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Facebook metrics: Ways to gauge fan page success

By Kate Lee

How the 'Post Quality Rating' works and other guidelines

If you're a page administrator for a business's Facebook fan page, you may have noticed a "Post Quality Rating" in Facebook's admin-only "Insights" application. With measurement as a key part of any business's social media program, this rating is a welcome tool to determine a page's success. The rating, as described by [Facebook](#), is an "important indicator of how fans gauge your posts."

What does this *really* mean? If you're a math pro, then Facebook's [algorithm](#) is for you. If you're not, it might be less obvious. In "basic" terms, Facebook uses an algorithm that calculates your number of posts, total interactions received on posts, and your page's total number of fans, as well as "other factors" over a rolling, seven-day period—and generates a single number. This is your post quality number, and the "stars" directly below the post quality indicate how your page's posts rank against other pages with a similar number of fans.

There are potential pitfalls inherent in using just the post quality number as measurement of a page's success—including that the score is unlimited and can fluctuate greatly from week to week. You could also have fans that aren't active on every single post, further lowering this rating.

Instead, much of the information about the content of your page can be broken down to provide real-time information and results—and it's the kind of concrete information that really drives improvement of your page.

You can start calculating your success on Facebook by thinking about and executing on the following ideas:

- Monitor the interactions (comments and "likes") on each post—which type of posts generate the most interactions? Continue to post similar content to create an ongoing conversation.
- How many people are viewing your Facebook fan page? Facebook does generate a total number of page views per week as part of the Insights program, and it'll give you a good idea of the number of impressions on each of your posts.
- How many total fans do you have each week? Are you gaining or losing fans?
- [Track](#) the number of clicks on each link you've posted; are your fans and page viewers interested in the content, but just not commenting? Remember that driving traffic is definitely a measurement of your success.
- How many fans unsubscribe from your feed each week? You'll be able to gauge interest in your posts depending on how many people continue to stay plugged in to news feed updates from your company.

By continually measuring and creating ongoing reports with these metrics, you'll be able to see quickly how your posts (and your page) measure up over time. Got any other tips? I'd love to read your ideas below.

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