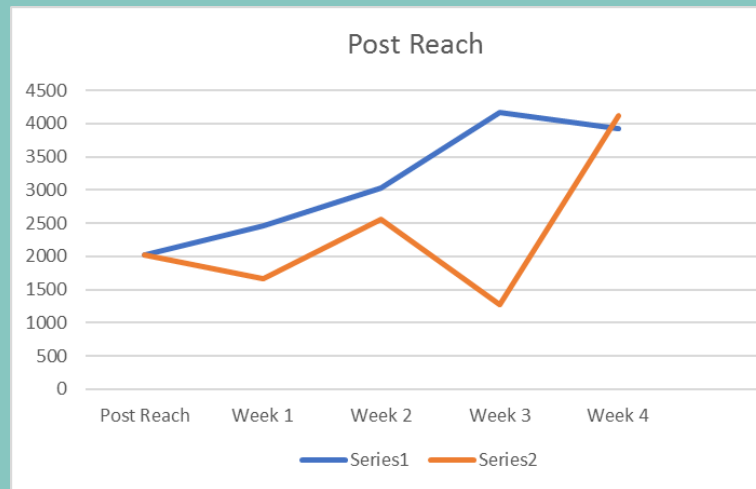
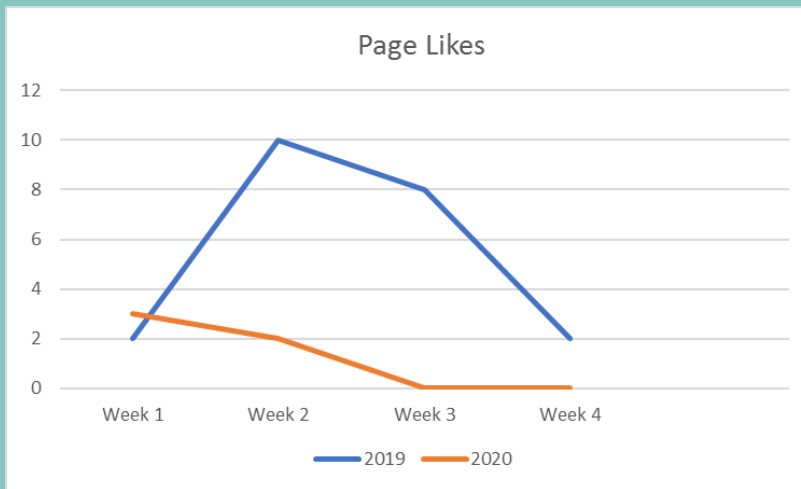


Kings Hill Parish Council November 2020 Facebook Performance Tables

Page Likes - enables you to promote your business and engage with people on Facebook and stay informed about your business.

Post Reach - the number of people who have seen your post in their news feed. The post counts as having reached someone when it is loaded and shown in News Feed.



Post Engagements - indicates interactions rather than just views. Facebook defines engagement as including all clicks, not only comments, likes and shares. If the post has a high Reach, it doesn't necessary mean there is high engagement.

Page views - the number of times a Page's profile has been viewed by people, including people who are logged into Facebook and those who aren't.

