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To: Tiana Barnes, Sanjay Garg, Ned Lannister
Subject: [REPORT] Great Grounds Twitter Performance

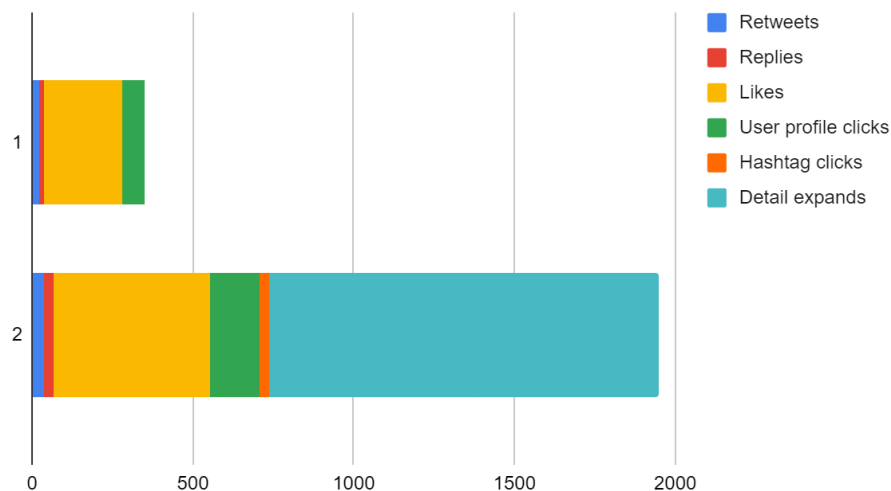
Hello,

Here is my report on Great Grounds Daylight Saving Twitter performance. Our goal was to achieve higher engagement with our audience.

Our key findings in the report include:

- Tweet 2 achieved six times more engagement than Tweet 1 (such as retweets, replies, likes, etc.) from users.
- Tweet 2 had half as many impressions (or views) as Tweet 1 because it was posted at 1:59 a.m. when there were fewer users online, while Tweet 1 was posted at 8:03 a.m.
- Tweet 2 included a funny image, text, and relevant hashtags, while Tweet 1 did not.
- Data overall indicates the audience responds better to content with funny images and text, and hashtags.

Great Grounds Twitter Engagement: Tweet 1 vs Tweet 2



Based on these results, we can increase engagement for future Twitter campaigns by using more humorous language, funny images, and relevant hashtags. We can also time our tweets to when users are more active, allowing a larger audience to view the tweet.

If you have any questions or concerns about these results or our future strategy, feel free to contact me, and we can discuss the report further.

Best regards,

Tatiana Aramayo