



# SimplyCast

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## FACEBOOK USER GUIDE

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# Overview

The SimplyCast Facebook application provides organizations with the capability to easily reach both contacts and the general public over the popular social media channel. With the Facebook application, you can automate Facebook posts on your organization’s page and manage your overall audience through a plethora of features, which will be reviewed in this guide.

The SimplyCast Facebook application allows for users to plan, automate, and schedule posts to specific Facebook pages that can include photos, links, text, and more. It also allows you to plan your Facebook presence in order to save time while still engaging with your followers.

## Facebook Summary

In order to set up a Facebook project in the SimplyCast platform, you will need to go to the main Facebook Dashboard. From the main SimplyCast Dashboard, the Facebook application can be found in the Social column of the Applications dropdown menu in the top left corner of the screen. Click the Facebook icon from this column to access the Facebook Dashboard. There is also a green pin button in the top right corner of the Facebook icon; click on that to pin the Facebook icon to the top bar of the SimplyCast Dashboard for easier access. Clicking on the Facebook icon from either the Application dropdown menu or the top bar will direct you to the Facebook Dashboard. **From the Facebook Dashboard, you are able to:**

### 1 Create a New Project

If you wish to create a new Facebook project, there is a blue Create Project button at the top of the Facebook Dashboard on the left-hand side in the Summary tab. Clicking this button will redirect you to the project page where you have the ability to name the project and start the main Facebook project creation and scheduling process. Refer to page 3 to learn how to create and set up your Facebook project.

### 2 View the List of Projects

Below the Create Project button, you will see a list of all the Facebook projects you have created, with the most recent appearing at the top. If there are no projects listed, you have not yet created one. You will be able to see five columns of information:

1. **Project Name:** The name of your project
2. **Project Type:** The type of project
3. **Created On:** The date the project was created
4. **Last Modified:** The date the project was last modified
5. **Actions:** Either Edit or Delete the project



### 3 Find Older Projects



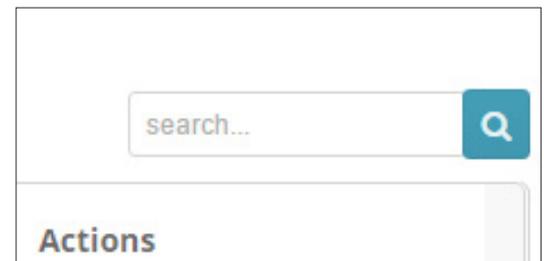
**To view a Facebook project that does not immediately appear in the list:**

- Navigate down to the bottom of your screen where you will see how many Facebook projects you have
- If there are more projects than can be displayed at once, look to the right side of the list to find a scroll bar
- Click and drag the scroll bar to view older projects

### 4 Search Projects

**If you are looking for a particular Facebook project, search through your projects in the list on the Facebook Dashboard by:**

- Selecting the search box that appears in the top right-hand corner of the page
- Typing in the text you would like the system to search for
- Clicking the blue magnifying glass button to narrow down the list of Facebook projects
- To remove the search filter, click the "X" button that appears in the search box button and click the blue magnifying glass button again to return to the full list of Facebook projects



### 5 Edit / Delete Projects

Once you have created Facebook projects, they will appear in a list below the blue Create Project button on the main Facebook Dashboard.

**To edit a Facebook project:**

- Click the blue Edit button located at the far right of the screen across from the corresponding project name and underneath the Actions column
- Make your edits in the project editor. Refer to page 3 for information on the Facebook editor. Once finished, click Save at the bottom of the page to save your edits, then click Dashboard to return to the main Facebook Dashboard. You can also click Dashboard to return to the main Facebook Dashboard without making any changes

**To delete an existing Facebook project:**

- Click the red Delete button that appears to the left of the project name in the list, underneath the Actions column. A pop-up appeared to confirm the deletion. Click the blue OK button to complete the deletion
- Delete multiple projects at once by clicking the red Multiple Delete button located at the top of the list of Facebook projects

- A new checkbox column will appear in the list of projects to the left of the Project Name. Check off all the boxes next to the projects you wish to delete and click the blue Confirm button at the top of the list. A pop-up will appear asking you to confirm the deletion of the projects. Click the blue OK button to complete the deletion of the projects

## 6 Copy an Existing Project

You can copy the post in a project to create a new project.

### To copy an existing Facebook project:

- Click on the blue Copy Existing button that will appear next to the Create Project button at the top of the list once you have created a Facebook project
- A new column will appear in the list of Facebook projects to the left of the Project Name column. This column has a blue Copy button for each project. Click the Copy button appearing next to the project you wish to copy
- You will be taken to the creation process for your new, copied Facebook project. Go through the process as usual to create your Facebook project. Refer to page 5 for more information about the Facebook project editor
- Or, click Dashboard to return to the main Facebook Dashboard to leave without making any changes



## Create a New Facebook Project

Once you have clicked on the blue Create Project button on the Facebook Dashboard, you will be directed to the first page of the Facebook setup process. You can click Save at any time to save your progress to finish the project later. Clicking Save will return you to the dashboard.

First, you must name your project in the field in the black box to the left of your screen. Once you have done this, click Next in the bottom left corner to continue.



## Facebook Project Setup

After naming your new project, you will be prompted to select the Facebook account and page that the post will be posted to. You will see a list of the Facebook accounts that are linked to your SimplyCast account, including the account name and a dropdown menu containing the names of all the pages created through this account.

### If the account you would like to post to is already linked to your SimplyCast account:

1. Click the radio button beside the name of the account you would like to post to in order to select it
2. To post to a specific Facebook Page through that account, open the Pages dropdown menu next to the account name and select the page you would like to post to. If you have not created any pages through the account you choose, the only option here will be Own Timeline
3. Click the blue Next button to continue



If the account you would like to post to does not appear in this list, click the blue Manage Accounts button located beneath the list of linked accounts. This will direct you to the Edit Accounts page where you can change which account is set as default or link a new Facebook account to SimplyCast. For more information on editing your Facebook accounts, refer to the next section or page 10.

Once you have selected the account and page to post to, click Next to continue.

**[Note:** If this is your first time using the SimplyCast Facebook application, you will only see a blue Manage Account button on this page.]

## Edit Accounts

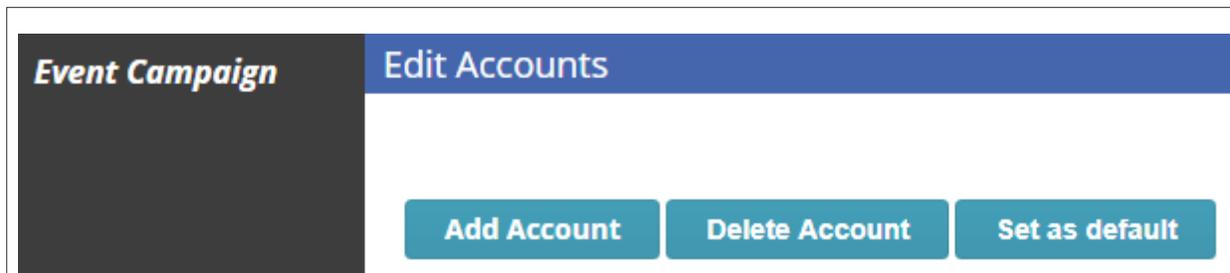
Clicking on the Manage Accounts button will take you to the Edit Accounts page. Here you will see three blue buttons: Add Account, Delete Account, and Set as Default. For information on deleting accounts, setting accounts as default, and other account management options, refer to page 9.

### Add a Facebook Account

The Add Account button allows you to link an existing Facebook account to your SimplyCast account so that you can manage the Facebook account through the SimplyCast application.

**To do this:**

- First, make sure that you are logged into the Facebook account that you wish to add to your SimplyCast account. Then, click the blue Add Account button



- This will redirect you to Facebook where you can sign in with the desired account and click Continue to link the account or Cancel to stop the process. Clicking Cancel will return you to the SimplyCast dashboard
- You can also edit the information from your Facebook account that SimplyCast will receive, such as your friends list and photos, by clicking the blue Edit This option

**[Note:** Keep in mind that SimplyCast will require access to your public profile, which includes your name, profile picture, age, gender, and other public information.]

- After clicking Continue, you will get to choose who will be able to see your Facebook posts made through SimplyCast. You have a variety of options, such as making the posts public, viewable by friends only, viewable by yourself only, or you can create custom lists of people for whom these posts will be viewable

**[Note:** This setting is only for personal profiles and not pages.]

- Click OK to continue once you are happy with these settings

- On the next page you will be able to select whether SimplyCast can manage your pages, publish as pages that you manage, and/or access your Facebook pages' messages. Adjust these settings as desired, then click OK. This will redirect you back to the SimplyCast dashboard, and your Facebook account will now be linked to your SimplyCast account

## Design

Upon clicking Next, you arrive at the Design page. The first thing to do is click the blue Add Post button on the left. From there you will be able to select one of five main post types to start:

- **Text:** Create a Facebook post that only has text
- **Link:** Create a Facebook post containing a link
- **Milestone:** Create a Facebook post using Facebook's Milestone feature

[**Note:** The Milestone option only appears when you are posting to a page rather than your own timeline.]

- **RSS:** Create a Facebook post using an RSS feed
- **Photo:** Create a Facebook post with a photo

[**Note:** When you add a post, they will all appear in the same Design page regardless of the type of post. This makes it easy for you to view and edit all your Facebook posts in one place.]

### 1 Text Post

To make a text post, start by selecting the Text post option. Type the content of your Facebook post into the textbox provided. Your Facebook name and profile picture will be displayed above the textbox to remind you which account the post will be sent to. Aside from typing the post, this page gives you four other options: Delete Post, Schedule, Repeat, and Feed Targeting.



The screenshot shows the 'Design' interface for creating a text post. On the left, there is a text input field with the placeholder text 'This is a test Facebook text post. This is where you insert your content.'. To the right of the text box are four interactive elements: a blue 'Delete Post' button, a 'Schedule' section with a date and time selector set to 'Oct 13, 2017 3:59 PM', a 'Repeat' section with a dropdown menu currently set to 'None', and a blue 'Feed Targeting' button.

- **Delete Post:** You can choose at any point to delete the Facebook post by clicking the blue Delete Post button to the right of the textbox. A pop-up will appear asking you to confirm the deletion. Click the blue OK button to delete the post
- **Schedule:** This allows you to select the date and time the post will be posted to your Facebook account. You can select the year, month, day of the month, hour, and minute
- **Repeat:** If you would like the post to repeat itself on a regular basis, you can configure those settings here. You can choose whether to repeat the post daily, weekly, biweekly, monthly, or bimonthly. This repeat will be done in relation to the initial date and time you selected. For example, if the initial post was scheduled for September 1st, 2017 at 2:00PM and you choose the Monthly option, the post will repeat at 2:00PM on October 1st, November 1st, and so on

- **Feed Targeting:** Here you can determine the preferred audience your post will target. Click this button to choose your preferred gender, age, and country and click the blue Save and Close button

[**Note:** Feed Targeting only appears for pages and not personal profiles. For personal profiles, you can configure Privacy settings instead.]

## 2 Link Post

With this option, you can create a Facebook post which contains a body of text and a link. The link portion of the post can also contain an image, title, caption, and description. To create the text portion of the post, simply type the content of your post into the textbox the same way as you would to create a text-only post. Then, go to the box beneath to enter your link information.

To add your link to the Facebook post, start by entering the URL into the “Enter link here” field at the bottom of the box. After that, in the text fields provided you can enter an optional title, caption, and description for your link. Finally, if you would like to insert a relevant image to accompany your link, you can do so by clicking the empty image box in the top-left corner to open the Image Upload pop-up.



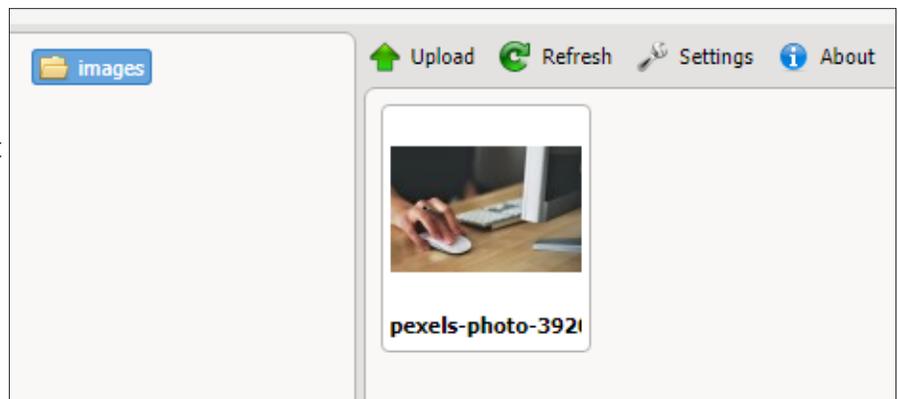
## Image Upload

When you first open the Image Upload window, you will be presented with a library of images you have previously uploaded to the SimplyCast platform. If the library is empty, this means you have not uploaded any pictures yet. **To add an image from your library to your Facebook post:**

1. Click on the desired image
2. Click “Select” in the bottom right-hand corner
3. The image will now appear in the post

### To upload a new image for your post:

1. Click the image section
2. Choose “Upload” from the top bar
3. A pop-up will appear asking you to choose your desired image file from your device. Pick the file and click Open



4. The image should now appear in your library pre-selected. To add it to your post, simply click Select
5. If the image does not automatically appear, click Refresh

Once the content of your post is added, you can configure the Schedule, Repeat, and Feed Targeting/Privacy settings as indicated in the Text Post section (refer to page 5).

### The other options on the Image Upload pop-up are:

- **Refresh Settings:** This option allows you to decide how you want to view your library of images. Clicking this option will cause a new bar to appear with new options:
  - 1. View:** Choose if you want to see your images as thumbnails or in a list
  - 2. Show:** Choose what information you want to see about your images by clicking the appropriate options (Name, Size, Date). If you are viewing your images as a list, this information will all be displayed automatically
  - 3. Order by:** Choose how you want your images sorted either by Name, Type, Size, or Date. You can then choose whether these will be shown in descending order by checking off the final checkbox or ascending order by unchecking the same box
- **About:** Clicking this option brings up information about the Image Upload feature

## 3 Milestone Post

[Note: This option is only available for pages.]

With this option, you can create a Facebook post to celebrate a significant event in your organization’s life. To create your Milestone post, click Add Post and choose a milestone. Once the post is added, start by entering the title of the milestone in the top field of the post box. The title will automatically be the name of the Facebook project, but it can be changed. Then, enter in the date the milestone was achieved as well as any description you would like in the bottom field.

Once you have your content of your Facebook post added, you are able to delete or schedule your post in the fields next to the textbox (refer to page 5).

## 4 RSS Post

To create a Facebook post using an RSS feed, simply enter the RSS URL into the textbox provided. You can then configure the Schedule and Feed Targeting settings as indicated in the Text Post section (refer to page 5). The only different between RSS and text post configuration is that the Repeat settings is replaced with a Check Interval setting for RSS posts. This will determine how often the system checks for new information in the RSS feed: every 15 minutes, every half hour, hourly, every 2 hours, or daily. This means, whenever new information is found, it will automatically post.

## 5 Photo Post

The Photo Post option allows you to create a post with an image, which you can either post by itself or as part of an album. To start, click the empty image box or the blue Upload Image button to open the Image Upload pop-up. Refer to page 6 for instructions on how to select your image.

Next, if you would like to include the image to an existing album, the “Select Album” dropdown menu will display the names of all the photo albums available on that Facebook account. Select the album you would like to add the photo to. If you would like to create a new album using the selected image, choose the Create New Album option. This will prompt a new field to appear where you can enter the name of the new album. The new album will automatically be made containing that image when the post is created.

After that, adjust the Schedule and Feed Targeting settings (refer to page 5), and then you can add a text portion underneath the image where it says “Enter message here.” Click the Next button to continue.

**[Note:** You are only able to upload one image at a time using this option.]



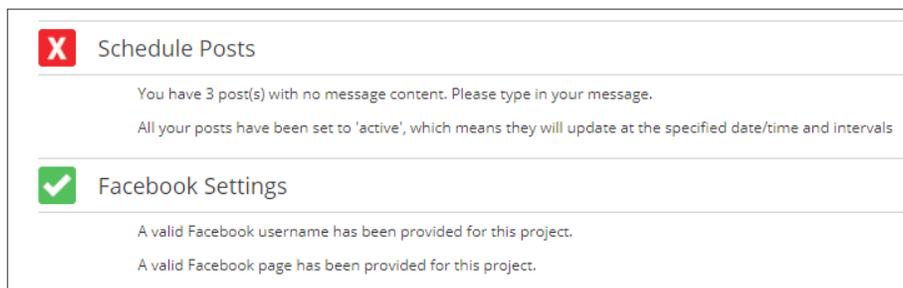
**[Note:** The number of posts you can create per project is limited by the Facebook package you have. Continue to click the blue Add Post button in the black box to the left of your screen to add more posts to the project.]

After completing your post and configuring your settings, click Next at the bottom of the page to proceed to the Review Checklist. This is a crosscheck page that will show you whether you have set up all the elements of your Facebook project correctly.

On this page, each stage will have a box beside it with one of three colors displayed:

- **Green with a checkmark:** This means that this section of your project has been configured correctly and will function as it is supposed to when the Facebook campaign is activated
- **Yellow with an exclamation point:** This means that something is not ideal in this section of your Facebook project. An explanation will appear below the section, detailing the potential issue. However, you are still able to activate a project that has a yellow checkbox
- **Red with an “X”:** This means there is an error within that section of the project and you are unable to complete your project setup without correcting it. Details concerning the error(s) are noted beneath the section

To make any changes to your project, click the blue Back button to the left of the review checklist. This will take you back to previous pages in the project creation process so you can make any changes needed.



Once you have reviewed the crosscheck page and have made any necessary changes to your project, click the blue Complete Project button found at the bottom right-hand side of your screen. When you click this button, a pop-up window will appear saying you have successfully completed the project and asking you to complete a quick feedback survey about your process.

Click the “X” button at the top right corner of the pop-up to close it and be directed back to the main Facebook dashboard, or simply click anywhere outside of the pop-up window and you will be directed to the Dashboard.

# Page Manager

The Page Manager tab is the second of four tabs that can be found in the menu on the left-hand side of your screen. This tab is where you can view and manage any pages by any of the Facebook accounts linked to your SimplyCast account.

When you click on the Page Manager tab, you will be able to see a list of all pages associated with any of the Facebook accounts linked to your SimplyCast account. If you do not see any pages, that means none of the linked accounts are associated with a page. If you have recently created a page on one of your accounts and it does not appear in the Page Manager, you will need to refresh the page list in the Settings tab. For instructions on how to do this, see the Settings section (refer to the bottom of this page).

**In the Page list, you will be able to see three columns:**

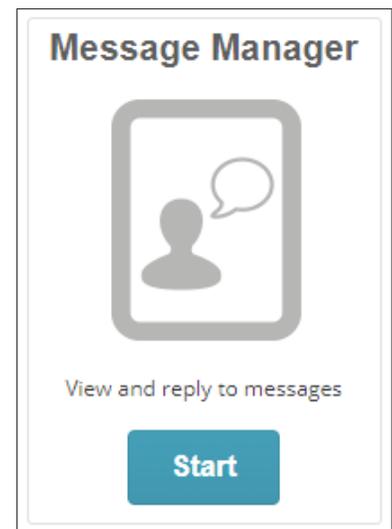
- **Page Name:** The name of the specific Facebook page
- **Account Name:** The name of the Facebook account the page is associated with
- **Actions:** A blue button Manage button that can be clicked to manage the specific page

## Message Manager

The Message Manager allows you to view and respond to messages sent to your Facebook pages from within the SimplyCast application.

**To do this:**

- Locate and click on the blue Manage button appearing to the right of any of your associated Facebook pages
- A pop-up window will appear with the Message Manager option available. Click the blue Start button to enter the Message Manager
- You will be directed to a new page in the pop-up where you will be able to view any messages that the chosen page has received and click to reply from within the pop-up window
- Click the blue Close button at the bottom of the Message Manager pop-up window to close the manager and return to the Page Manager page of the SimplyCast Facebook application, or click Back to return to the Message Manager initiation page



## Settings

The Settings tab is located in the menu on the left-hand side of the screen, underneath the Page Manager option and above Reports. The Settings page is where you can manage the Facebook accounts linked to your SimplyCast account.

If you have not reached the maximum number of linked accounts that your subscription allows, you can link a new Facebook account here. Refer to page 4 for instructions on linking Facebook accounts to SimplyCast.

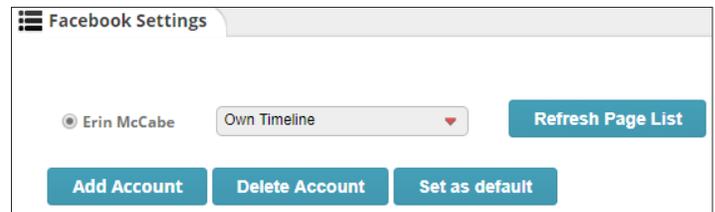
[**Note:** If you have reached the maximum number of linked accounts that your subscription allows, you will not be able to link another account. Instead, a blue Click Here to Upgrade button will appear which, upon clicking it, will redirect you to the SimplyCast Plan Builder where you can upgrade your account to allow for more linked accounts.]

In the Settings tab, you will see a blue Refresh Page List button. Clicking this button will refresh the list of pages shown in the Page Manager tab in the event that you have recently created new pages and they are not appearing in the Page Manager. Clicking the Refresh Page List button will also redirect you to the Facebook Summary page.

The final two options in the Settings tab are Delete Account and Set as Default.

**To delete a linked account:**

1. Click on the blue Delete Account button
2. Select the account you wish to delete by clicking the radio button next to the account name
3. Click the blue Delete Account button
4. A pop-up will appear asking you to confirm your decision to delete the account. Click OK to confirm the deletion or Cancel to close the pop-up without deleting the account



You can also set one linked Facebook account as the default account; this way, when you create a new project, it will automatically be created through the default account unless you change the project settings manually.

**To set an account as default:**

1. Click on the blue Set as Default button
2. Select the account you wish to set as default by clicking the radio button next to the account name
3. Click the blue Set as Default button
4. The page will refresh and the account you selected will be set as default

## Reports

The final tab located on at the left side of your page is the Reports tab. Clicking on this tab will direct you to the main Reporting dashboard for the Facebook application.

**On this page you can:**

### 1 View the List of Reports

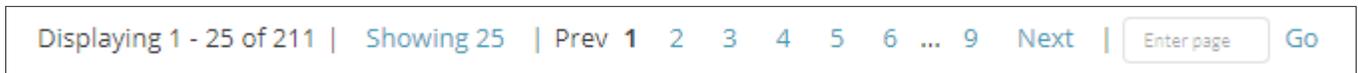
When you first enter the Facebook Reporting page, you should see a list of all Facebook projects that your account has created. If there are no projects listed, this means you have not yet created one. You will be able to see six columns of information:

1. **Title:** The name of the Facebook project

2. **Type:** The type of project that was created (post, for example)
3. **Likes:** The number of Facebook likes the project has received
4. **Comments:** The number of Facebook comments the project has received
5. **Date Created:** The date and time the project was created
6. **Date Modified:** The date the project was last edited

## 2 Navigate Multiple Pages of Reports

If you have created enough Facebook projects, they will be displayed on multiple pages in the Reports Dashboard. To view a project that does not appear on the first page of the list, navigate down to the bottom of your screen where you will find the page numbers indicating the total number of Facebook projects you have created. Proceed to another page of reports by clicking either the page number you would like to visit, or the Next button, which will take you to the next page. If you know the page number you would like to go to, enter the page number in the provided field and select Go. You can also choose how many Facebook projects to display at a time by clicking on the "Showing..." link located to the right of the number of displayed project reports.



## 3 Search/Sort Reports

If you are trying to find a particular Facebook report, use the search bar located at the top right of the screen above the list of all the reports in the main Facebook Reporting page. As you type in the name of the report you are searching for, the results will automatically be filtered to show the matches to the text.



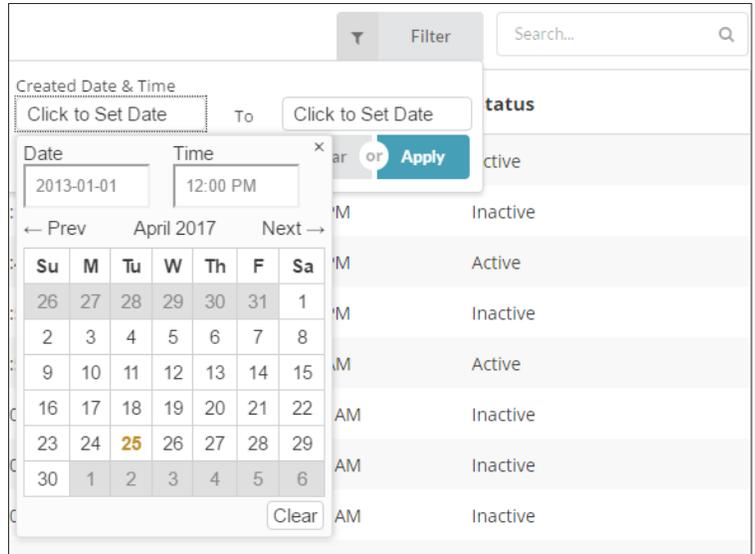
You are also able to sort your reports by any of the information columns in the table except for Likes and Comments by clicking on the column name in the Reports Dashboard. Once clicked, your list of reports will reorder automatically. Sorting by the Name column will sort the reports alphabetically, while clicking Date Created or Date Modified will sort the reports in chronological order.

## 4 Filter Reports

You have the ability to filter your Facebook reports to show reports from a particular date, at a particular time, or within a certain window of time. **To filter your reports:**

- Find the gray Filter button located at the top right-hand side of your screen in the main Facebook Reporting page, directly above the list of projects beside the search bar
- Click the Filter button and a dropdown menu will appear in which you will see two boxes that say Click to Set Date. This is where you can indicate the range of dates and times from which to gather reports
- Click either box and another dropdown menu will show up with two fields labeled Date and Time where you can manually insert the date and time you would like to filter Facebook reports from

- Below these fields there is a calendar you can also use to choose the date you would like to filter reports to
- Click Apply to implement the filter. Or, click Clear if you do not wish to filter your reports, which will close the dropdown menu



## 5 View Report

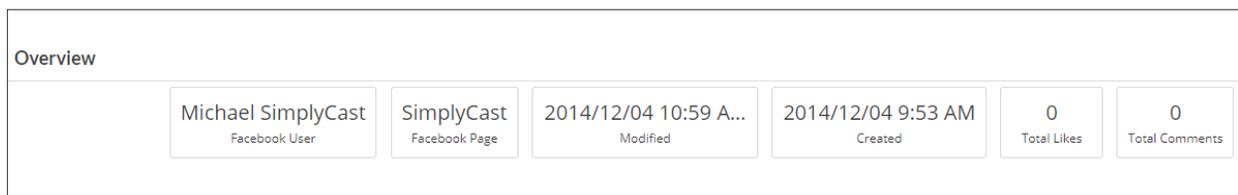
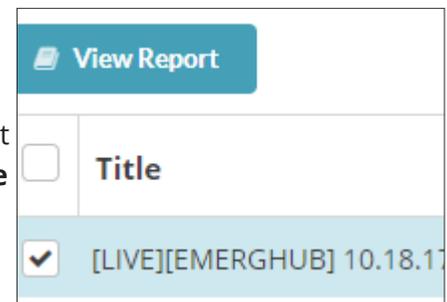
**To view the report of a particular Facebook project:**

- Select the project you would like to see the report for by clicking on the checkbox in the table next to that particular project
- The blue View Report button on top of the Facebook project list will become active and able to be clicked on once you have chosen a project
- Click View Report and you will be directed to the report for that particular project

### Overview

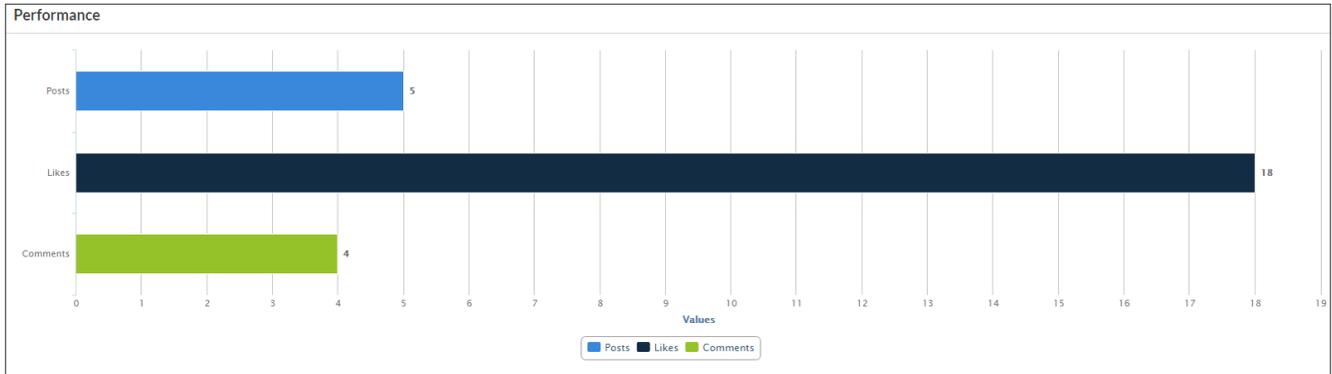
The first section you will see in the report of your particular Facebook project is the Overview section. **This page will display six separate boxes with the following information:**

- **Facebook User:** The Facebook user the project was posted to, if known
- **Facebook Page:** The Facebook page the project was posted to
- **Modified:** The date the project was last modified
- **Created:** The date the project was created
- **Total Likes:** The total number of Facebook likes the project received
- **Total Comments:** The total number of Facebook comments the project has received



### Performance

The second section in the Facebook report is the Performance section where you can see a graph of your posts and their interactions with your audience. In this section, you will find a bar graph that displays the total number of posts, likes, and comments in the project.



## Posts

The third section in the Facebook Reports tab is the Posts section. This section is where you can see a breakdown of each post in the project. **This section is broken down into nine columns:**

- **ID:** The internal identification number of each post
- **Campaign:** The identification number for the Facebook project
- **Title:** The name of the Facebook project that you gave upon creation
- **Message:** The text content of the post
- **Likes:** The total number of likes the post received
- **Comments:** The total number of comments the post received
- **Schedule Time:** If the post is/was scheduled, this shows the date and time the post is/was scheduled for
- **Repeat:** Shows whether the post is set to repeat and, if so, at what interval
- **Delay:** Shows whether there is a delay to the post and, if so, how long the delay is

You can sort the posts in this section by any column in this table by clicking on the column name. Depending on the column, posts will be organized alphabetically, chronologically, or numerically. Posts can also be sorted in the inverse of these options by clicking on the column name again.

## Preview

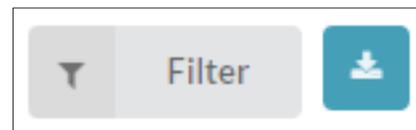
The final section in the Facebook reports tab is the Preview section. Here you can see a preview of any of the posts listed in the Posts section above. Simply click on one of the available posts in the Posts section and you will be shown a preview of that post, including any links and/or images, that may be available.

## Filter a Report

You have the ability to filter your Facebook report to show posts for a particular date, at a particular time, or within a certain window of time.

### To filter your posts:

- Find the gray Filter button that is located at the top right-hand side of your screen
- Click the Filter button and a dropdown menu will appear in which you will see two boxes that say Click to Set Date
- Click on either Click to Set Date box and another dropdown menu will show up with two fields labeled Date and Time
- Manually insert the date and time you would like to filter your posts from
- Below the Date and Time fields there is a calendar you can also use to choose the date that you would like to filter posts from
- Click Apply to implement the filter or click Clear if you do not wish to filter your report. This will close the dropdown menu and turn the Filter button green. To clear a filter, click this button again and click the Clear option



## Download a Report

To download the entire Facebook report to your device, there is a blue download button located to the right of the Filter button on top of the Overview section in the report. **When you click the download button:**

- A dropdown menu will appear with two file formats to choose from
- Choose to download the report in either CSV or XLSX format by clicking the appropriate option in the dropdown menu
- You will be directed to a page with all your requested downloads that will show the name of the report, the status, the file type, and the date it was created
- The page will continue to refresh until the requested download is approved

## 6 Compare Reports

Facebook Reports						
View Report		Compare Reports	Combine Reports	Filter	Search...	
<input type="checkbox"/>	Title	Type	Likes	Comments	Date Created	Date Modified
<input checked="" type="checkbox"/>	welcome	post			2017/01/27 9:22 AM	2017/01/27 9:22 AM
<input type="checkbox"/>	message2	post			2017/01/27 10:26 AM	2017/01/27 10:27 AM
<input checked="" type="checkbox"/>	welcome	post			2017/03/16 12:54 PM	2017/03/16 12:54 PM

Compare Reports allows you to have two or more Facebook reports placed side by side for a comparative analysis. **To compare multiple Facebook reports:**

- On the main Facebook Reporting Dashboard, check off the boxes next to the name of the reports you would like to compare
- When multiple Facebook projects have been checked off, two new blue buttons will appear next to the View Report button at the top of the list of reports
- Click the Compare Reports button located on the left-hand side of these two new buttons and it will direct you to a copy of the report

- Here, you will see a table with nine boxes:
  - **ID:** The internal identification number of each post
  - **Campaign:** The identification number for the Facebook project
  - **Title:** The name of the Facebook project
  - **Message:** The text content of the post
  - **Likes:** The total number of likes the post received
  - **Comments:** The total number of comments the post received
  - **Schedule Time:** If the post is/was scheduled, this shows the date and time the post is/was scheduled
  - **Repeat:** Shows whether or not the post is set to repeat and, if so, at what interval
  - **Delay:** Shows whether there is a delay to the post and, if so, how long the delay is

Each of the projects you chose to compare will be listed in this table. Clicking on any row in the table will cause a preview of the post underneath it.

## 7 Combine Reports

Combine Reports allows you to take two or more Facebook reports and merge the data together into a single report.

### To combine reports in the Facebook Reports Dashboard:

- Check off the boxes next to each of the project names of the reports you would like to combine
- When multiple Facebook projects have been checked off, two new blue buttons will appear next to the View Report button at the top of the list of reports
- Click the Combine Reports button located on the right-hand side of these two new buttons and it will direct you to a copy of the merged report

Refer to the Compare Reports section above for a breakdown in the elements of the combined report.

The only difference is that for a combined report you will see a Performance graph at the top of the report showing you combined number of posts, likes, and comments for the multiple posts.