

FACEBOOK MEDIA REACH AND CUMIS

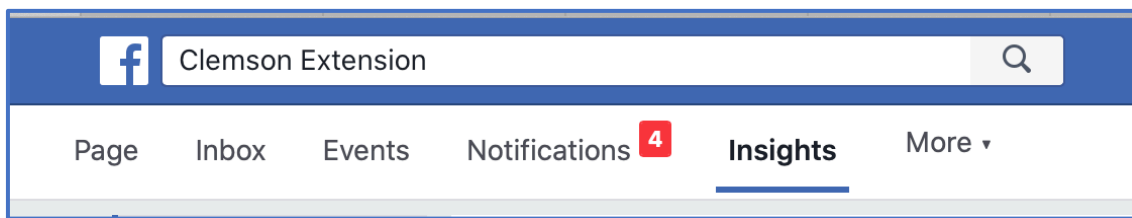


How do you measure the reach of your Facebook page?

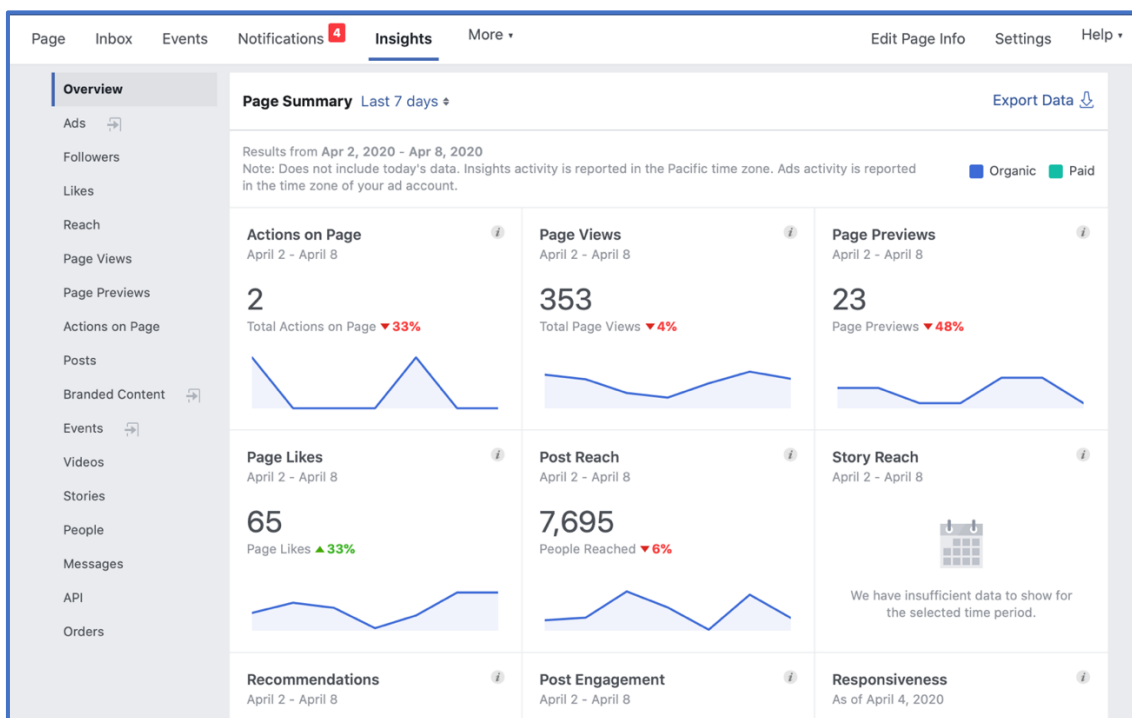
A best practice for recording your Facebook Social Media Reach is to create a **Team Record** within CUMIS with all Admins and Editors who contribute content each **Month** as your **Team Members**.

Once you have completed the Team, Accomplishments, and Contacts Tabs as applicable you will select the **Media Tab**. Select Type: Social Media, Publication/Event: Facebook, input the Number of Activities, Location will autofill, and finally, input your **Reach**.

Step 1: Go to the Extension Facebook Page you are reporting on and select the Insights tab.



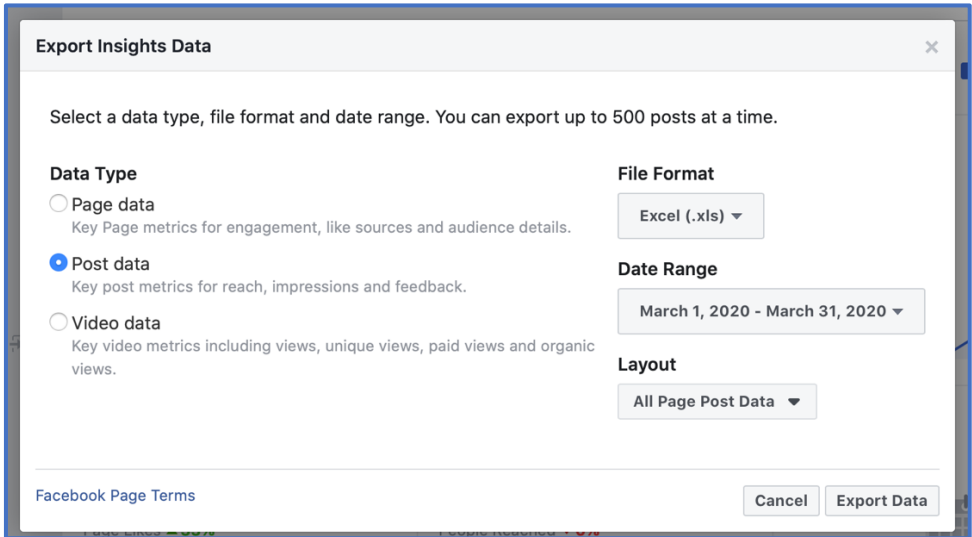
Step 2: By default, the **Overview** is selected and will show the **Page Summary**.



Step 3: In the top right-hand corner select **Export Data**.



Step 4: Select **Post Data**, **File Format: Excel**, and the appropriate **Date Range** for the reporting month.



Step 5: Export the file to Excel. Scroll to Column I: **Lifetime Post Total Reach** on the **Key Metrics** worksheet highlighted below in yellow. Use the SUM function to compute the **Lifetime Post total** for the entire month and record this number in CUMIS.

	A	B	C	D	I
1	Post ID	Permalink	Post Message	Type	Lifetime Post Total Reach
2					Lifetime: The number of pec
3	101877631456591_117368905	https://www.facebook.com/c		Link	103
4	101877631456591_117326593	https://www.facebook.com/c	Corn planting time! Perhaps	Photo	1247
5	101877631456591_117269705	https://www.facebook.com/c	Tune in to Making It Grow to	Status	65
6	101877631456591_116719666	https://www.facebook.com/c	https://newsstand.clemson.e	Link	124
7	101877631456591_116611275	https://www.facebook.com/c	I'm not sure about you, but a	Photo	770
8	101877631456591_116383026	https://www.facebook.com/c	Sign up to learn more about	Link	73
9	101877631456591_116328966	https://www.facebook.com/c	Free webinars open to the pu	Link	96
10	101877631456591_114594396	https://www.facebook.com/c		Photo	96
11	101877631456591_112881846	https://www.facebook.com/c	Time for some "Sylvan Satur	Photo	2976
12	101877631456591_113842033	https://www.facebook.com/c	Growing new gardeners!	Link	107
13	101877631456591_112875026	https://www.facebook.com/c	"If a swarm of honey bees is	Link	291
14	101877631456591_112535833	https://www.facebook.com/c	Building a Pine Cone Bird Fee	Photo	720
15	101877631456591_111382733	https://www.facebook.com/c	Pest Talks is a weekly newsle	Link	86
16	101877631456591_111036116	https://www.facebook.com/c	Looks can be deceiving espec	Link	103
17	101877631456591_111730688	https://www.facebook.com/c	Clemson Extension's School	SharedVideo	97
18	101877631456591_111526963	https://www.facebook.com/c	A little carpenter bee lesson	Video	8676
19	101877631456591_111383256	https://www.facebook.com/c	Timeline Photos	Photo	142
20	101877631456591_111025106	https://www.facebook.com/c	Excellent reminder that your	Link	103
21	101877631456591_111248683	https://www.facebook.com/c	No need to purchase hummin	Photo	114
22	101877631456591_110958326	https://www.facebook.com/c	Join Horticulture Extension A	Link	156
23	101877631456591_110961523	https://www.facebook.com/c	Free webinar for blueberry pr	Link	150
24	101877631456591_110391886	https://www.facebook.com/c		SharedVideo	82
25	101877631456591_109658476	https://www.facebook.com/c	During these uncertain times	Link	106