Facebook Content Metrics in Measure (No Ad Account Required)

Content metrics measure the lifetime performance of posts that were published during the selected date range, including new activity since the selected date range.

Facebook offers content metrics natively in both the Content section its Insights tool and in its Ads Manager tool. Many of these metrics are also available in Measure, in addition to metrics that aren't available natively.

In this article, learn more about the content metrics from Facebook's Insights API, which you can view in Measure even without a connected Facebook ad account in Social Media Management.

Tip:

While there are some paid Facebook content metrics available through the Insights API, there are many more available through the Ads Manager API. Connect your Facebook ad account to Social Media Management to access these metrics, including paid data from your Instagram ads.

Network Rules

How much historical data is available for Facebook content metrics?

When you connect a Facebook channel for the first time, Measure will backfill all posts and their content data from the past 15 days.

How often is Facebook content data refreshed?

Facebook content metrics will receive their first data refresh 15 minutes after a post's publication. Additional refreshes will occur at varying intervals for 14 days.

Facebook content metrics will also receive a data refresh 150 minutes after each new engagement on the post. These refreshes will continue for up to 28 days.

Lifetime data collection for a Facebook post is complete at 28 days after its most recent engagement.

Do Facebook content metrics include paid data?

Unless otherwise specified as paid, organic, viral, or non-viral, content metrics from Facebook's Insights API are delivered as a combined total of paid and organic data that cannot be broken down.

These metrics do not include paid Instagram data for any post type except video posts. They also do not generate platform placement icons on a post's Promoted banner, and they are not compatible with Measure's [Meta Platforms](#) filter. To view this information, please use Ads Manager metrics instead.

Note:

Whenever an Insights metric and an Ads Manager metric share a name, the Ads Manager metric will say (Ads) so you can differentiate the two. See the example widgets below showing **paid impressions** vs. **paid impressions (Ads)**:

Insights Metrics

DATE ↓	POSTS 4		PAID IMPRESSIONS 230
2:01 PM	🎥	Promoted ◗ 🏷 nope ropes	
3 Oct 1:29 PM	🎥	Why so blue? ◉ Nope Ropes ▶ Reel 🏷 nope ropes *+1*	-
18 Sep 2:43 PM	🖼	◉ Nope Ropes Promoted ◗	N/A
13 Sep 4:35 PM	🖼	ⓕ Nope Ropes Promoted 🏷 nope ropes	69

Ads Manager Metrics

DATE ↓	POSTS 4		PAID IMPRESSIONS (ADS) 747
2:01 PM	🎥	Promoted ♀ ◉ ⓕ ◗ 🏷 nope ropes	
3 Oct 1:29 PM	🎥	Why so blue? ◉ Nope Ropes ▶ Reel 🏷 nope ropes *+1*	-
18 Sep 2:43 PM	🖼	◉ Nope Ropes Promoted ◗	586
13 Sep 4:35 PM	🖼	ⓕ Nope Ropes Promoted ◉ ⓕ 🏷 nope ropes	586

586	
◉ Instagram	517
ⓕ Facebook	69

Metrics Rules

* = Metrics available in Measure but not natively

Metric	Definition	Post Types
Anger (shares)*	The lifetime number of anger reactions on the post and its shares.	Text, Image, Video, Reel, Link
Avg. watch time (min)*	The lifetime average duration, in minutes, of all video views on the post.	Video, Reel
Clicks	The lifetime number of clicks on the post. All clicks are counted except for clicks to comment, like, or share the post.	Text, Image, Video, Link
Comments	The lifetime number of comments on the post. This metric includes replies to comments. This metric does not include comments on shares.	Text, Image, Video, Reel, Link
Comments (shares)*	The lifetime number of comments on the post and its shares.	Text, Image, Video, Reel, Link
CTR (clickthrough rate)*	The ratio of the post's lifetime clicks to its lifetime impressions, represented as a percentage. **Formula**: (Clicks / Impressions) x 100	Text, Image, Video, Link
Engaged fans*	The lifetime number of fans that liked, commented, shared, or clicked the post.	Text, Image,

Metric	Definition	Post Types
	This metric does not include engagements from non-fans. **Warning**: Facebook deprecated this metric on March 14, 2024. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Video, Reel, Link
Engaged users*	The lifetime number of people that liked, commented, shared, or clicked the post. This metric includes engagements from non-fans. **Warning**: Facebook deprecated this metric on March 14, 2024. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Link
Engaged users rate*	The ratio of the post's lifetime engaged users to its lifetime reach, represented as a percentage. **Formula**: (Engaged Users / Reach) x 100	Text, Image, Video, Link
Engagement rate and link rate*	The ratio of the post's lifetime engagements and link clicks to its lifetime reach, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Link Clicks) / Reach) x 100	Text, Image, Video, Reel, Link
Engagement rate*	The ratio of the post's lifetime engagements to its lifetime impressions, represented as a percentage. **Formula**: ((Reactions + Comments + Shares) / Impressions) x 100	Text, Image, Video, Link
Engagement rate (reach)*	The ratio of the post's lifetime engagements to its lifetime reach, represented as a percentage. **Formula**: ((Reactions + Comments + Shares) / Reach) x 100	Text, Image, Video, Reel, Link

Metric	Definition	Post Types
Engagements	The lifetime number of reactions, comments, and shares on the post. To include clicks, please use interactions instead.	Text, Image, Video, Reel, Link
Fan impressions*	The lifetime number of times your fans viewed the post.	Text, Image, Video, Reel, Link
Fan reach*	The lifetime number of fans who viewed the post.	Text, Image, Video, Reel, Link
Frequency*	The ratio of the post's lifetime impressions to its lifetime reach, represented as an average. **Formula**: Impressions / Reach	Text, Image, Video, Link
Haha (shares)*	The lifetime number of haha reactions on the post and its shares.	Text, Image, Video, Reel, Link
Hide post*	The lifetime number of clicks to hide the post.	Text, Image, Video, Reel, Link
Impressions*	The lifetime number of times people viewed the post.	Text, Image, Video, Link

Metric	Definition	Post Types
Interaction rate*	The ratio of the post's lifetime interactions to its lifetime impressions, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Clicks) / Impressions) x 100	Text, Image, Video, Link
Interactions rate (reach)*	The ratio of the post's lifetime interactions to its lifetime reach, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Clicks) / Reach) x 100	Text, Image, Video, Link
Interactions*	The lifetime number of reactions, comments, shares, and clicks on the post.	Text, Image, Video, Link
Likes	The lifetime number of likes on the post. Care reactions are also accumulated here. This metric does not include reactions to shares.	Text, Image, Video, Reel, Link
Likes (shares)*	The lifetime number of likes on the post and its shares.	Text, Image, Video, Reel, Link
Link clicks	The lifetime number of clicks on the post to open a link.	Reel, Link
Link CTR*	The ratio of the post's lifetime link clicks to its lifetime impressions, represented as a percentage. **Formula**: (Link clicks / Impressions) x 100	Link
Love (shares)*	The lifetime number of love reactions on the post and its shares.	Text, Image, Video, Reel, Link

Metric	Definition	Post Types
Negative feedback*	The lifetime number of negative actions attributed to the post. Examples of negative actions include: hiding or reporting the post, unfollowing or unliking your channel, etc. **Warning**: Facebook deprecated this metric on March 14, 2024. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Reel, Link
Negative users*	The lifetime number of people who performed a negative action on a post. Examples of negative actions include: hiding or reporting the post, unfollowing or unliking your channel, etc. **Warning**: Facebook deprecated this metric on March 14, 2024. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Link
Non-viral impressions*	The lifetime number of views on non-promoted post from non-viral distribution. Non-viral distribution goes directly from your channel to its fans.	Text, Image, Video, Reel, Link
Non-viral reach*	The lifetime number of people who viewed a non-promoted post through non-viral distribution. Non-viral distribution goes directly from your channel to its fans. **Discrepancies**: Meta reports your content-level reach data separately for each post, and Measure adds these post totals together to calculate the total reach for your selected content. This means a unique user may be counted multiple times if they viewed multiple posts from the selected date range, giving Measure a higher number than Facebook's. To avoid this effect, please use non-viral reach avg., which shows your average reach per post instead.	Text, Image, Video, Reel, Link

Metric	Definition	Post Types
Organic impressions*	The lifetime number of times people viewed a non-promoted post.	Text, Image, Video, Reel, Link
Organic reach*	The lifetime number of people who viewed a non-promoted post. **Discrepancies**: Meta reports your content-level reach data separately for each post, and Measure adds these post totals together to calculate the total reach for your selected content. This means a unique user may be counted multiple times if they viewed multiple posts from the selected date range, giving Measure a higher number than Facebook's. To avoid this effect, please use organic reach avg., which shows your average reach per post instead.	Text, Image, Video, Reel, Link
Organic video viewers*	The lifetime number of video viewers on a non-promoted post.	Video, Reel
Organic video viewers (complete)*	The lifetime number of video viewers on a non-promoted post who completed the video.	Video, Reel
Organic video views*	The lifetime number of video views on a non-promoted post.	Video, Reel
Organic video views (10s)	The lifetime number of video views on a non-promoted post with a duration of at least 10 seconds.	Video, Reel
Organic video views (30s)	The lifetime number of video views on non-promoted post with a duration of at least 30 seconds.	Video, Reel
Organic video views (complete)*	The lifetime number of completed video views on a non-promoted post.	Video, Reel

Metric	Definition	Post Types
Organic watch time (min)*	The lifetime total duration, in minutes, of all video views on a non-promoted post.	Video, Reel
Other clicks*	The lifetime number of clicks on the post that are not clicks to comment, like, share, leave negative feedback, or open a link/video/photo. Examples include: clicks on hashtags, clicks to view the channel's profile, clicks to like the channel, and clicks to install the Facebook app.	Text, Image, Video, Reel, Link
Own watch time (min)*	The lifetime duration, in minutes, of all video views from fans on the post.	Video, Reel
Paid impressions*	The lifetime number of views on a promoted post. This metric is available with or without a connected ad account.	Text, Image, Video, Reel, Link
Paid reach*	The lifetime number of people who viewed a promoted post. This metric is available with or without a connected ad account. **Discrepancies**: Meta reports your content-level reach data separately for each post, and Measure adds these post totals together to calculate the total reach for your selected content. This means a unique user may be counted multiple times if they viewed multiple posts from the selected date range, giving Measure a higher number than Facebook's. To avoid this effect, please use paid reach avg., which shows your average reach per post instead.	Text, Image, Video, Reel, Link
Paid video viewers*	The lifetime number of video viewers on a promoted post. This metric is available with or without a connected ad account.	Video, Reel

Metric	Definition	Post Types
Paid video viewers (complete)*	The lifetime number of video viewers on a promoted post who completed the video. This metric is available with or without a connected ad account.	Video, Reel
Paid video views*	The lifetime number of video views on a promoted post. This metric is available with or without a connected ad account.	Video, Reel
Paid video views (10s)*	The lifetime number of video views on a promoted post with a duration of at least 10 seconds. This metric is available with or without a connected ad account.	Video, Reel
Paid video views (30s)*	The lifetime number of video views on a promoted post with a duration of at least 30 seconds. This metric is available with or without a connected ad account.	Video, Reel
Paid video views (complete)*	The lifetime number of completed video views on a promoted post. This metric is available with or without a connected ad account.	Video, Reel
Paid watch time (min)*	The lifetime total duration, in minutes, of all video views on a promoted post. This metric is available with or without a connected ad account.	Video, Reel
Photo view*	The lifetime number of clicks on the post to enlarge an image.	Image
Photo view rate*	The ratio of the post's lifetime photo views to its lifetime impressions, represented as an image. **Formula**: (Photo Views / Impressions) x 100	Image

Metric	Definition	Post Types
Reach	The lifetime number of people who viewed the post. **Discrepancies**: Meta reports your content-level reach data separately for each post, and Measure adds these post totals together to calculate the total reach for your selected content. This means a unique user may be counted multiple times if they viewed multiple posts from the selected date range, giving Measure a higher number than Facebook's. To avoid this effect, please use reach avg., which shows your average reach per post instead.	Text, Image, Video, Link
Reactions	The lifetime number of reactions on the post. This metric does not include reactions to shares.	Text, Image, Video, Reel, Link
Reactions (shares)*	The lifetime number of reactions to the post and its shares.	Text, Image, Video, Reel, Link
Report as spam*	The lifetime number of clicks from users to report the post as spam. **Warning**: Facebook deprecated this metric on March 14, 2024. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Reel, Link
Shared watch time (min)*	The lifetime duration, in minutes, of all video views from shares of the post.	Video, Reel
Shares	The lifetime number of shares on the post.	Text, Image, Video, Reel, Link

Metric	Definition	Post Types
Shares (shares)*	The lifetime number of shares of the post and shares of its shares.	Text, Image, Video, Reel, Link
Sorry (shares)*	The lifetime number of sorry reactions to the post and its shares.	Text, Image, Video, Reel, Link
Spam rate*	The ratio of the post's lifetime negative feedback to its lifetime clicks, represented as a percentage. **Formula**: (Negative Feedback / Clicks) x 100	Text, Image, Video, Link
Unlike page*	The lifetime number of people who unfollowed the channel because of the post. **Warning**: Facebook deprecated this metric on March 14, 2024. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Reel, Link
Video autoplays*	The lifetime number of video views from autoplays on the post. This metric includes auto-replays.	Video, Reel
Video autoplays (10s)*	The lifetime number of video views from autoplays on the post with a duration of at least 10 seconds.	Video, Reel
Video autoplays (30s)*	The lifetime number of video views from autoplays on the post with a duration of at least 30 seconds.	Video, Reel
Video click to play (10s)*	The lifetime number videos views from clicks on the post with a duration of at least 10 seconds.	Video, Reel

Metric	Definition	Post Types
Video click to play (30s)*	The lifetime number videos views from clicks on the post with a duration of at least 30 seconds.	Video, Reel
Video click to play (3s)*	The lifetime number of video views from clicks on the post with a duration of at least 3 seconds.	Video, Reel
Video completion rate*	The ratio of average watch time to video length on the post, represented as a percentage. **Formula**: (Avg. watch time / Video length) x 100	Video, Reel
Video frequency*	The ratio of the post's lifetime video views (3s) to its lifetime video viewers, represented as an average. **Formula**: Video views (3s) / Video viewers	Video
Video length*	The duration, in minutes and seconds, of the post.	Video, Reel
Video play*	The lifetime number of clicks on the post to play a video. This metric does not include autoplays or auto-replays.	Video
Video retention rate (10s)*	The ratio of the post's lifetime video views (10s) to its lifetime video views (3s), represented as a percentage. **Formula**: (Video views (10s) / (Video views (3s)) x 100	Video, Reel
Video view rate*	The ratio of the post's lifetime video views to its lifetime impressions, represented as a percentage. **Formula**: (Video views (3s)) / Impressions) x 100	Video, Reel
Video viewers*	The lifetime number of video viewers on the post. Facebook counts a video as viewed if at least 3 seconds have been played.	Video

Metric	Definition	Post Types
Video viewers (10s)*	The lifetime number of video viewers on the post who watched for at least 10 seconds.	Video, Reel
Video viewers (30s)*	The lifetime number of video viewers on the post who watched for at least 30 seconds.	Video, Reel
Video views*	The lifetime number of video views on the post. The video must play for at least 3 seconds. This metric includes video views from autoplays, video views from clicks, and video views from replays. However, it does not include video views from auto-replays. **Formula**: Paid video views (3s) + Organic video views (3s)	Video
Video views (10s)*	The lifetime number of video views on the post with a duration of at least 10 seconds.	Video, Reel
Viral amplification*	The ratio of a non-promoted post's lifetime viral impressions to its lifetime non-viral impressions. A higher ratio means more a viral distribution of the post. Examples of viral distribution include: shares from friends, shares from friends of friends, etc.	Text, Image, Video, Reel, Link
Viral impressions*	The lifetime number of views on a non-promoted post from viral distribution. Examples of viral distribution include shares from friends, shares from friends of friends, etc.	Text, Image, Video, Reel, Link
Viral reach*	The lifetime number of people who viewed at least one of your non-promoted posts through viral distribution. Examples of viral distribution include shares from friends, shares from friends of friends, etc.	Text, Image, Video, Reel, Link

Metric	Definition	Post Types
	Discrepancies: Meta reports your content-level reach data separately for each post, and Measure adds these post totals together to calculate the total reach for your selected content. This means a unique user may be counted multiple times if they viewed multiple posts from the selected date range, giving Measure a higher number than Facebook's. To avoid this effect, please use viral reach avg., which shows your average reach per post instead.	
Watch time (min)*	The lifetime total duration, in minutes, of all video views on the post.	Video, Reel
Weighted eng. rate*	The ratio of the post's lifetime weighted engagements to its lifetime impressions, represented as a percentage. **Formula**: ((Reactions + (Comments x 2) + (Shares x 3)) / Impressions) x 100	Text, Image, Video, Link
Wow (shares)*	The lifetime numbers of wow reactions on the post and its shares.	Text, Image, Video, Reel, Link