Facebook Post Metrics Fetcher - Code Explanation

This script fetches post engagement and insight metrics from a Facebook Page using the Meta Graph API.

1. Import Libraries

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import requests, json

- 'requests' is used to make HTTP API calls.

- 'json' is used to load the access token stored in a JSON file.

2. Load Access Token

The script reads a Page Access Token from 'tokens.json':

{

"facebook": {

"access_token": "YOUR_PAGE_ACCESS_TOKEN"

}

}

3. Fetch Post IDs

- Replace 'YOUR_PAGE_ID' with your actual Facebook Page ID.

- It fetches the latest 10 post IDs from the page.

4. Loop Through Posts

For each post:

- Post ID is printed.

- Engagement metrics are fetched: likes, comments, shares, reactions, page name.

- Insight metrics are fetched: total clicks, link clicks, photo views, video views.

5. Utility Functions

- get_metric(name): extracts metric like 'post_clicks' from insights.

- get_click_type(type): extracts specific click types like 'link clicks'.

6. Print Results

Prints all fetched metrics neatly for each post.

7. API Endpoints Used

- /{page_id}/posts?fields=id -> to get post IDs

- /{post_id}?fields=... -> to get engagement

- /{post_id}/insights?metric=... -> to get insight data

8. Notes

- Token must be a valid Page Access Token with proper permissions.

- This script fetches data for 10 latest posts by default.

- You can extend it to export data to CSV, fetch more posts, or include post text/time.