**Project Document: Social Media Engagement Analysis Project**

**1. Introduction**

The Social Media Engagement Analysis Project aims to analyze and optimize engagement strategies for our organization's social media presence. This document outlines the objectives, scope, stakeholders, timeline, and key deliverables of the project.

**2. Project Objectives**

* Analyze social media engagement data to identify trends and patterns.
* Optimize content strategy to improve engagement rates across different audience segments.
* Develop recommendations for posting timing, content types, and platforms based on analysis findings.
* Increase overall social media engagement metrics by 20% within the project timeline.

**3. Scope and Deliverables**

**Scope**

The project will focus on the following areas:

* Analysis of social media engagement data across different categories, platforms, and years.
* Target audience segmentation, with a focus on senior adults aged 45 and above.
* Sentiment analysis of audience reactions to posts.
* Geographic distribution analysis of posts.
* Identification of optimal posting times and locations based on engagement data.
* Evaluation of engagement rates in select countries, with a focus on Croatia and Malawi.
* Comparison of post targeting and engagement rates across different age groups.

**Deliverables**

* Social media engagement analysis report.
* Recommendations for content strategy optimization.
* Timing and platform recommendations for posting.
* Geographic distribution analysis findings.
* Comparison of engagement rates in select countries.
* Age group targeting analysis report.

**4. Conclusion**

The Social Media Engagement Analysis Project aims to enhance our organization's social media presence by leveraging data-driven insights to optimize engagement strategies. By focusing on audience segmentation, content strategy, and timing optimization, we aim to improve engagement metrics and better serve our target audience.