

DATA DICTIONARY

Column	Data type	Description
date	Date	The date and time the post was published.
post_id	Integer	The unique identifier of the post.
network	String	The social media network on which the post was published.
post_type	String	The type of post
content_type	String	The type of content in the post, such as text, image, video, or link.
profile	String	The name of the social media profile that published the post.
sent_by	String	The name of the person that published the post on behalf of the profile
link	String	The URL of the post, if it is a link post.
post	String	The text of the post.
linked_content	String	The URL of any linked content in the post.
impressions	Integer	The total number of times the post was seen by users.
organic_impressions	Integer	The number of times the post was seen by users who did not click on an ad.
viral_impressions	Integer	The number of times the post was seen through viral channels, such as being shared by other users.
non_viral_impressions	Integer	The number of times the post was seen through non-viral channels, such as being seen in a user's feed.
paid_impressions	Integer	The number of times the post was seen through paid advertising.
fan_impressions	Integer	The number of impressions that were seen by fans of the profile that published the post.
fan_organic_impressions	Integer	The number of organic impressions that were seen by fans of the profile that published the post.
fan_paid_impressions	Integer	The number of times the post was seen through paid advertising by fans of the profile that published the post.
non_fan_impressions	Integer	The number of impressions that were seen by users who are not fans of the profile that published the post.
non_fan_organic_impressions	Integer	The number of organic impressions that were seen by users who are not fans of the profile that published the post.
non_fan_paid_impressions	Integer	The number of times the post was seen through paid advertising by non fans of the profile that published the post.
reach	Integer	The number of unique users who saw the post.
organic_reach	Integer	The number of unique users who saw the post who did not click on an ad.
viral_reach	Integer	The number of unique users who saw the post because it was shared by other users.
non_viral_reach	Integer	The number of unique users who saw the post who did not see it because it was shared by other users.i.e on their feed.
paid_reach	Integer	The number of unique users who saw the post because they clicked on an ad.
fan_reach	Integer	The number of unique fans of the profile that published the post who saw the post.
fan_paid_reach	Integer	The number of unique fans of the profile that published the post who saw the post because they clicked on an ad.
potential_reach	Integer	The total number of people who could have seen the post, based on the profile's audience size.
engagement_rate_per_impression	Float	The percentage of people who saw the post who interacted with it in some way.
engagement_rate_per_reach	Float	The percentage of unique people who saw the post who interacted with it in some way.
engagements	Integer	The total number of interactions with the post, including likes, comments, shares, and saves.
reactions	Integer	The total number of reactions to the post, including likes, dislikes, love reactions, haha reactions, wow reactions, sad reactions, and angry reactions.
likes	Integer	The number of likes on the post.
dislikes	Integer	The number of dislikes on the post.
love_reactions	Integer	The number of love reactions on the post.
haha_reactions	Integer	The number of laugh reactions on the post.
wow_reactions	Integer	The number of wow reactions on the post.
sad_reactions	Integer	The number of sad reactions on the post.
angry_reactions	Integer	The number of angry reactions on the post.
comments	Integer	The number of comments on the post.
shares	Integer	The number of times the post was shared.
saves	Integer	The number of times the post was saved.
click_through_rate	Float	The percentage of people who clicked on a link in the post.
post_link_clicks	Integer	The number of times people clicked on a link in the post.
other_post_clicks	Integer	The number of times people clicked on other parts of the post, such as the image or the video.

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post_clicks_all	Integer	The total number of times people clicked on anything in the post.
post_media_clicks	Integer	The number of times people clicked on the image or video in the post.
post_hashtag_clicks	Integer	The number of times people clicked on a hashtag in the post.
post_detail_expand_clicks	Integer	The number of times people clicked to expand the post to see more details.
profile_clicks	Integer	The number of times people clicked on the profile that published the post.
post_photo_view_clicks	Integer	The number of times people clicked to view the full-size photo in the post.
post_video_play_clicks	Integer	The number of times people clicked to play the video in the post.
other_engagements	Integer	The number of engagements with the post that are not likes, comments, shares, or saves. This could include things like polls, surveys, and RSVPs.
answers	Integer	The number of times people answered a question in the post.
app_engagements	Integer	The number of times people interacted with the app in the post. This could include things like opening the app, making a purchase, or playing a game.
app_install_attempts	Integer	The number of times people tried to install the app in the post.
app_opens	Integer	The number of times people opened the app from the post.
follows_from_post	Integer	The number of people who started following the profile that published the post because of the post.
unfollows_from_post	Integer	The number of people who stopped following the profile that published the post because of the post.
negative_feedback	Integer	The number of times people gave the post negative feedback, such as reporting it or hiding it.
bit.ly_link_clicks	Integer	The number of times people clicked on a bit.ly link in the post.
engaged_users	Integer	The number of unique users who engaged with the post in some way.
engaged_fans	Integer	The number of unique fans of the profile that published the post who engaged with the post in some way.
users_talking_about_this	Integer	The number of unique users who mentioned the profile or the post in a different post.
unique_reactions	Integer	The number of unique users who reacted to the post.
unique_comments	Integer	The number of unique users who commented on the post.
unique_shares	Integer	The number of unique users who shared the post.
unique_answers	Integer	The number of unique users who answered a question in the post.
unique_post_clicks	Integer	The number of unique users who clicked on anything in the post.
unique_post_link_clicks	Integer	The number of unique users who clicked on a link in the post.
unique_post_photo_view_clicks	Integer	The number of unique users who clicked to view the full-size photo in the post.
unique_post_video_play_clicks	Integer	The number of unique users who clicked to play the video in the post.
unique_other_post_clicks	Integer	The number of unique users who clicked on other parts of the post, such as the image or the hashtag.
unique_negative_feedback	Integer	The number of unique users who gave the post negative feedback, such as reporting it or hiding it.
subscribers_gained_from_video	Integer	The number of unique users who subscribed to the channel that published the video because of the video.
annotation_clicks	Integer	The number of times people clicked on an annotation in the video.
card_clicks	Integer	The number of times people clicked on a card in the video.
video_views	Integer	The number of times the video was watched.
media_views	Integer	The number of times the video or image in the post was viewed.
organic_video_views	Integer	The number of times the video was watched organically, i.e. without being paid for.
paid_video_views	Integer	The number of times the video was watched because of a paid ad.
partial_video_views	Integer	The number of times the video was watched partially, i.e. not all the way through.
organic_partial_video_views	Integer	The number of times the video was watched partially organically, i.e. without being paid for.
paid_partial_video_views	Integer	The number of times the video was watched partially because of a paid ad.
full_video_views	Integer	The number of times the video was watched all the way through.
full_video_view_rate	Float	The percentage of people who watched the video all the way through.
follow_video_views	Integer	The number of times the video was watched by people who already follow the channel that published the video.
for_you_video_views	Integer	The number of times the video was seen on the "For You" page.
hashtag_video_views	Integer	The number of times the video was seen from a hashtag page.
business_account_video_views	Integer	The number of times the video was seen on a business account page.
sound_video_views	Integer	The number of times the video was seen from a sound page.

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unspecified_video_views	Integer	The number of times the video was seen from an unspecified source.
organic_full_video_views	Integer	The number of times the video was watched all the way through organically, i.e. without being paid for.
paid_full_video_views	Integer	The number of times the video was watched all the way through because of a paid ad.
autoplay_video_views	Integer	The number of times the video was played automatically.
click_to_play_video_views	Integer	The number of times the video was played when the user clicked on it.
sound_on_video_views	Integer	The number of times the video was watched with the sound on.
sound_off_video_views	Integer	The number of times the video was watched with the sound off.
10_second_video_views	Integer	The number of times the video was watched for at least 10 seconds.
organic_10_second_video_views	Integer	The number of times the video was watched for at least 10 seconds organically, i.e. without being paid for.
paid_10_second_video_views	Integer	The number of times the video was watched for at least 10 seconds because of a paid ad.
autoplay_10_second_video_views	Integer	The number of times the video was played automatically for at least 10 seconds.
click_to_play_10_second_video_views	Integer	The number of times the video was played when the user clicked on it and watched it for at least 10 seconds.
sound_on_10_second_video_views	Integer	The number of times the video was watched for at least 10 seconds with the sound on.
sound_off_10_second_video_views	Integer	The number of times the video was watched for at least 10 seconds with the sound off.
autoplay_partial_video_views	Integer	The number of times the video was played automatically and watched partially.
click_to_play_partial_video_views	Integer	The number of times the video was played when the user clicked on it and watched it partially.
autoplay_full_video_views	Integer	The number of times the video was played automatically and watched all the way through.
click_to_play_full_video_views	Integer	The number of times the video was played when the user clicked on it and watched it all the way through.
95%_video_views	Integer	The number of times the video was watched for at least 95% of its duration.
organic_95%_video_views	Integer	The number of times the video was watched for at least 95% of its duration organically, i.e. without being paid for.
paid_95%_video_views	Integer	The number of times the video was watched for at least 95% of its duration because of a paid ad.
video_length_seconds	Integer	The length of the video in seconds.
average_video_time_watched_seconds	Float	The average amount of time that people watched the video for.
video_view_time_seconds	Integer	The total amount of time that people spent watching the video.
organic_video_view_time_seconds	Integer	The total amount of time that people spent watching the video organically, i.e. without being paid for.
paid_video_view_time_seconds	Integer	The total amount of time that people spent watching the video because of a paid ad.
unique_video_views	Integer	The number of unique users who watched the video.
unique_organic_video_views	Integer	The number of unique users who watched the video organically, i.e. without being paid for.
unique_paid_video_views	Integer	The number of unique users who watched the video because of a paid ad.
unique_10_second_video_views	Integer	The number of unique users who watched the video for at least 10 seconds.
unique_full_video_views	Integer	The number of unique users who watched the video all the way through.
unique_organic_95%_video_views	Integer	The number of unique users who watched the video for at least 95% of its duration organically, i.e. without being paid for.
unique_paid_95%_video_views	Integer	The number of unique users who watched the video for at least 95% of its duration because of a paid ad.
video_ad_break_ad_impressions	Integer	The number of times the video ad break was shown.
video_ad_break_ad_earnings	Float	The amount of money earned from the video ad break.
video_ad_break_ad_cost_per_impression_cpm	Float	The cost per impression (CPM) of the video ad break.
youtube_premium_views	Integer	The number of times the video was watched by YouTube Premium subscribers.
estimated_minutes_watched	Integer	The estimated number of minutes that people spent watching the video.
estimated_premium_minutes_watched	Integer	The estimated number of minutes that YouTube Premium subscribers spent watching the video.
story_taps_back	Integer	The number of times that people tapped the back button while viewing the story.
story_taps_forward	Integer	The number of times that people tapped the forward button while viewing the story.
story_exits	Integer	The number of times that people exited the story.
story_replies	Integer	The number of times that people replied to the story.
video_added_to_playlists	Integer	The number of times that the video was added to a playlist.
subscribers_lost_from_video	Integer	The number of subscribers that the channel lost after the video was published.
video_removed_from_playlists	Integer	The number of times that the video was removed from a playlist.

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annotation_impressions	Integer	The number of times that an annotation was displayed.
annotation_clickable_impressions	Integer	The number of times that a clickable annotation was displayed.
annotation_closable_impressions	Integer	The number of times that a closable annotation was displayed.
annotation_closes	Integer	The number of times that an annotation was closed.
card_impressions	Integer	The number of times that a card was displayed.
card_teaser_impressions	Integer	The number of times that a card teaser was displayed.
card_teaser_clicks	Integer	The number of times that a card teaser was clicked.
poll_votes	Integer	The number of votes that were cast in the poll.
tags	String	A list of tags that were associated with the video.