

Data Exports: Facebook

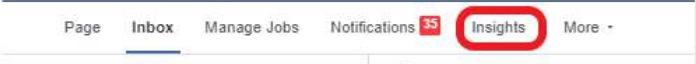
Facebook Insights can be a great way to get some daily or weekly information but you should do a deeper dive for these reasons:

- You can export a longer period of data – up to 180 days at a time and 500 posts max. This allows you to do a deep dive once a quarter so you can really spot trends
- You can manipulate the data in different ways. Sort by different columns and even use Excel Pivot Tables to compare different numbers.
- You can do more testing and add your own data to compare. Want to know if hashtags are having any effect? Add that into your Excel spreadsheet and notice patterns.


How to export Facebook data

Step 1 (individual steps TBD)

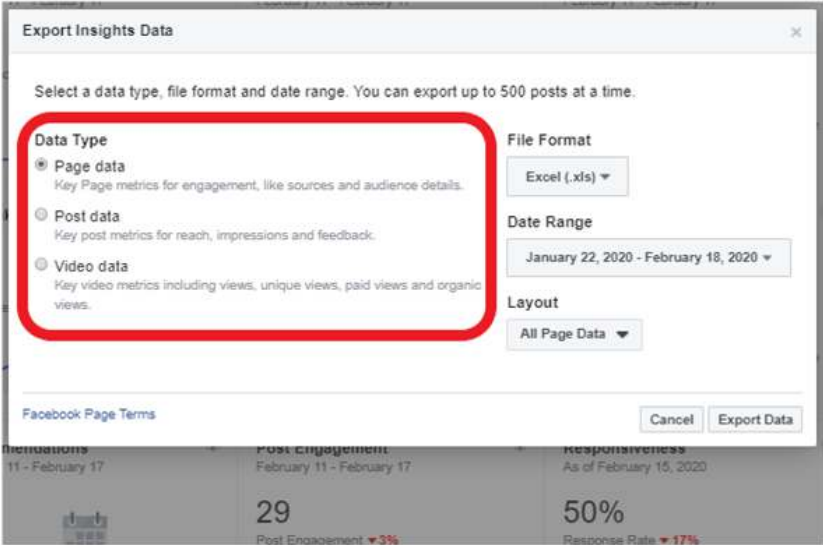
Locate insights from your page's menu bar



Click on insights and you will be taken to the overview of the native analytics dashboard. Click on the export data tab on the far right corner of your screen.



Click on this to activate the pop out menu. From here you can select the data type you want to export.



Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- ☒ **Page data**
Key Page metrics for engagement, like sources and audience details.
- ☐ **Post data**
Key post metrics for reach, impressions and feedback.
- ☐ **Video data**
Key video metrics including views, unique views, paid views and organic views.

File Format

Excel (.xls)

Date Range

January 22, 2020 - February 18, 2020

Layout

All Page Data

Facebook Page Terms

Cancel Export Data

Retentions
11 - February 17

Post Engagement
February 11 - February 17

Responsiveness
As of February 15, 2020

29
Post Engagement ▼3%

50%
Response Rate ▼17%

The Export Data function means you can download Facebook Page, Post and Video data in chunks of 500 posts or 180 days. In this section, we will describe what you can expect from each of these levels: (whichever is smaller).

Page

Page-level metrics will give you data aggregated at a daily level, so you can look back and see what trends are occurring on your Page over time.

Post

Post-level metrics show lifetime post data at the time of export, which gives you the ability to analyse the content you're delivering and how well it is resonating with your community.

Lifetime: the time from when you posted till when you export the data from Facebook Insights.

Video

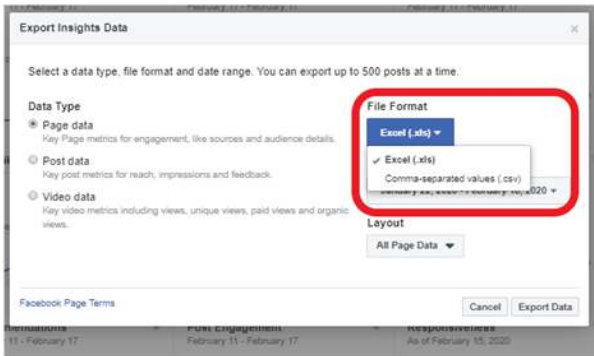
Video-level metrics helps you understand how videos contribute to your overall reach and engagement.

Now you know what type of data you can export, you can continue the process.

For this example, we are exporting page level data.

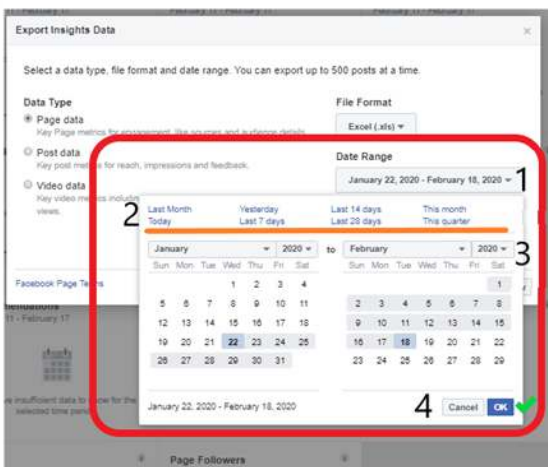
How do I export my Facebook Page's insights data?

To export your Page's insights data: You can select the format in which to download the data. Excel is the default setting, however if you want to manipulate the data in R or python, the csv file format is more compatible.



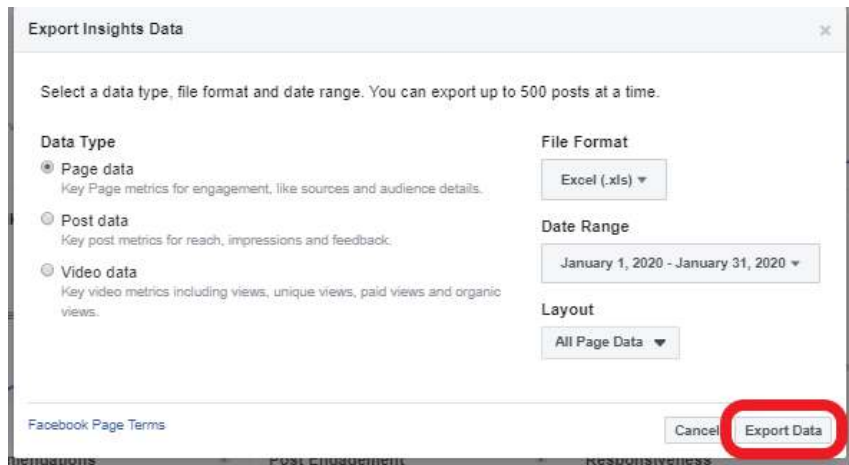
You then choose the period you want to analyse.

- 1 click on the drop down menu
2. you can select from predefined ranges such as [Last 7 days](#) or [This quarter](#)
3. Or you can define a custom range using the calendars.
4. Once you are done, click okay to navigate out of the drop down menu.

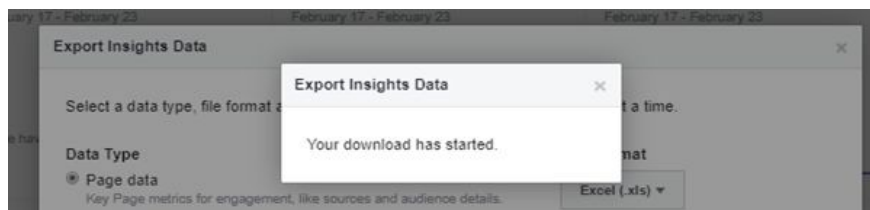


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You then click export to export the full excel spreadsheet as designed by Facebook. You can also customise the layout of the data export.



The file with your defined data type, date range, using Facebook's default layout will be downloaded into your destination folder on your device.



An excel book is downloaded onto your device and when opened, contains almost 70 sheets with data culled from your page. This is what the book looks like.

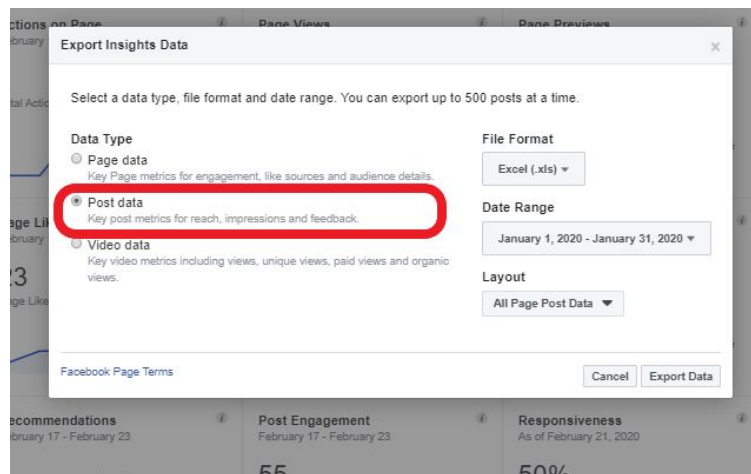
The screenshot shows an Excel spreadsheet with the following columns: Date, Lifetime Total Likes, Daily New Likes, Daily Unlikes, Daily Page Engaged Users, and Weekly Page Engaged User 28 D. The data spans from 8/1/19 to 8/31/19. The spreadsheet is displayed in the Microsoft Excel application window, showing the ribbon with various tabs like Home, Insert, Page Layout, Formulas, Data, Review, View, and Help.

| Date | Lifetime Total Likes | Daily New Likes | Daily Unlikes | Daily Page Engaged Users | Weekly Page Engaged User 28 D |
|---------|----------------------|-----------------|---------------|--------------------------|-------------------------------|
| 8/1/19 | 5903 | 30 | 3 | 314 | 306 |
| 8/2/19 | 5951 | 52 | 7 | 600 | 860 |
| 8/3/19 | 5961 | 11 | 1 | 212 | 1021 |
| 8/4/19 | 5965 | 5 | | 58 | 1061 |
| 8/5/19 | 5970 | 5 | | 34 | 1005 |
| 8/6/19 | 5977 | 7 | | 20 | 1096 |
| 8/7/19 | 5976 | 1 | | 3 | 1093 |
| 8/8/19 | 5977 | 1 | | 2 | 876 |
| 8/9/19 | 5980 | 3 | 1 | 5 | 370 |
| 8/10/19 | 5981 | 1 | | 2 | 125 |
| 8/11/19 | 5983 | 2 | | 2 | 69 |
| 8/12/19 | 5983 | | | | 34 |
| 8/13/19 | 5985 | 2 | | 3 | 17 |
| 8/14/19 | 5987 | 2 | | 3 | 17 |
| 8/15/19 | 5990 | 3 | | 5 | 20 |
| 8/16/19 | 5992 | 2 | | 6 | 21 |
| 8/17/19 | 5994 | 3 | 1 | 4 | 22 |
| 8/18/19 | 5996 | 3 | 1 | 5 | 24 |
| 8/19/19 | 5996 | 2 | 2 | 101 | 123 |
| 8/20/19 | 5997 | 2 | | 19 | 141 |
| 8/21/19 | 6000 | 3 | | 6 | 144 |
| 8/22/19 | 6004 | 5 | 1 | 5 | 146 |
| 8/23/19 | 6006 | 2 | | 7 | 147 |
| 8/24/19 | 6009 | 4 | | 7 | 150 |
| 8/25/19 | 6013 | 4 | | 7 | 151 |
| 8/26/19 | 6018 | 6 | | 7 | 57 |
| 8/27/19 | 6020 | 3 | 1 | 3 | 41 |
| 8/28/19 | 6024 | 5 | | 6 | 41 |
| 8/29/19 | 6032 | 9 | | 9 | 46 |
| 8/30/19 | 6033 | 2 | 2 | 4 | 42 |
| 8/31/19 | 6037 | 5 | 1 | 6 | 40 |

Keep in mind that you can only export data from up to 2 years ago, and the time range for data must be shorter than 180 days. You may see some additional metrics in your exported data that aren't found in Page Insights.

Alternatively, you can customise your layout so that you don't download a whole load of superfluous sheets.

This is easily done in Facebook by choosing the data type you want. For this example, if we want to look at how our posts have performed, we select post data.



Additional resources

<https://www.facebook.com/help/analytics> (Facebook analytics 101)

<https://www.facebook.com/business/help/447834205249495> (Glossary of Facebook ad terms)

<https://www.excel-easy.com/> (online tutorial to master the basics of excel, with 300 examples)

<https://www.facebook.com/creatorstudio/> (explore Facebook's creator studio)