Meta Content Library

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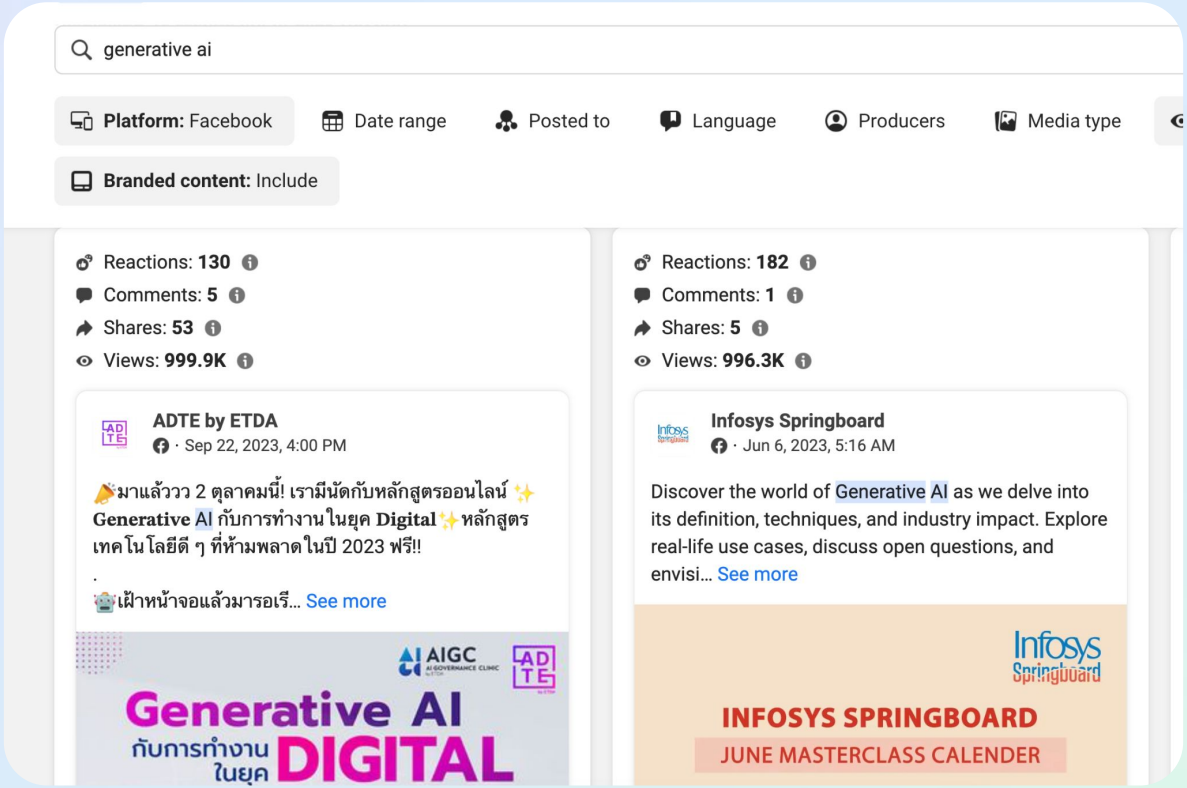
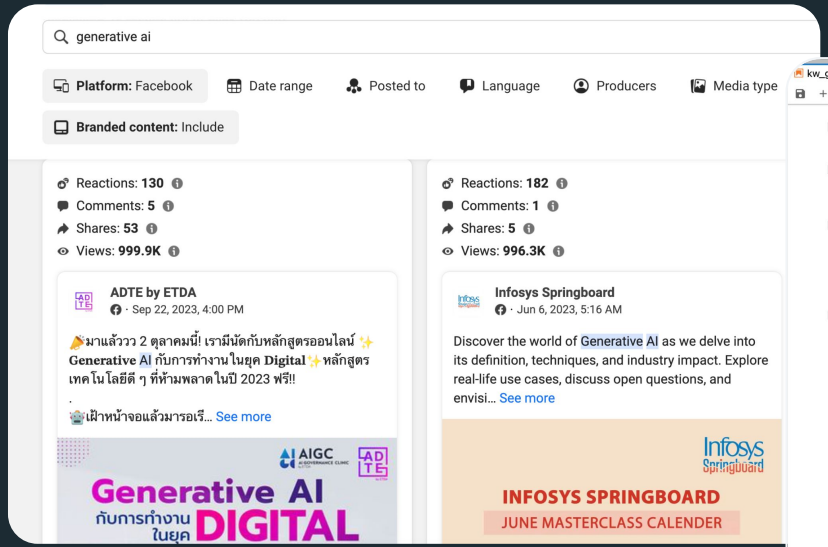


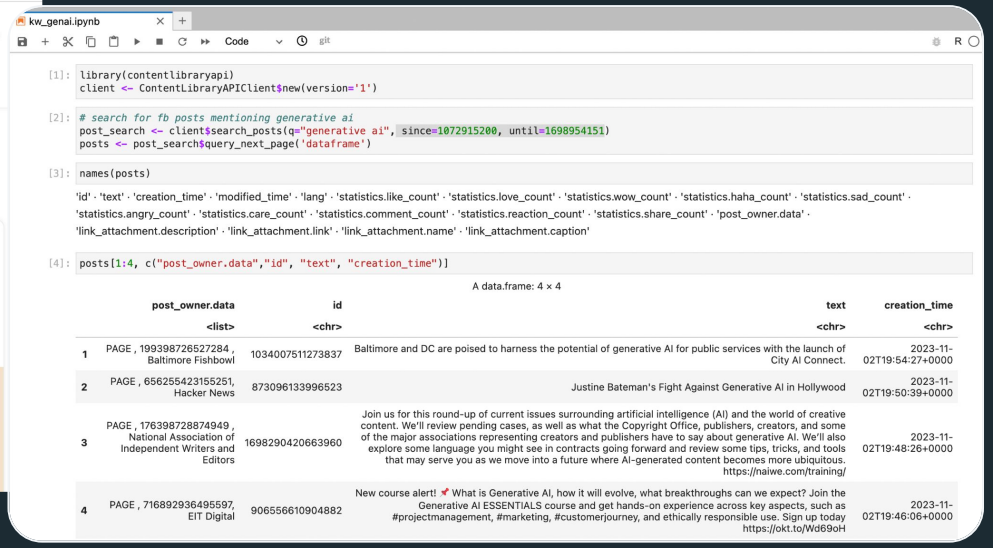
Meta

One library, two interfaces

Meta Content Library is a comprehensive database of publicly available content across Facebook and Instagram that is accessible through two interfaces.



GRAPHICAL USER INTERFACE



APPLICATION PROGRAMMING INTERFACE (API)

Scope of available data

Meta Content Library surfaces billions of near real-time and historical data points. Researchers can query eight platform endpoints.

FACEBOOK

Posts
Public posts on public Facebook Pages, groups or events

Events
Public events: not required to be hosted by a Page or public group

Pages
Public pages

Groups
Public groups

INSTAGRAM

Posts
Public posts from public creator and business accounts; Public figures with large followers or verified profiles

Pages
Public creator and business accounts; Public figures with large followers or verified profiles

THREADS

NEW

Posts
Public posts from public profiles with 1,000 or more followers

Pages
Public profiles with 1,000 or more followers

New metrics, data types and expansive geographic coverage

Public Data Download - Posts by widely known individuals and entities available via CSV download from User Interface

Comments - View user comments from public Facebook and Instagram posts on UI and API; hashed user IDs

Dashboards - Create custom dashboards to display post feeds and trend charts based on selected keywords or producers

Post views (number of times the post or reel was onscreen)

Post engagement metrics (number of likes, comments, reactions and reshares)

Multimedia (photos, videos, albums and reels)

180+ languages supported in search

Geographic locations of Page admins

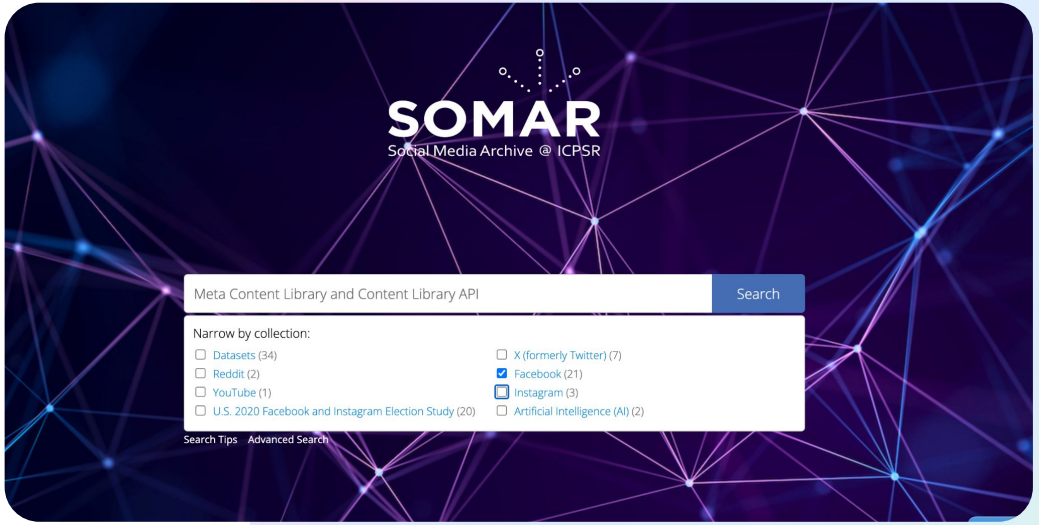
Principles in action:

Meta has partnered with the Inter-university Consortium for Political and Social Research (ICPSR) at the University of Michigan to share data with researchers in a responsible, privacy-preserving way.

01. **API integration**
    Researchers will use ICPSR's Virtual Data Enclave to access and analyze data from Meta Content Library.

02. **Independent application review**
    ICPSR will process and review applications for access to Meta Content Library.

03. **Research services**
    A global leader in data stewardship, ICPSR provides training in data access, curation and methods of analysis for the social science research community.



Who is eligible for access?

To be eligible for access, researchers must either be affiliated with an academic institution or another non-university organization, institute or society which operates as a not-for-profit entity and holds scientific or public interest research as a primary purpose or core activity.

Academic researchers

Non-profit researchers

Public policy and civil society researchers

Meta Content Library

Meta Content Library provides comprehensive access to the full public content archive from Facebook and Instagram.

Meta

Helpful Links

1. Product and Application information: transparency.meta.com

2. Support - Meta: support@meta-researchtools.atlassian.net

3. Support - ICPSR: somar-help@umich.edu

Product demonstration

Meta