



Evaluation

With Facebook you have access to analytics on the ‘Insights’ tab – so you can monitor the performance of your page and of your posts.

You can choose what time period you look at this for.

For example, you can see the number of views your page has received, or likes, the number of people your posts have reached and the number of people **who’ve engaged** with your posts in some way (for example by commenting on, liking, sharing, or clicking upon the post).

You can change the period of time you’re **looking at and you can also export this data** – for example by month – so you can monitor the performance of your page and posts over time. By regularly posting interesting content, you should ideally begin to see your followers grow. Looking at the analytics is a useful way to get a sense of the type of content that is particularly popular with your followers to refine what you choose to share with your followers.



Numbers can’t tell us everything about the impact that our dissemination efforts over Facebook have. You may also find it useful to record comments that you receive on your Facebook posts. Screenshots of these can be useful visuals for Annual Reports.