Reporting Contacts for Facebook Profiles, Groups, & Pages

Facebook has become an important tool for our programs and the contacts should be reported to show the reach achieved through our social media efforts.

Below are the general steps to reporting Facebook contacts, followed by specifics on finding the contact numbers for various types of account.

How to report Facebook contacts:
  -Log into AIMS and go to "My Reporting"
  -Go to "Report" for the objective area that your posts relate to (e.g. IPM for PAT training announcements, Family Economics for Arkansas Saves information).

-You will see the section "Social Media & Website," click "More…" to expand and report.

-Along the "Facebook" row, you will enter in your contacts for Facebook.
   -Direct Contacts include "likes," "shares," and comments made on each post.
   -Indirect Contacts include your total "reach" (pages) or "seen" (individuals or groups) contacts.
   -"Total number of time the method is used" refers to the number of unique posts you created for that reporting period.

NOTE: If your "followers" are a mix of adults and youth, divide up the indirect contacts proportionally to the adult/youth breakdown. For example, if you have 100 followers, 80 are adults and 20 are youth, divide any contact counts 80% adult and 20% youth.

| Method of Contact ⌄	Total # of Direct Contacts ⌄		Total # of Indirect Contacts ⌄		Total # of Times the Method is Used ⌄
	Adult	Youth	Adult	Youth	
Website Visitors	0	0	0	0	0
Facebook	0	0	0	0	0
Twitter	0	0	0	0	0
Pinterest	0	0	0	0	0

Facebook Groups and Individual Accounts (you post as yourself)

Indirect Contacts- Facebook no longer tracks seen/reach, so for these types of accounts, you will not report indirect contacts
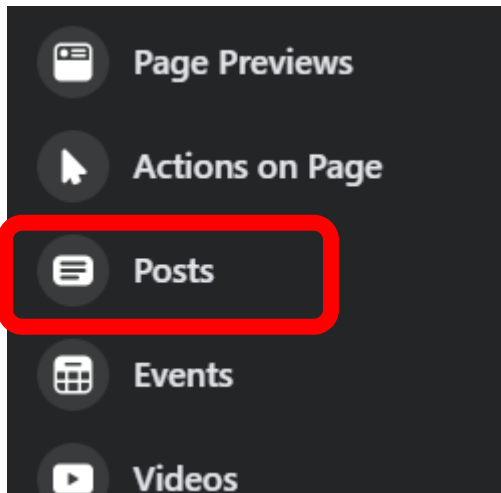
Direct Contacts- Likes, shares, and comments (below would count as 11 contacts)
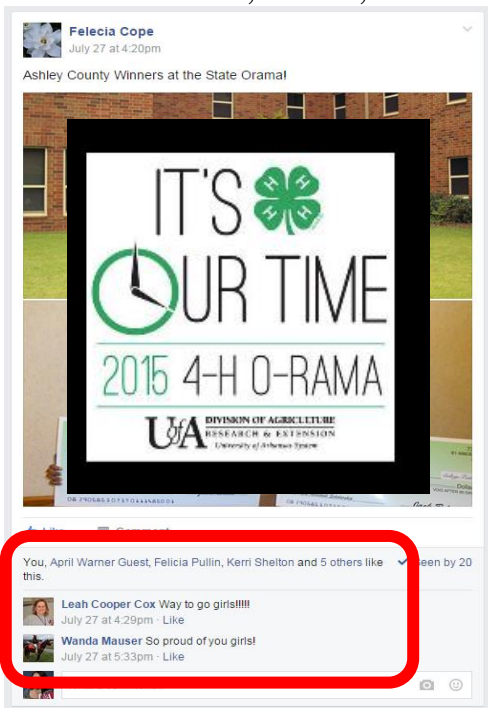
Facebook Pages (you post as the group/organization/department)
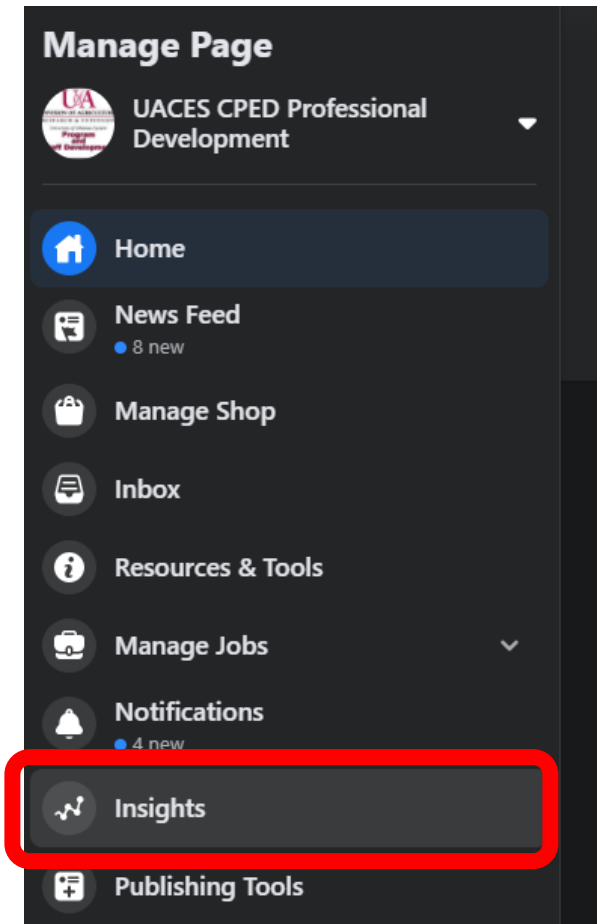
-Click the "Insights" feature on your Facebook Page on the left hand navigation.

-Click on "Posts" to get detailed information on all your posts.

Both your direct and indirect contacts will be listed in the table, as seen below.
-The "reach" numbers (circled in green) are your indirect contacts.
-The "engagement" numbers (circled in red) are your direct contacts.

All Posts Published
May 07, 2015 to August 04, 2015

Reach: Organic / Paid ▾   Post Clicks Likes, Comments & Shares ▾

Published ▼	Post	Type	Targeting	Reach		Engagement		Promote
07/27/2015 8:49 am	Wondering why the AIMS Help link is not sending you to our blog page anymore? Well, we have a	🔗	🌐	27		0 1		Boost Post
07/24/2015 10:37 am	Are you making these simple social media content mistakes? Take a look at this list and see. Let's	🔗	🌐	153		20 2		Boost Post
07/23/2015 8:21 am	Want to learn more about assessing your program's readiness for evaluation? Join us this	🔗	🌐	20		4 0		Boost Post
07/20/2015 1:19 pm	Remember, we kick off this great webinar Virtual Summer School tomorrow! Here is some more info	🔗	🌐	106		4 7		Boost Post
07/16/2015 3:36 pm	Program and Staff Development, Arkansas Extension (UACES)'s cover photo	🗂	🌐	61		11 0		Boost Post
07/15/2015 8:46 am	Looking for ways to take your programs to the next level? The National Association of Extension	🔗	🌐	28		3 0		Boost Post
07/15/2015 8:38 am	Look who celebrated a birthday yesterday! Our very own Janie Bryant! Those in PSD and at the	🗂	🌐	122		7 10		Boost Post
07/07/2015 1:17 pm	Looking for way to up your game when it comes to how you communicate what we do to the public?	🗂	🌐	105		7 4		Boost Post

Frequently Posting to Facebook Pages? Use Export Data!
If you post frequently (more than 2 times a week) or have multiple program areas covered in your FB Page, exporting your data into an Excel spreadsheet may be more efficient.

-Click "Export Data" on the Insights Overview page.
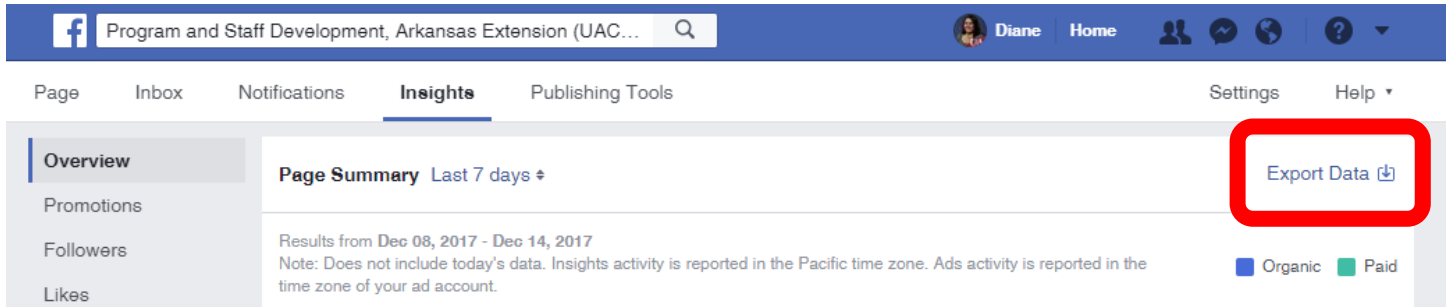
-Under "Data type" select "Post data," select the date range for your report, select "Excel" for file type, and "All page post data" for layout. Click "Export data" to generate your report.

When you open the Excel spreadsheet, the spreadsheet will include more data than you need. Right-click on the column header you do not need to view and click "hide." The columns seen below contain the information you will need to report to AIMS (Columns C, G, I, and O).

	C	G	I	O	
1	Post Message	Posted	Lifetime Post Total Reach	Lifetime Engaged Users	Lifetime
2			Lifetime: The total number of	Lifetime: The number of uniqu	Lifetime:
3	Want to figure out how to go	10/4/17 5:40 AM	61	1	
4	REMEMBER: All 2017 program	10/2/17 7:25 AM	179	3	
5	Have questions about AIMS re	9/29/17 7:29 AM	98	0	
6	Just a friendly reminder to sav	9/26/17 1:12 PM	81	1	
7	Need a reminder of what all yo	9/19/17 6:18 AM	75	6	
8	Do you know the difference b	9/12/17 1:34 PM	411	5	
9	Join us this morning for our Se	9/12/17 5:00 AM	0	0	
10	Wondering if you are missing s	9/6/17 5:35 AM	204	2	
11	Today is exactly one month a	9/5/17 10:24 AM	220	1	
12	Have you signed up for an Imp	8/9/17 2:26 PM	199	8	
13	We still have spots available f	8/1/17 6:42 AM	161	0	
14	Have you had a chance to at	7/24/17 12:22 PM	177	1	
15	Join us this morning for our Ju	7/11/17 5:00 AM	162	0	
16	Join us next Tuesday at 9 a.n	7/5/17 5:23 AM	219	5	
17	The value of a volunteer hour	6/30/17 10:12 AM	154	8	
18	For those who missed the AIM	6/26/17 12:51 PM	69	1	
19	Join Diane on Thursday, June	6/21/17 12:35 PM	17	0	
20	Join us this morning for our Ju	6/13/17 5:00 AM	53	1	
21	Don't forget to join us tomorro	6/8/17 12:30 PM	166	3	
22	Mark your calendars, the June	6/7/17 5:17 AM	194	2	
23	Last day to sign up for the Sp	5/22/17 9:36 AM	188	0	
24	Just 5 spots left for this sprin	5/15/17 1:11 PM	176	0	
25	Join us this morning for Tech	5/9/17 4:37 AM	188	1	
26	Make sure you get your spot	5/8/17 7:52 AM	250	6	
27					
28			INDIRECTS	DIRECTS	
29					

At the bottom of the "Lifetime Post Total Reach" and "Lifetime Engaged Users" columns, use the Excel AutoSum feature (on the home toolbar- looks like this ∑). You should receive a formula that looks like this =SUM(I3:I26), with the I3:I26 portion indicating what numbers need to be added together.

I	Lif
Lifetime Post Total Reach	Lif
Lifetime: The total number of	Life
39	
88	
76	
389	
72	
170	
263	
234	
70	
71	
82	
253	
215	
220	
=SUM(I3:I16)	

If you have any questions about reporting your social media contacts, you can call or email Diane Mashburn, 501-671-2351 or dmashburn@uaex.edu.