Post Reach
The number of people your post was served to.

Likes, Comments, and Shares
These actions will help you reach more people.

Hide, Report as Spam, and Unlikes
These actions will decrease the number of people you reach.
Total Reach
The number of people who were served any activity from your Page including posts, posts by other people, Page like ads, mentions and checkins.

BENCHMARK
Compare your average performance over time.

Organic
Paid