




Master in Planning and  
Management of Tourism Systems

# Statistics

- Community management -

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Nicola Cortesi

A white humanoid robot is shown from the side, sitting at a desk and interacting with a large, glowing blue digital interface. The interface displays various data visualizations, including charts, graphs, and glowing icons, all set against a dark blue background. The robot's hand is touching one of the glowing elements on the screen.

The EdgeRank algorithm is your ally, because if your community has a high engagement rate the algorithm recommends your group to other fb users too

A white humanoid robot is shown from the side, looking at a large, glowing blue digital interface. The interface displays various futuristic data visualizations, including charts, graphs, and glowing icons. The robot's hand is touching one of the elements on the screen.

This feature is already active by default in every group. It is available from the fb option: [Group Settings](#) -> [See All Tools](#) -> [Grow group](#) -> [Allow Facebook to suggest this group](#)

# Groups

Search groups




Your feed

Discover

+ Create New Group



### Recent activity

 **Cammino di Santiago All Routes**  
Barbara Ugucioni ·  · 4h · 

"Camminare e' la migliore medicina per l'uomo " .  
( Ippocrate)



A high engagement rate also brings your group closer to the top of results of the fb group search bar

## POST STATISTICS

The three main statistics to check if a community is growing or not are not so much the number of members but:

- Organic reach
- Engagement
- Engagement Rate

## ENGAGEMENT RATE

The Engagement Rate of a post is simply the ratio between its engagement and its organic reach

A solid cyan horizontal bar.

## ENGAGEMENT RATE

It measures the % of members that take an action when they see your post: how much your posts are able to engage your audience

## ENGAGEMENT RATE

EdgeRank doesn't take into account the number of your members, or the overall engagement: it only considers the **Engagement Rate** of the whole fb group





## ENGAGEMENT RATE

In case of a fb group, its Engagement Rate is defined as the ratio between the sum of the engagement of all group posts of last 28 days and number of members of the group

## ACTIVE MEMBERS

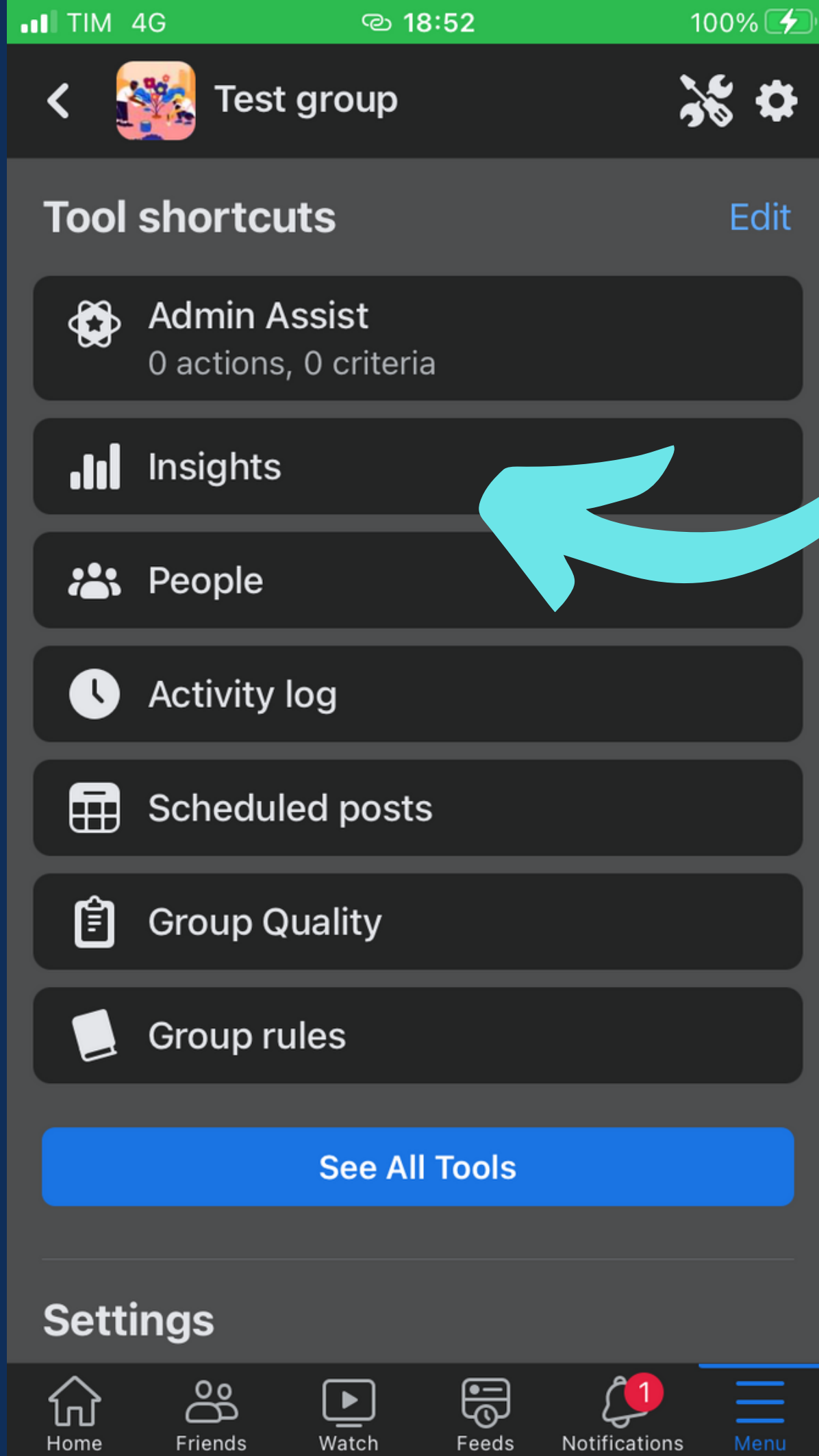
Sometimes, the algorithm employs the number of **active members** instead of the number of members

## ACTIVE MEMBERS

Active members are the members who interacted with your group during last 28 days, including simply reading its posts

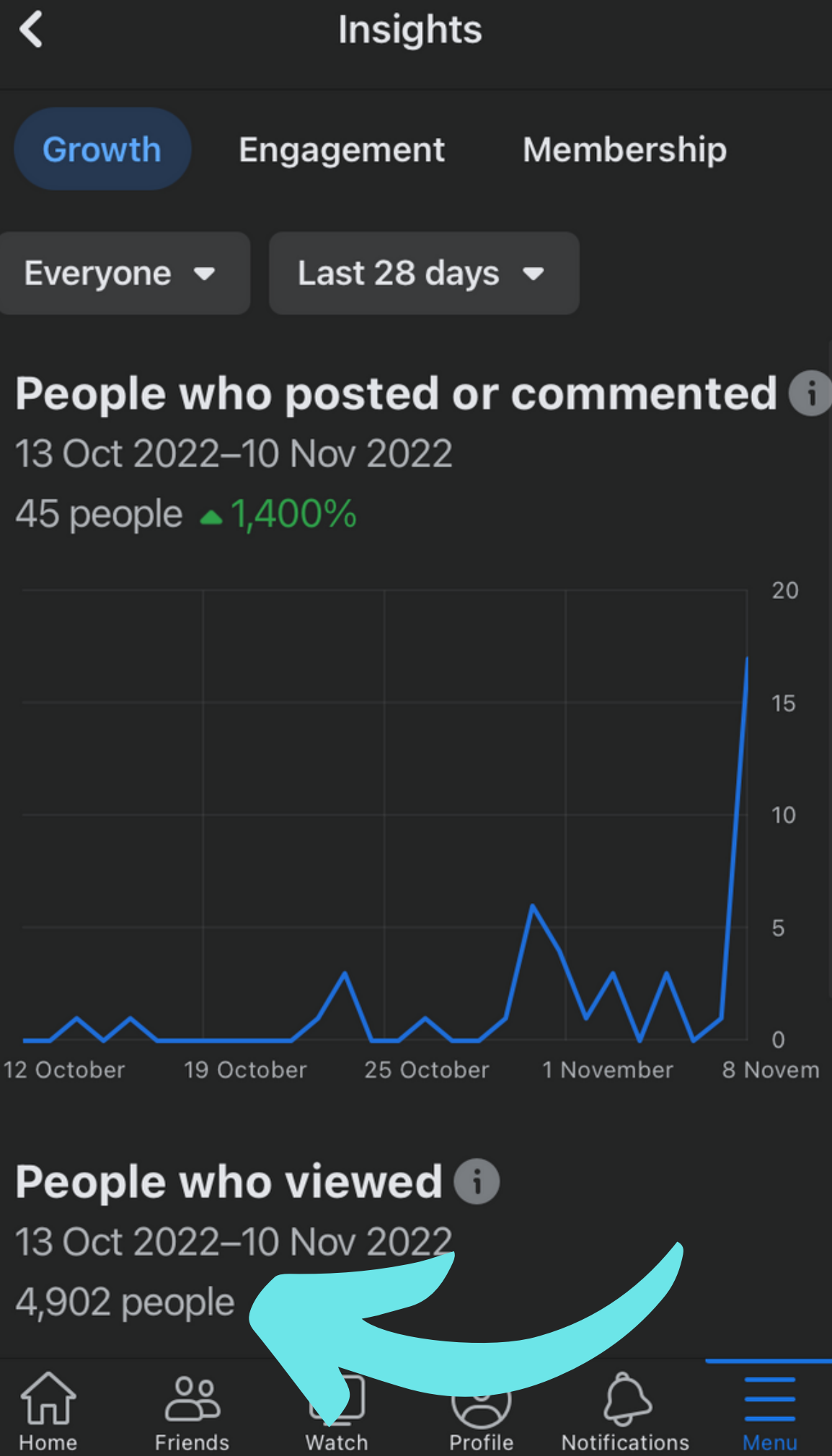
## ACTIVITY RATE

The % of active members (with respect to the total members of the group) is also called **Activity Rate** and is another important parameter used by the algorithm to promote your group



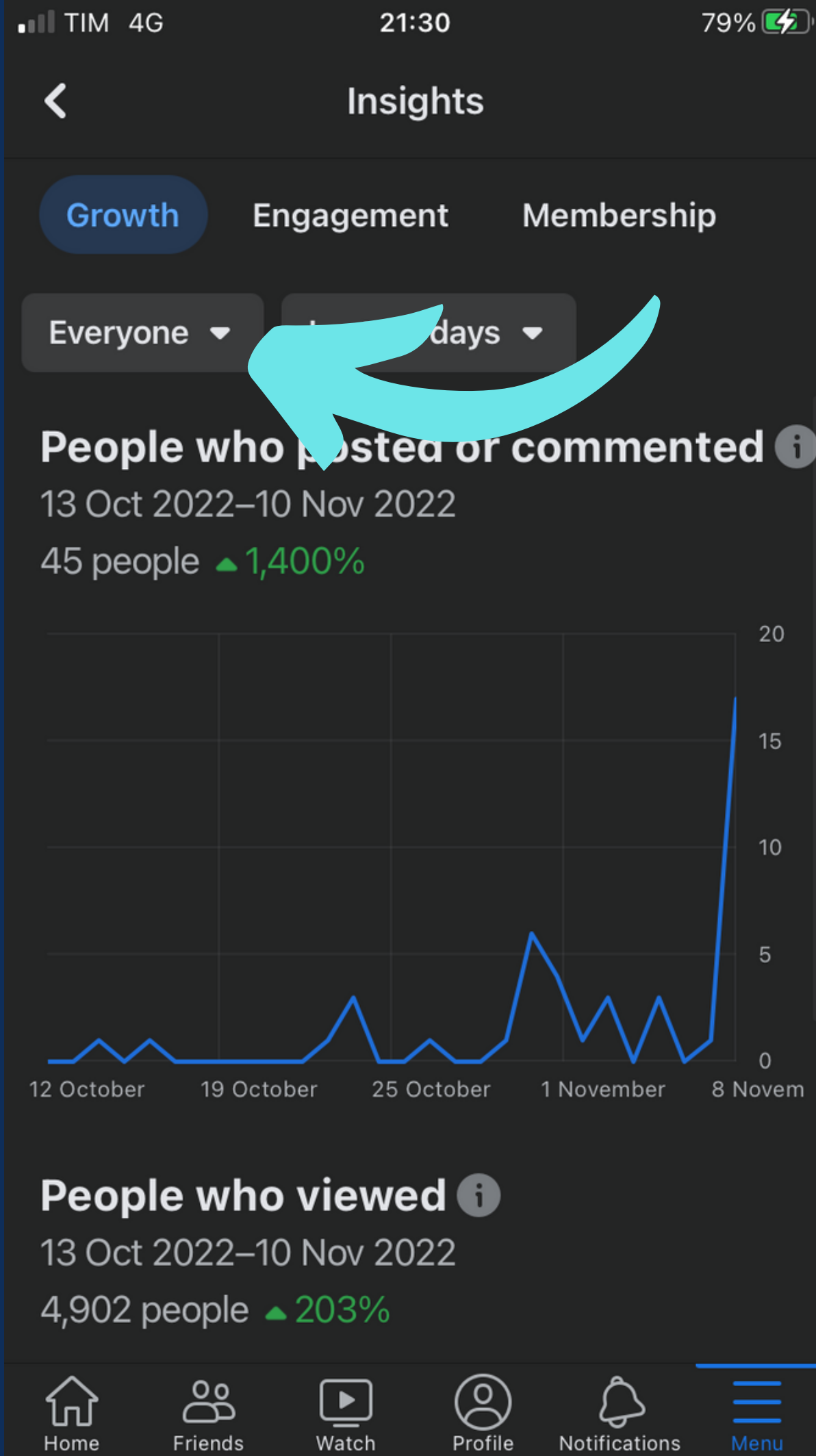
## ACTIVE MEMBERS

The number of active members is already visible from the Manage -> See All Tools -> Insights menu



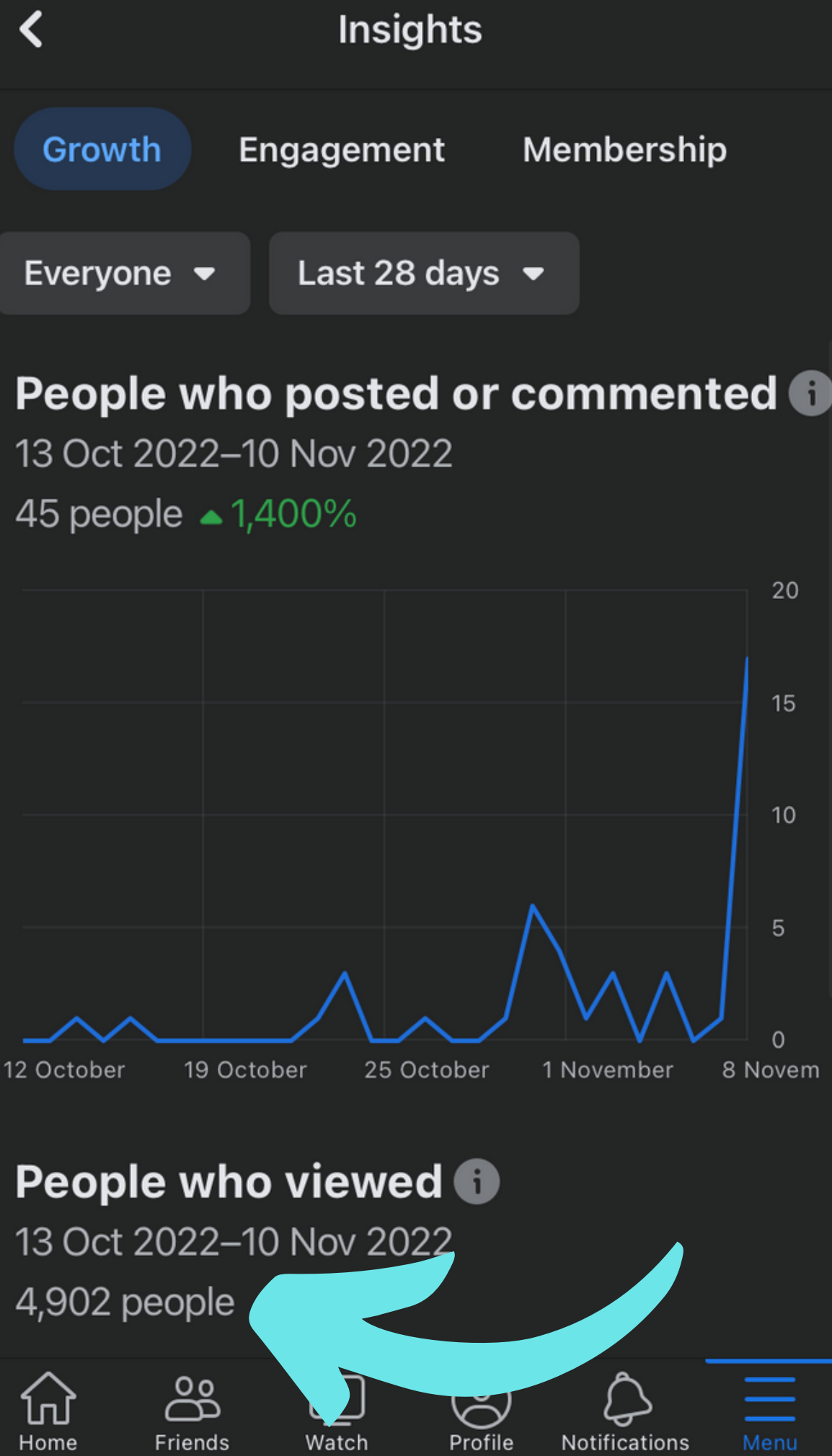
# ACTIVE MEMBERS

The first graph shows the number of people who posted or commented in the last 28 days and the number at the bottom shows the number of people who viewed the group in the last 28 days



## ACTIVE MEMBERS

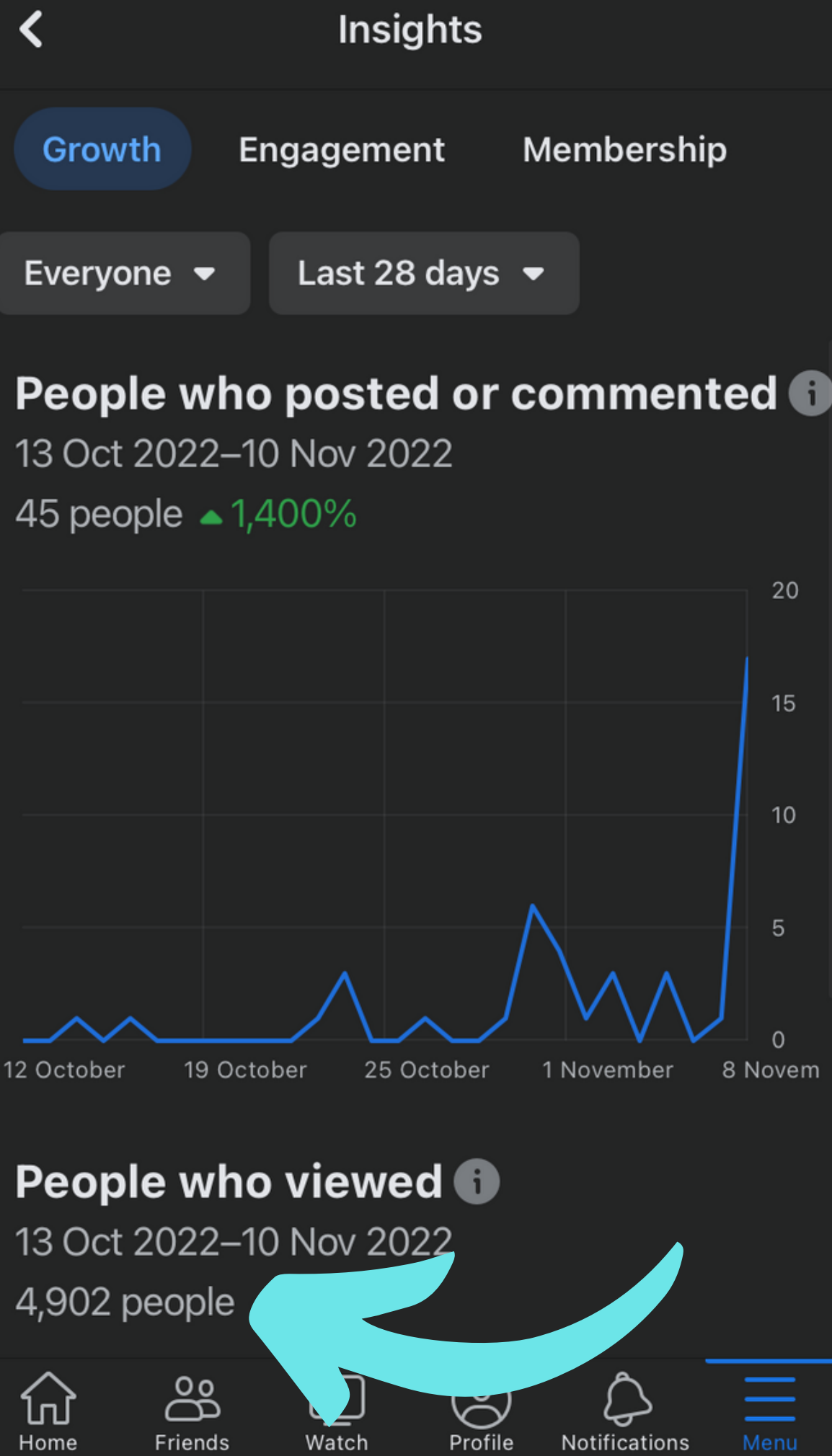
Selecting "Members" instead of "Everyone" in the menu to the top left, it is possible to restrict these two graphs to members only



# ACTIVE MEMBERS

In this way, the number at the bottom will show the number of members who viewed the group during last 28 days, that is the definition of Active Members





# ACTIVITY RATE

Divide it by the number of members of the group to obtain the **Activity Rate** of your group

# Insights

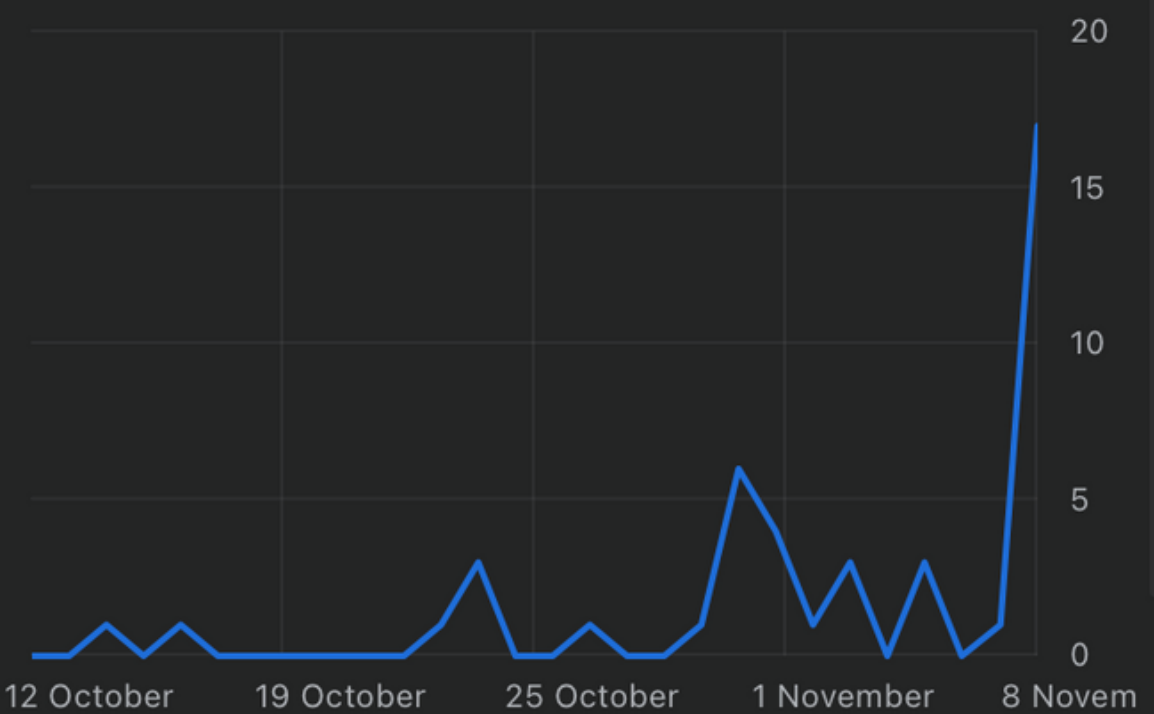
Growth Engagement Membership

Everyone Last 28 days

## People who posted or commented

13 Oct 2022–10 Nov 2022

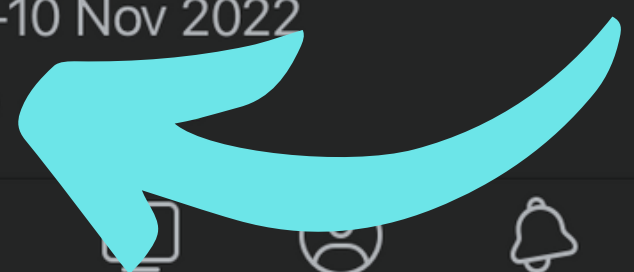
45 people ▲ 1,400%



## People who viewed

13 Oct 2022–10 Nov 2022

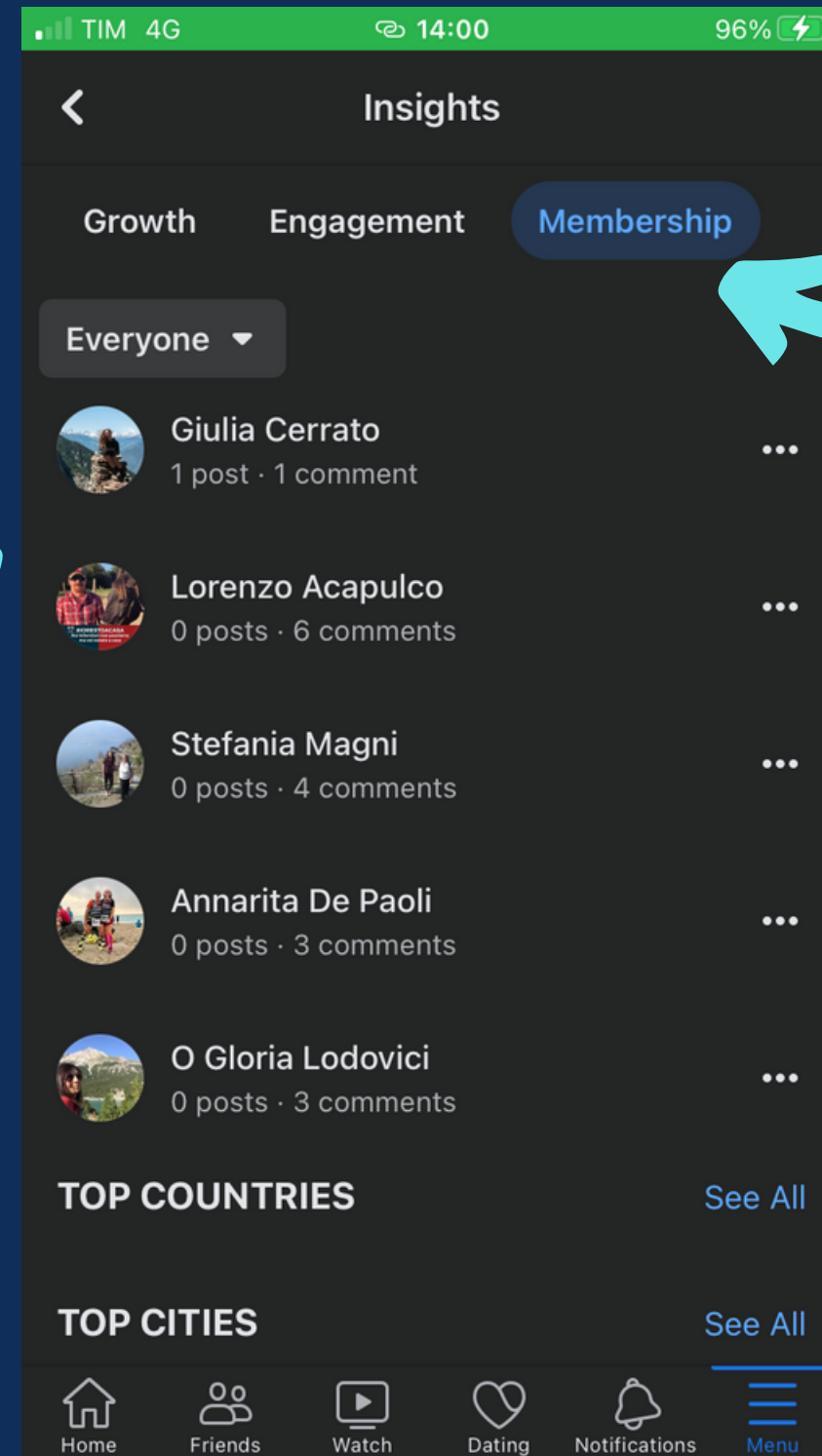
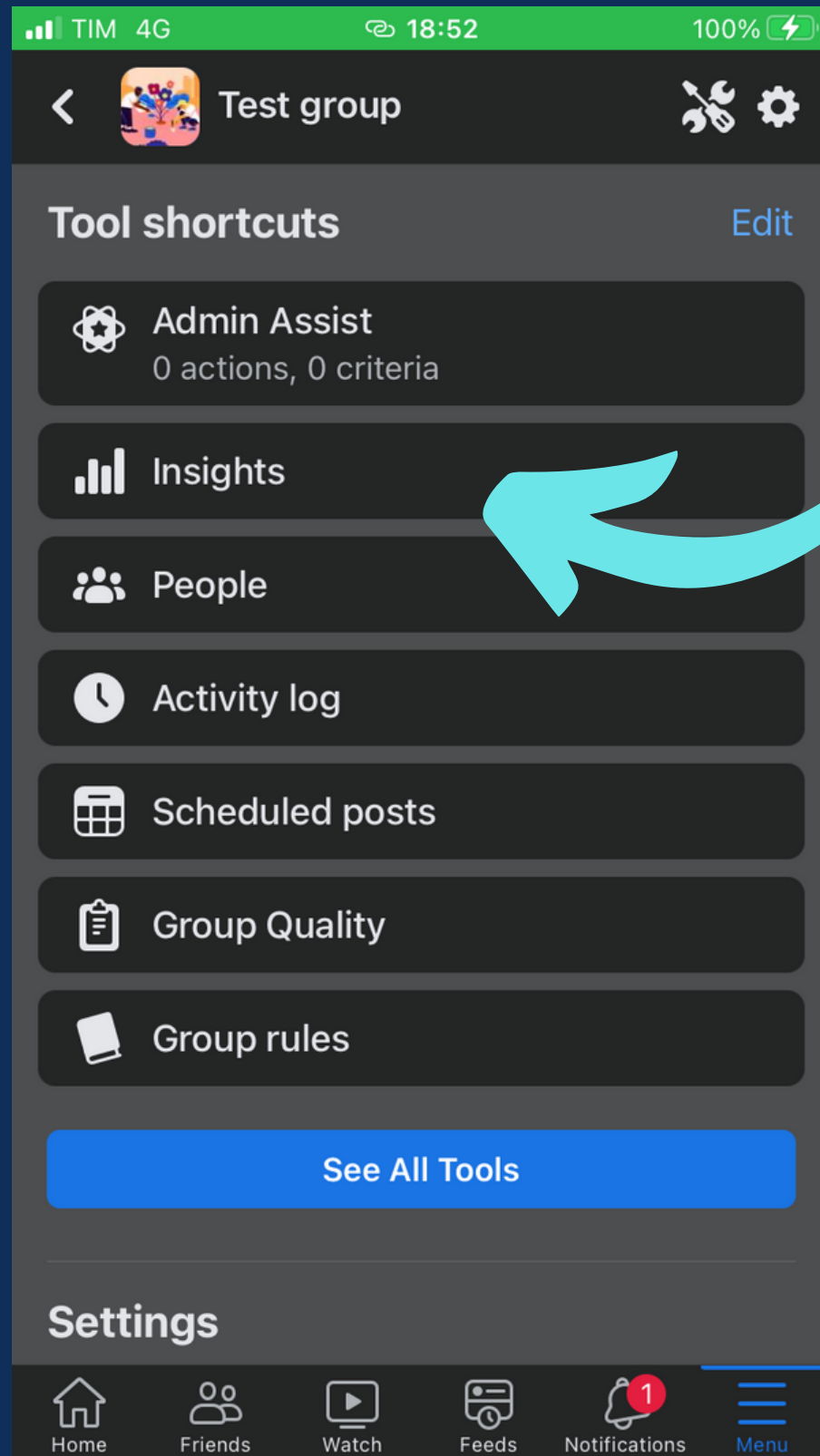
4,902 people



# ACTIVITY RATE

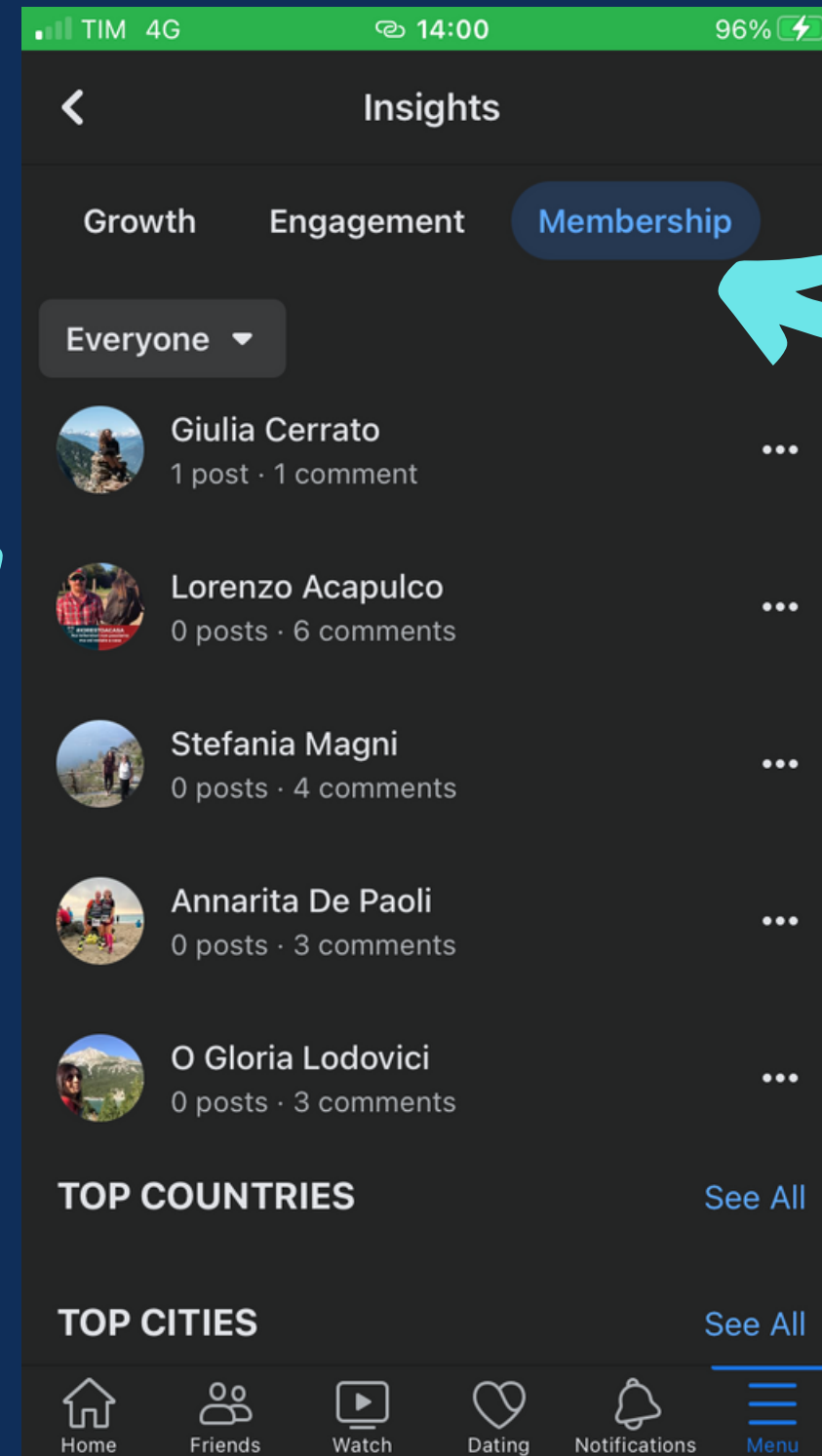
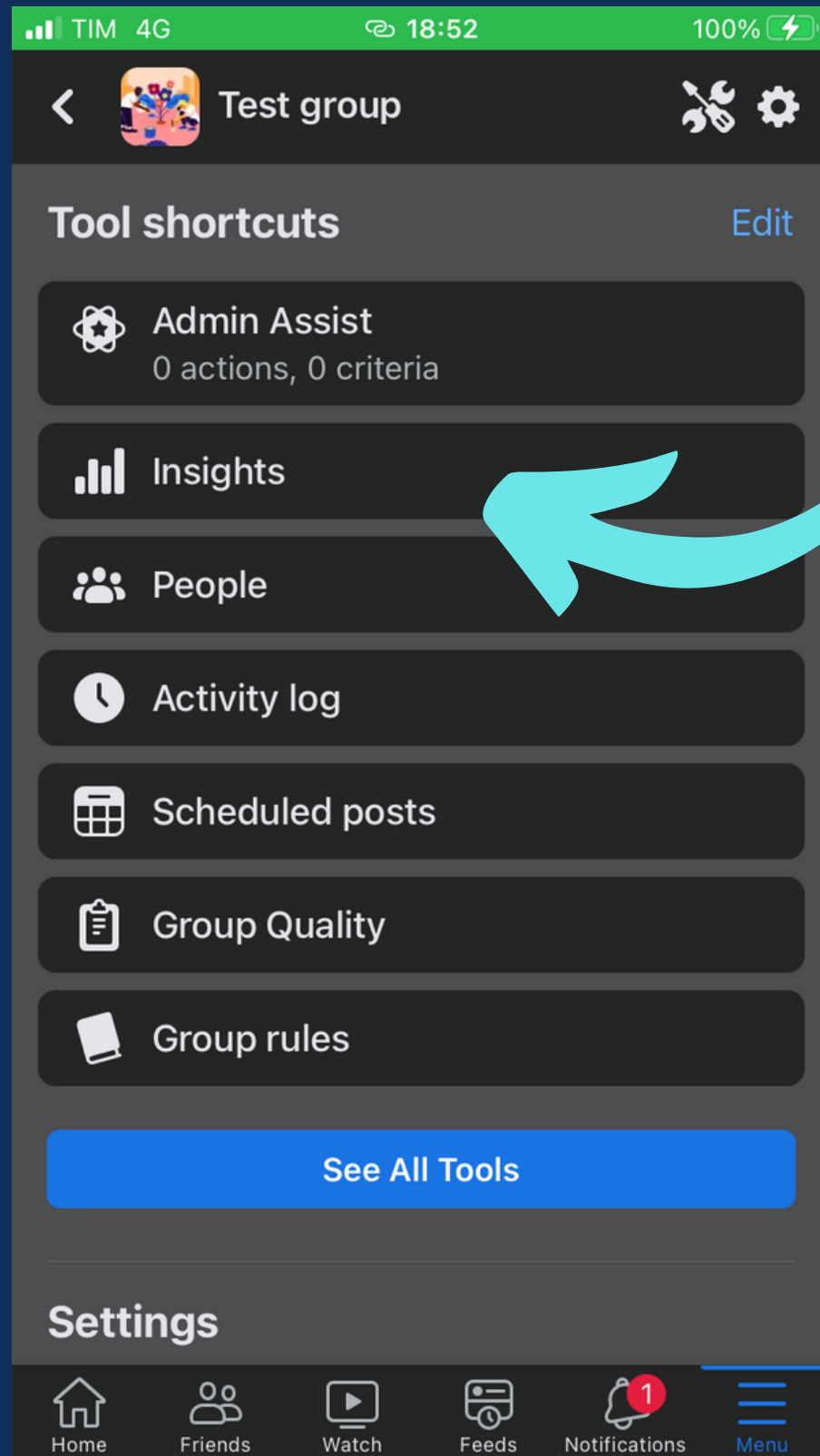
An activity rate of 70% is already a good score. With 90% you can cry of joy

# STATISTICS



Basic statistics of member age, sex and geographic area are already available from **Insights -> Membership**

# STATISTICS



The members listed are the top contributors of last 28 days

# STATISTICS

18:52 100%

Test group

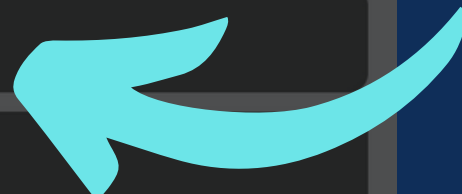
**Tool shortcuts** Edit

- Admin Assist  
0 actions, 0 criteria
- Insights**
- People
- Activity log
- Scheduled posts
- Group Quality
- Group rules

[See All Tools](#)

**Settings**

Home Friends Watch Feeds Notifications Menu



14:00 96%

Insights

Growth Engagement **Membership**

Everyone

- Giulia Cerrato  
1 post · 1 comment
- Lorenzo Acapulco  
0 posts · 6 comments
- Stefania Magni  
0 posts · 4 comments
- Annarita De Paoli  
0 posts · 3 comments
- O Gloria Lodovici  
0 posts · 3 comments

**TOP COUNTRIES** See All

**TOP CITIES** See All

Home Friends Watch Dating Notifications Menu



14:00 96%

Top countries

- Italy 3.301
- Spain 28
- United Kingdom 19
- Switzerland 15
- France 14
- Germany 12
- Belgium 9
- Austria 9
- United States 7
- Netherlands 7

Home Friends Watch

14:00 96%

Top cities

- Milan, Lombardia, Italy 307
- Rome, Lazio, Italy 184
- Turin, Piedmont, Italy 148
- Bologna, Emilia-Romagna, It 61
- Bergamo, Lombardia, Italy 58
- Parma, Emilia-Romagna, Ital 50
- Genova, Liguria, Italy 49
- Padua, Veneto, Italy 43
- Como, Lombardia, Italy 29
- Brescia, Lombardia, Italy 28

Home Friends Watch

14:39 100%

Insights

Growth Engagement **Membership**

Everyone

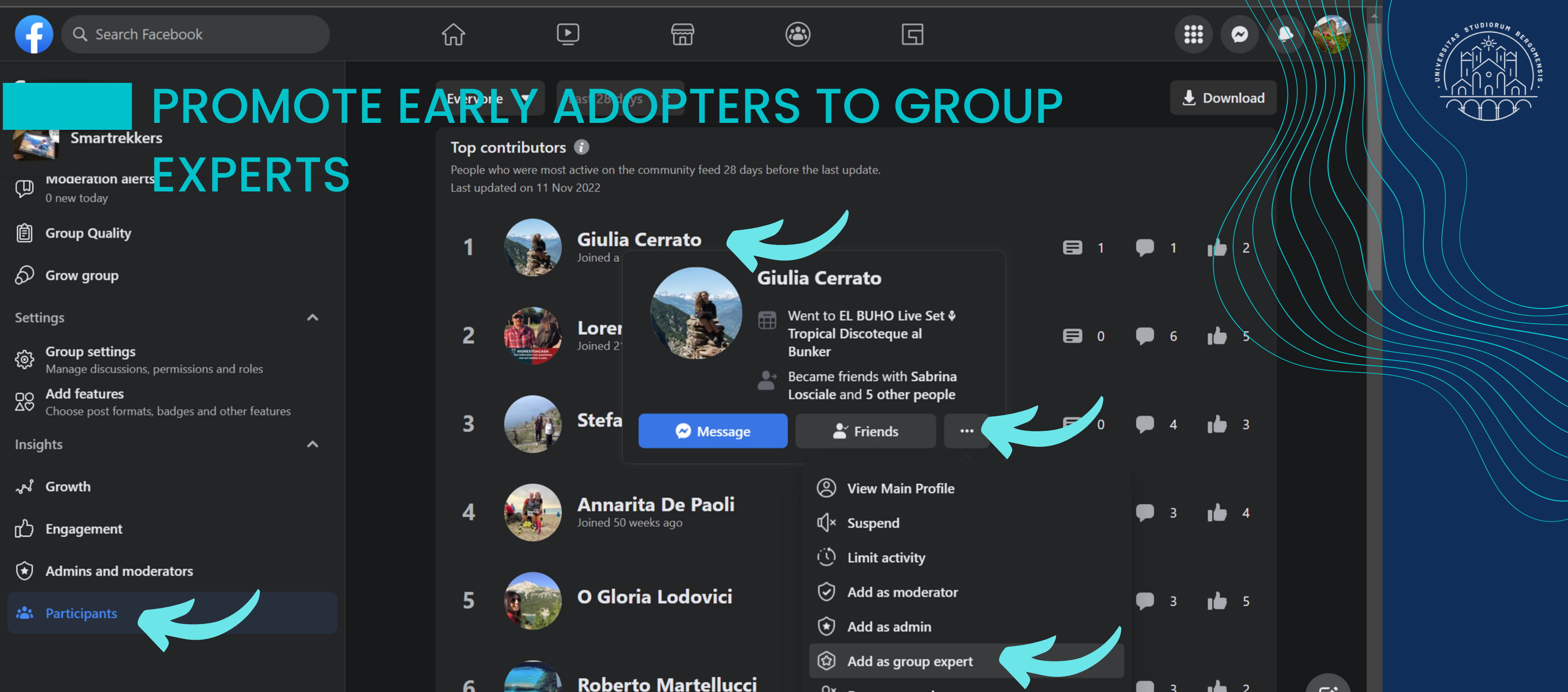
**Gender**

- 50,5% Women
- 49,6% Men

**Age**

13-17 18-24 25-34 35-44 45-54 55-64 65+

Home Friends Watch Dating Notifications Menu



You can make them **group experts**, motivating them to engage you group even more



# POST STATISTICS

Administrators of fb or ig pages can access to a free software called **Meta Business Suite** with many graphs and statistics (it is also a free app)



## Insights

Review performance results and more.



### Overview

Results

Audience

Benchmarking

Content

Overview

Content

### Reach

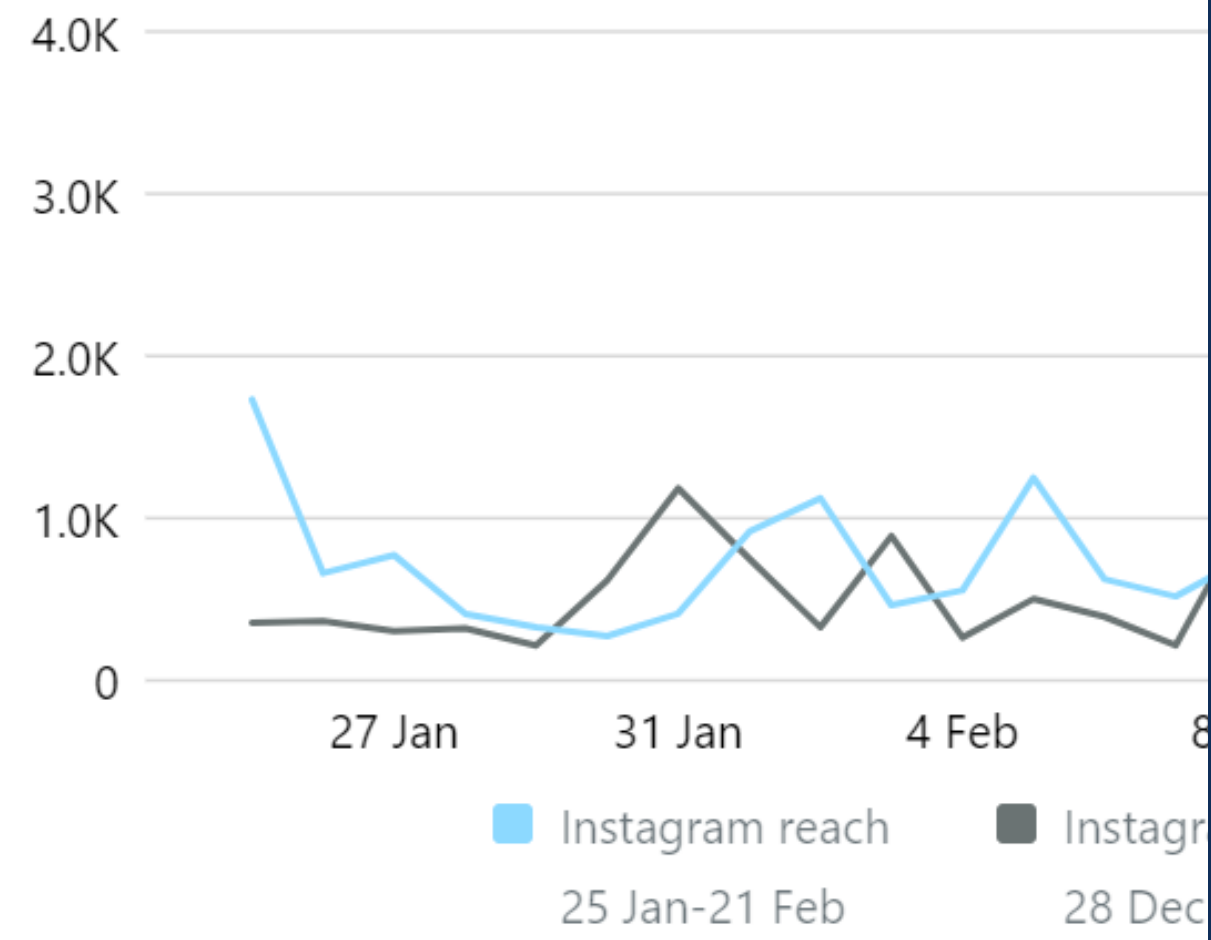
Compare your reach from this period to the previous one.

Facebook Page reach ⓘ

23 ↑ 475%

Instagram reach ⓘ

14,016 ↑ 34.4%



### Ways to help grow your reach



# IT STATISTICS

However, Meta Business Suite can only manage fb pages and ig pages, but not fb groups.



## Insights

Review performance results and more.



### Overview

Results

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Content

Overview

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### Reach

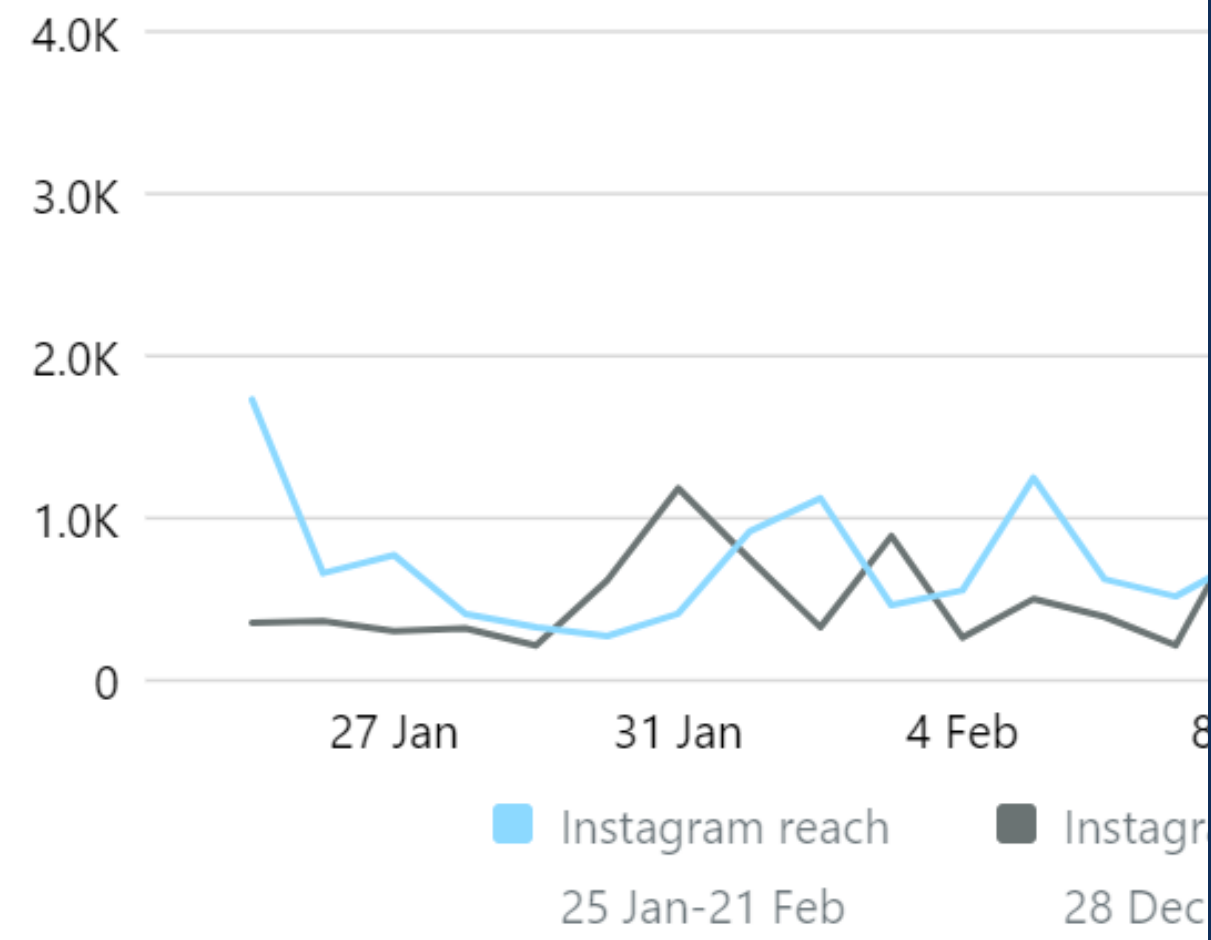
Compare your reach from this period to the previous one.

Facebook Page reach ⓘ

23 ↑ 475%

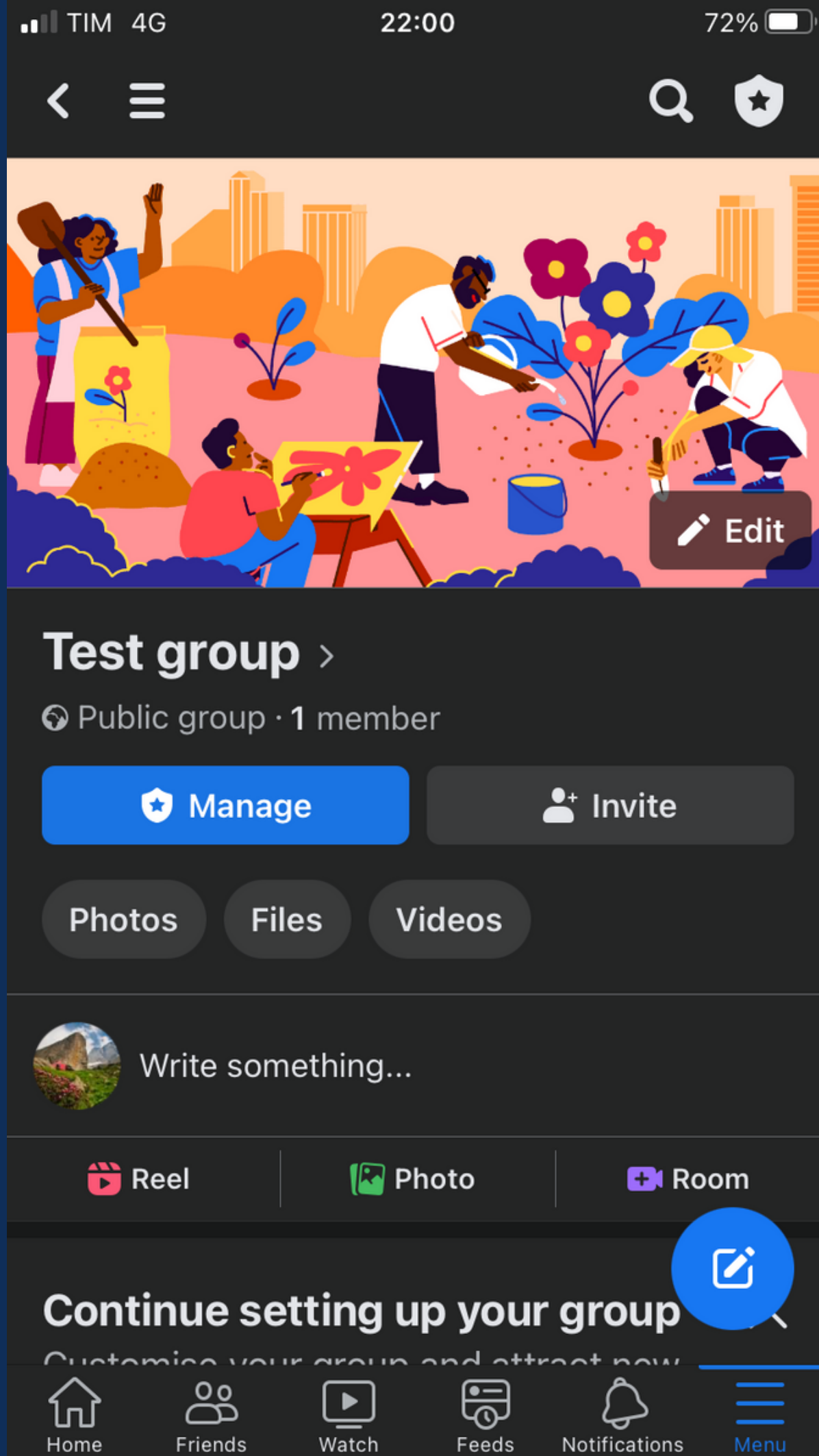
Instagram reach ⓘ

14,016 ↑ 34.4%



### Ways to help grow your reach





## TASKS

For next lesson :

- write your **fourth post** and **share** it using your template for sharing posts
- publish a post in the **chosen community**
- like and comment the **other posts** of the chosen community
- become a **member** of the other groups and like all their posts
- revise your google sheet for **sharing post** and insert its link in the Community Sheet