

## **Facebook Data Extracted from Graph API - Reference Guide**

### ***Facebook Posts Data***

File name = "ZypFacebook\_Posts.csv"

Posts:

Field	Description
created_time	Date & time of facebook post
message	The actual post made to facebook
id	Identification number of the facebook
total_comments	Total count of comments made to the facebook post
total_likes	Total count of likes received by the facebook post
date	Date of facebook post (extracted from created_time)
time	Time of facebook post (extracted from created_time)
post	The first 20 characters of the actual facebook post (extracted from message)

Page Post Engagements:

Metric	Description
post_engaged_users	<i>Lifetime Engaged Users</i>  Lifetime: The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. (Unique Users)
post_negative_feedback	<i>Lifetime Negative Feedback</i>  Lifetime: The number of times people have given negative feedback to your post. (Total Count)
post_negative_feedback_unique	<i>Lifetime Negative Feedback from Users</i>  Lifetime: The number of people who have given

	negative feedback to your post. (Unique Users)
post_engaged_fan	<p><i>Lifetime People who have liked your Page and engaged with your post</i></p> <p>Lifetime: The number of people who have liked your Page and clicked anywhere in your posts. (Unique Users)</p>
post_clicks	<p><i>Lifetime Matched Audience Targeting Consumptions on Post</i></p> <p>Lifetime: The number of clicks anywhere in your post on News Feed from the user that matched the audience targeting on it. (Total Count)</p>
post_clicks_unique	<p><i>Lifetime Matched Audience Targeting Consumers on Post</i></p> <p>Lifetime: The number of people who matched the audience targeting that clicked anywhere in your post on News Feed. (Unique Users)</p>
post_clicks_by_type - other clicks post_clicks_by_type - photo view post_clicks_by_type - link clicks	<p><i>Lifetime Matched Audience Targeting Consumptions by Type</i></p> <p>Consumption Type: other clicks, photo view, link clicks</p> <p>Lifetime: The number of clicks anywhere in the post on News Feed from users that matched the audience targeting on the post, by type. (Total Count)</p>
post_clicks_by_type_unique - other clicks post_clicks_by_type_unique - photo view post_clicks_by_type_unique - link clicks	<p><i>Lifetime Post Audience Targeting Unique Consumptions by Type</i></p> <p>Consumption Type: other clicks, photo view, link clicks</p> <p>Lifetime: The number of people who matched the audience targeting on the post that clicked anywhere in the post on News Feed, by type. (Unique Users)</p>
post_activity_by_action_type - share post_activity_by_action_type - like post_activity_by_action_type - comment	<p><i>Lifetime Post Stories by action type</i></p> <p>Action Type: share, like, comment</p> <p>Lifetime: The number of stories created about your Page post, by action type. (Total Count)</p>

Page Post Impressions:

Metric	Description
post_impressions	<p><i>Lifetime Post Total Impressions</i></p> <p>Lifetime: The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more. (Total Count)</p>
post_impressions_unique	<p><i>Lifetime Post Total Reach</i></p> <p>Lifetime: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)</p>
post_impressions_paid	<p><i>Lifetime Post Paid Impressions</i></p> <p>Lifetime: The number of times your Page's post entered a person's screen through paid distribution such as an ad. (Total Count)</p>
post_impressions_paid_unique	<p><i>Lifetime Post Paid Reach</i></p> <p>Lifetime: The number of people who had your Page's post enter their screen through paid distribution such as an ad. (Unique Users)</p>
post_impressions_fan	<p><i>Lifetime Post Impressions by people who have liked your Page</i></p> <p>Lifetime: The number of impressions of your Page post to people who have liked your Page. (Total Count)</p>
post_impressions_fan_unique	<p><i>Lifetime Post reach by people who like your Page</i></p> <p>Lifetime: The number of people who saw your Page post because they've liked your Page (Unique Users)</p>
post_impressions_fan_paid	<p><i>Lifetime Post Paid Impressions by people who have liked your Page</i></p> <p>Lifetime: The number of paid impressions of your Page post to people who have liked your Page. (Total Count)</p>
post_impressions_fan_paid_unique	<p><i>Lifetime Paid reach of a post by people who like your Page</i></p> <p>Lifetime: The number of people who like your Page and who saw your Page post in an ad or sponsored story. (Unique Users)</p>

post_impressions_organic	<p><i>Lifetime Post Organic Impressions</i></p> <p>Lifetime: The number of times your Page's posts entered a person's screen through unpaid distribution. (Total Count)</p>
post_impressions_organic_unique	<p><i>Lifetime Post organic reach</i></p> <p>Lifetime: The number of people who had your Page's post enter their screen through unpaid distribution. (Unique Users)</p>
post_impressions_viral	<p><i>Lifetime Post Viral Impressions</i></p> <p>Lifetime: The number of times your Page's post entered a person's screen with social information attached. Social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Total Count)</p>
post_impressions_viral_unique	<p><i>Lifetime Post viral reach</i></p> <p>Lifetime: The number of people who had your Page's post enter their screen with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Unique Users)</p>
post_impressions_nonviral	<p><i>Lifetime Post Nonviral Impressions</i></p> <p>Lifetime: The number of times your Page's post entered a person's screen. This does not include content created about your Page with social information attached. Social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Total Count)</p>
post_impressions_nonviral_unique	<p><i>Lifetime Post Nonviral Reach</i></p> <p>Lifetime: The number of people who had your Page's post enter their screen. This does not include content created about your Page with social information attached. As a form of organic distribution, social information displays</p>

	when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Unique Users)
post_impressions_by_story_type	<i>Lifetime Post Viral Impressions by story type</i>  Lifetime: The number of times people saw this post via stories published by their friends. (Total Count)
post_impressions_by_story_type_unique	<i>Lifetime Post viral reach by story type</i>  Lifetime: The number of people who saw your Page post in a story from a friend, by story type. (Unique Users)

Page Post Reactions:

Metric	Description
post_reactions_like_total	<i>Lifetime Total Like Reactions of a post</i>  Lifetime: Total like reactions of a post.
post_reactions_love_total	<i>Lifetime Total Love Reactions of a post</i>  Lifetime: Total love reactions of a post.
post_reactions_wow_total	<i>Lifetime Total wow Reactions of a post</i>  Lifetime: Total wow Reactions of a post.
post_reactions_haha_total	<i>Lifetime Total haha Reactions of a post</i>  Lifetime: Total haha reactions of a post.
post_reactions_sorry_total	<i>Lifetime Total sad Reactions of a post</i>  Lifetime: Total sad reactions of a post.
post_reactions_anger_total	<i>Lifetime Total anger Reactions of a post</i>  Lifetime: Total anger reactions of a post.

**Facebook Insights Data**

File name = "ZypFacebook\_Insights1.csv"

Period = Day

Metric	Description
end_time	Date
page_engaged_users	<p><i>Daily Page Engaged Users</i></p> <p>Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)</p>
page_post_engagements	<p><i>Daily Post Engagements</i></p> <p>Daily: The number of times people have engaged with your posts through like, comments and shares and more.</p>
page_consumptions	<p><i>Daily Page Consumptions</i></p> <p>Daily: The number of clicks on any of your content. Stories generated without clicks on page content (e.g., liking the page in Timeline) are not included. (Total Count)</p>
page_consumptions_unique	<p><i>Daily Total Consumers</i></p> <p>Daily: The number of people who clicked on any of your content. Stories that are created without clicking on Page content (ex, liking the Page from timeline) are not included. (Unique Users)</p>
page_impressions	<p><i>Daily Total Impressions</i></p> <p>Daily: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, stories, ads, as well other content or information on your Page. (Total Count)</p>
page_impressions_unique	<p><i>Daily Total Reach</i></p> <p>Daily: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)</p>
page_posts_impressions	<p><i>Daily Total Impressions of your posts</i></p> <p>Daily: The number of times your Page's posts entered a person's screen. Posts include statuses, photos, links, videos and more. (Total Count)</p>
page_posts_impressions_unique	<p><i>Daily Reach Of Page Posts</i></p> <p>Daily: The number of people who had any of your Page's posts enter their screen. Posts include</p>

	statuses, photos, links, videos and more. (Unique Users)
page_fan_adds	<i>Daily New Likes</i> Daily: The number of new people who have liked your Page (Total Count)
page_fan_adds_unique	<i>Daily New Likes Unique</i> Daily: The number of new people who have liked your Page (Unique Users)
page_fan_removes	<i>Daily Unlikes</i> Daily: The number of Unlikes of your Page (Total Count)
page_fan_removes_unique	<i>Daily Unlikes Unique</i> Daily: The number of Unlikes of your Page (Unique Users)
page_views_total	<i>Daily Total views count per Page</i> Daily: Total views count per Page
page_views_logged_in_total	<i>Daily Total logged-in views count per Page</i> Daily: Total logged-in views count per Page
page_views_logged_in_unique	<i>Daily Total logged-in views count per Page</i> Daily: Total logged-in views count per Page (Unique Users)

Filename = "ZypFacebook\_Insights2.csv"

Period = Day

Metric	Description
end_time	Date
page_fans_online_per_day	<i>Daily liked and Online by Day</i> Daily: The number of people who liked your Page and who were online on the specified day. (Unique Users)

Filename = "ZypFacebook\_Insights3.csv"

Period = Day

Metric	Description
end_time	Date
page_fans	<i>Lifetime Total Likes</i>  Lifetime: The total number of people who have liked your Page. (Unique Users)

### **Facebook Audience Data**

Filename = "ZypFacebook\_Audience-Age&Gender1.csv"

Period = Day

Metric	Description
end_time	Date
page_fans_gender_age  [Gender abbreviation].[Age interval] E.g. F.13-17 (Female aged 13 to 17) <ul style="list-style-type: none"> <li>• F = Female</li> <li>• M = Male</li> <li>• U = Unknown</li> </ul>	<i>Lifetime Likes by Gender and Age</i>  Lifetime: Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. (Unique Users)

Filename = "ZypFacebook\_Audience-Age&Gender2.csv"

Period = Day

Metric	Description
end_time	Date
page_impressions_by_age_gender_unique  [Gender abbreviation].[Age interval] => E.g. F.13-17 (Female aged 13 to 17) <ul style="list-style-type: none"> <li>• F = Female</li> <li>• M = Male</li> <li>• U = Unknown</li> </ul>	<i>Daily Reach Demographics</i>  Daily: Total Page Reach by age and gender. (Unique Users)

Filename = "ZypFacebook\_Audience-CanadianCity1.csv"

Period = Day

Metric	Description
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end_time	Date
page_fans_city  City name, Province abbreviation, Country => E.g. Calgary, AB, Canada	<i>Lifetime Likes by City</i>  Lifetime: Aggregated Facebook location data, sorted by city (top 50), about the people who like your Page. (Unique Users)

Filename = "ZypFacebook\_Audience-CanadianCity2.csv"

Period = Day

Column name	Description
end_time	Date
page_impressions_by_city_unique  City name, Province abbreviation, Country => E.g. Calgary, AB, Canada	<i>Daily Reach by City</i>  Daily: Total Page Reach by user city. (Unique Users)

Filename = "ZypFacebook\_Audience-Country1.csv"

Period = Day

Metric	Description
end_time	Date
page_fans_country  Country name => E.g. South Africa	<i>Lifetime Likes by Country</i>  Lifetime: Aggregated Facebook location data, sorted by country (top 50), about the people who like your Page. (Unique Users)

Filename = "ZypFacebook\_Audience-Country2.csv"

Period = Day

Metric	Description
end_time	Date
page_impressions_by_country_unique  Country name => E.g. South Africa	<i>Daily Reach by Country</i>  Daily: Total Page Reach by user country. (Unique Users)

Filename = "ZypFacebook\_Audience-TimeOfDay.csv"

Period = Day

Column name	Description
end_time	Date
page_fans_online	<i>Daily Liked and Online</i>
Time range in the 24 hour format => E.g. 14:00 - 15:00	Daily: The number of people who liked your Page and when they are online in PST/PDT (Unique Users)

#### References

<https://developers.facebook.com/docs/graph-api/reference/v11.0/insights>