

**CONTAGION**



**Te Māngai Pāho**

# **Te Māngai Pāho – Social Reporting Instructions - YOUTUBE**

**Version: 1.8  
Date: 8/08/2025**

## 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 (1<sup>st</sup> of the month through to 30<sup>th</sup> or 31<sup>st</sup>) before the 4<sup>th</sup> each month.
3. Send to [digital@contagion.co.nz](mailto:digital@contagion.co.nz) with the title: TMP | Social Data | {add month of data included i.e April} | {add hostname or producer} | {add **tmp-ProjectID**}

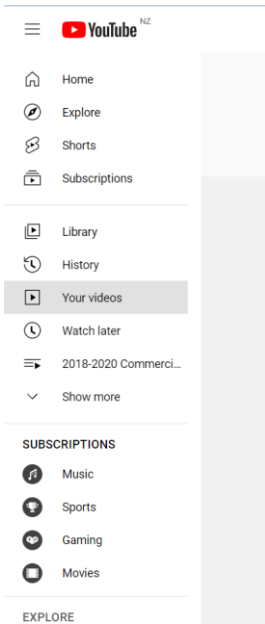
Email Title Example: TMP | Social Data | April | Whaakata Maori TV | tmp-0099

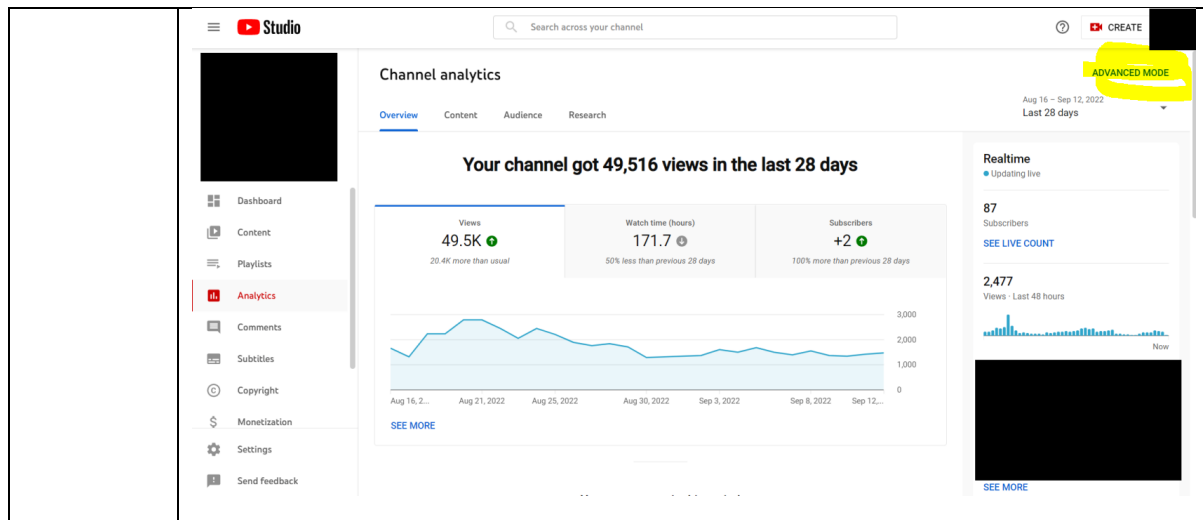
Note: you can have multiple project IDs, so please list them all.

Detailed steps included for Facebook & Instagram and YouTube

**Social method:** Step by step process in exporting the data from social

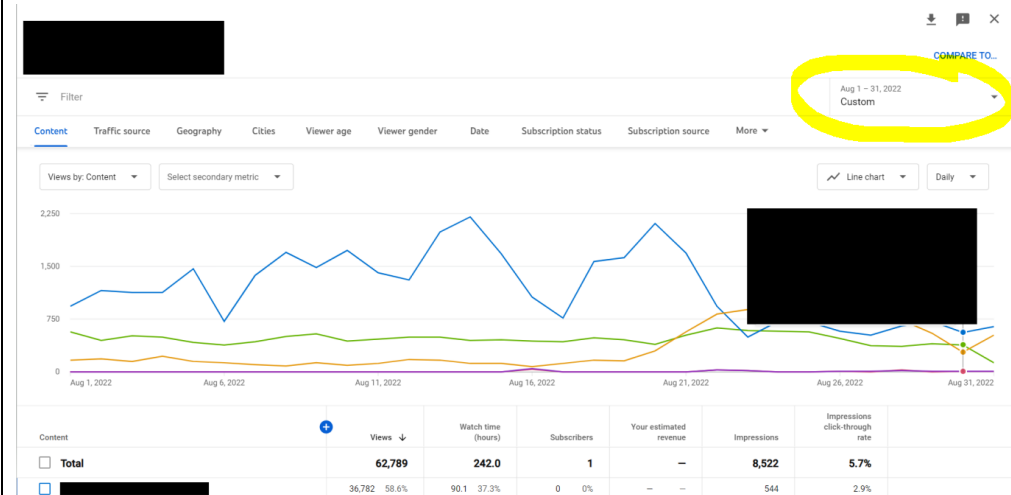
(YouTube)

<b>Purpose</b>	Allow Te Māngai Pāho to capture and collect data about TMP content.
<b>Variables</b>	Video title, views, watch time, average view duration, impressions, ctr
<b>Overview of process</b>	Manual export of content and performance delivered over previous month.
<b>Step One</b>	<p>Login to your YouTube account and navigate to “Your Videos” located in the left hand menu bar</p>  <p>The screenshot shows the YouTube mobile app interface. At the top, there is a header with the YouTube logo and 'NZ'. Below the header is a left-hand menu bar with several options: Home, Explore, Shorts, Subscriptions, Library, History, Your videos (highlighted), Watch later, 2018-2020 Commerci..., and Show more. Below the menu bar, there are sections for SUBSCRIPTIONS (Music, Sports, Gaming, Movies) and EXPLORE.</p>
<b>Step Two</b>	<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>



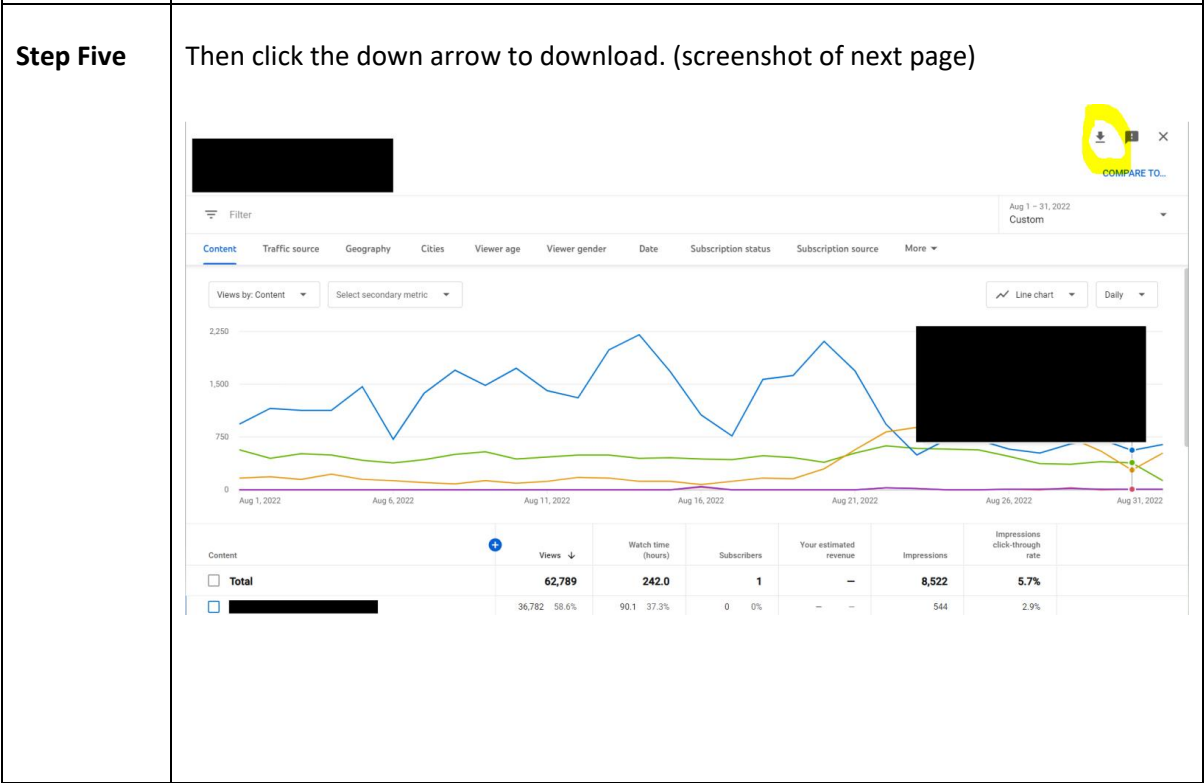
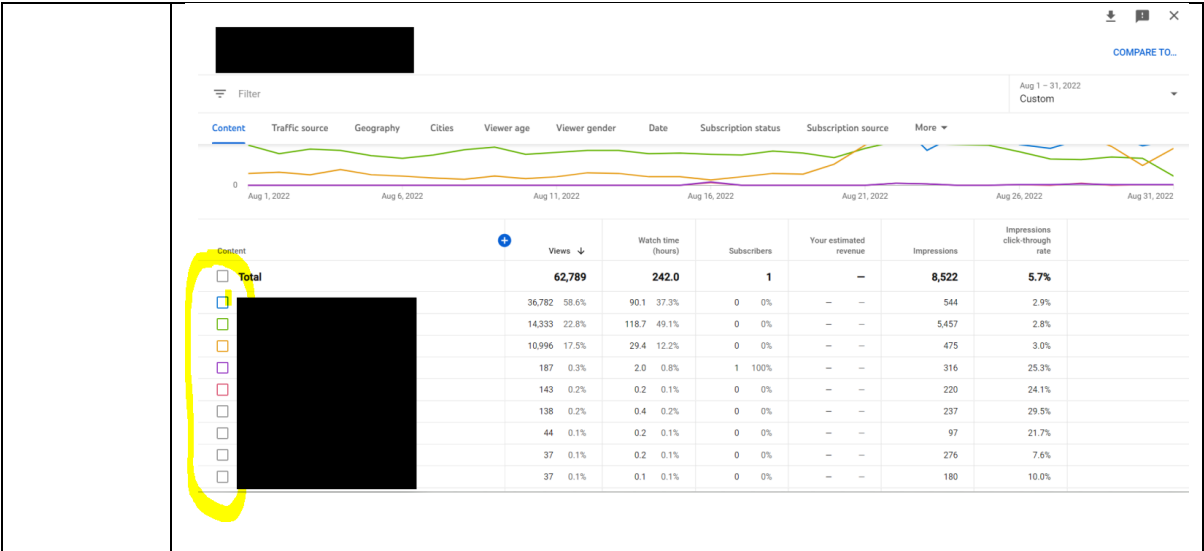
### Step Three

The below view will open. Then navigate to the top right and change the date range to the dates required.




### Step Four

Scroll down and select the tick box of the videos that are TMP-funded and part of this project.



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

	 <p>Review the data then save.</p>
<p><b>Step Seven</b></p>	<p>And then send to <a href="mailto:digital@contagion.co.nz">digital@contagion.co.nz</a> with the title: TMP   Social Data - YOUTUBE   {add month of data included i.e April}   {add hostname or producer}   {add tmp-ProjectID}</p> <p>Email Title Example: TMP   Social Data – YOUTUBE   April   Whaakata Maori TV   tmp-0099</p> <p>Note: you can have multiple project IDs, so please list them all.</p>