

## DOWNLOAD PROCEDURES FOR FACEBOOK POST STATS

Go to the FB page you want to get the stats from and go to left column –

Insights (you might need to be in the FB page profile to access details, if nothing shows switch profile)

There may be a couple of ways you need to go to export your data. Either -

- Export Data (top right)
- Select Post data
- Set the dates you are covering from the start date of the promotion to today's date
- Layout: Post reach
- Export Data
- Open the download
- Enable editing
- Save to your dropbox holidays folder with appropriate naming (eg Oct 2022 FB data)

Note: to open each Insights for data you must be interacting as your own personal profile (as admin of the page) and not interacting as the page itself as it's a different layout.

Do this for each FB page and put the content into your Facebook stats sheet on your holiday spreadsheet. As you open each one, copy content and place in your first opened, named spreadsheet each with content below so you end up with all the content in one saved spreadsheet.

Once you've done for all FB pages delete the columns you don't want

Then create a new column at the start and mark all posts relevant to school holidays (can just do with "a" or similar)

- Sort and then delete all other posts
- Add all totals at bottom
- Make a note of these totals in your stats spreadsheet (note once you do sums as below for individual businesses these totals will get messed up so note these first)
- Then remove content from column A and then sort by business (again can just do an identifying letter, eg g for gloputt, s for snowplanet, etc)
- Sort again
- Then between each separate business/post type add 4-5 rows

Do all the sums for each business

Copy over the separate totals to your stat sheet

### OR -

Open the page Metadata

- Content
- At top of the page will be Export Data
- Check the date range (note max 92 days)
- You want the post data option ticked
- Generate
- Download export
- Open

Then do this for each page and put in the one document with the same headings before removing unrequired columns and copying over to your stats spreadsheet.

Once you are in the metadata page doing it this way you can just switch profiles in the left column at the top.