

Discover Boating Social Media 101: How to use Facebook's Business Manager

Facebook currently has 60 million small and medium sized businesses already using its platform, according to [VentureBeat](#), so here's a guide to Facebook Business Manager and its insights page to help your business stand out from the crowd.

What is Business Manager? In short, it's an easy-to-use interface that allows you to access your company's Facebook page(s), ads, insights, even schedule posts ahead of time from one location. It puts everything you need in one central place, without needing to view your own page, and enables you to manage business assets of one or multiple Facebook pages. Here's a [quick Facebook guide](#) on Business Manager.



One of the most valuable tools Business Manager offers is the 'insights' page, filled with useful data on what's working best for your business on Facebook.

How to make the most of the 'insights':

- **Use your data.** If you haven't used Facebook's Business Manager's 'insights' yet, it's time to start. It's a helpful way to see who your audience is, when they are online and how you can best engage with them. This will make your company's Facebook posts more impactful and engaging.
- **How to find your data.** Click [HERE](#) for a step-by-step tutorial on how to use Business Manager's insights and download your data. Once you download the data, you can analyze it to see what posts are working best, when your audience is online, when and what people are engaging with most and much more.

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