

Social Media Performance

Executive Summary
(All Media)

Executive
Summary

Platform & Content
Deep Dive

Temporal & Geo
Performance



5,600

Total Posts

646.5M

Total Engagement

15.28%

Avg Engagement

4.8bn

Total Views

844.0M

Total Likes

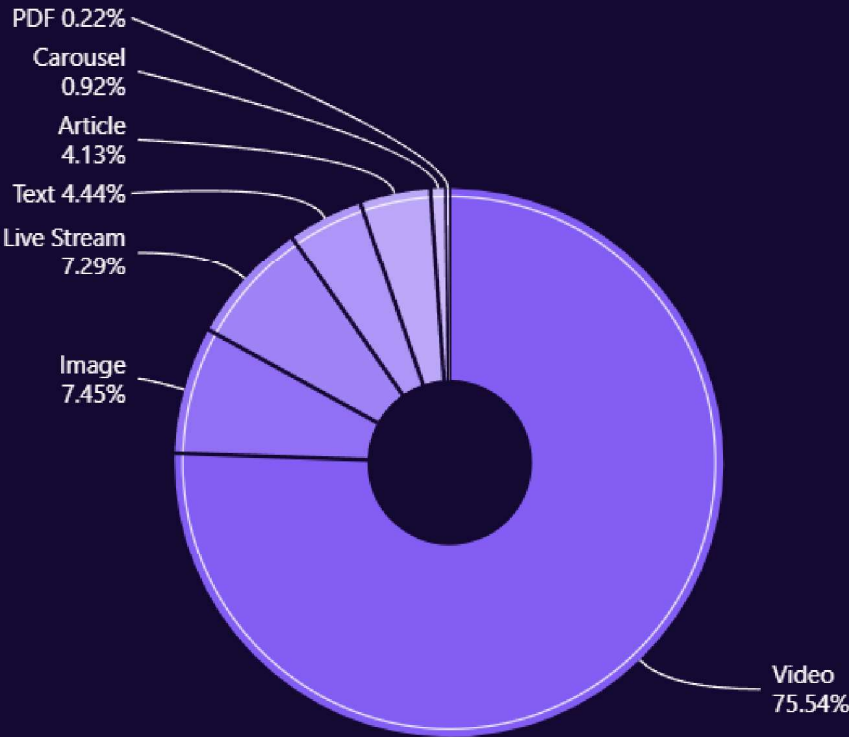
193.3M

Total Comments

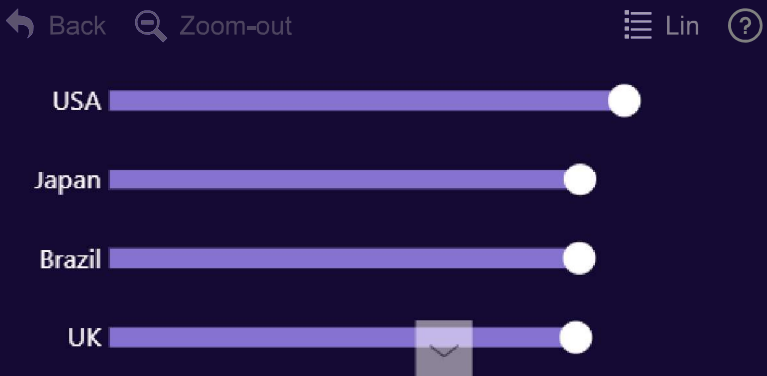
267.0M

Total Shares

Post Type and Content Shared (%)



Total Engagement by Region



Engagement Level

High

Medium

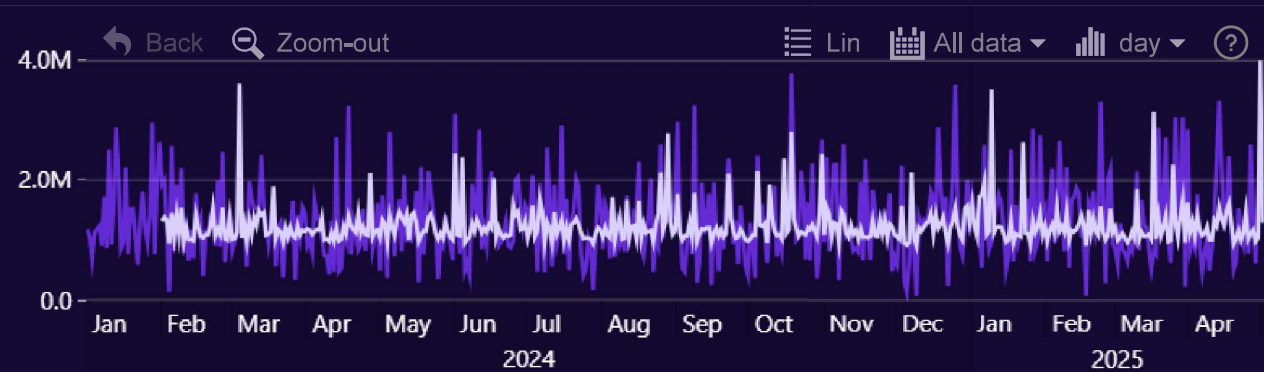
Low

Content Type

Organic

Sponsored

Daily Engagement Trend and MOM %



Social Media Performance

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15.28%

Avg Engagement

115.44K

Engagement per Post

0.74%

Clicks per View

0.61%

Click - Through Rate

13.45%

ER%

#CustomerStory

Top Hashtag

Engagement Level

High

Low

Medium

Content Type

Organic

Sponsored

Post_Type

Article

Carousel

Image

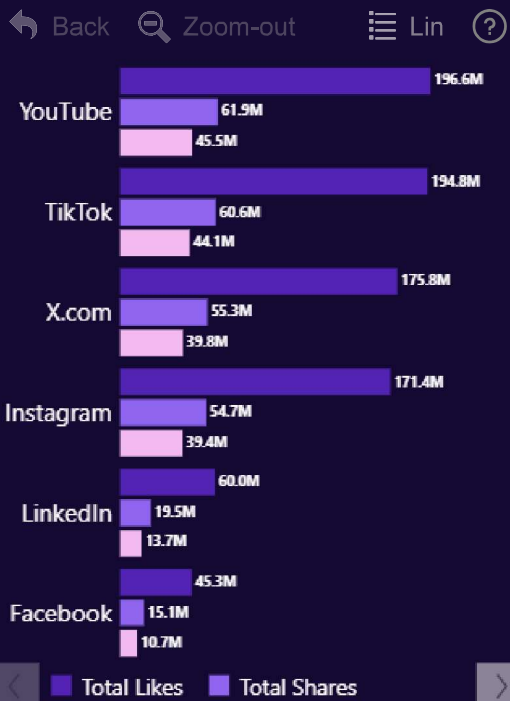
Live St...

PDF

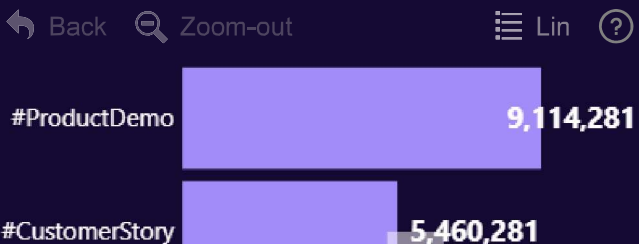
Text

Video

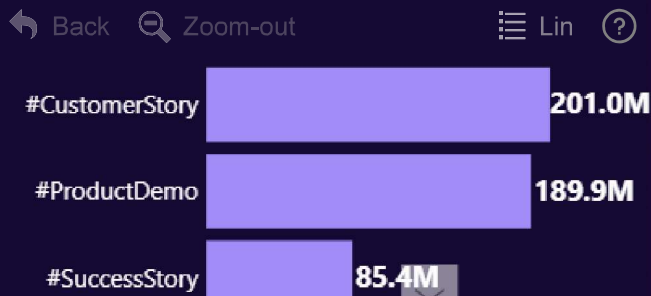
Engagement Composition by Platform



Total Clicks by Hashtags



Top 10 Hashtags that perform the best



Engagement Rate Across Platforms & Categories

Platform	Customer Story	Educational	Entertainment	Event / Webinar	Product Promotion
Facebook	18.67%	19.74%	7.35%	15.01%	14.55%
Instagram	19.83%	19.92%	7.46%	14.26%	14.55%
LinkedIn	19.69%	19.93%	7.62%	13.70%	14.55%
TikTok	20.15%	20.12%	7.42%	14.05%	14.55%

Top Performing Posts

Post_ID	Platform	Region	Total Likes	Total Shares	Total Comments
Post_5	TikTok	Brazil	13,027.0	5,357.0	216.0
Post_130	X.com	Germany	99,326.0	49,866.0	3470.0
Post_1995	TikTok	USA	1,65,006.0	22,406.0	2745.0
Post_2268	TikTok	Australia	13,341.0	4,831.0	562.0
Post_1582	Instagram	UK	22,689.0	9,035.0	1053.0
Post_2762	X.com	Canada	73,221.0	20,860.0	907.0
Post_605	Instagram	India	27,040.0	18,150.0	874.0
Total			84,40,33,364	26,70,35,483.0	19328665.0

Social Media Performance

Temporal & Geo Performance
(All Media)

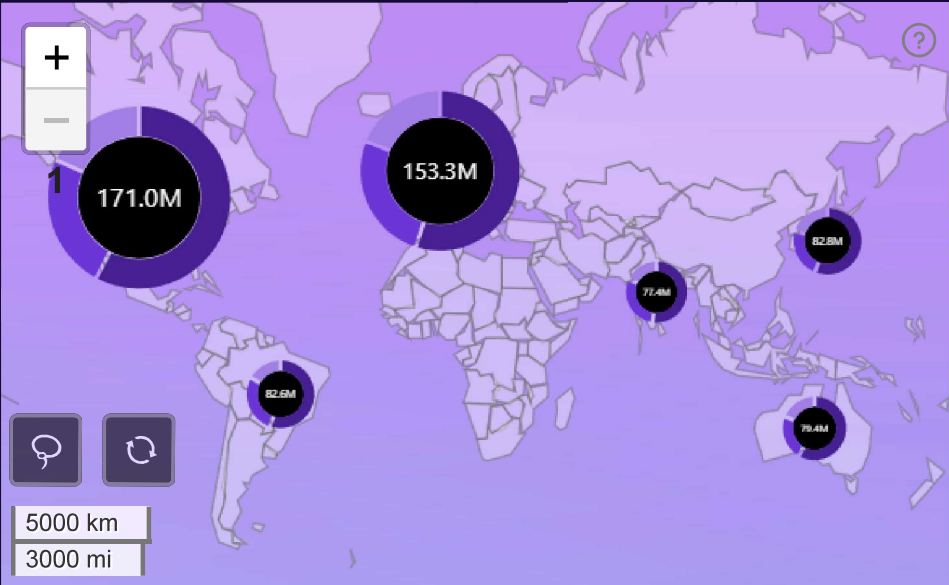
Executive
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Platform & Content
Deep Dive

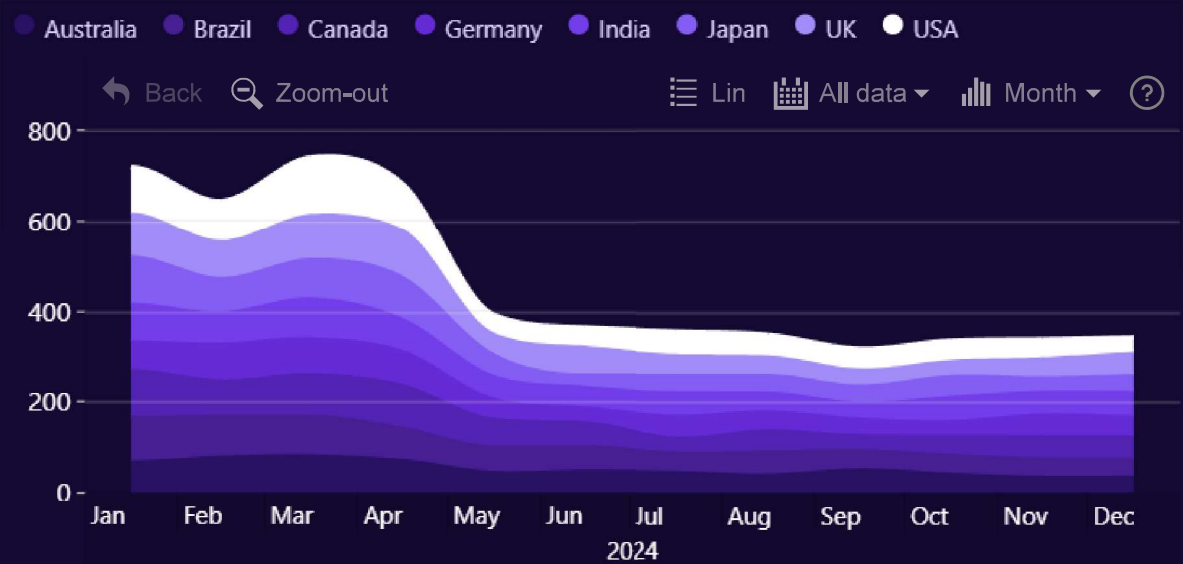
Temporal & Geo
Performance



Geographic Engagement Spread



Post Frequency by Geography



Time of Day vs Engagement

DayOfWeekName	8	9	10	11	12	13	14	15	16	17	18
Sunday	25,92,286.0	30,35,957.0	97,80,586.0	1,21,80,655.0	1,48,52,305.0	20,48,537.0	44,38,500.0	1,01,67,864.0	1,13,83,210.0	1,40,93,699.0	22,97
Monday	18,78,683.0	30,12,211.0	1,25,50,402.0	1,24,58,743.0	1,35,13,704.0	37,00,689.0	11,02,470.0	1,20,07,045.0	1,19,68,184.0	1,14,80,879.0	33,03
Tuesday	55,30,373.0	44,03,100.0	99,63,853.0	98,91,162.0	89,96,249.0	28,14,189.0	12,37,356.0	1,29,40,943.0	1,54,57,339.0	1,15,86,956.0	20,51
Wednesday	48,54,671.0	30,05,747.0	1,28,21,970.0	1,57,65,175.0	1,51,20,579.0	28,37,436.0	21,51,840.0	1,10,29,100.0	1,38,70,282.0	1,07,14,718.0	41,03
Thursday	38,86,685.0	34,25,748.0	1,11,13,187.0	1,29,30,261.0	1,09,30,785.0	32,72,346.0	19,08,250.0	1,36,23,159.0	1,39,89,334.0	1,11,78,083.0	16,48
Friday	24,21,479.0	39,03,257.0	1,10,02,256.0	99,03,889.0	1,14,52,672.0	21,20,594.0	31,87,978.0	1,26,16,260.0	1,25,39,444.0	1,47,51,982.0	55,64
Saturday	53,33,525.0	32,61,943.0	1,35,43,622.0	1,47,24,760.0	1,03,69,721.0	22,18,154.0	39,62,685.0	1,31,00,906.0	1,05,05,544.0	1,45,81,428.0	38,37
Total	2,64,97,702.0	2,40,47,963.0	8,07,75,876.0	8,78,54,645.0	8,52,36,015.0	1,90,11,945.0	1,79,89,079.0	8,54,85,277.0	8,97,13,337.0	8,83,87,745.0	2,28,07,