

## How to Download Facebook Insights for Reporting

Starting July 1, 2021, Facebook/Meta began sunsetting Audience Insights as a Page Management tool. They moved insights to a new location: Meta Business Suite and kept the name Insights.

<u>Read more about the transition and what metrics are still available here.</u> Follow the steps below to find the new location of Insights and learn how to export the data for your Otis report.

## Step 1: Go to your Facebook Page and Login

Expand the toolbar on the left (if it's not already open), using the icon circled below

() Facebook × +				~ -	ð X
$\leftarrow$ $\rightarrow$ C (a) facebook.com/ASHglobalAction	/		ڬ Q 🖻 ★	* 🗆 🔮	Update :
facebook 🤉					> 🔺 👫 📩
Manage Page Image Page   Manage Page Image Page   Mark Action on Smoking & Indements   Image Page   Image Page Page   Image Page Page   Image Page Page Page   Image Page Page Page Page Page Page Page P	ASH: Action on Small	king & Health		este with avatar dit cover photo	
Ø					

# Step 2: Click on Meta Business Suite (in the menu on the left)

You may need to scroll down if you have more Tools listed than our image shows.





**Step 3**: A new tab will open in your browser with additional tools and features available in your Meta Business Suite.

Click on Insights in the new left menu, circled below.

Facebook	X 🐼 Meta Business Suite X +	~	-	- 0	×
$\leftrightarrow$ $\rightarrow$ C $\textcircled{a}$ busine	ess.facebook.com/latest/home?asset_id=268382283265857&business_id=461895620865887&nav_ref=profile_plus_profile_left_na 🔍 🖄 🖈	*		f) Upd	late :
∧ Meta Business Suite	Edit cover photo *				^
ASH: Action on S	ASH: Action on Smoking & Health Manage Facebook Reje IG to Instagram Audience Lifetime Facebook followers Instagram followers Charge				
A Home	Create post				
Notifications					
Planner	To-do list				
🕒 Content	Check unread messages, comments and other things that may require your attention.				
DI Insights	Comments See all A				
O Inbox •	• 🗘 🏋 Joel Dunnington And Luis Saenz from Texas was the Chief of Staff for Gover 2d				
③ Monetization	O 👪 Louise Maguire Wow! Great! and 6 others				
💭 Ads	• 🗘 🔄 Donna Ross surely there is a state or federal law which would override 3w				
= All tools	• 😯 🛃 Martinez Michele I got rid of my Sore throat and HSV2 with the and 2 others 4w				
	• 💿 💼 cor2verse9 This puts it 💖 % in perspective and 1 other 4w				
Edit					
	Manage your marketing content See your recent and upcoming posts, stories and ads, and schedule content to plan ahead.				
Q Search	Planner Posts Stories Ads				
Settings					
@					

#### **Step 4**: You will see an Overview of your Insights.

Click on Content from the left menu, circled below.

0	Facebook	x 🙉 Meta Business Suite x +		$\sim$	-	ð	×
$\leftarrow$	$\rightarrow$ C $$ business.faceb	ook.com/latest/insights/overview?asset_id=268382283265857&business_id=461895620865887&nav_ref=profile_plus_pr Q 🖄	4	*	- 6	Updat	e :)
$\infty$	Insights Review performance results and more	a Ad account: ASH 6004143525218 • 🛱 Last 28 days: Jun 7, 2023 - Jul 4, 2023 • 🔮 Go	als				Î
ASH.	🔆 Overview	Reach Compare your reach from this period to the previous one.		Set a g and lea your pr	oal, track rn helpfu ofessiona	progress tips for I success.	
ស	N Results	Facebook reach () Instagram reach () Paid reach ()				_	
\$	路 Audience	2 077 - 447 136 309 - 77 133 151 - 777		Start M	w goai		
⊞	<u>-Q</u> Benchmarking						
8	Content	Daily Cumulative					
ııl	C Overview	2.0К ————————————————————————————————————					
D	Content	1.5K					
\$	Messaging	1.0K					
0	C Overview	500					
=	Video						
_	E Performance	un 9 Jun 13 Jun 17 Jun 21 Jun 25 Jun 29 Jul 3					
	<u>=Q</u> Benchmarking	Jun 7 – Jul 4 May 10 – Jun 6					
	1 Audience	Ways to help grow your reach					
	Loyalty						
Q	Retention	Published posts () Content G Published posts ()					
		30 \ 23.1% O Median post reactions, O 737 \ 74.7%					
~	1	Published stories () 6  4 33.3%					



**Step 5**: All of your posts and metrics will display from the Last 28 Days but the time period is editable to look farther back, and you can Export Data here.

You can change the date to the last 6 months or year for a top-level overview while in the Meta Business Suite website, but **you can only export reports from Meta in 3-month increments** (January 1, 2023 – March 31, 2023 and April 1, 2023 – June 30, 2023).

Click on Export Data, circled below.

Insights	Ad accounts ASU 600414753531	-					D. Engent d			20 dauga lun 7 2027	WI 4 20
Review performance results and more.	Au account. A SH 000414352521	•					Export o	lata •	H Last	28 days. Jun 7, 2023	- Jul 4, 20.
% Overview	All content										
A Results	Posts and Stories	Media type	▼ Filter		Clear	Q Search	ov ID or caption	0			Columns
器 Audience							.,				
<u>-9</u> Benchmarking	Title			Туре	Date p	ublished 🤱	Reach () ↑↓	Likes and reactions	() ↑↓	Sticker taps 🕕 ᡝ	Link cli
Content	The tobacco in	dustry has been a tre				c	29	1			
Dverview	ASH: Action o	n Smoking & Health	view insights	 Post	wed Jul	5, 8:0 Tam	Accounts Center accou	Reactions			
Content	A recent CDC re	port found that most n Smoking & Health	View insights	 Post	Tue Jul 4	4, 6:01am	44 Accounts Center accou	1 Reactions			
Messaging											2
Overview	ASH: Action o	nies have targeted yo n Smoking & Health	View insights	 Post	Mon Jul	3, 8:01am	Accounts Center accou	4 Reactions			2 Link click
Video							27	3			
E Performance	ASH: Action o	n Smoking & Health	View insights	 Post	Mon Jul	3, 4:35am	Accounts Center accou	Reactions			
<u>=Q</u> Benchmarking	Dolinumakare m	urt avoid all "advice" f					165	10			2
🗐 Audience	ASH: Action o	n Smoking & Health	View insights	 Post	Sun Jul i	2, 8:00am	Accounts Center accou	Reactions			Link click
Loyalty	4.5 trillion disca	rded filters (butts) find		1	_		43	4			1
<u></u>	ASH: Action o	n Smoking & Health	View insights	 Post	Sat Jul 1	, 8:01am	Accounts Center accou	Reactions			Link click

**Step 6:** A pop-up window will appear. Edit the date range to be the 3-month period you want to export.

Leave everything else as it automatically is, like pictured below.

Then click the blue Generate button, circled below.





#### **Step 7:** A new box will appear noting Your Export is Processing and tracking the progress percentage.

When it's done exporting, the blue Download report button will brighten up and be clickable – click that blue button to download your data excel to your computer.

The excel may include extra columns of blank data that may not apply to your organization (especially if you didn't run Facebook ads). You can delete those insignificant columns before submitting.

Note: to complete a 6-month reporting cycle, you will need 2 exports from Facebook. These excels can be pasted into one long excel or submitted as individual excels.

0	Facebook ×	🔊 Meta Business Suite 🛛 🗙 🕂					~	- 0 ×	
$\leftarrow$	→ C 🍙 business.facebook	.com/latest/insights/content?asset_id=268382	283265857&business	_id=4618	95620865887&nav_n	ef=profile_plr_pro	Q 🖻 📜 🗯	Update :	)
$\infty$	Insights Review performance results and more.	Ad account: ASH 6004143525218				Export data	🙆 🖩 Last 28 days: Jun	2023 - Jul 4, 2023 🔹	
ASH,	్లిం Overview	All content				Your export is pro This shouldn't take lo	ng but times can vary	¢	
ନ	N Results					finish processing before	ore they can be downloaded.	·	
0	器 Audience	Posts and stories	Filter		Clear Q Search (1	icon.	r exports with the dropdown	Columns	
	<u>-Q</u> Benchmarking	Title		Туре	Date published $\downarrow$	each ASH: Action on Sm 4 • Published	ioking & Health ∙ Jun 7 - Ju	) ↓ Link clk	
8	Content	The tobacco industry has been a tre	View insights	Post	Wed Jul 5, 8:01am	B Download export	· /	-	
٥	Content	A recent CDC report found that most	View insights	Post	4- Tue Jul 4, 6:01am A	4 1 ccounts Center accou		-	
\$ \$	@ Overview	Tobacco companies have targeted yo.	View insights	Post	Mon Jul 3, 8:01am	B 4 ccounts Center accou Reaction	5	2 Link dicks	
≡	Video	As #HRC53 discusses the adverse imp		Post	Mon Jul 3, 4:35am	7 3 ccounts Center accou Reaction	is	-	
	드 Benchmarking	Policymakers must avoid all "advice" f	View insights	Post	Sun Jul 2, 8:00am	55 10 ccounts Center accou Reaction	s	2 Link dicks	
	Loyalty	4.5 trillion discarded filters (butts) find	View insights	Post	4. Sat Jul 1, 8:01am	3 4		1	
Q	Retention	ASH: Action on Smoking & Health			A	ccounts Center accou Reaction	-	Link clicks	
		4						•	
?	Ĩq							B	

Step 8: To download audience metrics, click on Audience in the left menu, circled below.

Facebook X	🚫 Meta Business Suite	× +									~	-	0
→ C	ok.com/latest/insights/content	asset_id=26838228?	33265857&bu	isiness_i	id=4618	956208	65887&nav	_ref=profile_plus_	pro Q	e 1	* * 🗆		Upda
Insights Review performance results and more.	Ad account: ASH 60041435252	•						Export d	ata 👻	🖬 Last	28 days: Jun 7, 2	023 - Jul 4	1, 2023
ှင့် Overview	All content												
A Results	Posts and Stories	Media type	Filter		-	Clear	Q Search	v ID or caption	0			III Colur	mns
용 Audience							-	.,					
<u>=Q</u> Benchmarking	Title				Туре	Date p	ublished \downarrow	Reach (i) ↑↓	Likes and reactions	() ↑↓	Sticker taps	)↑↓ Lin	nk clic
Content	The tobacco i	ndustry has been a tre	View insights		Post	Wed Jul	5.8-01am	29	1				
C Overview	ASH: Action	on Smoking & Health	view maighta		TOAT	TTCG 701	5, 0.01411	Accounts Center accou	Reactions				
I Content	A recent CDC I	eport found that most on Smoking & Health	View insights		Post	Tue Jul 4	l, 6:01am	44 Accounts Center accou	1 Reactions				
Messaging	=0								-				
C Overview	Tobacco comp	anies have targeted yo on Smoking & Health	View insights		Post	Mon Jul	3, 8:01am	58 Accounts Center accou	4 Reactions			2 Link	c clicks
Video	As #HRC53 dis	cusses the adverse imp	Mour incidite		Bost	Man Iul	2 4/25am	27	3				
1 Performance	ASH: Action	on Smoking & Health	view insignes		POSt	WOIT JU	5, 4.55am	Accounts Center accou	Reactions		-		
<u>-Q</u> Benchmarking	Policymakers n	nust avoid all "advice" f	View insights		Post	Sun Jul	2.8:00am	165	10			2	
1 Audience	ASH: Action	on Smoking & Health	0					Accounts Center accou	Reactions			Link	: clicks
Loyalty	4.5 trillion disc	arded filters (butts) find	View insights		Post	Sat Jul 1	, 8:01am	43	4			1	
Retention	ASH: Action	on Smoking & Health	_					Accounts Center accou	Reactions			Link	t encks
	4												•



## Step 9: Click Export, circled below, and select Export as PDF.

These metrics will be the lifetime of your account (starting in 2020 when Meta launched the Business Suite features). This PDF will download ready to use in your Otis report.

