Your Facebook Page reporting guide

Facebook Page insights · Built with Datapipe

Start with the overview. Then open Posts to see which posts drove a change.

Explore the report

01 Overview
Content views, post engagements, video views and follower change by day, compared with the previous period.

02 Posts
Each post in the dates shown, ranked by interactions, with its lifetime views.

Use your own data

1 Add your data source in Datapipe.
Connect Facebook and choose your Page.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Content views and post engagements are Meta's daily Page insights and can include paid reach.

Followers is the Page's total each day. Follower change is the difference from the day before.

Post totals are lifetime counts so far, for posts published in the last 30 days.

Sample data · Facebook Page insights for 10 August–7 November 2026 and posts from 9 October–7 November 2026.

Overview

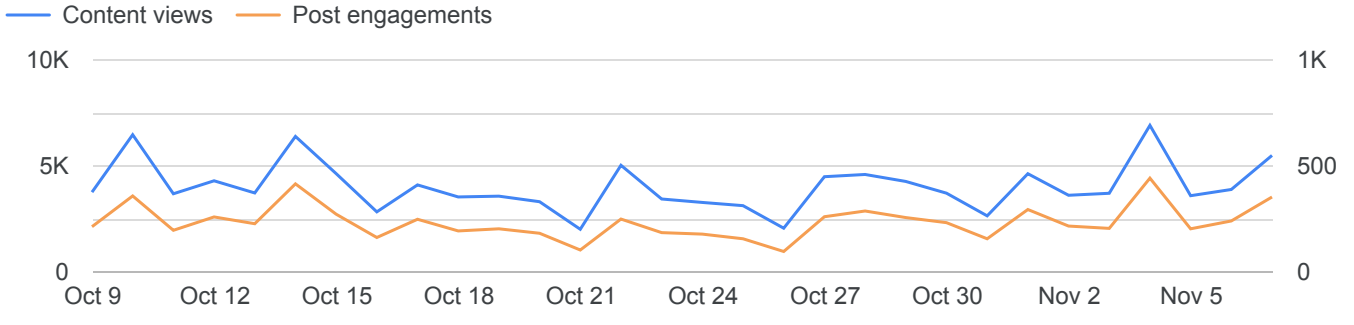
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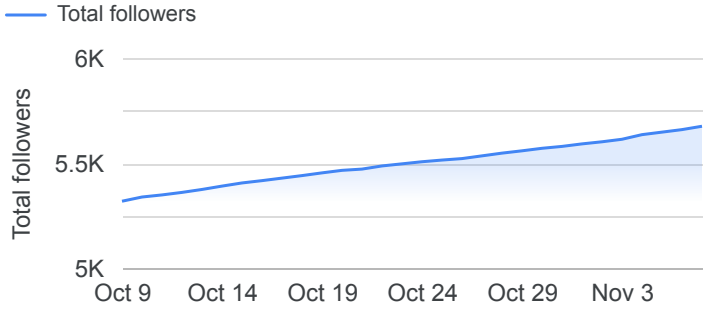
Oct 9, 2026 - Nov 7, 2026

Content views	Post engagements	Video views	Follower change
119,538	6,919	19,142	370
↑ 7.2% from previous 30 days	↑ 8.4% from previous 30 days	↑ 2.0% from previous 30 days	↑ 4.5% from previous 30 days

Content views and post engagements by day



Followers by day



Page activity by day

	Date	Content views	Post engagements	Video views	Follower change
1.	Nov 7, 2026	5,451	349	482	16
2.	Nov 6, 2026	3,845	236	627	12
3.	Nov 5, 2026	3,552	199	1,174	12
4.	Nov 4, 2026	6,870	438	2,937	22
5.	Nov 3, 2026	3,666	201	170	12
6.	Nov 2, 2026	3,572	212	189	10
7.	Nov 1, 2026	4,589	290	226	12
8.	Oct 31, 2026	2,601	152	239	9
9.	Oct 30, 2026	3,671	228	326	12
10.	Oct 29, 2026	4,224	252	584	11

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Daily values are Meta's Page insights for each day. Post engagements count reactions, comments, shares and clicks on your posts. Follower change is the day's followers minus the day before.

Posts

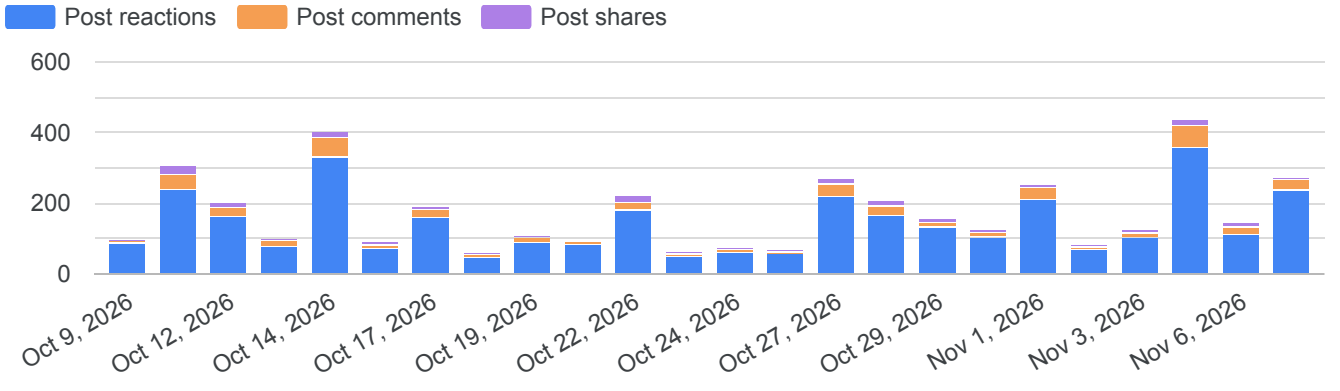
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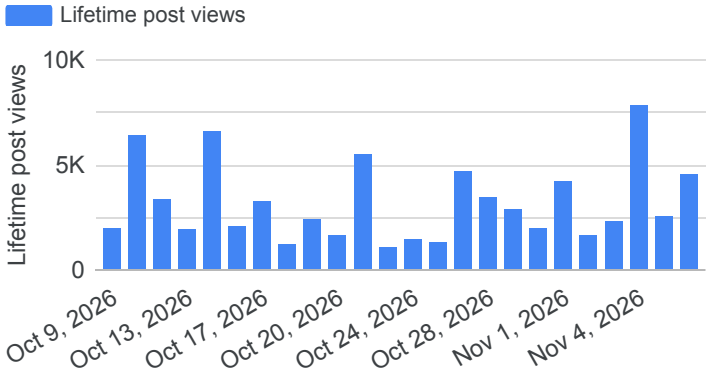
Oct 9, 2026 - Nov 7, 2026

Posts published	Post interactions	Post comments	Lifetime post views
24	4,039	519	75,102

Post interactions by publish date



Lifetime post views by publish date



Posts by interactions

	Date	Post	Lifetime post views	Post reactions	Post comments	Post shares	Post interactions
1.	Nov 4, 2026	Watch: how to winterize a raised bed in under ten minutes.	7,768	351	64	18	433
2.	Oct 14, 2026	Watch: planting tulips in containers, lasagna style.	6,569	325	56	18	399
3.	Oct 10, 2026	Thank you for a wonderful season. Stop by for a free seed packet this week.	6,335	233	44	26	303
4.	Nov 7, 2026	First frost is on the way. Here is our five-minute checklist for covering tender plants tonight.	4,511	232	29	6	267
5.	Oct 27, 2026	Pumpkin patch photos from the weekend. Thanks to everyone who came by!	4,640	215	34	15	264
6.	Nov 1, 2026	Leaf mulch is free garden gold. Here is how to use it instead of bagging it.	4,189	204	34	11	249
7.	Oct 22, 2026	Watch: dividing hostas and daylilies before the ground freezes.	5,451	175	22	20	217
8.	Oct 28, 2026	Tool care before winter: clean, sharpen and oil your pruners.	3,405	160	28	16	204
9.	Oct 12, 2026	Quick poll: which vegetable are you planting first next spring?	3,288	156	27	16	199
10.	Oct 17, 2026	Meet Priya, our new houseplant specialist, and her favorite low-light plants.	3,229	153	23	10	186

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Posts published in the dates shown, from the last 30 days of posts. Views, reactions, comments and shares are lifetime totals so far, so newer posts have had less time to collect them. Interactions are reactions + comments + shares.