

Facebook Analytics Overview

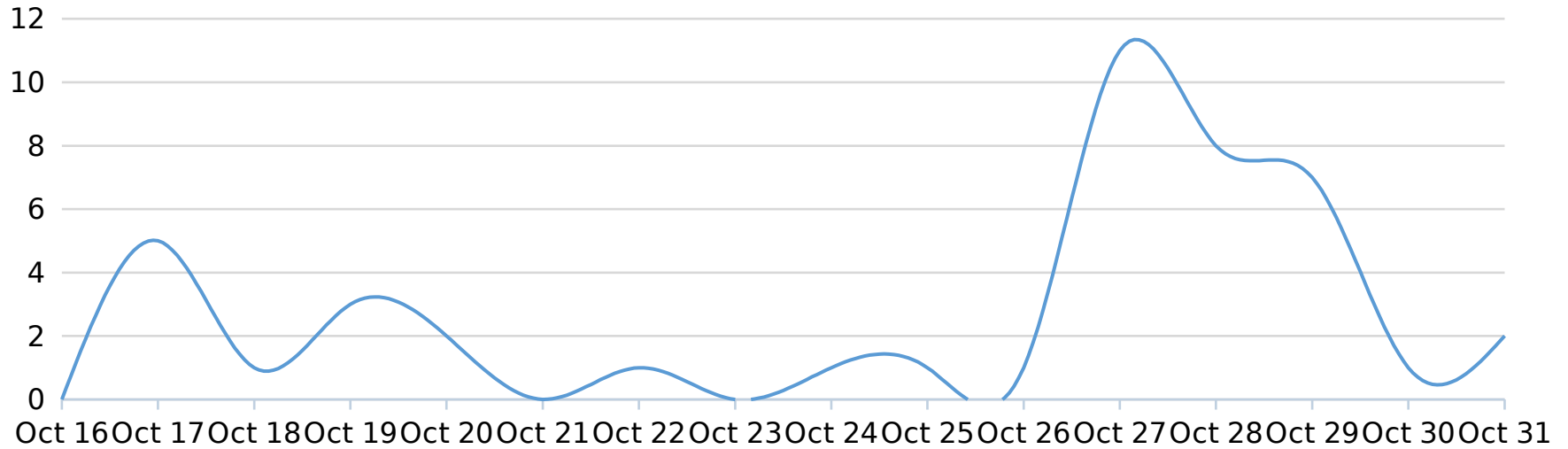
Oct 16 - Oct 31, 17

Social Networks



Aspen City of Wellbeing

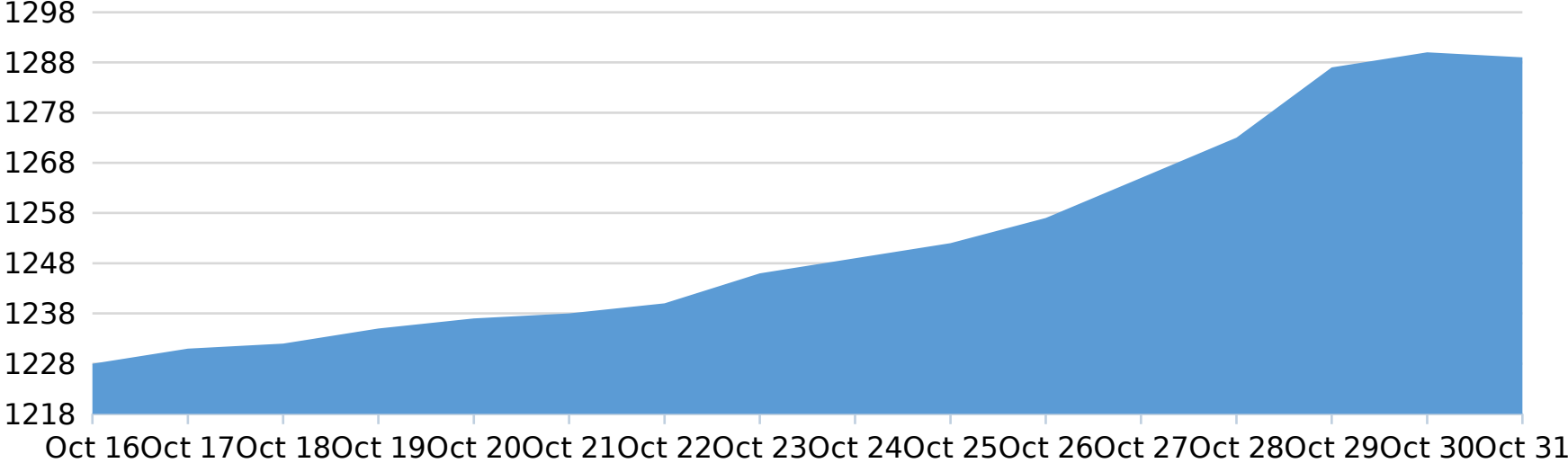
Posts



The total number of posts that have been published on your Pages



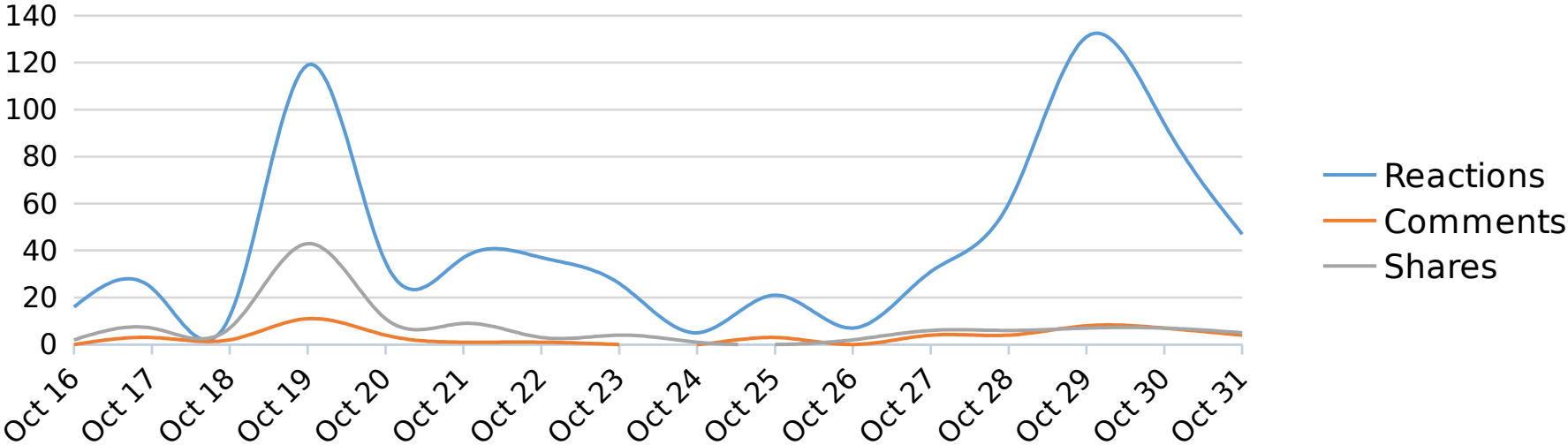
Fans



The total number of fans (people who liked the Page) for your Pages



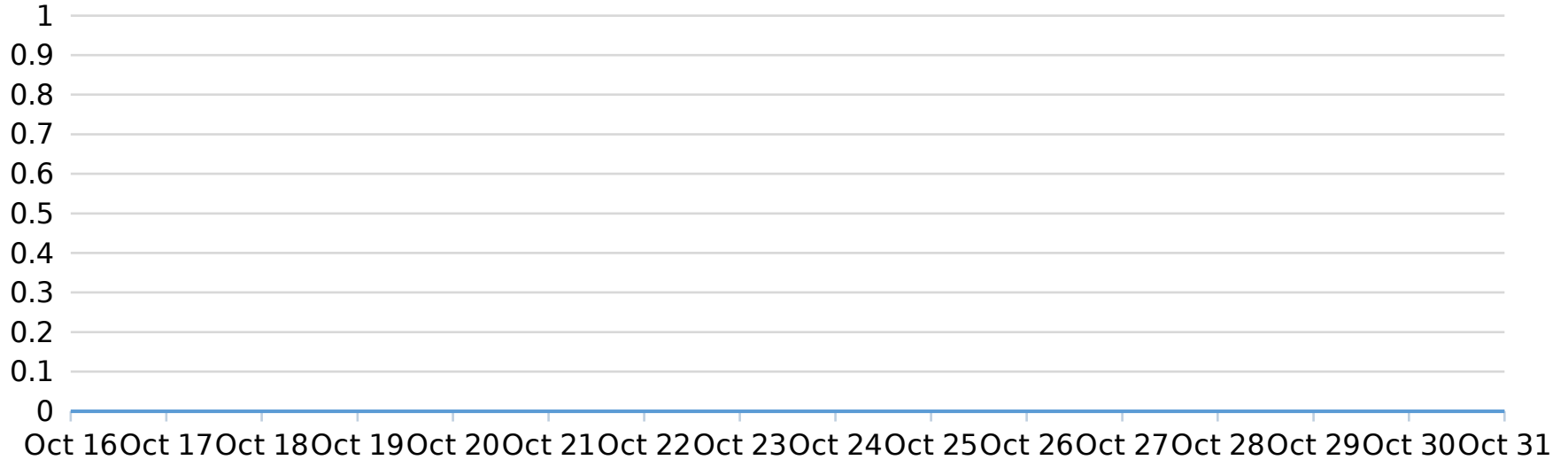
Engagement by Type



The number of interactions received for content associated with your Pages, broken down by reactions, comments and shares



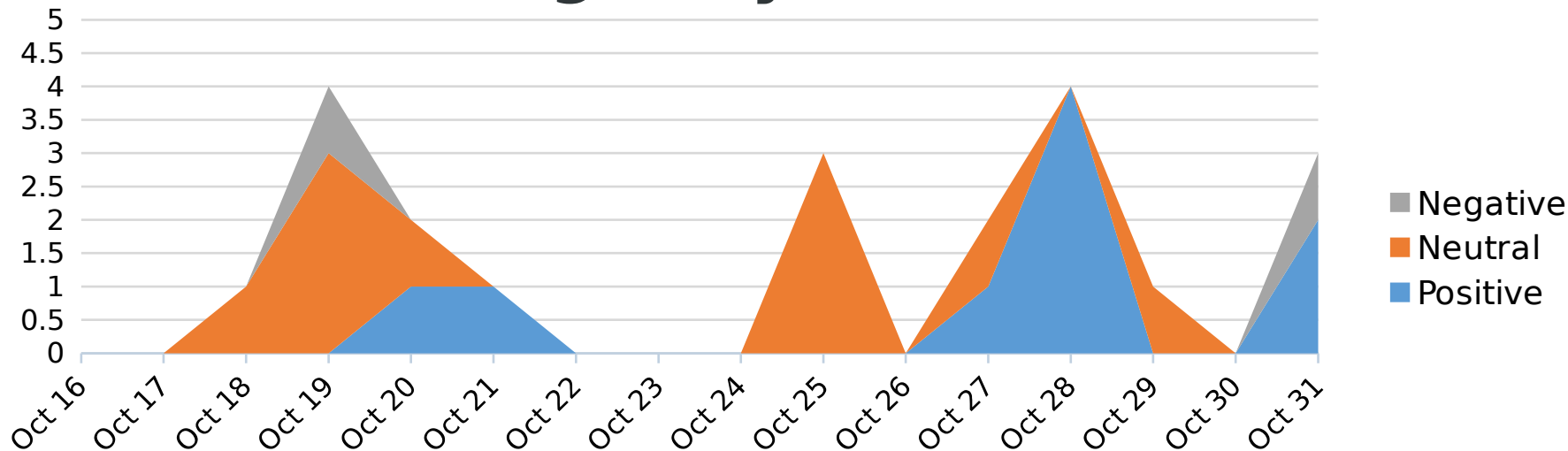
Traffic



Total clicks on all the Ow.ly links you've posted



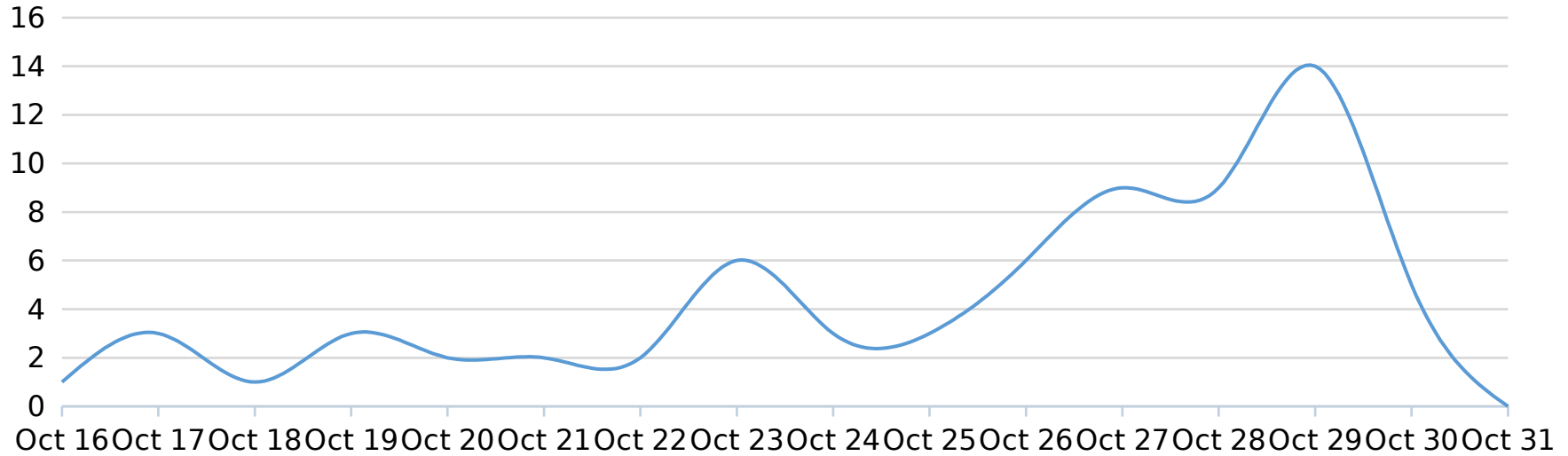
Inbound Messages by Sentiment



The breakdown by sentiment of the inbound messages (comments, posts by others and PMs) received by your Pages



New Fans



The total number of new fans for your Pages

