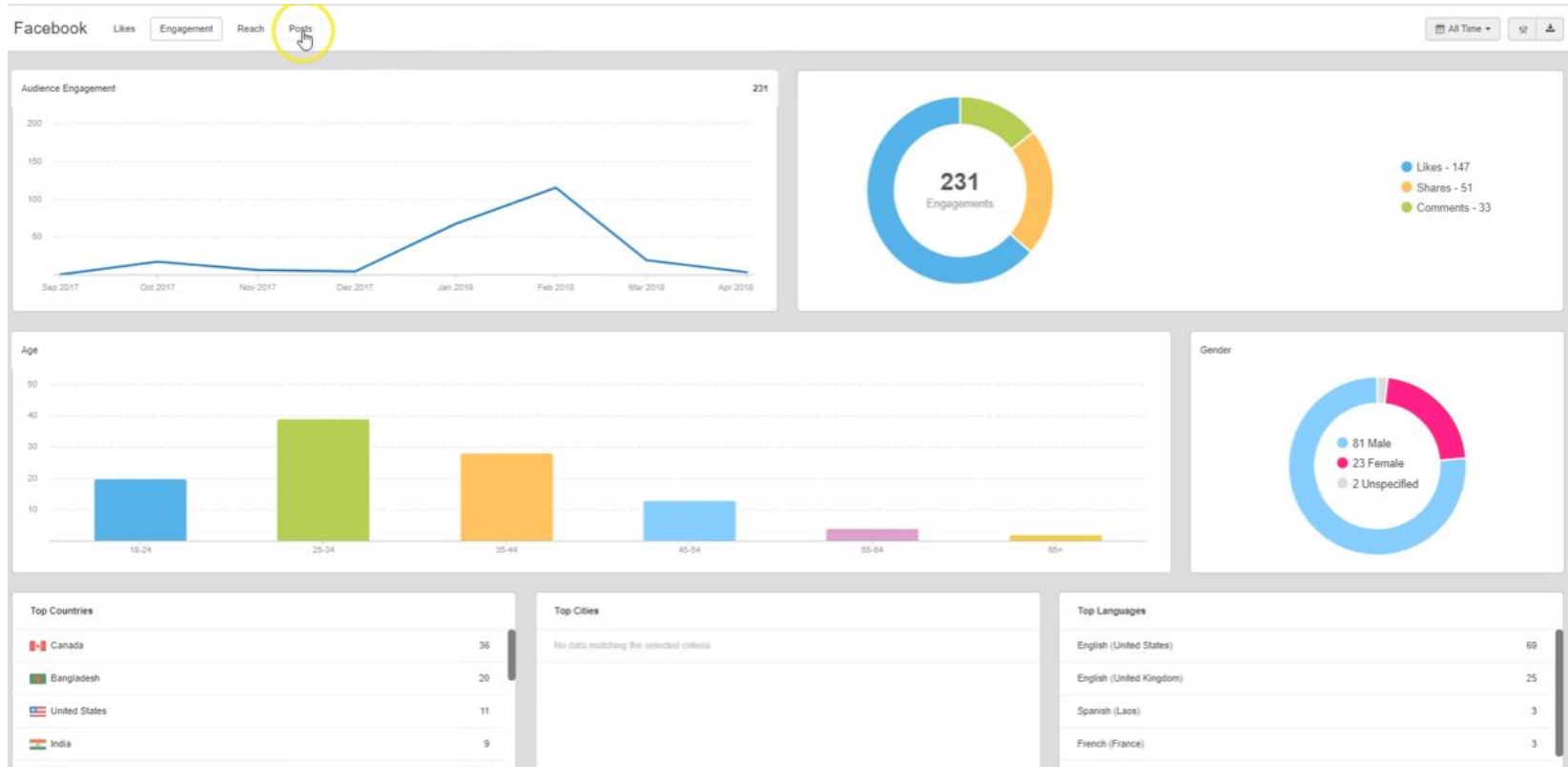











Isolating Facebook Engagement

Measuring Your Top Performing Post

Navigate to Posts within the Facebook Section



Navigate to Posts within the Facebook Section

Facebook Likes Engagement Reach Posts							All Time		11	
Showing 50 of 56 Rows										
Date	Post	Reach	Likes	Shares	Clicks	Talking About This				
Jan 19, 2018	 This is a recent #fashion #photography shoot we did. We wer	5,997	5	2	457	0				
Jan 11, 2018	 Using a colour calibrated computer monitor for editing and ph	1,227	3	2	161	0				
Feb 1, 2018	 How to write a commercial photography quote. By Jules Desi	1,238	10	4	112	0				
Jan 21, 2018	 #How to get a #job as a #Photographer's #Assistant Every w	921	1	2	73	0				
Feb 4, 2018	 I did a delicious donut #photo shoot the other day. I backlit th	531	0	1	62	0				
Feb 5, 2018	 How to get Models Cheap for your Photo Shoot Having a gre	909	0	4	56	0				
Feb 15, 2018	 My favorite photo editing tool: Wacom Cintiq 22HD 21-inch P	383	3	1	48	0				
Feb 1, 2018	 How to photograph garments to maximize profitability and sal	337	1	1	31	0				
Feb 25, 2018	 #best #product #photography #gear 2018 In this video, I will t	3,776	4	1	27	0				

Select Layout

The image is a screenshot of the Facebook web interface. On the left, there is a list of posts with their dates and thumbnails. On the right, there is a sidebar with a section titled 'Talking About This' showing a list of related posts. In the center, a red rectangular box highlights a portion of the interface. Inside this box, at the top, are three icons: a calendar icon with the text 'All Time', a grid icon, and a list icon. Below these icons are two blue callout boxes. The first box, labeled 'Thumbnail View', has a line pointing to the grid icon. The second box, labeled 'Full Details View', has a line pointing to the list icon. In the top right corner of the entire screenshot, outside the red box, there is a small yellow circle highlighting a mouse cursor clicking on the list icon.

Facebook Likes Engagement Reach Posts

Showing 50 of 56 Rows

Date Post

Jan 19, 2018 This is a recent #fashion #photography shoot

Jan 11, 2018 Using a colour calibrated computer monitor fo

Feb 1, 2018 How to write a commercial photography quote

Jan 21, 2018 #How to get a #job as a #Photographer's #A

Feb 4, 2018 I did a delicious donut #photo shoot the other

Feb 5, 2018 How to get Models Cheap for your Photo Sho

Feb 15, 2018 My favorite photo editing tool: Wacom Cintiq 2

Feb 1, 2018 How to photograph garments to maximize pro

Feb 25, 2018 #Best #product #photography #gear 2015 In this video, I will i

Admin .

All Time

Thumbnail View

Full Details View

Talking About This

Isolate Facebook Data on your Facebook Posts

Facebook

Likes

Engagement

Reach

Posts

All Time

Showing 50 of 57 Rows

Date	Post	Reach	Likes	Shares	Clicks	Talking About This
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1. **Date** - View posts by date. View from newest to oldest or oldest to newest.
2. **Reach** - The number of people who viewed your posts. View from high to low or low to high.
3. **Likes** - The amount of users who liked your posts.
4. **Shares** - The number of users who have shared your posts.
5. **Clicks** - The number of users who have clicked on your posts.
6. **Talking About This** - The amount of people who created a story about your post (rare).

Why is this important?

If you can determine through isolating this data what kind of posts the public is engaging with, it will help you with **the direction of your content writing**.

Example: If they are liking and sharing posts about oranges and not at all on apples, then you would know to write about oranges and not to write about apples.

