Facebook Meta Impressions Data for PEARs

1. Access the Facebook Meta website: business.facebook.com Sign into your FB account. ***NOTE: if you don’t have access to the FB Meta platform email Brittney.johnson@usu.edu for access.

2. Click the “Create Better Health” drop down menu on the left-hand side. Scroll down to find your county. Double click.
3. Once your county page has loaded, click on “Posts and Stories” in the left-hand menu.

4. Choose the date you’d like to analyze.
   **Note: dates begin in 2019. Make sure you ONLY highlight the month of interest.**
5. Once your month of interest is highlighted click “update”.

6. Click “Customize columns”.
7. Check the “Impressions” box. Click “Apply”.

8. Scroll to the right until you see the “Impressions” column. CALCULATE the total impression count by ADDING all the impression numbers together.

***NOTE: remember to scroll the right scroll bar down to collect ALL posts data for the month.
9. TO REPORT: Log into your PEARs website account: **Pears.io**. Enter your monthly total “Impression” count into PEARs under “Estimated # of unique individual reached” in your Indirect County FB page entry.

***Contact Brittney Johnson (Brittney.johnson@usu.edu) with any Social Media or PSE questions.***