

## Social Media Analysis Replication

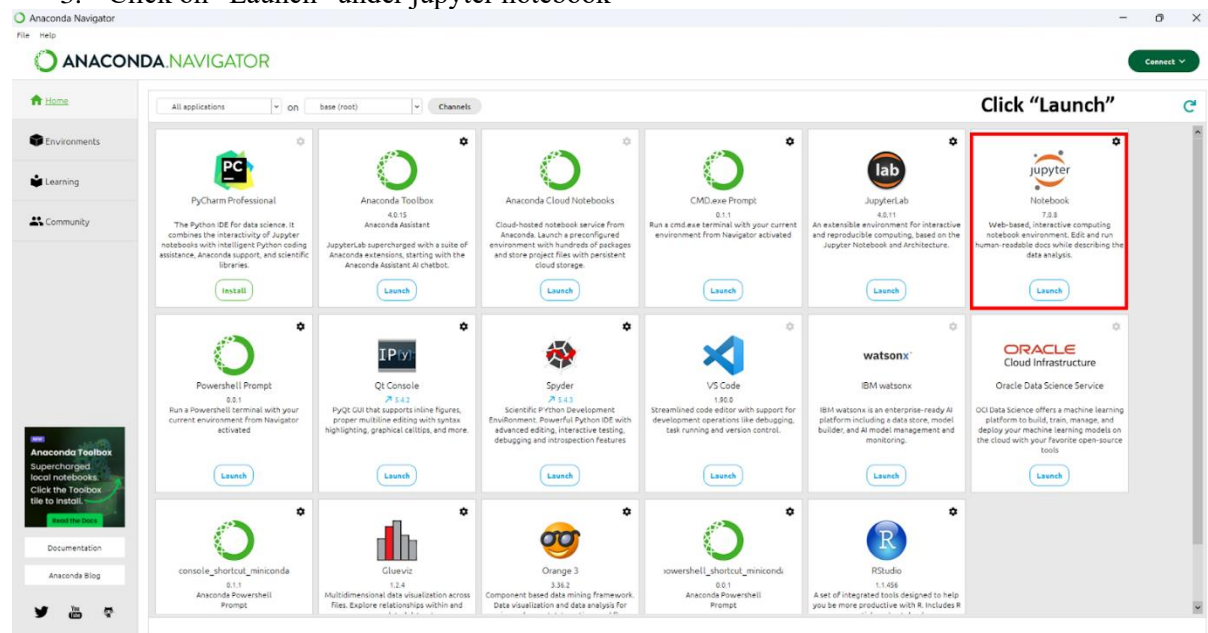
This section is on the steps to replicate the analysis on a quarterly or half-yearly basis. The steps recommended are entirely free and does not have an expiry period.

### Part 1A: Download Data

1. Go to [instagram.com](https://www.instagram.com) and sign-in. Click on the “More” button at the bottom left, followed by Settings.
2. Click “Account Center”
3. Click “Your information and permissions” followed by “Download your information”
4. Click “Download or transfer information”
5. Click the account which you want to download data from (e.g. ABC company)>All available information>Download to device
6. Select “All time” for “Date Range” and “JSON” for format>Create files
7. Click “Download your information”>Download
8. Find “audience\_insights.json”, “content\_interactions.json”, “followers\_1.json”, “following.json”, “liked\_posts.json”, “post\_comments\_1.json”, “posts.json”, “reels.json” and put it in your working folder.

### Part 1B: Setup Environment (Install required open-source/free software)

1. Install Anaconda on your computer (<https://docs.anaconda.com/free/anaconda/install/>)
2. Open Anaconda.Navigator on your computer
3. Click on “Launch” under jupyter notebook



4. Navigate to the folder where the following files should be available. **Do not rename any of the following as it will affect the code** unless you know how to do coding
  1. “Images” folder: these are where the graphs and maps will be saved to
  2. “social\_media\_analysis.ipynb” files (download from <https://github.com/jamestansongen/ProtocolTitanoboa/tree/main/2SocialConsultancySocialMediaAnalysis>) to run the code.
  3. “audience\_insights.json”, “content\_interactions.json”, “followers\_1.json”, “following.json”, “liked\_posts.json”, “post\_comments\_1.json”, “posts.json” and “reels.json”: these file will be used in conjunction with

“social\_media\_analysis.ipynb” (Refer to Part 1: Download Data if these data have not been downloaded yet”).

5. Your final working file should vaguely resemble the following image.

