

جامعة بلاد الشهاب

مجمع الشيخ أحمد كفتارو

البحث العلمي الإعلامي ومناهجه

المهندس الإعلامي محمد فادي مجاهد

المحاضرة الثامنة

2019-12-1

When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

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

Show All Posts ▾

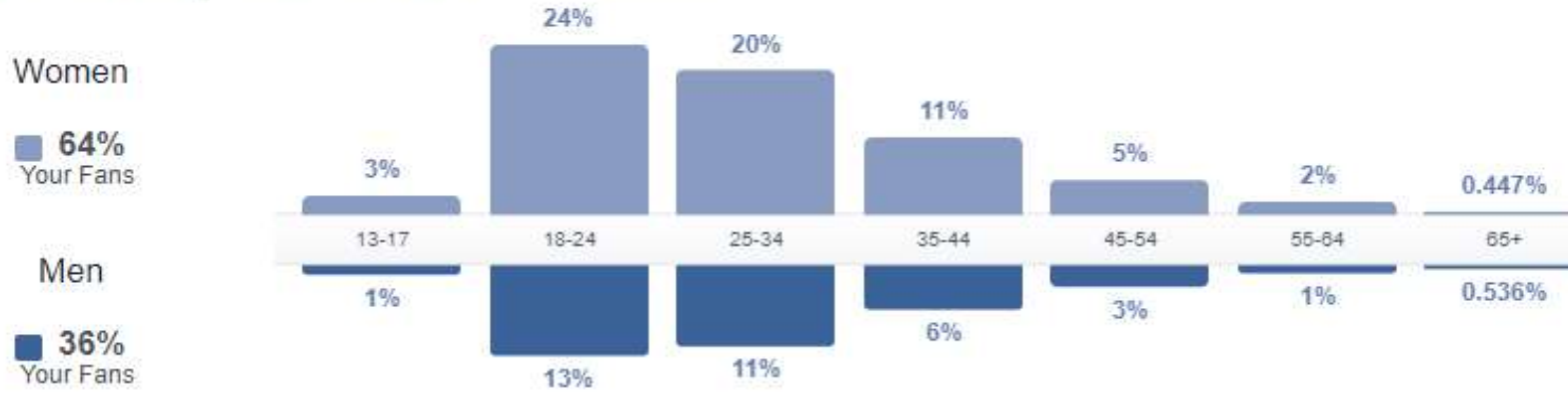
Reach Post Clicks Reactions, Comments & Shares

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

- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People**

Your Fans | Your Followers | People Reached | People Engaged

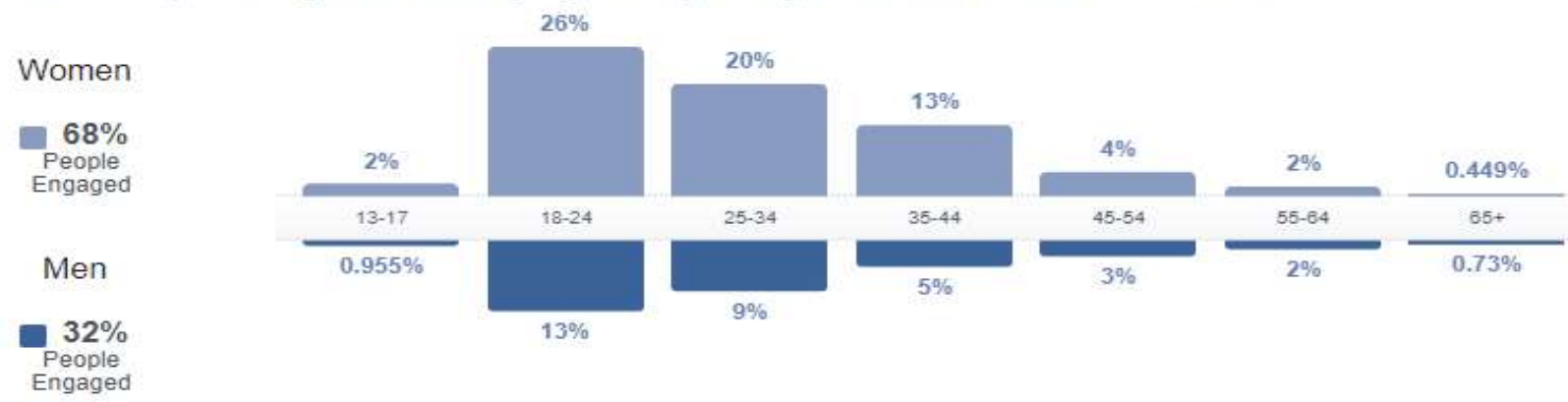
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.



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Your Fans | Your Followers | **People Reached** | **People Engaged**

The number of People Talking About the Page by user age and gender. This number is an estimate.



Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events 

Videos

Stories

People

Messages

QR Code

Daily data is recorded in the Pacific time zone.

1W 1M 1Q

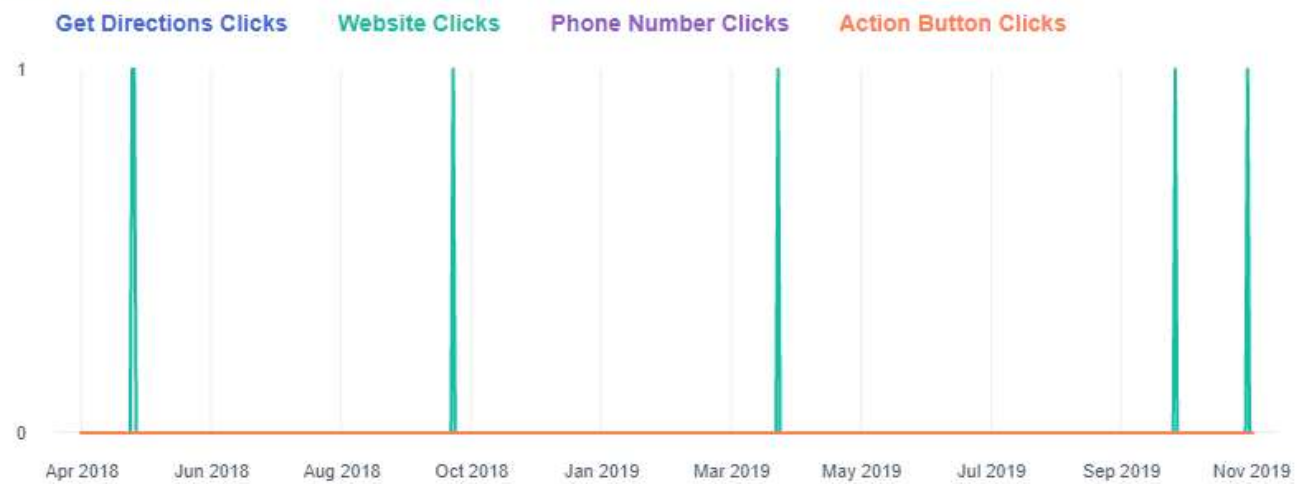
2018

2019

Start: 4/17/2018 

End: 11/22/2019 

Total Actions on Page



Overview

Ads

Followers

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Page Views

Page Previews

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Videos

Stories

People

Messages

QR Code

Nov 17

Nov 18

Nov 19

Nov 20

Nov 21

Nov 22

People Who Clicked Website

By Age and Gender

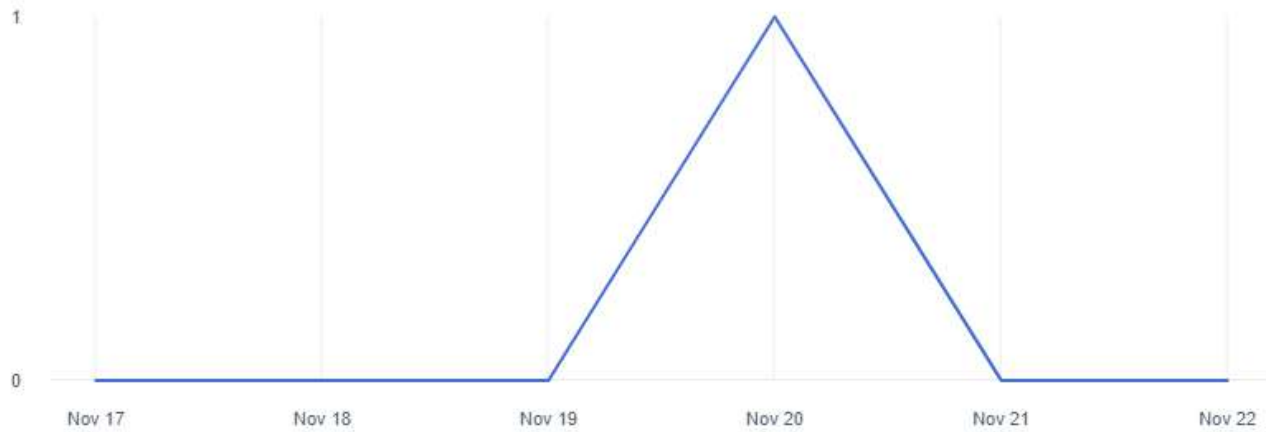
By Country

By City

By Device



People Who Clicked Website



Overview

Ads

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Videos

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QR Code

Home

Inbox **20+**

Events

Creator Studio

Notifications **77**

Insights

More ▾

Settings **1**

Help ▾



Create Event

Last 365 Days ▾



2

Events

+0 last 90 days



3.7K

People Reached

+0 last 90 days



154

Event Responses

+0 last 90 days



0

Ticket Clicks

+0 last 90 days

Active Posts

Recommended Actions

نصائح عامة

- الانتباه إلى أوقات و أيام الذروة في النشر
- المنشورات السلبية تتسبب في عقوبات
- المنشورات التي لا تحقق الانتشار، تقلل من الوصول للمنشورات اللاحقة
- المنشورات المدفوعة...
- مشاركة المنشورات
- وجود روابط في المنشورات
- الحقوق

مجمع الشيخ احمد كفتارو
جامعة بلاد الشطران

BAUK

YOUTUBE

يوتيوب

يوتيوب

- تأسست في شباط 2005
- اشترتها جوجل و ضمتها لمجموعة شركاتها تشرين الثاني 2006
- في 2017
 - 400 ساعة فيديو يتم تحميلها كل دقيقة
 - مليار ساعة تتم مشاهدتها كل يوم
- 2019
 - 26 مليون محرر محتوى
- الشبكة الاجتماعية الرئيسية التي تقدم المال مقابل المشاركة الفعالة

WATCH TIME (MINUTES) ?

16,744,311*

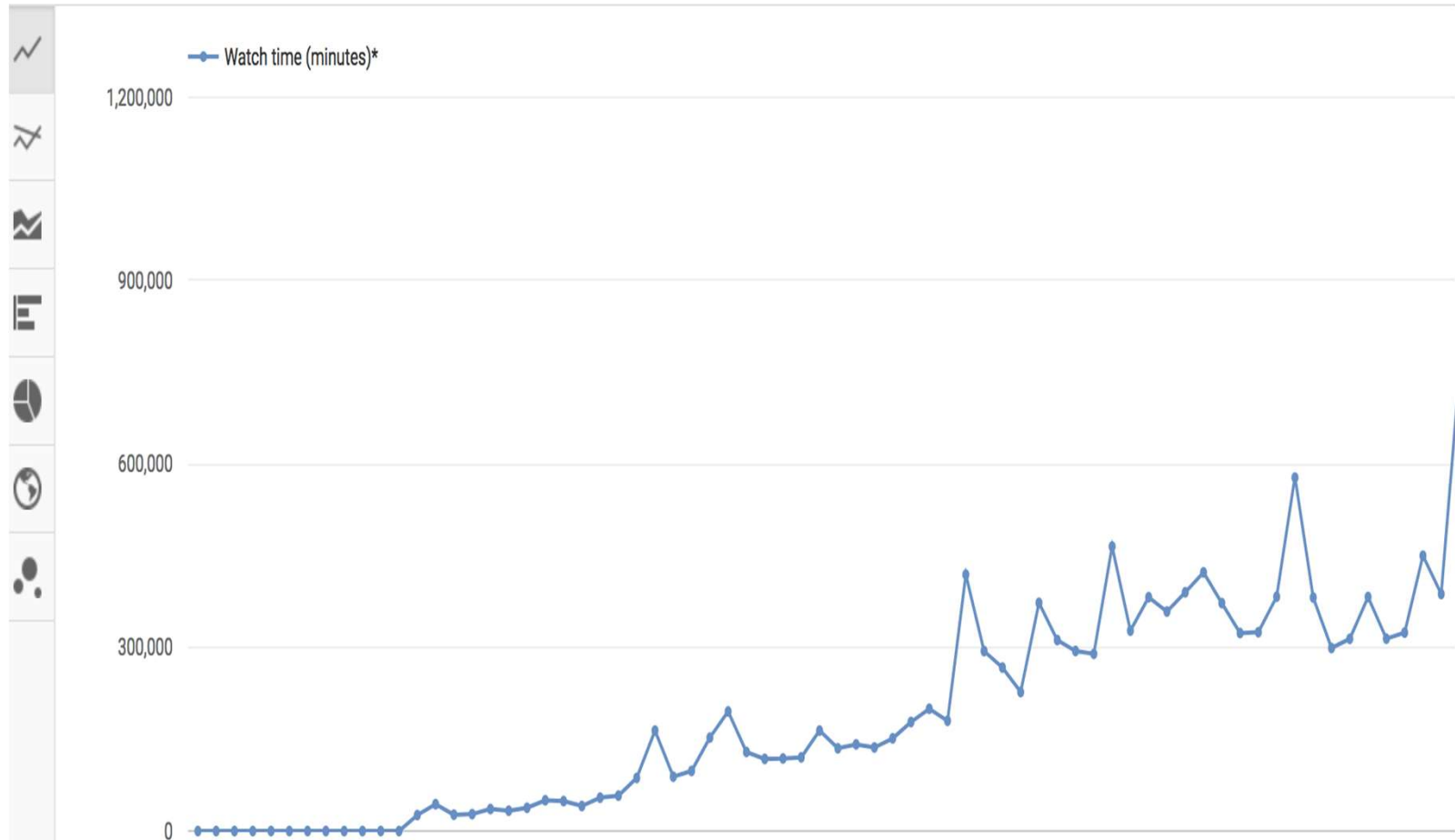
VIDEOS ?

6,574,499

Compare metric ▾

Monthly ▾

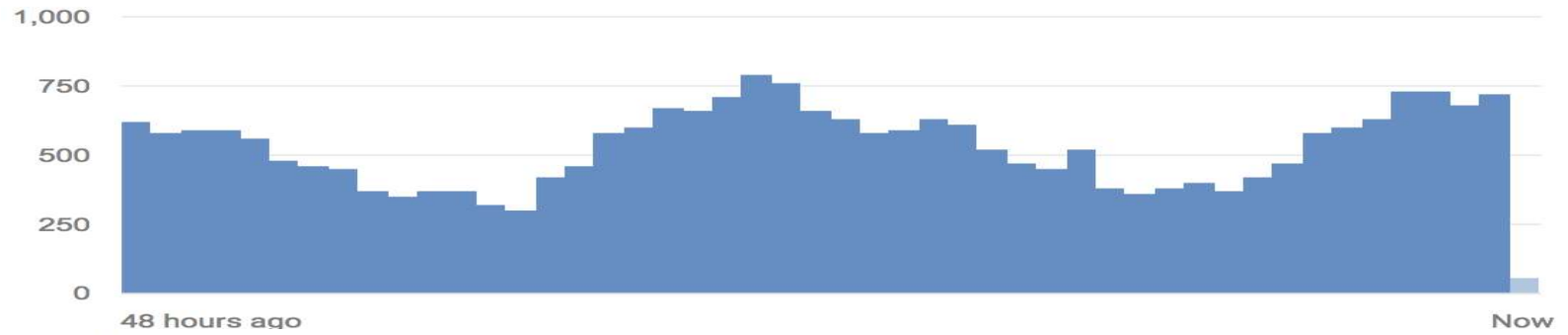
Show growth ?



● Automatically updates every 10 seconds

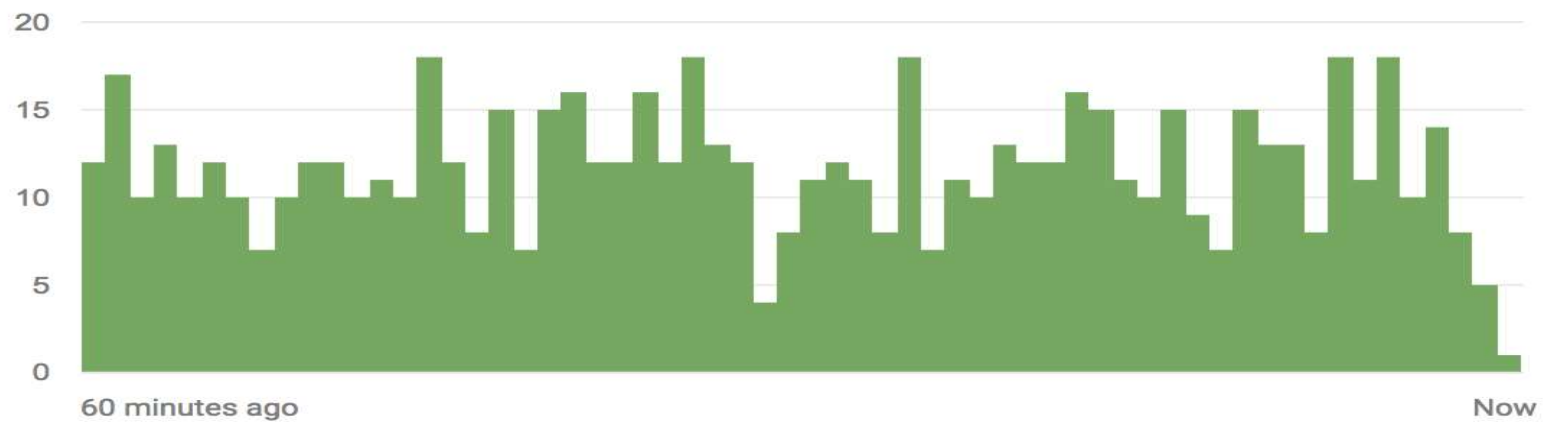
Last 48 hours

Estimated views: 25,000 [?](#)



Last 60 minutes

Estimated views: 700 [?](#)



SUBSCRIBERS

892

SUBSCRIBERS GAINED

1,066

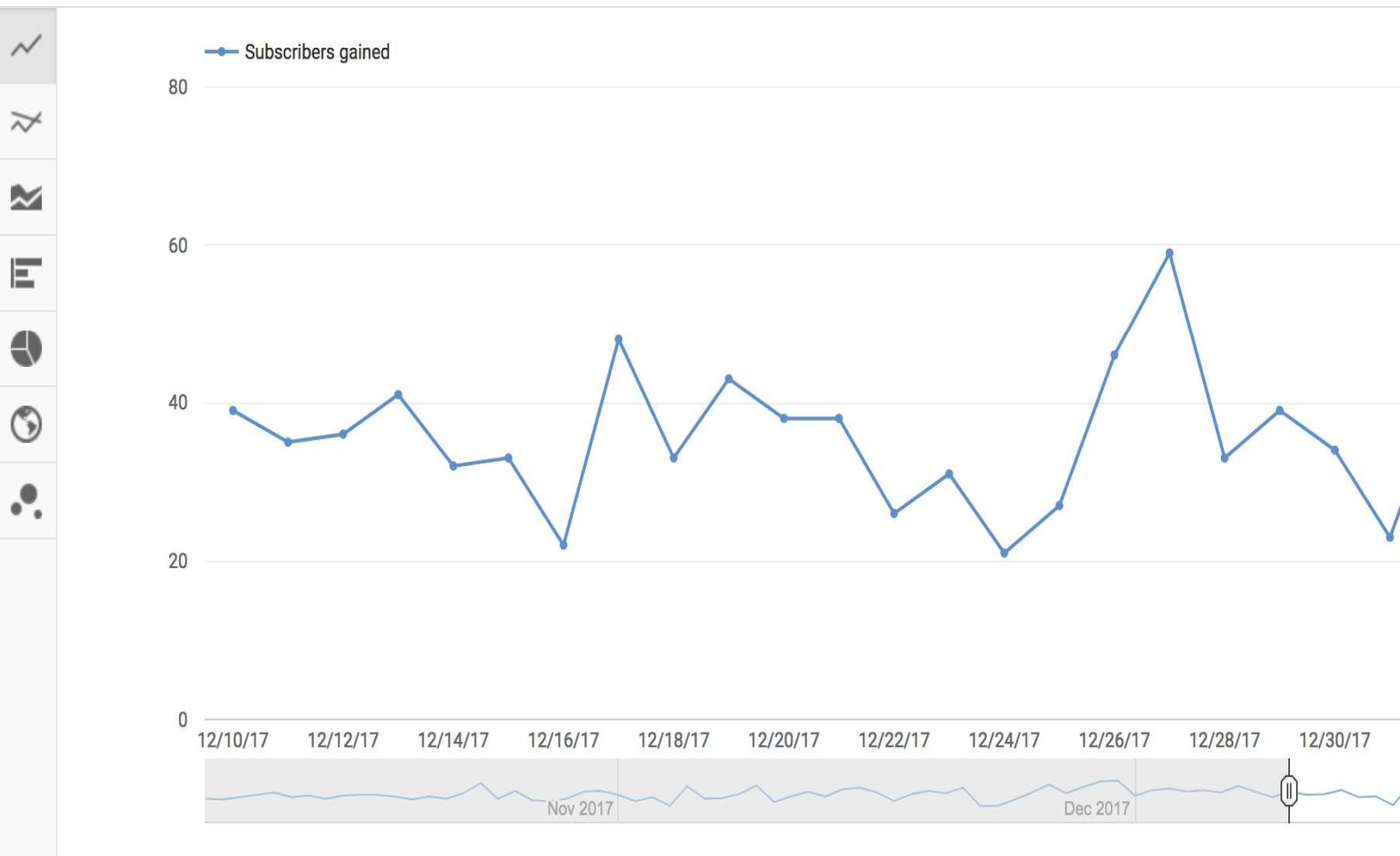
SUBSCRIBERS LOST

174

Compare metric ▾

Daily ▾

Show growth ⓘ



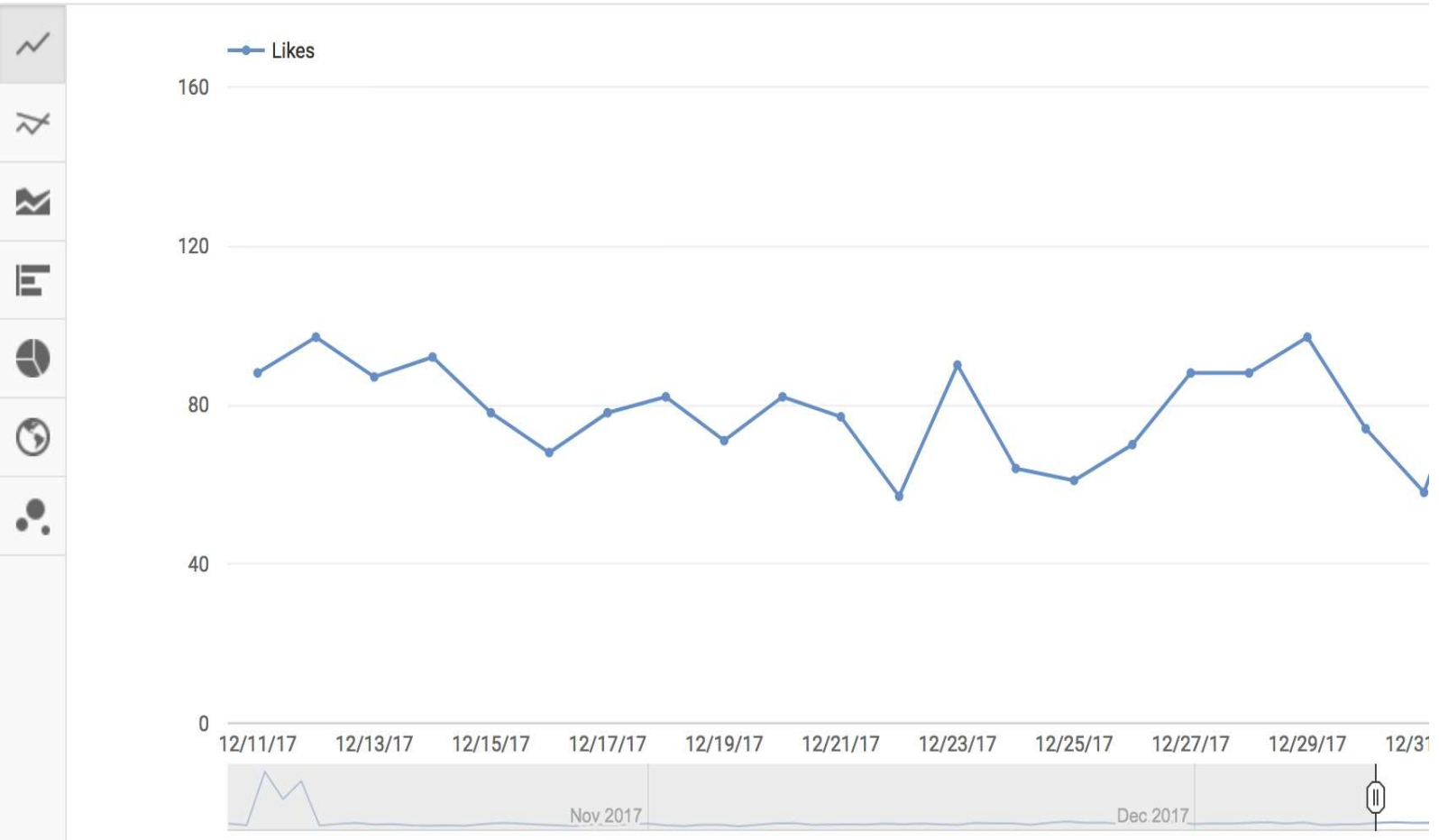
LIKES
2,398

DISLIKES
76

Compare metric ▾

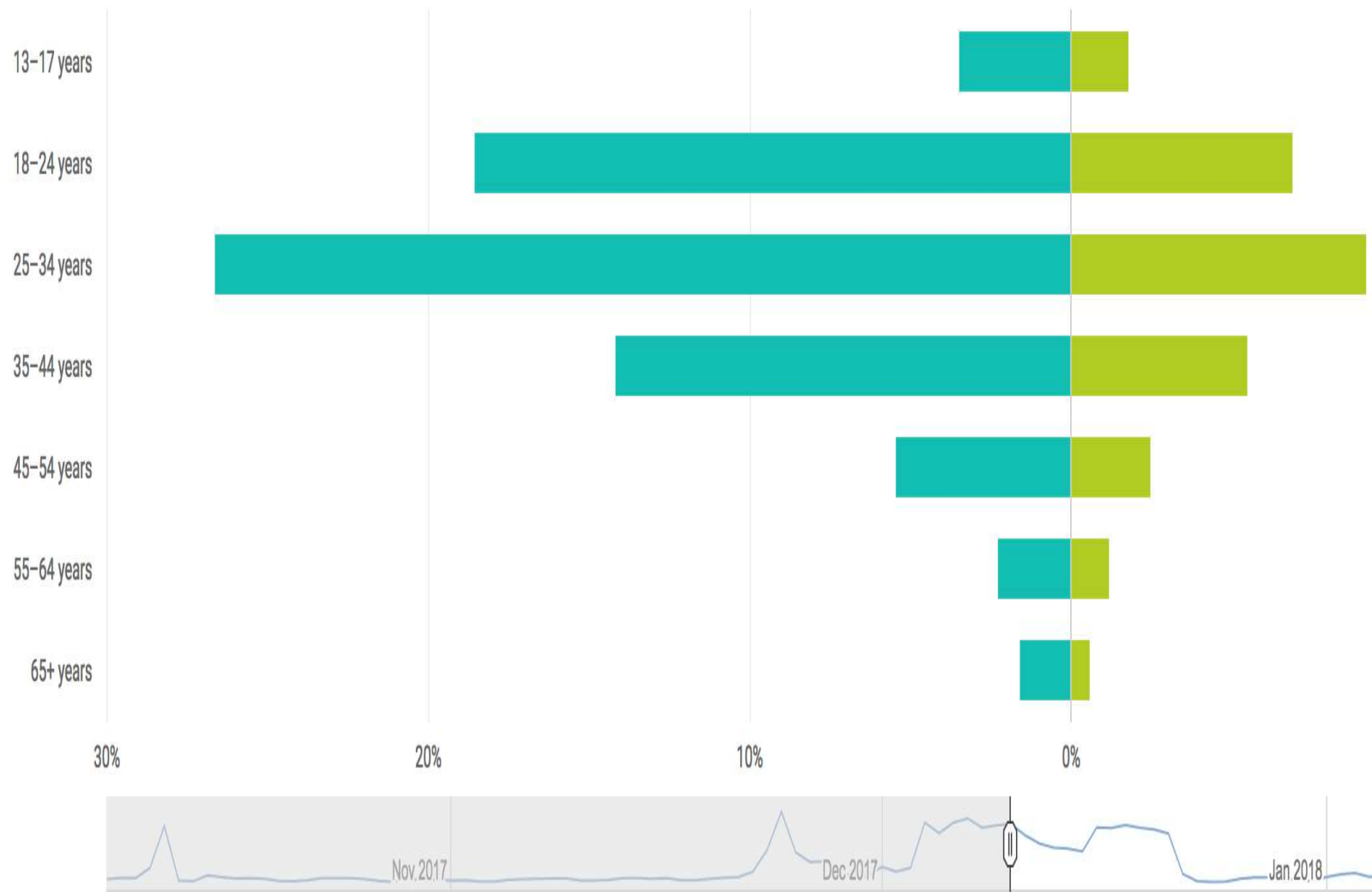
Daily ▾

Show growth ?



Traffic source ?	Watch time (minutes) ? ↓	Views ?	Average view duration ?
YouTube advertising ?	1,031,752 (66%)	864,420 (81%)	1:11
YouTube search ?	180,019 (12%)	55,210 (5.2%)	3:15
External ?	132,872 (8.5%)	69,867 (6.6%)	1:54
Suggested videos ?	132,204 (8.5%)	41,497 (3.9%)	3:11
Channel pages	20,914 (1.3%)	9,817 (0.9%)	2:07
Playlists	18,821 (1.2%)	6,024 (0.6%)	3:07
Browse features ?	18,134 (1.2%)	5,694 (0.5%)	3:11
Other YouTube features	9,662 (0.6%)	2,798 (0.3%)	3:27
Direct or unknown ?	9,450 (0.6%)	6,421 (0.6%)	1:28
Playlist page	4,946 (0.3%)	2,038 (0.2%)	2:25
End screens ?	600 (0.0%)	86 (0.0%)	6:58
Video cards and annotations	394 (0.0%)	196 (0.0%)	2:00
Notifications ?	31 (0.0%)	15 (0.0%)	2:05

Male Female



<input type="checkbox"/> Geography	Watch time (minutes) ⓘ ↓	Male	Female
<input type="checkbox"/> California	121,418 (15%)	73%	27%
<input type="checkbox"/> Texas	80,625 (10%)	70%	30%
<input type="checkbox"/> Florida	63,354 (7.9%)	72%	28%
<input type="checkbox"/> New York	57,714 (7.2%)	72%	28%
<input type="checkbox"/> Georgia	38,234 (4.8%)	66%	34%
<input type="checkbox"/> Illinois	33,679 (4.2%)	73%	27%
<input type="checkbox"/> North Carolina	28,328 (3.5%)	66%	34%
<input type="checkbox"/> Pennsylvania	25,668 (3.2%)	70%	30%
<input type="checkbox"/> New Jersey	23,982 (3.0%)	73%	27%
<input type="checkbox"/> Michigan	22,184 (2.8%)	72%	28%
<input type="checkbox"/> Ohio	19,484 (2.4%)	71%	29%
<input type="checkbox"/> Washington	18,792 (2.3%)	70%	30%

Sharing service	Date	Subscription status	Device type
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Sharing service ?	Shares ↓
Text Message	97 (38%)
Copy to Clipboard	59 (23%)
Other	39 (15%)
Facebook Messenger	22 (8.7%)
WhatsApp	13 (5.1%)
Gmail	9 (3.6%)
Email	6 (2.4%)
Hangouts	5 (2.0%)
Facebook	2 (0.8%)
Google+	1 (0.4%)