

## 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

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Page Inbox	Notifications	Insights	Publishing Tools	Ad Cer	tre More •			Edit P	age Info	Setting	s Help
Overview		Page summar	y Last 28 days \$							Export	t Data 🕹
Ads		Results from 2 Or	ct 2019-29 Oct 2019								
Followers		Note: Does not in time zone of your	clude today's data. Insi ad account	ghts activity	is reported in the Pacific	time zone.	Ads activity is repr	orted in the		Organic	Paid
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Orders											
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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 inPacific time zone so you'll need to convert (about7 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, commneted or shared) and **Reach** (the number of people who've seen your posts). What works best—photos, links, videos?

Search		Q	8	Sue Ho	me Find Friends	Create 🔒 🔗	<b>4</b>   0 -
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Overview	All posts p	published					
Ads			Reactions comment shares 1				
Followers	Published	Post	Туре	Targeing	Reach	Engagement	Promote
Likes Reach	<b>25/10/2019</b> 20:45	BRITISH ATHLETICS EVENTS - VOLUNTEERING OPPORTUNITI	es Ø	0	3.3К	186 42	Boost Post
Page views Page previews	<b>18/10/2019</b> 20:45	RUNNING THIS WEEKEND? You our hero! Not running this weeken	re d?	0	7.8K	339 394	Boost Post
Actions on Page	18/10/2019 13:47	QUICK READ! It's #WorldMenopauseDay and we've	a S	0	3.4K	314 126	Boost Post
Events 🕀	17/10/2019 20:45	GET YOURSELF SEEN! The nigh are drawing in, and it's important t	ts 🗖	0	6.2K	490 177	Boost Post
Videos Stories	16/10/2019 20:45	LISTEN INI This episode of The Scottish Recovery Show podcast	8	0	1.6K	16 6	Boost Post
People Messages	15/10/2019 13:58	Oooh! We LOVE this video from G Festival Ayr - fireworks & air displa	io iy S	ø	2.3К	73 <b>1</b> 26 1	Boost Post
Orders	10/10/2019 18:36	Ted McPake was nominated for ou SAMH Mental Health and Wellbein	ir 🕞	ø	3.4K	266 181	Boost Post