Instagram Data Extracted from Graph API - Reference Guide

Instagram Posts Data

Filename = “ZypInstagram_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 likes 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	Date 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 = “ZypInstagram_Insights1.csv”

Period = Day

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

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

Filename = “ZypInstagram_Insights2.csv”

Period = Day

Metric	Description
end_time	Date
follower_count	*Follower Count* Total number of unique accounts following this profile

Instagram Audience Data

Filename = “ZypInstagram_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) ● F = Female ● M = Male ● U = Unknown	*Gender and Age* The gender and age distribution of this profile's followers

Filename = “ZypInstagram_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	*Audience City* The cities of this profile's followers

Filename = “ZypInstagram_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	*Audience Country* The countries of this profile's followers

Filename = “ZypInstagram_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 Time range in the 24 hour format => E.g. 14:00 - 15:00	*Online Followers* 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/