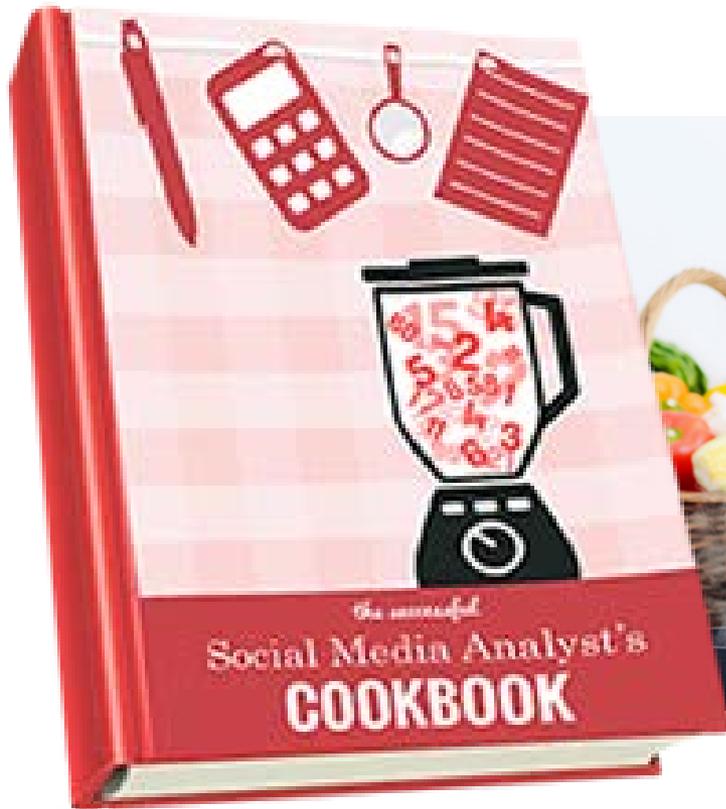


# Facebook & Twitter Cookbooks



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# Page Summary Template

Page Summary					
Channel	Name	Fans – March 1	Fans – April 1	New Fans	Growth
Twitter	<a href="#">@kcnews</a>	32,050	32,575	525	2%
Facebook	<a href="#">King County, WA</a>	5,282	5,222	-60	-1%
<b>Totals</b>		<b>37,332</b>	<b>37,797</b>	<b>465</b>	<b>1%</b>

## Finding your growth metrics:

- Keep track of your monthly metrics so you can reference them at any time. Excel sheets are great for this.
- Total number of new fans is important, but try and focus on how much the channels are growing. Goal should be 5% growth each month.
- For quick calculations (e.g. monthly growth) use this handy [online calculator tool](#).
- **Remember to add context in your reports.** For example, the 60-person decline in Facebook likes for this period resulted from a purge Facebook did of inactive accounts.

# Post Summary – Facebook

Post Summary						
Channel	Name	Posts	Interactions	Clicks	Total Engaged	Engagement Per Post
Twitter	<a href="#">@kcnews</a>	46	334	259	593	13
Facebook	<a href="#">King County, WA</a>	28	1,105	433	1,538	55
<b>Totals</b>		<b>74</b>	<b>1,439</b>	<b>692</b>	<b>2,131</b>	<b>29</b>

## Finding your Facebook metrics:

- To get started, go to your page's Facebook Insights and select "Export." Set the dates you want to measure, choose "Post Data" and then "Export Data."
- If you're measuring reach, Columns I, J, K and L on the Excel tab titled "Key Metrics" gives you the total, organic and paid reach, as well as impressions.
- Find the tab "Lifetime Post Stories" and add the numbers in Columns J, K and L to get total interactions. Link clicks are in Column J of the tab "Lifetime Post Consumers."
- Add interactions and clicks and divide by posts to get engagement-per-post.

# Post Summary – Twitter

Post Summary						
Channel	Name	Posts	Interactions	Clicks	Total Engaged	Engagement Per Post
Twitter	<a href="#">@kcnews</a>	46	334	259	593	13
Facebook	<a href="#">King County, WA</a>	28	1,105	433	1,538	55
<b>Totals</b>		<b>74</b>	<b>1,439</b>	<b>692</b>	<b>2,131</b>	<b>29</b>

## Finding your Twitter metrics:

- Go to [Twitter Analytics](#) and choose “Tweets” at the top of the page.
- Find the button in the top right corner called “Last 28 Days” and select the month or time period you’re measuring. Choose “Export data.”
- If you are measuring reach, Column E has this information.
- Add the numbers in Columns H, I and J to get your total interactions. Column L is where you will find the number of clicks.
- Add interactions and clicks and divide by posts to get engagement-per-post.