Facebook Meta REACH 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 “insights” in the left-hand menu.

4. Choose the date you’d like to analyze.

**Note: Make sure you ONLY highlight the month of interest.
5. Once your month of interest is highlighted click “update”.

6. Analyze data.
*Note: if you ONLY have a Facebook account you will only see one graph here. If you have an Instagram account and do not see the reach count here, contact Brittney.johnson@usu.edu to link these accounts.
9. TO REPORT: Log into your PEARS website account: Pears.io. Enter your monthly total “Reach” count into PEARS under “Estimated # of unique individual reached” in your Indirect County FB page entry.

*Note: The line below “Estimated # of NEW individuals reached” should ALWAYS BE 0!

IF YOU HAVE OTHER SOCIAL MEDIA ACCOUNTS A SEPARATE PEARS ENTRY SHOULD BE CREATED FOR EACH SOCIAL MEDIA ACCOUNT AND ALSO REPORTED ON MONTHLY.

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