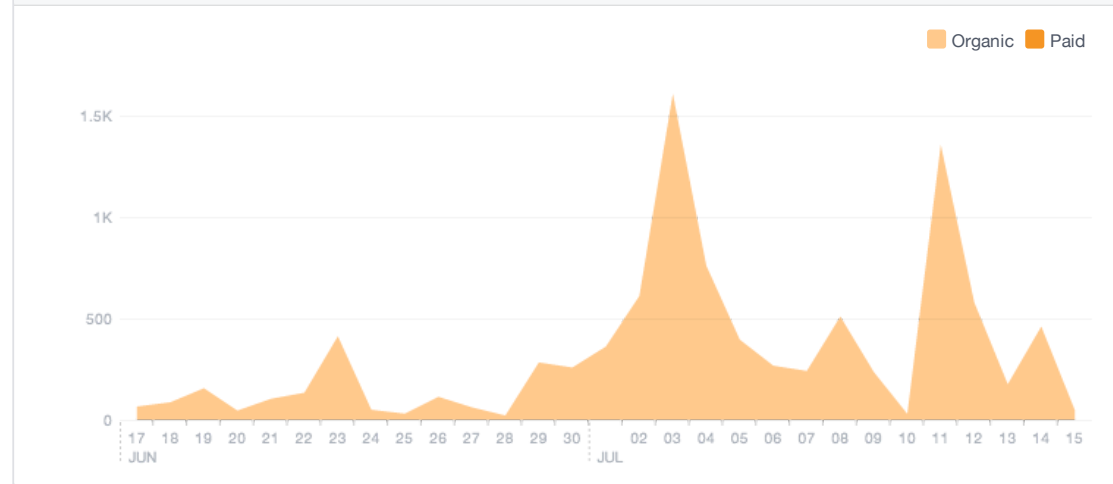


### Post Reach

The number of people your post was served to.



**BENCHMARK**  
Compare your average performance over time.

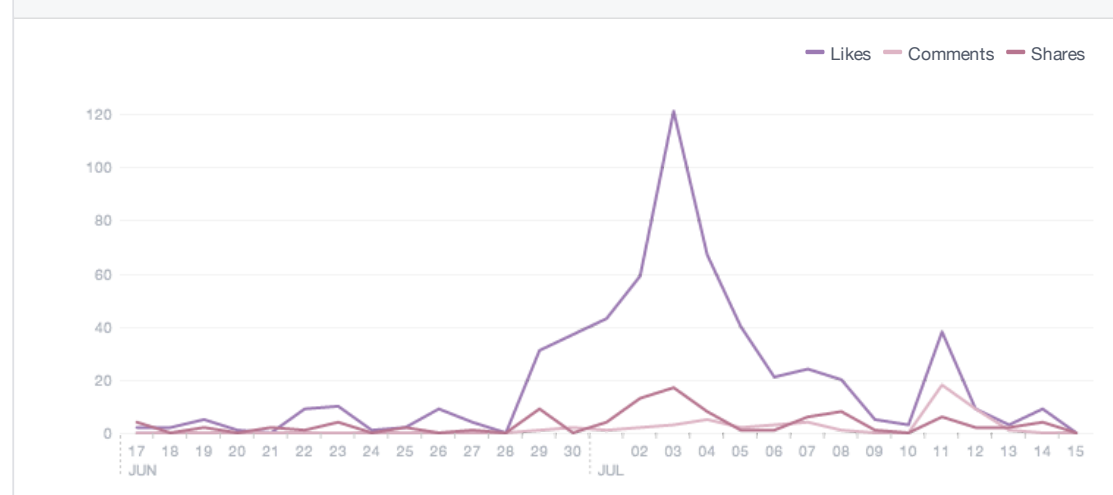
Organic

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Paid

### Likes, Comments, and Shares

These actions will help you reach more people.



**BENCHMARK**  
Compare your average performance over time.

Likes

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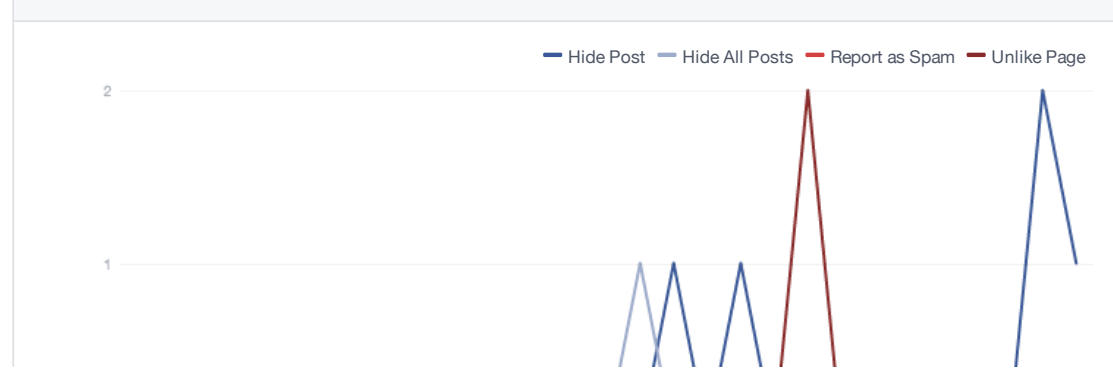
Comments

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Shares

### Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



**BENCHMARK**  
Compare your average performance over time.

Hide Post

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Hide All Posts

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Report as Spam

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Unlike Page



### 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.

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Organic

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Paid