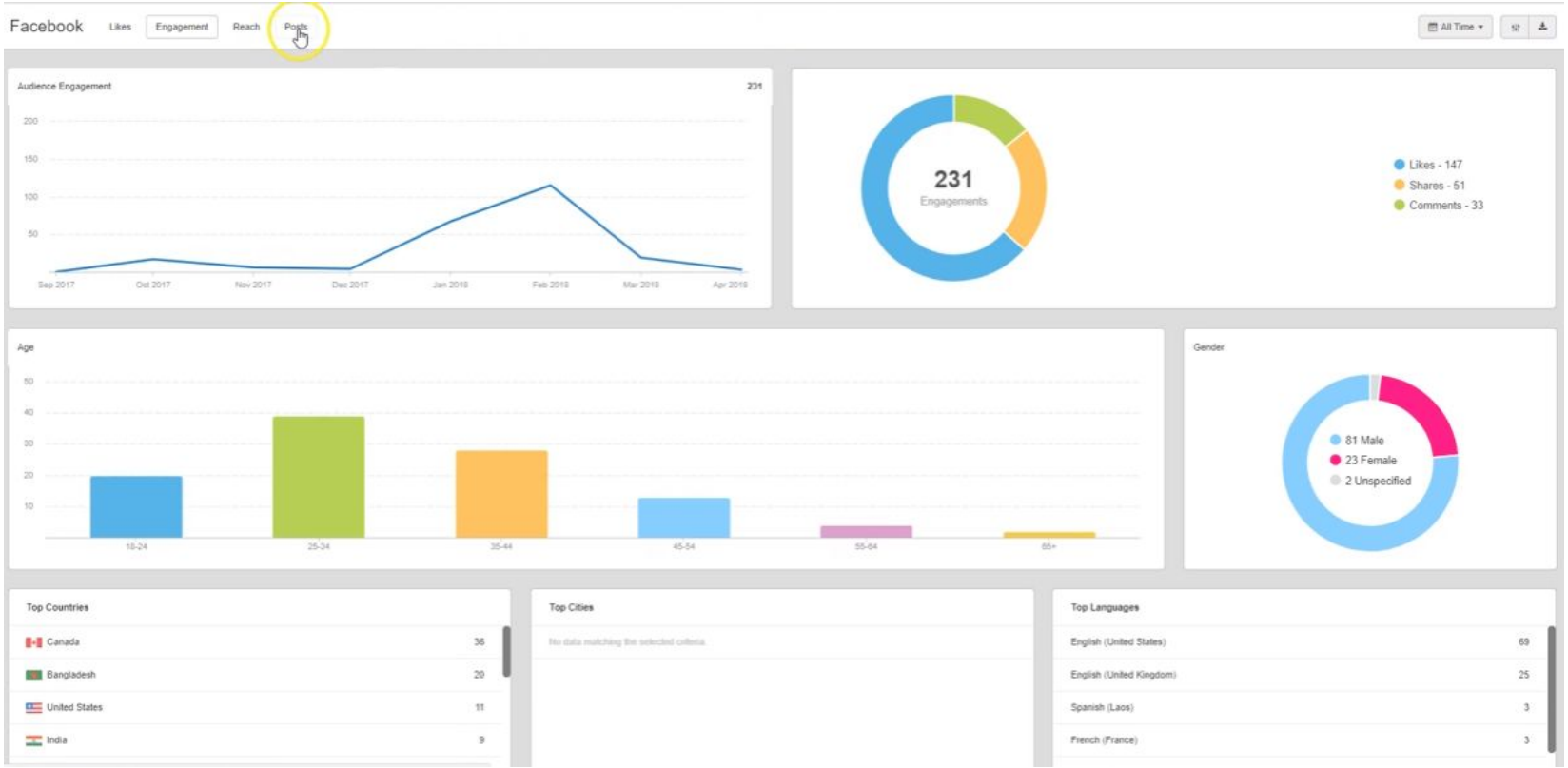
# Isolating Facebook Engagement

Measuring Your Top Performing Post

# Navigate to Posts within the Facebook Section



# Navigate to Posts within the Facebook Section

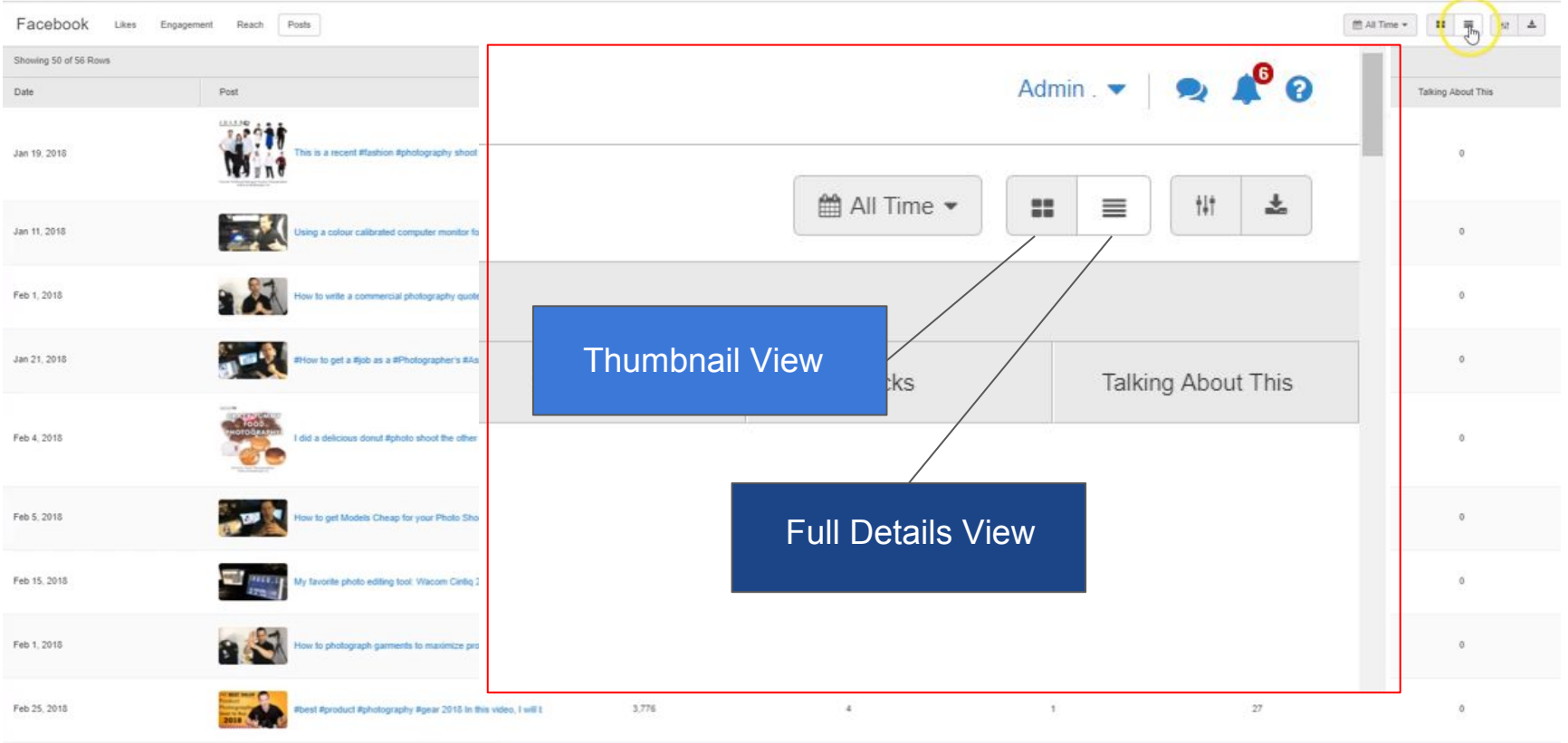
Facebook | Likes | Engagement | Reach | Posts

All Time

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



# Isolate Facebook Data on your Facebook Posts

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.