FACEBOOK

Datasets

Column datasets:
- Ad Library API
- Ad Library
- Ad Library Report
- Condor (URL, shares)
- CrowdTangle (Public content engagement data)
- Electrical Distribution Grid Maps
- Future of Business Survey
- Inclusive Internet Index
- Population Density Maps
- COVID-19 Symptom Survey
- Movement Range Maps

Category	Feature	Ad Library API	Ad Library	Ad Library Report	Condor	CrowdTangle	Electrical Distribution Grid Maps	Future of Business Survey	Inclusive Internet Index	Population Density Maps	COVID-19 Symptom Survey	Movement Range Maps
ENTITIES	Public Pages[1]	●	●	●		●						
ENTITIES	Public Groups					●						
ENTITIES	Verified Profiles					●						
ENTITIES	Location history-enabled Facebook users											●
ENTITIES	All Facebook accounts				●							
ENTITIES	Public Instagram accounts					●						
PAGE TRANSPARENCY DATA	Organizations that manage a page		●			●						
PAGE TRANSPARENCY DATA	Countries of individual page managers		●			●						
PAGE TRANSPARENCY DATA	Page name change history		●			●						
PAGE TRANSPARENCY DATA	Page creation date		●			●						
CONTENT	Ads	●	●	●								
CONTENT	Advertiser spending amount	●	●	●								
CONTENT	Funding disclaimer	●	●	●								
CONTENT	Branded Content					●						
CONTENT	Age- and geo-gated content	●	●									
CONTENT	Post content				●	●						
CONTENT	URLs shared in all FB accounts (including private)				●							
CONTENT	Survey data on small business challenges and needs, including financial support and need for tools							●				
CONTENT	Electrical grid location						●					
CONTENT	Internet availability, affordability, relevance, and readiness								●			
METRICS	Impressions	●	●		●							
METRICS	Reach	●	●									
METRICS	Interaction metrics				●	●						
METRICS	Page Likes					●						
METRICS	Native Video views					●						
METRICS	Post-level time-series data[2]				●	●						
METRICS	URL views				●							
METRICS	Household size										●	
METRICS	Proportion of people experiencing COVID-19 symptoms										●	
CAPABILITIES	Keyword search		●			●						
CAPABILITIES	Hashtag search					●						
CAPABILITIES	URL search				●	●						
CAPABILITIES	Create time-series visualizations					●						
CAPABILITIES	Create public displays					●						
CAPABILITIES	Automate notifications					●						
CAPABILITIES	API capability	●				●						
DEMOGRAPHICS	Content city[3]			●		●						
DEMOGRAPHICS	Content state (US only)[3]		●	●		●						
DEMOGRAPHICS	Content country		●	●	●	●						
DEMOGRAPHICS	Audience age		●		●			●		●	●	
DEMOGRAPHICS	Audience gender		●		●			●		●	●	
DEMOGRAPHICS	Audience location[4]	●	●	●			●	●	●	●		●
DEMOGRAPHICS	Industry type		●					●				
TIME HORIZON	Since April 2018	●	●	●								
TIME HORIZON	Since March 2020											●
TIME HORIZON	Since May 2020										●	
TIME HORIZON	All historical and future content[5]					●						
TIME HORIZON	Since September 1, 2016							●				
TIME HORIZON	Since January 24th, 2019						●					
TIME HORIZON	Since January 1, 2017				●							

Notes:

[1] Ad Library API only contains pages running Social Issue, Election, or Political Ads.

[2] CrowdTangle provides interaction growth over time at the post level in 15-minute increments.

Condor provides data on the first instance a URL was posted, and then monthly updates on interactions and views for all instances of the URL being posted.

[3] CrowdTangle provides limited pre-built lists of pages and groups at the state and city level.

The Ad Library Report includes information about city-level ad spending for countries other than the US.

[4] For COVID-19 Symptom Survey and Movement Range Maps, location is approximately at the county/regional level.

[5] In CrowdTangle, Page Likes and Post time-series data can only be tracked after the date on which the entity was added to CrowdTangle. CrowdTangle does not contain any deleted content.