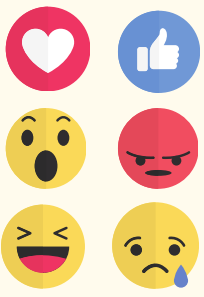


FACEBOOK ENGAGEMENT CHEAT SHEET

8 different types of engagements and what they mean for your page.



REACTIONS

A low-barrier fan engagement that signals to Facebook fans are interested in your content.



COMMENTS

A medium-barrier fan engagement, which signals to Facebook a greater interest in your content. It's very important to respond to comments to stimulate further conversation.



SHARES

A higher-barrier fan engagement that signals to Facebook a substantial interest in your content. Shares are one of the best ways to expand the 'Reach' of your posts.



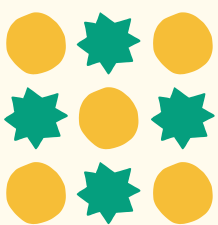
LINK CLICKS

A higher-barrier fan engagement that signals to Facebook a high level of interest — assuming fans don't immediately bounce from your landing page.



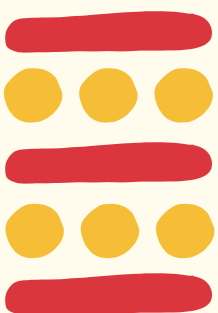
VIDEO VIEWS

There are 3 types of video views: 3-second views, 10-second views, and playthroughs. The longer the watch time, the higher the engagement rate.



REACH

'Reach' is the total number of people who saw your post. This can be broken down into paid and organic, if you boosted a post or ran an ad.



IMPRESSIONS

'Impressions' are the total number of times your post was displayed to someone. If it was displayed to the same person more than once, each time counts as a unique impression.



NEGATIVE FEEDBACK

Negative feedback signals to Facebook that a user is not interested in your content. This can significantly reduce the reach and impressions on a post and your page in general.