

## What is a Rate Limit?

When you add a content source to a monitor, in order for the monitor to collect data from that content source, it needs to make a call to the content source on your behalf. Some content sources put a limit on how many calls for data you can make over a period of time; this is called a rate limit.

These rate limits are set by the content source, not by Crimson Hexagon. Specifically, Instagram and Facebook set limits on how much data you can pull from those sites, and Twitter sets a limit on how much data you can export from a monitor using the Bulk Export function.

### **Instagram Rate Limit**

Instagram sets a limit of 200 calls per Instagram account per hour, the number of calls to be made depends on how much data a hashtag/account has.

Please note: Due to Instagram access changes, Instagram Social Account Monitors are only available to the Instagram account owners. For more information, please see the article *Instagram Social Account Monitor Update*.

### **Facebook Rate Limit**

Facebook's rate limit is set per Facebook account over a period of time.. Facebook allowance tends to be heavily sourced by the amount of users. Therefore, it is always advised to add as many Facebook credentials to your team as you can.

### **Twitter Rate Limit**

Twitter sets a rate limit on how many posts you can export from an analysis monitor per Twitter account per day, which is 50,000 posts.

For guidance on adding social account credentials to a team, please refer to the article *Social Account Credentials: Overview*.