

BRIEF REPORT, DECEMBER 2013: FAIMER Facebook Insights

1. How many Facebook followers¹ does FAIMER have?
2. In what countries do FAIMER Facebook followers reside?
3. How engaged and active are followers of the FAIMER Facebook page?

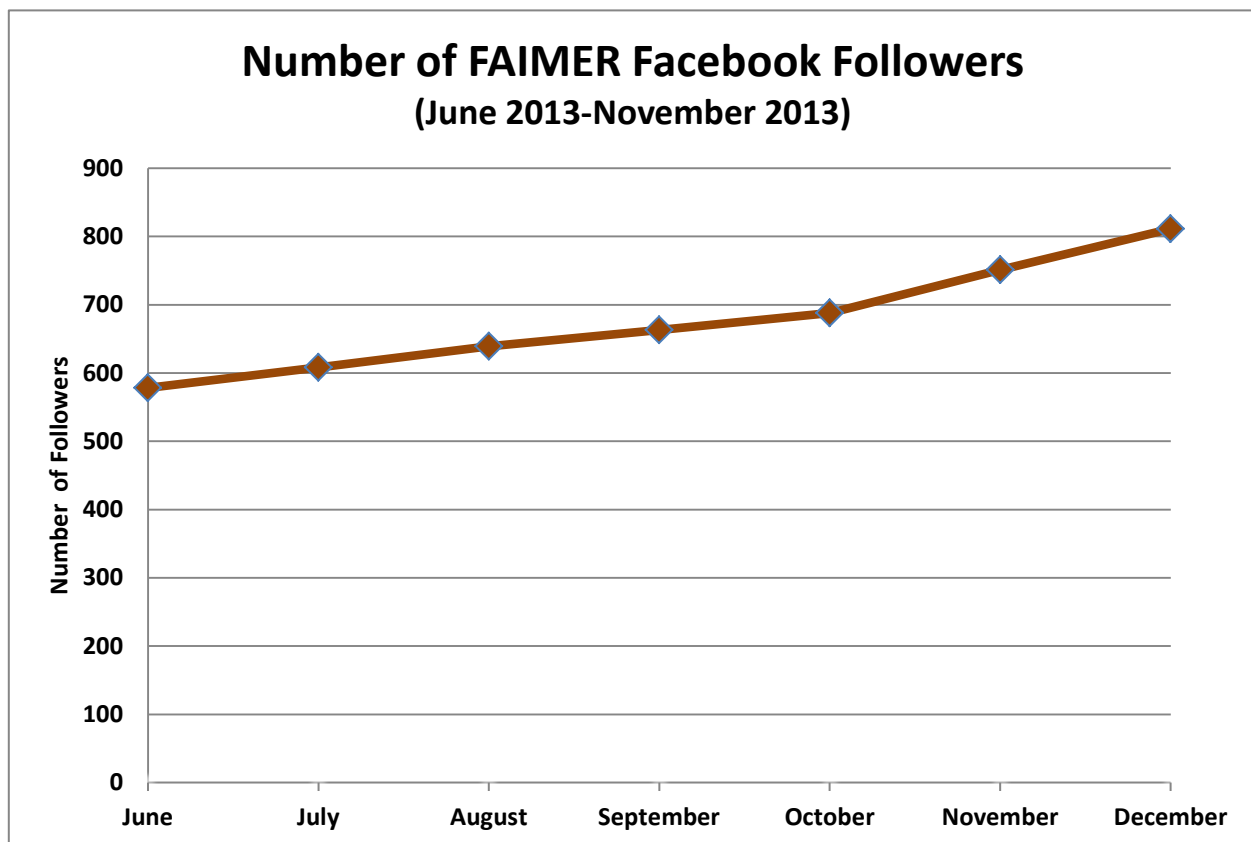


In this report, we answer these questions using data generated by Facebook. The FAIMER Facebook page was launched on March 6th 2012: <https://www.facebook.com/FAIMER.CommunityofEducators>

Through Facebook, FAIMER aims to connect Fellows from the seven FAIMER fellowship programs, reach beyond the FAIMER community to others interested in improving health professions education, create conversations about issues in health professions education, and share news.

1. How many Facebook followers does FAIMER have?

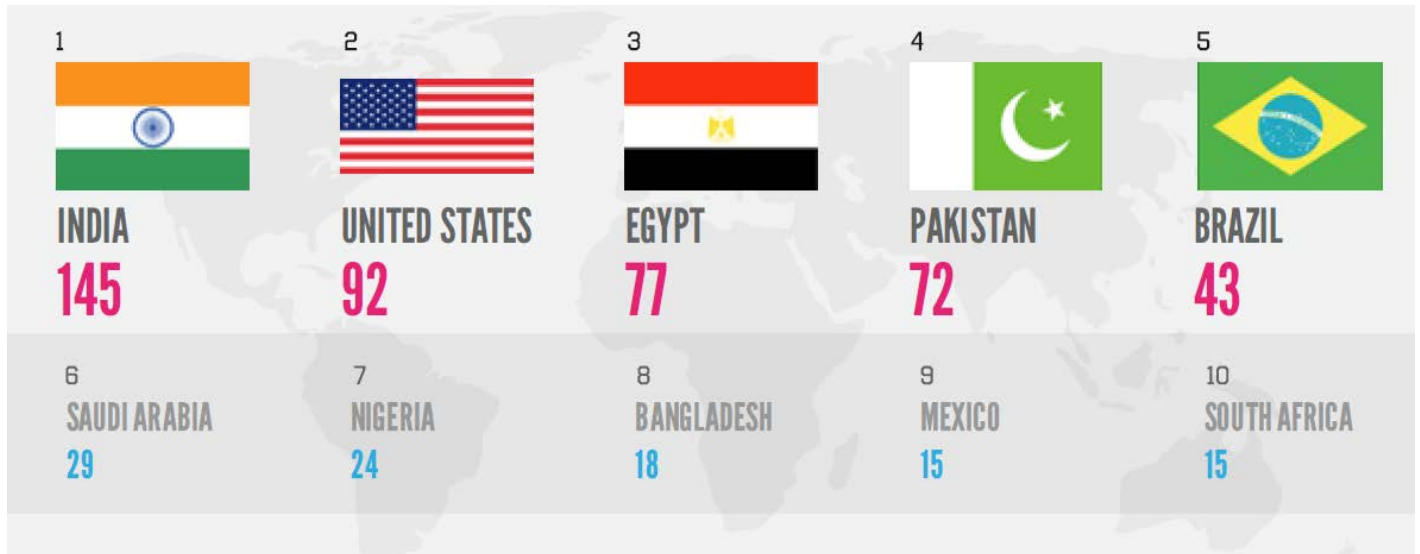
As of December 1st 2013, FAIMER Facebook page had 811 followers. The chart below demonstrates the growth of the number of Facebook page followers in the past six months. How to become a FAIMER Facebook follower? Log into your Facebook profile, and search FAIMER. In the FAIMER Facebook page, click “Like” and then you are connected with FAIMER on Facebook!



¹ Followers, also referred to as Facebook fans, are users that clicked “like” on a Facebook page. Once they become followers/fans of a Facebook page, they are connected with the organization, and will receive news updates of the Facebook page in their own newsfeed.

2. In what countries do FAIMER Facebook followers reside?

FAIMER hopes to have global reach through Facebook. The 811 FAIMER Facebook page followers are from 59 countries. The chart below illustrates the top 10 countries in which FAIMER Facebook followers are located, and the number of followers in each country.

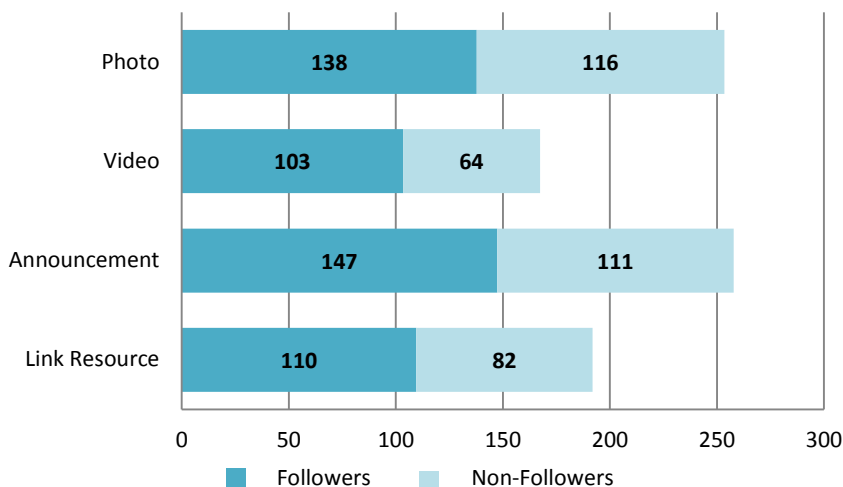


Infographics created via Visual.ly; Source: Facebook API

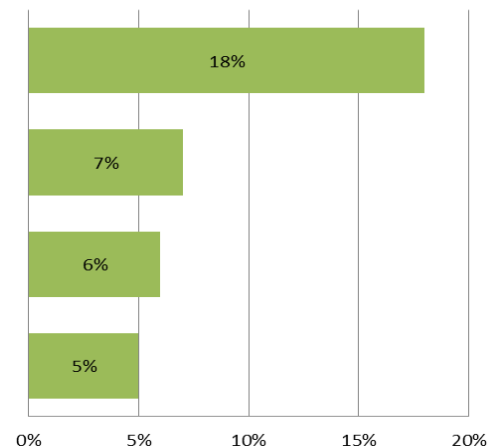
3. How engaged and active are followers of the FAIMER Facebook page?

The “Facebook Posts Average Total Reach” chart below on the left illustrates, for each post category (photo, announcement, etc.), how many people on average viewed the posts (total reach² averaged across all posts of that category) from September through November 2013. The chart shows that our Facebook posts not only reached the page followers, but also reached beyond the FAIMER Facebook community. The “Facebook Posts Engagement³ Rate” chart on the right shows what percent of those who viewed the posts “engaged” by clicking, liking, commenting or sharing the posts. Photo posts have a higher average engagement rate (18%) than other post categories.

Facebook Posts Average Total Reach
(September 2013-November 2013)



Posts Engagement Rate
(September 2013-November 2013)



² Post Reach is the total number of people (followers + non-followers) who saw the Facebook page post.

³ Engagement of posts includes clicks, likes, shares and comments on the posts.