

CONTAGION



Te Māngai Pāho

Te Māngai Pāho – Social Reporting Instructions

Version: 1.7
Date: June 2025

Process:

If you are only tracking **social**, you need to:

1. Ensure that all TMP content is tagged **@te_mangai_paho** to make it easy for you to identify when extracting the monthly report.
2. Navigate to Meta Business Suite > Insights > Content Report and download a csv file including the previous months data (1st of the month through to 30th or 31st) before the 4th each month.
3. Send to natalia.fixa@contagion.co.nz with the subject line: TMP | Social Data | {add month of data included i.e April} | {add hostname or producer} | {add **tmp-ProjectID**}

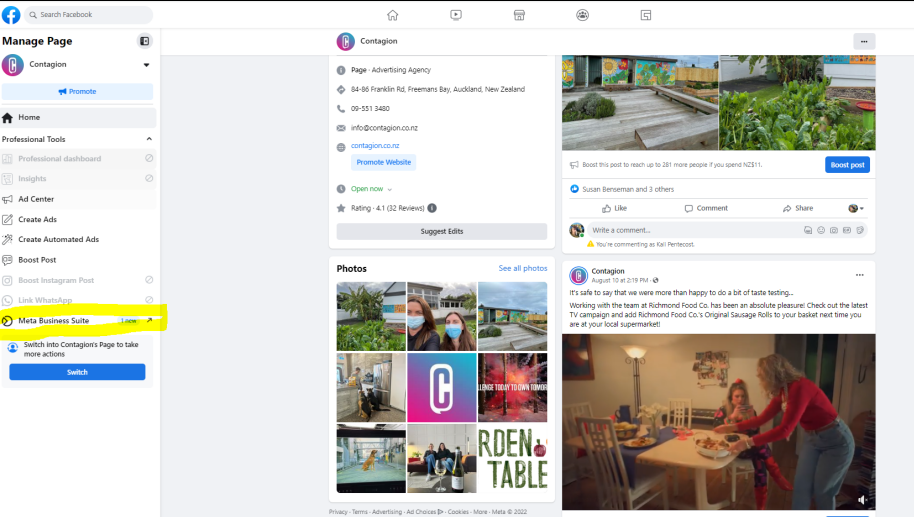
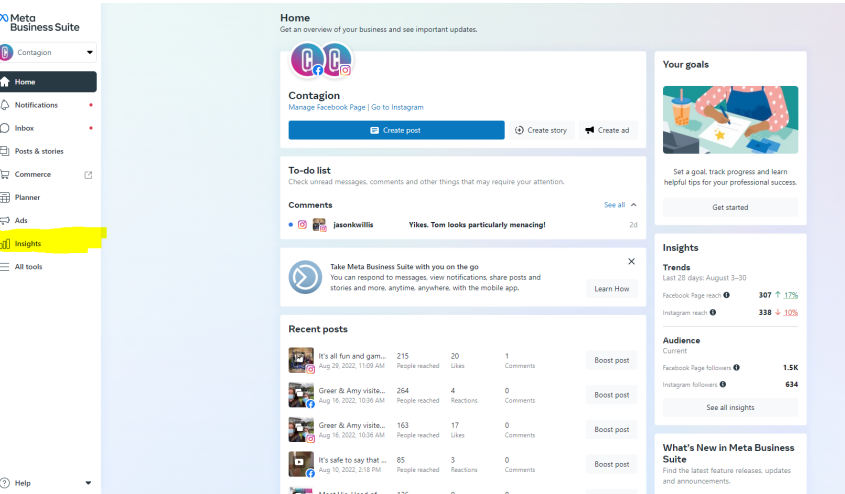
Email Subject Example: TMP | Social Data | April | Whakaata Māori | tmp-0099

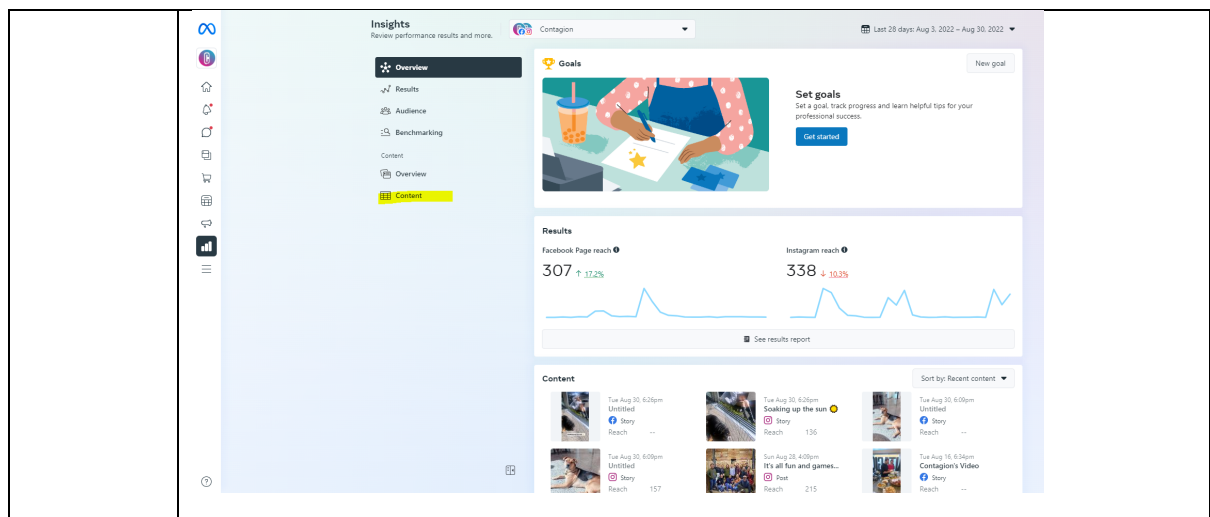
Note: you can have multiple project IDs, so please list them all.

Detailed steps included for Facebook & Instagram and YouTube

Social method: Step by step process in exporting the data from social
(Facebook & Instagram)

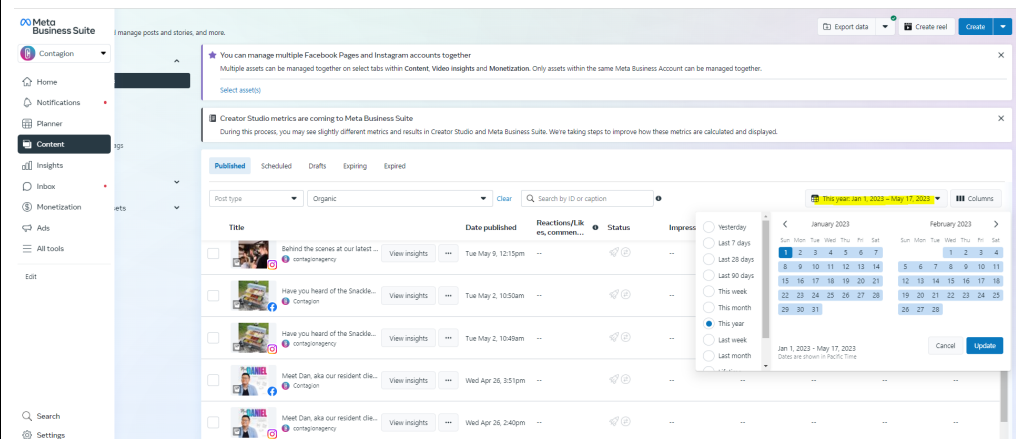
Purpose	Allow Te Māngai Pāho to capture and collect data about Te Māngai Pāho-funded content.
Variables	Hostname, content title, video title, author, pageview or pageload, time on page, video start, video end
Overview of process	Manual export of content and performance delivered over previous month. For easy filtering all Te Māngai Pāho content to be tagged with @te_mangai_paho
Step One	Navigate to your Facebook Page “navigation bar” found on the left-hand side of the screen. Click Meta Business Suite

	
<p>Step Two</p>	<p>Meta Business Suite window will then open.</p> <p>Navigate to the “Navigation bar” on the left side of the screen.</p> <p>Click “Insights”</p> 
<p>Step Three</p>	<p>Insights will then open.</p> <p>Click “Content”</p>



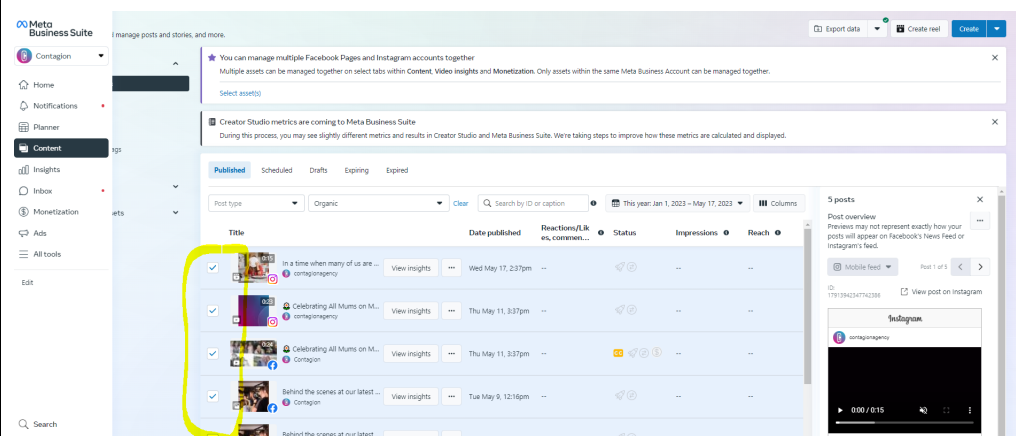
Step Four

Then navigate to the top right on the content to change the date range to the previous month or 3 months.

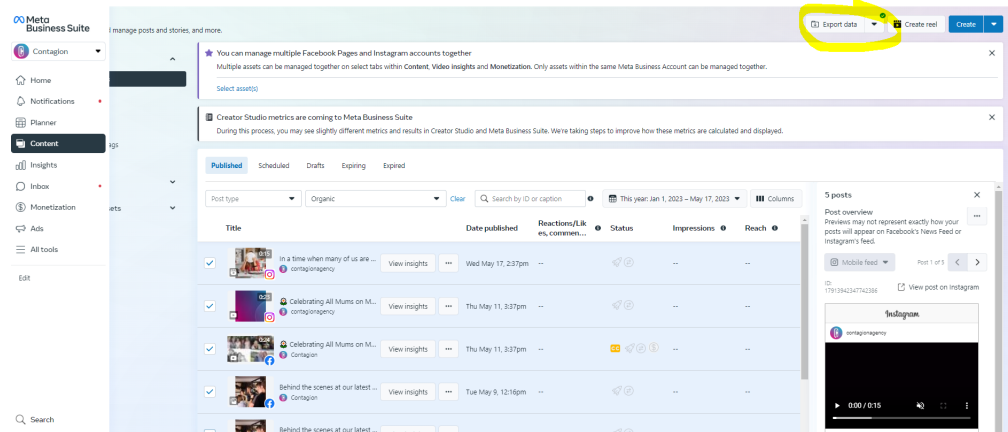


Step Five

Then select the posts

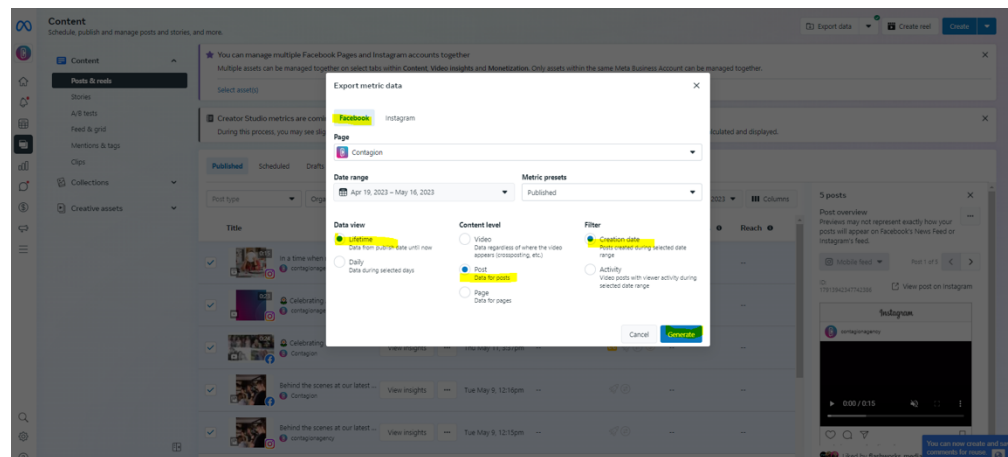


Before selecting export

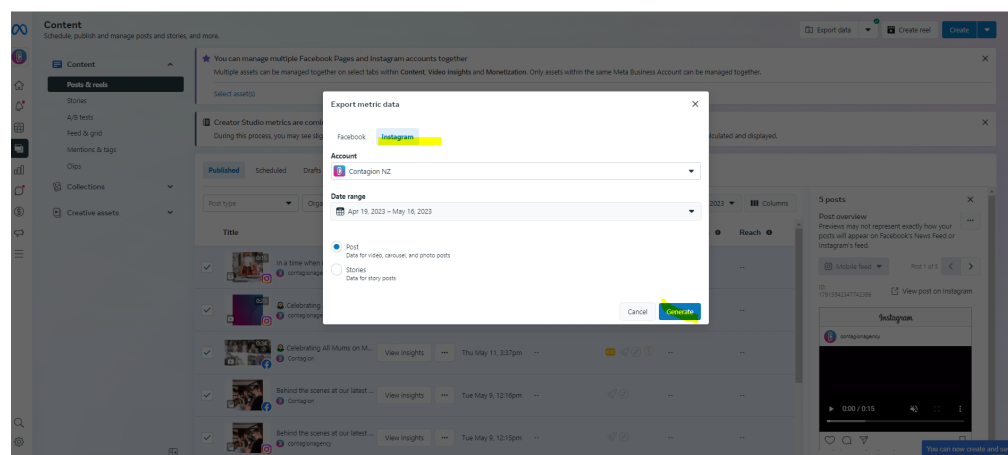


Step Six

Generate a report for Facebook:

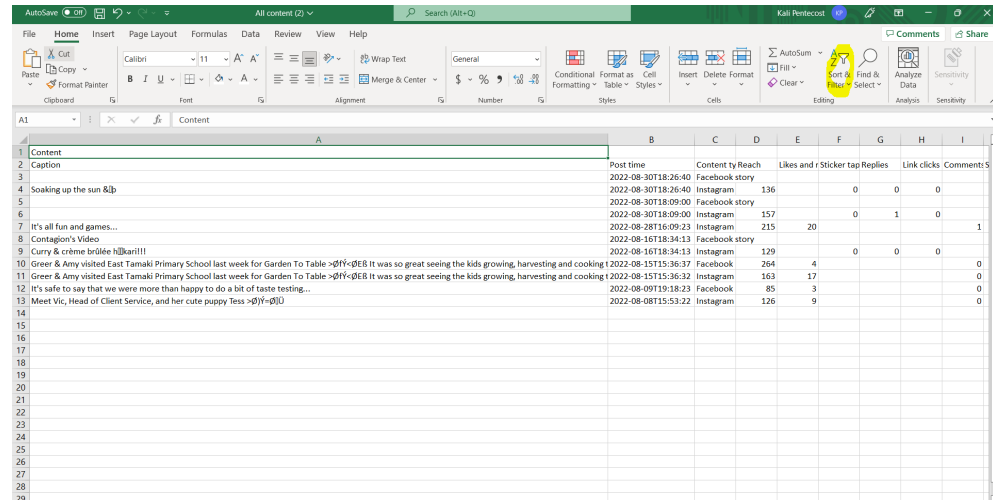


And then generate a report for Instagram



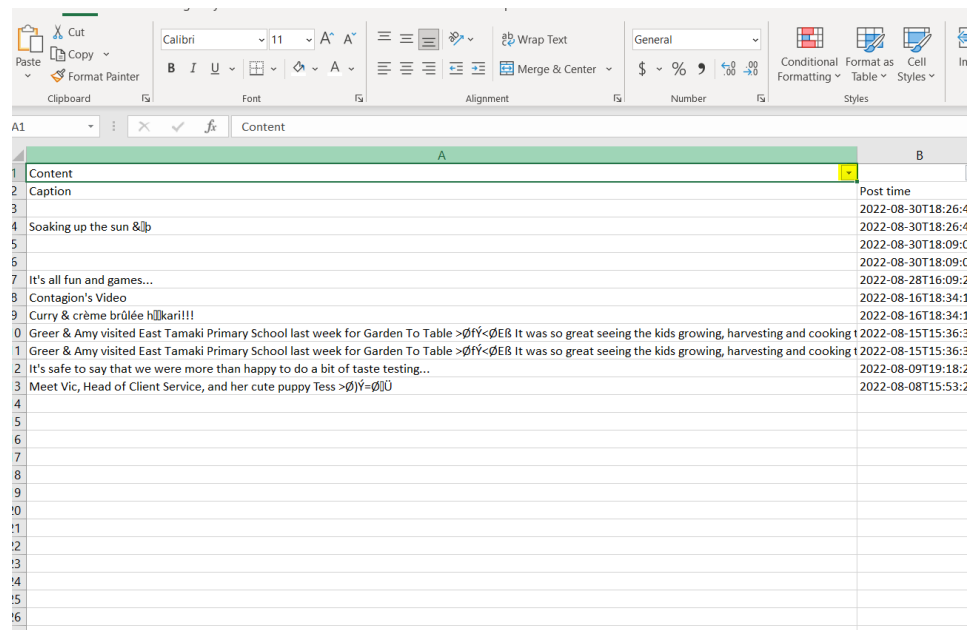
Step Seven

Once exported, the csv file will be downloaded. Open the file and then add a filter to the excel doc.



Step Eight

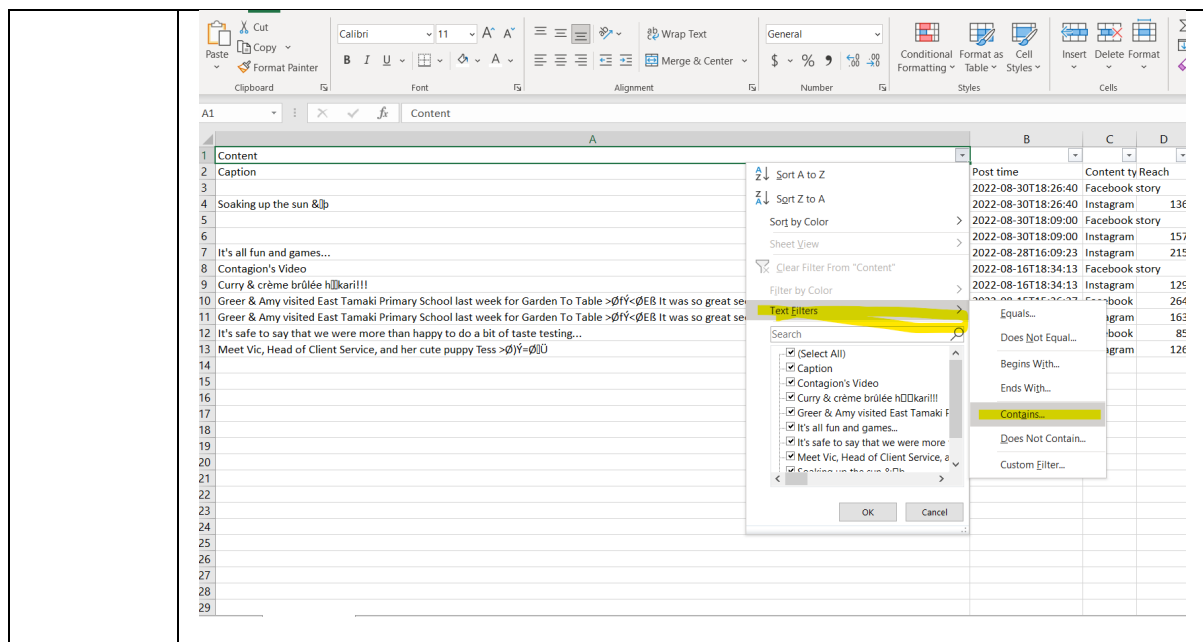
Once the filter has been applied, a drop-down arrow will appear along the titles of the column. Navigate to “Content”. Click the drop-down arrow.



Step Nine

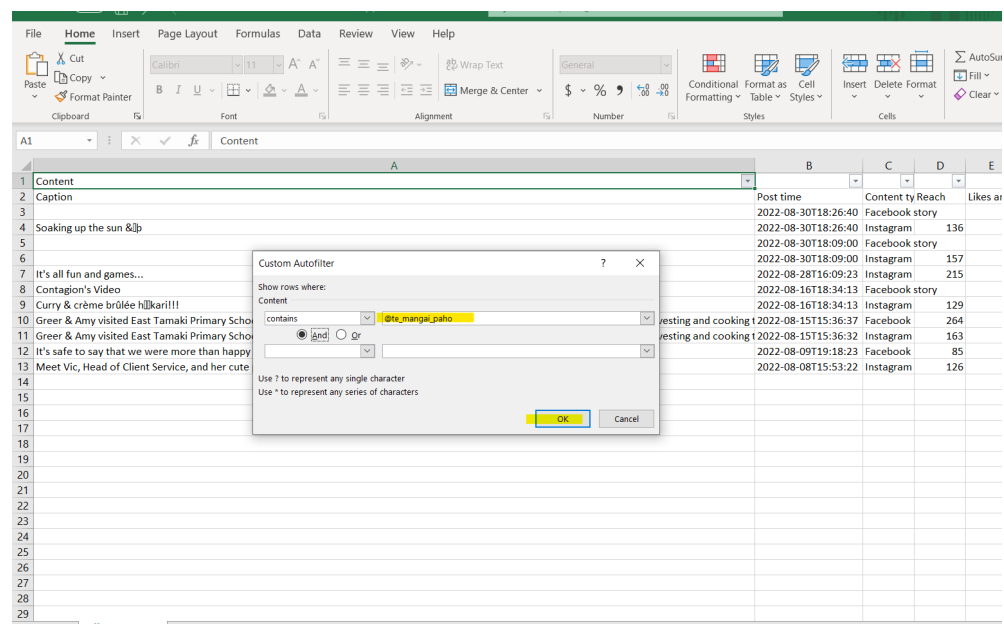
A box will appear with additional filtration options.

Click “Text Filters” and the “Contains”



Step Ten

Then add in tag **@te_mangai_paho**. This will filter out non funded content and results.



Step Eleven

Create a second tab in the same excel

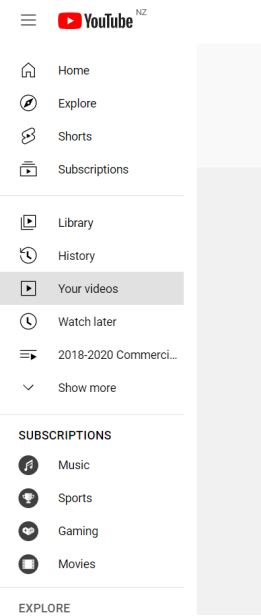
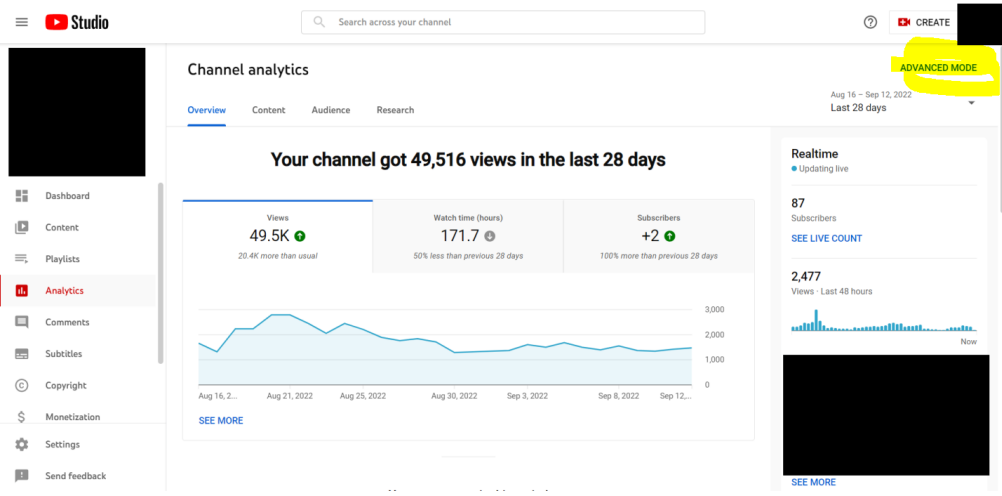
Copy all the remaining data once filtered and paste in the new tab as values (the paste option with 123)

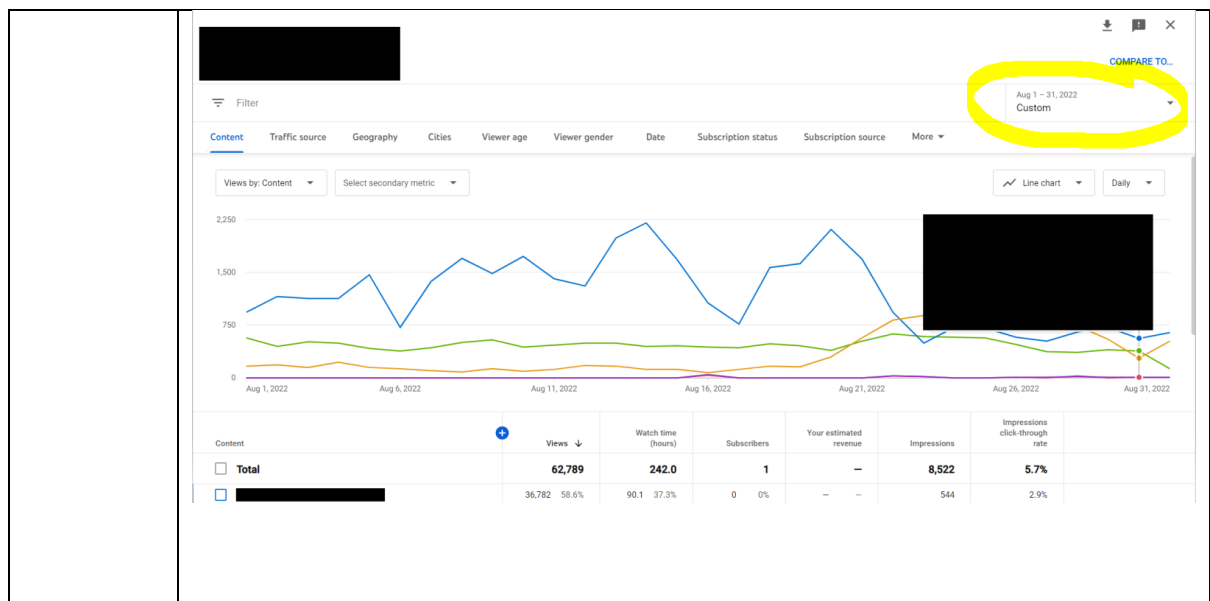
Delete the original tab and only include the second tab that has Te Māngai Pāho-funded content & results only.

	Save As
Step Twelve	<p>And then send to natalia.fixa@contagion.co.nz with the subject line: TMP Social Data {add month of data included i.e April} {add hostname or producer} {add tmp-ProjectID}</p> <p>Email Subject example: TMP Social Data April Whakaata Māori tmp-0099</p> <p>Note: you can have multiple project IDs, so please list them all.</p>

Social method: Step by step process in exporting the data from social (YouTube)

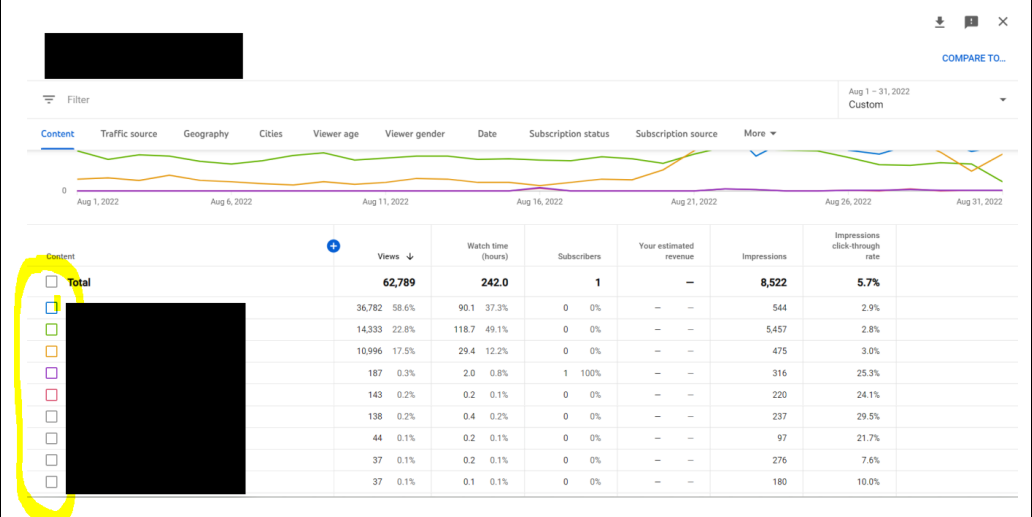
Purpose	Allow Te Māngai Pāho to capture and collect data about Te Māngai Pāho-funded content.
Variables	Video title, views, watch time, average view duration, impressions, ctr
Overview of process	Manual export of content and performance delivered over previous month.
Step One	Login to your YouTube account and navigate to “Your Videos” located in the left hand menu bar

	 <p>The image shows the YouTube NZ navigation menu. On the left, there are icons for Home, Explore, Shorts, Subscriptions, Library, History, Your videos (highlighted), Watch later, 2018-2020 Commercial..., and Show more. Below these are the SUBSCRIPTIONS section with icons for Music, Sports, Gaming, and Movies, and an EXPLORE section at the bottom.</p>
Step Two	<p>Channel Content view will open.</p> <p>Then click “Analytics” in the left-hand menu. The below view will open. Then navigate to the top right corner and click ADVANCED MODE.</p>  <p>The image shows the YouTube Studio Channel analytics dashboard. The left sidebar contains a menu with options: Dashboard, Content, Playlists, Analytics (highlighted), Comments, Subtitles, Copyright, Monetization, Settings, and Send feedback. The main content area is titled 'Channel analytics' and shows 'Your channel got 49,516 views in the last 28 days'. It includes three summary cards: Views (49.5K, 20.4K more than usual), Watch time (171.7 hours, 50% less than previous 28 days), and Subscribers (+2, 100% more than previous 28 days). A line chart shows the view trend from August 16 to September 12, 2022. On the right, there is a 'Realtime' section showing 87 subscribers and 2,477 views in the last 48 hours. In the top right corner, a yellow box highlights the 'ADVANCED MODE' button.</p>
Step Three	<p>The below view will open. Then navigate to the top right again and change the date range to custom (1st – 30th or 31st of previous month)</p>



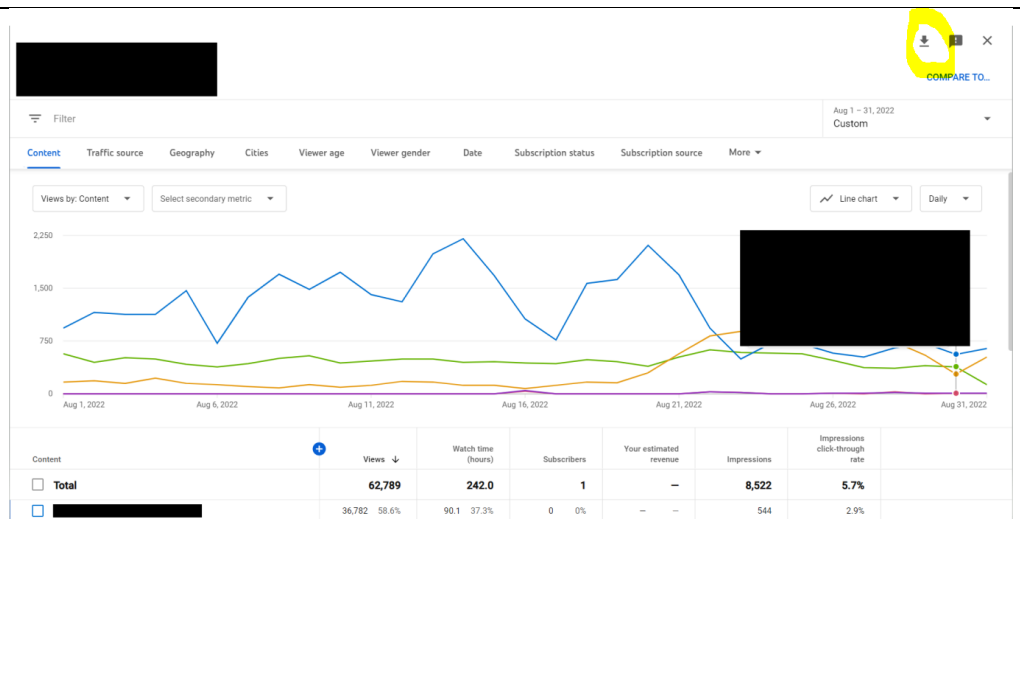
Step Four

Scroll down and click the videos that are TMP funded



Step Five

Then click the down arrow to download. (screen shot of next page)



Step Six

Open the zip file that has downloaded and open the Table data.csv file



Step Seven	<p>And then send to natalia.fixa@contagion.co.nz with the subject line: TMP Social Data {add month of data included i.e April} {add hostname or producer} {add tmp-ProjectID}}</p> <p>Email Subject example: TMP Social Data April Whaakata Māori tmp-0099</p> <p>Note: you can have multiple project IDs, so please list them all.</p>
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