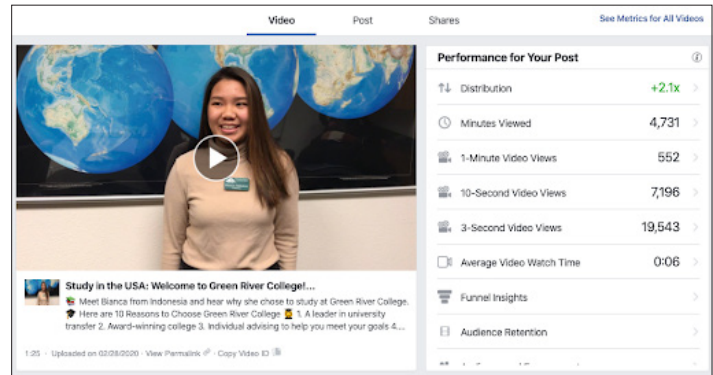
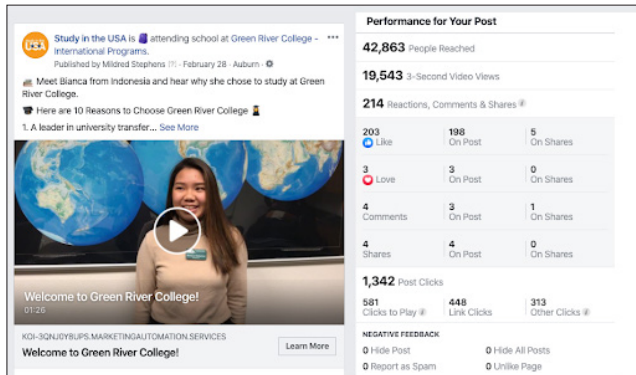


FACEBOOK STATS MEANING

How to read Facebook stats and what they mean



People Reached: This number refers to how many people saw either a specific post or any content posted by your page. Total Reach (or “[x number] People Saw This”) tells you the total number of people who saw a post. That includes Fans and Non-Fans, and it also means reaching people with and without ads. It means reaching people within their News Feeds, on your Page, and as shared by friends. The key word here is “TOTAL.”

Engagement: This number is the number of how many likes, comments, and shares it gets.

Post Clicks: This is the total number of clicks on a post, not including comments, likes, and shares. So this includes every other type of click you can imagine (photo view, video play, reporting spam, expanding to read a post, expanding to read comments, clicking profiles within comments, etc.).

Link Clicks: This is the number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. So, while Link Clicks are more focused than the Clicks (All) metric, they still include clicks on any links, whether they take people on or off Facebook.

Clicks to any of the following destinations would be considered a Link Click:

- Websites
- App stores or app deep links
- Click to call
- Click to message
- Facebook Canvas
- Facebook lead forms
- Facebook Marketplace
- Maps/directions
- Playable experiences
- Videos that launch the Watch & Browse experience
- Videos hosted by another website (like YouTube or Vimeo)



Other Clicks: This is a measurement of clicks not on the content of your Facebook Page post, but rather of clicks on the Page title or to “see more.”

Clicks to Play: This number is a video metric that is measured by the number of times a video starts and plays for a minimum of three seconds after a person has clicked it.

Minutes Viewed: This number is the total amount of time users have spent watching your video (in aggregate).

Audience Retention/Average Minutes Watched: This number is the average amount of time viewers spent watching your video before they scrolled past or clicked away.

1-Minute Views: The number of times your video was watched for 1 minute or longer.

Reactions: The number of reactions (likes, loves, etc.) on your video post.

Comments: The number of comments that viewers posted to your video over a certain period of time.

Shares: The number of times viewers shared your video over a certain period of time.

1-Minute Video Views: The number of times your videos were played for at least 1 minute. During a single instance of a video playing, video views are counted separately and excluded from any time spent replaying the video.

Minutes Viewed: The total number of minutes your videos were played, including time spent replaying the video.

3-Second Video Views: The number of times your videos were played for at least 3 seconds – or for nearly their total length if they’re shorter than 3 seconds – within the selected time range. During a single instance of a video playing, any time spent replaying the video is excluded from this count.

Engagement: The number of people who reacted, commented, or shared one of your videos.

