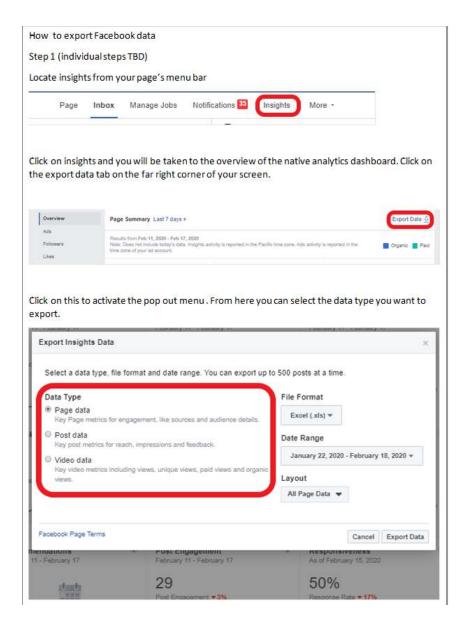
Data Exports: Facebook

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.



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.

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| etting, howev | er <mark>if yo</mark> u want to manipul | late the data in R or py | thon, the csv f | ile format is | more compatible. |
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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.

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| Post data Key post metrics for reach, impressions and feedback. | Date Range |
| Video data | January 1, 2020 - January 31, 2020 + |
| Video data Key video metrics including views, unique views, paid views and organic views. | Layout |
| | All Page Data 🔻 |
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The file with your defined data type, date range, using Facebook's default layout will be downloaded into your destination folder on your device.

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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.

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Additional resources

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

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

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

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