

جَامِعَةُ بَلَدِ الشَّعْرَاءِ

مَجْمَعُ الشَّيْخِ أَحْمَدَ كَفْتَارُو

البحث العلمي الإعلامي ومناهجه

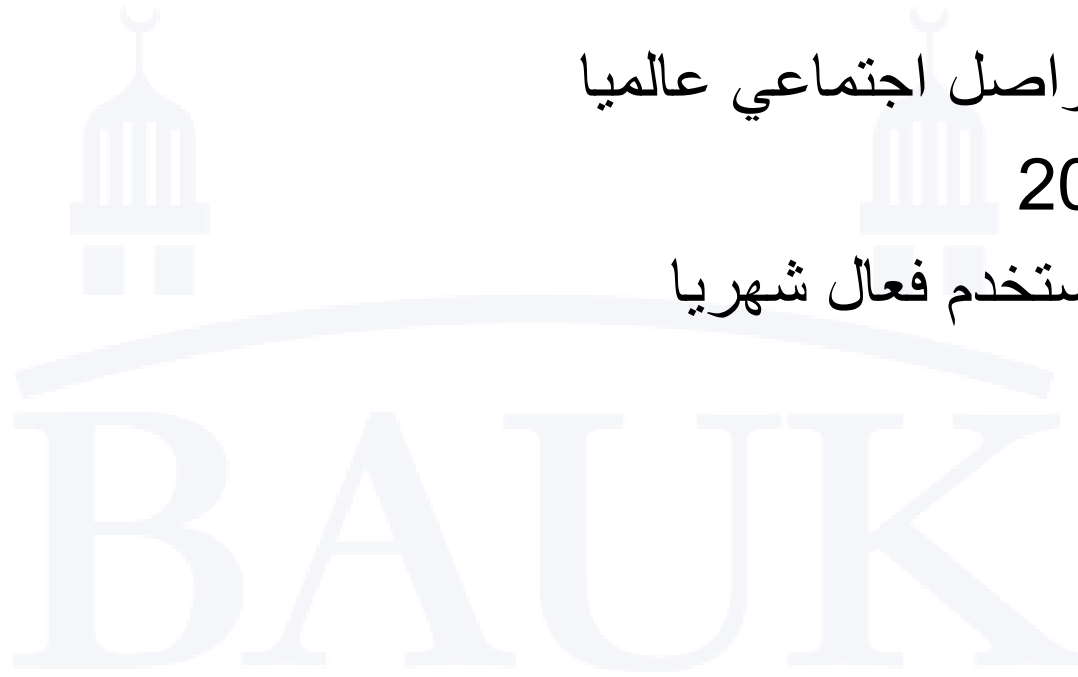
المهندس الإعلامي محمد فادي مجاهد

أبحاث الشبكات الاجتماعية

2019-2-17

فيسبوك

- أقوى شبكة تواصل اجتماعي عالميا
- 4 شباط 2004
- 2.2 مليار مستخدم فعال شهريا



مصطلحات

- التفاعل مع المنشور Post Engagement
- وصول المنشور Post Reach
- مشاهدات الفيديو Video Views
- الوصول المدفوع و الوصول العادي Paid Reach – Organic Reach

مَجْمَعُ الشَّيْخِ أَحْمَدَ كُتَّارٍ
جَامِعَةُ بَلَدِ الشَّعْرَاءِ

BAUK

FACEBOOK INSIGHTS

الرؤى

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

API

QR Code

Page Summary Last 7 days ↕

Export Data 

Results from Jan 28, 2019 - Feb 3, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic
 ■ Paid

Actions on Page



January 28 - February 3



We have insufficient data to show for the selected time period.

Page Views



January 28 - February 3

501

Total Page Views ▲53%



Page Previews



January 28 - February 3

4

Page Previews ▲33%



Page Likes



January 28 - February 3

28

Page Likes ▲87%



Post Reach



January 28 - February 3

6,017

People Reached ▼10%



Recommendations



January 28 - February 3



We have insufficient data to show for the selected time period.

Results from Jan 28, 2019 - Feb 3, 2019

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 Organic  Paid

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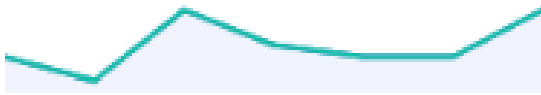


Page Likes

January 28 - February 3

28

Page Likes ▲ 87%

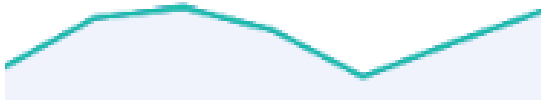


Post Reach

January 28 - February 3

6,017

People Reached ▼ 10%



Recommendations

January 28 - February 3



We have insufficient data to show for the selected time period.

Post Engagements

January 28 - February 3

Page Responsiveness

As of February 2, 2019

Videos

January 28 - February 3

Post Engagements

January 28 - February 3

5,056

Post Engagement ▲ 56%



Page Responsiveness

As of February 2, 2019

90%

Response Rate ▲ 13%

2 days 1 hr

Response Time ▲ 1 day 12 hrs



Videos

January 28 - February 3

893

3-Second Video Views ▲ 12%



Page Followers

January 28 - February 3




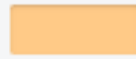









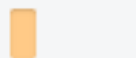

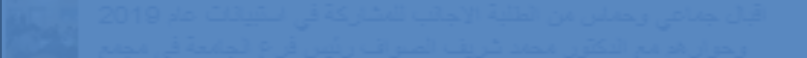









31

Page Followers ▲ 107%



Your 5 Most Recent Posts

Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
02/03/2019 7:16 PM				3K 	740 205 
02/02/2019 8:18 PM				2.6K 	248 123 
01/31/2019 10:34 PM				611 	34 12 
01/30/2019 9:13 PM				2.2K 	340 117 
01/30/2019 8:46 PM				3.9K 	1.7K 340 

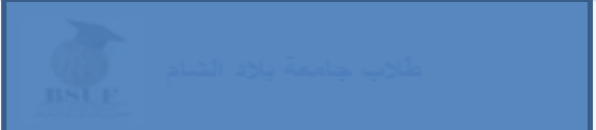
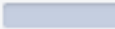




See All Posts

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 	12.6K 	▲ 0.1%	6	1.2K 
YOU 2 	6.7K 	▲ 0.2%	9	884 

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Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Start: 12/17/2018

End: 2/15/2019

Total Page Likes as of Today: 6,720

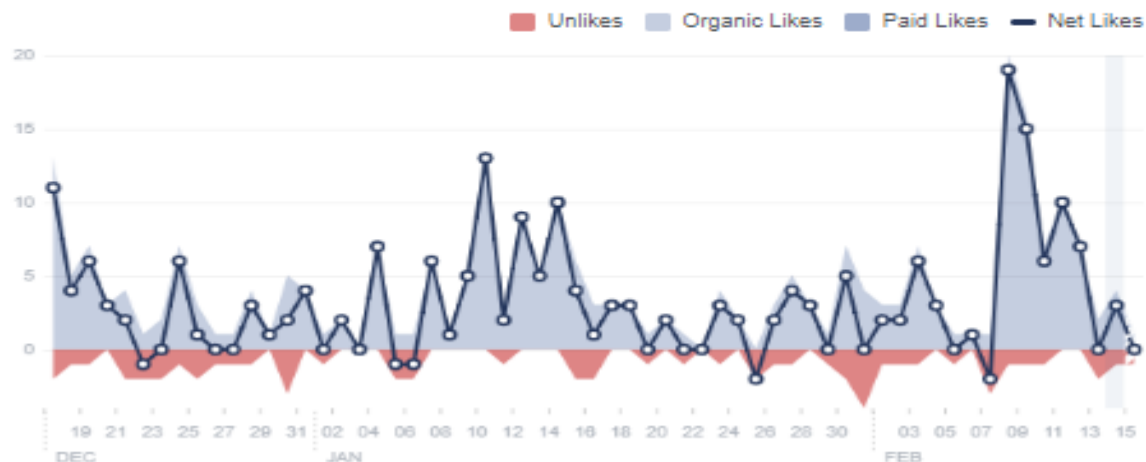


BENCHMARK
Compare your average performance over time.

Total Page Likes

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK
Compare your average performance over time.

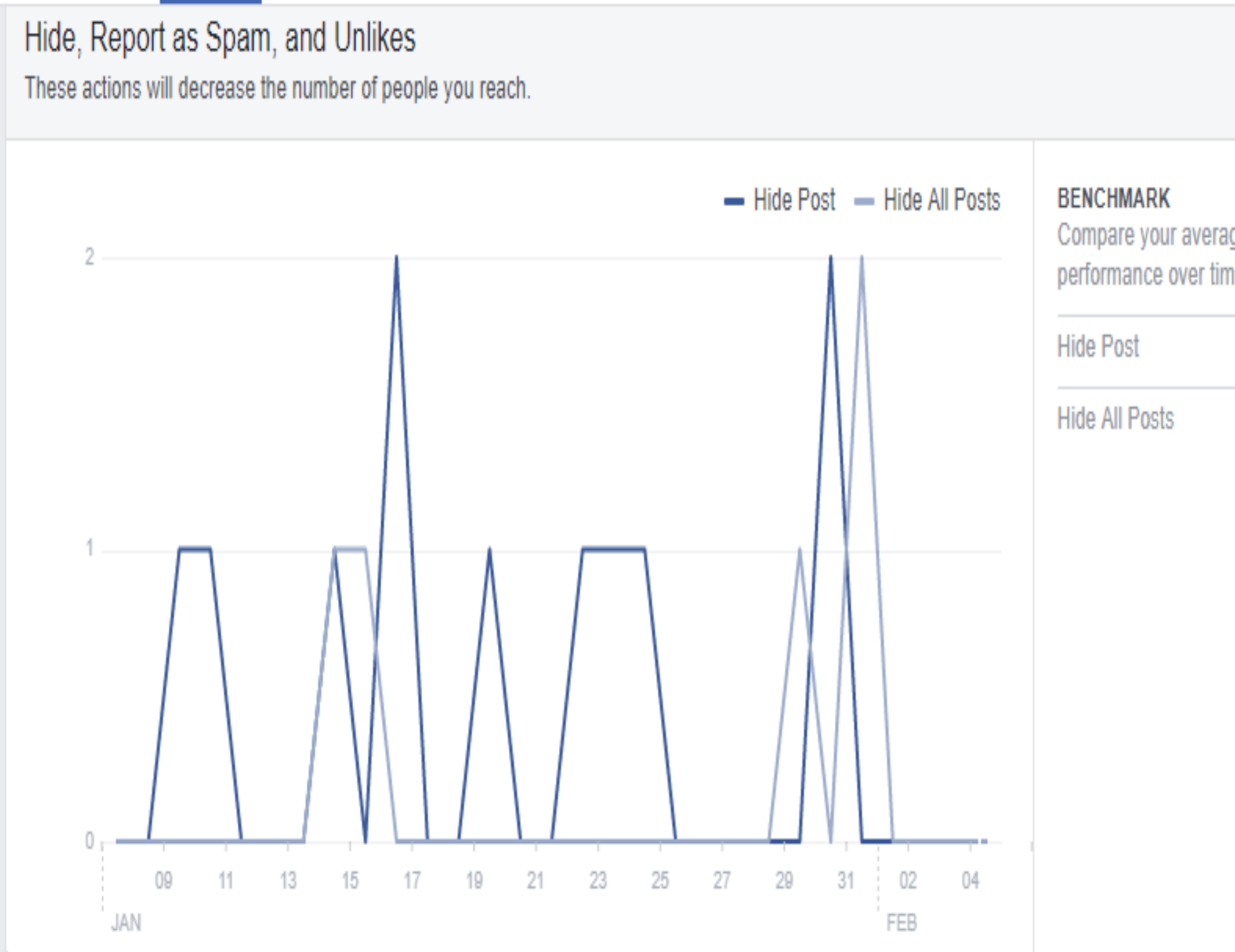
Unlikes

Organic Likes

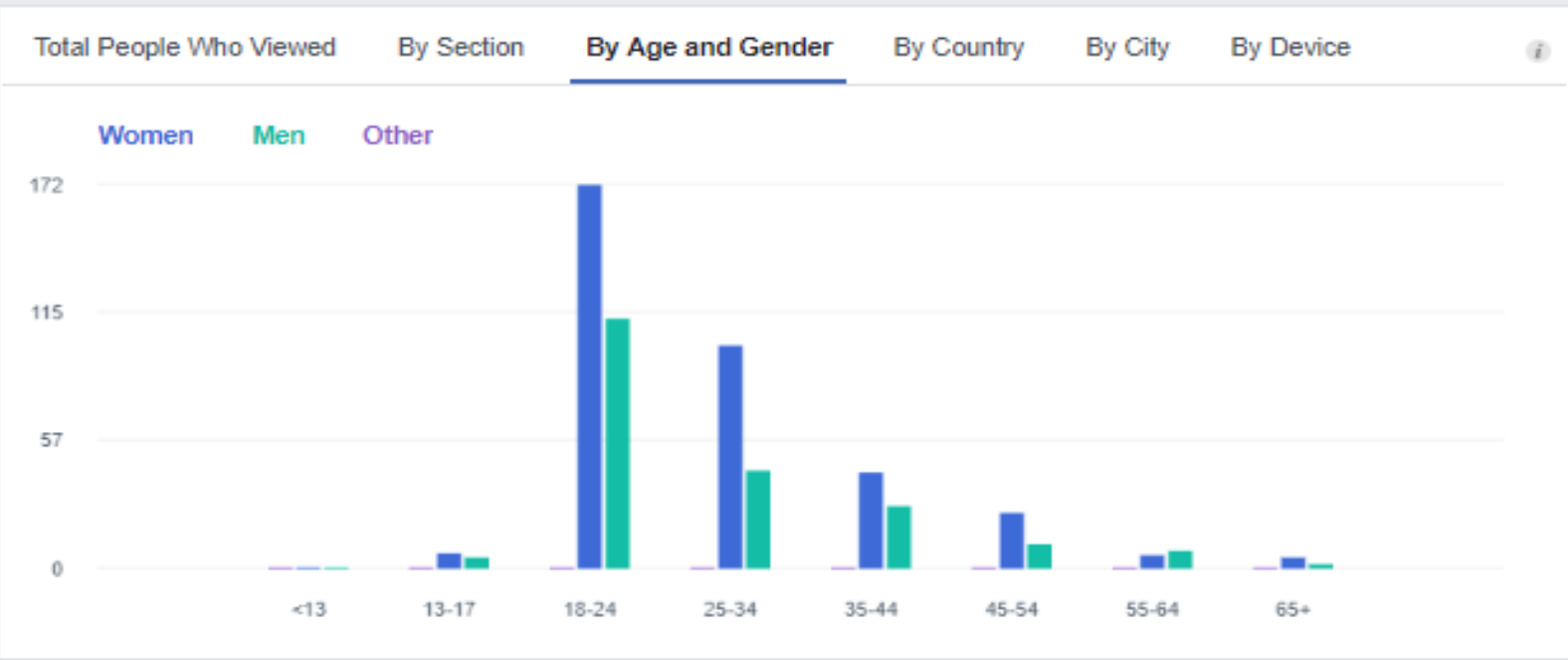
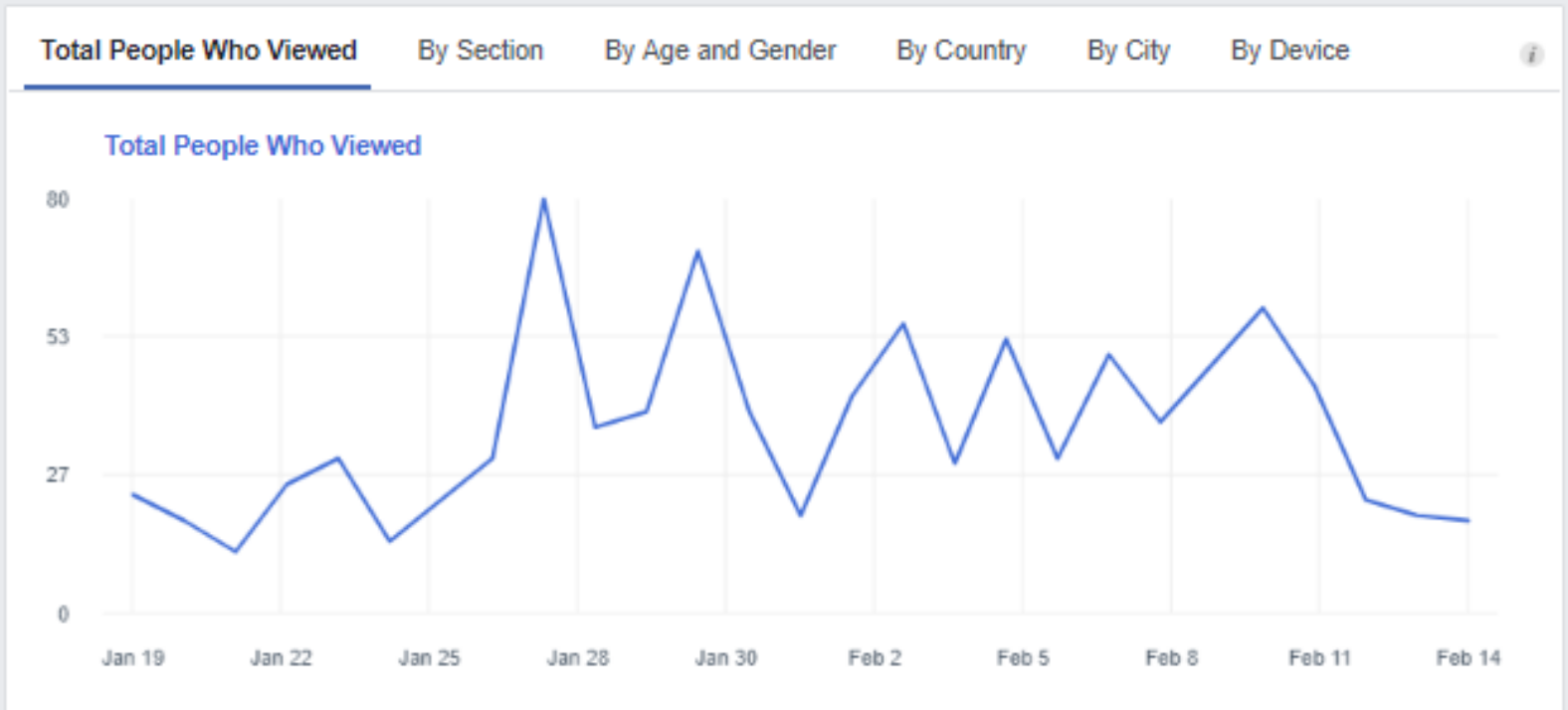
Paid Likes

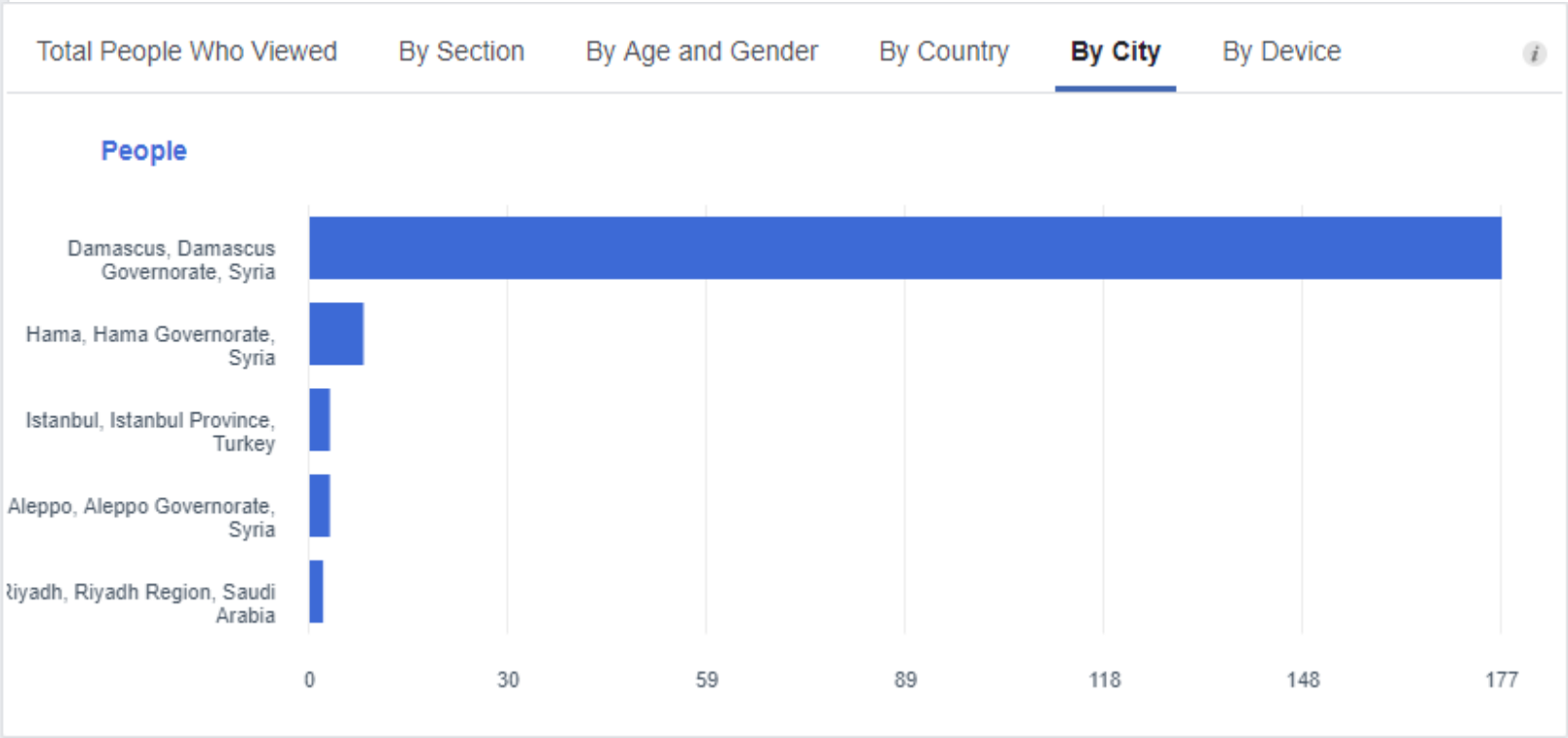
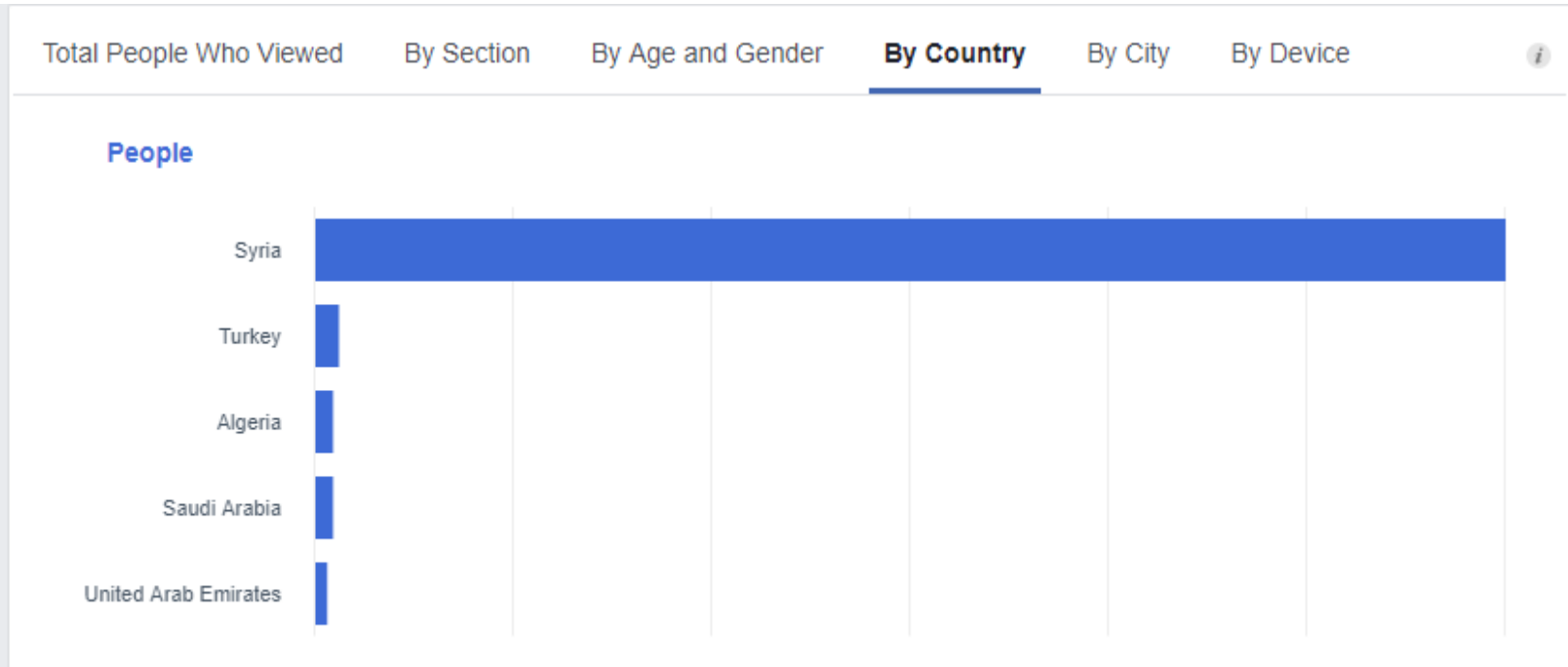
Net Likes

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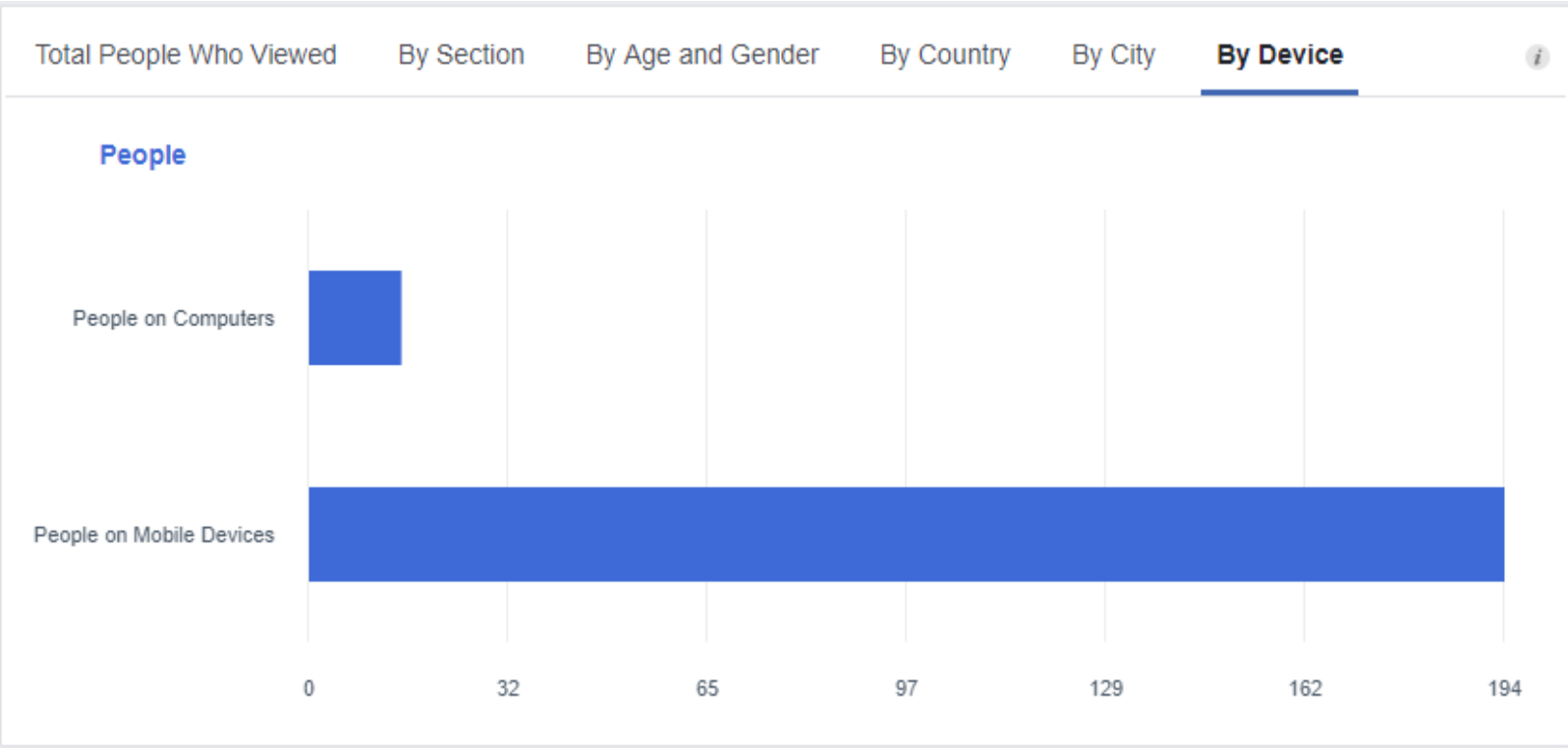


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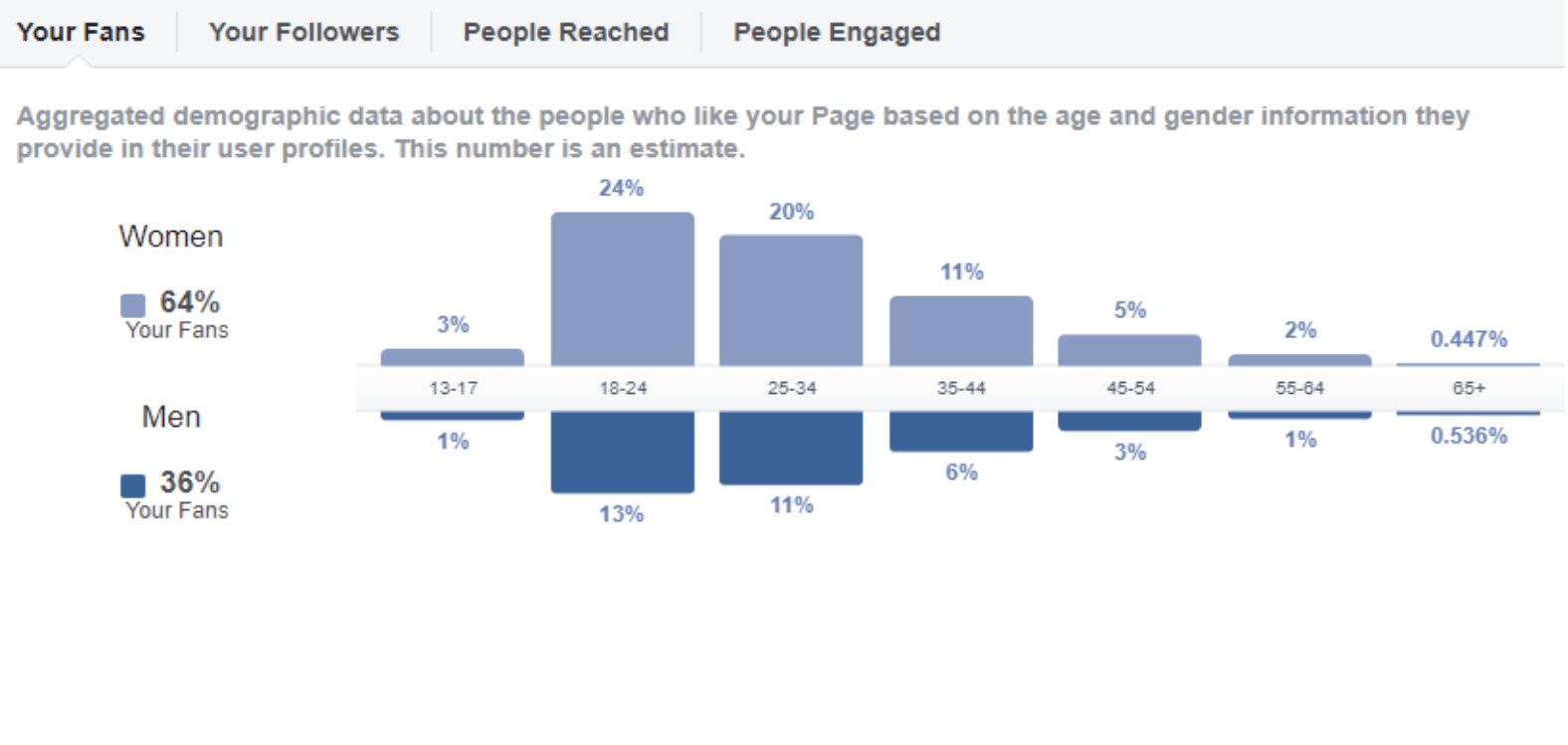
The success of different post types based on average reach and engagement.

Show All Posts ▾

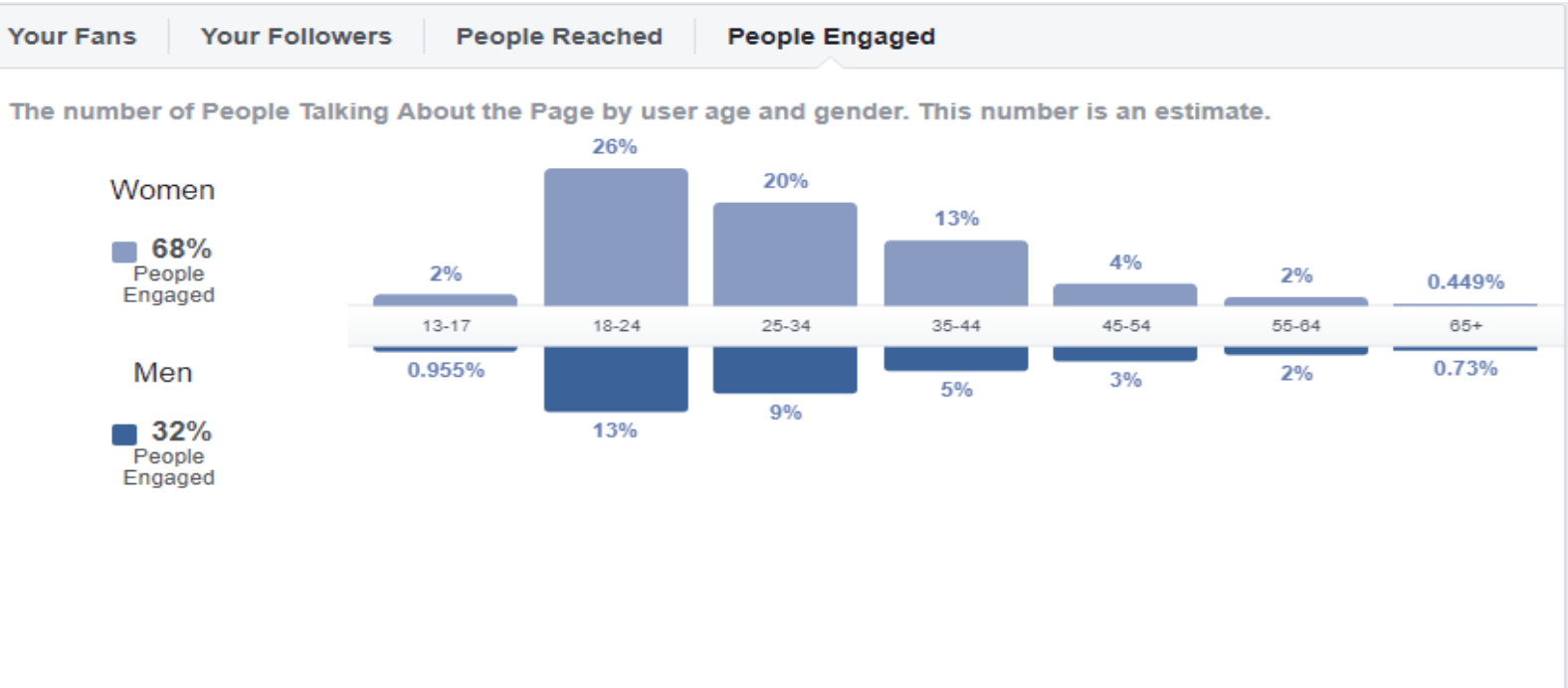
Reach Post Clicks Reactions, Comments & Shares ⓘ

Type	Average Reach		Average Engagement	
 Status	3,927	<div></div>	458 428	<div></div> <div></div>
 Video	3,310	<div></div>	293 161	<div></div> <div></div>
 Photo	2,329	<div></div>	269 98	<div></div> <div></div>
 Shared Video	1,522	<div></div>	92 51	<div></div> <div></div>
 Link	1,241	<div></div>	48 35	<div></div> <div></div>

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نصائح عامة

- الانتباه إلى أوقات الذروة في النشر
- المنشورات السلبية تتسبب في عقوبات
- المنشورات المدفوعة...
- مشاركة المنشورات
- وجود روابط في المنشورات
- الحقوق

ورقة العمل

- تاريخ التسليم 2019-02-24
- الدخول على قسم الرؤى في صفحة من صفحات الفيسبوك
- الاطلاع على الإحصائيات و المعلومات التي يوفرها هذا القسم
- أخذ لقطات لإحصائيات الصفحة بشكل مماثل لما يوجد في ملف هذه المحاضرة