



Virginia is for Lovers 

Virginia Tourism Corporation

FACEBOOK INSIGHTS

DAVE NEUDECK – ELECTRONIC MARKETING DIRECTOR

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Facebook Page Insights



Virginia is for Lovers 

Visit Insights Page Often!

Facebook Page Insights



Virginia is for Lovers 

- Keep a spreadsheet of posts
 - Identify post type (Questions, photo, link, blog post)
 - Track over time increments (6hr, 12hr, 24hr)
- Learn from what works and what doesn't
- Low Virality – Likely that posts will not show up in newsfeeds.



Engagement Rate



Virginia is for Lovers

$$\text{Engagement Rate} = \frac{(\# \text{Comments} + \# \text{Likes})}{\# \text{ of Fans}}$$

0-10k fans	0.96%
10-20k fans	0.29%
20k-50k fans	0.21%
50k-100k fans	0.19%
100k-200k fans	0.16%

FB page with
25,000 fans
need 52 comments
or likes per post!

Key Terms



Virginia is for Lovers 

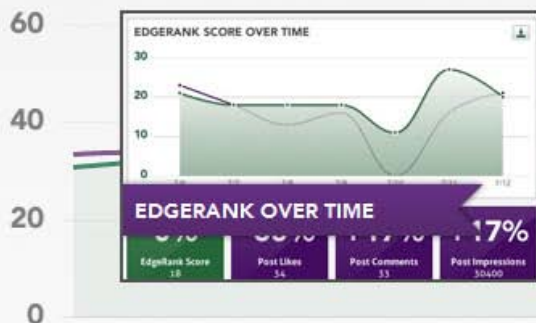
- Reach
- Post
 - Wall Photo, Post with Link, Post
- Engaged Users
- Talking About This
- Virality
 - $\text{Virality} = \text{Reach} / \text{Talking About This}$



CONNECT NOW FOR YOUR FREE SCORE

UPGRADE TO PRO
& GET 2 WEEKS FREE!

Connect with Facebook



**INCREASE FACEBOOK EXPOSURE
& FAN ENGAGEMENT**
WITH **EDGERANK CHECKER**

THE COMPETITIVE EDGE

- > How often should I post?
- > What should I talk about?
- > When are my fans listening?

LEARN THE ANSWERS TO THESE QUESTIONS & MORE

LEARN ABOUT EDGERANK



STAY ON TOP OF THE LATEST INFORMATION IN THE INDUSTRY

WHAT PEOPLE ARE SAYING

- evelyn330 Impressions & Engagement 2 Weeks After Facebook's New Hybrid News Feed | EdgeRank Checker [#data](http://t.co/YnSBgdjc) 11 hours ago · reply · retweet · favorite
- fanfoundry Does Using a 3rd Party API Decrease Your Engagement Per Post? | EdgeRank Checker <http://t.co/8VKhMUNI> via @edgerankchecker