30.7.2015/Leena Vuorenmaa (cancon@cancer.fi)

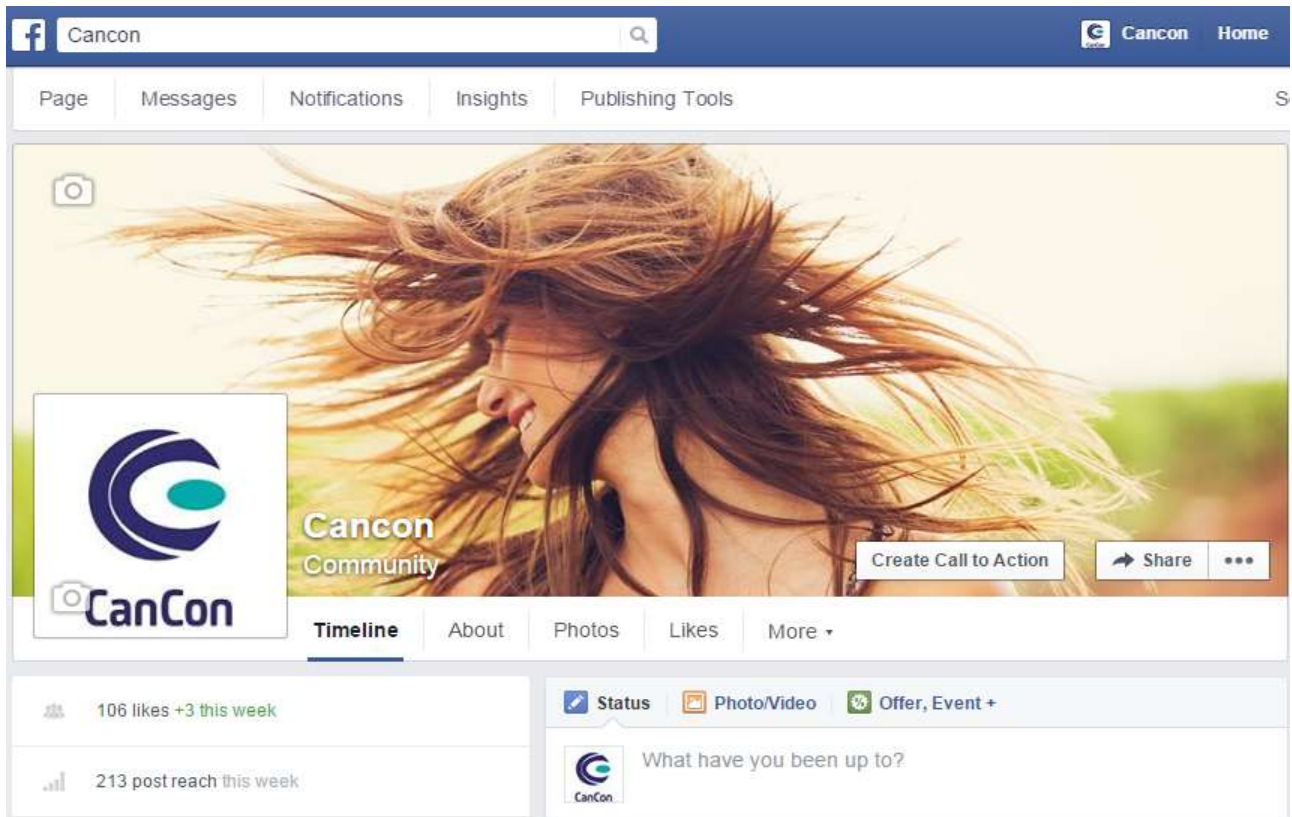# Analysis of Cancon Facebook pages and posts 14.4.-15.7.2015

Figure 1. Cancon Facebook pages (www.facebook.com/cancon2014)

Cancon Facebook pages (www.facebook.com/cancon2014) were opened on 20 May 2014. The aim is to provide information about Cancon to as wide audience as possible, and to engage people. Facebook is one of main social media channels of Cancon with Twitter, LinkedIn and Instagram.

The amount of likes

Cancon Facebook pages have on 15 July 103 page likes, i.e. fans. The amount of page likes was 88 fans in the beginning of the comparison period on 14 of April. The amount of likes has grown during three months by approx. 17 % which means 15 fans.

As the figure 2 below shows, the growth has been rather steady. There has been a small leap in the amount in the beginning of June.

Total Page Likes as of Today: 103

Figure 2. The amount of page likes of the Cancon Facebook pages from 14.4 to 15.7.

In comparison with the previous three month period (14.1.-13.4.) the amount of page likes grew approx. 15 %; altogether 13 fans (from 74 to 87 fans).

Demographic information

Most of the fans of the Cancon Facebook pages are women (67 %), and 32 % of them are men (figure 3). Most of them are between 25 and 64 years old. The biggest age group is 45-54 years old in women and 25-34 years old in men.
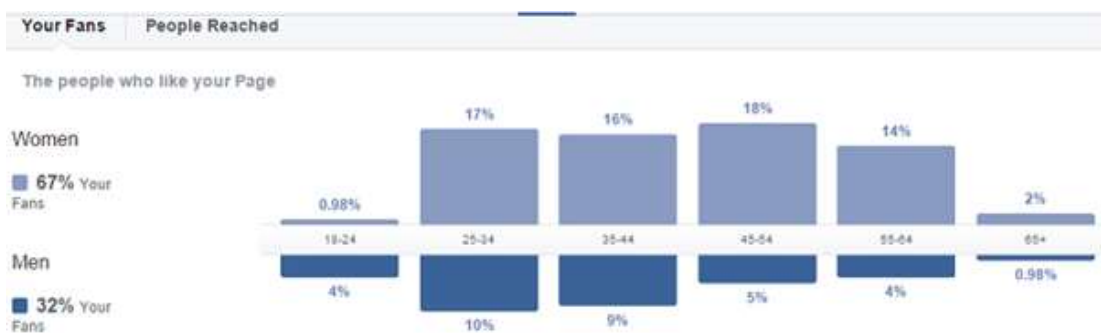
Figure 3. Age and gender of the fans of Cancon Facebook pages.

Most of the fans are Finnish (35; approx. 34 %), and they live in Helsinki (see figure 4). The second biggest group is Belgium (11; approx. 10 %). The same amount of fans comes from Spain, Italy and Slovenia (8; approx. 7 %), although Ljublana is the third biggest city. Information about countries and cities is based on the computers' IP addresses.

Country	Your Fans	City	Your Fans	Language	Your Fans
Finland	35	Helsinki, Southwest Finland	23	Finnish	33
Belgium	11	Brussels, Brussels	10	English (US)	24
Spain	8	Ljubljana, Central Sloveni...	7	English (UK)	14
Italy	8	Rome, Lazio	5	Italian	6
Slovenia	8	Sukkur, Sindh	3	Slovenian	5
Pakistan	5	Espoo, Southwest Finland	2	Spanish (Spain)	4
France	5	Valencia, Comunidad Val...	2	French (France)	3
Czech Republic	2	Cluj-Napoca, Cluj County	2	German	3
Norway	2	Järvenpää, Southwest Fin...	2	Russian	2
Luxembourg	2	Paris, Île-de-France	2	Catalan	2
Romania	2	Kajaani, Northern Ostrob...	2	Dutch	1
Croatia	2	Luxembourg, Luxembour...	2	Swedish	1
Estonia	2	Vantaa, Southwest Finland	2	Spanish	1
Denmark	1	Zagreb, Zagreb	2	Estonian	1

Figure 4. Country, city and language of the fans of Cancon Facebook pages.

Finnish with 33 fans (approx. 32 %) is the largest language group among the fans of Cancon Facebook pages. American English is second (24; approx. 23 %) and British English is the third largest language group (14; approx. 14 %). Language information is based on the user's default language settings of Facebook.

Cancon Facebook pages reach also other users of Facebook besides the fans (figure 5 below). This is done mainly via likes, shares and comments, and it is based on the Facebook algorithms. For example, if your friend likes a Facebook page, it can be shown on your news feed even though you have not liked that particular page.

When demographic information is examined and compared with the fans, the biggest change is in the language groups as the largest group is American English (29 people), second Finnish (23 people) and British English third (21 people).

The division of gender is almost same with fans: 64 % of people reached are women and 34 % are men. The biggest age groups in women is 25-34 and 35-44 years old; both 18 %. In men, the biggest age group is 35-44 years old.

Figure 5. People reached by Cancon Facebook pages.

The amount of posts, engagement rate and reach

During the three month comparison period (14.4.-15.7.) altogether 13 posts have been published on the pages (see figure 6 below). This means about four posts per month in average.

Majority of the posts have been with photos (seven posts). Four posts have been posts with link and two of them status posts (figure 6).

Altogether six posts of 13 are about an event, two are about Cancon newsletter, two posts share other organisations' posts and three posts are other news about Cancon.

Two interesting page post metrics of Facebook pages are engagement rate and reach. Engagement rate is the percentage or amount of people who saw a post that liked, shared, clicked or commented on it. In other words, it measures the activity of people.

Post reach is the number of people who have seen a post.

If the purpose of the Facebook pages is to gain more fans and coverage, it is wise to concentrate on the post reach. If the purpose is to strengthen the relationship with the fans, engage them, build brand loyalty or measure purchase intentions, the engagement rate is more important metrics.

Published	Post	Type	Targeting	Reach		Engagement		Promote
14/07/2015 15:32	The first Cancon joint action policy conference concentrated on survivorship. Cancer registries	⬚	🌐	148	▮▮	9%	▭	Boost Post
13/05/2015 14:46	First CanCon policy conference just now MEPs against cancer president Alojz Peterle addressing	⬚	🌐	110	▮▮	15%	▭▭	Boost Post
18/06/2015 15:27	The Midsummer or summer solstice is celebrated in several countries between June 20 and 25.	⬚	🌐	103	▮▮	5%	▭	Boost Post
16/06/2015 11:27	Sunset Relay 2015 Teaser	🔗	🌐	69	▮▮	1%	▯	Boost Post
13/05/2015 11:03	Starting the WP2 day in Brussels, follow #CanCon15 @2014CanCon	⬚	🌐	63	▮▮	13%	▭▭	Boost Post
09/06/2015 12:56	A short video of ten recommendations to prevent cancer by the WCRF International:	⬚	🌐	63	▮▮	3%	▭	Boost Post
03/06/2015 09:58	Tit Albreht presented a report on the first year of Cancon in the policy conference held on 13 May.	🔗	🌐	61	▮▮	7%	▭	Boost Post
05/06/2015 09:17	Read the latest Cancon Newsletter at http://www.emaileri.fi/g/l/142771/33019777/598711	⬚	🌐	56	▮▮	9%	▭	Boost Post
17/06/2015 10:51	Cancon extranet has been modified and there are two user groups. Read more:	🔗	🌐	54	▮▮	2%	▯	Boost Post
25/05/2015 11:36	In colorectal cancer screening working group meeting in Riga today.	💬	🌐	51	▮▮	6%	▭	Boost Post
15/06/2015 10:11	Join us and subscribe our newsletter to receive news about Cancon at	⬚	🌐	46	▮	4%	▭	Boost Post
04/06/2015 10:47	We have changed our Twitter name from @2014CanCon to @EU_CanCon, please follow us	🔗	🌐	43	▮	2%	▯	Boost Post
26/05/2015 09:05	The second day of colorectal cancer screening working group meeting about to begin. First we are	💬	🌐	38	▮	5%	▭	Boost Post

Legend: Reach: Fans/Non-Fans ▾   Engagement Rate ⓘ ▾

Figure 6. All Cancon Facebook posts during 14.4.-15.7. in post reach order.

When the post reach is examined, the three posts on Cancon Facebook pages that received the most post reach are with photos. This indicates that it is worthwhile to use photos in posts.

Three of these posts have reached over hundred people; post that was published on 14 of July 148 people, post published on 13 of May 110 people, and post published on 18 of June 103 people. The first two posts were about the policy conference held on 13 of May.

The reach of these three posts exceeds the amount of the page fans. There were 91 fans on 13 of May and 103 fans on 18 of June and 14 of July.

The reach between fans and non-fans can be seen in the metrics (see Reach column of the figure 6 above where fans are marked with lighter and non-fans with darker orange). Altogether 52 of the total 148 were fans and 96 were non-fans for the post on 14 July. Similar numbers for post on 13 of May are 47 fans and 63 non-fans, and for post on 18 of June 50 fans and 53 non-fans.

It is notable, that the post published on 14 of July has reached so many people only in approx. 24 hours.

If the average engagement rate of the posts is examined, the order of the most popular posts changes (see Engagement column of the figure 6 above; also figure 7 below). The engagement rate measures clicks, likes, shares and comments on the post.

The exact formula for average Facebook post engagement rate is derived as the total number of likes, comments and shares for a particular period to the total reach derived for the posts considered. This figure is then multiplied by 100 to arrive at the average Facebook post engagement rate.

The post published on 13 of May that has the second best reach has the highest engagement rate (15 %). The second best is another post that has been also published on 13 of May. The engagement rate of the post is 13 % and the reach is 63.

The engagement rate of the post published on 14 of July is 9 %, and also post about newsletter published on 5 of June has the same engagement rate.

It seems that the most popular post types measured either by post reach or engagement rate are about events.

			Reach ▼	Post Clicks	Likes, Comments & Shares ▼			
Published	Post	Type	Targeting	Reach ▼		Engagement		Promote
14/07/2015 15:32	The first Cancon joint action policy conference concentrated on survivorship. Cancer registries	⬜	🌐	148		14 3		Boost Post
13/05/2015 14:46	First CanCon policy conference just now MEPs against cancer president Alojz Peterle addressing	⬜	🌐	110		28 8		Boost Post
18/06/2015 15:27	The Midsummer or summer solstice is celebrated in several countries between June 20 and 25.	⬜	🌐	103		3 5		Boost Post
16/06/2015 11:27	Sunset Relay 2015 Teaser	🔗	🌐	69		1 0		Boost Post
13/05/2015 11:03	Starting the WP2 day in Brussels, follow #CanCon15 @2014CanCon	⬜	🌐	63		8 1		Boost Post
09/06/2015 12:58	A short video of ten recommendations to prevent cancer by the WCRF International:	⬜	🌐	63		3 1		Boost Post
03/06/2015 09:58	Tit Albreht presented a report on the first year of Cancon in the policy conference held on 13 May.	🔗	🌐	61		3 1		Boost Post
05/06/2015 09:17	Read the latest Cancon Newsletter at http://www.emaileri.fi/g/l/142771/33019777/59871	⬜	🌐	56		6 1		Boost Post
17/06/2015 10:51	Cancon extranet has been modified and there are two user groups. Read more:	🔗	🌐	54		1 0		Boost Post
25/05/2015 11:36	In colorectal cancer screening working group meeting in Riga today.	💬	🌐	51		1 3		Boost Post
15/06/2015 10:11	Join us and subscribe our newsletter to receive news about Cancon at	⬜	🌐	46		4 0		Boost Post
04/06/2015 10:47	We have changed our Twitter name from @2014CanCon to @EU_CanCon, please follow	🔗	🌐	43		1 0		Boost Post
26/05/2015 09:05	The second day of colorectral cancer screening working group meeting about to begin. First we	💬	🌐	38		1 1		Boost Post

Figure 7. Engagement rate broken down.

When the engagement rate is more carefully examined (see Engagement column of figure 7 above), the post published on 13 of May has received 28 clicks of which 14 is on photo and rest 14 are "other clicks"

(clicks not on the content of the post such as page title clicks or clicks to "see more"); and eight likes, comments, and/or shares. There seems to be a mistake on the last figure, because when broken down it includes five likes, one share and one like on share; altogether seven.

The post published on 13 of May which has the second highest engagement rate has received eight clicks of which four is on photo and the rest five are "other clicks", and one like.

The engagement rate of the post published on 14 of July is 14 clicks; four of which is on link to Cancon's webpage, four clicks on photo, and six are "other clicks", and three likes (likes, comments, shares).

When the best times for the posts is examined, Cancon fans are online on Mondays and Thursdays, between 9 am and 12 pm (figure 8).

Figure 8. When the fans are online.

Conclusion

As a summary, the posts about events with photos receive the highest reach and engagement rate compared with the different post types (figure 9). In addition, it is worthwhile to have link to Cancon webpages always when possible because the link directs more users to the webpages.

In order to receive higher engagement rates it would be essential to activate the fans so that they would like, comment or share posts. The most engaging action of these is sharing; this way the posts made by Cancon would be delivered to a wider audience.
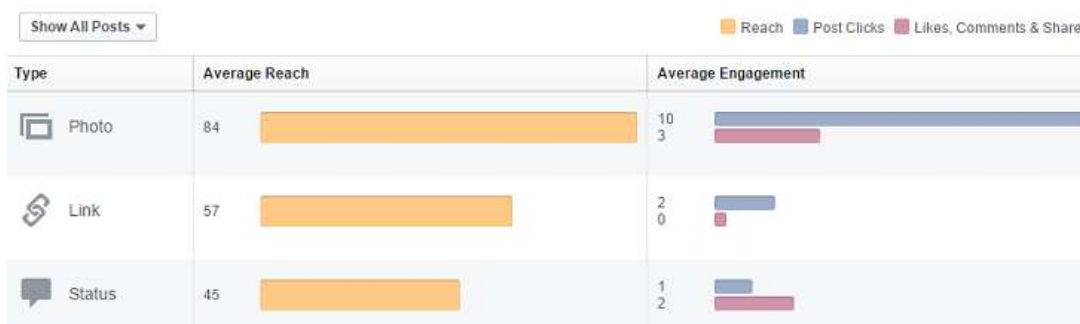

Figure 9. The success of different post types based on average reach and engagement.