



Facebook Monitoring

Facebook monitoring is a way to gather relevant information about your audience, track key social metrics, and collect insights on the performance of the content you're creating and sharing.

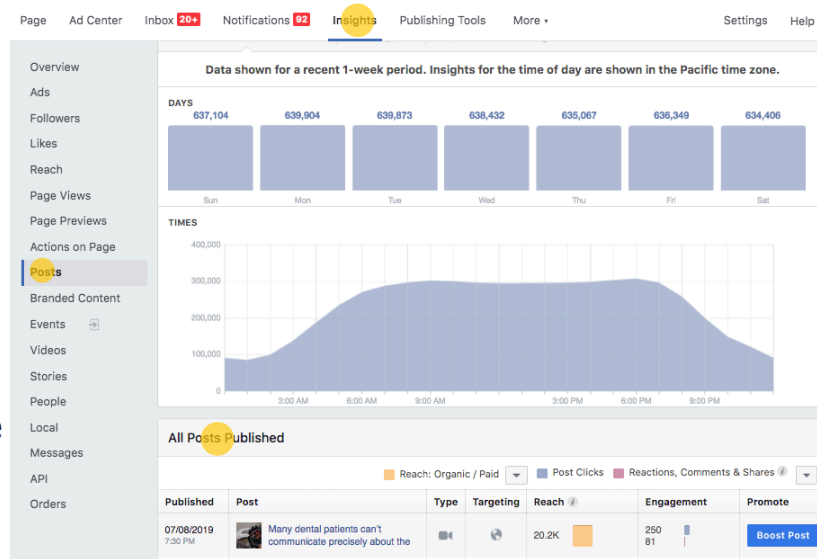
Page likes and post engagements are just some of the many metrics available to monitor and help drive the narrative of your Facebook presence.

Facebook Insights

Under the Facebook Insights tab you'll find all your analytics, from post performance to follower growth and everything in between.

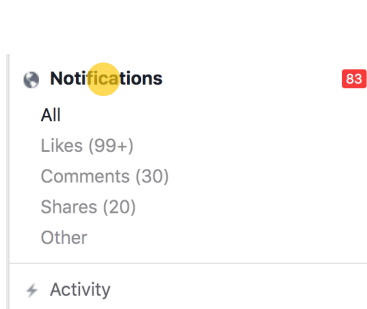
Exploring Insights will give you a better understanding of when your audience is online and what content they're responding best to, and will provide a breakdown of the engagements, reach, and impressions on each individual post.

Using Facebook Insights, you can also monitor the top posts from your competitor pages, to stay aware of the digital conversations other brands are having.



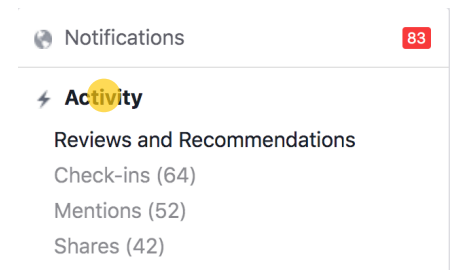
Notifications

By now, we all know that when we see a small red icon there is a new Facebook notification waiting for you on your page. Understanding and regularly monitoring these notifications is one of the best ways to keep track of activity on your posts and page.



By opening the notifications tab, you will see all the current notifications on your posts, including likes, comments, and shares.

By opening the activity tab, you will see all the current notifications on your page, including reviews and recommendations, check-ins, mentions, and shares.





Comments

By monitoring your comments, you can hear directly from your followers, join the conversation, and moderate any inappropriate comments.



Reviews

Monitoring your reviews and recommendations gives you the opportunity to interact with any praise or criticism your followers might have about your brand or service. This can be a good way to address potential issues.



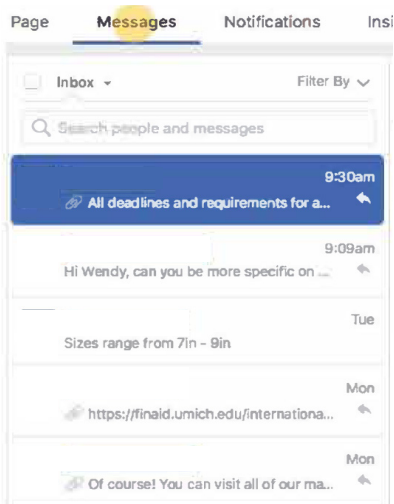
Mentions

Checking your mentions can help you gain an understanding of what content your digital audience is tagging you in so you can stay ahead of any negative feedback.



Shares

Tracking the amount of shares will help you better understand the amount of organic reach for your Facebook post.



Messages

Facebook messaging is an easy way to engage with your audience allowing you to respond to inquiries and questions your followers have about your business or company.

Be human. People want to know there is someone behind the screen responding to their questions. Usually a simple answer, like directing them to your website, will help.