Meta Content Library and API

Meta Content Library (Beta) and Content Library API (Beta) provide comprehensive access to the full public content archive from Facebook and Instagram. Researchers can apply for access to the tools with the Inter-university Consortium for Political and Social Research (ICPSR) at the University of Michigan.

[Learn more](#)

Available Facebook and Instagram data

Both tools provide near real-time public content from Facebook and Instagram. Details about the content, such as the post owner and the number of reactions and shares, are also available.

FACEBOOK

Posts shared to and information about Pages, groups and events

INSTAGRAM

Posts shared by and information about business and creator accounts

GEOGRAPHICAL DATA

Available for most countries and territories but excluded from countries where Meta is still evaluating legal and compliance requirements

POST VIEW DATA

The number of times a post or reel was displayed on screen

Content Library

Meta Content Library is a web-based, controlled-access environment and does not allow data to be exported for analysis. Researchers can perform deeper analysis of the public content by using Content Library API in Researcher Platform.

SEARCHING AND FILTERING

Searching all public posts across Facebook and Instagram is easy with comprehensive sorting and filtering options. Post results can be filtered by language, view count, media type, content producer and more.

MULTIMEDIA

Photos, videos and reels are available for dynamic search, exploration and analysis.

PRODUCER LISTS

Customizable collections of content producers can be used to refine search results. Researchers can apply custom producer lists to a search query to surface public content from specific content owners on Facebook or Instagram.

API CODE GENERATION

Researchers can generate an API query in either Python or R directly from their search query. The code can be pasted into the Content Library API to retrieve search results and perform deeper analysis.

Content Library API

Content Library API allows programmatic queries of the data and is designed for computational researchers familiar with R or Python. Data pulled from the API can be analyzed in Researcher Platform.

ENDPOINTS AND DATA FIELDS

With 6 dedicated endpoints, Content Library API can search across over 100 data fields from Instagram accounts and posts and Facebook Pages, posts, groups and events.

SEARCH INDEXING AND RESULTS

Powerful search capabilities can return up to 100,000 results per query.

ASYNCHRONOUS SEARCH

Asynchronous search allows for queries to run in the background while a researcher works on other tasks. Query progress is monitored and tracked by the API.

How to gain access

Meta has partnered with the Inter-university Consortium for Political and Social Research (ICPSR) at the University of Michigan to share public data from Meta's platforms in a responsible, privacy-preserving way. This partnership is enabled through ICPSR's industry-leading Social Media Archive (SOMAR) initiative.

INDEPENDENT APPLICATION REVIEW

The Social Media Archive (SOMAR) at ICPSR independently processes and reviews applications for access to Meta Content Library. The application can be accessed through this form.

API INTEGRATION

Content Library API is now hosted within SOMAR's secure Virtual Data Enclave. Researchers will use this secure environment to access and analyze

public data from the API.

RESEARCH SERVICES

A global leader in data stewardship, ICPSR offers the social science research community—including researchers who use Meta Content Library—training in data access, curation and methods of analysis.

Eligibility requirements

To be eligible for product access, researchers must either be affiliated with an academic institution or other 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. Researchers from different disciplinary and professional backgrounds are welcome to apply.

60-day demo access

Researchers interested in trying out the Meta Content Library through a 60-day trial access program may send an email to MetaResearchApplications@meta.com. Please use the subject line "Meta Content Library early access" and provide your institutional affiliation and title or role. We will respond with additional information about onboarding requirements and next steps.

Product documentation

Researchers can explore our [developer documentation](#) to learn more about the features, search quality and data available in Meta Content Library and Content Library API.

Publishing with Meta Content Library and Content Library API

Researchers may publish and share the results and findings of their research

without prior approval from Meta. Meta will not ask to review research manuscripts prior to publication, but we ask that researchers follow Meta's [attribution guidelines](#) and provide notice upon publishing.

Frequently asked questions

No. There are no fees associated with access or computation.

We welcome global researchers, but access to or use of our tools and data must comply with all applicable laws, policies, rules and regulations. In addition, the researcher applicant, and any academic university or institution with which the applicant is affiliated, must not be in a jurisdiction that is the target of sanctions imposed by the United States, United Kingdom, European Union or United Nations.

Yes. All Content Library and Content Library API applications are processed and reviewed by ICPSR

If the researcher has made any substantive changes to their research topic, proposal or research ethics documentation since having their application approved by ICPSR, they must reapply for access via ICPSR.

No. Public content is excluded from certain countries where we are evaluating compliance with applicable legal requirements.