

How to download analytics from Social Media to send to SIGBI HQ

Facebook

- Load up your Facebook Page
- Click 'insights' (menu across the top)
- Click 'export data' (top right)
- Change 'data type' to 'post data'
- Change 'date range' to 24 November – 11 December to cover the 16 days date range and click 'ok'
- Click export data
- Open the Excel Spreadsheet (which will be shown at the bottom LH side of your screen)
- Save the file as "SI (Clubname) Facebook Stats" – YOU MUST CHANGE THE FILE TYPE TO EXCEL WORKBOOK
- Upload the file to the survey form, or email to lisa@sigbi.org. (Please still complete and submit the rest of the Survey)

Twitter

- Load up your Twitter page
- Go to 'Analytics' (it may be in the "More" menu option if you can't see it on the LH menu)
- Click 'tweets' (top)
- Change the date range from 24 November – 11 December, click 'update'
- Click 'export data' by tweet
- Save the file as "SI (Clubname) Twitter Stats"
- Upload the file to the survey form, or email to lisa@sigbi.org. (Please still complete and submit the rest of the Survey)

Instagram

- Click on your logo image (bottom right) which will take you to your profile page
- Click 'insights' which is just underneath 'edit profile'
- Under 'Content you Shared' click the 'xx posts' or the forward arrow
- This brings up all your posts, you can change the drop downs at the top to show different insights
- Change the middle drop down to 'Impressions' this will show how many times the posts were seen, make a note of the number for each of the 16 days posts you shared. Total this up
- Now change the middle drop down to 'post interactions' and make a note of the number for each of your 16 days of activism posts. Total these numbers.
- Please provide:
 - o The total number of posts you shared on Instagram for the 16 Days of Activism
 - o The total number of impressions from these posts
 - o The total number of post interactions from these posts

