

# AIMS

**UofA**  
DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
University of Arkansas System



## 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).

Program	<input type="button" value="Indicators"/> <input type="button" value="Impact"/>	<input type="button" value="Event"/>
Reports	<input type="button" value="Report"/> <input type="button" value="View Reports"/>	

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

Month: <input checked="" type="radio"/> August <input type="radio"/> September	
Hours: <a href="#">More...</a>	
Direct Contacts: <a href="#">More...</a>	
InDirect Contacts: <a href="#">More...</a>	
<b>Social Media &amp; Website: <a href="#">More...</a></b>	
My Notes: <a href="#">More...</a>	
Volunteers: <a href="#">More...</a>	
Total Number of Internal Division of Agriculture Contacts	<input type="text" value="0"/>
<input type="button" value="Back"/>	Enter all data and press <input type="button" value="Submit"/>

- 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	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Facebook	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Twitter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pinterest	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

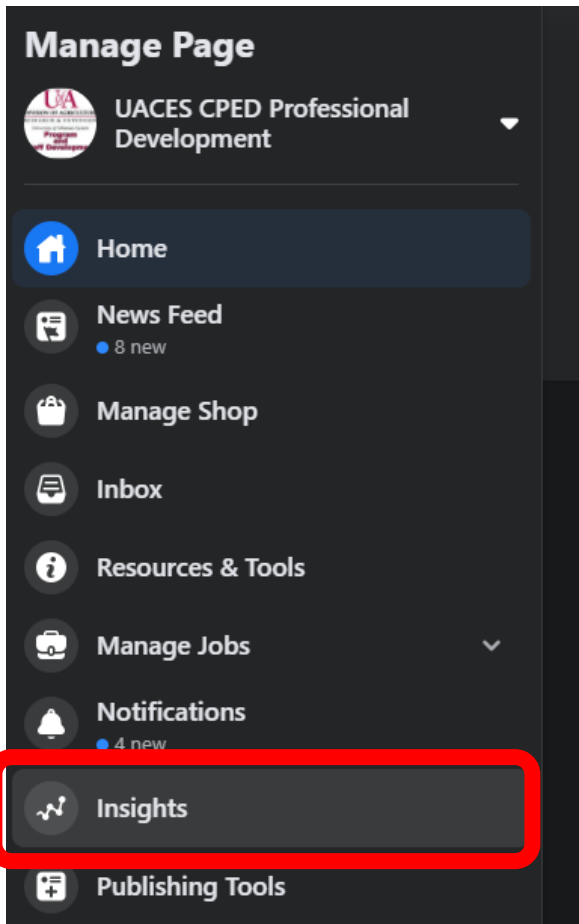
### Facebook Groups and Individual Accounts (you post as yourself)

Indirect Contacts- Facebook no longer tracks seen/reach, so for these types of accounts, you will not report indirect contacts

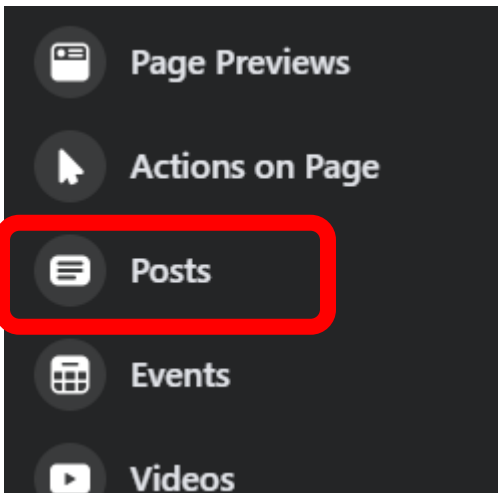
Direct Contacts- Likes, shares, and comments (below would count as 11 contacts)



## 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.



































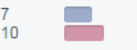





Both your direct and indirect contacts will be listed in the table, as seen below.

-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

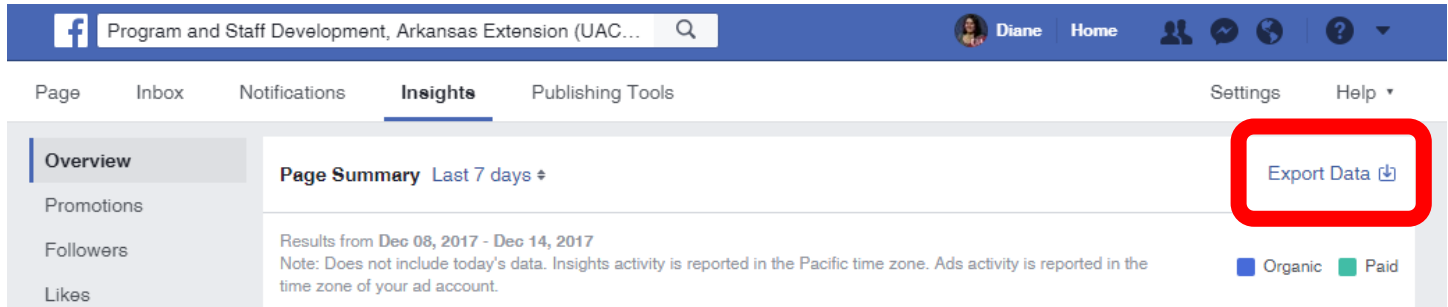
Reach: Organic / Paid Post Clicks Likes, Comments & Shares

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 	<a href="#">Boost Post</a>
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 	<a href="#">Boost Post</a>
07/23/2015 8:21 am	 Want to learn more about assessing your program's readiness for evaluation? Join us this			20 	4 0 	<a href="#">Boost Post</a>
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 	<a href="#">Boost Post</a>
07/16/2015 3:36 pm	 Program and Staff Development, Arkansas Extension (UACES)'s cover photo			61 	11 0 	<a href="#">Boost Post</a>
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 	<a href="#">Boost Post</a>
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 	<a href="#">Boost Post</a>
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 	<a href="#">Boost Post</a>

## Frequently Posting to Facebook Pages? Use Export Data!

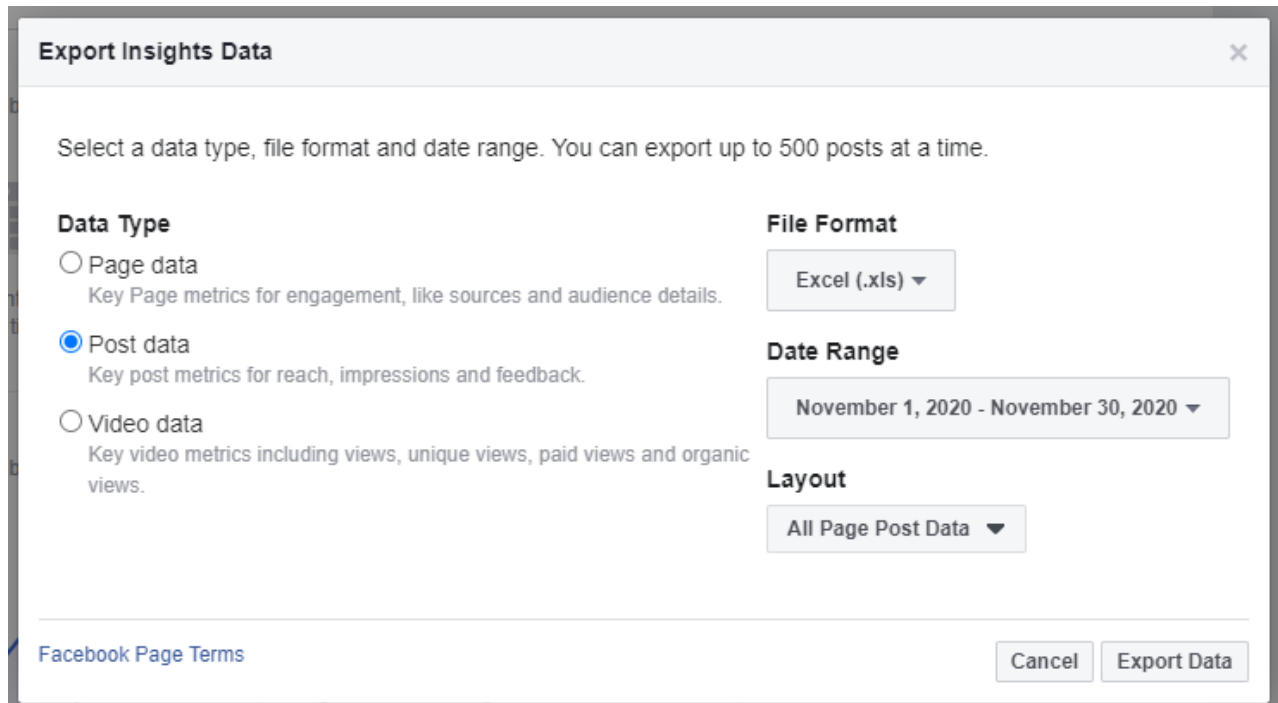
If you post frequently (more than 2 times a week) or have multiple program areas covered in your FB Page, exporting your data into an Excel spreadsheet may be more efficient.

-Click “Export Data” on the Insights Overview page.



The screenshot shows the Facebook Insights Overview page for a page named "Program and Staff Development, Arkansas Extension (UAC...". The "Insights" tab is selected. In the top right corner, the "Export Data" button is highlighted with a red rectangle. The page summary shows results from Dec 08, 2017 - Dec 14, 2017. The left sidebar includes "Overview", "Promotions", "Followers", and "Likes". The right sidebar includes "Organic" and "Paid" filters.

-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.



The screenshot shows the "Export Insights Data" dialog box. It contains the following options:

- Data Type:**  Page data (Key Page metrics for engagement, like sources and audience details.),  Post data (Key post metrics for reach, impressions and feedback.),  Video data (Key video metrics including views, unique views, paid views and organic views.)
- File Format:** Excel (.xls) ▼
- Date Range:** November 1, 2020 - November 30, 2020 ▼
- Layout:** All Page Post Data ▼

At the bottom, there is a link for "Facebook Page Terms" and two buttons: "Cancel" and "Export Data".

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	<b>Post Message</b>	<b>Posted</b>	<b>Lifetime Post Total Reach</b>	<b>Lifetime Engaged Users</b>	<b>Lifetime</b>
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 y	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 Imj	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 tomorr	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			<b>INDIRECTS</b>	<b>DIRECTS</b>	
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  $\Sigma$ ). 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	
	<b>Lifetime Post Total Reach</b>
	<b>Lif</b>
	Lifetime: The total number of Lif
	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](mailto:dmashburn@uaex.edu).