AutoPost USER GUIDE

Post metrics in AutoPost

A guide to turning on, reading, turning off, and deleting post numbers for each account — Facebook Page, Instagram, Threads, and Pinterest



Updated October 24, 2026

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1. At a glance

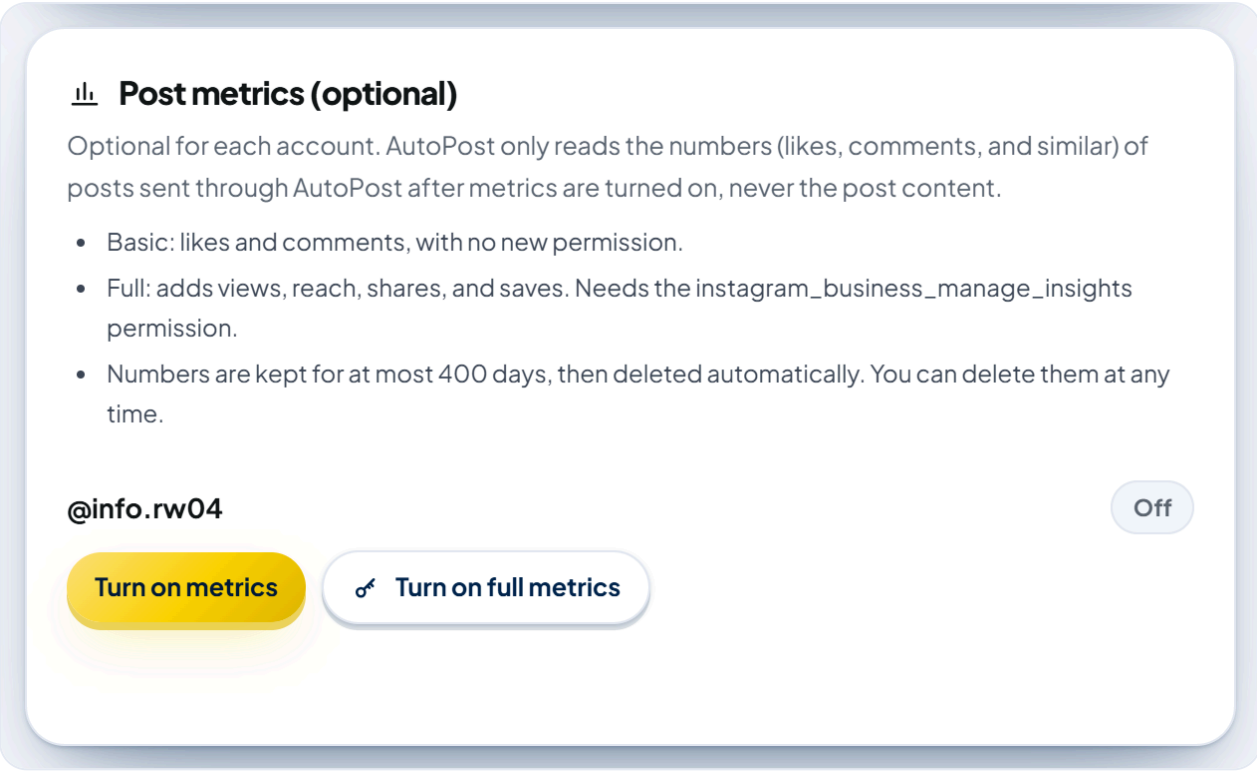
Post metrics is an optional feature available since **October 24, 2026**. When you turn it on for an account, AutoPost reads the numbers (likes, comments, and similar) of posts **sent through AutoPost to that account**, starting from the moment you turn it on. Post content isn't read, and other posts on your account aren't touched.

What to know up front:

- **Off by default.** No numbers are read from any account until you press the button yourself in the **Post metrics (optional)** panel on that account's page.
- **Per account.** Each account is turned on, turned off, and cleared on its own. One account's numbers are never combined with another account's.
- **Read four times.** About 1 hour, 3 hours, 24 hours, and 7 days after a post is sent.
- **Kept for at most 400 days**, then deleted automatically. Pinterest numbers are never stored at all.
- **Supported platforms:** Facebook Page, Instagram, Threads, and Pinterest. X metrics exist in the code but are currently turned off by AutoPost because of cost. TikTok, Telegram, and YouTube aren't read yet.

Status on October 24, 2026. Everything in this guide has been tested with simulated data. Reading from real Facebook, Instagram, Threads, and Pinterest accounts hasn't been tested yet. All images use **sample** account names and numbers, not real account data.

The panel is on the **Social accounts › Facebook Page**, **› Instagram**, **› Threads**, **› Pinterest**, and **› X** pages. You read the results in **Analytics**.



The "Post metrics (optional)" panel on the Social accounts › Instagram page: the description "Optional for each account. AutoPost only reads the numbers (likes, comments, and similar) of posts sent through AutoPost after metrics are turned on, never the post content.", three bullets (Basic: likes and comments, with no new permission; Full: adds views, reach, shares, and saves, needs the instagram_business_manage_insights permission; numbers are kept for at most 400 days), then the sample account @info.rw04 with a gray "Off" label, a gold "Turn on metrics" button, and an outlined "Turn on full metrics" button.

2. What is read on each platform

Platform	Basic level (no new permission)	Full level (extra permission)
Facebook Page	likes (reactions), comments, shares	adds views, reach, and clicks. The `read_insights` permission through a new System User token
Instagram	likes, comments	adds views, reach, shares, and saves. The `instagram_business_manage_insights` permission
Threads	none	likes, replies, reposts, and quotes. The `threads_manage_insights` permission
Pinterest	lifetime Pin numbers (views, saves, clicks, comments, likes), read when you press the button	none
X	turned off by AutoPost (section 7)	none
TikTok, Telegram, YouTube	not read yet	not read yet

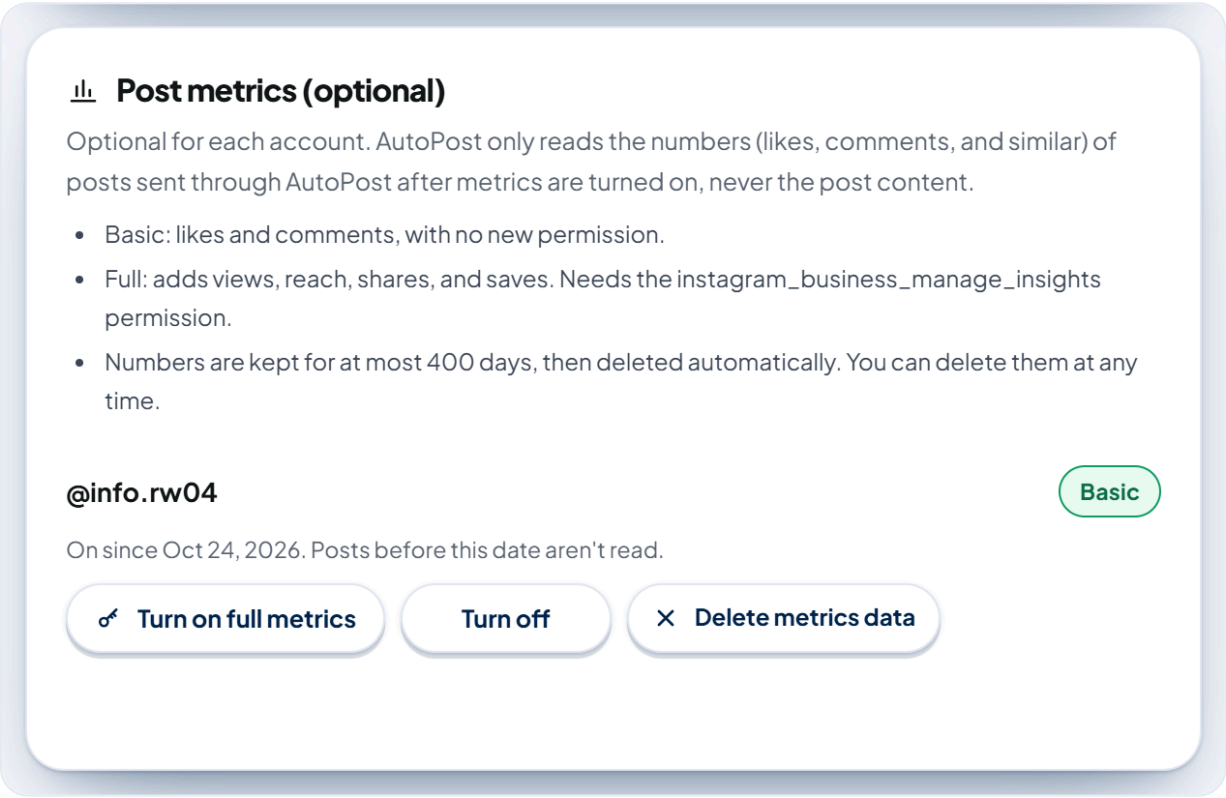
The panel on the account page describes each level in the same words, for example *"Basic: likes, comments, and shares, with no new permission."* for Facebook. Each account's status label is **Off**, **Basic**, or **Full**.

What is **not** read: post content, other people's comments, follower lists, and posts that weren't sent through AutoPost or were sent before metrics were turned on for that account.

3. Turning on Basic metrics

This applies to Facebook Page, Instagram, and Pinterest. Threads has no Basic level (go straight to section 4.3).

1. Open **Social accounts**, then the platform's page (for example **Social accounts › Instagram**).
2. Scroll to the **Post metrics (optional)** panel. Each connected account has one row with a status label.
3. Press **Turn on metrics** on that account's row. When it works, *"Metrics turned on."* appears and the label changes to **Basic**.
4. Under the account name you'll see *"On since … Posts before this date aren't read."* Only posts sent after that moment are read.



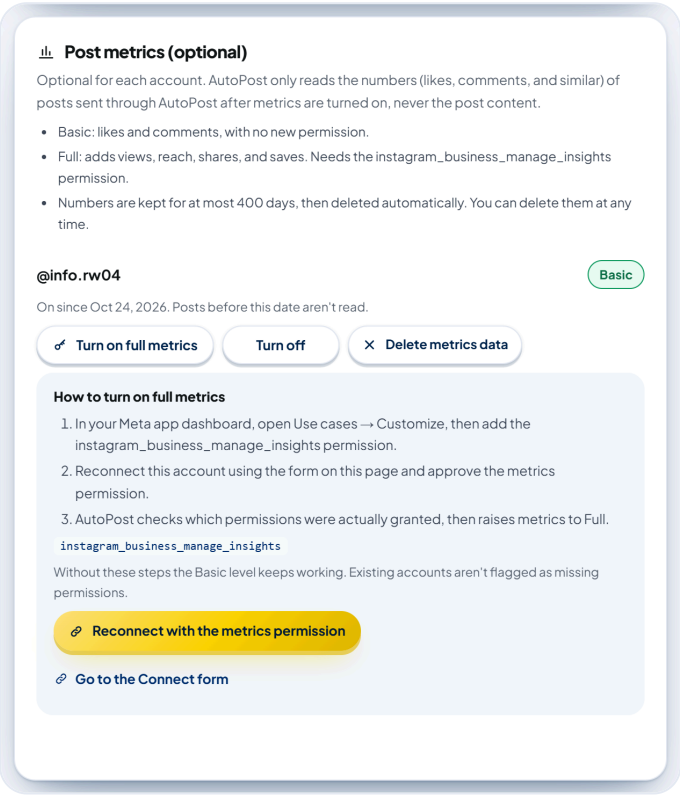
The Instagram metrics panel after turning it on: the sample account @info.rw04 with a green "Basic" label, the sentence "On since Oct 24, 2026. Posts before this date aren't read.", and the buttons "Turn on full metrics", "Turn off", and "Delete metrics data".

No account on that platform yet? The panel says *"Connect an account first to manage post metrics."* Connect the account first using the form on the same page.

4. Turning on Full metrics

The Full level needs an extra permission from the platform. AutoPost only raises the status to **Full** after that permission is **confirmed** as granted (AutoPost asks the platform directly instead of trusting your checkbox). You can press the button from either **Off** or **Basic**; you don't have to turn on Basic first.

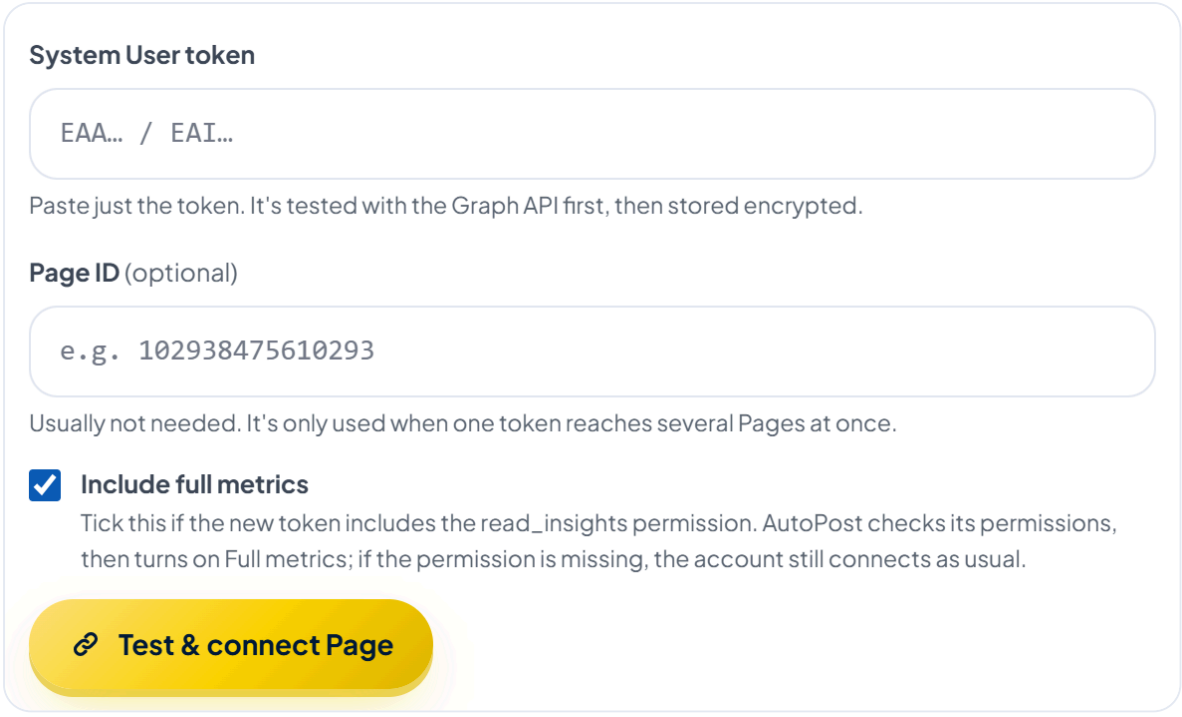
Press **Turn on full metrics** (on Threads: **Turn on metrics**) to open the **How to turn on full metrics** box, then follow the steps for your platform. The box also has a **Go to the Connect form** link.



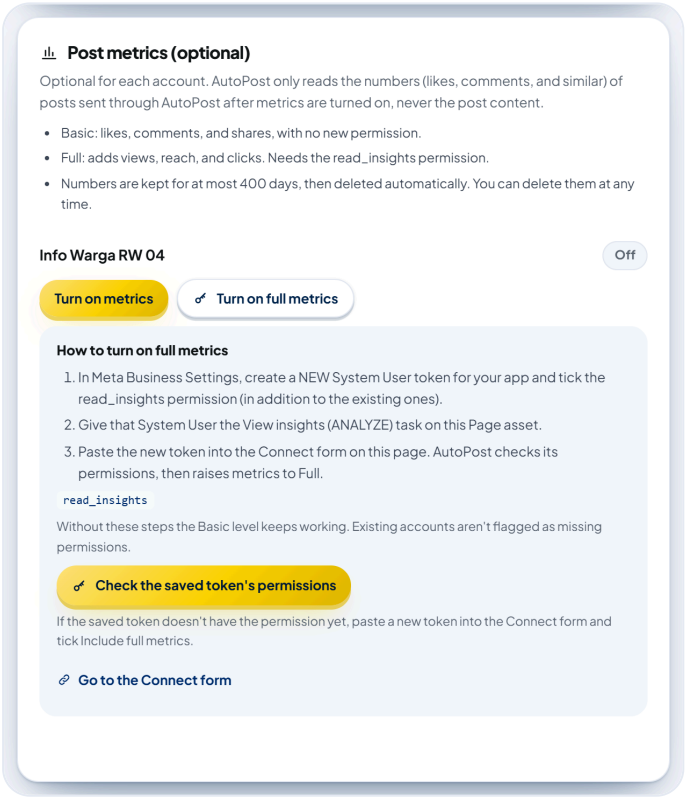
The blue "How to turn on full metrics" box in the Instagram panel: three numbered steps (add the instagram_business_manage_insights permission through Use cases → Customize; reconnect the account and approve the metrics permission; AutoPost checks which permissions were actually granted), the code instagram_business_manage_insights, the note "Without these steps the Basic level keeps working. Existing accounts aren't flagged as missing permissions.", a gold "Reconnect with the metrics permission" button, and the "Go to the Connect form" link.

4.1 Facebook Page

1. In Meta Business Settings, create a **new System User token** for your app and tick the `read_insights` permission, in addition to the four permissions you already have.
2. Give that System User the **View insights (ANALYZE)** task on the Page asset.
3. Paste the new token into the **Connect** form on the same page, tick **Include full metrics**, then press **Test & connect Page**. If the permission is missing, the Page still connects as usual and metrics don't rise to Full.
4. If the token you already saved turns out to hold `read_insights`, just press **Check the saved token's permissions** in the steps box.



The Connect form on the Facebook Page page: the "System User token" field (sample EAA… / EAI…), "Page ID (optional)", the ticked "Include full metrics" checkbox with the help text "Tick this if the new token includes the read_insights permission. AutoPost checks its permissions, then turns on Full metrics; if the permission is missing, the account still connects as usual.", and the gold "Test & connect Page" button.



The Facebook Page metrics panel for the sample account "Info Warga RW 04" labeled "Off", with the "How to turn on full metrics" box open: three steps (a new System User token with read_insights, the View insights (ANALYZE) task on the Page, paste the token into the Connect form), the code read_insights, the gold "Check the saved token's permissions" button, the sentence "If the saved token doesn't have the permission yet, paste a new token into the Connect form and tick Include full metrics.", and the "Go to the Connect form" link.

Facebook notes:

- Facebook insights numbers update about once a day, and a Page with fewer than 100 likes may have no insights numbers at all. A number that isn't available yet is shown as "—", not 0. Likes, comments, and shares are still read.
- At the Full level, if Facebook **refuses** to return insights because of a permission or token problem (for example the ANALYZE task wasn't given), AutoPost **turns off** metrics for that account instead of quietly dropping it to Basic (see section 8.3). If you aren't sure your token is complete, turn on Basic first.
- Pasting a new token **without** `read_insights` for a Page that is already Full drops its metrics to Basic, and the panel says *"Full metrics: The metrics permission hasn't been granted. Reconnect the account with the metrics permission."*

4.2 Instagram

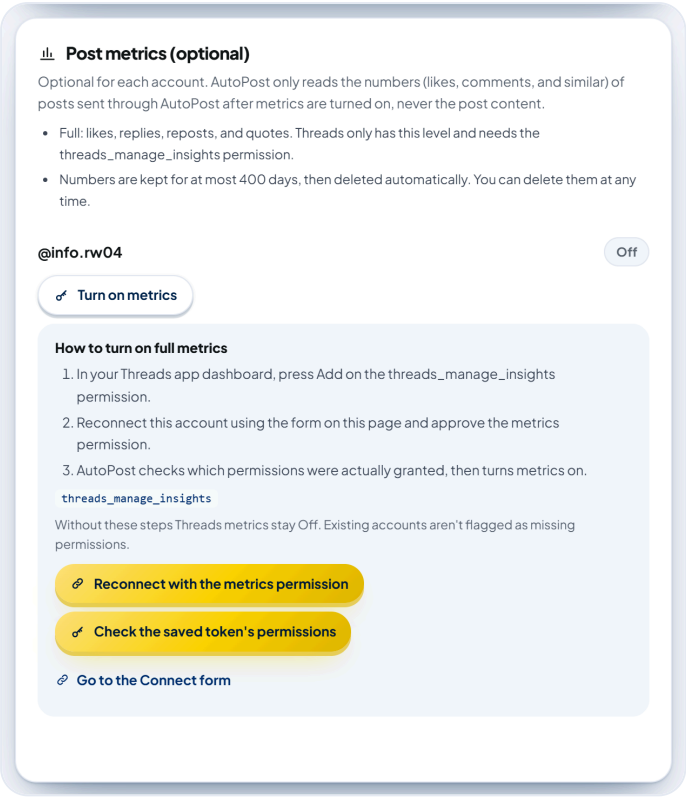
1. In your Meta app dashboard, open **Use cases → Customize**, then add the `instagram_business_manage_insights` permission.
2. In the steps box, press **Reconnect with the metrics permission** and approve the permission on the Instagram page. AutoPost uses the App ID and App Secret already saved for that account.
3. AutoPost checks which permissions were actually granted, then raises the status to **Full**.

Instagram can delay insights data by up to 48 hours, so views and reach are only treated as stable at the 7-day read. If you reconnect **without** approving the metrics permission, an account that was Full drops to Basic.

4.3 Threads

Threads only has the Full level, so its button is called **Turn on metrics** and opens the steps box right away.

1. In your Threads app dashboard, press **Add** on the `threads_manage_insights` permission.
2. Press **Reconnect with the metrics permission** and approve the permission. If the saved token already holds that permission, just press **Check the saved token's permissions**.
3. AutoPost checks which permissions were actually granted, then turns metrics on.



The Threads metrics panel for the sample account @info.rw04 labeled "Off": one level bullet ("Full: likes, replies, reposts, and quotes. Threads only has this level and needs the threads_manage_insights permission."), the "Turn on metrics" button, then the "How to turn on full metrics" box with three steps, the code threads_manage_insights, the note "Without these steps Threads metrics stay Off. Existing accounts aren't flagged as missing permissions.", the gold buttons "Reconnect with the metrics permission" and "Check the saved token's permissions", and the "Go to the Connect form" link.

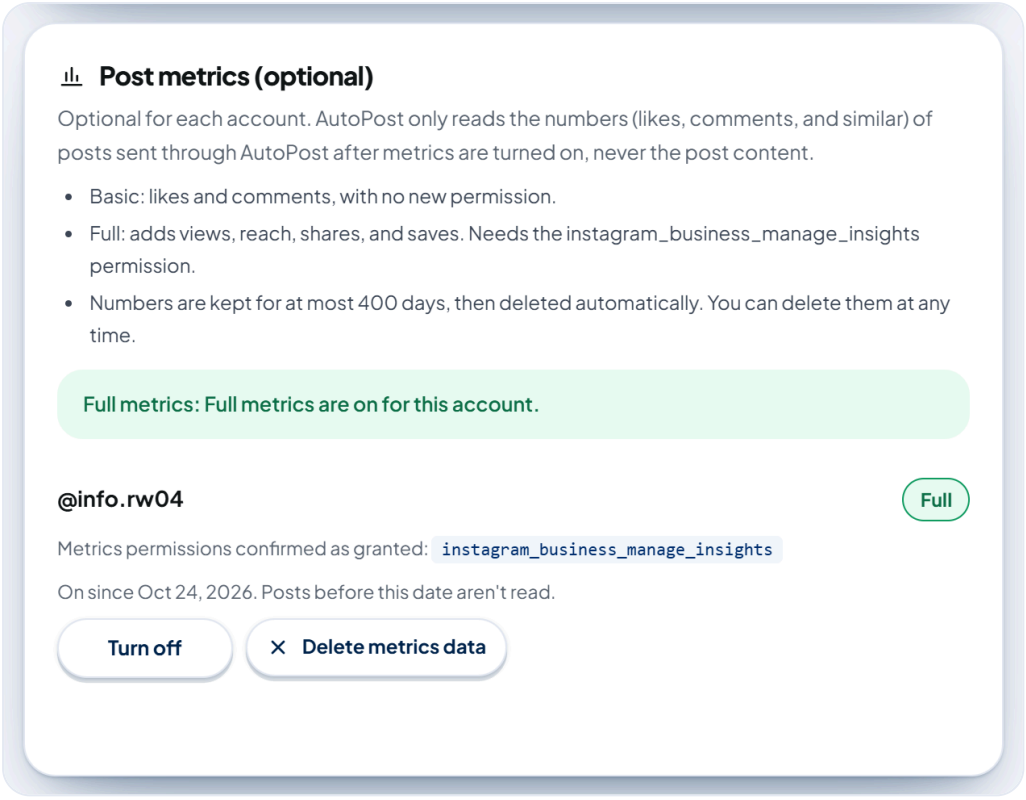
Without that permission Threads metrics stay **Off**. Threads views and shares are still "in development" by Threads, so they aren't counted. If an active Threads account is reconnected without the metrics permission, its metrics are turned off (the reason is written on the account row) and **the Threads numbers stored for that account are deleted too**, because they are Meta data (section 8.3).

4.4 How to tell it worked (or didn't)

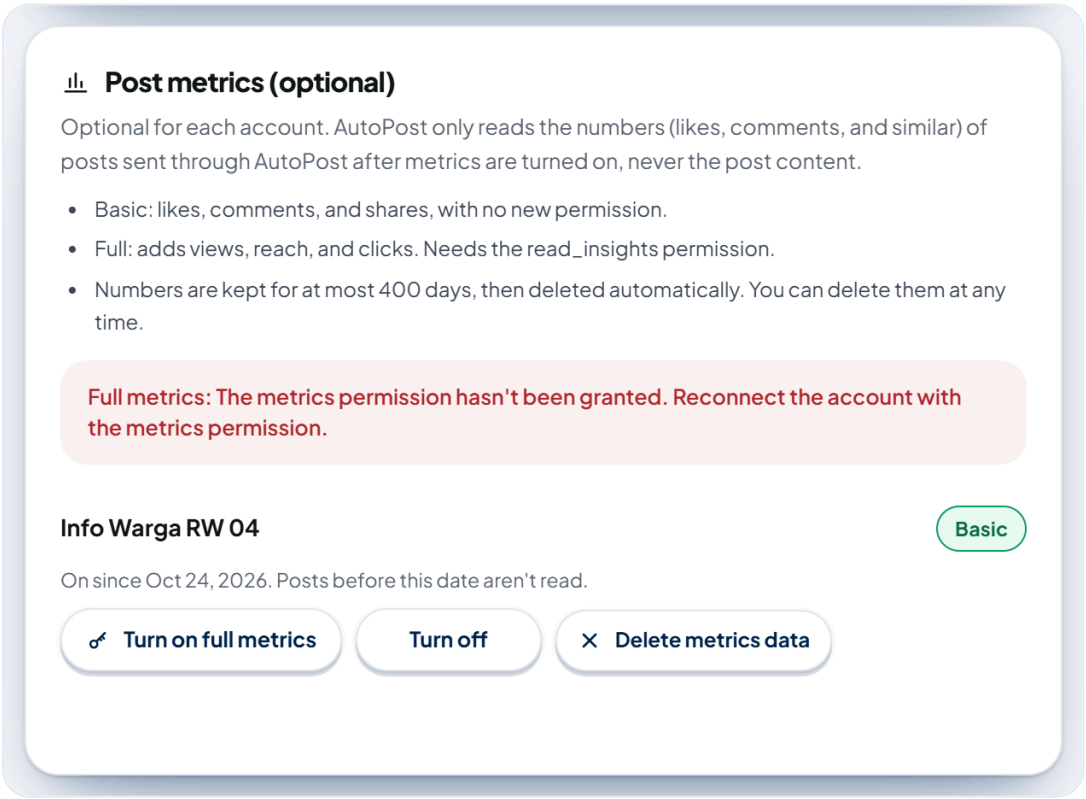
After you come back from the platform (or after pressing **Check the saved token's permissions**), the panel shows a result strip:

- Green: *"Full metrics: Full metrics are on for this account."* The account row is labeled **Full** and lists **Metrics permissions confirmed as granted**.
- Red: for example *"Full metrics: The metrics permission hasn't been granted. Reconnect the account with the metrics permission."* The Basic level (where it exists) keeps working.

The **On since** date doesn't change when you move from Basic to Full: posts already read still count.



The Instagram metrics panel after coming back from Instagram: the green strip "Full metrics: Full metrics are on for this account.", the sample account @info.rw04 with a green "Full" label, the line "Metrics permissions confirmed as granted: instagram_business_manage_insights", "On since Oct 24, 2026. Posts before this date aren't read.", and the buttons "Turn off" and "Delete metrics data".



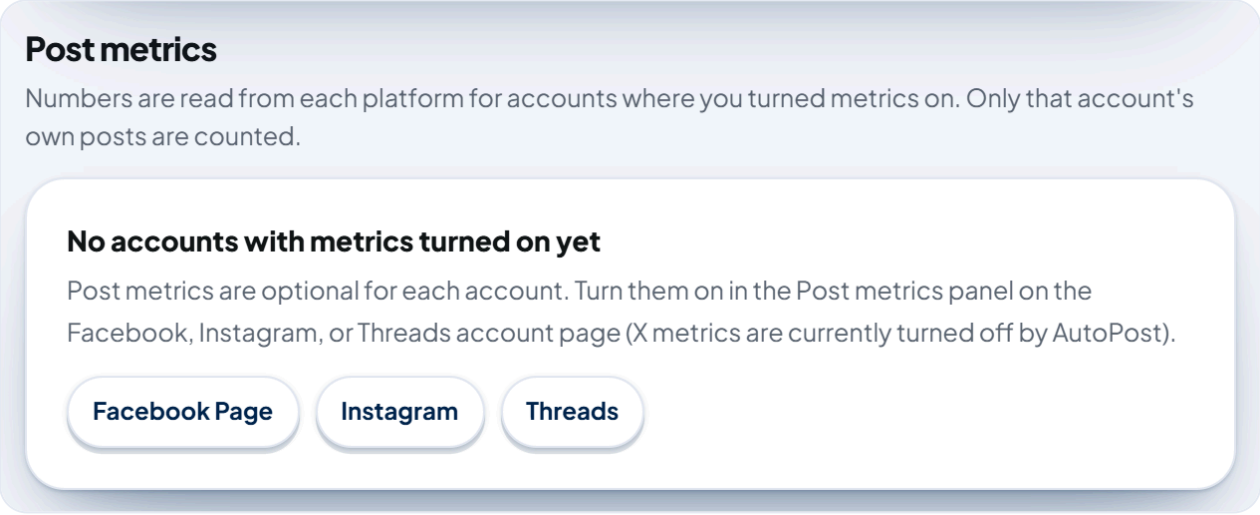
The Facebook Page metrics panel with the red strip "Full metrics: The metrics permission hasn't been granted. Reconnect the account with the metrics permission."; the sample account "Info Warga RW 04" keeps its green "Basic" label with the buttons "Turn on full metrics", "Turn off", and "Delete metrics data".

5. Reading the cards in Analytics

Open **Analytics**. The **Post metrics** section sits next to the accounts-per-platform card (on a phone: below it).

5.1 Before any account has metrics

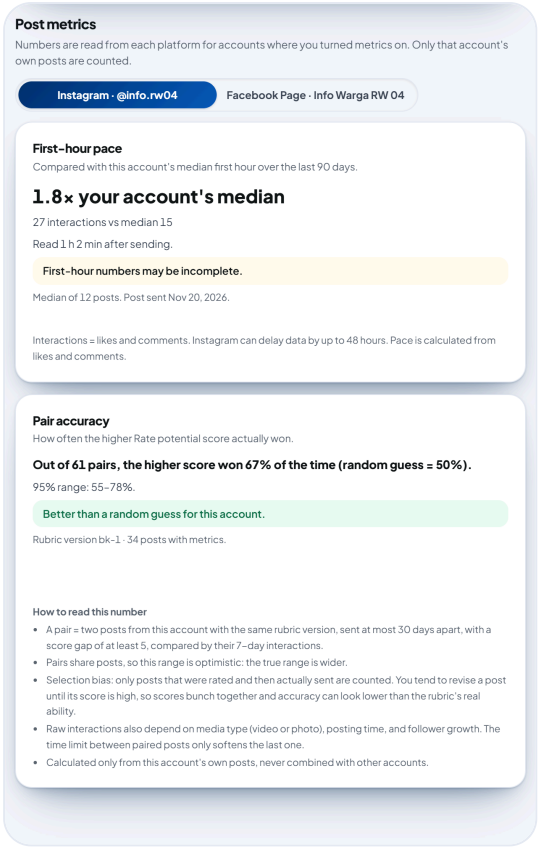
Until a Facebook, Instagram, or Threads account has had metrics turned on, this section says *"No accounts with metrics turned on yet"* with buttons to the **Facebook Page**, **Instagram**, and **Threads** pages.



The "Post metrics" section in Analytics when empty: the description "Numbers are read from each platform for accounts where you turned metrics on. Only that account's own posts are counted.", the card "No accounts with metrics turned on yet" explaining that metrics are optional for each account and that X metrics are currently turned off by AutoPost, then the buttons "Facebook Page", "Instagram", and "Threads".

5.2 Choosing an account

Have more than one account with metrics? Choose the account above the cards (for example **Instagram · @name** or **Facebook Page · Page name**). An account whose metrics were turned on and later turned off can still be chosen, marked *(metrics off)*; if its data has already been deleted, the cards are empty. Both cards always count **one account only**. Pinterest accounts aren't in this picker (section 6).



The "Post metrics" section in Analytics with sample data: the account picker "Instagram · @info.rw04" (selected) and "Facebook Page · Info Warga RW 04"; the "First-hour pace" card with "1.8× your account's median", "27 interactions vs median 15", "Read 1 h 2 min after sending.", a yellow strip "First-hour numbers may be incomplete.", "Median of 12 posts.", and "Interactions = likes and comments."; the "Pair accuracy" card with "Out of 61 pairs, the higher score won 67% of the time (random guess = 50%).", "95% range: 55–78%.", a green strip "Better than a random guess for this account.", "Rubric version bk-1 · 34 posts with metrics.", and the "How to read this number" list. All dates and numbers are samples.

5.3 First-hour pace

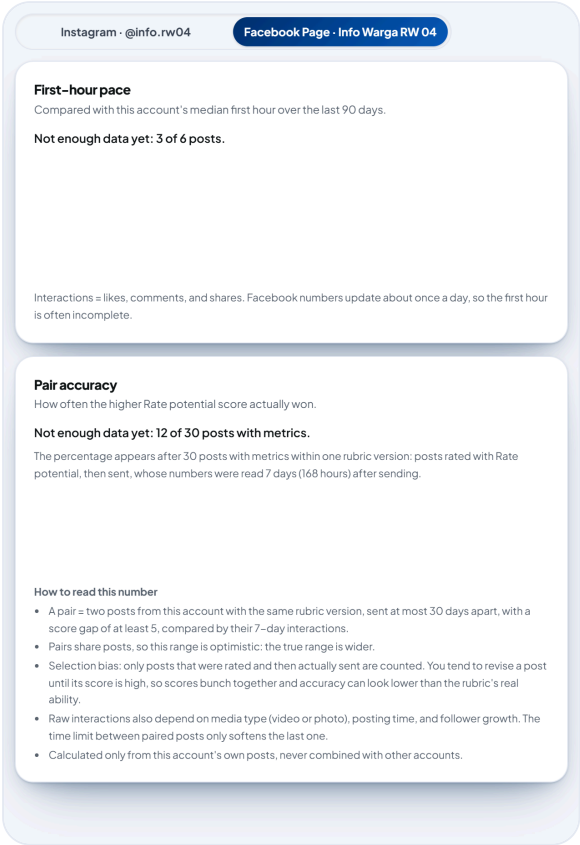
This card compares the first-hour interactions of the latest post with **that account's median first hour over the last 90 days**. Example: *"1.8× your account's median"* means this post is moving 1.8 times faster than usual.

- **Interactions** are counted the same way on each platform so they stay comparable before and after a level change: Facebook = likes + comments + shares; Instagram = likes + comments; Threads = likes + replies + reposts + quotes. Views, reach, and clicks are deliberately left out.
- It needs at least **6 posts with metrics** read at the 1-hour mark: the post itself plus 5 other posts for the median. Until then it says, for example, *"Not enough data yet: 3 of 6 posts."*
- First-hour numbers are often incomplete, especially on Facebook and Instagram. The card says so with a yellow strip.
- If your account's median is still 0, no ratio is calculated: the card says *"Your account's median is still 0, so no ratio is calculated."*

5.4 Pair accuracy

This card answers: **how often did the higher Rate potential score actually win?** The Rate potential score comes from the **Rate potential** button in New post (the Compare Content feature).

- A pair = two posts from this account with the same rubric version, sent at most 30 days apart, with a score gap of at least 5, compared by their 7-day interactions.
- The percentage appears only after **30 posts with metrics** within one rubric version: posts rated with Rate potential, then sent, whose numbers were read 7 days after sending.
- A random guess = 50%. The card says *"Better than a random guess for this account."* only when the lower end of the 95% range is already above 50%. Otherwise it says *"Not yet shown to beat a guess."*



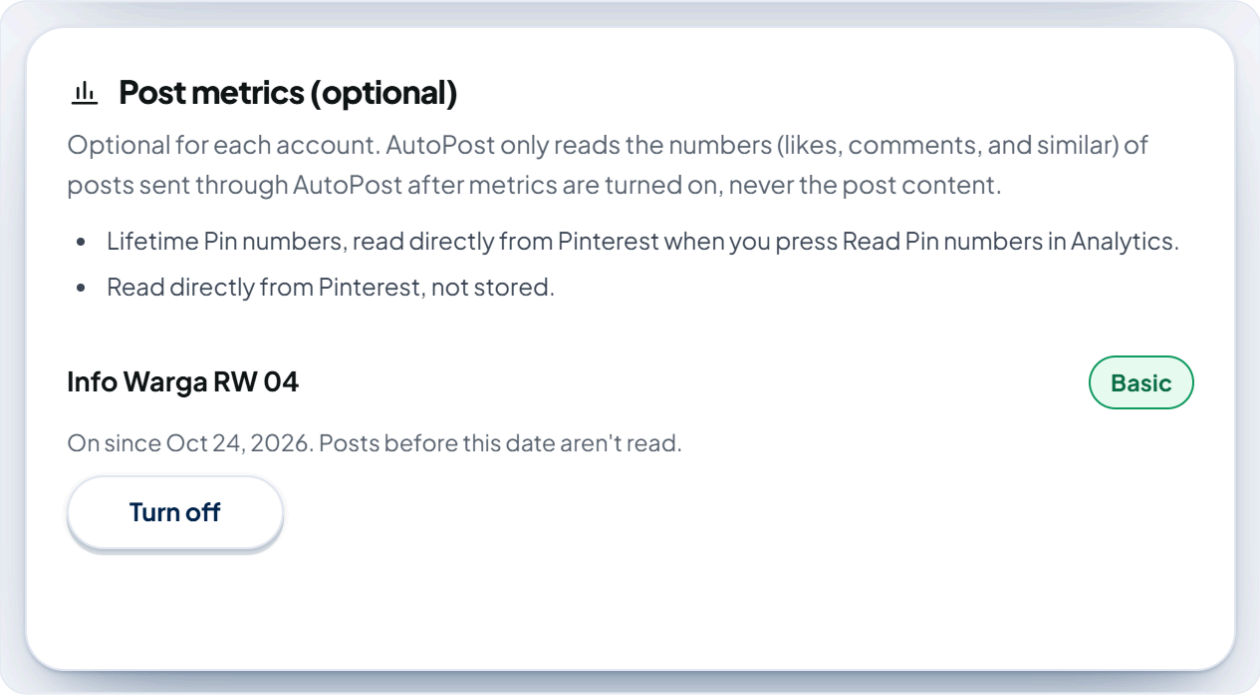
Analytics with the sample account "Facebook Page · Info Warga RW 04" selected: the "First-hour pace" card says "Not enough data yet: 3 of 6 posts." and "Interactions = likes, comments, and shares. Facebook numbers update about once a day, so the first hour is often incomplete."; the "Pair accuracy" card says "Not enough data yet: 12 of 30 posts with metrics." with the percentage requirement and the "How to read this number" list. All dates and numbers are samples.

Limits written on the card: the range is optimistic because pairs share posts; there is selection bias because only posts that were rated and then sent are counted; and raw interactions also depend on media type, posting time, and follower growth. This number is an **estimate**, not a guarantee.

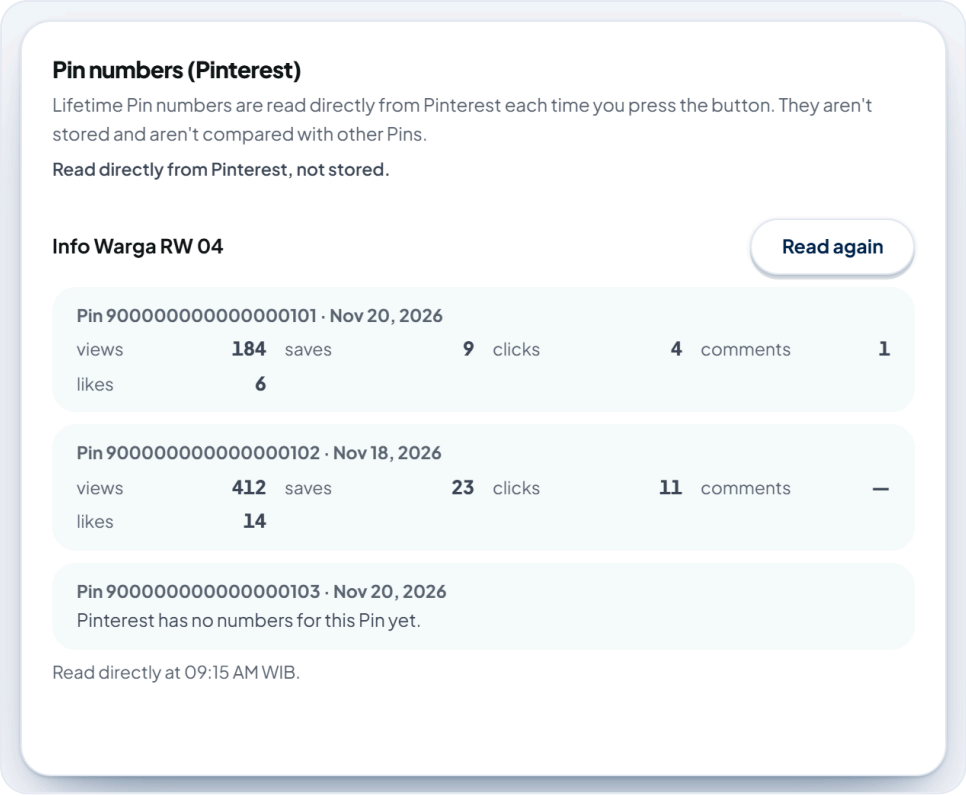
6. Pinterest: read live, never stored

Pinterest's rules don't allow Pin numbers to be stored or compared. So:

1. Turn it on with **Turn on metrics** in the panel on the **Social accounts › Pinterest** page. The Pinterest permission you approved when connecting is enough.
2. Open **Analytics**, then in the **Pin numbers (Pinterest)** box press **Read Pin numbers**.
3. Lifetime Pin numbers (views, saves, clicks, comments, likes) are read straight from Pinterest right then, for up to the 10 latest Pins sent through AutoPost after metrics were turned on, with the time they were read. Press **Read again** for the latest numbers.



The metrics panel on the Social accounts › Pinterest page: the bullets "Lifetime Pin numbers, read directly from Pinterest when you press Read Pin numbers in Analytics." and "Read directly from Pinterest, not stored."; the sample account "Info Warga RW 04" with a green "Basic" label and only a "Turn off" button (no Delete metrics data).

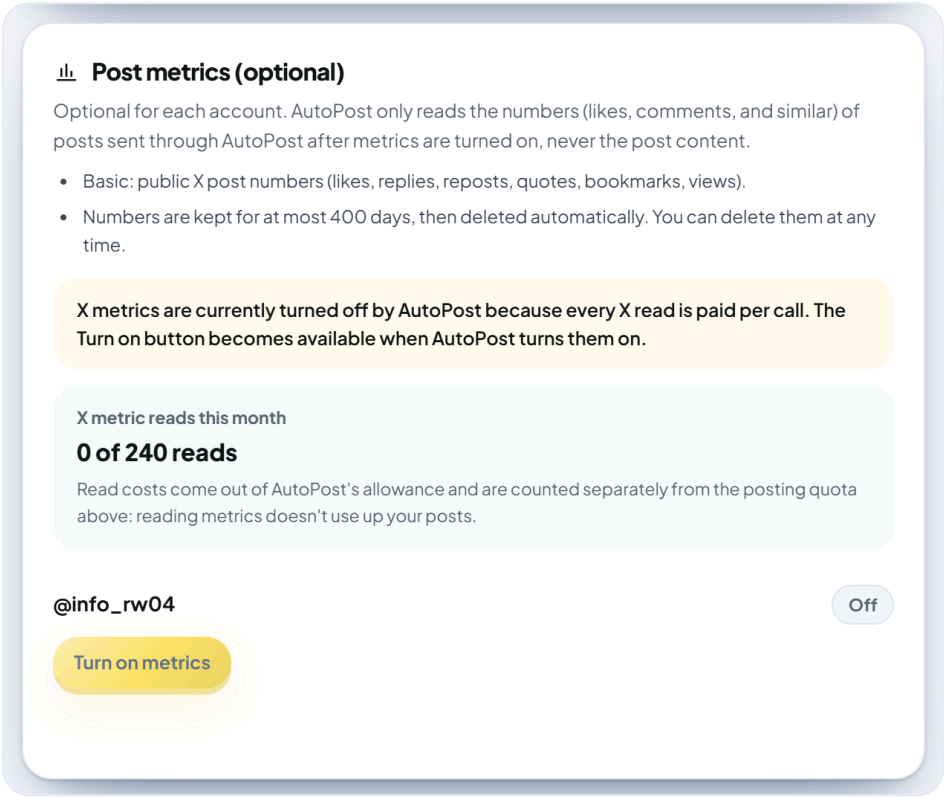


The "Pin numbers (Pinterest)" box in Analytics after pressing the button: a note that the numbers aren't stored or compared, the sample account "Info Warga RW 04" with a "Read again" button, three sample Pins (two showing views, saves, clicks, comments, and likes, one comment shown as "—"; one says "Pinterest has no numbers for this Pin yet."), and "Read directly at 09:15 WIB.". All dates and numbers are samples.

Pinterest numbers aren't stored, don't appear in the Pace or Accuracy cards, and aren't compared with other Pins. Because nothing is stored, the Pinterest panel has no **Delete metrics data** button. Messages you may see for a Pin: *"Pinterest has no numbers for this Pin yet."*, *"This Pin wasn't found on Pinterest."*, *"This Pin's numbers couldn't be read."*, or *"This Pin was skipped."*

7. X: turned off by AutoPost

Every read of X numbers is paid per call by AutoPost. So X metrics are **turned off** until AutoPost decides on a budget. The panel on the **Social accounts › X** page says *"X metrics are currently turned off by AutoPost because every X read is paid per call."* and the **Turn on metrics** button is locked. The **X metric reads this month** box shows the read allowance, which is counted separately from your X posting quota.



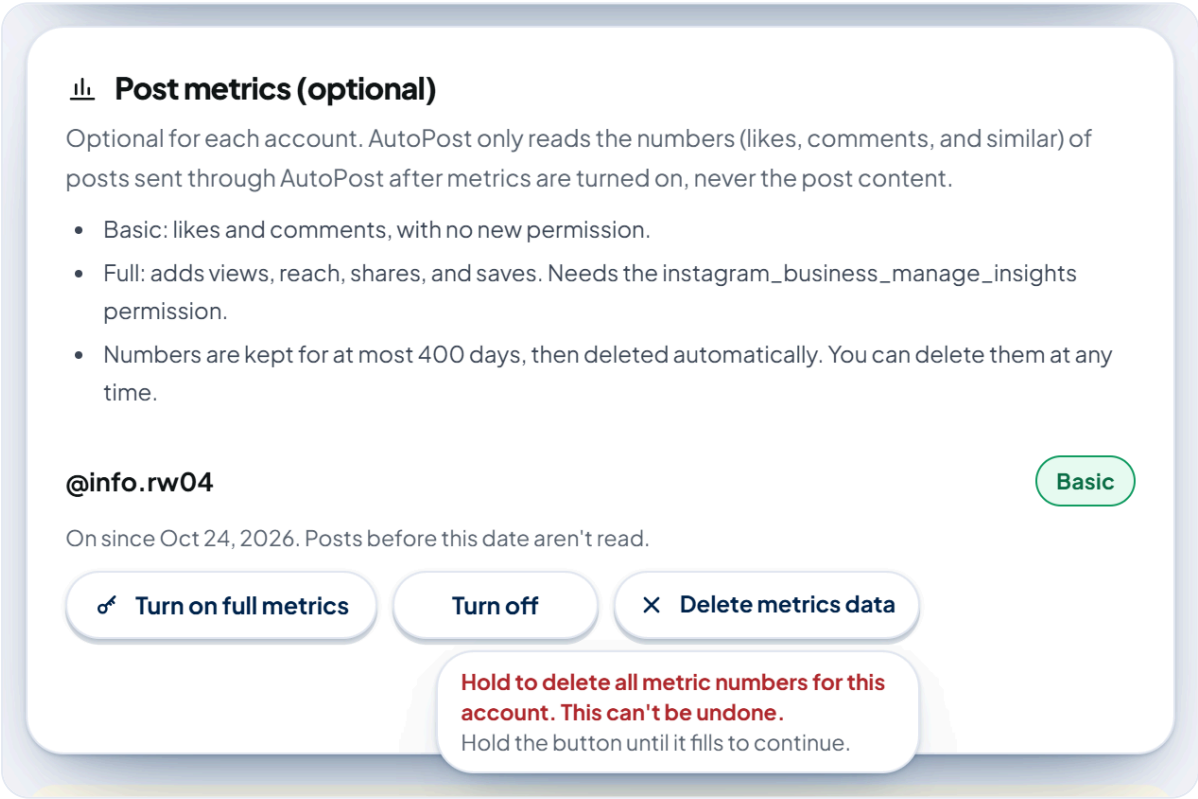
The metrics panel on the Social accounts › X page: the bullet "Basic: public X post numbers (likes, replies, reposts, quotes, bookmarks, views).", a yellow box "X metrics are currently turned off by AutoPost because every X read is paid per call. The Turn on button becomes available when AutoPost turns them on.", the box "X metric reads this month — 0 of 240 reads" with a note that read costs are separate from the posting quota, and the sample account @info_rw04 labeled "Off" with a faded (locked) "Turn on metrics" button.

8. Turning off and deleting data

8.1 Panel buttons

Button	What happens
Turn off	Reading stops. Numbers already stored stay until you delete them or they pass 400 days. The account can still be chosen in Analytics, marked *(metrics off)*.
Delete metrics data (press and hold until full)	Metrics for that account are turned off **and** all its stored numbers are deleted. This can't be undone. If it fails, you'll see *"Metrics data wasn't deleted. Try again in a moment."*

The **Delete metrics data** button has to be held for about 2 seconds until the red sweep fills. If you only tap it, the hint *"Hold to delete all metric numbers for this account. This can't be undone."* appears and nothing happens.



The Instagram metrics panel (sample account @info.rw04, label "Basic") after the "Delete metrics data" button was only tapped: the hint bubble "Hold to delete all metric numbers for this account. This can't be undone." and "Hold the button until it fills to continue."

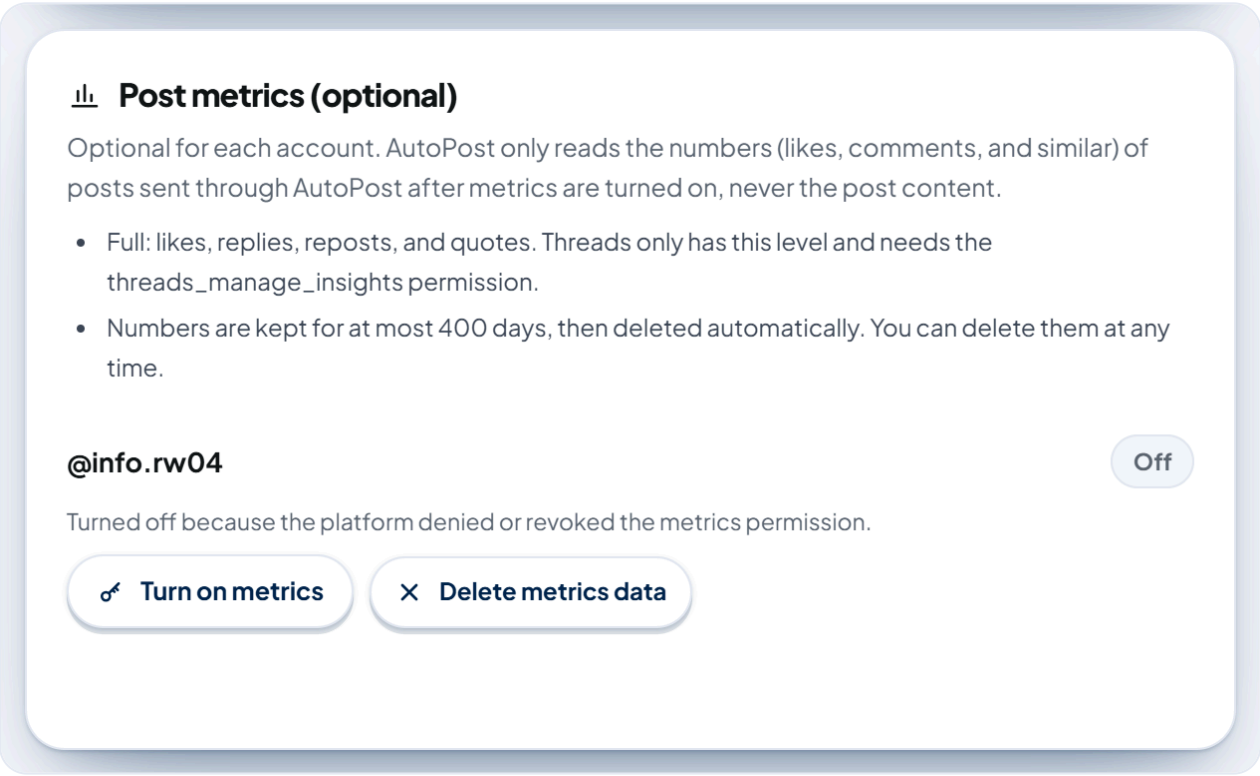
8.2 Other deletions

Disconnecting the account from AutoPost, deleting the post, or deleting your AutoPost account deletes the numbers right away. Numbers that reach 400 days old are deleted automatically.

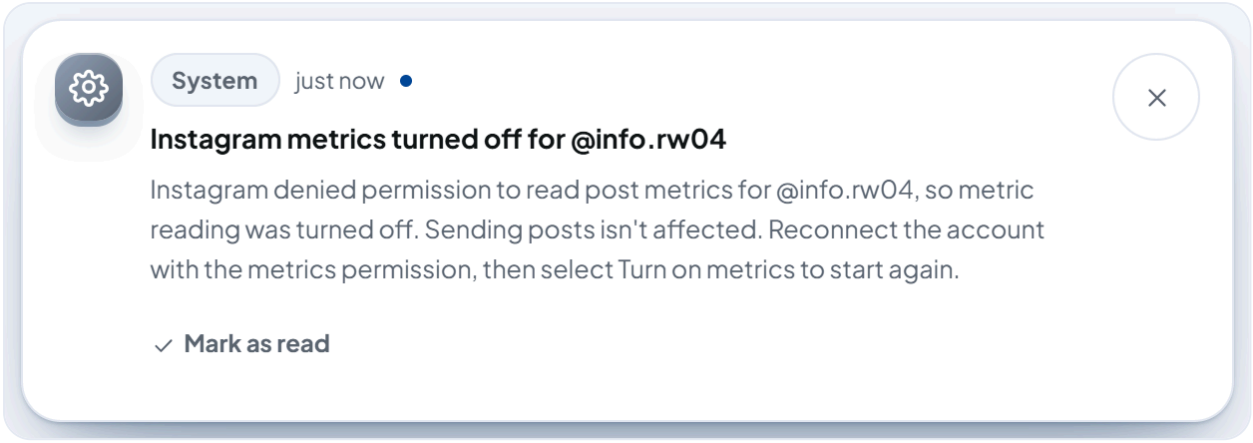
8.3 Turned off automatically

Metrics are also turned off automatically when the platform denies or revokes the metrics permission, the token is no longer valid, or AutoPost's access to the account is revoked. When that happens:

- The reason is written on the account row, for example *"Turned off because the platform denied or revoked the metrics permission."*, *"Turned off because the account's token is no longer valid."*, or *"Turned off because AutoPost's access to this account was revoked."*
- For **Facebook, Instagram, and Threads**, the numbers stored for that account **are deleted too**, because they are Meta data that may not be kept once access is gone.
- When the denied permission or invalid token is detected while AutoPost is **reading the numbers**, AutoPost also sends a **System** item to the **Notifications** page (at most one per account per reason within 7 days, and only when the **Failed sends** notification option is on).
- Access revoked from the Threads side, and a Threads account reconnected without the metrics permission, do **not** send a notification: the reason only shows on the account row on its account page.
- Sending posts isn't affected.



The Threads metrics panel for the sample account @info.rw04 with a gray "Off" label and the sentence "Turned off because the platform denied or revoked the metrics permission.", plus the buttons "Turn on metrics" and "Delete metrics data".



An item on the Notifications page: a gear icon, a gray "System" label, "just now", a blue unread dot, the title "Instagram metrics turned off for @info.rw04", the text "Instagram denied permission to read post metrics for @info.rw04, so metric reading was turned off. Sending posts isn't affected. Reconnect the account with the metrics permission, then select Turn on metrics to start again.", and a "Mark as read" button.

To turn it back on: fix the permission (section 4), then press **Turn on metrics** or the Full-level path again. Posts sent before you turn it back on aren't read.

9. Troubleshooting

Message or symptom	What it means and how to fix it
"The metrics permission hasn't been granted. Reconnect the account with the metrics permission."	The extra permission isn't in the token or wasn't approved. Repeat section 4 for that platform. The Basic level (Facebook, Instagram) keeps working.
The status drops from **Full** to **Basic** after reconnecting	The new token doesn't hold the metrics permission. Repeat section 4.1 or 4.2.
"Turned off because the platform denied or revoked the metrics permission."	The platform refused the read (permission revoked, ANALYZE task removed, Page out of reach). That account's Meta numbers have already been deleted. Fix the permission, then turn metrics on again.
"Turned off because the account's token is no longer valid."	Reconnect the account on the same page, then press **Turn on metrics**.
"X metrics are currently turned off by AutoPost."	X metrics are deliberately off because of cost (section 7).
"No accounts with metrics turned on yet" in Analytics	No Facebook, Instagram, or Threads account has metrics turned on. Pinterest accounts appear separately in the Pin numbers box.
A card says *"Not enough data yet: …"*	Normal at the start. Pace needs 6 posts with metrics read in their first hour; Accuracy needs 30 posts that were rated with Rate potential, then sent, and read 7 days later.
"No post has been read at the 1-hour mark yet."	No post from this account has had its numbers read about 1 hour after sending yet. Send a post through AutoPost, then check again after its first hour.
A number shows "—"	The platform hasn't provided that number yet. "—" isn't 0.
"Metrics couldn't be loaded. Try again in a moment."	A brief problem. Press **Reload metrics**.
"Metrics settings weren't saved. Try again in a moment."	A panel button didn't save. Press it again a little later.
"Metrics settings couldn't be read. Reload this page in a moment."	The panel couldn't read its settings, so its buttons are locked. Reload the page.
"Pin numbers couldn't be read from Pinterest. Try again in a moment."	Pinterest isn't responding. Press **Read Pin numbers** again later.
"Metrics aren't turned on for this account. Turn them on from its account page."	Metrics for that Pinterest account were turned off. Turn them on again in **Social accounts › Pinterest**.
"This account's token is no longer valid. Reconnect the account from its account page."	Reconnect that Pinterest account, then read again.

The full legal explanation is in **Privacy Policy section 5e** (effective October 24, 2026).

10. Checklist

- [ ] The account is connected and can send as usual.
- [ ] The **Post metrics (optional)** panel is open on the right account page.
- [ ] Basic is turned on (Facebook, Instagram, Pinterest), or the extra permission was added in the app before turning on Full (Facebook, Instagram, Threads).
- [ ] The green result strip appeared after turning on Full, and the account row lists the confirmed permission.
- [ ] Posts are sent through AutoPost **after** the On since date.
- [ ] Analytics is opened a few hours or days later; "Not enough data yet" in the first week is normal.
- [ ] You know how to **Turn off** and **Delete metrics data** if you no longer want the numbers stored.