**Social Media Analytics Lab**

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**Lab 4. Retriving the page's feed and measuring engagement using Facebook Graph API**

**Log in to your Facebook account and go to**[**https://developers.facebook.com/tools/explorer/**](https://developers.facebook.com/tools/explorer/)**to obtain the ACCESS\_TOKEN and access the graph API**

import facebook

import requests

ACCESS\_TOKEN=" "

graph = facebook.GraphAPI(access\_token= ACCESS\_TOKEN, version="2.12")

#### Create a facebook page and find the fans associated with it

page\_id= ""

graph.get\_object(id=page\_id, fields=['fan\_count'])['fan\_count']

#### Retriving the page's feed

**## helper functions for retriving page feed**

def retrieve\_page\_feed(page\_id, n\_posts):

"""Retrieve the first n\_posts from a page's feed in reverse

chronological order."""

feed = graph.get\_connections(page\_id, 'posts')

posts = []

posts.extend(feed['data'])

while len(posts) < n\_posts:

try:

feed = requests.get(feed['paging']['next']).json()

posts.extend(feed['data'])

except KeyError:

# When there are no more posts in the feed, break

print('Reached end of feed.')

break

if len(posts) > n\_posts:

posts = posts[:n\_posts]

print('{} items retrieved from feed'.format(len(posts)))

return posts

**# helper function for returning the message content of a post**

def get\_post\_message(post):

try:

message = post['story']

except KeyError:

# Post may have 'message' instead of 'story'

pass

try:

message = post['message']

except KeyError:

# Post has neither

message = ''

return message.replace('\n', ' ')

id=""

for artist in [id]:

print()

feed = retrieve\_page\_feed(artist, 5)

for i, post in enumerate(feed):

message = get\_post\_message(post)[:50]

print('{0} - {1}...'.format(i+1, message))

#### Measure the response to a post in terms of likes, shares, and comments

def measure\_response(post\_id)

"""Returns the number of likes, shares, and comments on a

given post as a measure of user engagement."""

likes = graph.get\_object(id=post\_id,

fields=['likes.limit(0).summary(true)'])\

['likes']['summary']['total\_count']

return likes

post\_id="me"

likes = measure\_response(post\_id)

print(likes)