

KARABELO NANCY

# SOCIAL MEDIA ENGAGEMENT



# OBJECTIVES

## Why Social Media Strategy Matters

- Understand what drives Social engagement.
- Identify best times to post.
- Discover which content types perform best.
- Support decision making for content strategy



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# DATA OVERVIEW

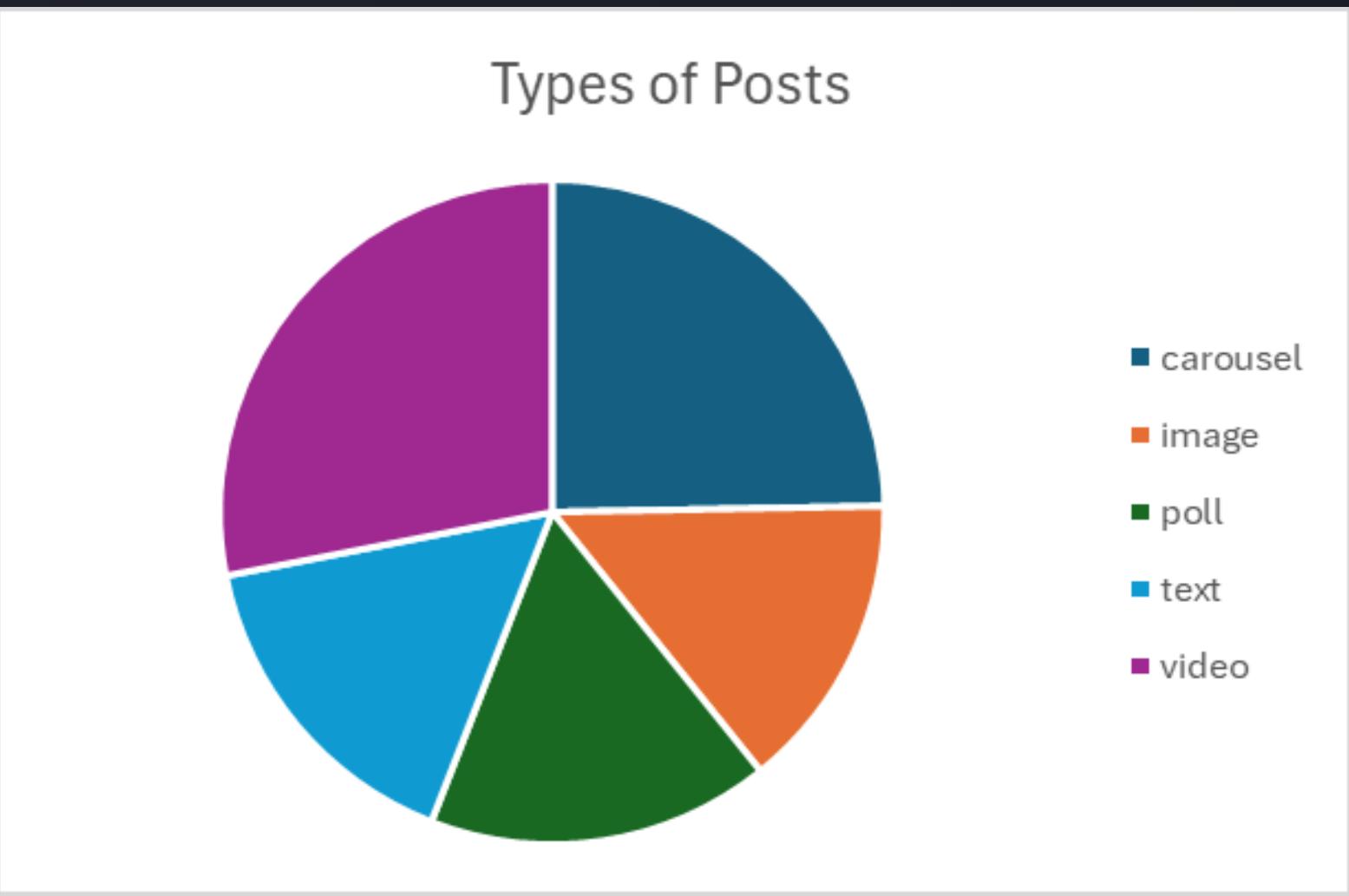


- PLATFORMS: Facebook, Instagram, Twitter
- POST TYPES: Image, Video, Poll, Carousel, Text
- METRICS: Likes, Shares, Comments.
- Time-based variables : Posting Time, Day of Week, Sentiment



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# ENGAGEMENT BY POST TYPE



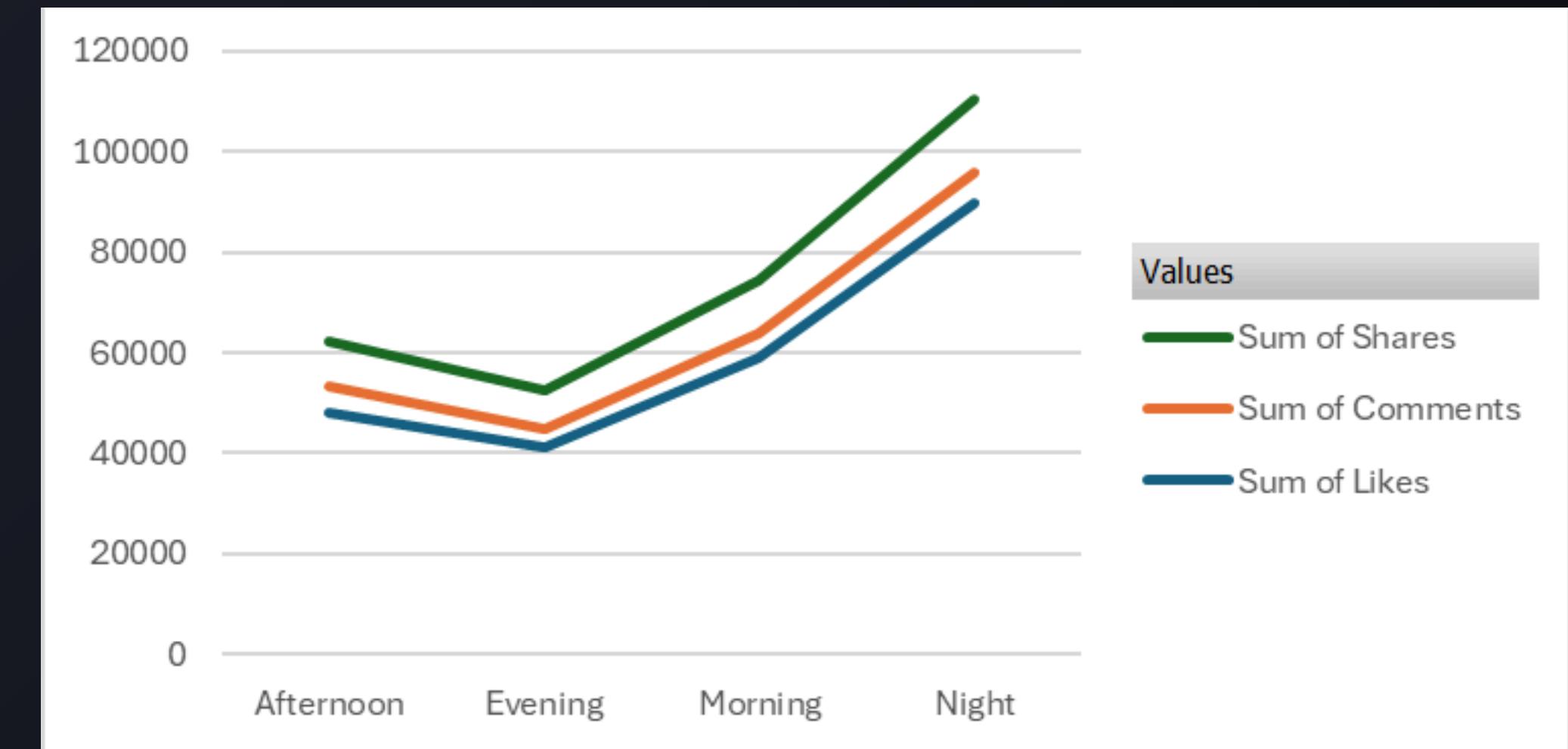
- **Visual: Pie chart from dashboard**
- Carousel and Image posts generate the most engagement
- Text posts underperform – use sparingly
- Videos and Polls perform moderately





# BEST TIME OF DAY

## Visual: "Posts Per Time Bucket" line chart



- Night and Morning buckets yield higher interactions
- Evening performs steadily but is less effective
- Suggest testing posts between 6 AM – 10 AM and 8 PM – 11 PM

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# DAY OF THE WEEK

- Tuesday and Sunday show high engagement rates
- Try to avoid Wednesdays and Saturdays if engagement is low
- Schedule key posts earlier in the week





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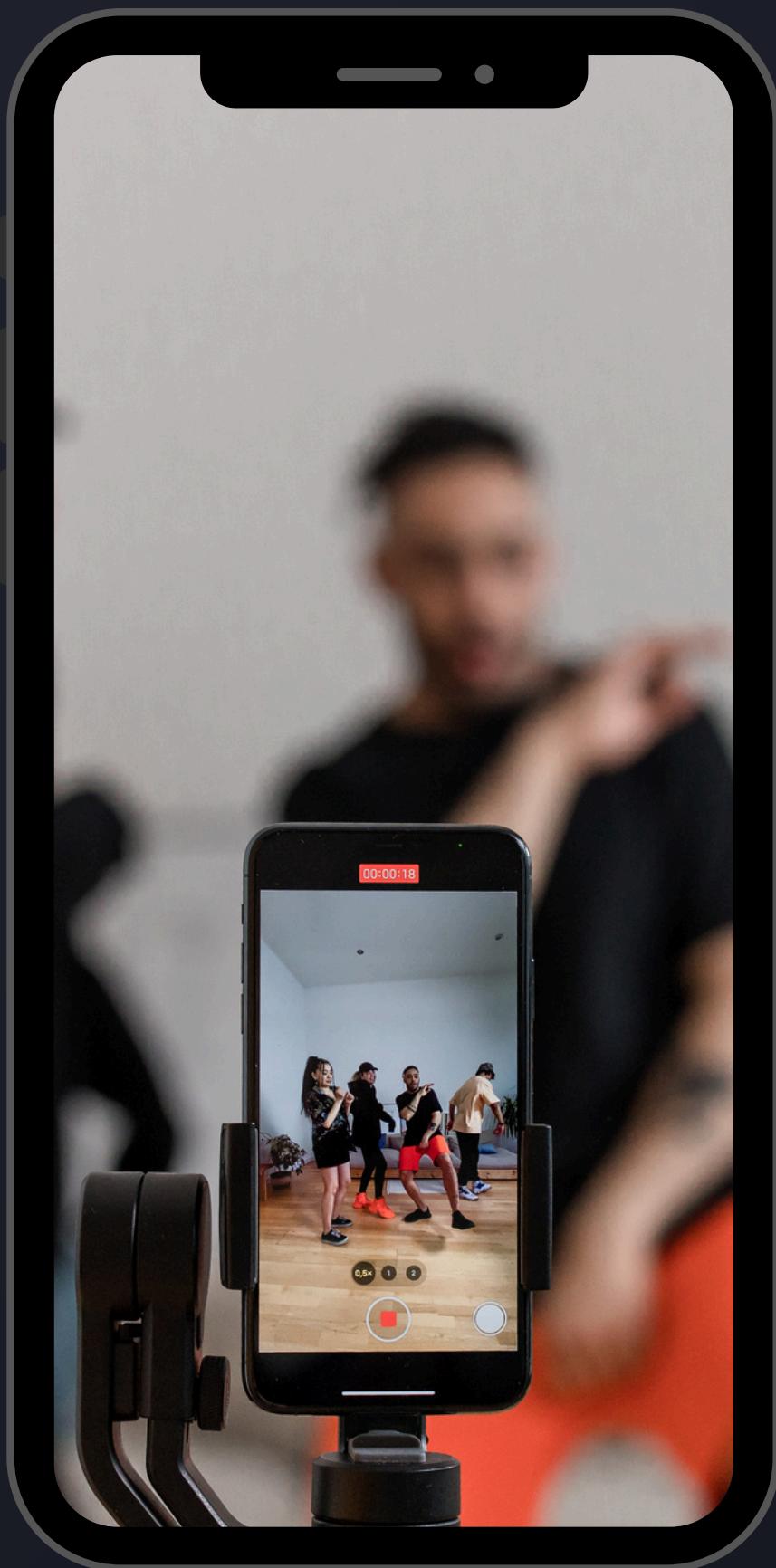
# SENTIMENT AND ENGAGEMENT

- Positive posts get more likes but fewer shares
- Neutral posts are safer but less engaging
- Negative sentiment surprisingly drives more shares – use carefully



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- Post between 6–10 AM and 8–11 PM
- Prioritize Carousel and Image content
- Use positive sentiment to encourage likes
- Reserve video or poll formats for evening/weekend boosts
- Avoid cluttering weekends with low-performing posts



## RECOMMENDATIONS FOR SOCIAL MANAGERS



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# THANK YOU

