Optimalisasi Facebook Fanpage

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Apa bedanya Facebook Profil dan Facebook Fanpage ?

Facebook Profil
1. Adalah akun pribadi yang diberikan ketika kita melakukan registrasi di Facebook.
2. Hanya dapat membuat 1 profil mencakup informasi pribadi dan tidak ada informasi bisnis
3. Penggunannya untuk non komersial dan mewakili individu setiap orang
4. Menggunakan profil facebook untuk membagikan konten bisnis merupakan pelanggaran terhadap Ketentuan Layanan Facebook dan dapat mengakibatkan penghapusan akun

Facebook Fanpage
1. Halaman yang dibuat terpisah dari Profil Pribadi dan merupakan akun bisnis yang mewakili perusahaan atau organisasi
2. Dapat melihat analisa seperti Engagement, Likes dan mempromosikan konten komersial
3. Bisa menaikkan iklan menggunakan Facebook Fanpage
4. Followers tidak terbatas

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Here you could describe the topic of the section

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Here you could describe the topic of the section

01.

Facebook Fanpage

Cara membuat
Fanpage Facebook

1 Login dengan akun Facebook

facebook

Facebook membantu Anda terhubung dan berbagi dengan orang-orang dalam kehidupan Anda.

Email atau Nomor Telepon

Kata Sandi

Masuk

Lupa Kata Sandi?

Buat Akun Baru

Login dengan akun Facebook pastikan username dan password sudah benar

2 # Buat Akun Facebook Fanpage

Klik Page atau Halaman (dalam bahasa Indonesia)

3 Buat Akun Facebook Fanpage

Klik Create New Page atau Buat Halaman Baru

4 Buat Akun Facebook Fanpage

Create a Page

Your Page is where people go to learn more about you. Make sure that yours has all of the information they may need.

Page name (required)

Use the name of your business, brand or organisation, or a name that helps explain your Page. Learn more

Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

Create Page

By creating a Page, you agree to the Pages, Groups and Events Policies

Pages > Create a Page

Desktop preview

Page name

Posts   About   Followers   Photos   Videos   More ▾

Intro

1. Nama Page/Halaman contoh : Daya Motor Cirebon
2. Username Page : @DayaMotorCirebon
3. Category : Motorbike dealership atau Dealer Motor
4. Bio : Official Account Showroom- Bengkel- Suku Cadang Honda

5 Buat Akun Facebook Fanpage

Pages › Finish setting up your Page

Finish setting up your Page

Success! You've created **Daya Motor 2**. Now, add more details to help people connect with you.

Contact

Website

Phone number

Email address

Location

Address

Town/city

Previous | Next

Desktop preview

Daya Motor 2

Penjualan Sepeda Motor dan Suku Cad

Posts | About | Followers | Photos | Videos | More ▾

Intro

1. Website : www.daya-motor.com
2. Phone Number : Masukkan nomor Handphone Operasional
3. Email : Masukkan email Operasional Cabang
4. Location : Masukkan alamat lengkap cabang Showroom- Bengkel- Suku Cadang Honda

6 Buat Akun Facebook Fanpage

Pages › Finish setting up your Page

Finish setting up your Page

Success! You've created **Daya Motor 2**. Now, add more details to help people connect with you.

Town/city
Bandung

Postcode
40266

Hours
Let people know your location's hours.

○ **No hours available**
Don't show any hours.

○ **Always open**
You're open 24 hours every day.

● **Open at selected hours**
Enter your specific hours.

Previous   Next

Desktop preview

Daya Motor 2
Penjualan Sepeda Motor dan Suku Cadang

Posts   About   Followers   Photos   Videos   More ▾   Follow   Message

Intro

1. Town/ City : isi kota
2. Post Code : Masukkan nomor kode pos
3. Email : Masukkan email Operasional Cabang
4. Hours : pilih Open at selected hours (Buka pada jam tertentu)

7 **Buat Akun Facebook Fanpage**

Isi jam buka operasional cabang di setiap harinya

8 **Buat Akun Facebook Fanpage**

Pages > Customise your Page

Customise your Page

Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.

Add Profile Picture
or drag and drop

Add Cover Photo
or drag and drop

Aa Add Action Button

Previous   Next

Desktop preview

1. Add Profil Picture : Tambahkan foto profil bisa dalam bentuk logo daya motor
2. Add Cover Photo : Tambahkan foto sampul

Daya Motor 2

Penjualan Sepeda Motor dan Suku Cadang Asli Honda

Posts   About   Followers   Photos   Videos   More ⌄   Follow   Message   ...

Intro

10 Buat Akun Facebook Fanpage

Informasi mengenai dealer akan tampil pada halaman profil berikut. Pastikan Informasi tercantum sudah sesuai.

02.

Analytics Facebook Fanpage

Cara melihat analytics Facebook Fanpage

1 Login menggunakan Meta Business Suite

Berikut tampilan menu yang akan muncul dalam Meta Business Suite

2 Klik Insight untuk melihat analytics Fanpage

Klik menu Insight untuk melihat overview dan report dalam facebook fanpage

3

Cara melihat Insight Facebook Fanpage

2

1

Overview

Pilih tanggal untuk melihat report

📅 1 Nov 2022-19 Nov 2022 ▾

ormance results and more.

Daya Motor

Summary

Page

Pada menu Overview kita dapat melihat insight secara garis besar

Link clicks   New followers   Unfollowers

Overview

Results

Audience

Feedback

Benchmarking

Daya Motor
Motorbike dealers

34   6   1

3

Berikut adalah total reach dari Facebook Fanpage dan juga dari Instagram

Facebook Page reach ⓘ

24,181 ↑ 3.0 ewu%

Instagram reach ⓘ

12,084 ↑ 278.6%

Video

Performance

Benchmarking

Audience

Retention

Earnings

📄 See Results Report

Content ⓘ

Sort by: Reach ▾

3 November 18:11
Scoopy
📣 Ad
Reach   251,838

3 November 20:05
Mana nih Brosis yang katanya kangen...
⊙ Post
Reach   7,207

2 November 18:00
Selamat atas pencapaian yang sudah ...
⊙ Post
Reach   1,355

11 November 01:43
[PEMENANG KUIS TEBAK WARNA NE...
⊙ Post
Reach   1,161

8 November 23:52
Untung aja #Vario160 udah pakai All L...
⊙ Post
Reach   1,005

3 November 18:24
Bentuknya kecil, manfaatnya besar, ka...
⊙ Post
Reach   963

4

Cara melihat Insight Facebook Fanpage

Pilih tanggal untuk melihat report

Pilih menu Results untuk melihat Insight secara keseluruhan

Berikut adalah data report analisa Fanpage yaitu :
1. Reach
2. Profil Visit
3. Page Visit

5 # Cara melihat Insight Facebook Fanpage

Pilih tanggal untuk melihat report

Insights
Review performance results and more.

1 Nov 2022-19 Nov 2022

Overview

Facebook Page new likes ⓘ

2 ↓ 90%

New Instagram followers ⓘ

269 ↓ 37.9%
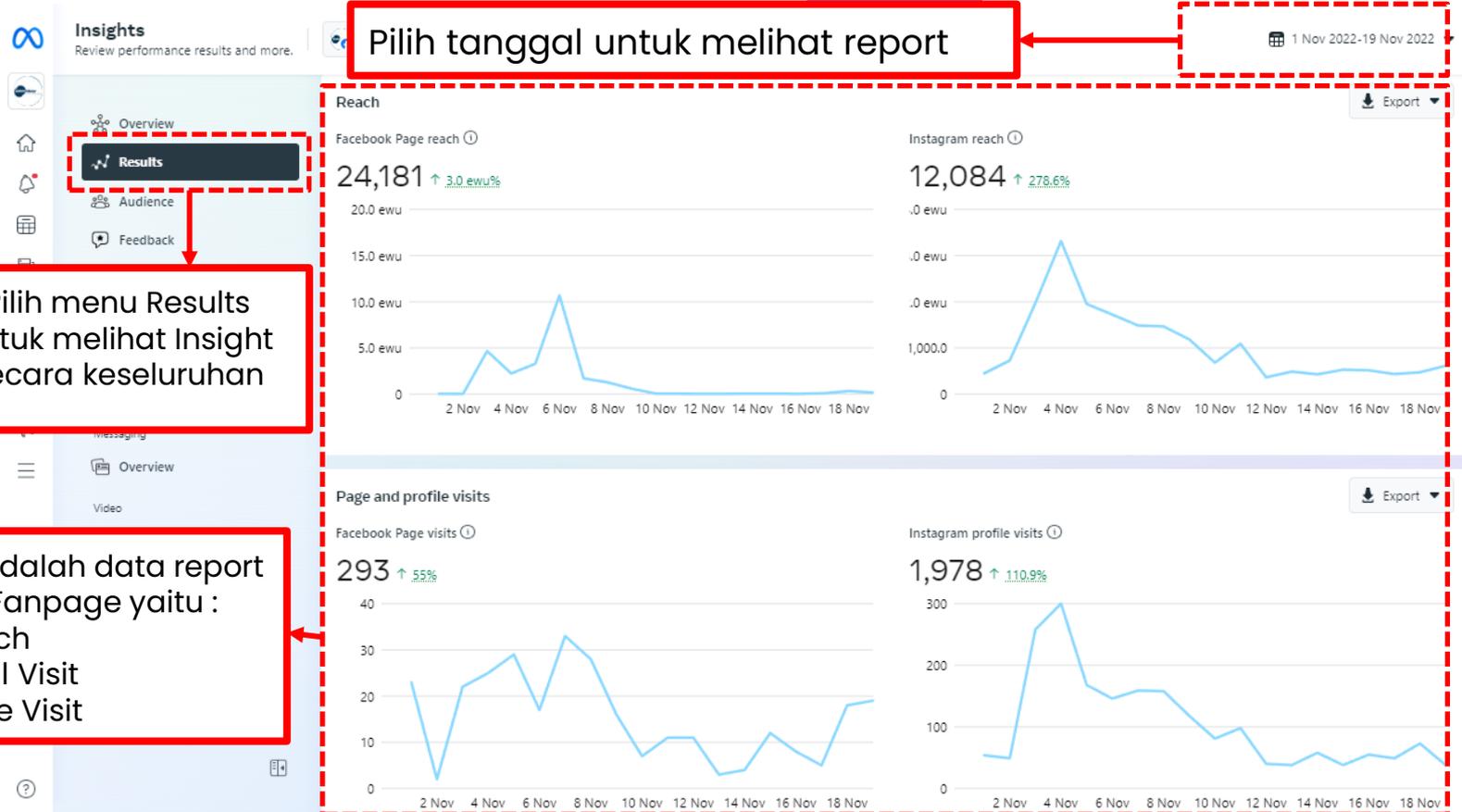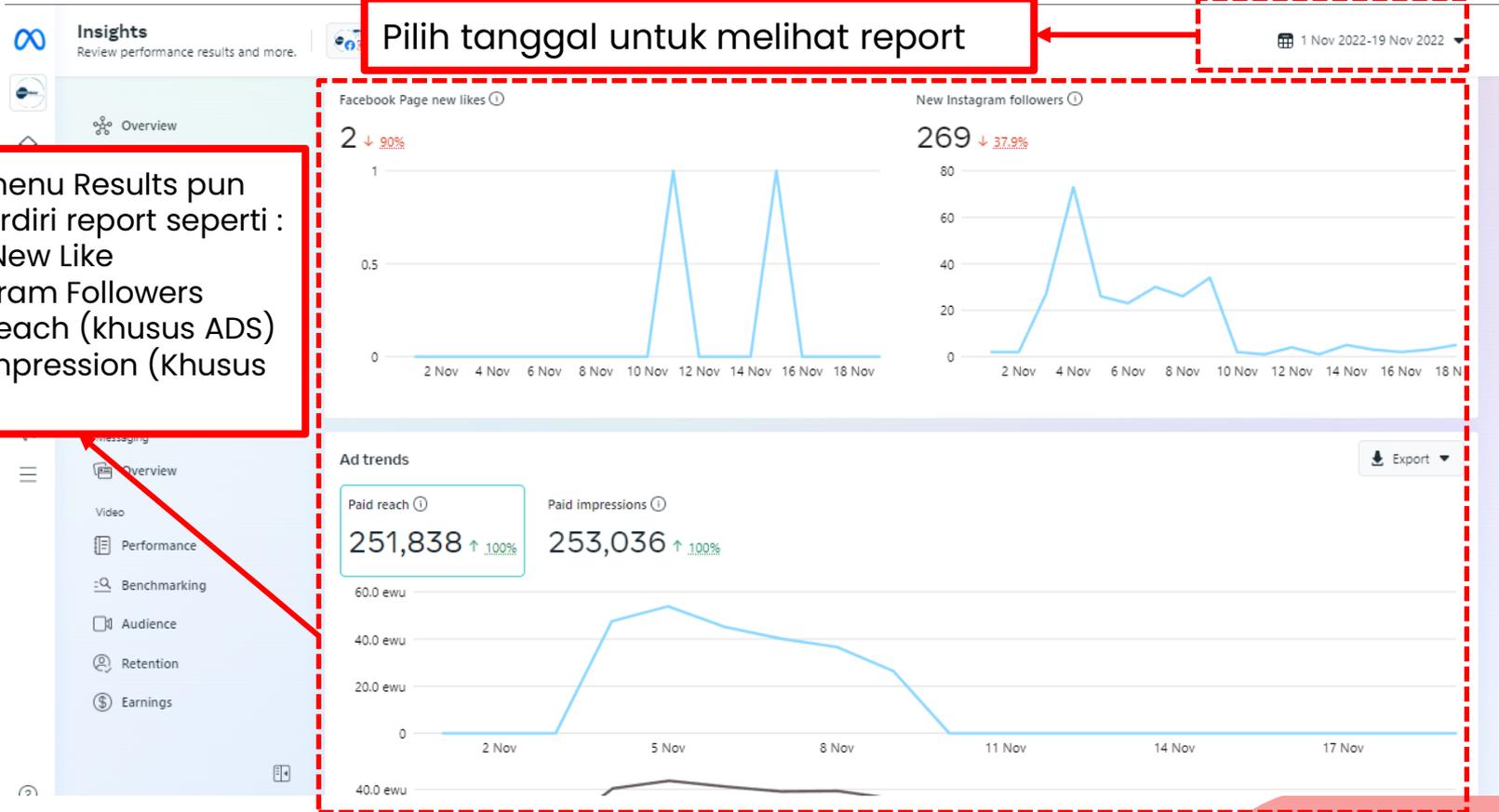
Dalam menu Results pun masih terdiri report seperti :
4. Page New Like
5. Instagram Followers
6. Paid Reach (khusus ADS)
7. Paid Impression (Khusus ADS)

Messaging
Overview

Video

Performance

Benchmarking

Audience

Retention

Earnings

Ad trends

Export

Paid reach ⓘ

251,838 ↑ 100%

Paid impressions ⓘ

253,036 ↑ 100%

Cara melihat Insight Facebook Fanpage

6

Pilih tanggal untuk melihat report
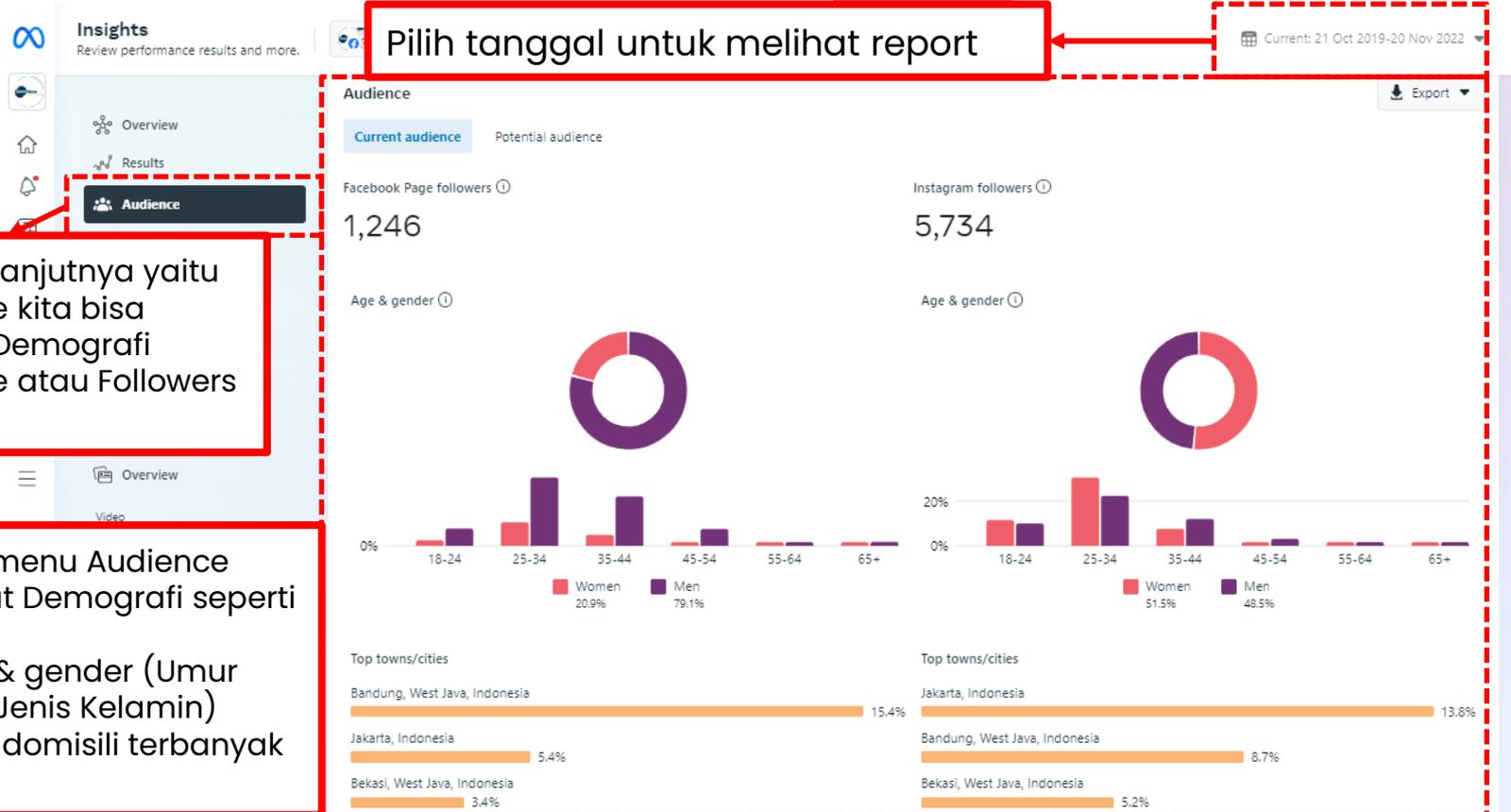
Menu selanjutnya yaitu Audience kita bisa melihat Demografi Audience atau Followers kita.

Dalam menu Audience terdapat Demografi seperti :
1. Age & gender (Umur dan Jenis Kelamin)
2. Kota domisili terbanyak

03.

CONTENT ANALIST

Cara melihat content
yang efektif.

1 Cara melihat Overview Content

Pilih tanggal untuk melihat report

Last 90 days: 23 Aug 2022-20 Nov 2022

Insights
Review performance results and more.

Pilih menu Overview dalam Submenu Content. Untuk melihat insight content.

Benchmarking

Content

Overview

Content

Messaging

Overview

Video

Content overview
Explore noteworthy trends from the content that you recently created and shared.

Facebook posts   Facebook Stories   Instagram posts   Instagram Stories

Reach

Post reach ⓘ

990 ↑ 3.6%

Total from last 90 days vs 90 days prior

Median post reach per media type ⓘ
For posts created in the last 90 days

Videos
43

Images
31

Audio
| 0

Text
| 0

Links
| 0

Median post reach per content format ⓘ
For posts created in the last 90 days

No activity during selected date range
Please select a different date range and try to load your report again.

800

600

400

200

0

90 days prior   Last 90 days

Dalam content overview terdapat hasil :
1. **Post Reach**
2. **Engagement**

Engagement

Post reactions, comments and shares ⓘ

96 ↑ 134.1%

Total from last 90 days vs 90 days prior
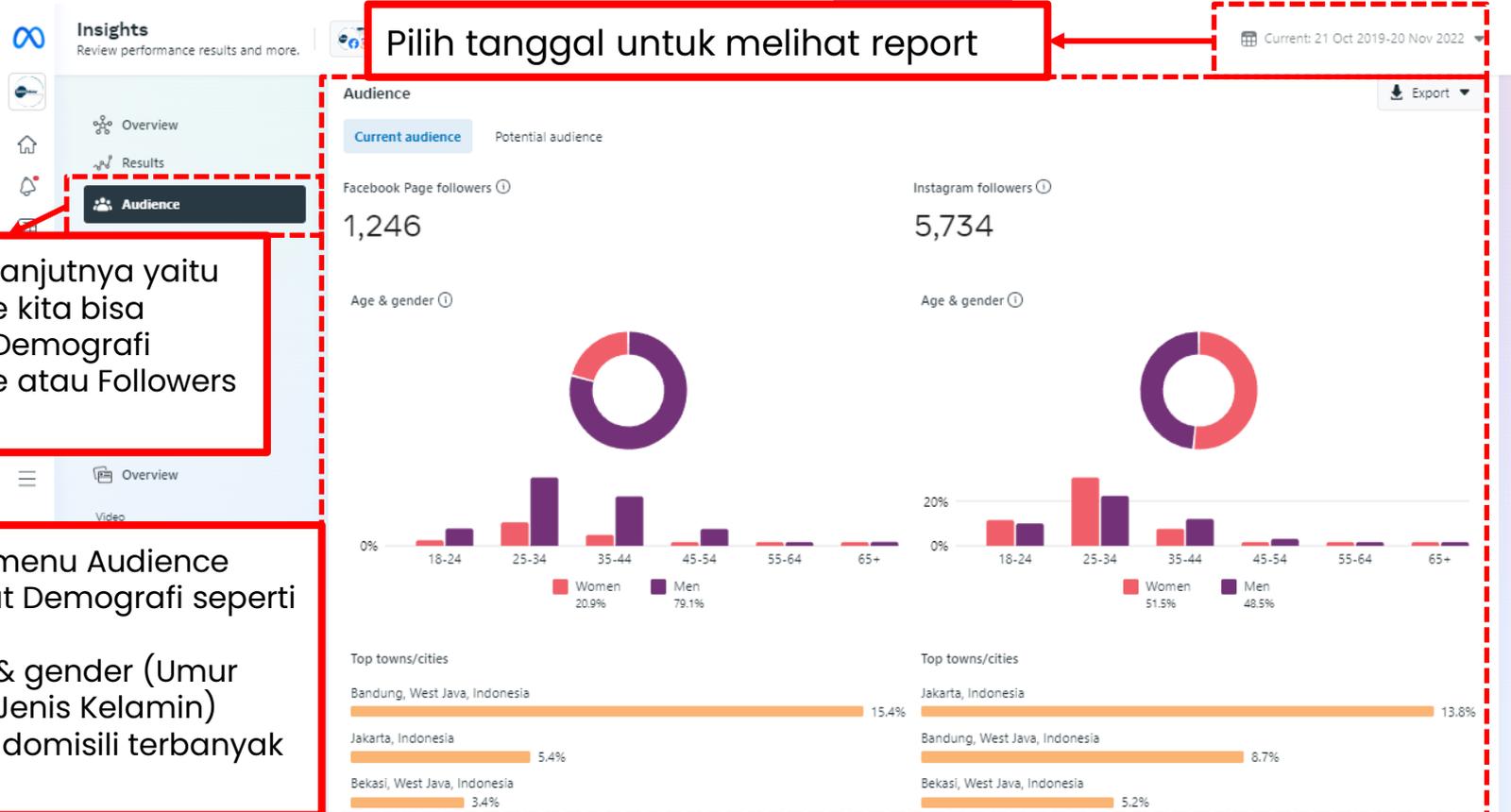
Median post reactions, comments and shares per media type ⓘ
For posts created in the last 90 days

Videos
1

Median post reactions, comments and shares per content format ⓘ
For posts created in the last 90 days

Cara melihat Overview Content

Pilih tanggal untuk melihat report

🗓 Last 90 days: 23 Aug 2022-20 Nov 2022

Insights
Review performance results and more.

Pilih menu Overview dalam Submenu Content. Untuk melihat insight content.

≡Q Benchmarking

Content

📖 **Overview**

🔲 Content

Messaging

📖 Overview

Video

Content overview
Explore noteworthy trends from the content that you recently created and shared.

Facebook posts   Facebook Stories   Instagram posts   Instagram Stories

Reach

Post reach ⓘ

990 ↑ 3.6%

Total from last 90 days vs 90 days prior

Median post reach per media type ⓘ
For posts created in the last 90 days

Videos
43

Images
31

Audio
| 0

Text
| 0

Links
| 0

Median post reach per content format ⓘ
For posts created in the last 90 days

No activity during selected date range
Please select a different date range and try to load your report again.

800
600
400
200
0
90 days prior   Last 90 days

Dalam content overview terdapat hasil :
1. Post Reach
2. Engagement

Engagement

Post reactions, comments and shares ⓘ

96 ↑ 134.1%

Total from last 90 days vs 90 days prior

Median post reactions, comments and shares per media type ⓘ
For posts created in the last 90 days

Videos
1

Median post reactions, comments and shares per content format ⓘ
For posts created in the last 90 days

?

3 # Cara melihat Overview Content

Pilih tanggal untuk melihat report

📅 Last 90 days: 23 Aug 2022-20 Nov 2022 ▼

Dalam content overview terdapat hasil :
1. Post Reach
2. Engagement

∞ **Insights**
Review performance results and more.

🔗

⌂
◇
🔔
▦
🗂
📊
💬
⊕

Overview
Results
Audience
Feedback
Benchmarking

Content
📖 Overview

Benchmarking
Audience

?

Engagement

Post reactions, comments and shares ⓘ

96 ↑ 134.1%

Total from last 90 days vs 90 days prior

[bar chart: 90 days prior ~42, Last 90 days ~96, y-axis 0 to 80+]

90 days prior | Last 90 days

Median post reactions, comments and shares per media type ⓘ
For posts created in the last 90 days

Videos [bar] 1
Images | 0
Audio | 0
Text | 0
Links | 0

Median post reactions, comments and shares per content format ⓘ
For posts created in the last 90 days

No activity during selected date range
Please select a different date range and try to load your report again.

Top-performing organic posts
Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ

📘 Facebook post
Terima Kasih untuk BroSis yang telah mempercayakan Daya Moto...
17 Nov 2022, 21:37

This post reached **1,316%** more people (439 people) than your median post (31 people) on Facebook.

Highest reactions on a post ⓘ

📘 Facebook post
Terima Kasih untuk BroSis yang telah mempercayakan Daya Moto...
17 Nov 2022, 21:37

This post received **1,100%** more reactions (12 reactions) than your median post (1 reaction) on Facebook.

Highest comments on a post ⓘ

📘 Facebook post
Hah Motor Sultan 😱 Ada yang tau gak nih BroSis nama dari si Motor...
29 Aug 2022, 22:00

This post received 2 comments compared to your median post (0 comments) on Facebook.

THANKS

Does anyone have any questions?

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