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.

<table>
<thead>
<tr>
<th>Method of Contact</th>
<th>Total # of Direct Contacts</th>
<th>Total # of Indirect Contacts</th>
<th>Total # of Times the Method is Used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adult</td>
<td>Youth</td>
<td>Adult</td>
</tr>
<tr>
<td>Website Visitors</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Facebook</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Twitter</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Pinterest</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

**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)

-Utilize the “Insights” feature on your Facebook Page.

-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.
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).

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.

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.