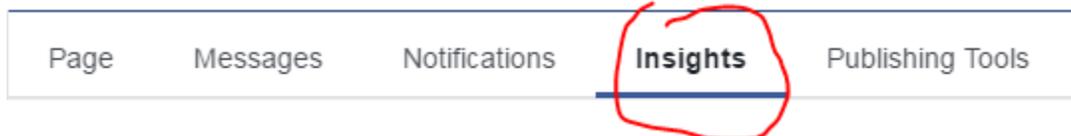


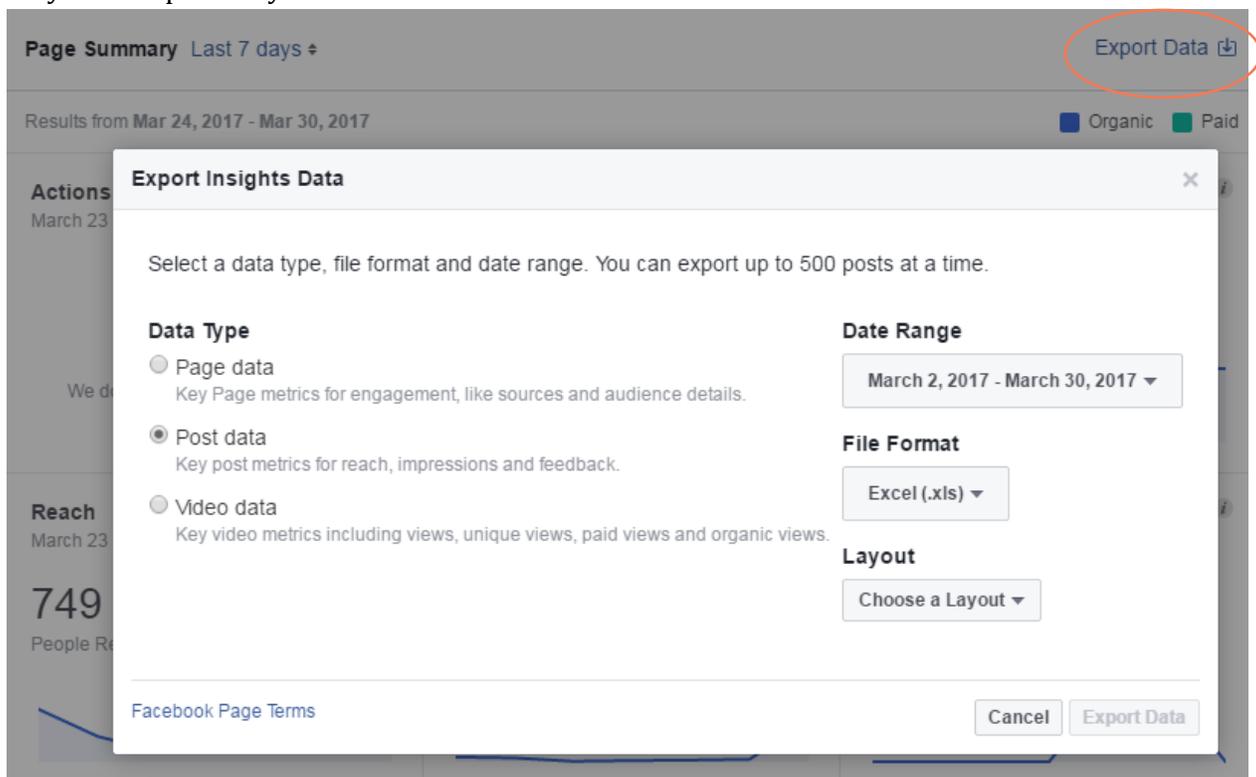
Protocol for Exporting Facebook and Twitter Data

Facebook:

1. Login to Facebook profile and visit Facebook company page (must be an admin to access data):
 - CVIC: <https://www.facebook.com/cvicgf/>
 - RACC: <https://www.facebook.com/RapeandAbuseCrisisCenter/>
2. Click “insights” near top of the page



3. Click “Overview” on top left of side-bar
4. Click “Export Data” on top right of the page. A new box will pop up. Select “Post data” under the “Data Type” section and then select the desired “Date Range” (ideally 1 month or 1 quarter’s worth of data). The file format you will want to choose is “Excel” and in the “Layout” drop-down you will choose “Post Reach”



5. Click “Export Data” in the pop-up box and your data will download into an Excel spreadsheet.
6. When you open this document your computer may ask you if you trust the document. If so, click yes. This spreadsheet provides a very robust amount of data, but you need to only worry about the “Key Metrics” sheet.

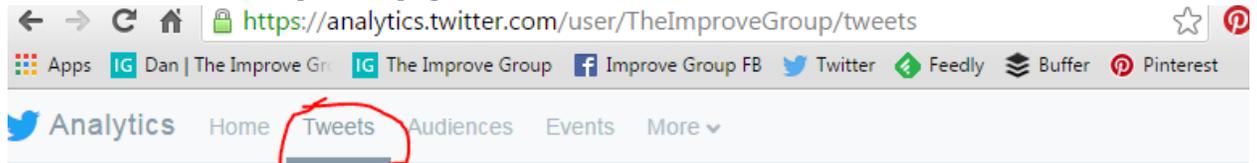
- You will need to pull several key pieces of data from this sheet. “**Lifetime Post Total Impressions**” indicate the total impressions each of your posts had in the date range that

K	L	M	N	O	P
Lifetime Post Paid Reach	Lifetime Post Total Impressions	Lifetime Post Organic Impressions	Lifetime Post Paid Impressions	Lifetime Engaged Users	Lifetime Post Consumers
Lifetime: The number of people who viewed your post	Lifetime: The number of impressions your post received	Lifetime: The number of impressions your post received from organic sources	Lifetime: The number of impressions your post received from paid sources	Lifetime: The number of people who interacted with your post	Lifetime: The number of people who followed your account
5	0	195	195	0	10
3	0	59	59	0	3
0	0	480	480	0	25
1	0	952	952	0	22
1	0	15	15	0	1
3	0	600	600	0	12
3	0	63	63	0	2
3	0	122	122	0	3
2	0	86	86	0	0
2	0	2	2	0	1
7	0	282	282	0	6
3	0	48	48	0	0

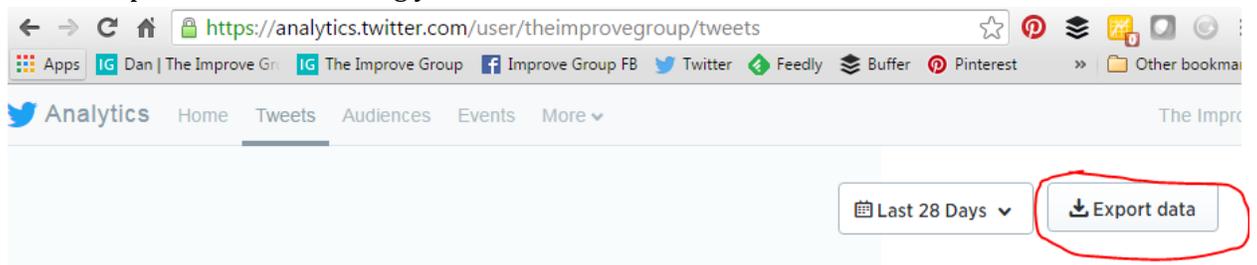
we chose. For this purpose, you will want to add up all of these impressions to arrive at your quarterly or monthly post impressions. “**Lifetime Engaged Users**” is the next and final column that you will need to pull to fill your dashboard. Like we did with the previous column, add up the total number for all of the posts in your date range and add that number to arrive at the Total Engagements.

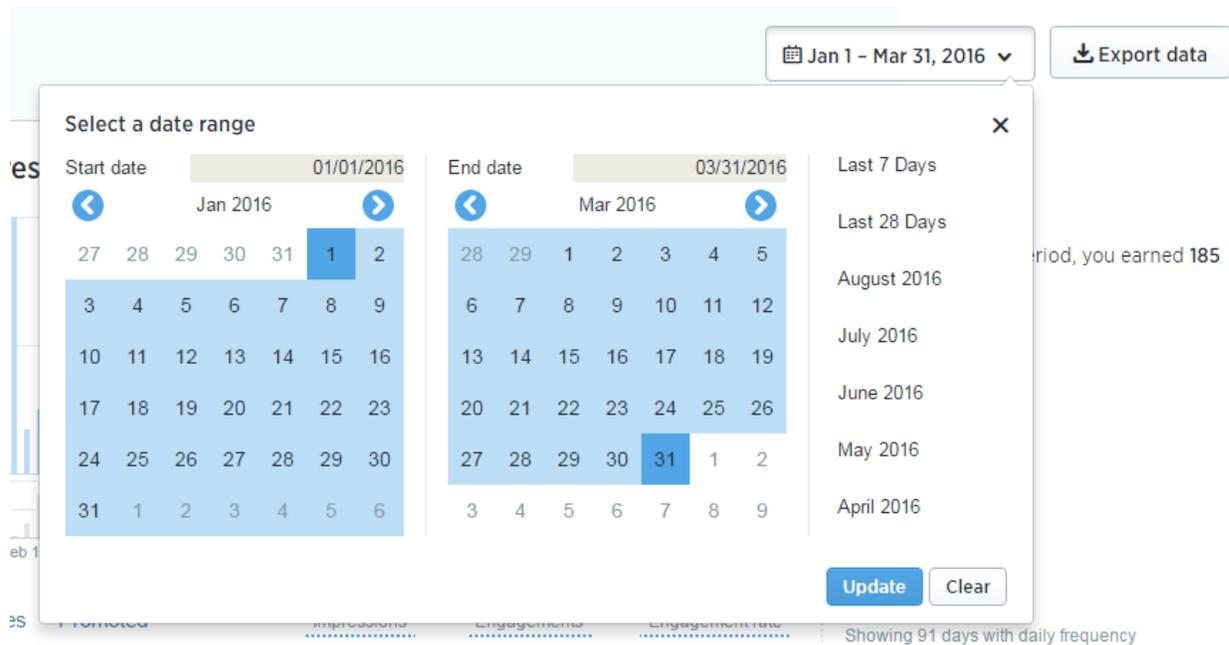
Twitter:

- Login to your company’s Twitter Page (you can also export this data from your personal accounts) and visit the Twitter Analytics website: <https://analytics.twitter.com/>
- Click “Tweets” at the top of the page



- Near the top right corner of the page you will see two buttons. One says “Last 28 days” and the other says “Export data.” Click “Last 28 days” and a menu bar will drop down allowing you to select a date range. Note that you can only select 1 month intervals on the right column. However, if you use the calendar function, you can travel further back in time and select over a quarter’s worth of dates at once. Select the date range you want to analyze then click “update” (I chose to analyze Q1: Jan 1 – March 31, 2016). Click “Export data” and an Excel spreadsheet containing your data will download.





- Open the Excel spreadsheet and grab two pieces of data similar to what we did in the Facebook protocol: **“Impressions”** and **“Engagements.”** Add all of the data up for the entire column to arrive at **“Total Impressions”** and **“Total Engagements”** for the quarter and plug these numbers into your data dashboard.

A	B	C	D	E	F	G
Tweet id	Tweet per	Tweet text	time	impressions	engagements	engagement r
7.15E+17	https://twi	Check out t	2016-03-29	287		3 0.010453
7.14E+17	https://twi	Last chance	2016-03-28	184		0 0
7.14E+17	https://twi	March 201	2016-03-26	174		1 0.005747
7.13E+17	https://twi	Last chance	2016-03-25	158		0 0
7.12E+17	https://twi	Meet the 20	2016-03-22	163		3 0.018405
7.11E+17	https://twi	Join @gold	2016-03-18	162		0 0
7.11E+17	https://twi	Applicator	2016-03-18	167		0 0
7.1E+17	https://twi	Attend our	2016-03-16	272		3 0.011029
7.05E+17	https://twi	Mission-dri	2016-03-09	326		7 0.021472
7.05E+17	https://twi	Using Eval	2016-03-09	323		6 0.018576

- You now have all the pieces you need to track your Facebook and Twitter Impression and Engagement rate for the quarter. Continue to pull this data on a monthly or quarterly basis!