

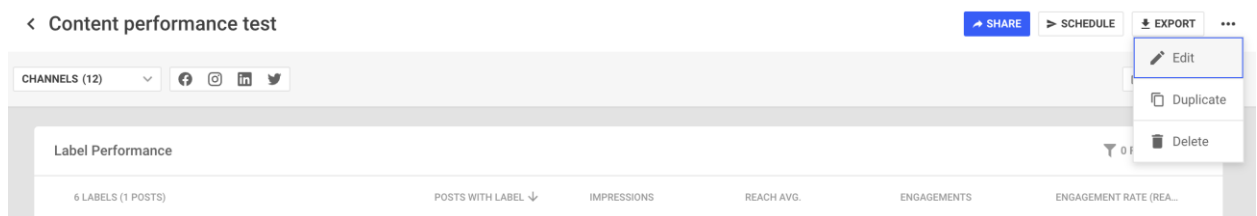
## Filtering in Content and Label Performance Widgets

Get a better understanding of your performance by narrowing down the posts to display in your Content or Label Performance widget. Using the available filtering options, you can choose to include or exclude posts based on their labels, media type, promotion status, visibility, placement, and ad account. This article will show you how to apply the different filtering options.

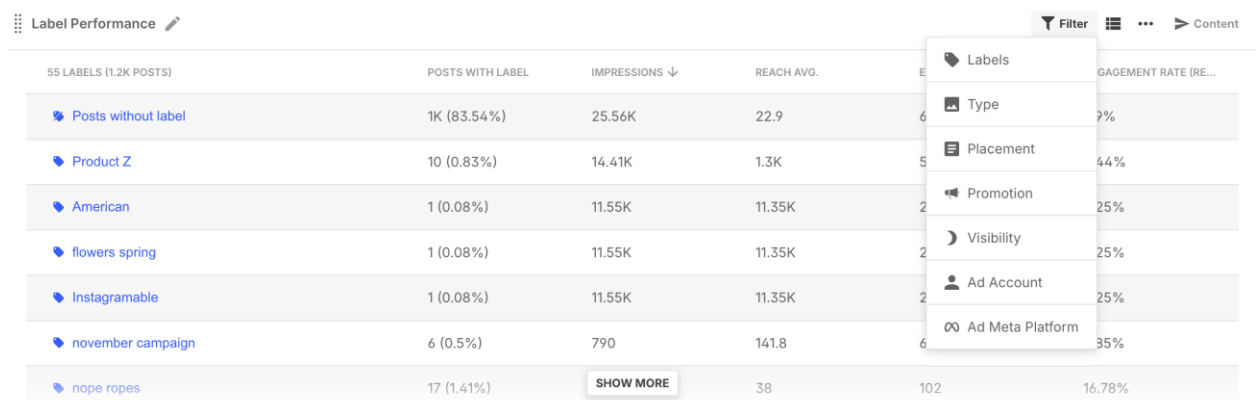
### Applying and removing content performance filters

To get started filtering your posts in a Content or Label Performance dashboard, please follow the steps below:

1. Visit any Content or Label Performance dashboard, or any dashboard containing a Content or Label Performance widget. Click the **ellipsis (three dots) icon** in the top-right corner, then click **Edit**.



2. Click **Filter** on the top right of a widget in the dashboard.



3. Choose from the filter options available.
4. Choose **+ Add New Filter** to add more filters if applicable.
5. Click **Save Changes**.

At any time, you can choose to add more filters or remove filters by following the steps below:

1. Visit your dashboard.
2. Select **Filter** on the top right of the widget.
3. Choose either **+ Add New Filter** or **Remove this filter** as shown below.
4. Click **Save Changes**.

Configure filters

Widget filters allow you to narrow down data and get more relevant insights.

**Timeline visibility**

Facebook posts can be dark or visible on the timeline (page). Filter which once you want to see in your content performance widget.

Show **DARK** posts

☐ Include dark posts with no reach <sup>e</sup>

**Post type**

Choose one or multiple post types to be shown in the widget.

Show **IMAGE(S)** posts

+ ADD NEW FILTER

CANCEL

SAVE CHANGES

Remove this filter

Please see below for more information on the different filter options available.

## Labels filter

If you have [applied labels to your posts](#), you can use the Labels filter to view posts which have had any labels applied, posts which match only certain labels, or posts which are unlabeled. You can choose from the options listed below:

### Containing:

Containing any of (specified labels)

After choosing one or more labels, posts that match any of the chosen labels will be displayed.

### **Containing all of (specified labels)**

After choosing one or more labels, posts containing all of the chosen labels will be displayed.

With any label

Posts which have had any labels applied will be displayed.

Without label

Only unlabeled posts will be displayed.

Excluding:

Exclude posts with any of (specified labels)

All posts containing at least one of the selected labels will be removed from the widget.

Exclude posts with all of (specified labels)

All posts containing all of the labels selected will be removed from the widget.

Note:

If you have selected the **Without label** option, the Excluding option will be disabled.

Update your filters

×

Get more relevant insights using these filters to narrow down your data.

Content label

×

Show or hide posts containing certain labels.

CONTAINING ANY OF

Search label's name

EXCLUDING ANY OF

Search label's name

+ ADD NEW FILTER

CANCEL

SAVE CHANGES

## Type filter

Choosing the Type filter allows you to choose which types of posts you'd like to include in your widget. You can select one or more options from the list below:

### Image(s)

Posts that contain images (e.g. single image, multiple image, Instagram carousel, and album posts).

### Video

Posts containing videos (e.g. video posts or Instagram reel posts).

### Link

Text posts with any link attachments. Posts with a link in the text but no link attachment will not be included. If image/video posts contain links, they will still be classified as image and video posts respectively.

## Text

Posts that contain text only. Posts with any media or link attachments will not be included.

## Poll

LinkedIn and X (Twitter) poll posts. The widget will display a thumbnail for the poll post along with the message of the post or question of the poll.

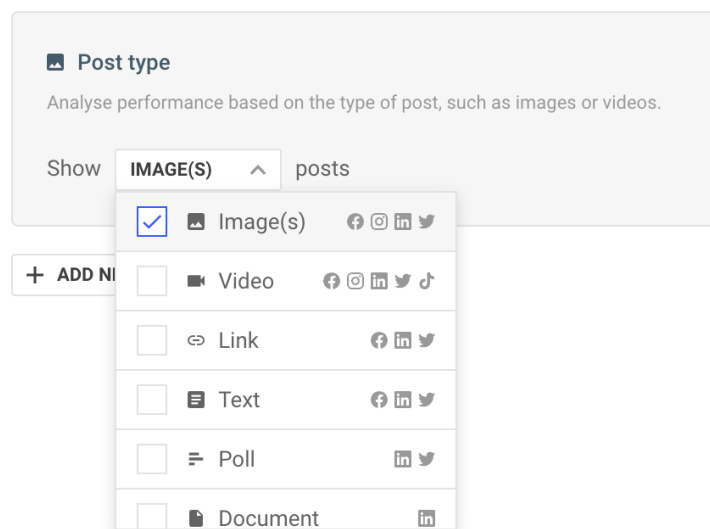
## Document

LinkedIn document posts. The widget will display a thumbnail for the document post along with the message of the post or the title of the document.

Update your filters

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Get more relevant insights using these filters to narrow down your data.



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## Promotion status filter

Using the Promotion Status filter, you can choose between **Promoted** and **Not Promoted** to include or exclude posts which have received paid impressions.

Note:

Currently the Promoted filter is only available for Facebook, Instagram, X (Twitter), TikTok, and YouTube content. Choosing **Not Promoted** will exclude promoted posts from these

networks, but both promoted and organic content from other networks will still be included.

Update your filters



Get more relevant insights using these filters to narrow down your data.

Promotion status

Show or hide promoted posts. Promoted posts are paid for and will have more visibility than organic content.

Show 

PROMOTED ^

 posts

☒ Promoted

☐ Not promoted

+ ADD NEW

## Post visibility filter

Choosing the Post Visibility filter allows you to view only Facebook and Instagram posts which are either dark, or else visible on your page's timeline.

By default, dark posts with no reach will be excluded from your Content Performance widget. Using the **Dark Visibility filter**, you can choose to include those without reach.

Note:

Currently, this filter is only applicable to Facebook and Instagram content.

Choosing **Timeline** will include timeline posts from Facebook and Instagram along with all posts from other networks. Choosing **Dark** will only include Facebook and Instagram dark posts. Choosing **No exposure** will include posts where all metrics are 0 (usually unpublished, duplicate, or too recent) that may affect totals and averages.

☾ Visibility

Filter by dark or timeline posts as well as by exposure.

Show

TIMELINE & DARK ^

posts

☒ Timeline (page)  
Published on page timeline, visible to followers and visitors

☒ Dark  
Hidden from the timeline, typically paid

☐ No exposure  
All metrics are 0, usually unpublished, duplicate or too recent (may affect totals & averages)

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## Placement filter

With the Placement filter, you can narrow down your content to include only Timeline (page) posts, Instagram Stories, Instagram Reels, or YouTube Shorts.

Get more relevant insights using these filters to narrow down your data.

Placement



✕


Filter content to include Instagram Stories, IGTV posts, and/or Timeline (page) posts from all networks.  


Show 


TIMELINE (PAGE) ^

 posts

☒ Timeline (page)  

☐ Story 

☐ Reels 

☐ Short 

+ ADD NEW

CANCEL

SAVE CHANGES

### Note:

Due to API restrictions, Facebook Stories cannot be included in Measure dashboards. Choosing **Story** when adding a Placement filter will only display Instagram stories.

### Ad account filter

Applying the Ad Account filter allows you to filter your widgets by Facebook promoted posts associated with a specific Facebook ad account you have connected to Advertise. When



you apply the filter, you will have the option to search for your connected ad account.

Update your filters



Get more relevant insights using these filters to narrow down your data.

**Ad Account**

Filter for Facebook promoted posts from any of the specified Ad Accounts. The metrics shown will also be limited to the selected Ad Accounts!

Search Ad Account name

+ ADD NEW FILTER

## Meta ad platform filter

With the Meta ad platform filter, you can analyze the performance of your paid activity in any of the platforms used when placing ads in Meta. These platforms are:

- Facebook
- Instagram
- Messenger
- Audience network

**Ad Meta Platform**

Filter for paid ad platforms from any of the specified Meta ad platforms.  
The paid metrics shown will also be limited to the selected Meta platforms.

FACEBOOK AND INSTAGRAM


+ ☒ Facebook




☒ Instagram











☐ Messenger

☐ Audience network

When a Meta ad platform or platforms are selected, the widget will return the list of posts placed in the selected platform(s) with only the paid metrics associated with them.

Meta IG Ads and Boosted (Ads Manager) 

1 Filters   


DATE ↓	POSTS		SPENT	PAID IMPRESSION	PAID ENGAGEMENT	COST PER ENGAGEMENT	PAID LINK CLICKS	TOTAL CONVERSIONS
	60		\$54,44	3,31M	13,1K	\$0	1,96K	N/A
9 Apr 11:41		Merlin Falcon name Promoted +   100334455	\$2,11	90,17K	12	\$0,18	-	-
26 Mar 9:03		The trio is back! Try it out now! Merlin Falcon name Promoted +   100334455	\$0,34	20	8	\$0,04	-	-
21 Mar 7:19		Cats love being pet... but not for too long! Stamat's cat cafe Promoted +  	\$1,83	227	133	\$0,01	-	-
6 Mar		Fully immerse yourself in the experienc...						

SHOW MORE


**Promoted with**


Advertise team USD (USD)

**On platforms**

 Instagram

\* Data from these networks have been filtered out:

 Facebook



 Messenger

Meta IG Ads and

DATE ↓ POSTS

60

9 Apr 11:41

Promoted \*   100334455

Note:

For the Meta ad platform filter to be enabled, you must meet the following requirements:

- Have a Meta ad account connected in Social Media Management
- Be an admin of that ad account
- Have a paid metric selected on the widget

The Meta ad platform filter will only apply to the [paid Facebook content metrics](#) available in Measure.

PAID

NON PAID

ANY POST TYPE ▾

Q

Search for content metrics

Engagements

Distribution

Video views

Paid conversions

Cost

Engagements

☐ Paid reactions

☐ Paid comments

☐ Paid shares

☐ Paid clicks

☐ Paid link clicks

☐ Paid outbound clicks

☐ Paid photo view

☐ Paid messaging replies

☐ Paid blocked messaging conversations

☐ Paid engagements

Selected metrics 6/6

Drag the metrics to reorder them.

i

You have reached the maximum number of metrics for this widget.

Impressions

TOTAL ▾

×

Reactions

TOTAL ▾

×

Engagements

TOTAL ▾

×

Reach

AVERAGE ▾

×

Video views

TOTAL ▾

×

Engagement rate

TOTAL ▾

×