

How to Download Facebook Insights for Reporting

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

[Read more about the transition and what metrics are still available here.](#) Follow the steps below to find the new location of Insights and learn how to export the data for your Otis report.

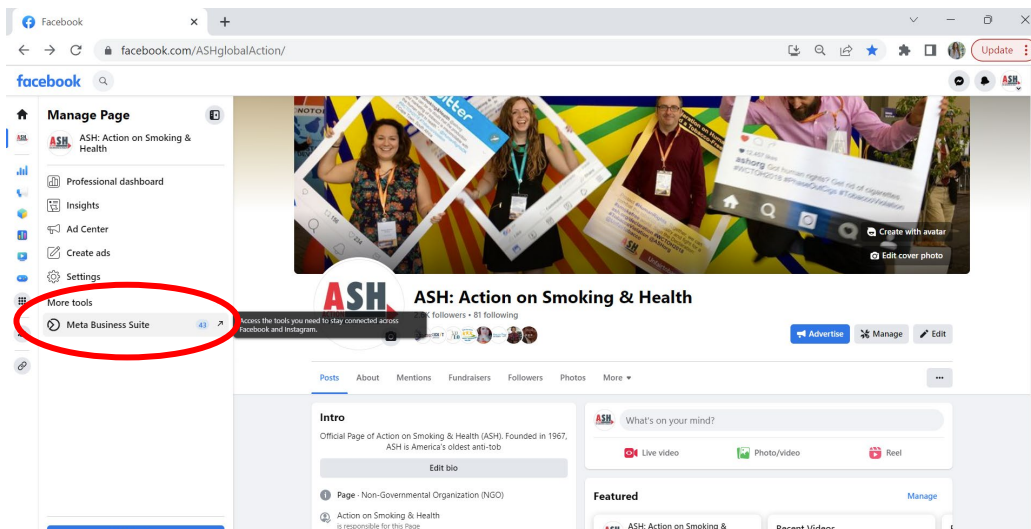
Step 1: Go to your Facebook Page and Login

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



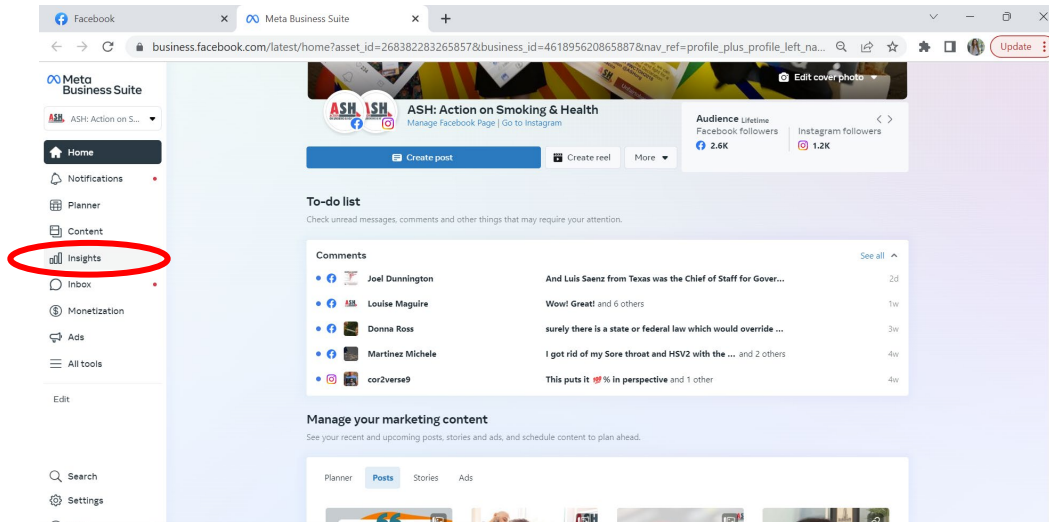
Step 2: Click on Meta Business Suite (in the menu on the left)

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



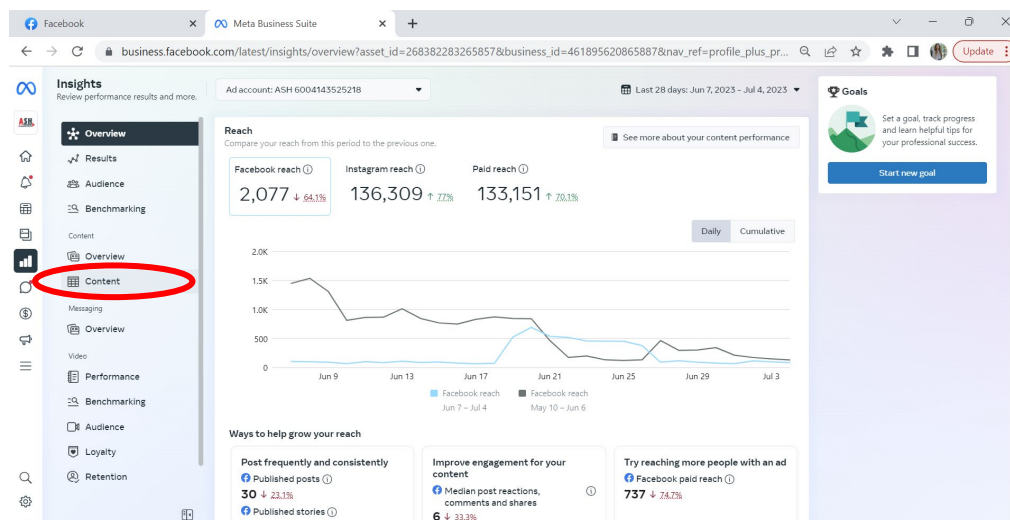
Step 3: A new tab will open in your browser with additional tools and features available in your Meta Business Suite.

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



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

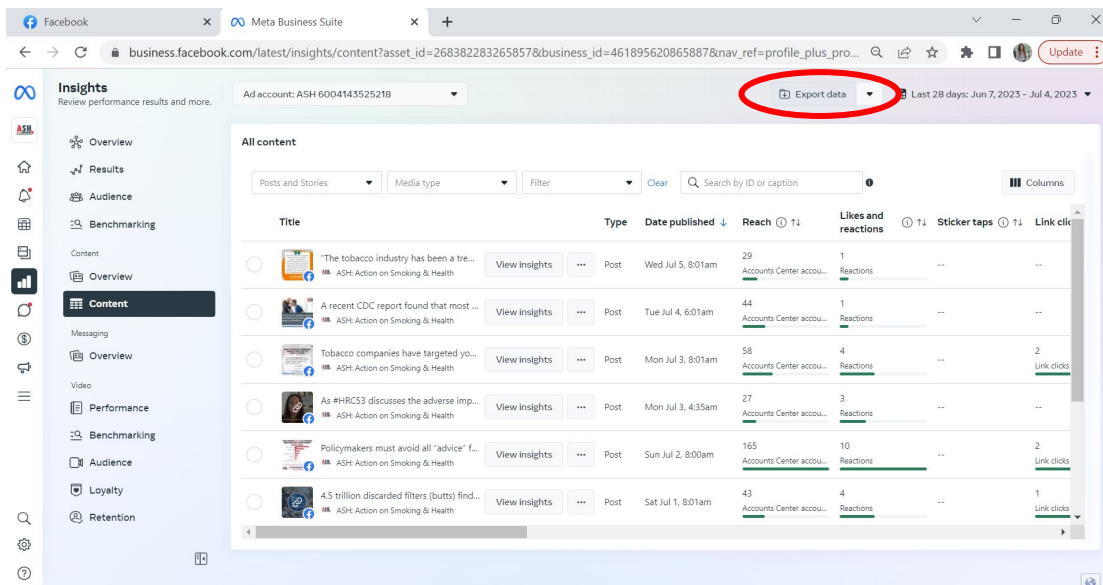
Click on Content from the left menu, circled below.



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).

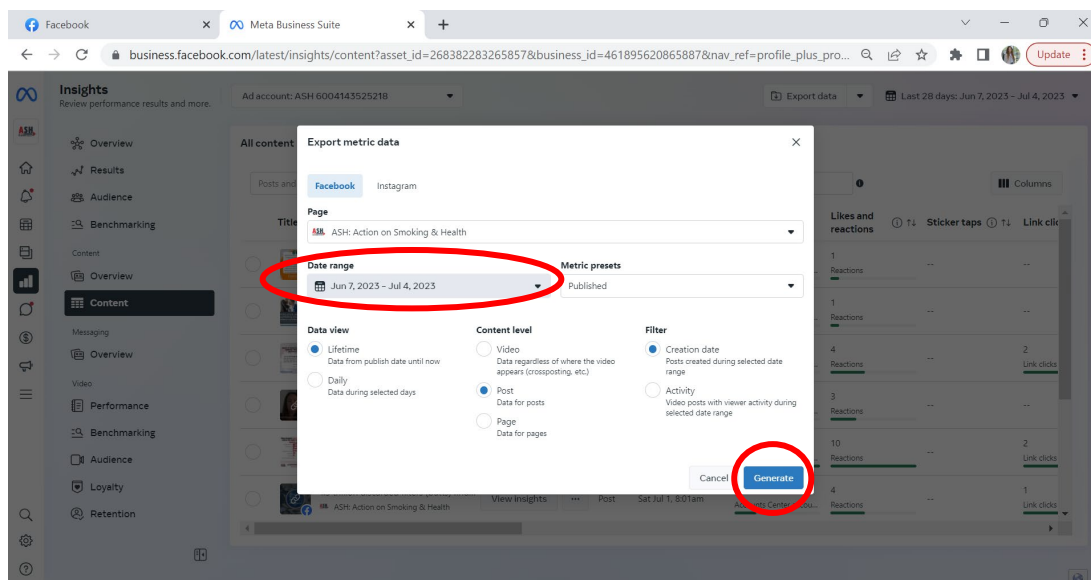
Click on Export Data, circled below.



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.

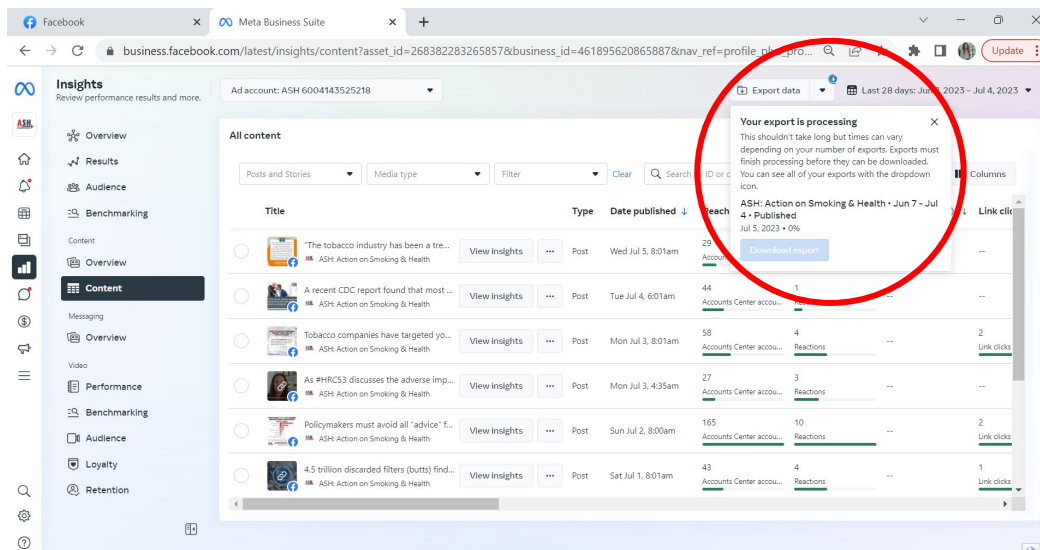


Step 7: A new box will appear noting Your Export is Processing and tracking the progress percentage.

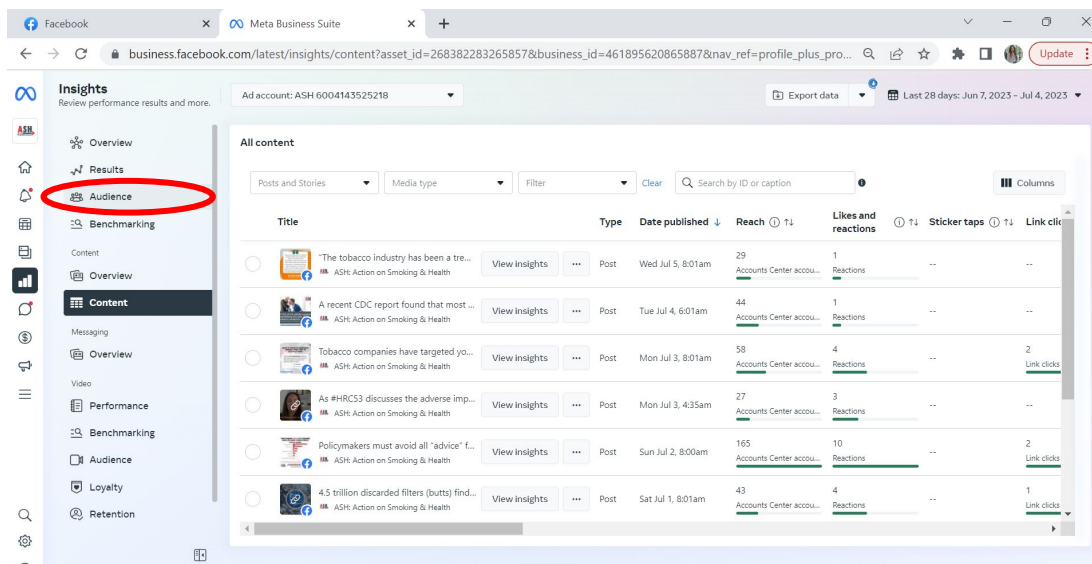
When it's done exporting, the blue Download report button will brighten up and be clickable – click that blue button to download your data excel to your computer.

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.



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



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.

The screenshot shows the Facebook Business Suite Insights interface. The left sidebar contains navigation options like Overview, Results, Audience, Benchmarking, Content, Messaging, Video, Performance, and Retention. The main content area displays audience data for 'Current audience' and 'Potential audience'. The 'Current audience' section shows 2,606 Facebook followers and a bar chart for age and gender distribution. The 'Potential audience' section shows 1,167 Instagram followers and a similar bar chart. The 'Export' button in the top right corner is circled in red.

Metric	Value
Facebook followers	2,606
Instagram followers	1,167

Age & gender distribution for Facebook followers:

Age Group	Women (%)	Men (%)
18-24	~10%	~10%
25-34	~25%	~25%
35-44	~35%	~35%
45-54	~25%	~25%
55-64	~15%	~15%
65+	~10%	~10%

Age & gender distribution for Instagram followers:

Age Group	Women (%)	Men (%)
18-24	~15%	~15%
25-34	~30%	~30%
35-44	~40%	~40%
45-54	~25%	~25%
55-64	~15%	~15%
65+	~10%	~10%

Top cities:

City	Percentage
New York, NY	1.8%
Washington D.C., DC	2.1%