

Facebook Video Data Tool

A GUI application for non-programmers to easily retrieve, analyze, and export Facebook video data.

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Features

- **Simple Interface:** Easy-to-use GUI requiring no programming knowledge
- **Data Retrieval:** Fetch video metrics from any Facebook page
- **Data Visualization:** View and sort video data in a clean tabular format
- **Detailed Video Analysis:** See in-depth metrics for each video
- **Export Options:** Save data to CSV or Google Sheets
- **Persistent Settings:** Your configuration is saved between sessions

Installation Guide

Windows Installation

Method 1: Using the Windows Installer (Recommended)

1. Download the installer (`FBVideoDataTool_Setup.exe`) from the Releases page
2. Double-click the installer to start the installation process
3. Follow the on-screen instructions
4. Once installation is complete, you'll find the Facebook Video Data Tool in your Start Menu and on your Desktop

Method 2: Using the Python Installer Script If the Windows installer isn't available, you can use the Python installer script:

1. Make sure you have Python 3.7 or newer installed
 - If not, download and install it from python.org
 - During installation, check the option "Add Python to PATH"
2. Download `install.py` from the Releases page
3. Right-click on `install.py` and select "Open with Python"
4. The installer will automatically:
 - Install all necessary dependencies
 - Download the application
 - Create a desktop shortcut
5. Follow any on-screen instructions from the installer

Linux Installation

Method 1: Using the Debian Package (Ubuntu, Debian, Mint, etc.)

1. Download the `.deb` package from the Releases page

2. Install it using one of these methods:
 - Double-click the `.deb` file and follow the prompts in your package manager
 - Or open a terminal and run: `sudo dpkg -i facebook-video-data-tool_1.0.0_all.deb`
 - If you get dependency errors, run: `sudo apt-get install -f`
3. Once installed, you can find the application in your Applications menu

Method 2: Using the Python Installer Script For Linux distributions that don't use `.deb` packages:

1. Make sure you have Python 3.7 or newer installed
 - If not, install it using your distribution's package manager
 - For example, on Fedora: `sudo dnf install python3`
2. Open a terminal and run:

```
wget https://github.com/user/fbvideodata/releases/download/v1.0.0/install.py
chmod +x install.py
./install.py
```
3. The installer will automatically:
 - Install all necessary dependencies
 - Download the application
 - Create a desktop shortcut
4. Follow any on-screen instructions from the installer

Manual Installation (Advanced Users Only)

If all else fails, you can install the application manually:

1. Make sure Python 3.7 or newer and pip are installed
2. Download the source code from the Releases page
3. Extract the zip file
4. Open a terminal/command prompt in the extracted directory
5. Install the requirements:

```
pip install -r requirements.txt
```
6. Run the application:

```
python -m fbvideodata.main
```

User Guide

Getting Started

Before using the Facebook Video Data Tool, you need to set up access to Facebook's API:

1. Go to the Facebook Developer Portal at developers.facebook.com
2. Create a developer account if you don't have one
3. Create a new app or use an existing one
4. Navigate to the Graph API Explorer tool
5. Generate an access token with the following permissions:
 - `pages_read_engagement`
 - `pages_show_list`
 - `pages_read_user_content`
6. Copy the token for use in the application

Setup Tab

The Setup tab is where you configure your Facebook API connection:

1. **Facebook Page ID:** Enter the ID of the Facebook page you want to analyze
 - This can be the name in the URL (e.g., "cocacola") or the numeric ID
 - Click the "?" button for help finding your Page ID
2. **Access Token:** Enter the Facebook API access token you generated
 - You can toggle visibility with the "Show" button
 - For security, you can store the token in a file and load it using the "Load token from file" option
3. **Maximum Videos:** Set how many videos to retrieve (up to 1000)
4. **Google Sheets Configuration** (Optional):
 - If you want to export to Google Sheets, select your Google API credentials file
 - Click "Setup Google Credentials Help" for instructions on creating this file
5. **Test Connection:** Click this button to verify your Facebook API access before retrieving data

Data Tab

The Data tab displays video data and provides analysis:

1. **Fetch Video Data:** Click this button to retrieve videos from the Facebook page

- Data is displayed in a table with columns for title, date, views, comments, likes, and shares
 - You can sort by any column by clicking the column header
2. **Clear Data:** Removes all currently loaded data
 3. **Statistics:** Shows a summary of your video data at the bottom
 - Total videos, total views, average views, and total engagements
 4. **Video Details:** Double-click any video to open a detailed view with:
 - Basic information (title, ID, dates, metrics)
 - Full description
 - Engagement metrics
 - Raw data for advanced users
 - Link to open the video in your web browser

Export Tab

The Export tab allows you to save your data for external use:

1. **Export Format:** Choose between CSV file or Google Sheets
2. **CSV Options:**
 - Select an output directory for the CSV file
3. **Google Sheets Options:**
 - Enter a spreadsheet name (creates a new one or uses existing)
 - Enter a worksheet name within the spreadsheet
 - Note: This requires Google API credentials from the Setup tab
4. **Export Data:** Creates your export file
 - For CSV exports, you'll be asked if you want to open the containing folder
 - For Google Sheets, you'll see a dialog with a link to the sheet

Log Tab

The Log tab shows a record of all application activity:

1. **Log Entries:** Each action in the application is recorded with a timestamp
2. **Clear Log:** Removes all current log entries
3. **Save Log:** Saves the current log to a text file of your choice

Menu Options

The application menu provides additional functionality:

1. **File Menu:**
 - Exit: Close the application
2. **Help Menu:**
 - Check for Updates: Manually check if a new version is available
 - About: Shows version and copyright information

Tips for Best Results

1. **Use a Page Manager Token:** Access tokens generated as a page manager provide more data
2. **Limit Initial Requests:** Start with a small number of videos to test
3. **Save Tokens Securely:** Use the “Load token from file” option for better security
4. **Regular Updates:** Check for application updates regularly for new features
5. **Save Exports:** Export data regularly as Facebook’s API may change over time

Troubleshooting

Common Issues

1. **Connection Errors:**
 - Verify your access token hasn’t expired (they typically last 60 days)
 - Check your internet connection
 - Ensure the Page ID is correct
2. **No Videos Found:**
 - Confirm the page has public videos
 - Verify you have the correct permissions in your access token
 - Check if the page has restrictions on content access
3. **Google Sheets Export Fails:**
 - Verify your Google API credentials are correct
 - Ensure the service account has permission to create/edit sheets
 - Check that you have an internet connection
4. **Application Crashes:**
 - Check the log tab for error details
 - Ensure all dependencies are installed
 - Verify you’re using Python 3.7 or newer

Getting Help

If you encounter issues not covered in this guide:

1. Check the log for error messages
2. Visit the GitHub Issues page to see if others have reported similar problems
3. Open a new issue with details about your operating system, Python version, and the steps to reproduce the problem

Privacy & Security

- Your access tokens and credentials are stored locally on your computer
- No data is sent to any servers other than Facebook and Google APIs
- The application does not track usage or collect any analytics

Updates & Maintenance

- The application automatically checks for updates on startup
- You can manually check for updates through the Help menu
- New versions will be announced on the GitHub Releases page

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