

Analytics in Meta Business Suite

Wondering how to download and access your **analytics** from **Facebook** or **Instagram**?

This guide will walk you through gathering your performance data on these popular social media platforms.

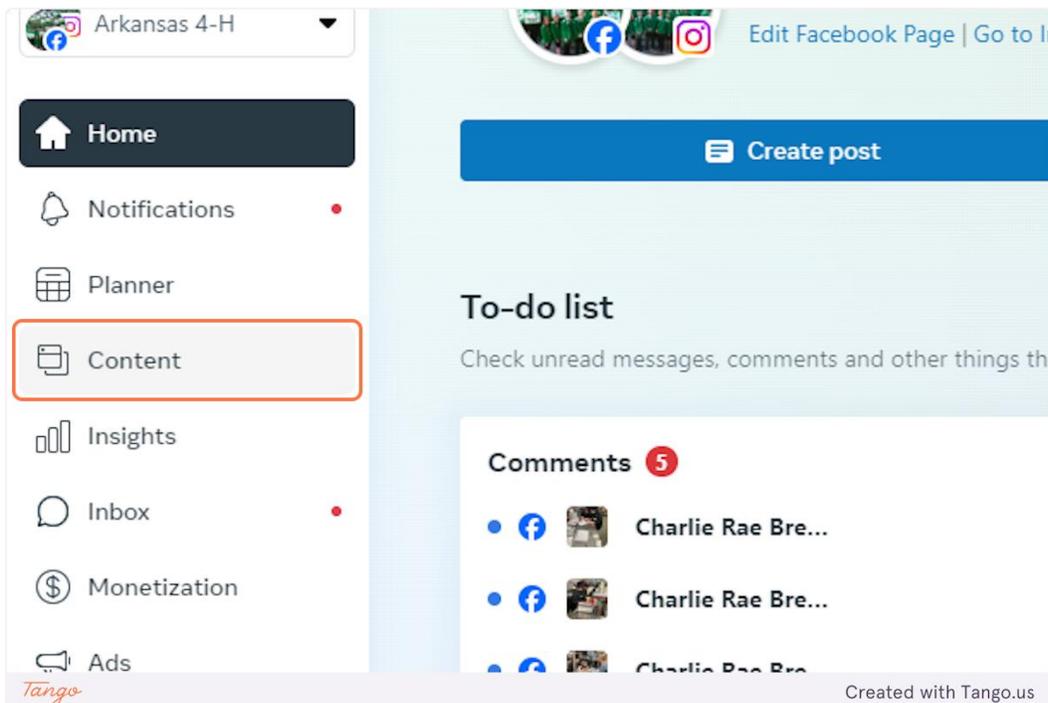
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To get started, make sure you are logged into Facebook or the Meta Business Suite and open the Meta Business Suite dashboard.

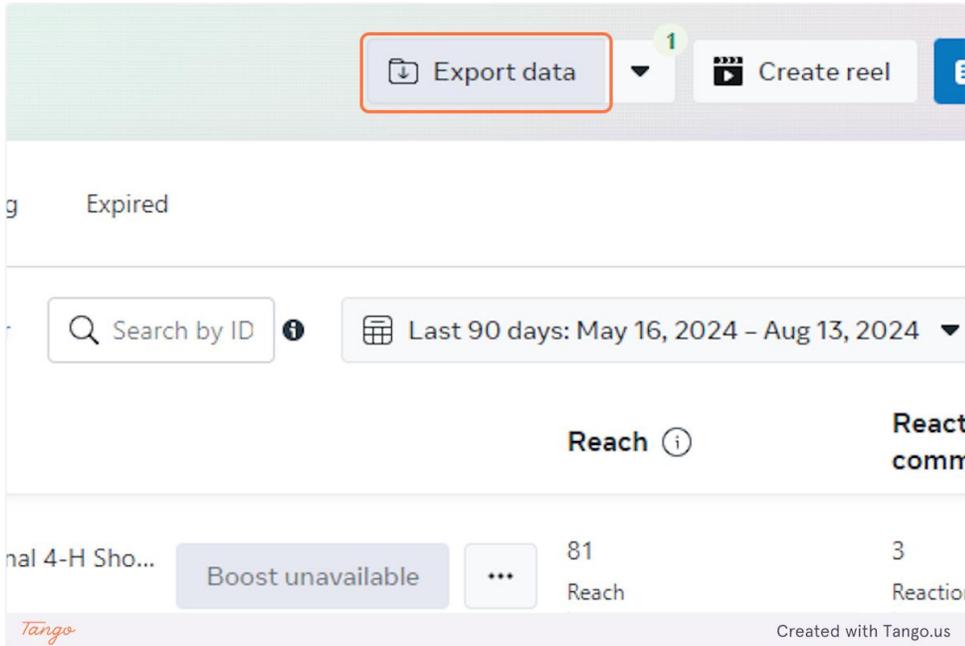
1. Click on "Content"

Make sure you are viewing the correct account. From the Meta Business Suite homepage, select "Content" in the left-side navigation.

To switch accounts, you can select the account you are trying to access from the drop-down list at the top of the left-side navigation.

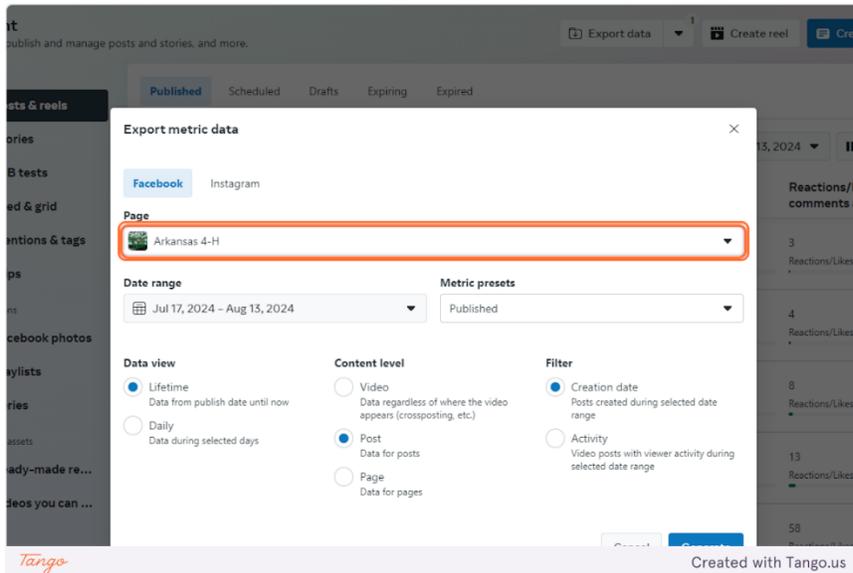


2. Click on "Export data" at the top of the page



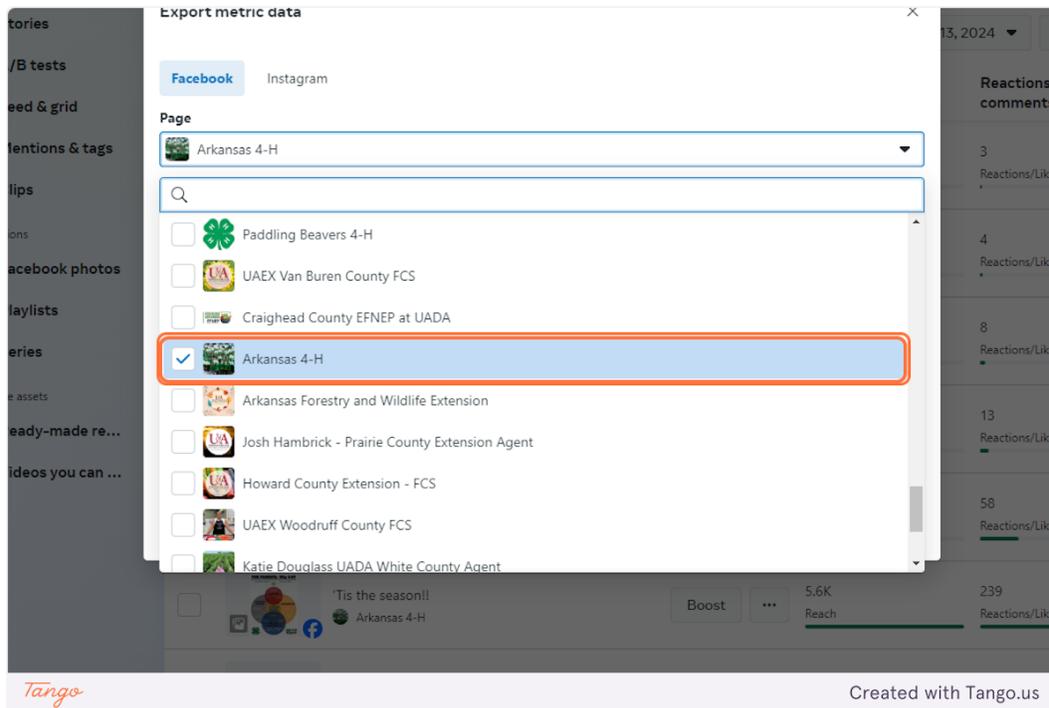
3. Set up your data export parameters

A window will pop up in which you can select parameters for your data export. First, choose whether you want your Facebook or Instagram analytics.



4. Select the Page or Account from which the data will pull

You can select multiple Pages as long as they are on the same platform, e.g. both on Facebook.

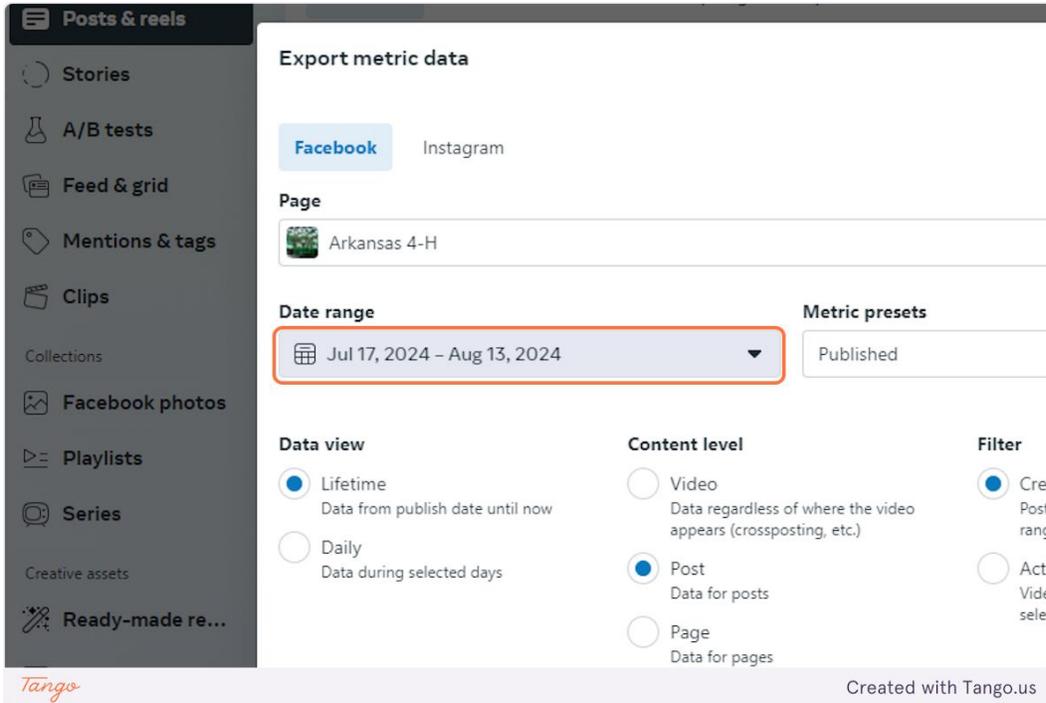


5. Select date range and other data options

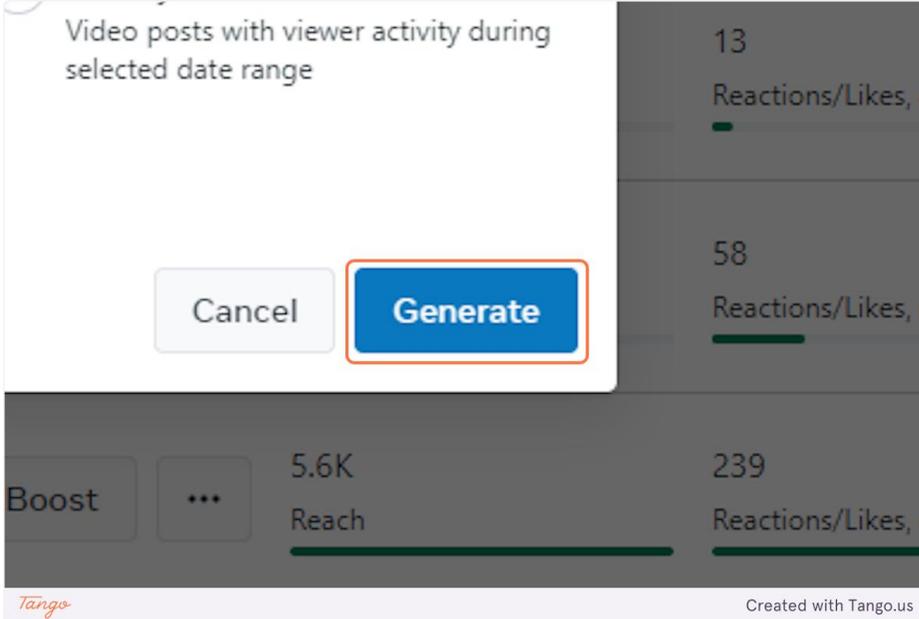
Choose the date range for your data export. Note, you cannot download data from more than 92 days at a time.

Recommended Settings

- **Metric presets:** Published
- **Data view:** Lifetime
- **Content level:** Whichever is most applicable for your needs. If unsure, select "Post"
- **Filter:** Creation date

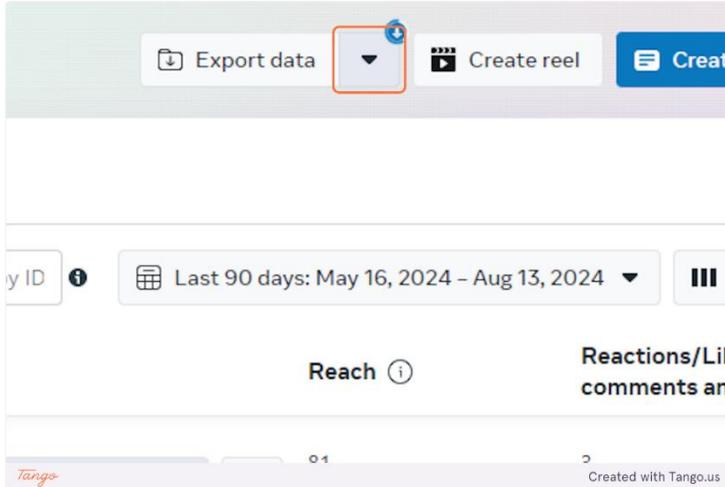


6. Select "Generate"



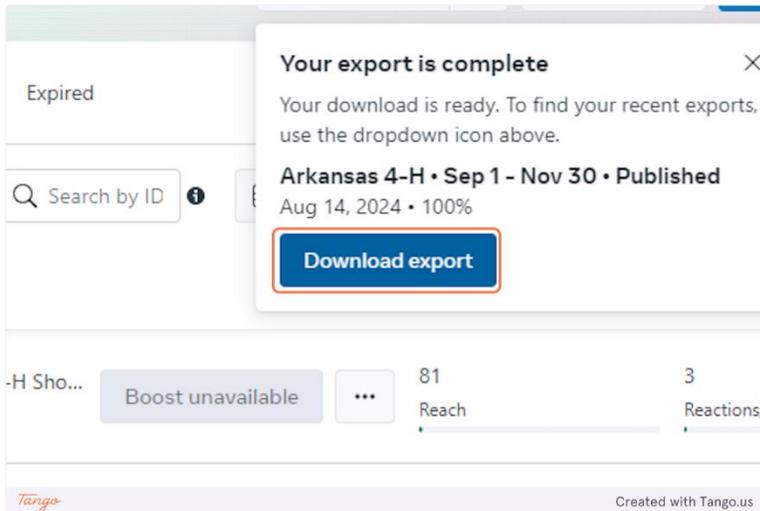
7. Click on Open Dropdown

Data often takes some time to download. It is not uncommon for this process to take 10 minutes or longer. Once your data is ready for download, select the down arrow next to "Export data."



8. Click on "Download export"

When your export is at 100%, you can download the data. Your downloaded data will be stored on your local device in a .csv file.



If you have questions about social media at UADA, reach out to socialmedia@uada.edu. If you have questions about AIMS, reach out to the AIMS support team.