

Data Donation Instructions

How to Donate Your Social Media Data

What's Inside:

1. Data Download: Login to Social Media Account

Choose your scenario from the available options:

- ▶ Download Facebook Data from Facebook Account
- ▶ Download Instagram Data from Instagram Account
- ▶ Download Instagram or Facebook Data from Facebook Account
- ▶ Download Facebook or Instagram Data from Instagram Account
- ▶ Download TikTok Data from TikTok

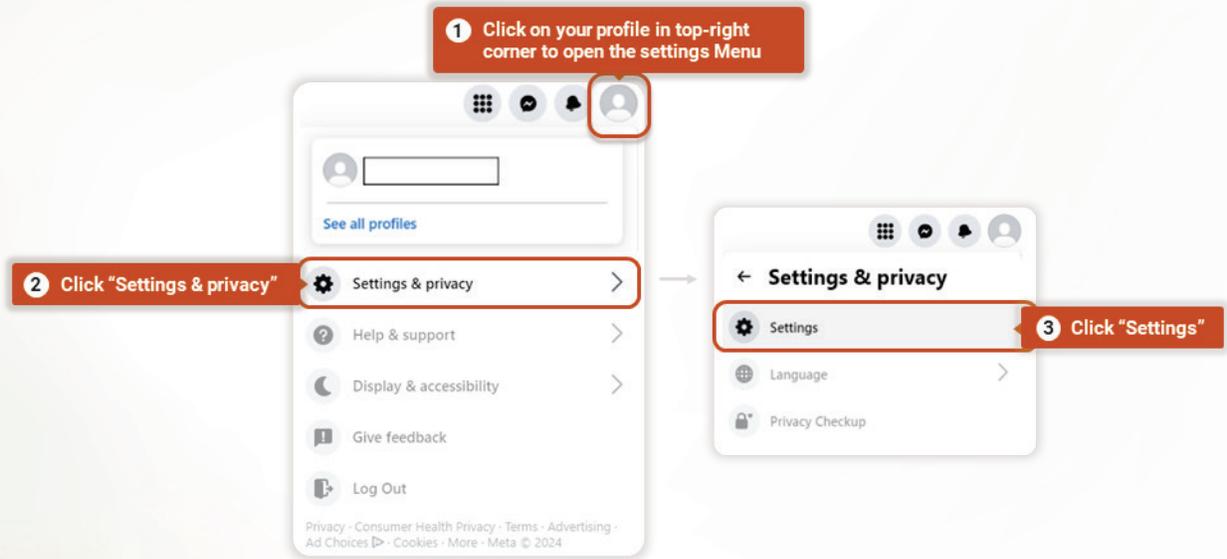
Note: For the best experience, please complete these steps on a Desktop or Laptop computer. Menus may look different on mobile devices.

2. Data Upload: AmeriSpeak Portal Upload

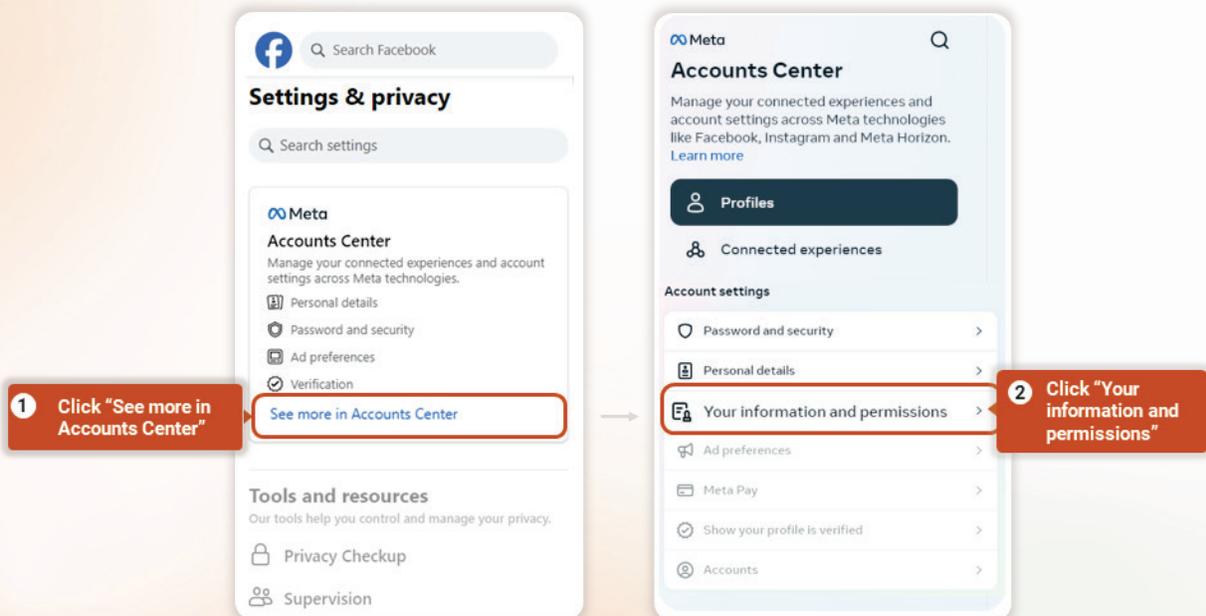
- ▶ Upload Instructions

Download Facebook Data from Facebook Account

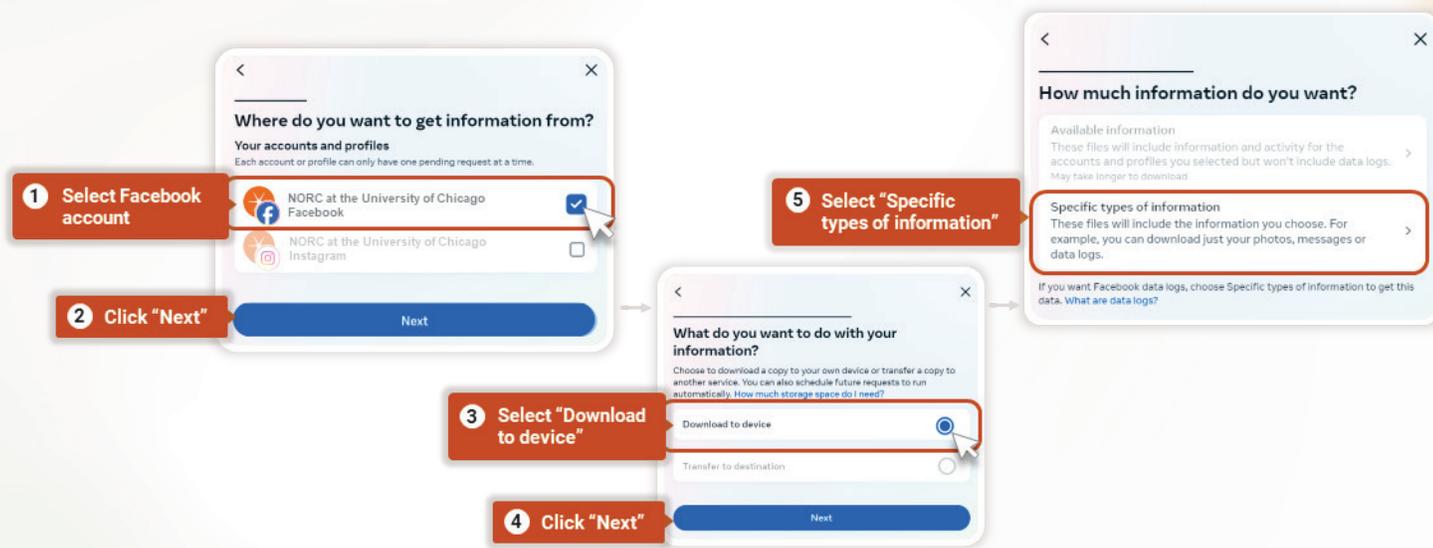
Step 1. Login to Facebook & Access Settings



Step 2. Access Account Center



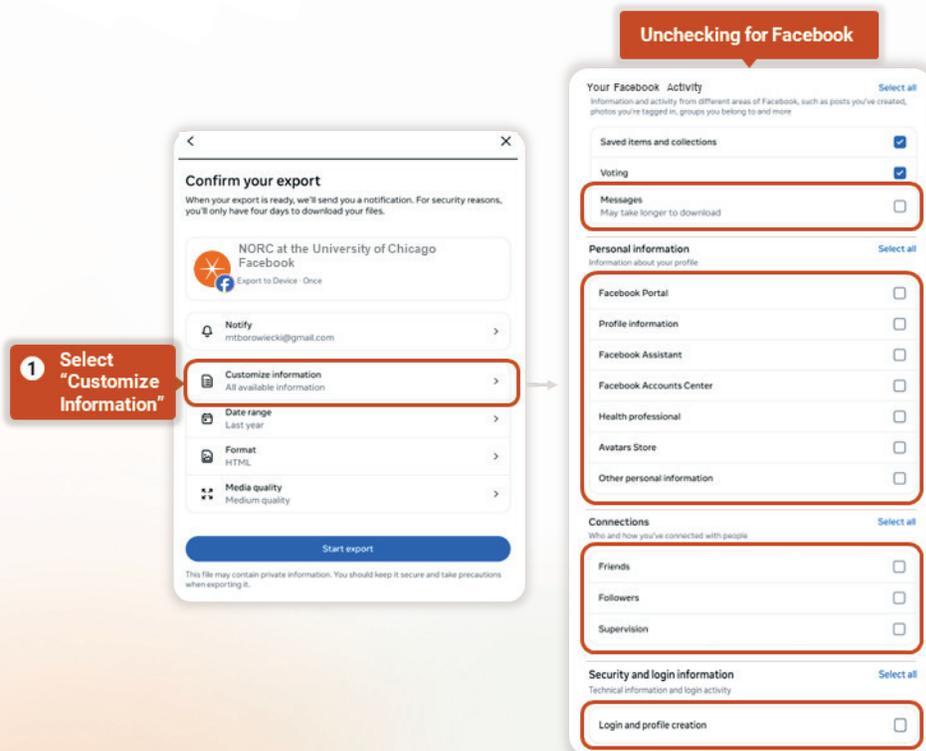
Step 3. Download Your Information



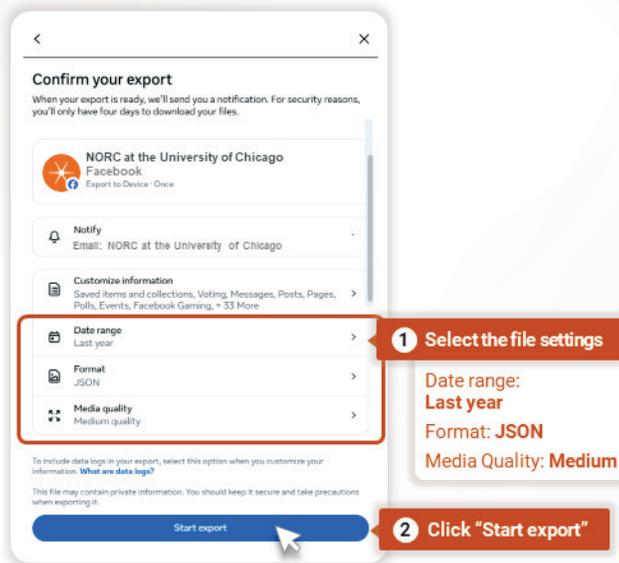
Step 4. Select Data to Download

We do not want all of your data, such as your personal or security information. For this reason, we want you to **not download personal or security data**.

- Under "Your Facebook activity" uncheck "Messages".
- Under "Personal information" uncheck everything.
- Under "Connections", uncheck everything.
- Under "Security and login information" uncheck everything.

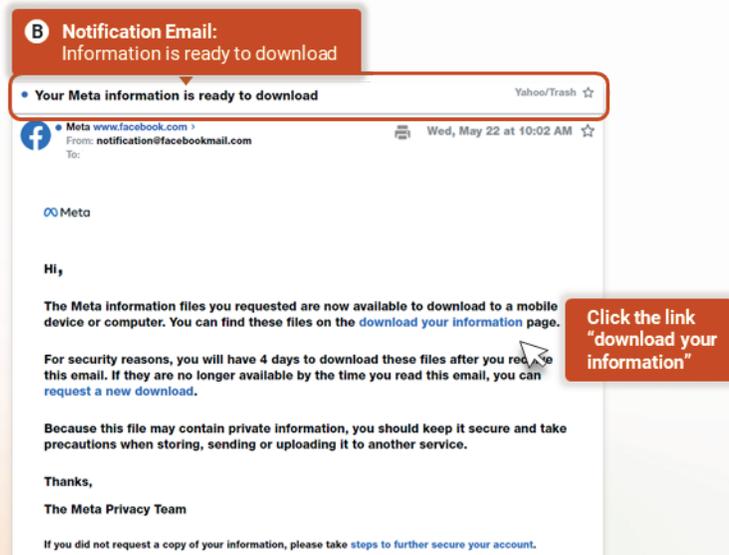
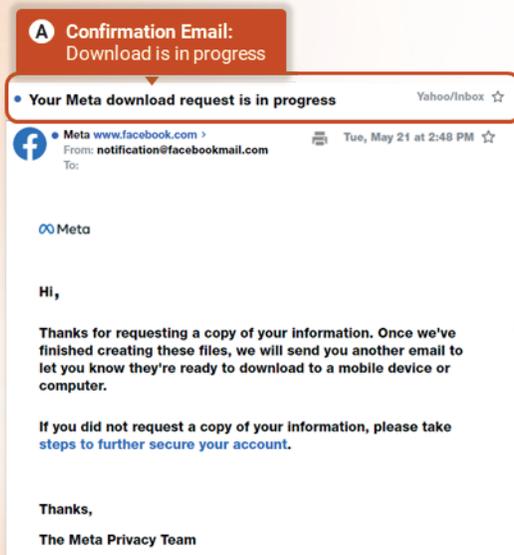


Step 5. Select File Settings

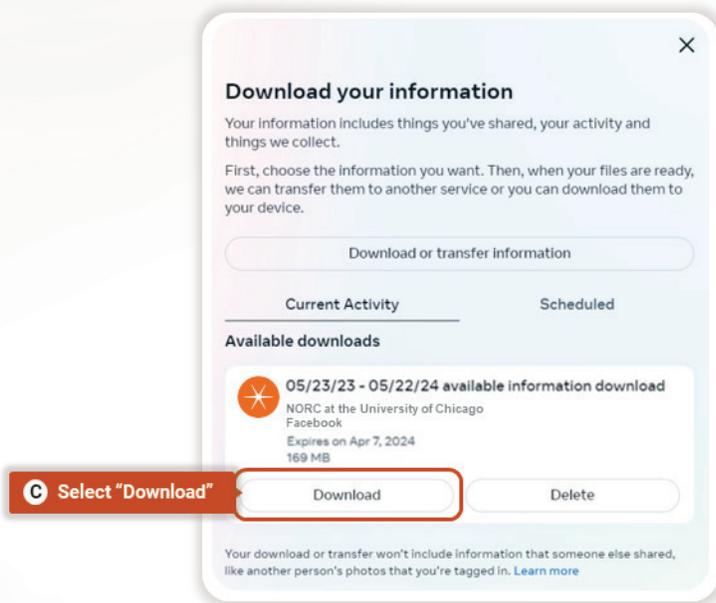


Step 6. Data Download

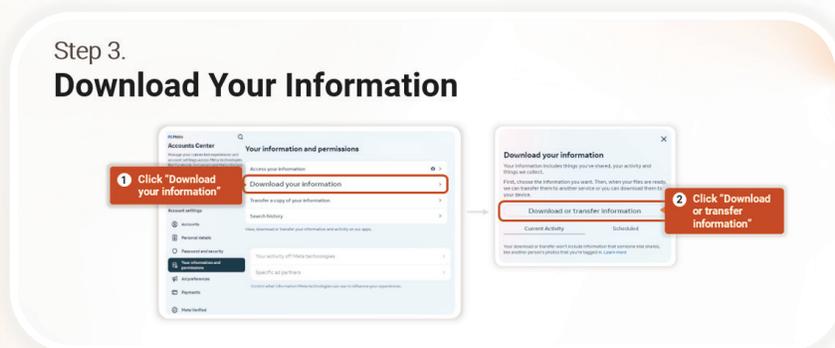
- A. Confirmation Email - Download is in progress:** Facebook will start creating your data file. You will receive a notification email from Facebook that your download is in progress. This may take some time, depending on the amount of data you have.
- B. Notification Email – Information is ready to download:** Once the file is ready, you may receive another notification email from Facebook. Click the link **“download your information.”**



C. Download: Select “Download Your Information” box and scroll down to the data you want to download, select “Download.” For security purposes, Facebook may ask for your password. Select “Continue.” The file will begin downloading on your device.



If you did not receive a notification email within two days: Repeat **Steps 3-6**



Step 7. AmeriSpeak portal upload

[Click HERE to go to the AmeriSpeak upload portal.](#)

To "donate" your social media data, you will need to:

1. login to your social media account (either Facebook, Instagram, or TikTok)
2. navigate to the settings to request a copy of your data
3. answer a few questions about what type of data you want to request [please refer to our [Facebook Video Tutorial](#), [Instagram Video Tutorial](#), [TikTok Donation Video Tutorial](#) or written [User Guide](#) to answer these questions]
4. wait for the data to be compiled and sent to you (via email for Facebook/Instagram, and on the TikTok website for TikTok)
5. download the folders and files containing the data to your computer
6. upload those folders and files to this secure portal within your AmeriSpeak Member Profile

To access step-by-step instructions, please see our ****Video Guides**** or our ****User Guide****.

[Facebook Video](#)

[Instagram Video](#)

[Tiktok Video](#)

[User Guide](#)

You completed the informed consent to participate in this data donation program during a recent AmeriSpeak Omnibus Survey. If you would like to refer to the informed consent terms and conditions, or would like to request a copy of the form, please send a note to Data-Donation@norc.org.

If you would like to learn more about NORC's Data Donation Program, please visit the project page [here](#).

If you have any questions or encounter any issues with donating your social media data, please contact the project team at Data-Donation@norc.org.

Please select the type of social media data you are uploading. You may make up to two submissions (one for each platform) to receive your points.

Social Media Platform *

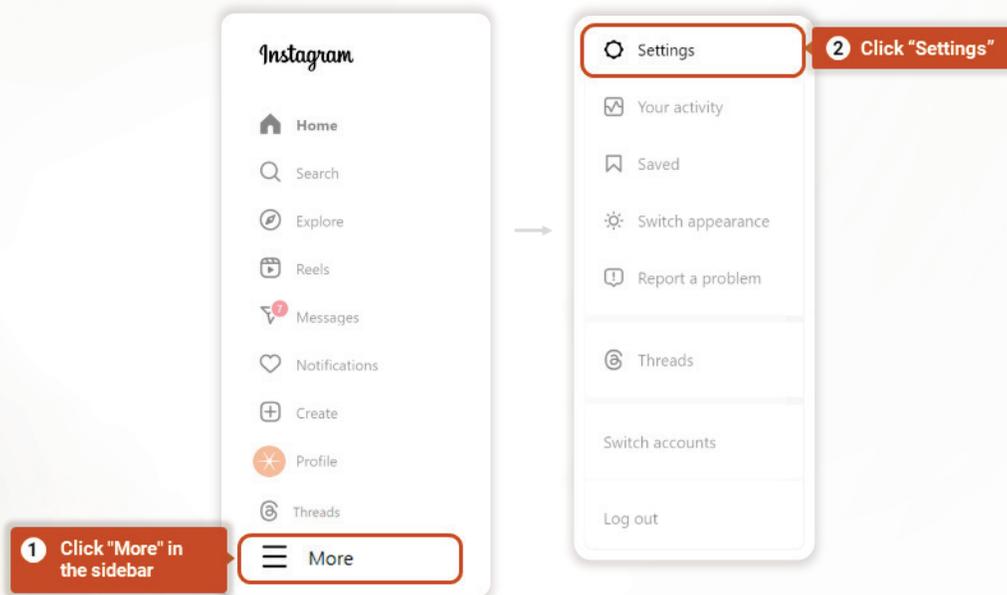
File Upload *

Please choose a .zip folder (for Facebook/Instagram) or .json file (for TikTok) containing your social media data to upload. As noted in our [Video Guides \(Facebook, Instagram, TikTok\)](#) and [User Guide](#), you must provide files in JSON format to receive your points.

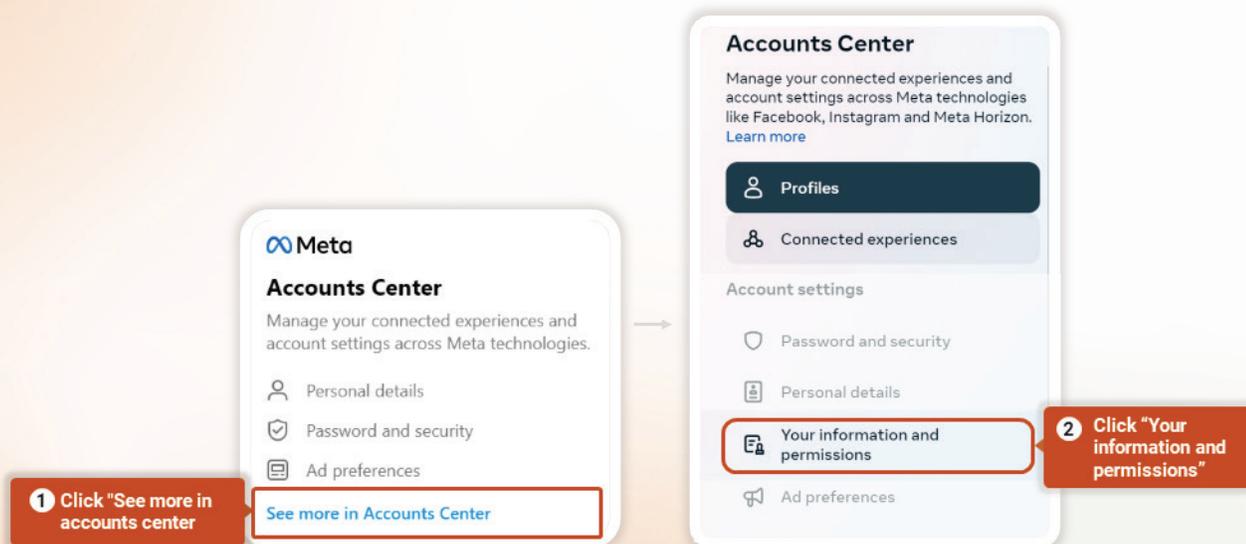
UPLOAD

Download Instagram Data from Instagram Account

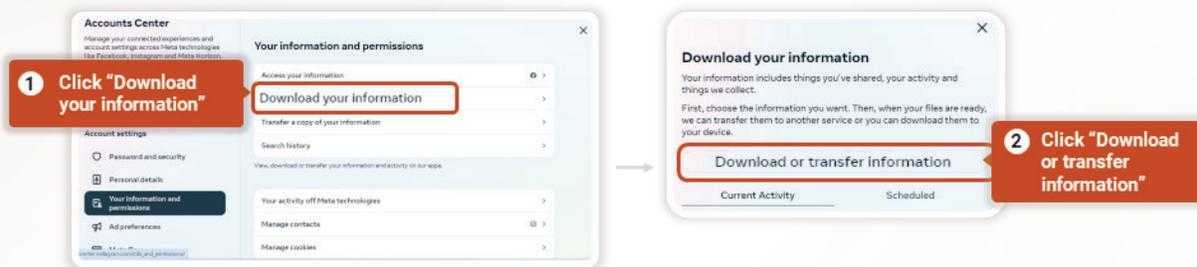
Step 1. Login to Instagram & Access Settings



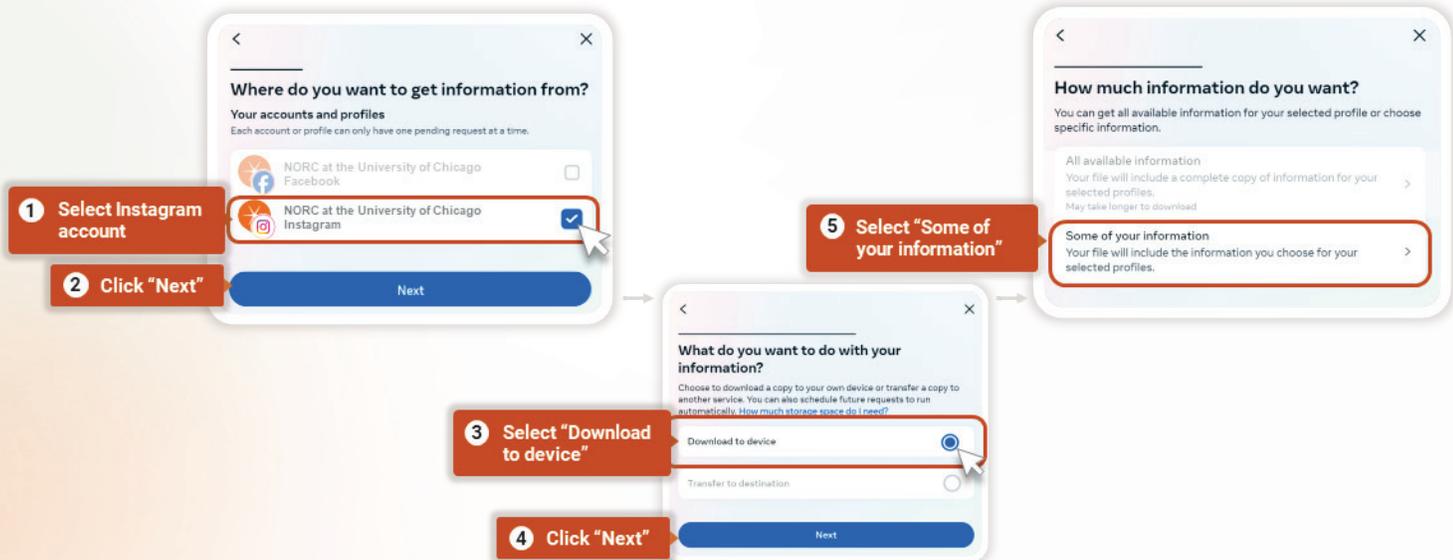
Step 2. Access Account Center



Step 3. Download Your Information

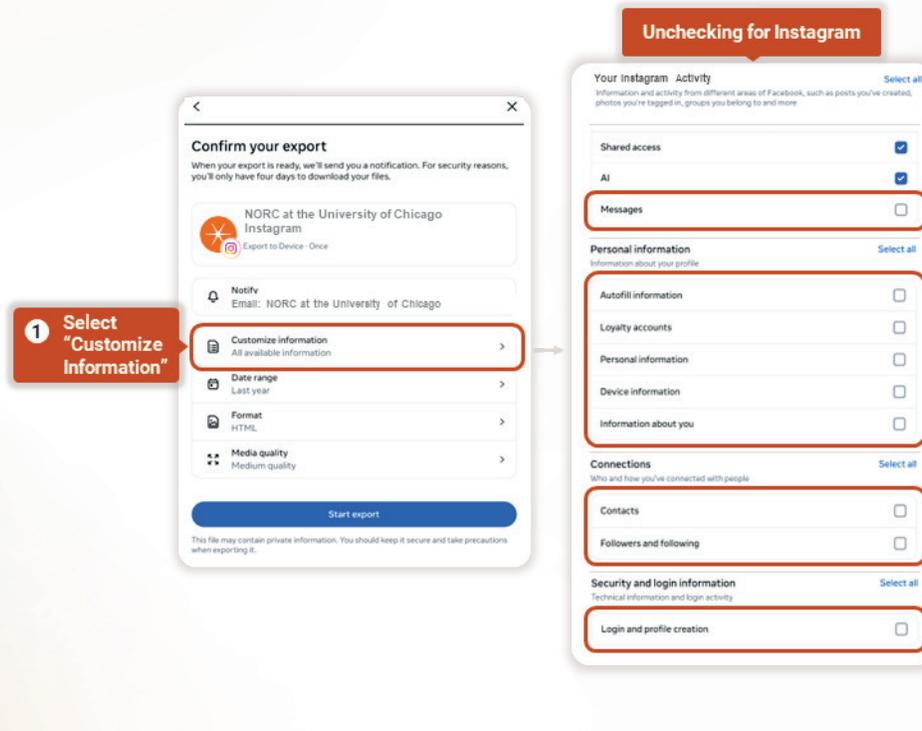


Step 4. Select Instagram Account & Data to Download

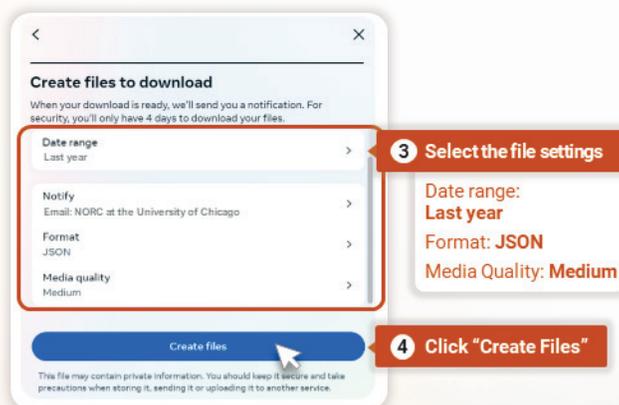


We do not want all of your data, such as your personal or security information. For this reason, we want you to **not download personal or security data**.

- Under "Your Instagram activity" uncheck "Messages".
- Under "Personal information" uncheck everything.
- Under "Connections", uncheck everything.
- Under "Security and login information" uncheck everything.

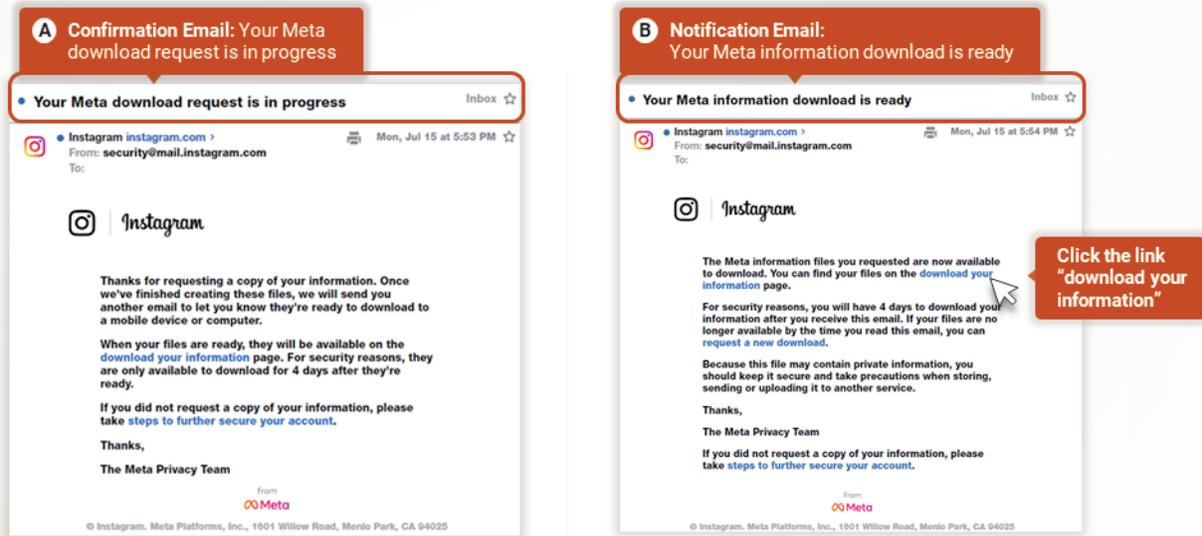


Step 5. Select File Settings

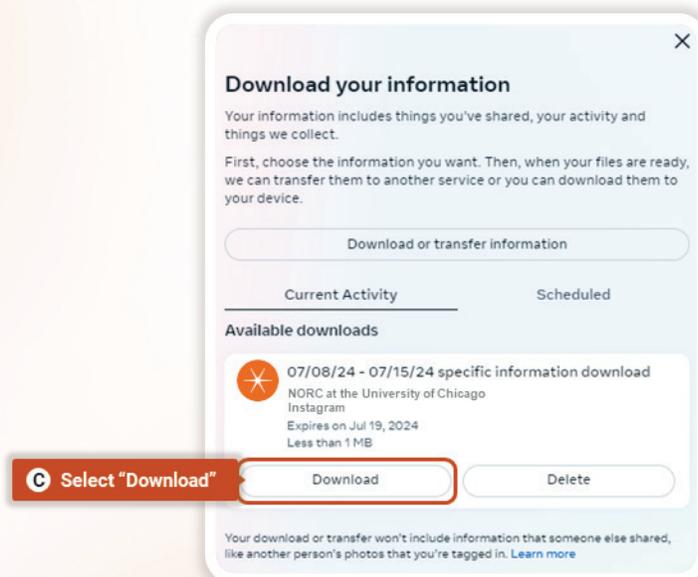


Step 6. Data Download

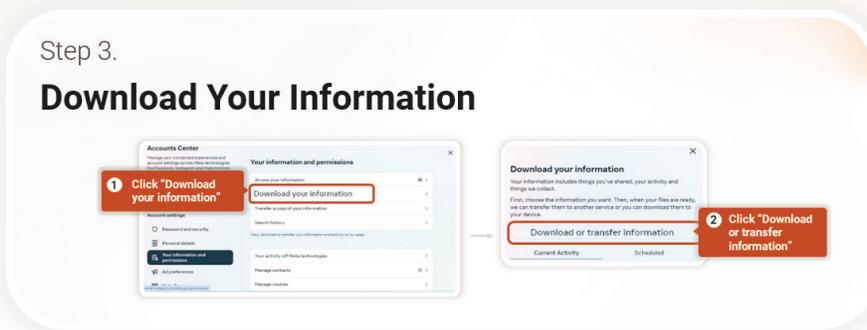
- A. Confirmation Email - Download is in progress:** Instagram will start creating your data file. You will receive a notification email from Facebook that your download is in progress. This may take some time, depending on the amount of data you have.
- B. Notification Email – Information is ready to download:** Once the file is ready, you may receive another notification email from Instagram. Click the link **“download your information.”**



- C. Download:** Select “Download Your Information” box and scroll down to the data you want to download, select “Download.” For security purposes, Instagram may ask for your password. Select “Continue.” The file will begin downloading on your device.



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Step 7. AmeriSpeak portal upload

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[Instagram Video](#)

[Tiktok Video](#)

[User Guide](#)

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File Upload *

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 No file chosen

UPLOAD

Download Instagram or Facebook Data through Facebook

Step 1.

Login to Facebook

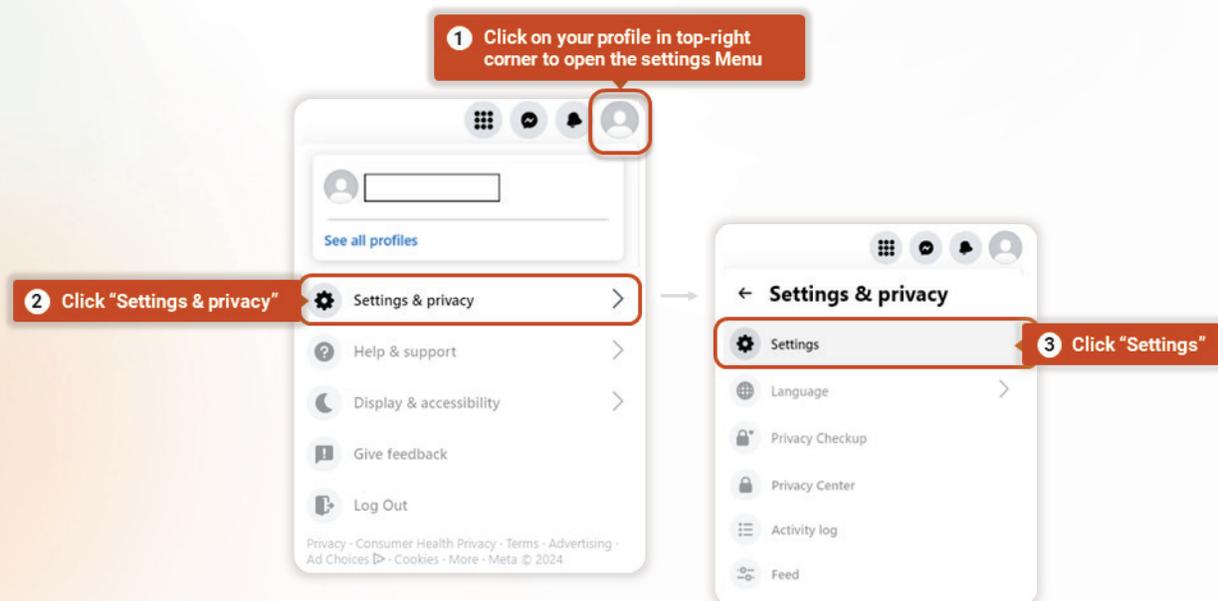
Open your web browser and go to [Facebook](https://www.facebook.com). Log in with your username and password.

Step 2.

Access Settings

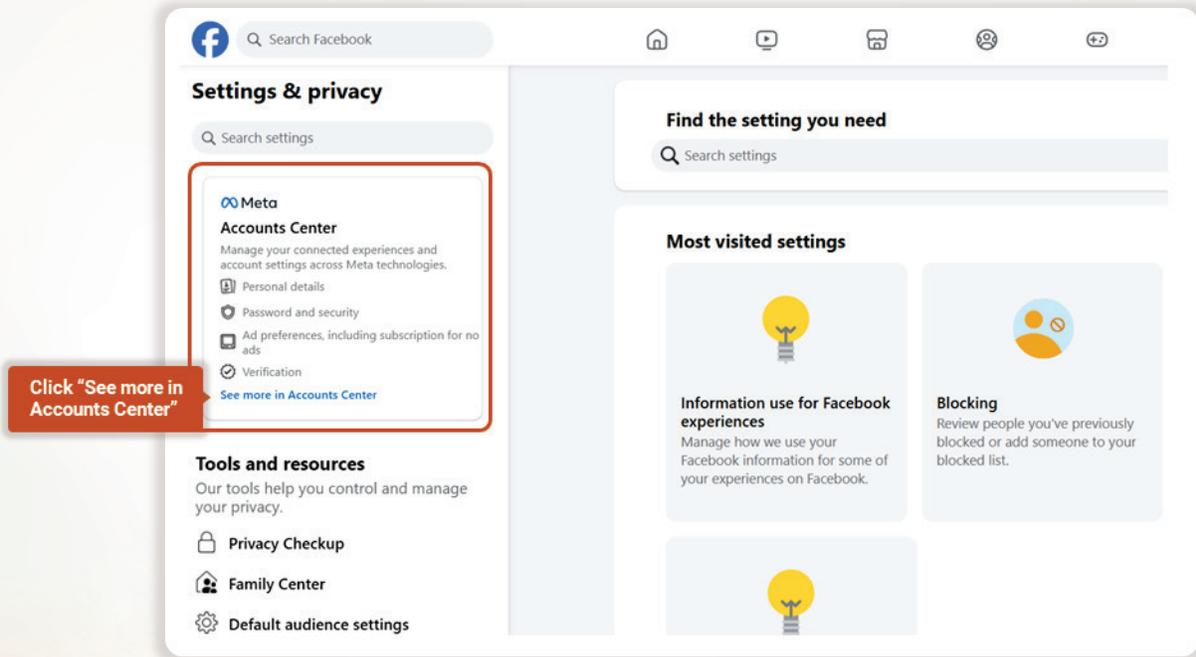
Click on your profile picture in the top right.

- a. From there, choose "Settings & Privacy" and then "Settings."



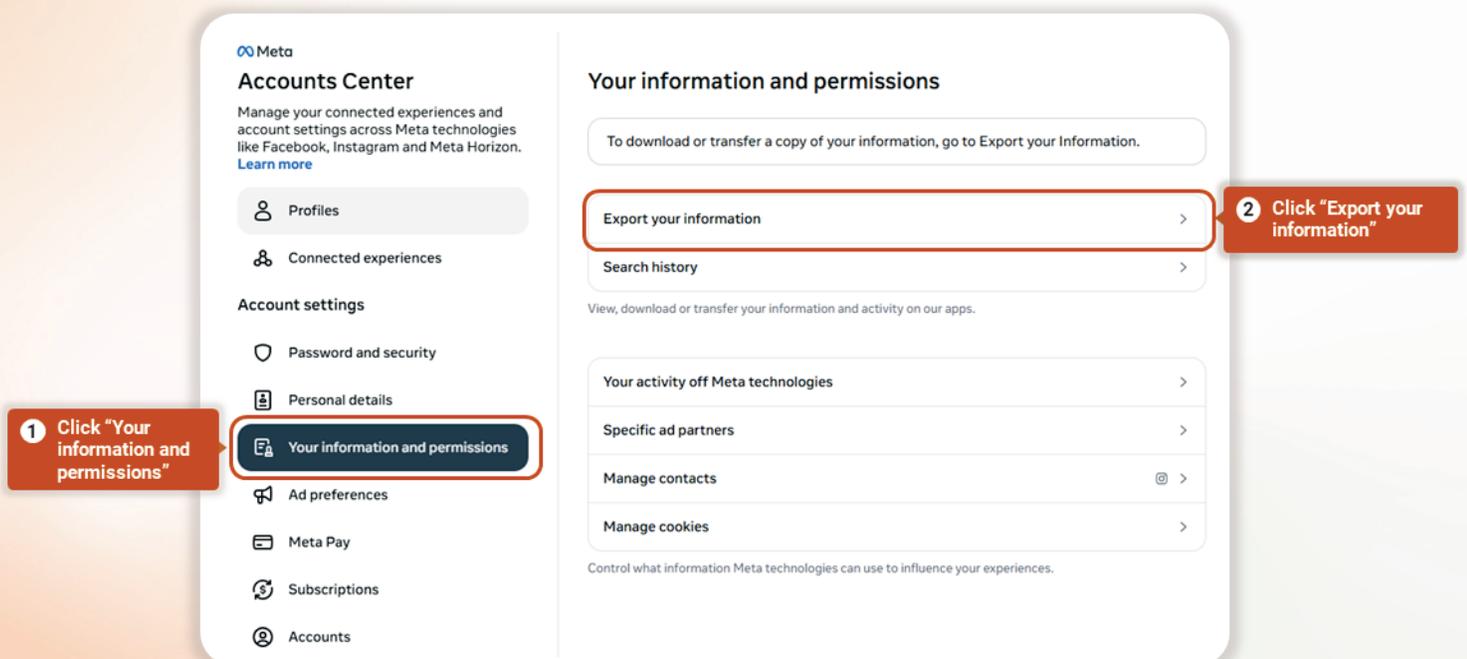
Step 3. Access Account Center

Click the “Meta Accounts Center” box to go to the Accounts Center page.



Step 4. Download Your Information

Click “Your information and permissions” then “Export Your Information”.

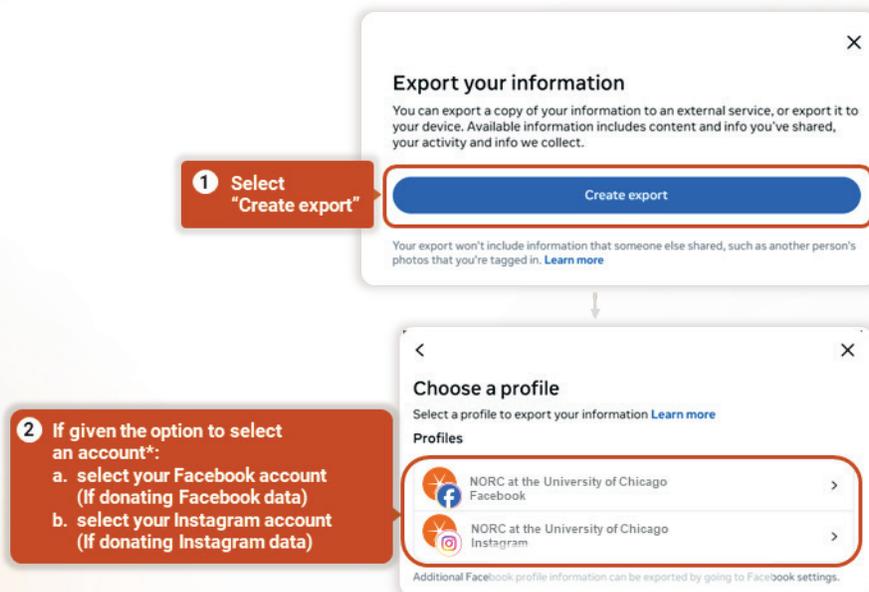


Step 5.

Select Profile and Export Type

After clicking “export your information”, select the large blue button labelled “create report”. Next:

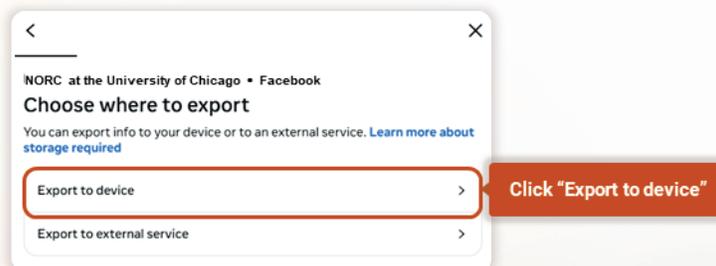
- a. If you are donating Facebook data, select your Facebook account here.
- b. If you are donating Instagram data, select your Instagram account here.
- c. On the next prompt, select “export to device”.
- d. *If you are donating both, you will need to go through these steps twice.*



Step 6.

Choose Export Location

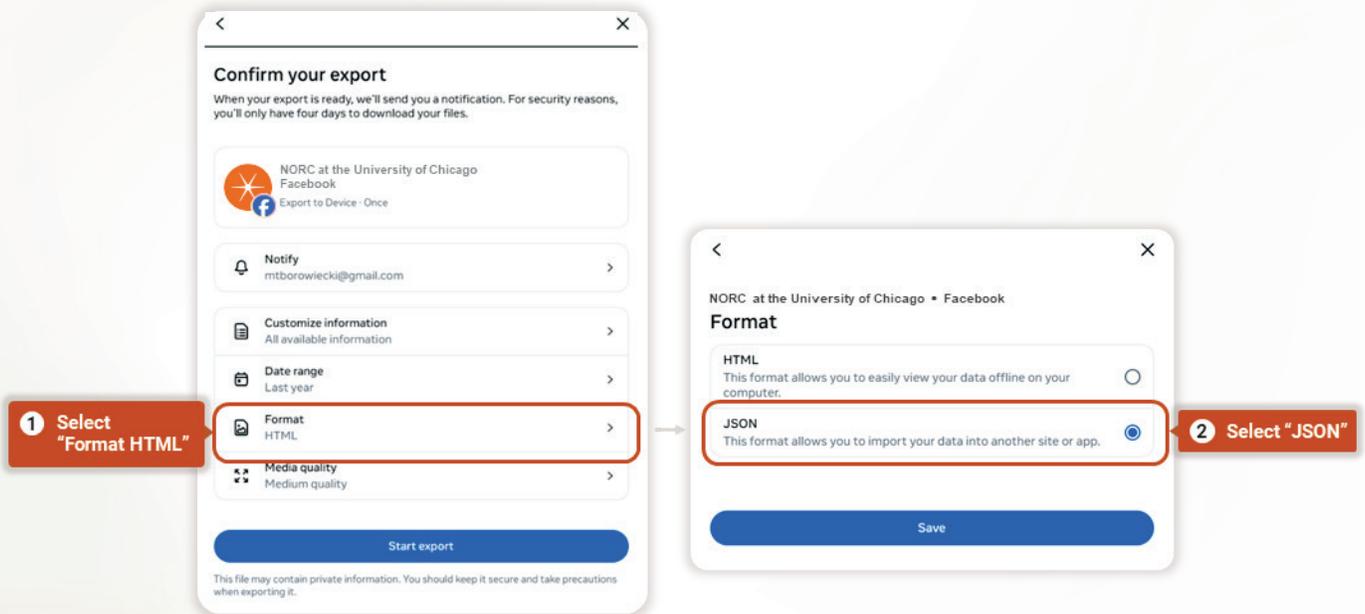
In the next window, select “export to device”.



Step 7.

Format and Quality

Under “format”, select JSON. Do **not** change any other options.

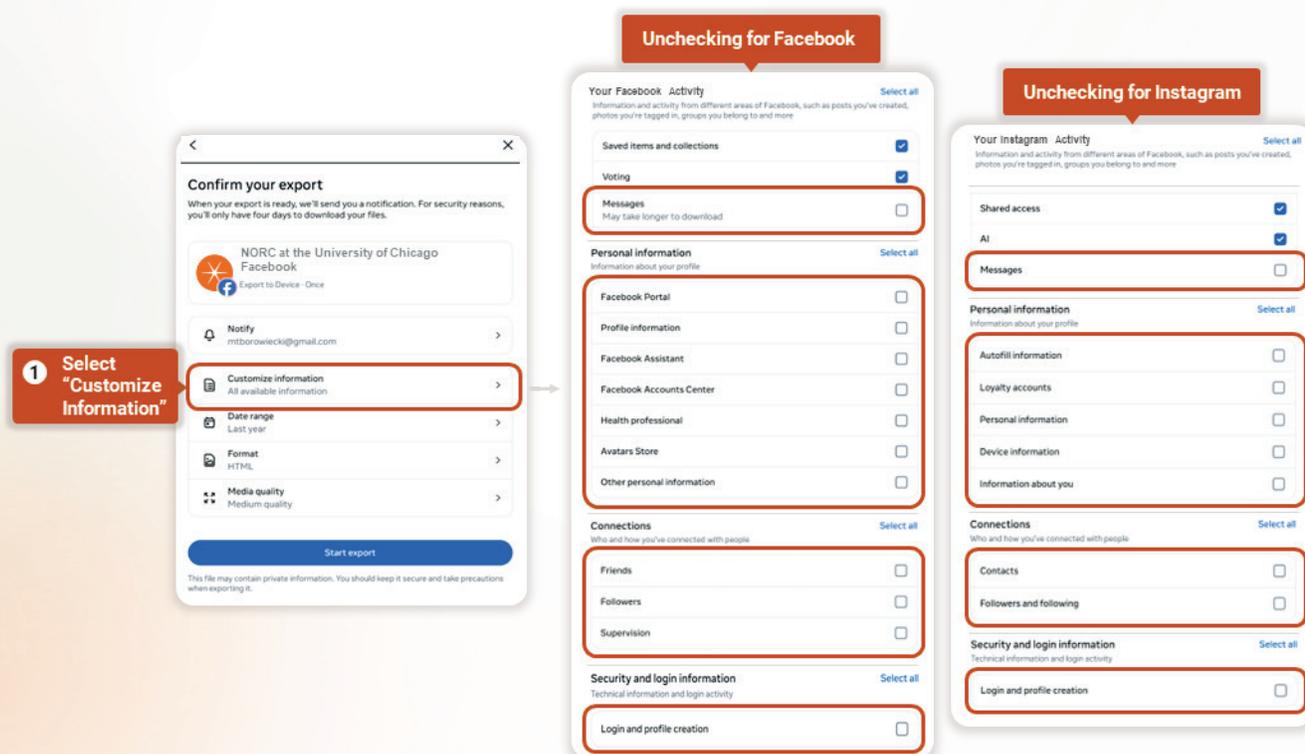


Step 8.

Change “Customize Information”

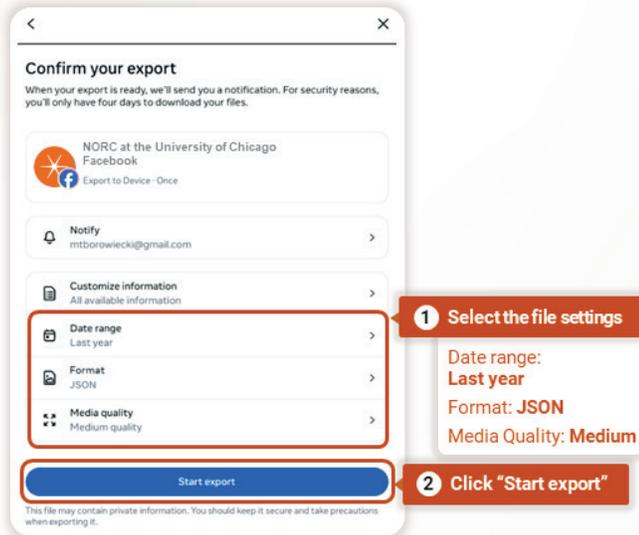
We do not want all of your data, such as your personal or security information. For this reason, we want you to **not download personal or security data**.

- e. Under “Your Facebook/Instagram activity” uncheck “Messages”.
- f. Under “Personal information” uncheck everything.
- g. Under “Connections”, uncheck everything.
- h. Under “Security and login information” uncheck everything.



Step 9. Create File

Scroll down and click “Start export”.



Step 10. Confirmation

Meta will start making your file. You'll get an email when it's ready. This may take some time, depending on the amount of data you have.

Step 11. Download Your Data

Once the file is ready, you will receive an email from Meta. Click on the link in the email to download your file.

Step 12. Enter Password

Save the ZIP file to your computer. (Note: Do not unzip or open the folder; you will upload the entire ZIP file in the next step).

Step 13. Save the File

Pick a place on your computer to save the file. Then you can send it to the Amerispeak Portal.

Download Facebook or Instagram Data through Instagram

Step 1.

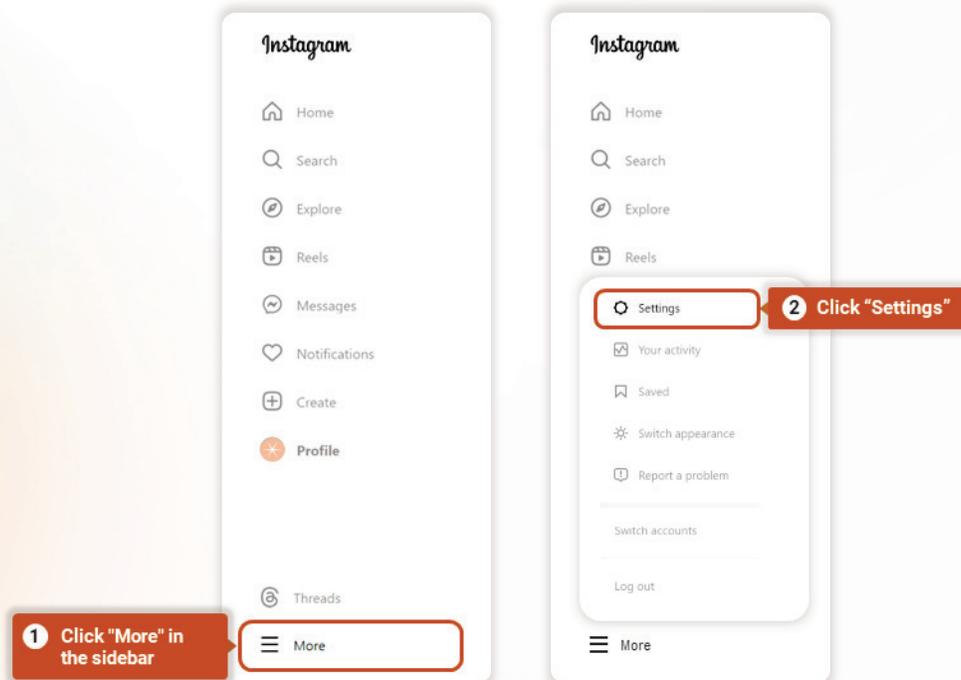
Login to Instagram

Open your web browser and go to [Instagram](https://www.instagram.com). Log in with your username and password.

Step 2.

Access Settings

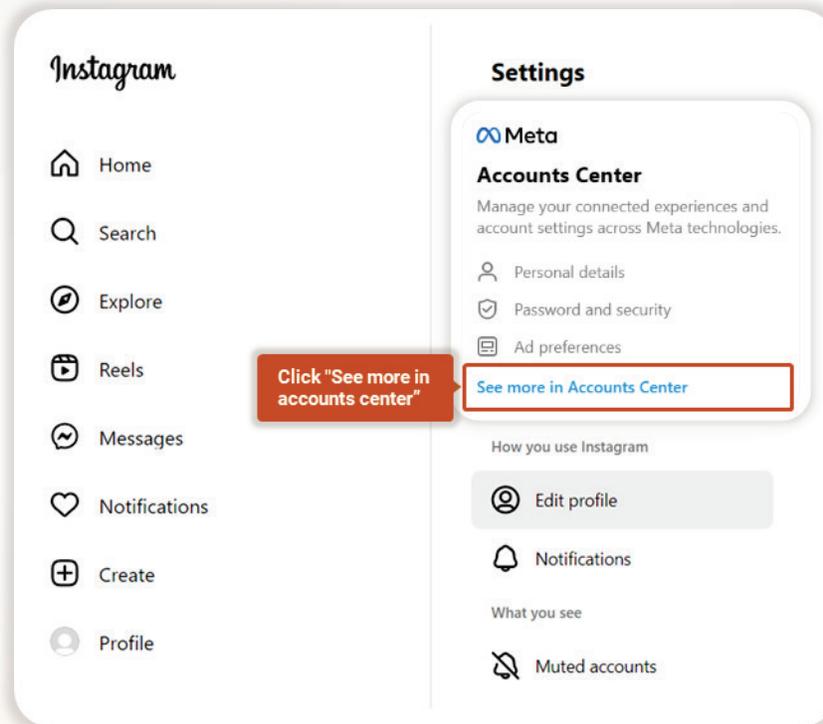
Click the "More" button (three lines) on the left side, then choose "Settings."



Step 3.

Access Account Center

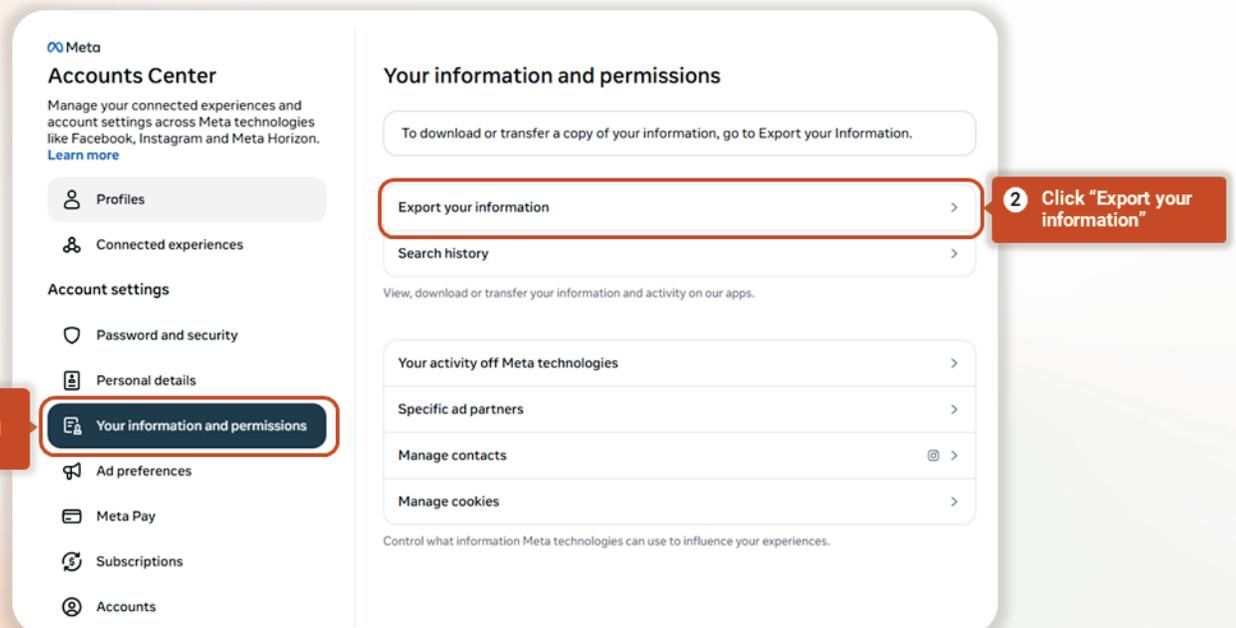
Click the “Meta Accounts Center” box to go to the Accounts Center page.



Step 4.

Download Your Information

Click “Your information and permissions” then “Export Your Information”.

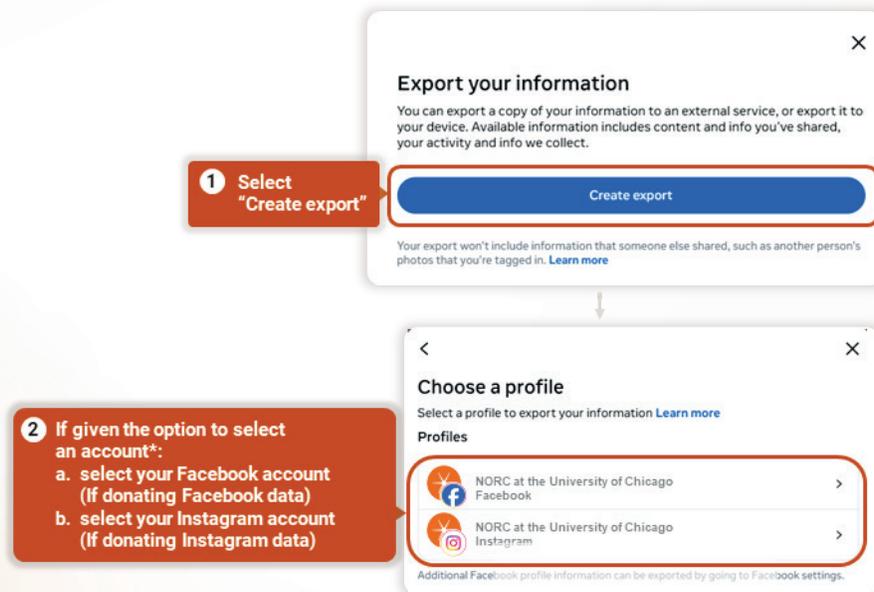


Step 5.

Select Profile and Export Type

After clicking “export your information”, select the large blue button labelled “create report”. Next:

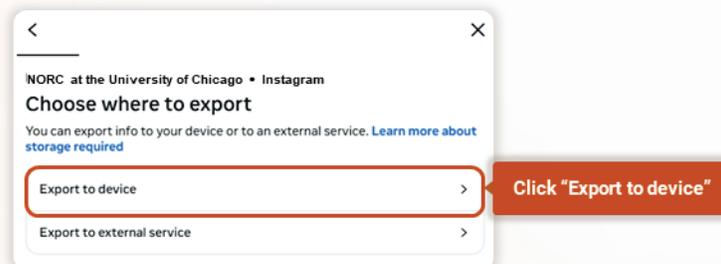
- a. If you are donating Facebook data, select your Facebook account here.
- b. If you are donating Instagram data, select your Instagram account here.
- c. On the next prompt, select “export to device”.
- d. *If you are donating both, you will need to go through these steps twice.*



Step 6.

Choose Export Location

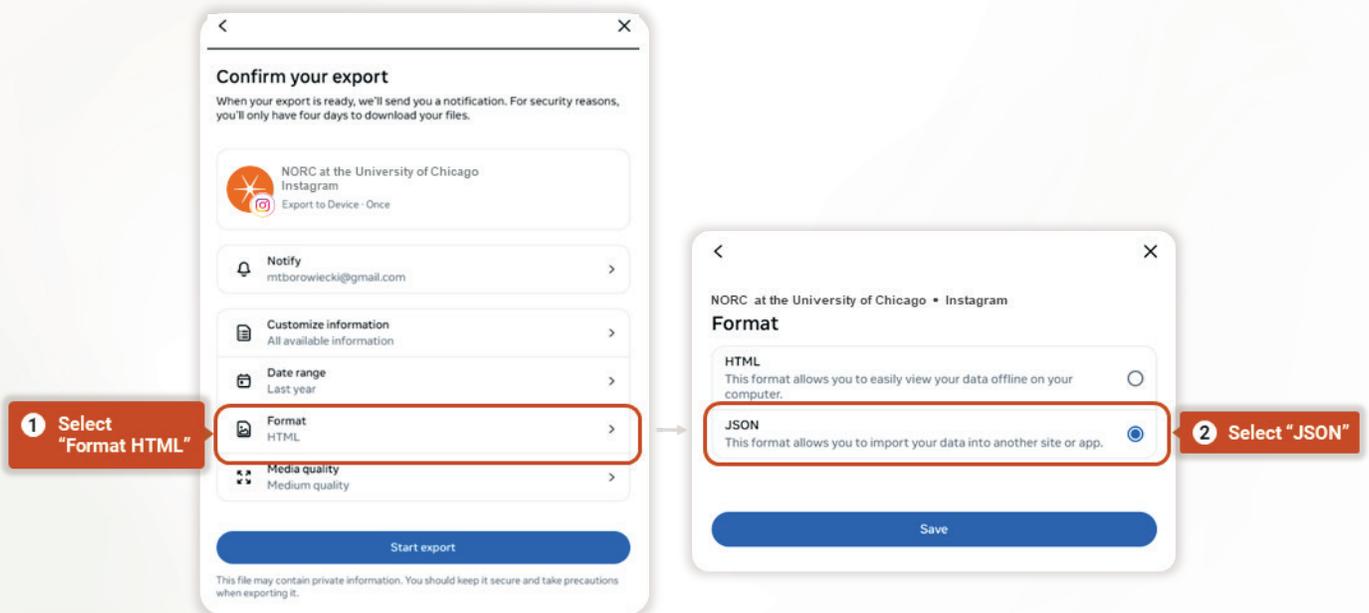
In the next window, select “export to device”.



Step 7.

Format and Quality

Under “format”, select JSON. Do **not** change any other options.

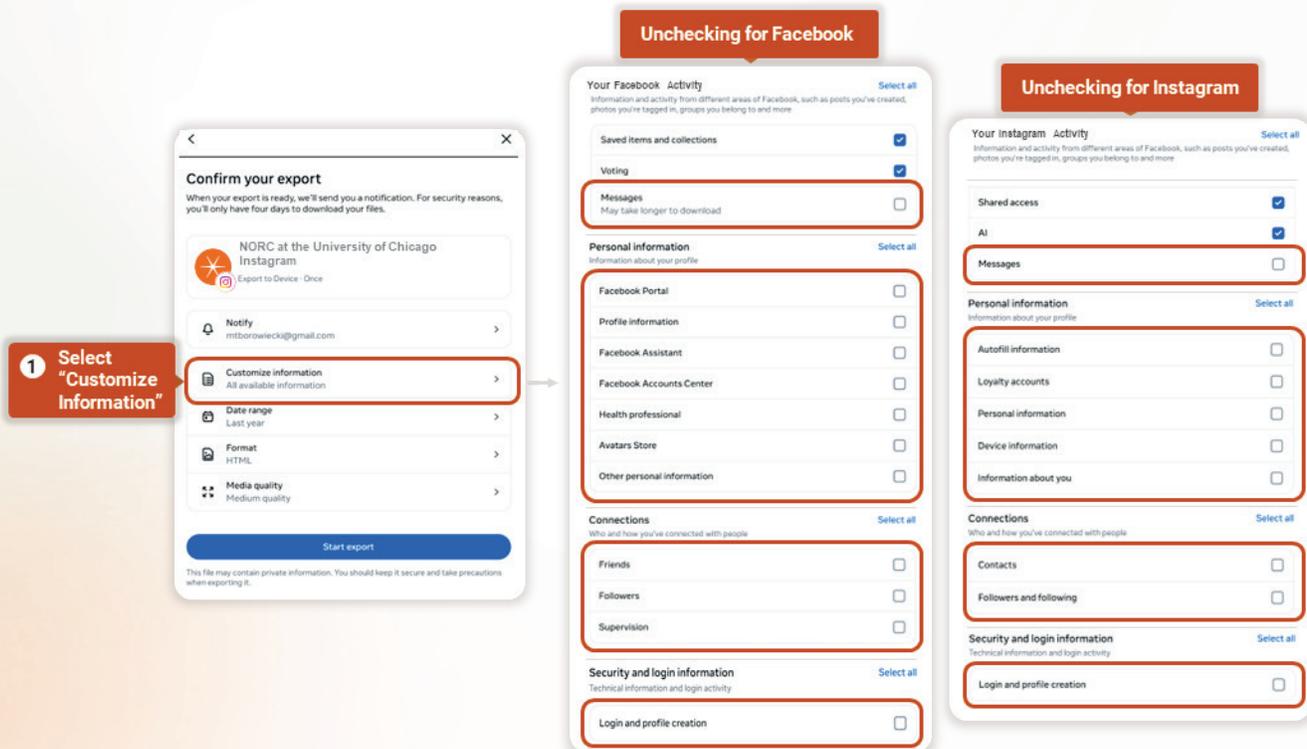


Step 8.

Change “Customize Information”

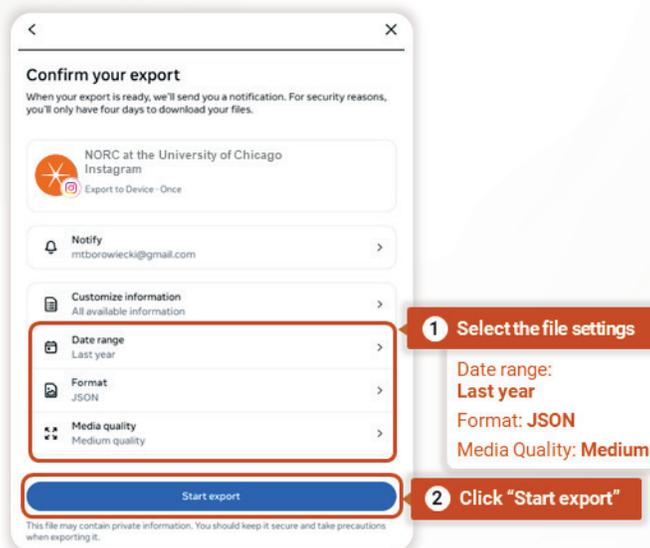
We do not want all of your data, such as your personal or security information. For this reason, we want you to **not download personal or security data**.

- Under “Your Facebook/Instagram activity” uncheck “Messages”.
- Under “Personal information” uncheck everything.
- Under “Connections”, uncheck everything.
- Under “Security and login information” uncheck everything.



Step 9. Create File

Scroll down and click “Start export”.



Step 10. Confirmation

Meta will start making your file. You'll get an email when it's ready. This may take some time, depending on the amount of data you have.

Step 11. Download Your Data

Once the file is ready, you will receive an email from Meta. Click on the link in the email to download your file.

Step 12. Enter Password

Save the ZIP file to your computer. (Note: Do not unzip or open the folder; you will upload the entire ZIP file in the next step).

Step 13. Save the File

Pick a place on your computer to save the file. Then you can send it to the AmeriSpeak portal.

Download TikTok Data from TikTok

Step 1.

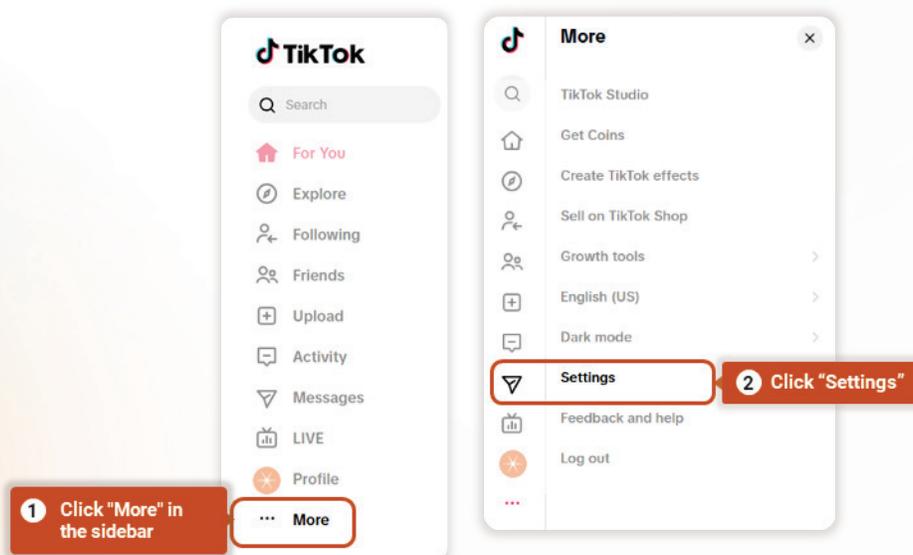
Login to TikTok

Open your web browser and go to [TikTok](https://www.tiktok.com). Log in to your TikTok account if you aren't already logged in.

Step 2.

Go to Settings

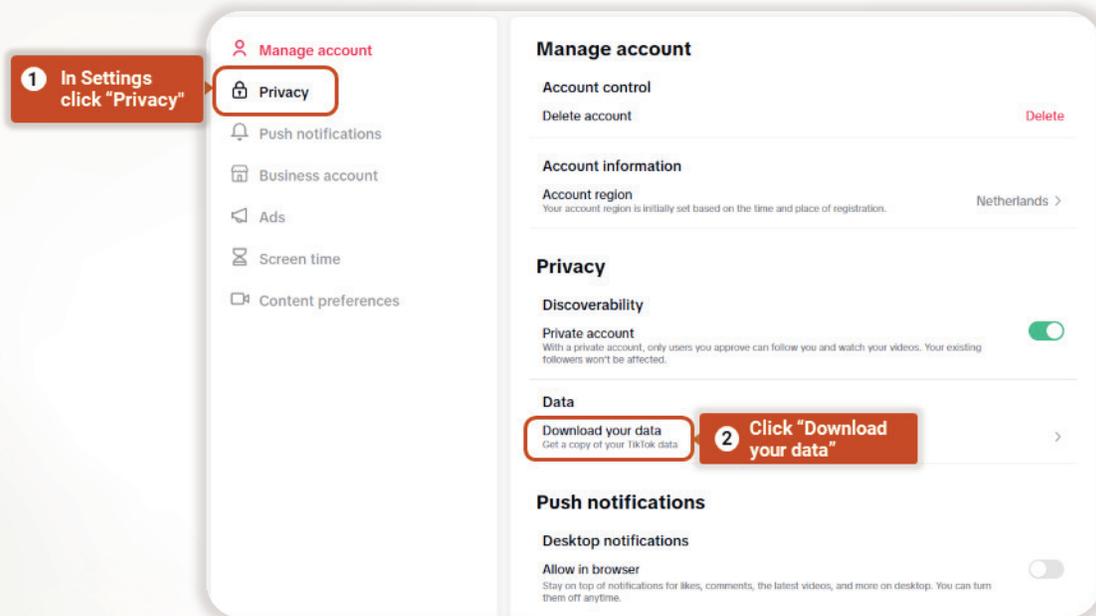
Click the menu at the top left and choose "More". Then click "Settings."



Step 3.

Find Data Download

In Settings, go to “Privacy” and click “Download your data.”



Step 4.

Choose What To Download

Under "Select data to download", choose "custom." Only check "Activity". **Do not check either "Messages" or "Profile and posts"**. Under "Select file format", choose **JSON**.

The screenshot shows the 'Download TikTok data' interface. On the left is a navigation menu with options: Manage account, Privacy, Push notifications, Business account, Ads, Screen time, and Content preferences. The main content area is titled 'Download TikTok data' and has two tabs: 'Request data' (active) and 'Download data'. Below the tabs is a sub-header 'Request data' and a description: 'Request a copy of your data from all the TikTok apps you use to back up your account or export it to other services.' There are three numbered callouts on the right side of the screen:

- 1** Under "Select data to download", choose "custom."
- 2** Only check "Activity"
- 3** Select "JSON"

The 'Select data to download' section includes:

- All data** (radio button): Download all available information associated with your account. This file will include more data than if you select from the custom options.
- Custom** (radio button, selected): Choose which information you want to include in your file.
- Profile and posts** (checkbox): Personal information, your followers, accounts you follow, your posts on TikTok.
- Activity** (checkbox, checked): Likes, comments, favorites, browsing history.
- Messages** (checkbox): Direct messages you've sent and received.

The 'Select file format' section includes:

- TXT** (radio button): Easy-to-read text file.
- JSON** (radio button, selected): Allows other services to import your file.

At the bottom of the main content area is a red button labeled 'Request data'.

Step 5. Create File

Scroll down and click "Request data". It might take a few minutes, or up to a couple of days. You can close the window while it processes. Your request will show as 'Requested' under the 'Download data' tab. Save the file to your computer. (Note: This will likely be a .JSON file, but may be a .ZIP file. Do not unzip or open the file).

Download TikTok data

Request data Download data

Request a copy of your data from all the TikTok apps you use to back up your account or export it to other services.

Select data to download

All data
Download all available information associated with your account. This file will include more data than if you select from the custom options.

Custom
Choose which information you want to include in your file.

Profile and posts
Personal information, your followers, accounts you follow, your posts on TikTok

Activity
Likes, comments, favorites, browsing history

Messages
Direct messages you've sent and received

Select file format

TXT
Easy-to-read text file

JSON
Allows other services to import your data

Request data

Download TikTok data

Request data **Download data**

When your file is ready for download, it'll be available for 4 days. If you submit another request, your existing file will expire. [Learn more](#)

Requested on Oct 8, 2025
All data

Past requests

Requested on Oct 8, 2025 All data	Expired
Requested on Oct 8, 2025 Activity	Expired
Requested on Oct 7, 2025 Activity	Expired
Requested on Oct 7, 2025 All data	Expired

Step 6.

Download Your Data

When the file is ready, you'll see it in the 'Download data' tab. Click 'Download' to save it to your computer.

The screenshot shows the 'Download TikTok data' interface. On the left is a navigation menu with options: Manage account, Privacy, Push notifications, Business account, Ads, Screen time, and Content preferences. The main content area is titled 'Download TikTok data' and has a 'Request data' tab. A callout box points to the 'Download data' button, stating: 'When the file is ready, you'll see it in the 'Download data' tab.' Below this, a message reads: 'When your file is ready for download, it'll be available for 4 days. If you submit another request, your existing file will expire. [Learn more](#)'. A table shows a request for 'All data' on 'Oct 8, 2025' with a 'Download' button and a callout: 'Click 'Download' to save it to your computer.' Below this is a 'Past requests' section with a table of expired requests.

Requested on	Status
Requested on Oct 8, 2025 All data Expires in 4 days	Download
Requested on Oct 8, 2025 Activity	Expired
Requested on Oct 7, 2025 Activity	Expired
Requested on Oct 7, 2025 All data	Expired

Step 7.

Save and Send the File

Pick a place on your computer to save the file. Then you can send it to the Amerispeak portal.

AmeriSpeak Portal Upload Instructions

Step 1.

Login to the AmeriSpeak Member website

- A. Upon logging in, click on the banner that invites you to donate your data.**
- B. Select the platform:** Indicate in the drop down menu if you are uploading Facebook, Instagram, or TikTok data.
- C. Upload your data:** Select the 'Choose File' and navigate to open your social media data folder. *Note:* .ZIP folders are required for Facebook/Instagram; .JSON files are accepted for TikTok.
- D. Click on 'UPLOAD'** to complete your submission. *Note:* the upload process may take up to 15 minutes, depending on your file size and internet speeds.

Repeat these steps if you are donating social media data from Facebook, Instagram, and TikTok.

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Please select

File Upload *

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