



# DA Intern Assessment

Presented by: Aaron Chao

May 26, 2023

# Objective

---

We want to find out how our social channels are doing in terms of engagement rates and define a strategy to expand the presence of our social channels.

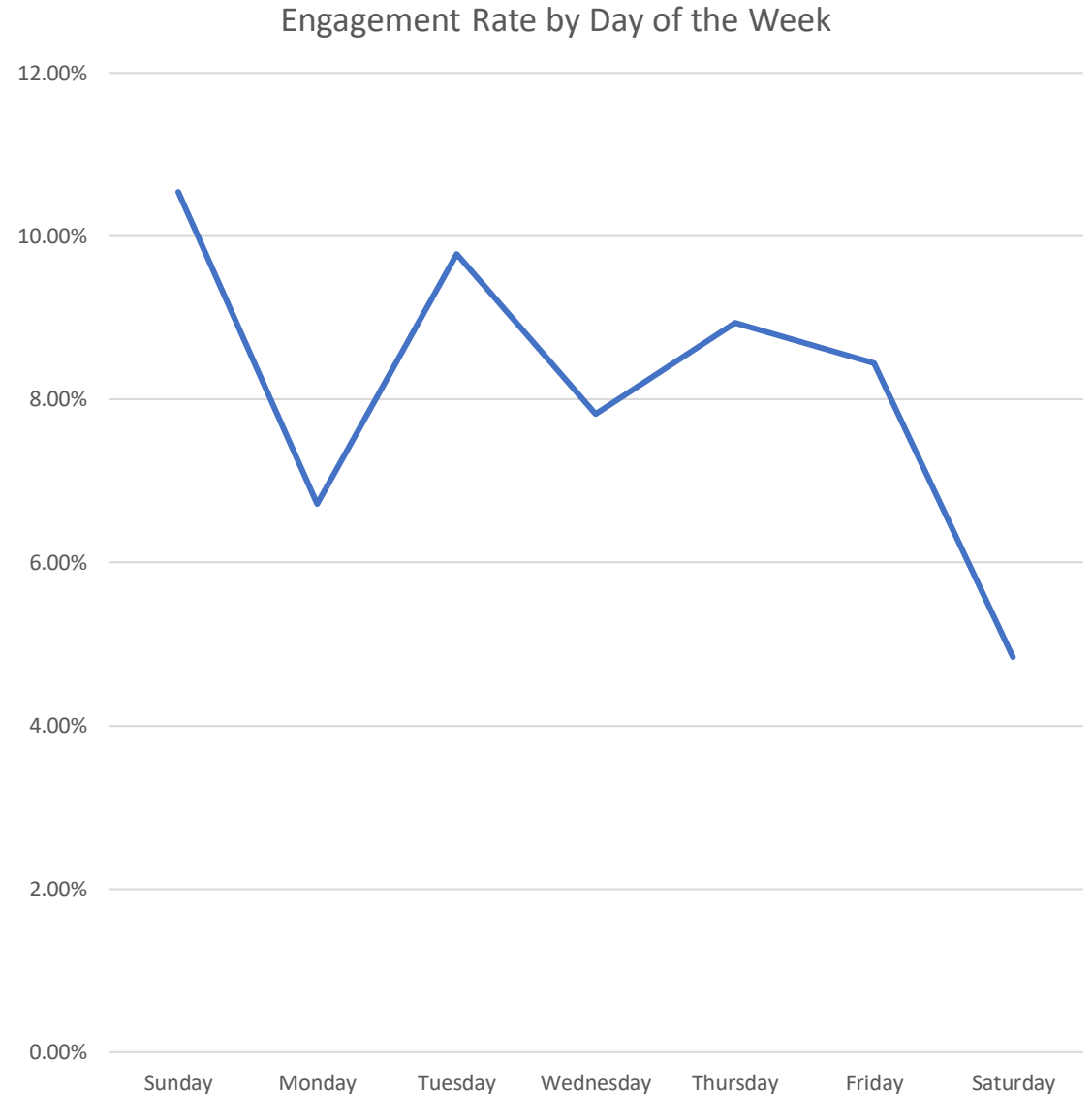
# Typical Engagement Rate



Typical Engagement Rate	8.51%
Posts above 15% engagement rate	218
Total number of posts	3432
Likelihood of 15% engagement rate	6.35%

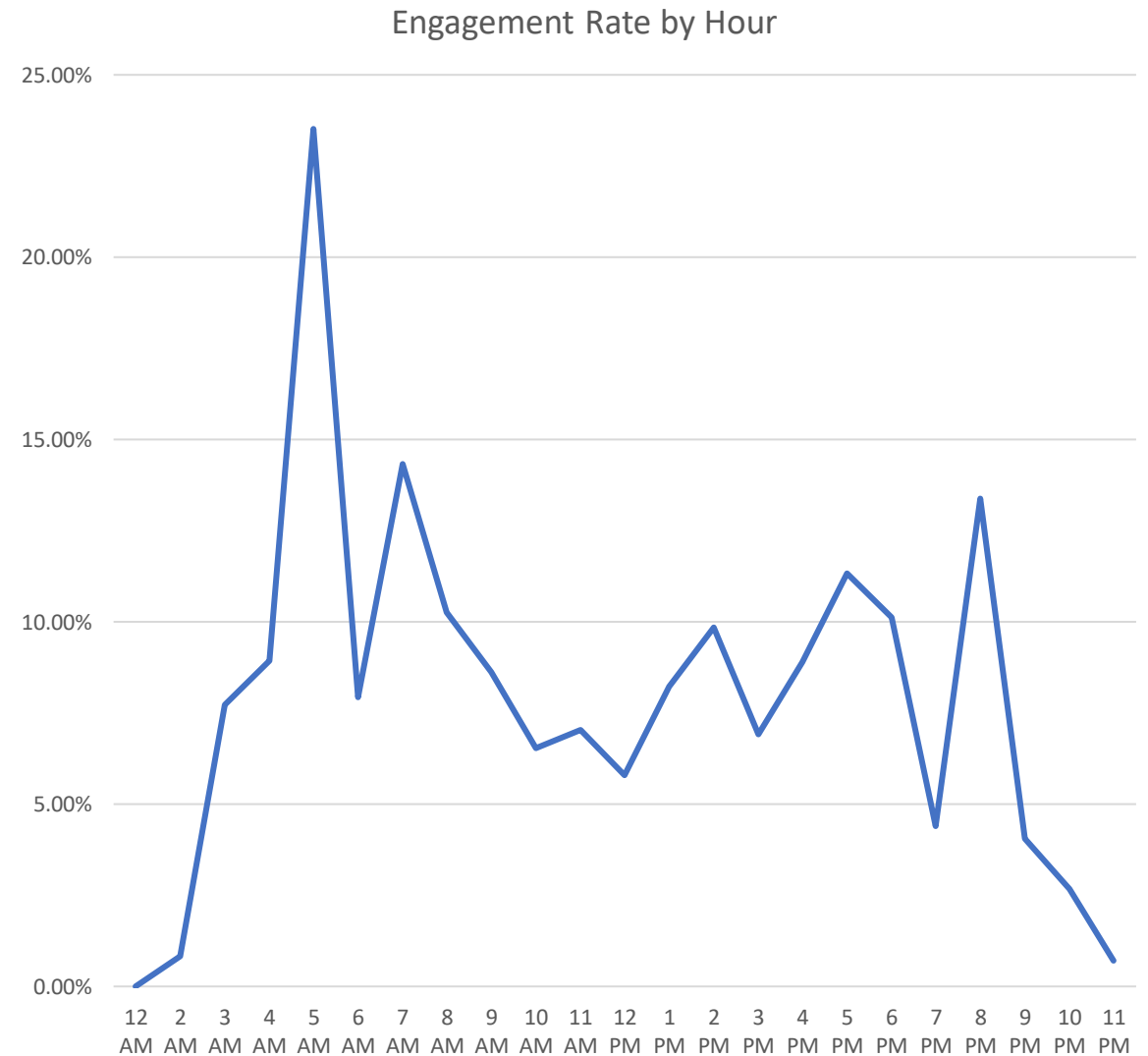
# Day of the Week Vs. Engagement Rates

- Moderate negative correlation in engagement rates and day of the week
- Engagement rates highest on Sunday (10.54%)
- Engagement rates trend downwards as week progresses
- Engagement rate lowest on Saturday (4.84%)



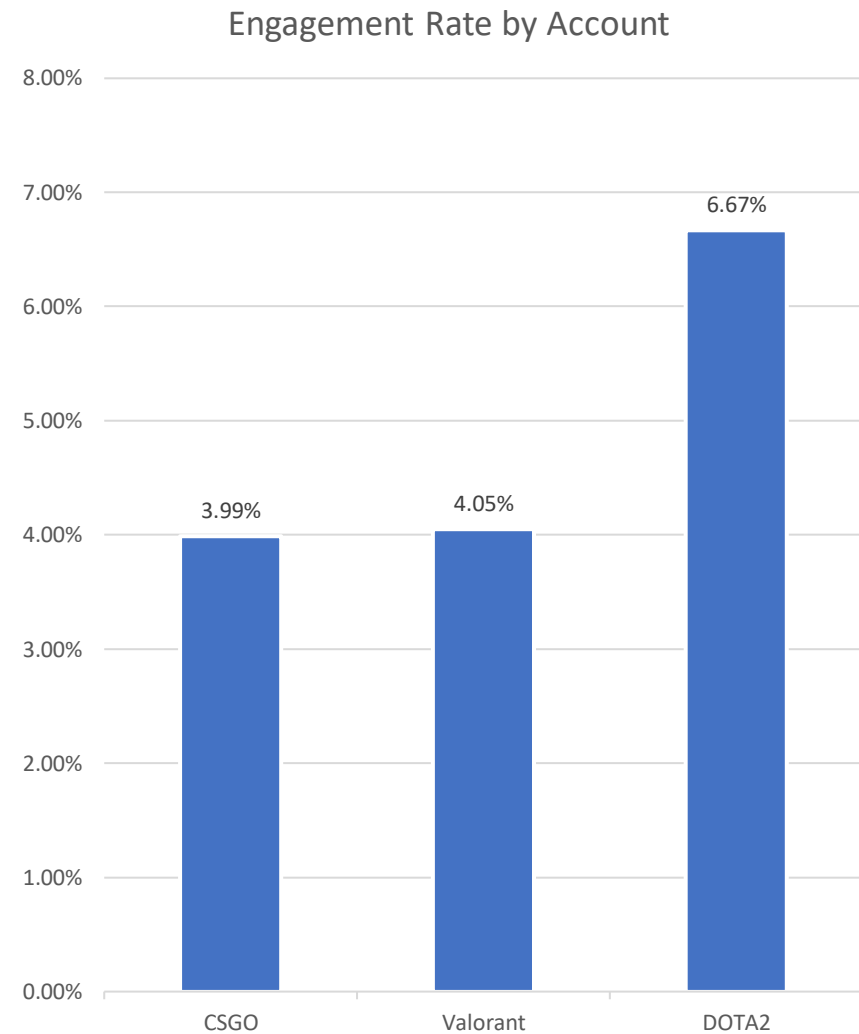
# Time Vs. Engagement Rates

- Some association with engagement rates and time
- Engagement rates lowest from 12 AM to 2 AM and 9 PM to 11 PM
- Highest engagement rate is 23.52% at 5 AM
- Engagement rates are generally the highest from 4 AM to 8 AM, 5 PM to 6 PM, and 8 PM



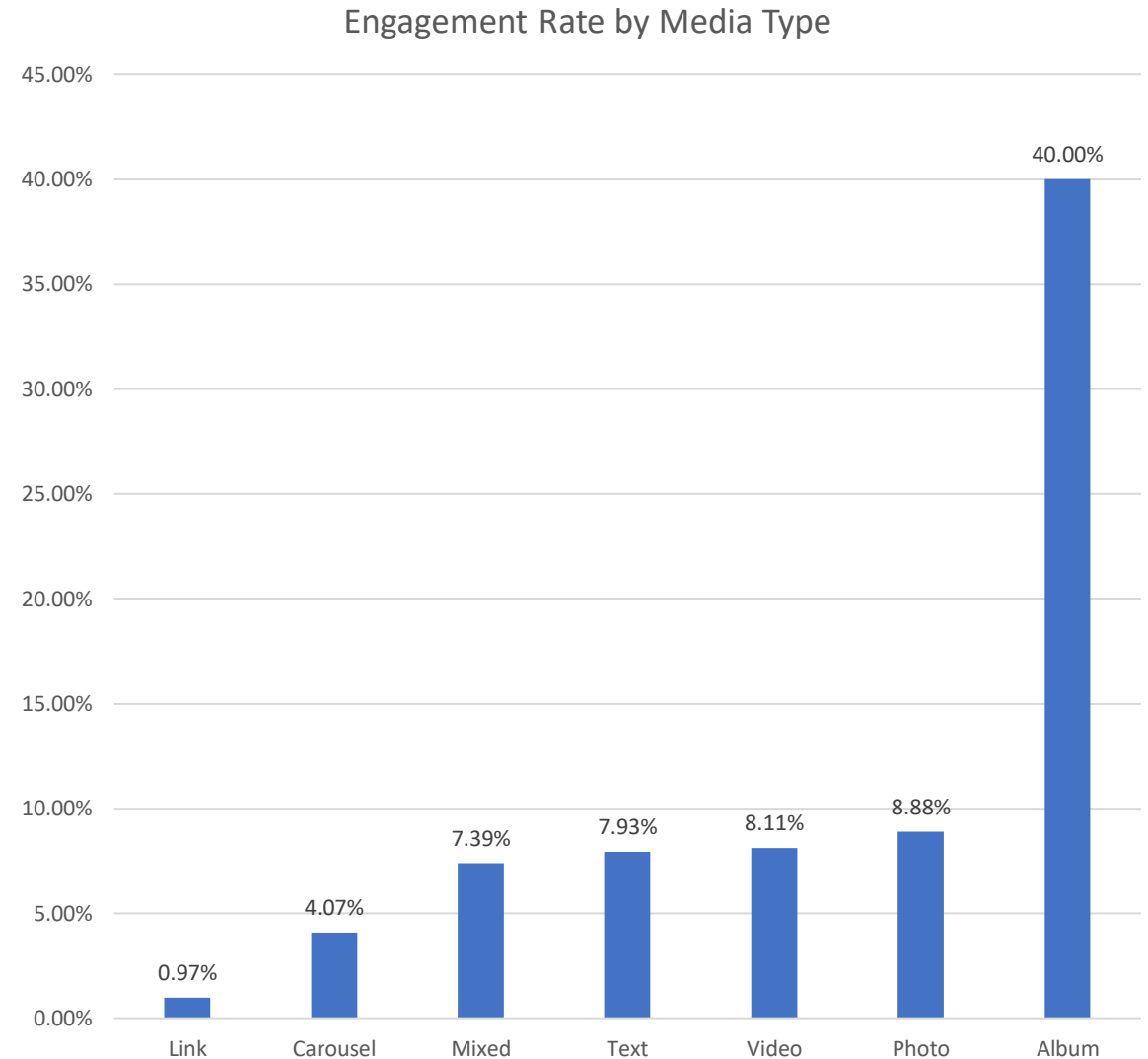
# Game Titles

- Game titles include CSGO, Valorant, and DOTA 2
- DOTA 2 has highest engagement rate of 6.67%
- CSGO and Valorant have roughly the same engagement rates
- We should focus more on the CSGO and Valorant accounts to boost its engagement rates



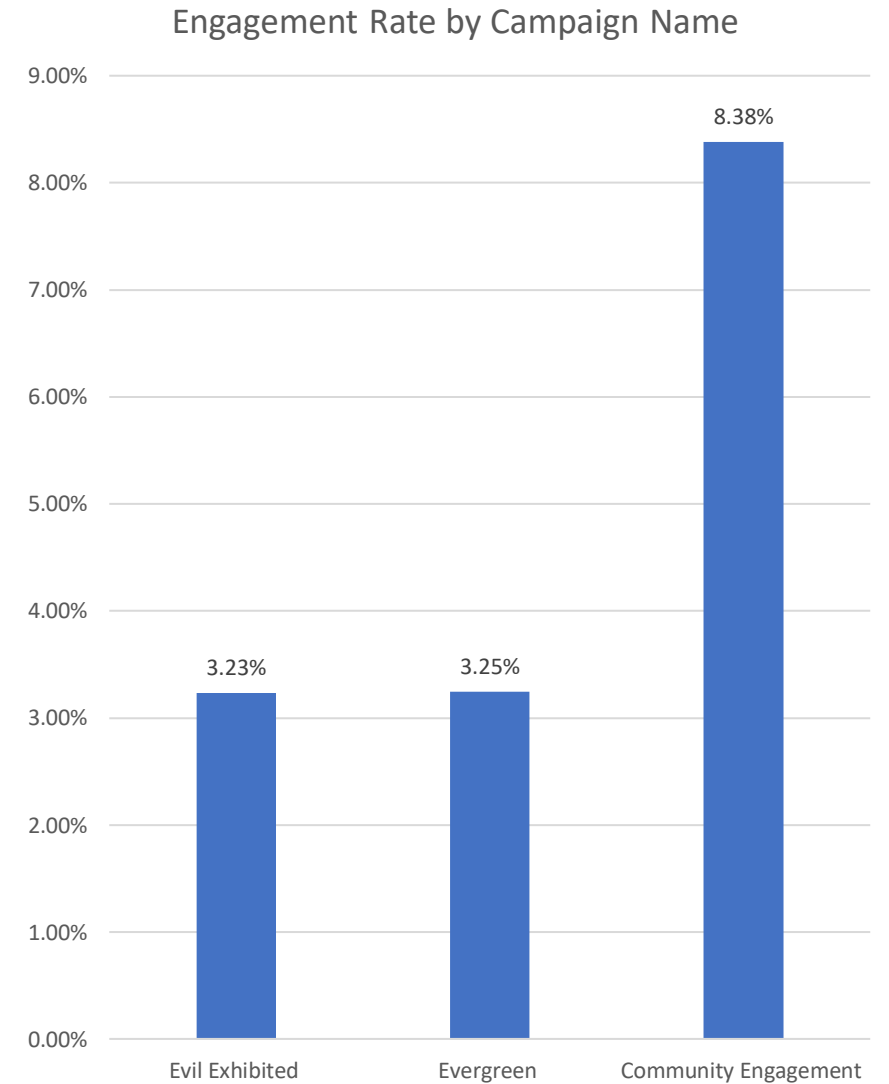
# Media Type

- Albums perform the best with an engagement rate of 40.00% which is significantly greater than engagement rates of the other media types
- Note that the least posted media type is also album
- Total engagement for album is 8 while total impressions for album is 20
- Second best performing media type is photo with engagement rate of 8.88%
- We can focus less on posting links because of its low engagement rates



# Campaign

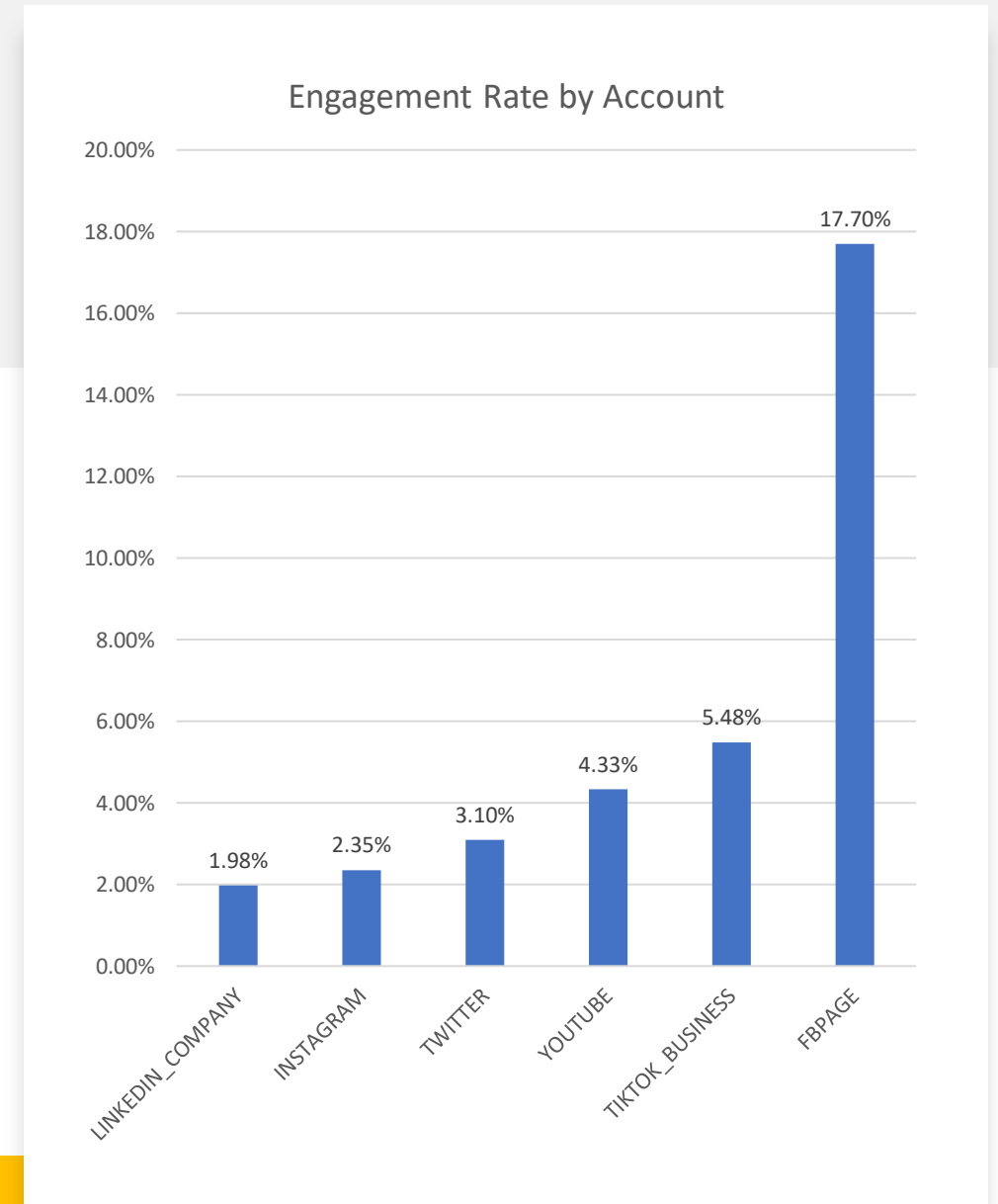
- Best performing campaign is the Community Engagement with an engagement rate of 8.38%
- This is more than double the engagement rates of the other campaigns





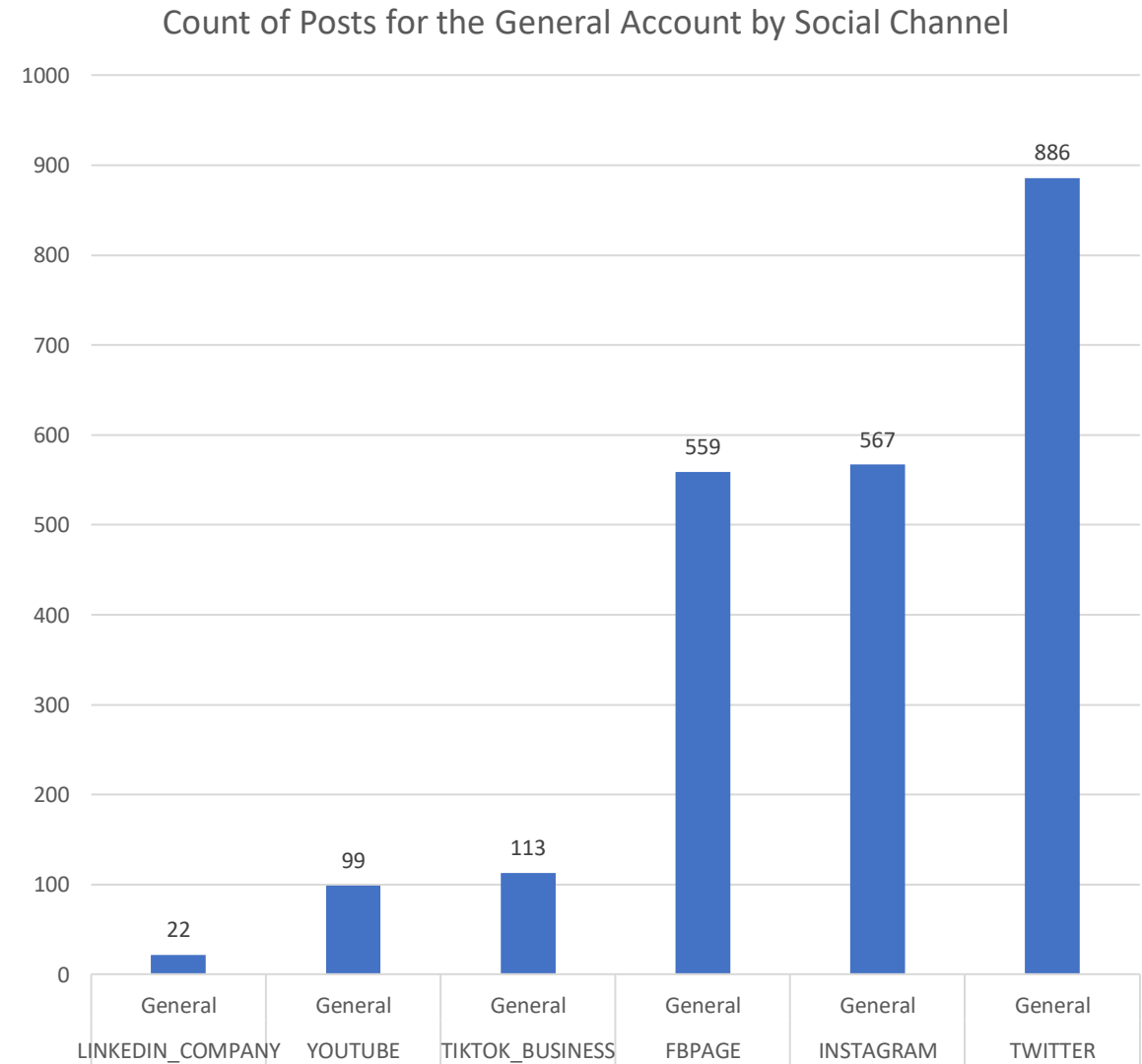
# Additional Insights

- The account with the best engagement rate is from our Facebook account (17.70%) and this is much higher than the other social media platform accounts
- Our TikTok account is the second best performing social media platform

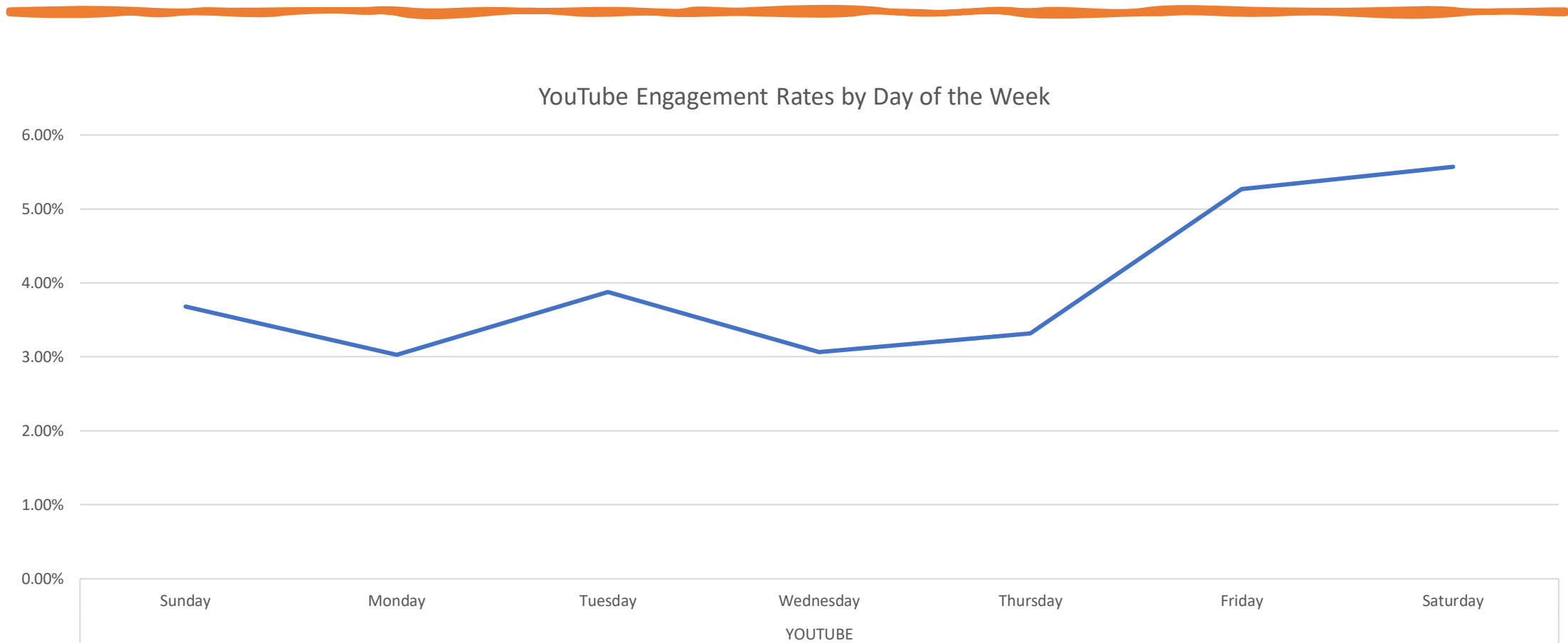


# Additional Insights

- We just learned that Facebook is the best performing social channel, followed by TikTok
- Now we focus on the count of posts for each social channel. We filter this by our General account for a better comparison, since for some social channels, we have more than one account
- Notice that Twitter has 886 posts, which is the highest number of posts
- LinkedIn, YouTube, and TikTok have the smallest amount of posts



# Additional Insights



# Based on our discoveries, we now define a posting strategy for our social channels

---

- **1. Consider posting more on Fridays and Saturdays for our YouTube channels**

For YouTube, Fridays and Saturdays have the highest engagement rates of the week, with engagement rates of 5.27% and 5.57%, respectively

- **2. Expand our TikTok presence**

Our TikTok account has a relatively high engagement rate compared to our other social channel accounts. However, the number of posts on the TikTok account is also relatively low, so we should consider posting more to TikTok

- **3. Post earlier in the week for Facebook, Instagram, and Twitter**

Engagement rates are typically highest earlier in the week, so we can post more at the start of the week so we get more engagements

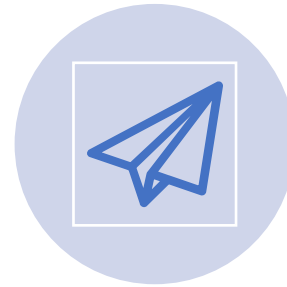
- **4. Focus on delivering good content for Facebook**

Our Facebook account has the highest engagement rate (17.70%) compared to the other social media accounts. We can keep the same strategy for our Facebook posts. Since our Facebook account does very well, we can take note on the type of content that's being posted on Facebook, and try to replicate this successful engagement rate for our other social channels

# How to Expand Presence



If one of our channels is doing well, we should consider expanding its presence



Take note of the times we post and keep track of engagement rates



Post during early morning and evening because engagement rates are highest at these times



Post on days in which engagement rates have historically been the highest, which is early in the week, especially on Sundays

# Conclusions



Engagement rates are highest at the start of the week and trend downwards towards the end of the week



Engagement rates are highest in the early morning and evening hours



The game with the best engagement rates is DOTA 2



The most interacted media types are albums and photos



Best performing campaign is Community Engagement



Our Facebook account has the highest engagement rates of all our social platforms