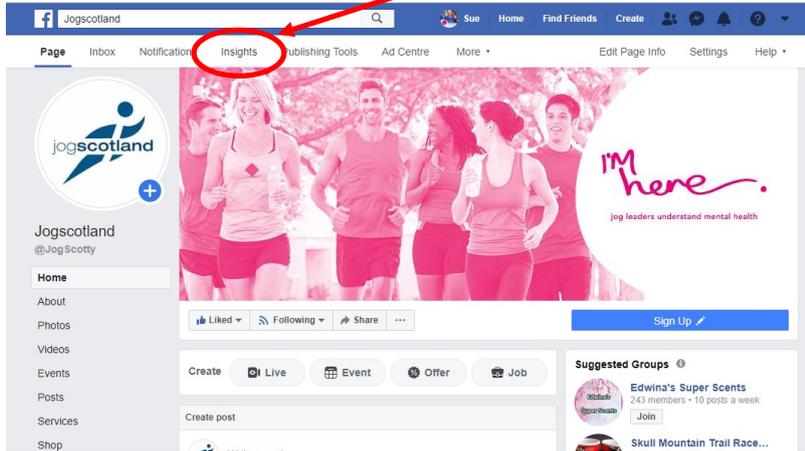


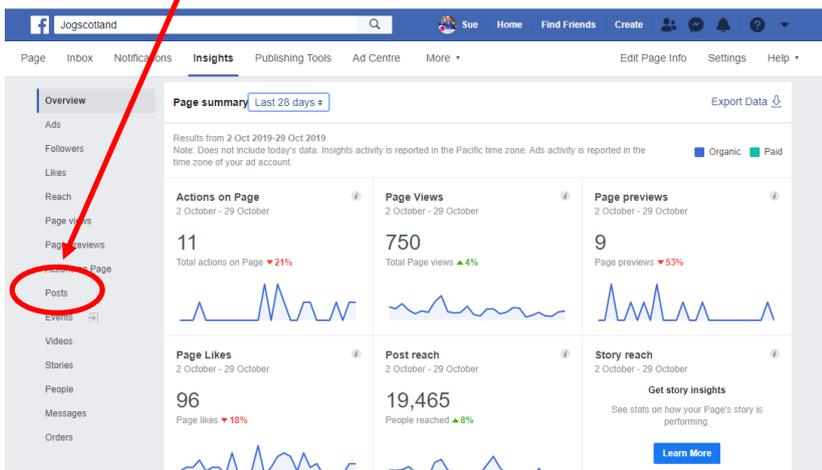


HOW TO... FIND OUT WHEN YOUR FACEBOOK PAGE FANS ARE ONLINE

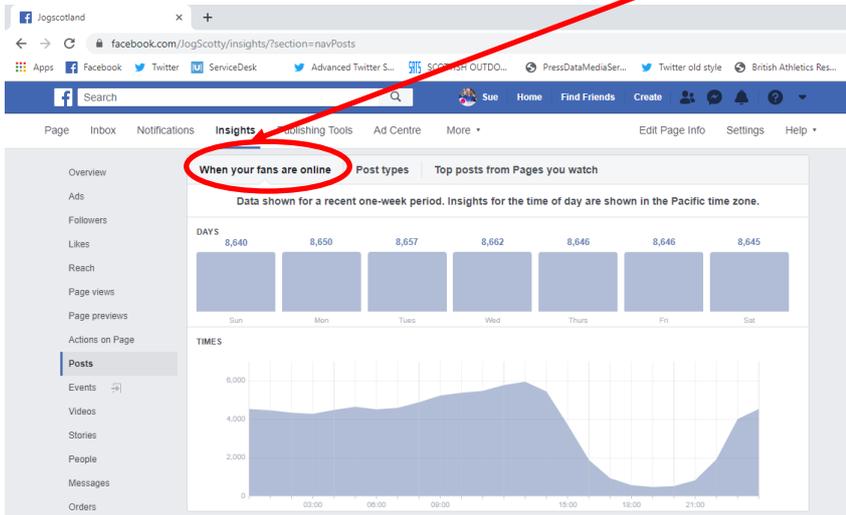
1. Navigate to your page, and click **Insights** on the top menu



2. Then click **Posts** on the left-side menu

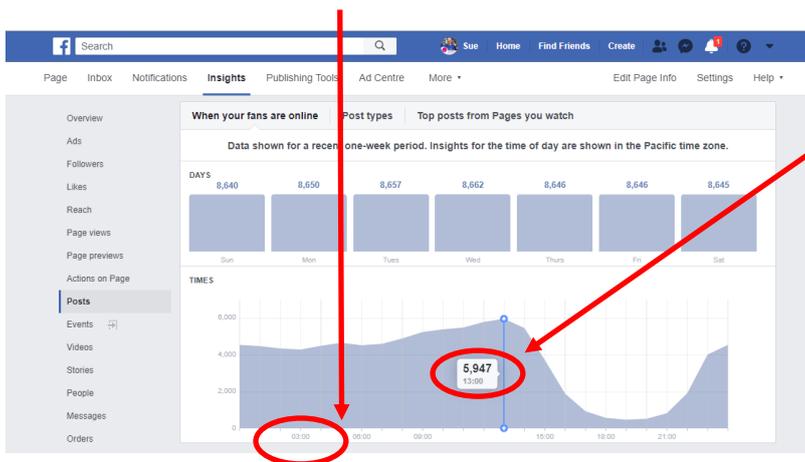


3. You should see a chart like this appear (If not, click **When your fans are online**)



4. Remember—the times along the bottom are in Pacific time zone so you'll need to convert (about 7 hours but google Pacific Time Zone to check!)

5. If you hover your cursor over the chart it'll give you the number of your followers online for each hour.



6. Aim to post just before your peak time so it's ready and waiting when your followers come online.

7. You can also scroll down, and you'll see information about your recent posts. Take a look at **Engagements** (how many have clicked, reacted, commented or shared) and **Reach** (the number of people who've seen your posts). What works best—photos, links, videos?

The table displays a list of published posts with their respective reach and engagement metrics. Red circles highlight the 'Reach' and 'Engagement' columns.

Published	Post	Type	Targeting	Reach	Engagement	Promote
25/10/2019 20:45	BRITISH ATHLETICS EVENTS - VOLUNTEERING OPPORTUNITIES	Image	Global	3.3K	160 42	Boost Post
18/10/2019 20:45	RUNNING THIS WEEKEND? You're our hero! Not running this weekend?	Image	Global	7.8K	339 394	Boost Post
18/10/2019 13:47	QUICK READ! It's #WorldMenopauseDay and we've a	Image	Global	3.4K	314 126	Boost Post
17/10/2019 20:45	GET YOURSELF SEEN! The nights are drawing in, and it's important to	Image	Global	6.2K	490 177	Boost Post
16/10/2019 20:45	LISTEN IN! This episode of The Scottish Recovery Show podcast	Image	Global	1.6K	16 6	Boost Post
15/10/2019 13:58	Oooh! We LOVE this video from GO Festival Ayr - fireworks & air display	Video	Global	2.3K	73 26	Boost Post
10/10/2019 15:38	Ted McPake was nominated for our SAMH Mental Health and Wellbeing	Image	Global	3.4K	266 181	Boost Post