Data Refresh Rates in Measure

Measure automatically syncs with social media networks to update your data. However, some networks may provide these updates more frequently than others, and there will always be a short delay between a network's native reporting and our own.

In this article, learn how the data refresh rates for each network can help you understand your results and troubleshoot data discrepancies.

What are data refresh rates?

Most social media networks have their own, in-house reporting tools, which are often able to be updated in realtime with new data. However, Social Media Management, like all third-party tools, must wait for this data to be delivered to us via the network's [Application Programming Interface (API)](#).

As a result, there will always be a short delay between a network's updates and our own. For content data, there will also be a limit to how long these updates can be delivered. These rules vary from network to network, so if you're troubleshooting data discrepancies, checking the network's data refresh rate is a good place to start.

Channel data refresh rates

[Channel data](#) is refreshed once every 24 hours at 7AM UTC for all networks except for YouTube, which delivers its channel data on a 36 - 72 hour delay.
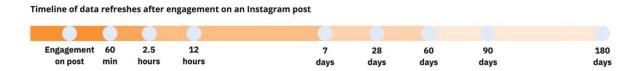

Content data refresh rates

For most networks, [content data](#) is refreshed based on two schedules that run simultaneously: one triggered by a post's publication, and one triggered by its incoming **engagements** (reactions, comments, and shares). The frequency and duration of these schedules varies from network to network.

For example, let's say you've just published a post to Instagram. This will start the clock on a data refresh schedule for all the post's metrics. On Instagram, this schedule runs for 14 days.

Timeline of data refreshes after publication of an Instagram post

| Post is published | 15 min | 60 min | 4 hours | 12 hours | 32 hours | | 3 days | 7 days | 14 days |

When your post receives its first engagement, it will start the clock on a second data refresh schedule, which also updates all metrics (not just the engagements metrics). On Instagram, this schedule runs for 180 days.

Timeline of data refreshes after engagement on an Instagram post

| Engagement on post | 60 min | 2.5 hours | 12 hours | | 7 days | 28 days | 60 days | 90 days | 180 days |

If a new engagement comes in while this second schedule is still in progress, the schedule's clock will be reset. It is always based on the most recent engagement within the post's tracking period.

Instagram's tracking period is 14 days after a post's publication, so if your post receives an engagement on the last tracked day (Day 14), then its final data refresh will occur 180 days later (Day 194). At this point, lifetime data collection for the Instagram post is considered "complete."

Facebook content data refresh rates

- Facebook posts are first refreshed with new data 15 minutes after publication. This schedule continues at varying intervals for 14 days.

- Facebook posts are also refreshed with new data 150 minutes after each engagement. This schedule continues at varying intervals for 28 days, and posts are tracked for new engagements indefinitely.

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

Note:

Most of Facebook's paid metrics require a [connected ad account](). Once connected, Measure will backfill the previous 14 days of paid data, which will then be updated based on the guidelines above.

Instagram content data refresh rates

- Instagram posts are first refreshed with new data 15 minutes after publication. This schedule continues at varying intervals for 14 days.

- Instagram posts are also refreshed with new data 60 minutes after each engagement. This schedule continues at varying intervals for 180 days, and posts are tracked for new engagements for 14 days.

- Lifetime data collection for an Instagram post is complete at 194 days after publication.

Note:

Instagram Story data is refreshed once, 25 hours after publication.

LinkedIn content data refresh rates

- LinkedIn posts are first refreshed with new data 20 minutes after publication. This schedule continues every 20 minutes for 30 days.

- After the first 30 days, LinkedIn posts are refreshed with new data once a day for 2 years.

- Lifetime data collection for a LinkedIn post is considered complete at 2 years after publication.

X (Twitter) content data refresh rates

- X (Twitter) posts are first refreshed with new data 15 minutes after publication. This schedule continues at varying intervals (but at least once a day) for 30 days.

- Lifetime data collection for an X (Twitter) post is complete at 30 days after publication.

TikTok content data refresh rates

- TikTok posts are first refreshed with new data 4 minutes after publication, and again 5 hours after publication.

- TikTok posts are also refreshed with new data 4 minutes after each engagement, and posts are tracked for new engagements for 365 days.

- Lifetime data collection for a TikTok post is complete at 365 days after publication.

YouTube content data refresh rates

- YouTube posts are refreshed with new data 4 days after new activity. "Activity" includes likes, dislikes, comments, and views.

- YouTube posts are monitored for new activity for 2 years days after publication.

- Lifetime data collection for a YouTube post is considered complete at 2 years days after publication.

Note:

This 4-day delay is caused by YouTube's API, which takes 72 hours to deliver its data to Measure.

Pinterest content data refresh rates

Pinterest operates on a unique schedule based on your total number of pins per channel:
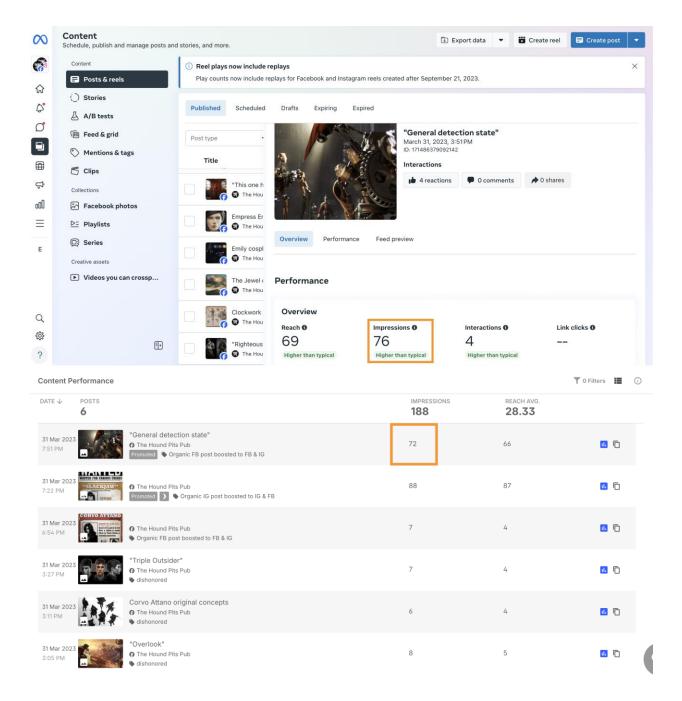
- Pins published within the last 2 weeks will be refreshed with new data every 5 minutes.

- Pins older than 2 weeks will be refreshed with new data at a rate of 4,000 pins per hour. For example, if your channel has 16,000 pins, they will receive a data refresh once every 4 hours.

Forcing a refresh of your data

While it's not possible to manually trigger a data refresh, there are a couple exceptions for specific use cases.

The first is for posts that have already completed their publication-based data refresh schedule. People are less likely to engage with older posts, so if a post is several days or weeks old, its engagements may have plateaued. However, other metrics — such as reach, impressions, and clicks — may continue to slowly accumulate over time. This data will no longer be delivered to Measure until/unless a new engagement comes in, leading to minor discrepancies between the network's native reporting and our own. As a workaround, as long as you are still within the post's tracking window for engagements, you can "force" a data refresh by engaging with your own post.

For example, the Facebook post below received an additional four impressions after its final, engagements-based data refresh, and these impressions were not delivered to Measure. However, since Facebook posts are tracked for engagements indefinitely, you could like (then unlike) the post to restart the schedule.

If you're still unable to reconcile the differences between our data and a network's, the second option is to refresh the channel in question. In case one of your scheduled data refreshes was missed for technical reasons, such as a network error, a full channel refresh will backfill the data.