

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

### ***Instagram Posts Data***

Filename = "ZyplInstagram\_Posts.csv"

Field	Description
timestamp	Timestamp of the instagram post
id	Instagram post identification number
caption	The actual post made to instagram
media_url	Link to the actual instagram post
comments_count	Total count of comments received by the instagram post
like_count	The number of likes the instagram post has received
media_product_type	The product type of the instagram post
media_type	The type of post which can be either an image, video, or carousal album
datetime	Date & time the instagram post (extracted from timestamp)
date	Date of the instagram post (extracted from timestamp)
time	Time of the instagram post (extracted from timestamp)
shortened_caption	The first 20 characters of the actual instagram post (extracted from caption)

### ***Instagram Insights Data***

Filename = "ZyplInstagram\_Insights1.csv"

Period = Day

Metric	Description
end_time	Date
impressions	<i>Impressions</i>  Total number of times the Business Account's media objects have been viewed
reach	<i>Reach</i>  Total number of times the Business Account's media objects

	have been uniquely viewed
email_contacts	<i>Email Contacts</i> Total number of taps on the email link in this profile
phone_call_clicks	<i>Phone Call Clicks</i> Total number of taps on the call link in this profile
text_message_clicks	<i>Text Message Clicks</i> Total number of taps on the text message link in this profile
get_directions_clicks	<i>Get Directions Clicks</i> Total number of taps on the directions link in this profile
website_clicks	<i>Website Clicks</i> Total number of taps on the website link in this profile
profile_views	<i>Profile Views</i> Total number of users who have viewed the Business Account's profile within the specified period

Filename = "ZyplInstagram\_Insights2.csv"

Period = Day

Metric	Description
end_time	Date
follower_count	<i>Follower Count</i> Total number of unique accounts following this profile

### ***Instagram Audience Data***

Filename = "ZyplInstagram\_Audience-Age&Gender.csv"

Period = Lifetime

Metric	Description
end_time	Date
year	The year the data was extracted (extracted from end_time)

week	The week in the year the data was extracted (extracted from end_time)
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>Gender and Age</i>  The gender and age distribution of this profile's followers

Filename = "ZyplInstagram\_Audience-CanadianCity.csv"

Period = Lifetime

Metric	Description
end_time	Date
year	The year the data was extracted (extracted from end_time)
week	The week in the year the data was extracted (extracted from end_time)
audience_city  City name, Province => E.g. Calgary, Alberta	<i>Audience City</i>  The cities of this profile's followers

Filename = "ZyplInstagram\_Audience-Country.csv"

Period = Lifetime

Metric	Description
end_time	Date
year	The year the data was extracted (extracted from end_time)
week	The week in the year the data was extracted (extracted from end_time)
audience_country  Country name => E.g. South Africa	<i>Audience Country</i>  The countries of this profile's followers

Filename = "ZyplInstagram\_Audience-TimeOfDay.csv"

Period = Lifetime

Metric	Description
end_time	Date
year	The year the data was extracted (extracted from end_time)
week	The week in the year the data was extracted (extracted from end_time)
online_followers	<i>Online Followers</i>
Time range in the 24 hour format => E.g. 14:00 - 15:00	Total number of this profile's followers that were online during the specified period

#### References

<https://developers.facebook.com/docs/instagram-api/reference/ig-media/insights/>