



# Company Social Media Accounts Performance Guidance Page: 2018-2024

## Dashboard User Guide:

Welcome to the Company's Social Media Platform Performance Dashboard. This guide will help you understand it's key features and how to navigate the dashboard for maximum efficiency.

### 1. Overview

This dashboard provides key insights into the performance of the company's **Instagram**, **Facebook**, and **YouTube** social media accounts. Metrics such as **Ad revenue**, **user engagement**, **Follower/Subscriber count**, **Traffic** and **sentiments** are visualised, enabling data-driven decisions. This Dashboard has been designed to be used by key decision makers within this organisation.

### 2. Navigating the Dashboard

- **Dashboard Tabs:** Each social media platform has its own tab with platform-specific data. Additionally, there is an Overview tab which provides simplified insights for all 3 platforms.
- **Visuals and Tables:** The dashboard includes charts, bar graphs, and tables to visualize trends over time and across different metrics.
- **Slicers/Filters:** Each Dashboard contains 2 filters in the top right-hand corner. These filters can be used to display trends within a specific year, month, quarter, day and/or region
- **Navigation Bar:** Each dashboard contains a navigation bar on the left-hand side of the page. Each navigation bar contains specific buttons for each dashboard which can be used for seamless navigation across dashboards and to the guidance page (You are currently viewing it).

### 3. Key Metrics and Visuals

- **Engagement:** The combination of user interactions-likes, comments, and shares.
- **Likes:** The total number of likes garnered on the SM account(s) in the selected time period.
- **Shares:** Count of how many times posts were shared on the SM account(s) in the selected time period.
- **Comments:** User engagement through comments on the SM account(s) in the selected time period.
- **Posts:** Number of posts made



Combined Ad Revenue Across Social Media Platforms

£2M

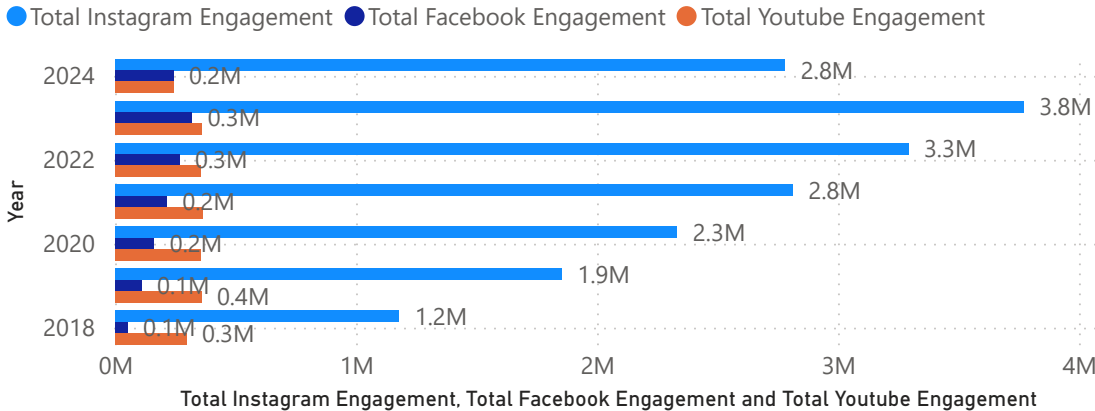
Combined Follower Count Across Social Media Platforms

128.04M

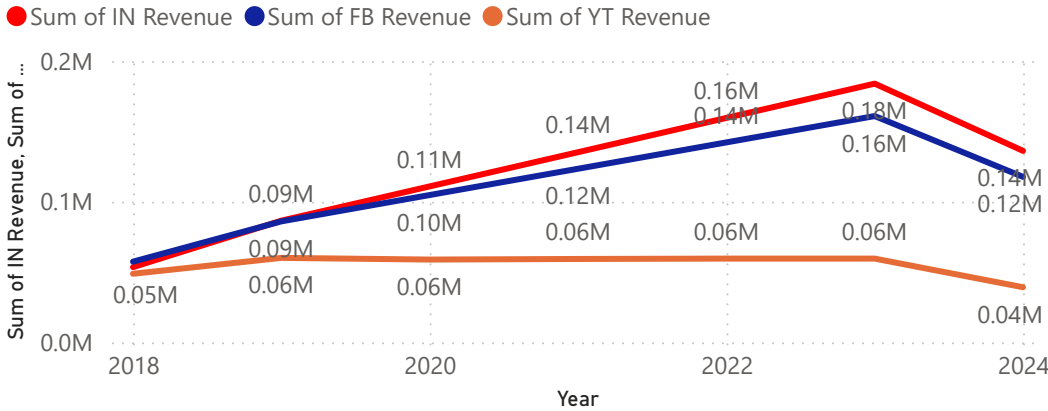
Combined User Engagement Across Social Media Platforms

22M

Engagement Growth Over Time



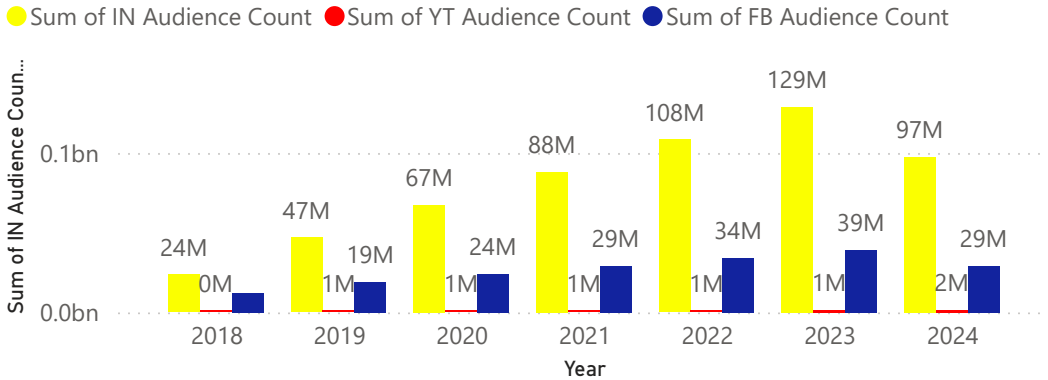
Account Ad Revenue Growth Over Time



Most Popular Platform by Region



Account Follower/Subscriber Growth Over Time





# Company Facebook Account Performance Analytics: 2018-2024

Year, Quarter, Month, Day

All

Region

All

Total Ad Revenue

792K

Ad Revenue Per Post

£570

Total Engagement

1M

Engagements Per Post

978

Follower Count

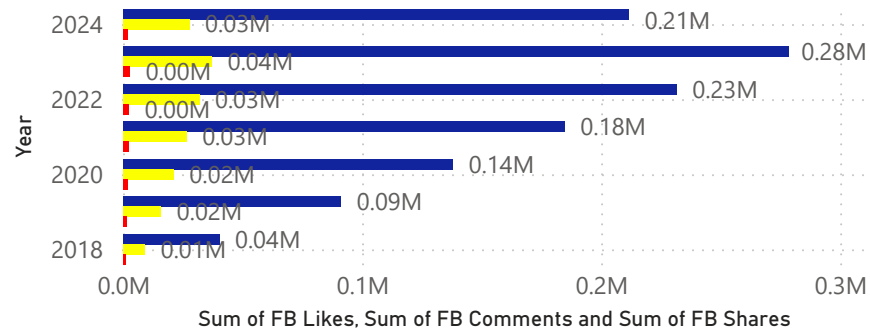
29M

Total Account Traffic

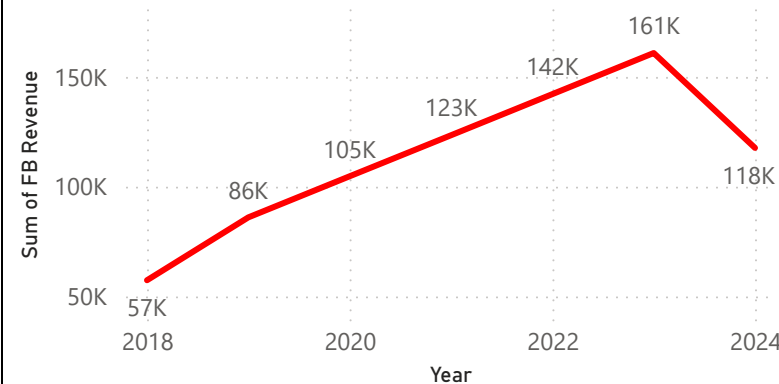
52.98M

## Account Engagement Breakdown Over Time

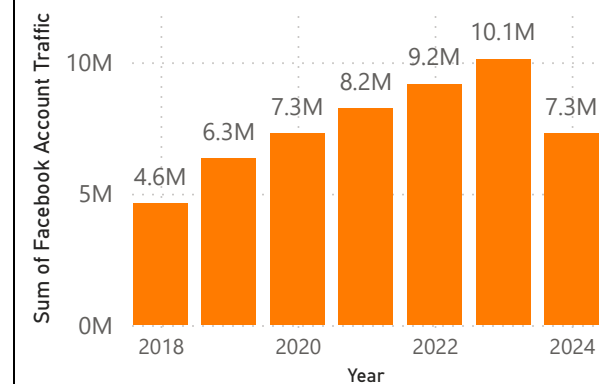
Sum of FB Likes Sum of FB Comments Sum of FB Shares



## Account Ad Revenue Growth Over Time



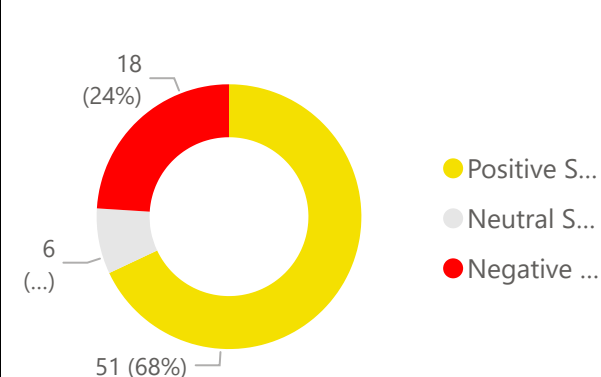
## Account Traffic Growth Over Time



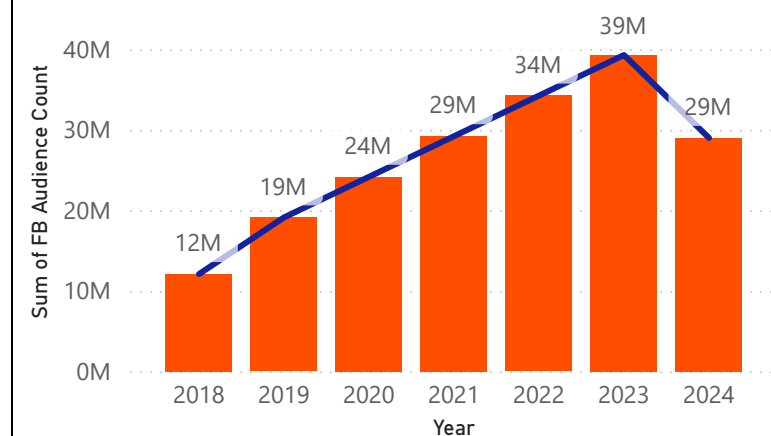
## Account Likes by Region



## Account Sentiments



## Account Follower Growth Over Time



Total Ad Revenue

£866K

Ad Revenue Per Post

£429

Total Engagement

18M

Engagements Per Post

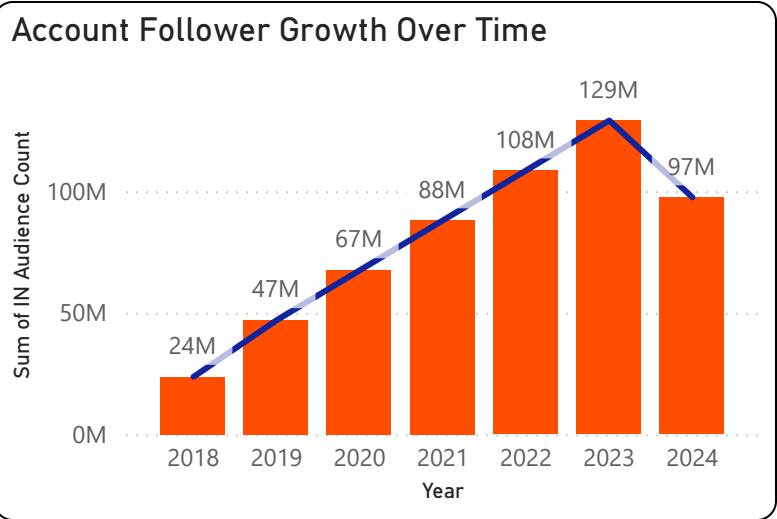
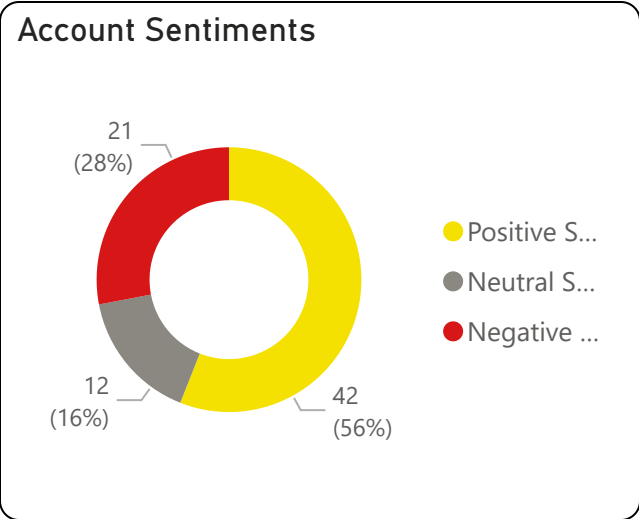
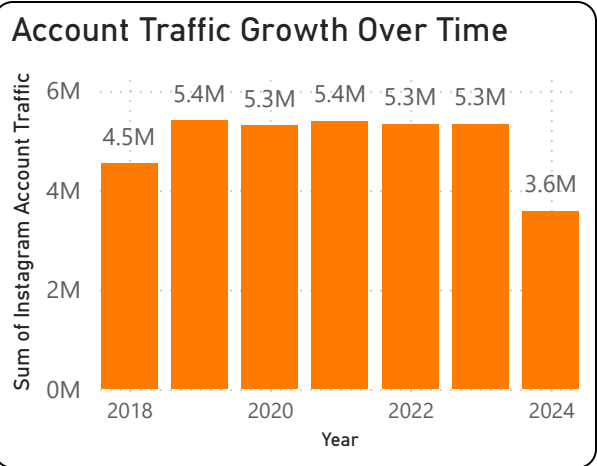
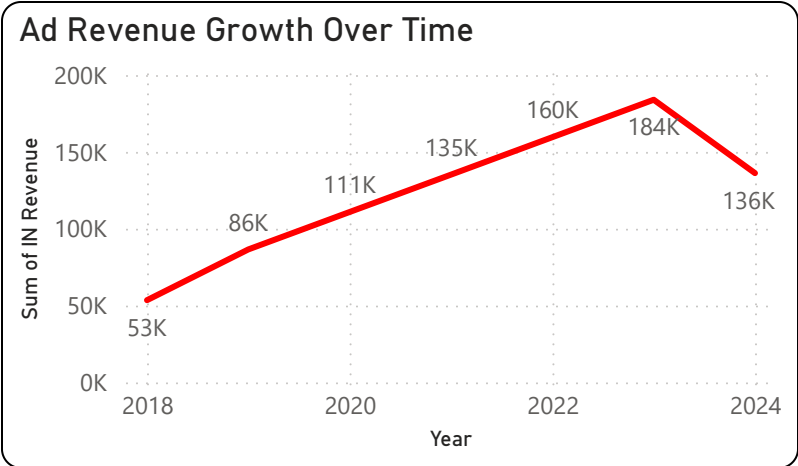
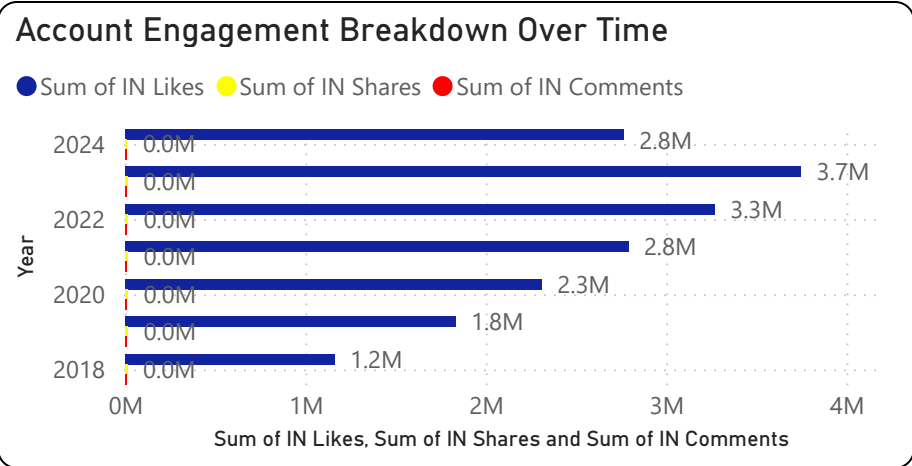
9K

Follower Count

97.41M

Total Account Traffic

34.87M





# Company YouTube Account Performance Analytics: 2018-2024

Year, Quarter, Month, Day

All

Region

All

Total Ad Revenue

385K

Ad Revenue Per Post

£273

Total Engagement

2M

Engagements Per Post

2K

Subscriber Count

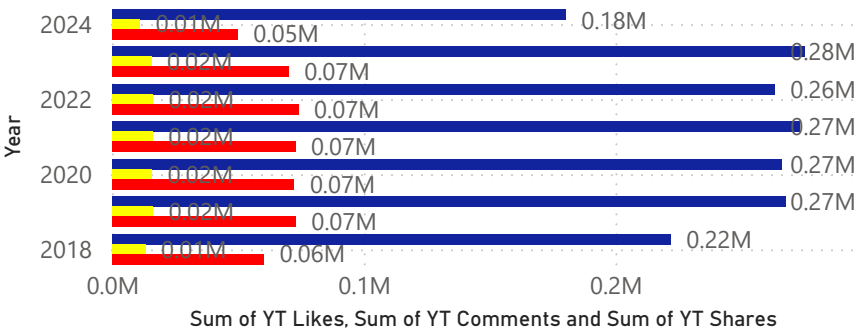
1.65M

Total Account Traffic

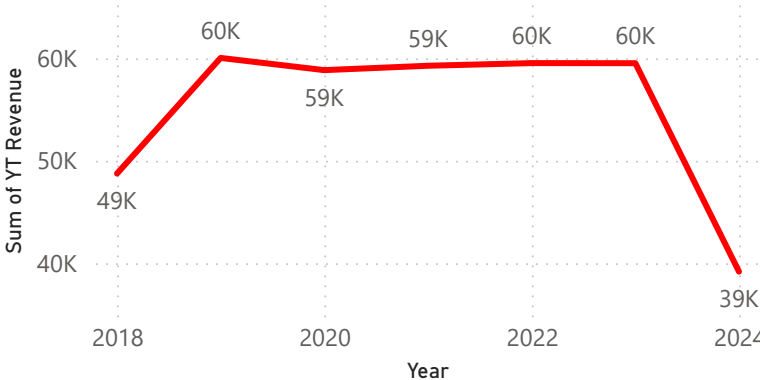
35.31M

## Account Engagement Breakdown Over Time

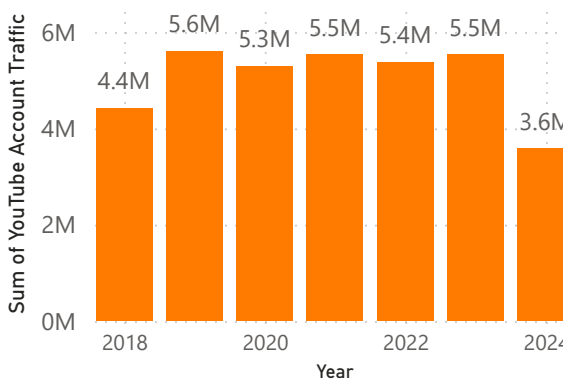
Sum of YT Likes Sum of YT Comments Sum of YT Shares



## Account Ad Revenue Growth Over Time



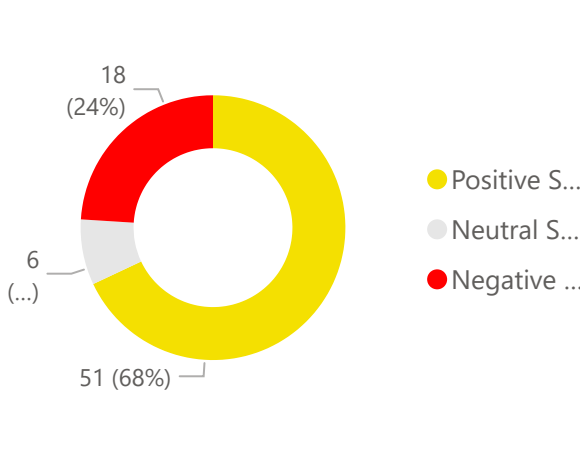
## Account Traffic by Time



## Account Likes by Region



## Account Sentiments



## Account Follower Growth Over Time

