

جامعة بلاد الشهاب

مجمع الشيخ أحمد كفتارو

البحث العلمي الإعلامي ومناهجه

المهندس الإعلامي محمد فادي مجاهد

المحاضرة السادسة

2020-11-22

فيسبوك

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

BAUK

مصطلحات

- Post Engagement التفاعل مع المنشور
- Post Reach وصول المنشور
- Video Views مشاهدات الفيديو
- Page Likes عدد الإعجابات على الصفحة
- Page Views عدد مرات الدخول على الصفحة
- Post Clicks عدد مرات الضغط على المنشور
- Paid Reach – Organic Reach الوصول المدفوع و الوصول العادي

مجمع الشيخ أحمد كفتاروف
جامعة بلاد الشطران

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.

Page Summary Last 7 days +

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■ Organic ■ Paid

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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

Overview

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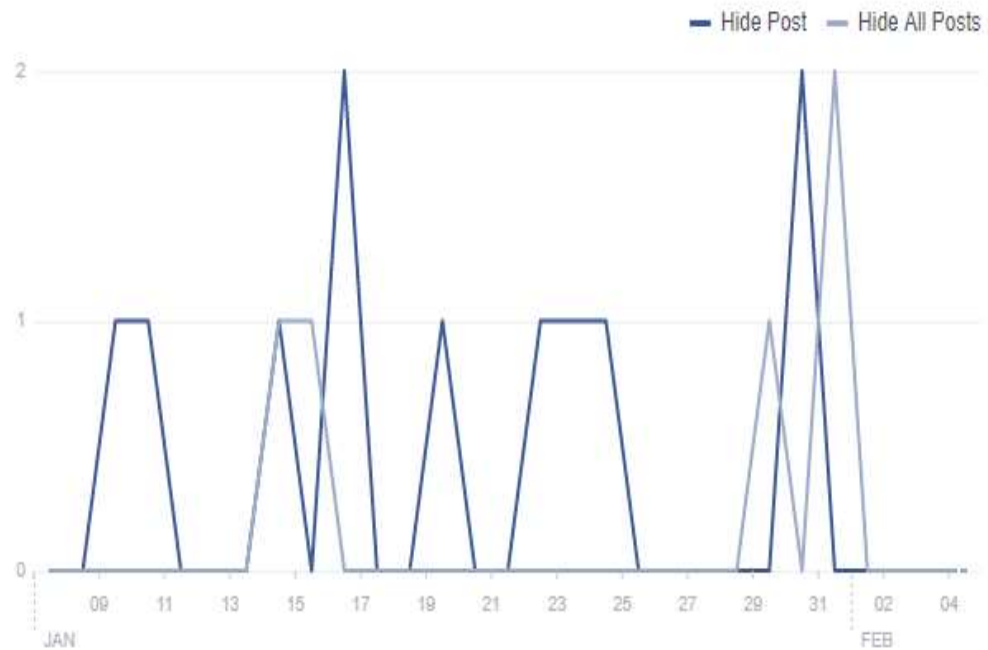
Events

Videos

Stories

Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



BENCHMARK

Compare your average performance over time

Hide Post

Hide All Posts

Overview

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Events

Videos

Stories

People

Total People Who Viewed

By Section

By Age and Gender

By Country

By City

By Device

Total People Who Viewed



Total People Who Viewed

By Section

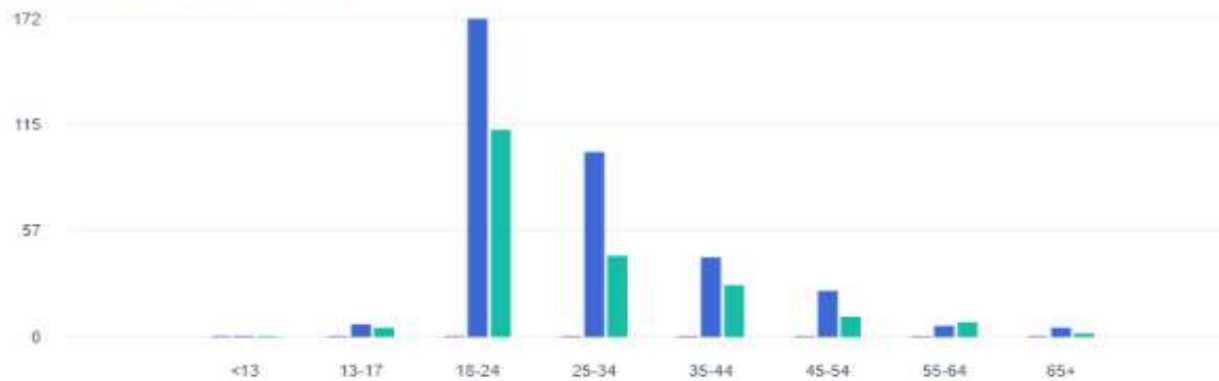
By Age and Gender

By Country

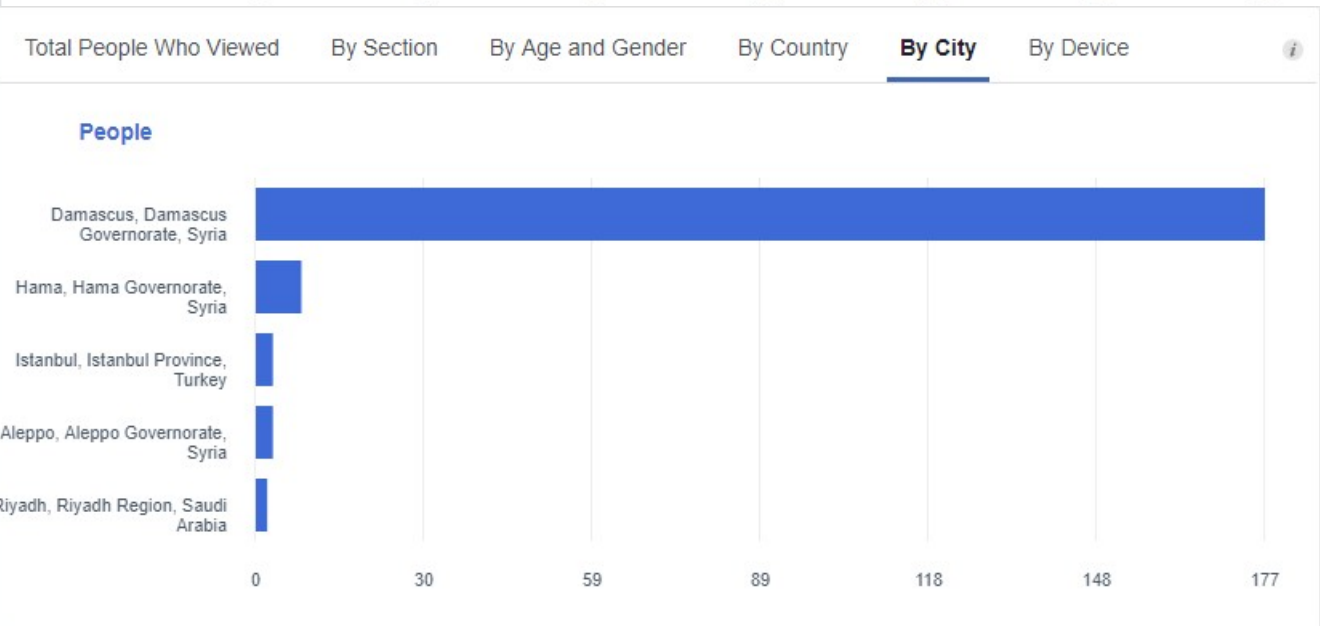
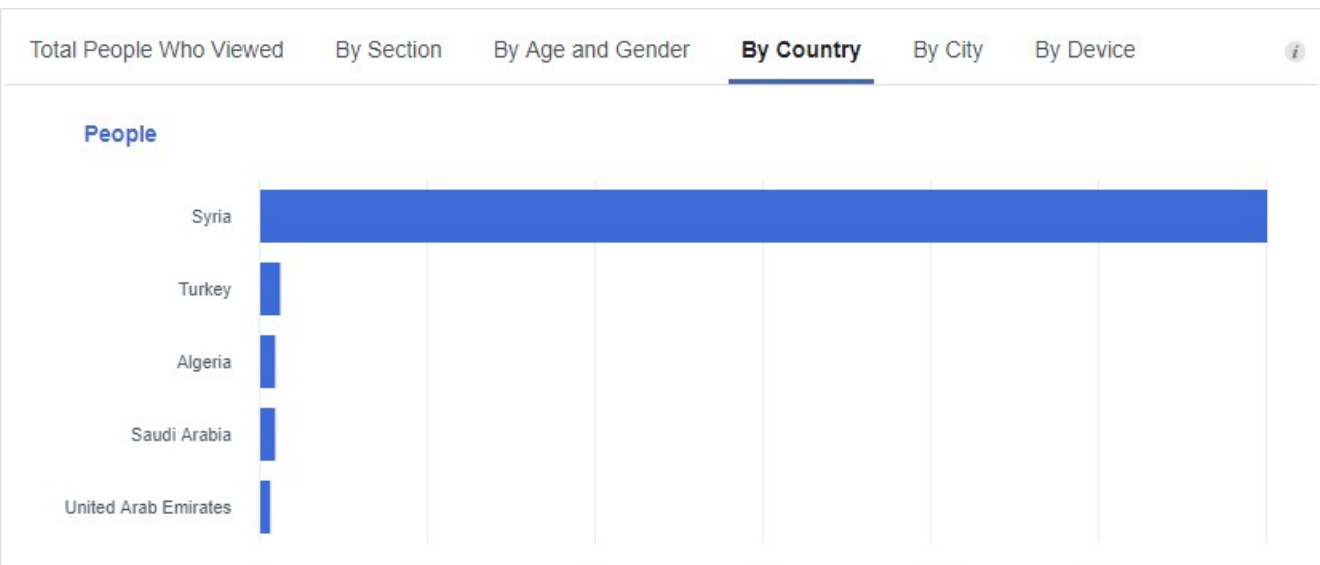
By City

By Device

Women Men Other



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



Promotions

Followers

Likes

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Page Views

Page Previews

Actions on Page

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People

Total People Who Viewed

By Section

By Age and Gender

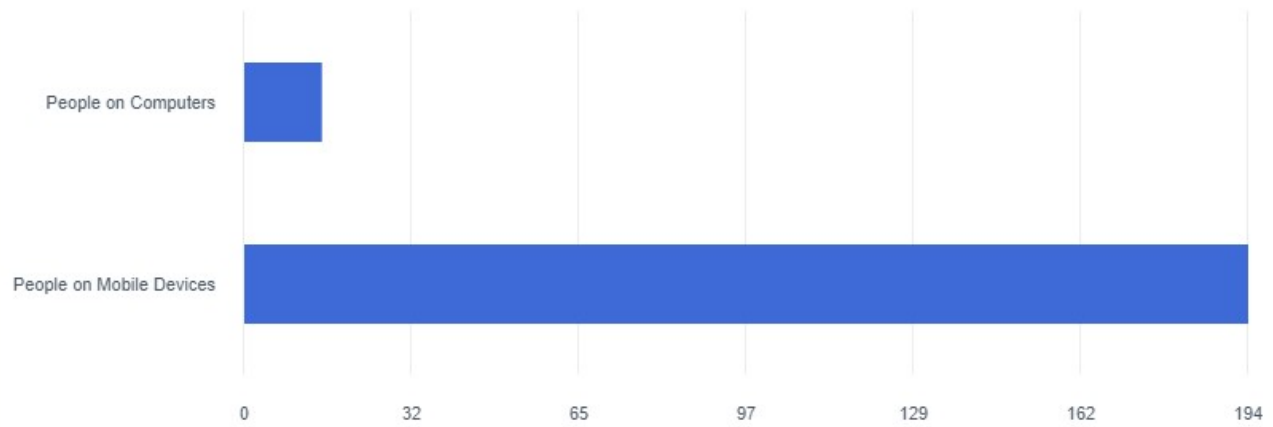
By Country

By City

By Device



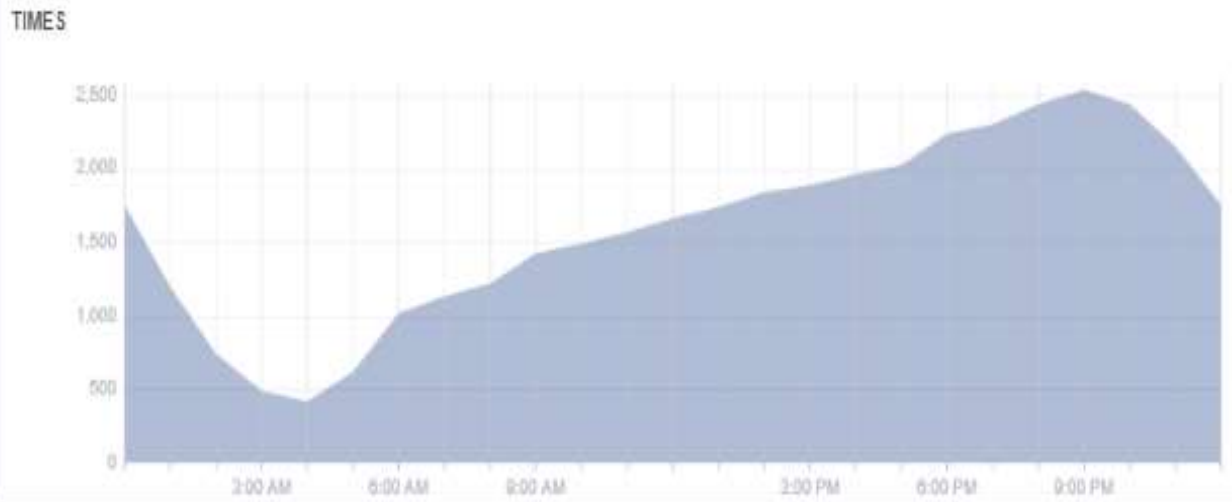
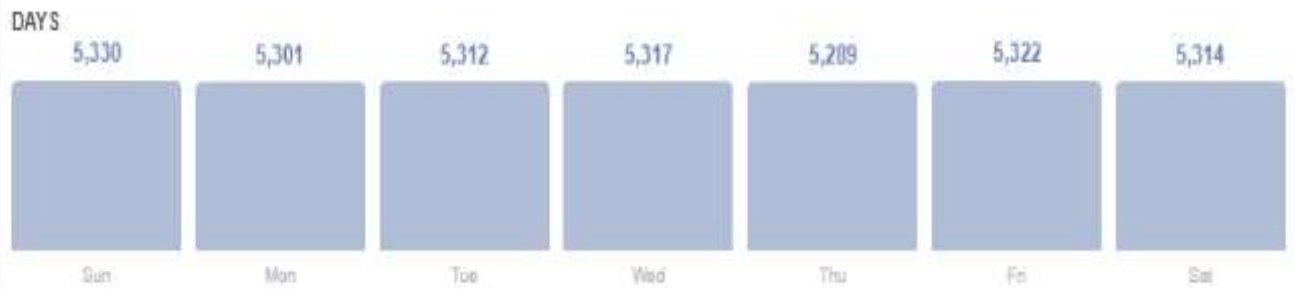
People



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- Videos
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- Messages
- API
- QR Code

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

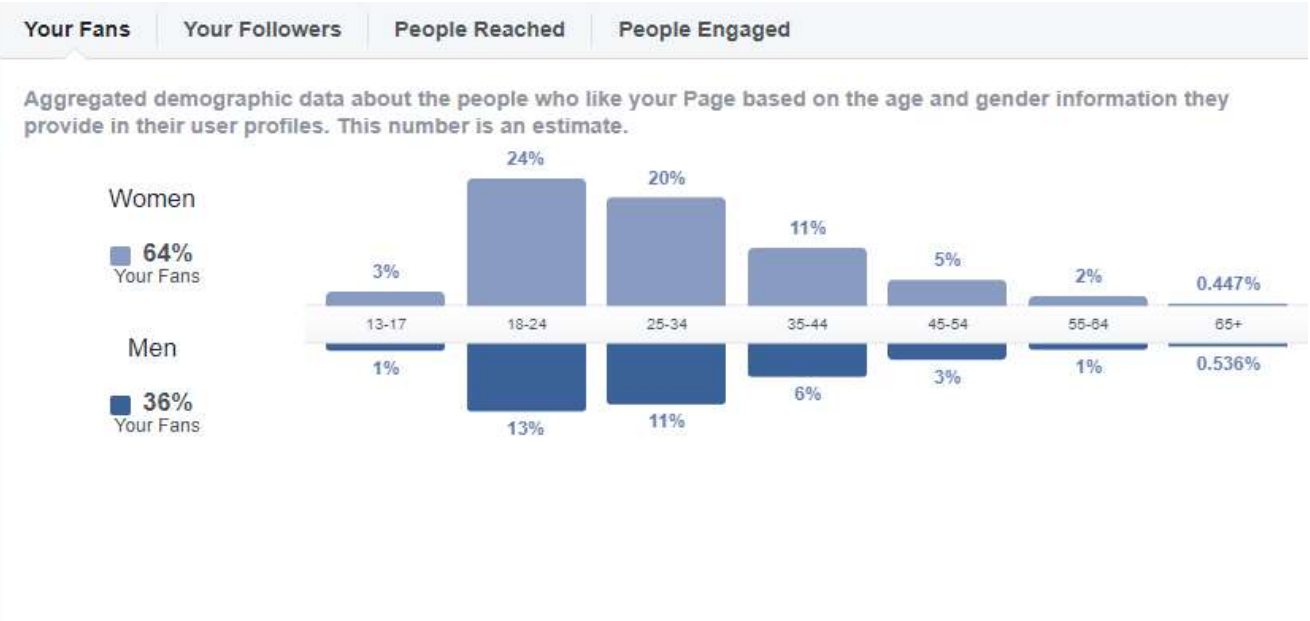
The success of different post types based on average reach and engagement.

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

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Overview

Ads

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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