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Section: Integrations ⌄

Facebook Page Insights

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The **Facebook Page Insights** components are available for all Vizia customers to use. There are four components in this integration. The full list of metrics available for these can be found **here** (note that any beginning with "post" are not included at this time.)
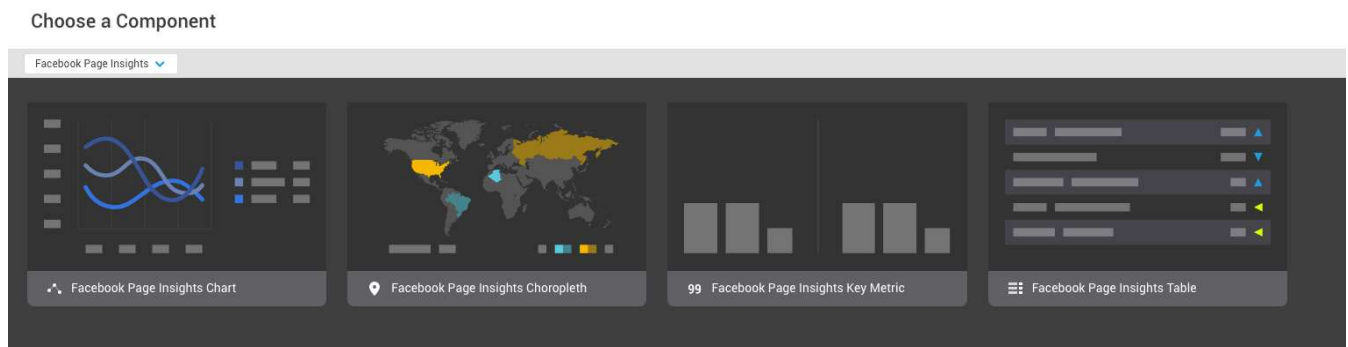
1. Facebook Page Insights Chart
2. Facebook Page Insights Choropleth
3. Facebook Page Insights Key Metric
4. Facebook Page Insights Table
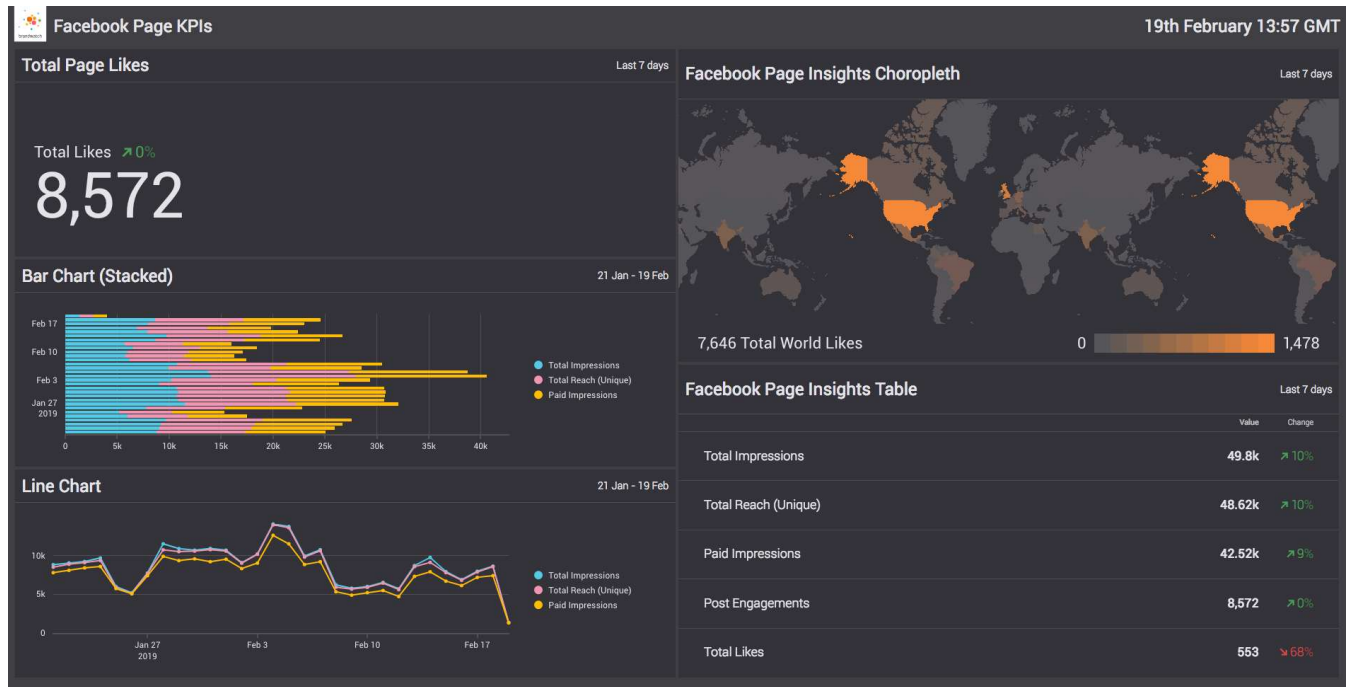
Set Up

All three components follow a similar set-up process.

1. Choose the component from the component picker

2. Authenticate and receive your Facebook token by clicking 'Add Token'. This will prompt a authentication flow that will allow Vizia to access the different campaigns linked to your account. You must be signed into Facebook for this process to work.

Facebook Token

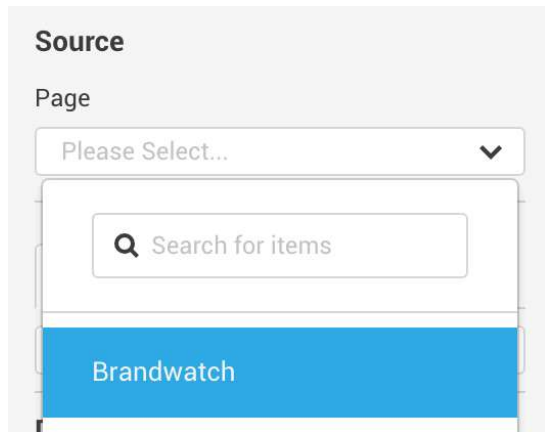Please Select...   ⌄

ADD TOKEN

Authorising Vizia Safely With Facebook   ✕

We recommend that you connect Vizia to a 'service account' for this data source (e.g. vizia.connect@yourorganisation.com). A service account should have limited access to your data and be set up specifically for integration with third parties.

☑ I am happy for Vizia to store the following authorisation details and allow other Vizia users within my organisation to access my data.

CANCEL   **PROCEED WITH AUTHORISATION**

3. Source

Choose your Facebook page from the dropdown menu. You will be able access all of the Facebook pages associated with your account.
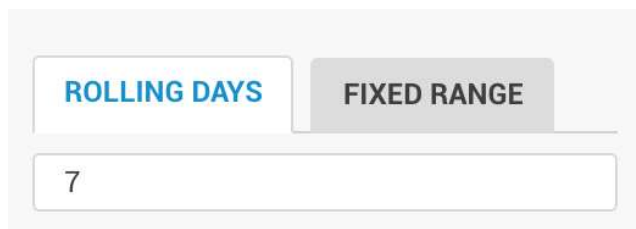
4. Set your time range preferences.

Rolling days will look at a most recent X days
Fixed date range will look at a snapshot in time, depending on the dates set.

5. **Data**

Choose the metrics you would like to visualize from the drop down menu. If using the chart or table component, you can choose multiple metrics. There are 140 different metrics to choose from.
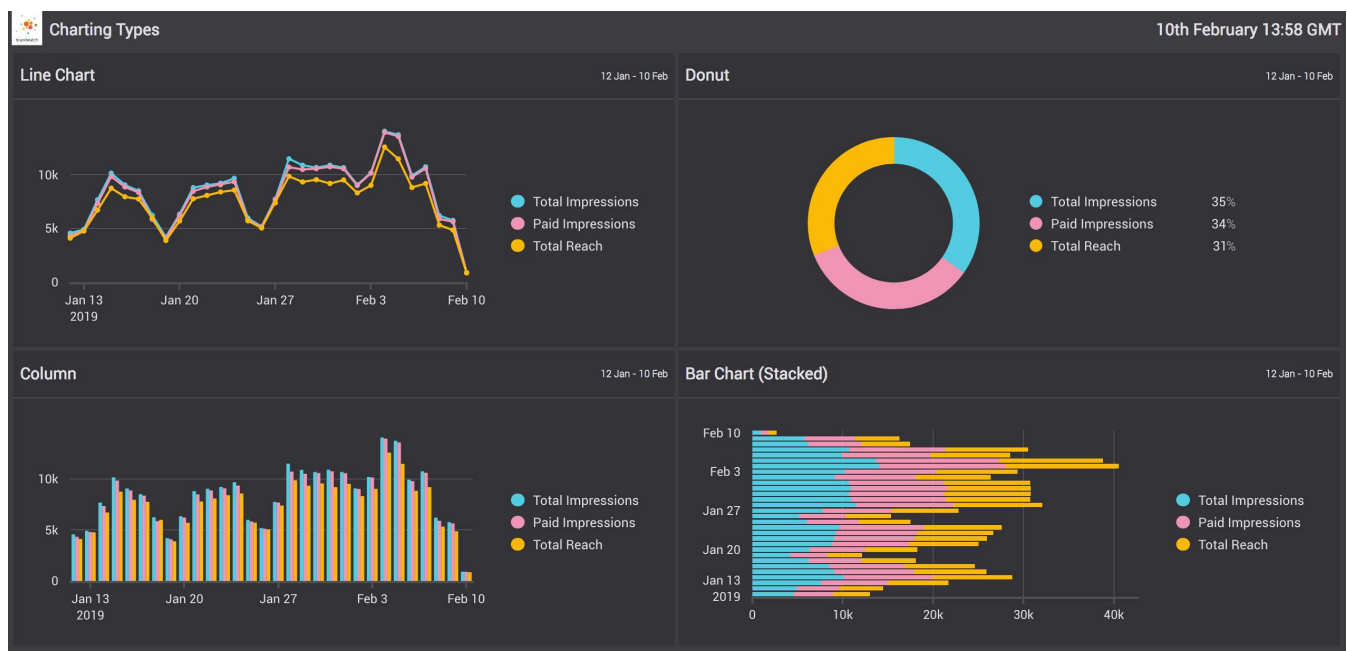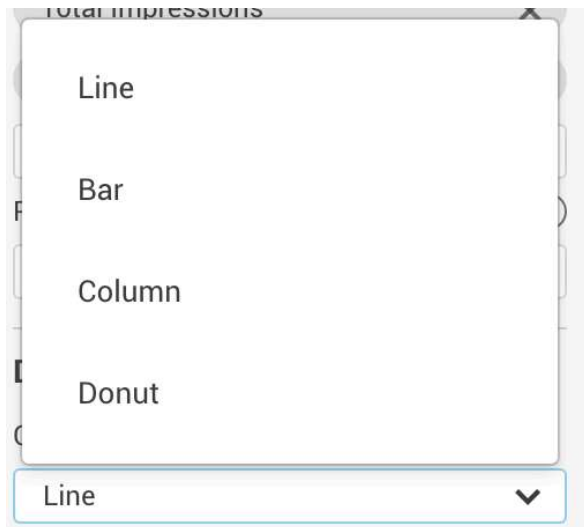
Data

Metrics

| Total Impressions | ✕ |
| Organic impressions | ✕ |

Period ⑦

Please Select... ⌄

Display Options

Chart Type

Line ⌄

Series Function ⑦

Q Search for items

Talking About This By Story Type (Unique)

Talking About This By Age and Gender (Unique)

Talking About This By City (Unique)

Talking About This By Country (Unique)

Talking About This By Language (Unique)

6. Once you have chosen your metrics, choose the aggregation period.

Data

Metrics

Please Select... ⌄

Period ⑦

Day

Week

28 Days

Lifetime

The following options are only available for the charting component.

7. Choose the type of chart you would like to represent your data.

Total Impressions   X

Line

Bar

Column

Donut

Line   ⌄

Line chart
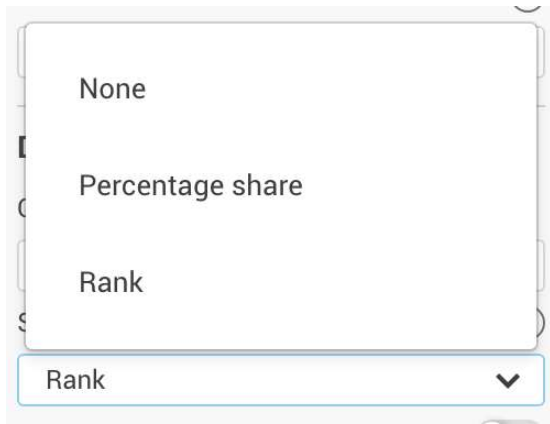
There are different display options available for the line chart:

Series function:

None
Percentage share (of total)
Rank

Truncate axis:

You can choose to truncate the axis to focus in on the relevant data.

Benchmark comparison:

Benchmark the visualized data against a previous time period. Options include, but are not limited to:
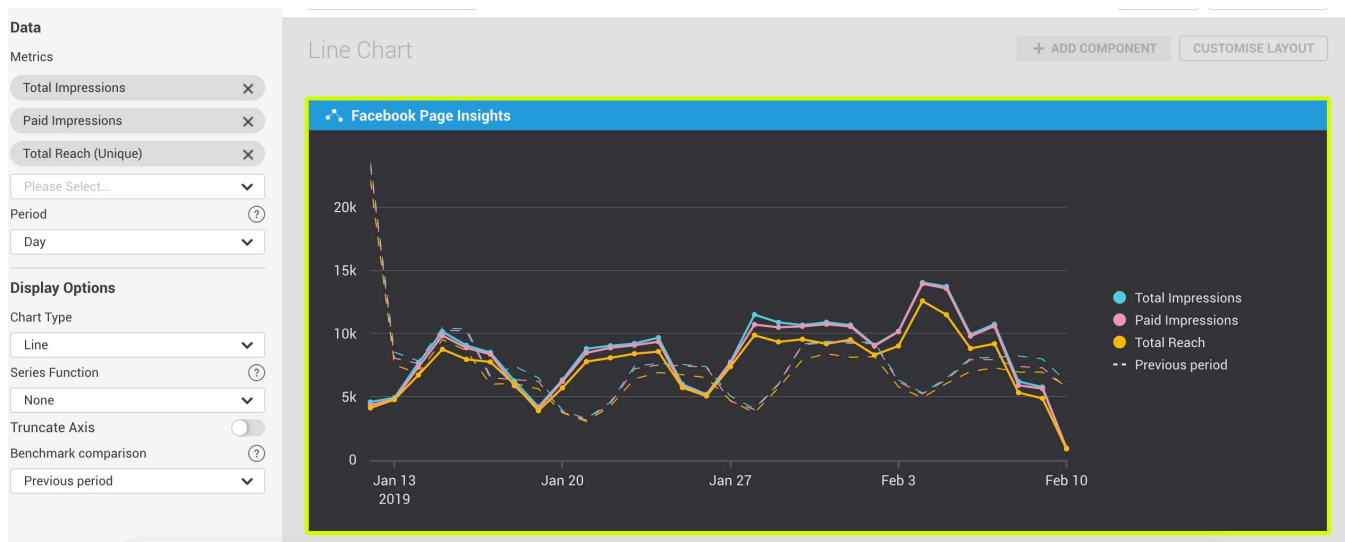
Previous period (of date range chosen)

Previous week

Previous month

Previous quarter

Previous year

Bar and column chart

In addition to the options above, with the column and bar chart you can choose to visualize as group or stacked data:

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Rv **Reviews**

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Ad **Advertise**　　　　　　　　　**En** **Engage**

Me **Measure**　　　　　　　　　**Au** **Audience**

Bm **Benchmark**　　　　　　　　**Ls** **Listen**

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