

CONTAGION

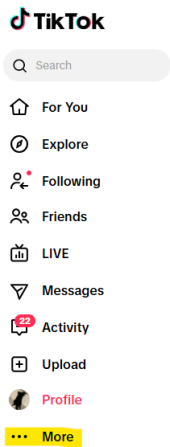
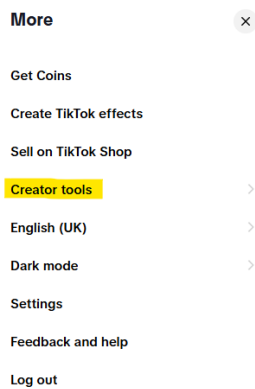


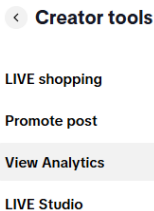
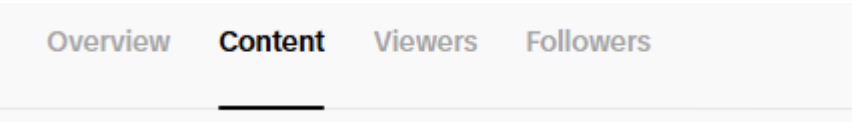
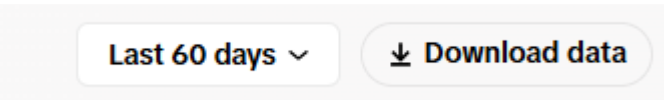
Te Māngai Pāho

Te Māngai Pāho – Social Reporting Instructions - TIKTOK

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

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

Purpose	Allow Te Māngai Pāho to capture and collect data about TMP 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	<p>Login to your TikTok account and navigate to “More” located in the left hand menu bar:</p> 
Step Two	<p>In the More Menu select Creator Tools:</p> 
Step Three	In Creator Tools select View Analytics:

	 <p>< Creator tools</p> <p>LIVE shopping</p> <p>Promote post</p> <p>View Analytics</p> <p>LIVE Studio</p>
Step Four	<p>At the Top, select the Content tab</p>  <p>Overview Content Viewers Followers</p>
Step Five	<p>In the top right-hand corner, select the required dates you want to get post results for then select Download data</p>  <p>Last 60 days ▾ ⬇ Download data</p>
Step Six	<p>Open the Zip Folder and open the content CSV / Excel</p> <p>Add a filter to the top (select row 1 and press “ctrl + Shift + L”)</p> <p>Filter for TMP posts via the filter on manually select the posts related to the TMP campaign activity.</p> <p>Delete out any unrelated posts</p>
Step Seven	<p>And then send to digital@contagion.co.nz with the title: TMP Social Data – TIKTOK {add month of data included i.e April} {add hostname or producer} {add tmp-ProjectID}</p> <p>Email Title Example: TMP Social Data – TIKTOK April Whaakata Maori TV tmp-0099</p> <p>Note: you can have multiple project IDs, so please list them all.</p>