

DIGITAL Digest

FACEBOOK
INSIGHTS &
MANAGEMENT
TOOLS



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FACEBOOK INSIGHTS & MANAGEMENT TOOLS

Having a Professional Profile (business/creator) on Facebook allows you to optimize your page for the best performance. Facebook users have access to the following data hubs to explore follower engagement and content performance.

- Professional Dashboard houses high-level insight tools, management tools, and ad creation templates to inform your content-sharing behaviours and practices.
- Meta Business Suite allows you to plan content, post content, monitor ad delivery, and track monetization.

Both the Professional Dashboard and Meta Business Suite can be accessed through your Professional Page and can assist with growing your online presence on Facebook and Instagram. In this edition of the Digital Digest we will explore 5 key must-use elements available through your Professional Profile.

1. OVERVIEW (FOUND IN PROFESSIONAL DASHBOARD)



Located on the main page of your dashboard, the "Overview" segment on your Professional Profile provides a snapshot of post-performance, engagement, overall page likes, and new followers. You can also view the best-performing content over the past 28 days to get an understanding of what performs best on the Facebook or Instagram platform.

Page Overview

Followers:
Last 28 days

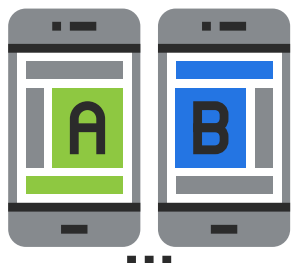
[See more insights](#)

Post reach ⓘ

Post Engagement ⓘ

New Page likes ⓘ

2. A/B TESTING (FOUND IN PROFESSIONAL DASHBOARD)



Located on the main page of your dashboard under the "Your Tools" segment, A/B Tests through the dashboard allow you to compare two pieces of video creative to see which performs better. This is an extremely useful tool for determining which organic content may work best for a paid delivery.

A/B tests

Publish the Best Version of Your Work

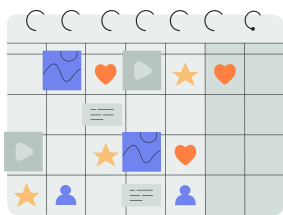
Test out different versions of your video post with A/B Testing. Then, publish the video that performs the best on views or whatever metric matters to you. Frequent testing can help you learn what your audience is looking for.

[Learn more](#)

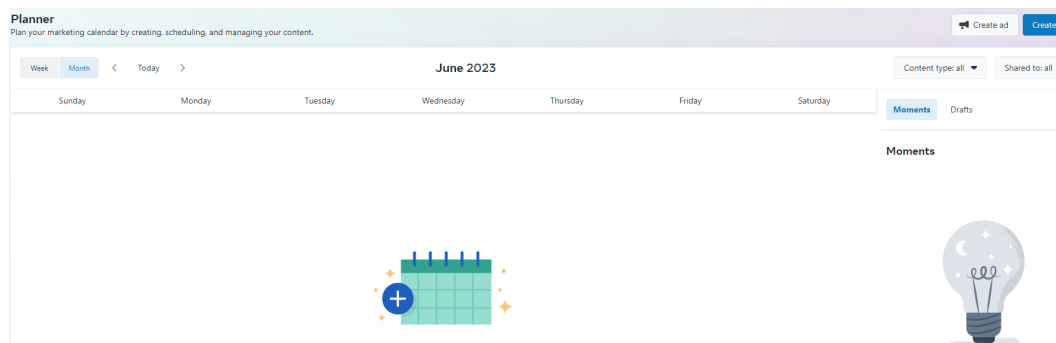
[Create A/B test](#)

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3. PLANNER (FOUND IN META BUSINESS SUITE)



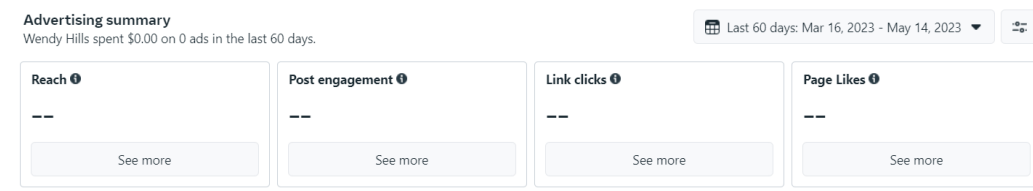
Located on the main page of Meta Business Suite in the left-hand column, the Planner tool allows you to create content for posts and stories, along with scheduling or publishing immediately on both the Facebook and Instagram platforms.



4. ADS (FOUND IN META BUSINESS SUITE)



Located on the main page of Meta Business Suite in the left-hand column, the Ads tool allows you to create dynamic advertisements all in one place. Using different ratios, placements, geotargeting, and ad categories, Meta ads can be very beneficial in expanding your brand awareness and increasing conversions for inquiries and sales.



5. INSIGHTS (FOUND IN META BUSINESS SUITE)



Found on the main page of Meta Business Suite in the left-hand column, the Insights tool allows you to track ad delivery, evaluate performance, ad spend, cost-per-click, and additional measurement factors.

