Exporting Measure Dashboards

You can download your Measure performance metrics as a CSV from inside Social Media Management, or to a PDF by using your browser's native "Save as PDF" functionality. These exports can be shared with third-party stakeholders that do not have access to Social Media Management. In addition, your CSV exports can function as the basis for further number crunching in your spreadsheet software of choice.

Tip:

Reporting on your labels can be done in any number of ways through our CSV exports. Each export includes all your labels per post. See our section in this article for a few advanced tips on labels reporting in Excel.

Exporting your dashboard as a CSV

The option to export to a CSV is available in all the dashboards you've created in Social Media Management. You can either simply export your dashboard as is, or you can create a custom export with certain metrics added or removed.

Each CSV export will download in your browser as a ZIP file. Within the ZIP file, you will find a separate CSV for each widget in your dashboard. After extraction, the CSV files can be opened in any spreadsheet software, such as Microsoft Excel or Numbers on Mac.

Tip:

In CSV exports, you can add up to 40 metrics per widget in your dashboard.

Note:

Microsoft Excel will not always display special characters correctly. If your CSV file contains special characters, we recommend to open it in Excel through the Import menu found under **File > Import**. During the import process, you can set the character set to "Unicode (UTF-8)," which will display the special characters correctly.

Mac Numbers and LibreOffice will handle special characters correctly by default. However, files opened in these two software packages will contain a first row with an Excel-specific command called "sep=". This first row can be deleted without issue.

Exporting your entire dashboard as a CSV

Exporting an entire dashboard to CSV can be done with the following instructions:

1. Open your dashboard in View mode.

2. Click the **Export icon** in the top right and choose **Export dashboard as CSV** from the dropdown menu.

3. Social Media Management will compile your CSV file in the background. This may take several minutes for dashboards with a lot of data. You can continue using Social Media Management in the meantime. Once your file is ready, it will start the download automatically.

Creating a custom CSV export

Through a custom export, you can add extra metrics to any of your widgets, or remove widgets that you don't need in your CSV export. The effects are only applied to your CSV export file and will not be reflected in your dashboard itself. Here's how you can customize the export:

1. Open your dashboard in View mode.

2. Click the **Export icon** in the top right and choose **Customized export** from the drop-down menu.

3. You will see an overview of all widgets in your Dashboard. Uncheck any of the checkboxes to the left of each widget to exclude them from your export. Hover over any widget card and click the **+ icon** on the right side to add metrics to that widget.

4. Once you're done with customizing your export, click **Export to CSV**.

5. Social Media Management will compile your CSV file in the background. This may take several minutes for dashboards with a lot of data. You can continue using Social Media Management in the meantime. Once your file is ready, it will start the download automatically.

Tips for labels analysis through Excel

If you've exported your dashboard as a CSV file and would like to run a series of common analyses on your labels, we've got a few examples of what you can achieve with a series of relatively simple Excel formulas.

To add the name of a unique value, such as your label names, to the top of a column, you can follow these steps in Excel:

1. Add a new row at the top of your excel file.

2. Select the cell at the top of your first label column, in the row you just created.

3. Set the cell value to the following: =UNIQUE(O3:O), where O is the column your cell is in, and 3 is the row number for right below your column names. Press **Enter**.

4. Copy the cell from step 3 to all cells at the top of any label column.

5. Your columns are now named after the label in the column.

6. Optional: You can hide the first row to which the formula from step three was added by right clicking on the row number at the far left, and choosing **Hide row** from the context menu.

If you would like to report on the number of times a certain label has been used, you can follow these steps in Excel:

1. Add a new row under your column names row.

2. Select the cell at the top of your first label column, in the row you just created.

3. Set the cell value to the following: =COUNTIF(O3:O; "*"), where O is the column your cell is in, and 3 is the row number right below your current cell. Press **Enter**.

4. Copy the cell from step 3 to all cells at the top of any label column.

5. At the top of your columns you can now see the total number of times the label in that column was used.

6. Optional: You can sort your columns from most used to least used by selecting all cells of all label columns, and choosing **Sort** under the **Data tab**. Set sorting from Left to right under the Settings, and choose to sort **Largest to Smallest** for the row in which your total label numbers are displayed.

To add all labels together in one cell, separated by commas, you can follow these steps in Excel:

1. Add a new column to your Excel file, to the right of the N column.

2. Select the cell in the new column that is in the row of the first post in your report.

3. Set the cell value to the following: =TEXTJOIN(",",TRUE,P4:$4), where P is the column immediately right to your current cell, and 4 is your current row. Press **Enter**.

4. Copy the cell from step three to all cells in the same column.

5. All labels are now added together per post, separated by commas, in the cells you added the formula from step three to.

Exporting dashboards as a PDF

Apart from CSV exports, your dashboards can also be exported in the more visually pleasing PDF format.

Tip:

For Content Performance widgets, you can increase the height of the widget to its maximum height to include more posts in the widget when you export your PDF. At maximum height, the widget can display 52 posts in Card view (with 6 metrics selected) and 90 posts in Table view.

1. Open the dashboard that you want to export.

2. From the top right, click **Export Dashboard**.
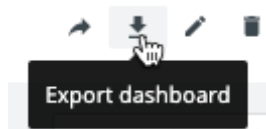
3. Click **Export as PDF**.
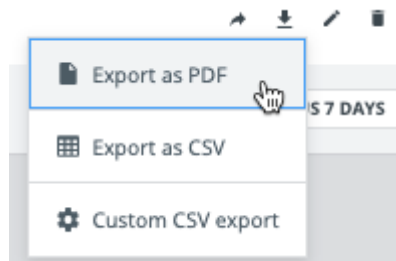
4. Adjust the export settings as described per browser, below in this article.

5. Click **Save/Print**.

Chrome

These are the recommended printing options for Chrome. Some of the settings can be found under **More settings**. We recommend keeping all default settings except for:

Destination

Save as PDF

Layout

Landscape

Paper size

A4

Headers and footers

Uncheck

For a portrait PDF, take the recommended settings but change the Layout option to Portrait and set the Scale to 80.

Firefox

These are the recommended printing options for Firefox. Some of the settings can be found under **Show details**. We recommend keeping all default settings except for:

Orientation

Landscape

Page Headers

Blank

Page Footers

Blank

Bottom left dropdown menu

Save as PDF

For a portrait PDF, take the recommended settings but change the Orientation option to Portrait.

Safari

These are the recommended printing options for Safari. Some of the settings can be found under **Show details**. We recommend keeping all default settings except for:

Paper size

A4

Orientation

Landscape

Print headers and footers

Uncheck

Bottom left dropdown menu

PDF

For a portrait PDF, take the recommended settings but change the Paper Size option to A3.

Edge

These are the recommended printing options for Edge. Some of the settings can be found under **More settings**. We recommend keeping all default settings except for:

Printer

Save as PDF

Layout

Landscape

For a portrait PDF, take the recommended settings but change the Layout option to Portrait and set the Scale to 75.