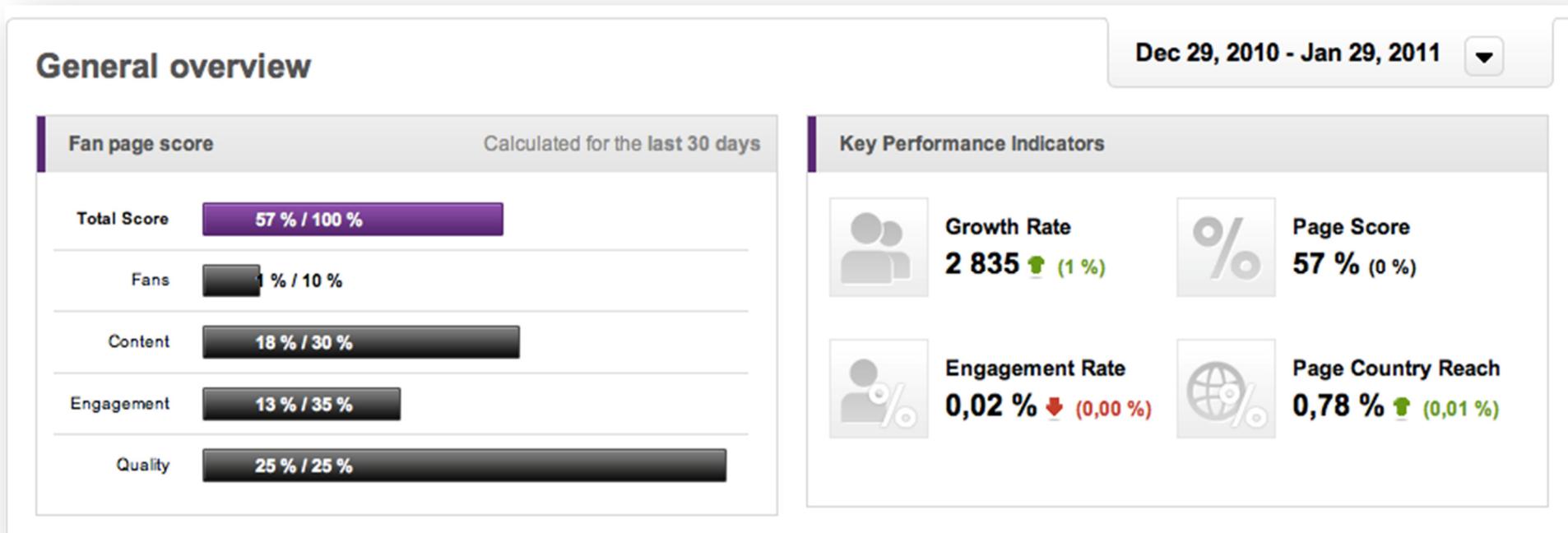
Fanpage Score measures all important variables in four categories – **Fans**, **Content**, **Engagement** and **Post Quality**. The higher the page scores, the better is its performance on Facebook.

Key Performance Indicators – quick overview of the most important indicators

Growth Rate – fan change in the time range

Engagement rate – how well do fans interact on this page

Country Reach – how many people in the country are also fans of this page



Page Score

All together, we track many different variables which analyze your pages' performance. All of these subcategories are measured separately. Together they are combined into an overall Fan Page Score which is a brief overview of your Page performance. These variables are grouped into 4 categories which are:

Fans

measures the real growth of fans in the last 30 days. If the rise is stable, balanced or rises, your index can grow up to **10 %**.

Post Quality

gives recommendations on your posting strategy. We measure whether your page posts too often or too little, if posts aren't too long or too short. It also takes into account the situation when you post more content more than once. In general, this section gives you hints and recommendations on how to post effectively in order to reach the maximum amount of your fans.

Maximum index score is **25 %**.

Content

measures the quality of your content published on your page. Our index checks whether the page posts different content, if it posts regularly, etc. We measure this index for the past 30 days.

Maximum index score is **30 %**.

Engagement Rate

measures the amount of interactions on your page. Interactions are counted as a combination of likes and comments on your page compared with the number of page posts and total number of fans.

Maximum index score is **35 %**.

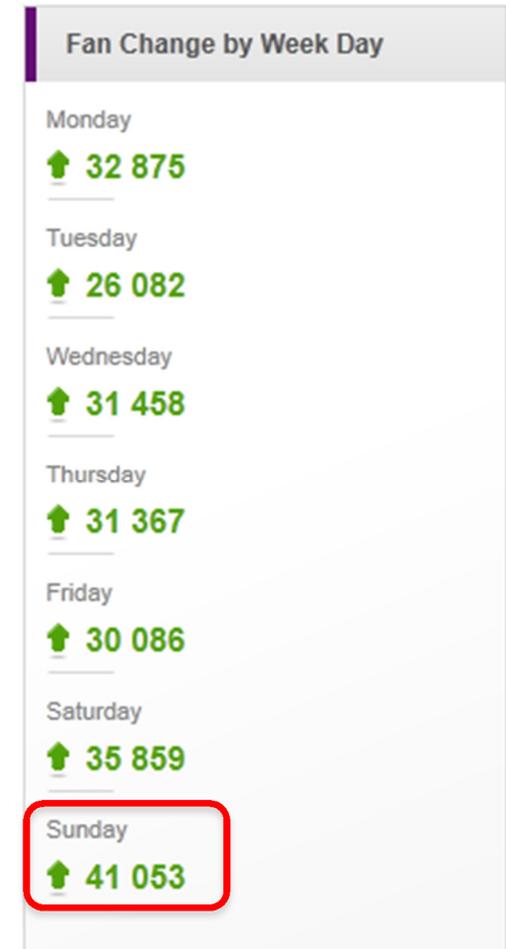
Fans Category

The **Fans Category** informs you about your development of fans on your Facebook page. You can find **total growth** info, **daily fan change**, **fan change by weekday** where you see which day is the most successful in gaining fans and **weekly fan change** which shows the fan change aggregated in weeks.



Important values
calculated in time
range

When do you gain
the most fans?



Post Category

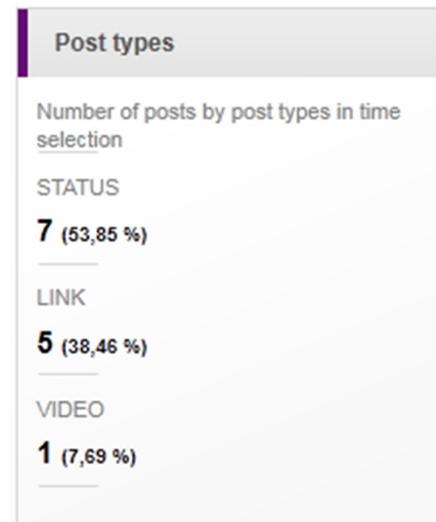
Post category evaluates posts on your Facebook page. It measures the number of wall posts made on your page, the number of fan posts made on your page wall, the distribution of wall posts types, etc.

How much does page post on its wall?



Did a post supported a fan growth?

What post type is used frequently?



Engagement Category

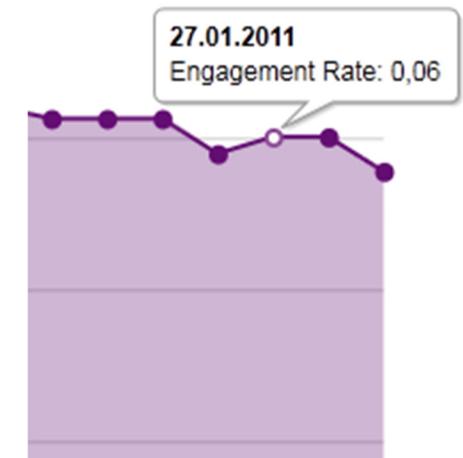
Engagement measures how well fans interact on your Facebook page. It takes into account likes and comments and calculates the number of interactions to the total number of fans. It also shows the evolution of an engagement rate and the most engaging wall posts.

Formula for Engagement Rate

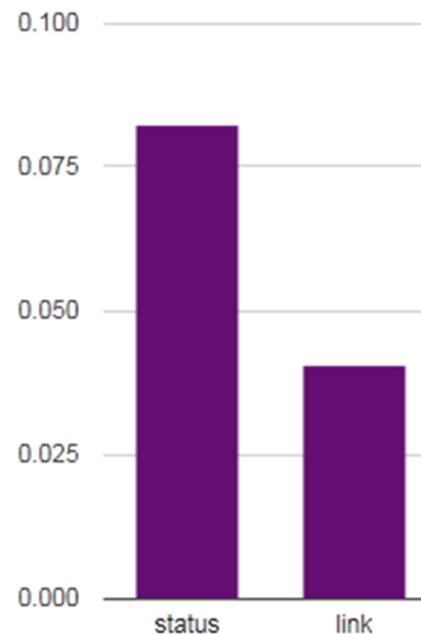
$$ER = \frac{\text{Likes + Comments on a given day}}{\text{\# of wall posts made by page}} \times \frac{\text{Total Fans on a given day}}{100}$$

Do you attract your fans? Do they interact with you? How many of them have engaged with your wall posts?

Evolution of engagement



What post type gives the highest feedback?



How much do fans interact?



Post Quality

Post Quality controls wall posts and gives you feedback on the wall posting. Do you post **too often**? Is your post **too long** or **too short**? Have you posted **2 posts to close to each other**? The Post Quality section helps you to improve your communication towards fans.

See what you do wrong and improve your engagement

21.01.

 On 21.01. you posted too late (21:05:00)

21.01.

 On 21.01. you posted too late (21:05:00)

29.01.

 You didn't post enough in the last week.

 On 28.01. you were losing fans.

Key Influencers

Here you can find out **who interacts** with your Facebook page most often.

#	Name	Total
1.	Amaraporn Puttichon	87
1	Jan 16, 2011 16:11 post	<3 I love you Coca-Cola <3

Who are the key influencers?

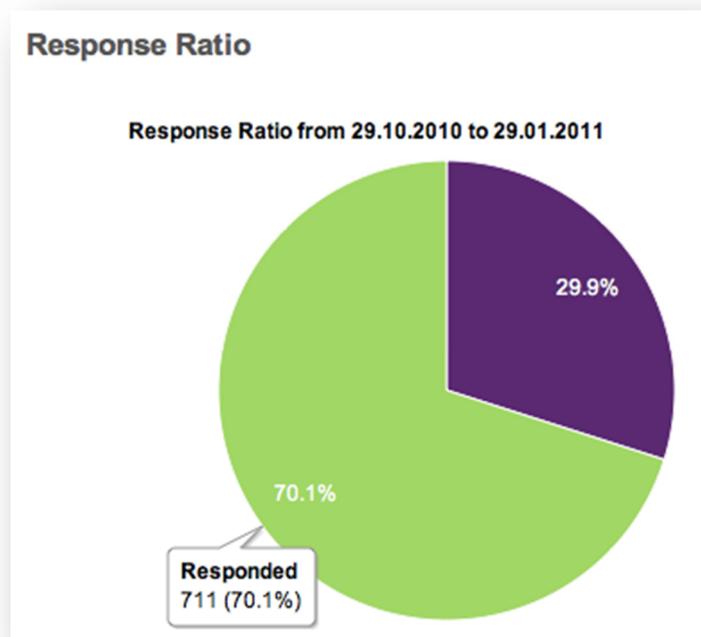
#	Name	Total	Posts	Comments	Last	
1.	Amaraporn Puttichon	87	87	0	16.01.2011 15:11	View Details
2.	Kr Shos	66	66	0	30.01.2011 09:48	View Details
3.	Michael Fitzgerald	57	0	57	15.12.2010 15:58	View Details
4.	Carmelo Mitil	55	55	0	29.01.2011 23:01	View Details
5.	Hatem Amari	53	53	0	06.12.2010 18:35	View Details
6.	Vedett Mototours	49	49	0	04.01.2011 23:39	View Details
7.	Elena Salgado	38	38	0	30.01.2011 05:36	View Details
8.	Dennis Whiteaker	38	38	0	27.01.2011 05:01	View Details
9.	Francesco Vellani	32	32	0	16.11.2010 16:16	View Details
10.	R.T. Williams	30	30	0	23.01.2011 19:01	View Details

We monitor posts made by your fans as well as their comments on your Facebook page

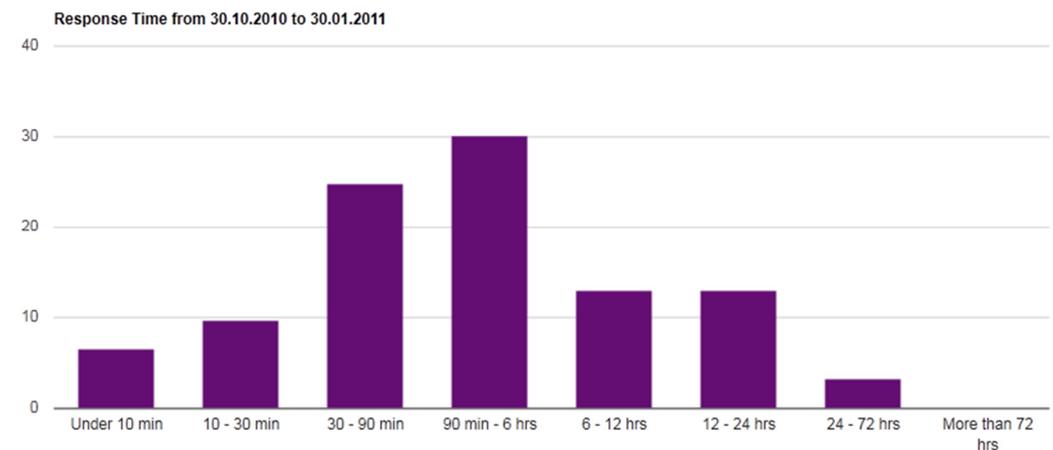
Response Time

Does your Facebook page **communicate** with your fans? Does it **respond quickly** to the posted questions?

Does your Facebook page respond well enough?



Does it respond in time?



If you will have any questions, do not hesitate to contact us!



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