



Meta Business Suite in 6 Parts

Part 3: Monitoring Social Media Insights • Make social media work for **you**.

Monitoring social media analytics can be daunting, but Meta Business Suite makes it easy. Everything simplified and in one place, Meta Business Suite's analytics dashboard for your Facebook & Instagram content is easily readable.

The Meta Business Suite Insights tools help you:

- Understand your audience demographics
- Learn what kind of content works best for your audience
- Benchmark competitors & aspirational accounts
- Set goals for yourself and your content

Meta Business Suite Insights Tool:

- **Insights Overview**
 - High level summary of current/recent goals, results, content and audience demographics
- **Results**
 - Deeper dive into the results from published content
 - Shows progress on current goals and results of recent goals
 - Shows a graph of your page's reach trends
 - Shows a graph of profile visit trends
 - Shows a graph of new likes and follows
 - Shows a graph of paid ad trends
- **Audience**
 - Shows age, gender and location demographics for your current audience
 - Shows the potential audience based on total number of Facebook users in the US, ages, genders, locations and the top performing pages in the US
- **Benchmarking**
 - Choose competitor pages and pages to aspire to be to compare and contrast your page's reach
 - Compare and contrast page likes and published content
- **Content Overview**
 - Explore trends from your content and how it relates to your audience's preferences
 - See top three best-performing posts; Use this to plan your content
- **Content**
 - See every static post ever posted to your pages and their individual performance