15.2.2016/Leena Vuorenmaa (cancon@cancer.fi)

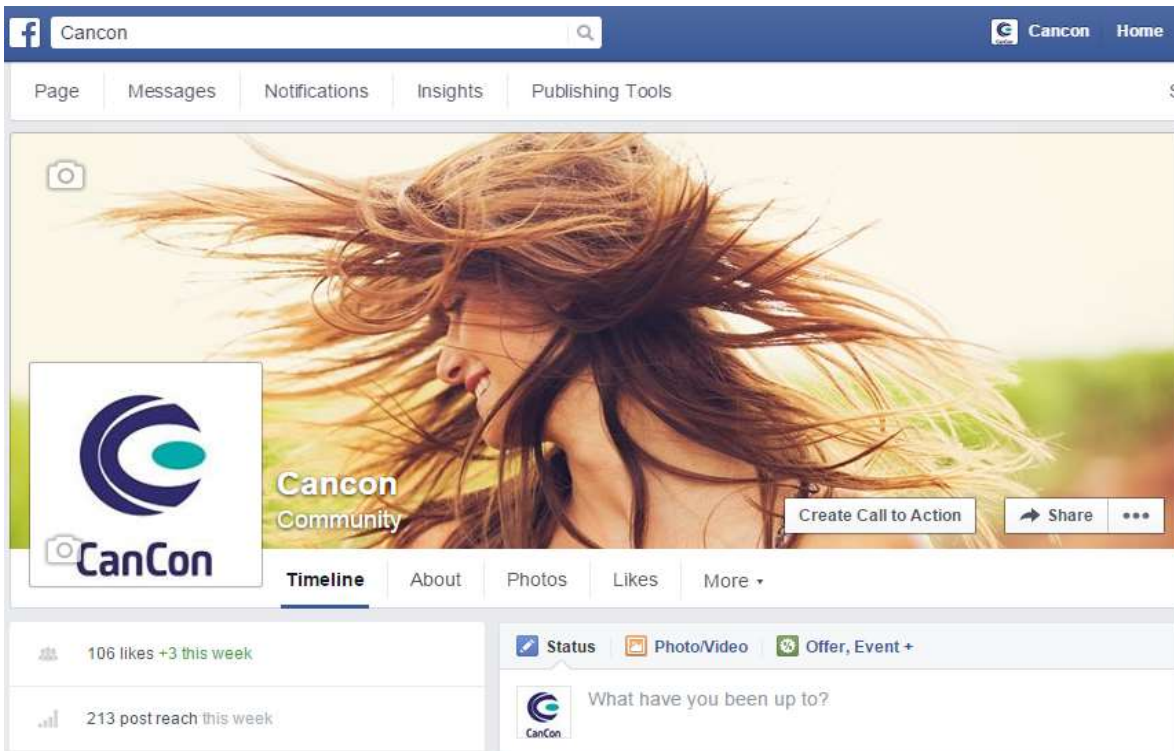## Analysis of Cancon Facebook pages and posts 16.10.2015 - 15.1.2016

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.

Cancon likes other cancer related communities or associations; e.g. Irish Cancer Society, Association of European Cancer, and European Commission, and WHO Regional Office for Europe, etc. Cancon posts own posts on the Facebook page and also shares other users posts. Most of the shared posts are from other cancer society's, EU or occasionally news item about cancer from media such as the BBC.

The amount of likes

Cancon Facebook pages had on 16 October 120 page likes, i.e. fans. On 15 of January there were 132 page likes. There was a growth of 12 likes in three months, which means 10 % of growth. For comparison, three months earlier in July there were 103 page likes.

As the figure 2 below shows, the growth has been rather steady. The most of the growth has been in the end of November.

Figure 2. The amount of page likes of the Cancon Facebook pages from 16.10. to 15.1.

Demographic information

Most of the fans of the Cancon Facebook pages are women (65 %), and 34 % of them are men (figure 3). Most of them are between 25 and 64 years old. The biggest age group is 25-34 years old in women and 35-44 years old in men.
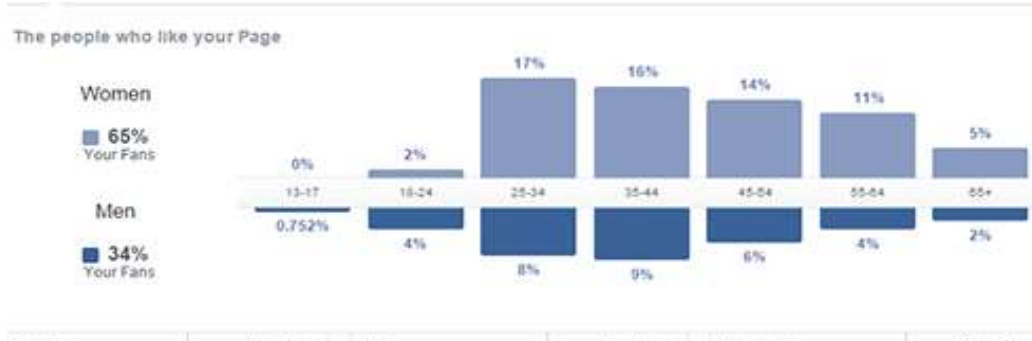

Figure 3. Age and gender of the fans of Cancon Facebook pages.

Most of the fans are Finnish (35; approx. 27 %), and they live in Helsinki (see figure 4). The second biggest group is Belgium (12; approx. 9 %) and Brussels of cities (9, approx. 7 %). The same amount of fans comes from Spain and Italy (11; approx. 8 %), and 9 (approx. 7 %) from Slovenia, 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	19	Finnish	33
Belgium	12	Brussels, Brussels	9	English (US)	30
Italy	11	Ljubljana, Central Slov...	8	English (UK)	20
Spain	11	Vantaa, Southwest Fin...	3	Italian	9
Slovenia	9	Rome, Lazio	3	Spanish (Spain)	7
France	5	Sofia, Sofia City Province	3	Slovenian	6
Pakistan	5	Budapest, Budapest	3	Hungarian	5
Hungary	4	Luxembourg, Luxemb...	3	French (France)	3
Greece	4	Gent, Flemish Region	2	German	3
Luxembourg	3	Bilbao, País Vasco	2	Catalan	3
Bulgaria	3	Espoo, Southwest Finl...	2	Russian	2
United Kingdom	3	Dubai, Dubai	2	Greek	2
Czech Republic	2	Valencia, Comunidad ...	2	Arabic	1
United Arab Emirates	2	Milan, Lombardia	2	Czech	1
Romania	2	Kuopio, Northern Savo...	2	Danish	1
Norway	2	Cluj-Napoca, Cluj Cou...	2	Bulgarian	1

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

Finnish with 33 fans (25 %) is the largest language group among the fans of Cancon Facebook pages. American English is second (30; approx. 23 %) and British English is the third largest language group (20; approx. 15 %). 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.

The number of people your post was served to in the past 28 days.

Country	People Reached	City	People Reached	Language	People Reached
Canada	311	Cambridge, Ontario	149	English (US)	340
Spain	205	Granada, Andalucia	54	Spanish (Spain)	125
Finland	78	Helsinki	43	English (UK)	107
Luxembourg	65	Luxembourg, Luxemb...	31	Spanish	77
France	35	Barcelona, Cataluña	27	Finnish	71
Belgium	30	Waterloo, Ontario	25	Catalan	60
Italy	21	Kitchener, Ontario	22	French (France)	58
Australia	21	Toronto, Ontario	21	Italian	17

Figure 5. People reached by Cancon Facebook pages.

When demographic information is examined and compared with the fans, there are several differences between the two groups. For example countries and cities differ between fans and people who are reached. Most of the people reached are from Canada and live in Cambridge, Ontario; altogether 311 users.

Spain is the second biggest country among people reached by Cancon Facebook pages. When languages are compared, American English is the biggest, and Spanish is the second biggest language group.

The division of gender differs with the fans: 57 % of people reached are women and 40 % are men. The biggest age groups in women is 35 - 44 years old; 16 % of the total. In men, the biggest age group is also 35-44 years old by 11 %. .

The results are quite interesting when the total information of the demographic data is examined: The variety of countries from which people are reached via Cancon Facebook pages is big.

After Canada there are European countries (Spain, Finland, Luxembourg, France, Belgium and Italy), next comes Australia, the UK, Hungary, Germany, Greece and the US. Then Switzerland, Croatia, Argentina, Portugal, Slovenia, Turkey, Bulgaria, Brazil, Norway, Mexico and the first Asian country: Philippines. Also Hong Kong is quite high on the list, after which comes South Korea.

You can find the full list below in figure 6 below.

Country	People Reached	City	People Reached	Language	People Reached
Canada	311	Cambridge, Ontario	149	English (US)	340
Spain	205	Granada, Andalucía	54	Spanish (Spain)	125
Finland	78	Helsinki	43	English (UK)	107
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Belgium	30	Waterloo, Ontario	25	Catalan	60
Italy	21	Kitchener, Ontario	22	French (France)	58
Australia	21	Toronto, Ontario	21	Italian	17
United Kingdom	14	Brussels, Brussels	21	Hungarian	14
Hungary	13	Guelph, Ontario	14	German	13
Germany	13	Almería, Andalucía	9	Greek	9
Greece	13	Zagreb, Zagreb	9	Portuguese (Portugal)	8
United States of America	10	Budapest, Budapest	8	Dutch	7
Switzerland	10	Hamilton, Ontario	8	Croatian	7
Croatia	10	Madrid, Comunidad d...	7	Slovenian	5
Argentina	9	Hespeler, Ontario	7	Turkish	4
Portugal	9	Seville, Andalucía	7	Polish	4
Slovenia	8	London, Ontario	6	Russian	4
Turkey	5	Canberra, Australian ...	6	Bulgarian	3
Bulgaria	5	Espoo, Southwest Finl...	6	Danish	3
Brazil	5	Ljubljana, Central Slov...	5	Portuguese (Brazil)	3
Norway	4	Ottawa, Ontario	5	Czech	2
Mexico	4	Brantford, Ontario	5	Swedish	2
Philippines	4	Málaga, Andalucía	5	yo_NG	1
Romania	4	Esch-sur-Alzette, Luxe...	4	English (Pirate)	1
Netherlands	4	Sofia, Sofia City Province	4	Thai	1
Poland	3	Ioánnina, Epirus (region)	4	Dutch (Belgium)	1
Sweden	2	Munich, Bayern	4	French (Canada)	1
Hong Kong	2	Vantaa, Southwest Fin...	4	Serbian	1
South Korea	2	Mississauga, Ontario	4	Norwegian (bokmal)	1
Serbia	2	New Dundee, Ontario	4	Romanian	1
United Arab Emirates	2	Saint-Quentin, Picardie	3	Arabic	1
Ireland	2	Milan, Lombardia	3		
Bosnia & Herzegovina	2	Milton, Ontario	3		
Czech Republic	2	Athens, Attica (region)	3		
Denmark	2	Mexico City, Distrito Fe...	3		
Uruguay	1	Järvenpää, Southwest ...	3		
Nigeria	1	Gasperich, Luxembour...	3		
Morocco	1	Amiens, Picardie	3		
Macedonia	1	Kirchberg, Luxembour...	3		

Figure 6. The variety of countries from which people are reached by Cancon Facebook pages.

The amount of posts, engagement rate and reach

The total amount of posts during the three month comparison period 16.10.2015 - 15.1.2016 was 78. Of these 33 were Cancon's own posts and 45 were shared posts of other FB users. Most of the shared posts were from the European Association of Cancer Leagues. 78 posts in three months makes 26 posts per month in average.

Post reach measures the number of people who have seen a post. When the 13 most reached posts are examined, nine of them are with links and a picture, and four with a picture only. Of these 13 most reached posts the most popular post is a photo from the WP 5 Member state platform meeting in Rome from 18 of November. It has reached 798 FB users of which 755 aren't fans of Cancon on FB and 43 are.

The next post is about Sakari Karjalainen's nomination as ECL president with 498 users from 17 of November. Of these 440 aren't fans of Cancon and 53 are. These posts have been published almost in a row, there is only one post between them.

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. The post that has received most engagement is a different one than the one with the highest reach, it is about psychosocial services directed at cancer patients from 9 of December. It has received 84 clicks and 36 likes, comments and shares.

Figure 7. 13 most reached posts on Cancon Facebook pages.

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.

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.

When Cancon's FB shares are examined, it can be seen that European Palliative Care Research Centre (PRC), Association of European Cancer Leagues, and Ecl Secretariat, have shared most of them.

Users tend to like posts, and sometimes share but they hardly ever comment on the posts. It would be interesting to test with a direct question if there would be any comments.

When the best times for the posts is examined, Cancon fans are online most during weekends, especially on Saturday mornings and on Sunday evenings. Besides this, the users are online on Wednesdays, Thursdays and Fridays. There are clear peaks e.g. on Mondays at 15.00, Thursdays at 19.00 and on Fridays at 17.00 (figure 8).

Figure 8. When the fans are online.

Conclusion

As a summary, the posts with links receive the highest reach compared with the different post types (figure 9). In return, the posts with photos receive the highest engagement rate compared with the different post types.

However, these post types are not quite clear because usually the posts with links have also photos. Naturally 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.

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

Type	Average Reach		Average Engagement
Link	103		5 / 4
Photo	90		14 / 3
Shared Video	21		0 / 0

Legend: Reach ■ Post Clicks ■ Likes, Comments & Shares

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