

SOCIAL MEDIA TREND ANALYSIS

16K

Total Retweets



31K

Total Likes



732

Total Post



670

Count of User



Year

All

▼

Month

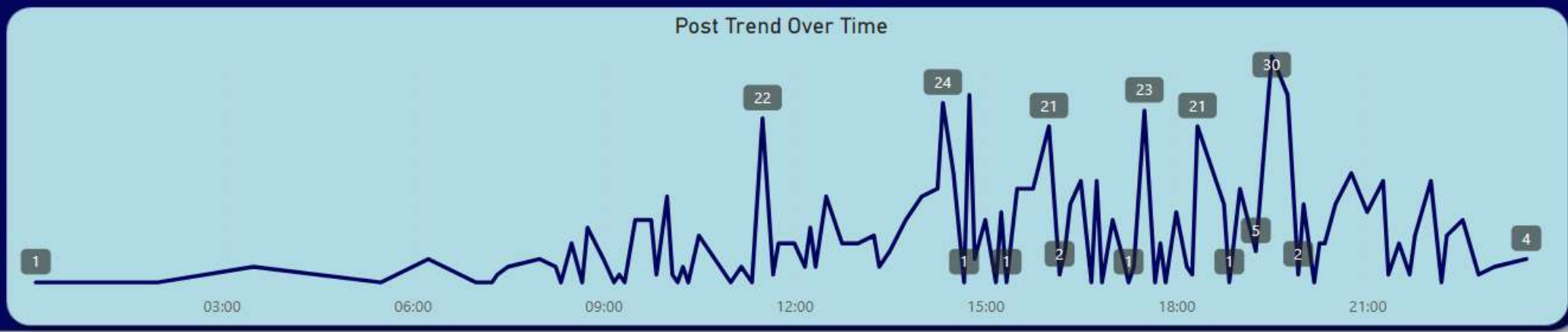
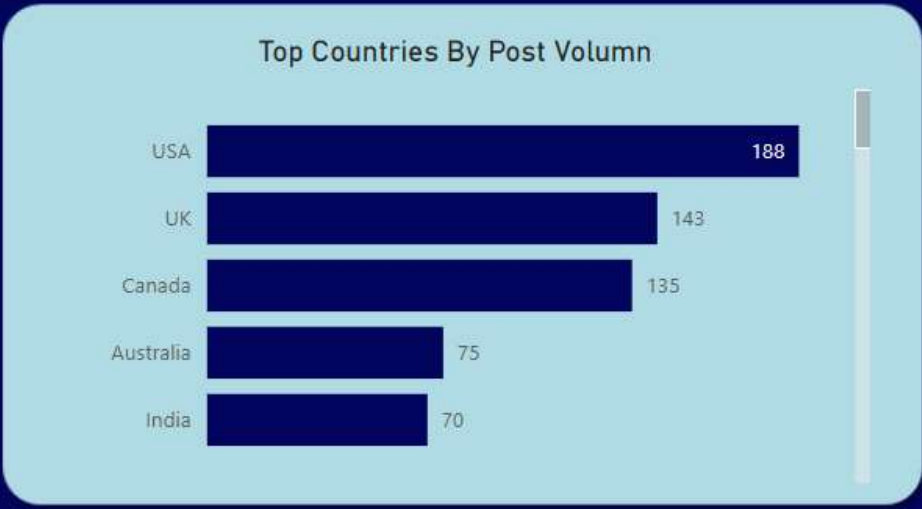
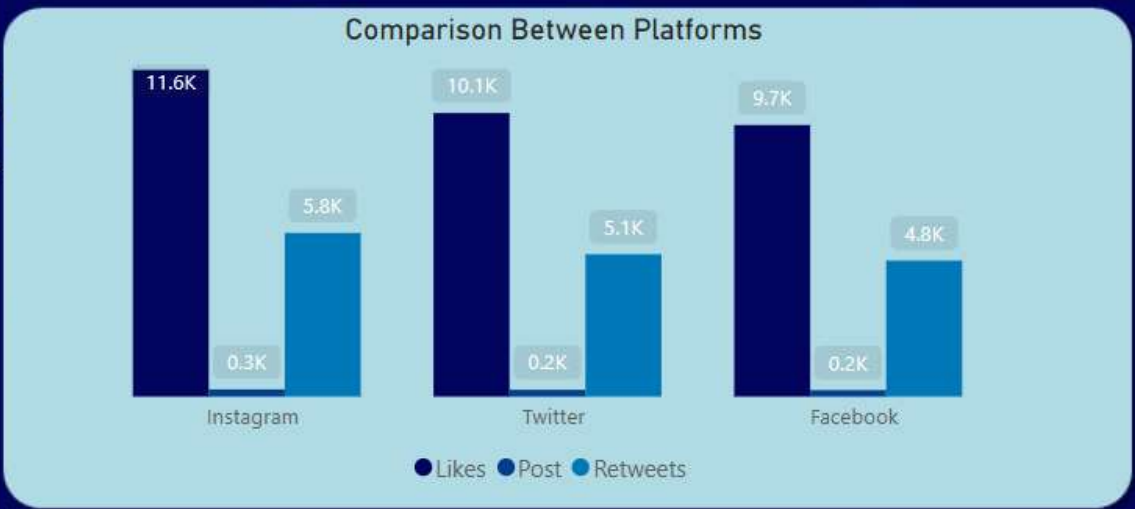
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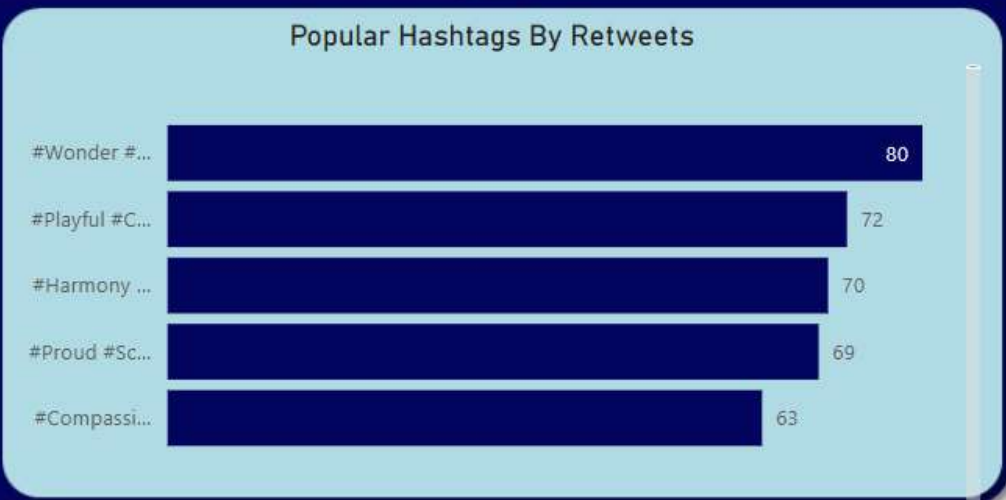
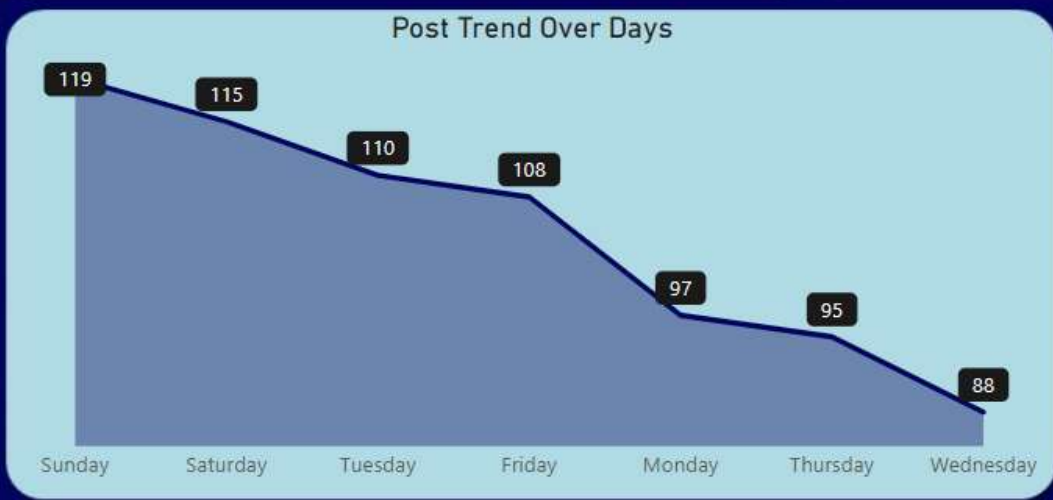
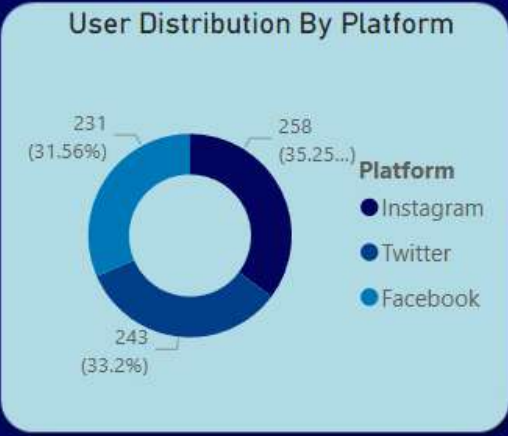
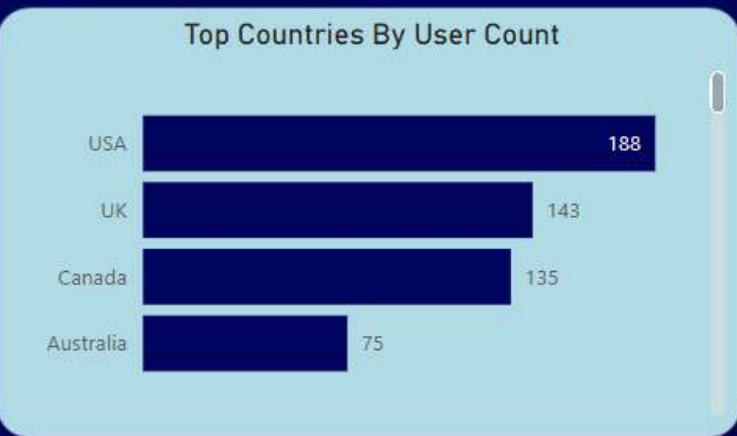
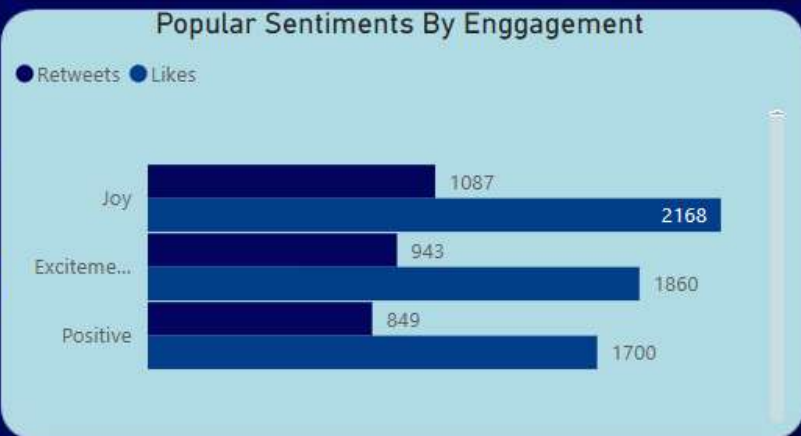
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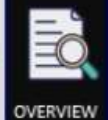
All

Month

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----- Key Insights -----



- * Total of 16K retweets and 31K likes show strong user engagement.
- * Joy, Excitement, and Positive were the most engaging sentiments.
- * USA, UK, and Canada had the highest number of users and posts.
- * Instagram had the highest likes 11.6K leading in platforms.
- * Platform-wise split is almost equal:

Instagram (35.25%)

Facebook (31.56%)

Twitter (33.2%)
- * Trending hashtags include #Wonder #StargazingAdventure, #Playful #CarnivalEscapade, #Harmony #MusicalUnity, #Proud #ScalingPeaks, and #Compassionate #TearsOfEmpathy.
- * Sunday and Saturday had the highest post activity.
- * Activity declines steadily during weekdays.
- * Posting activity peaked between 15:00–21:00 hrs.
- * Highest spike at 19:30, with 30 posts recorded at that time



Recommendations

1. Post more joyful and exciting content because these sentiments get the highest likes and retweets.
2. Schedule posts between 3 PM and 9 PM during peak engagement hours.
3. Focus your social media posts on weekends, especially Sunday, when user activity is highest.
4. Target countries like USA, UK, and Canada for campaigns because they have the most active users.
5. Use trending hashtags like #Wonder, #Playful, #Harmony to increase reach and visibility.
6. Create platform-specific strategies to increase user engagement.