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| **SOCIAL MEDIA ENGAGEMENT**  IMG_256IMG_256IMG_256IMG_256**ANALYSIS REPORT** |



**SOCIAL MEDIA ENGEMENT ANALYSIS REPORT**

In this comprehensive report, I conducted an in-depth analysis of social media posting engagement across four major platforms: Twitter, Facebook, Instagram, and LinkedIn. The data underwent meticulous cleaning, merging, and transformation processes, ultimately serving as the foundation for building an insightful dashboard. Through this methodical approach, valuable insights were derived, shedding light on trends, patterns, and user behaviors across these diverse social media channels."

**Analyzing the Socail Media Trend from 2020 to 2023**

The decision to utilize data from the years 2020 to 2023 stems from the significant surge in social media trends during this period. The years 2020 to 2023 have witnessed a remarkable evolution in the digital landscape, with the COVID-19 pandemic amplifying the importance of online platforms. Analyzing data from this timeframe is crucial for avoiding bias and gaining a comprehensive understanding of how people have been utilizing the internet in the past four years. The unprecedented circumstances brought about by the pandemic have led to increased audience engagement and heightened usage of social media, making it essential to focus on more recent data for accurate and relevant insights.

**Data Analysis Questions**

1. **Engagement Patterns:**

- What has been the trend in engagement rates on Stanbic IBTC Bank's LinkedIn and Twitter platforms over the past three years?

- How do different content types (photos, videos, text) individually contribute to the overall engagement on both LinkedIn and Twitter?

1. **Tagging Impact:**

- Is there a significant difference in engagement metrics between posts with tags and those without on LinkedIn and Twitter?

- Do posts with tags perform differently in terms of reach and engagement compared to posts without tags?

**3. Correlation Analysis:**

- What is the nature and strength of the correlation between engagement rates and shares on both LinkedIn and Twitter?

- Is there a correlation between the presence of tags and the number of post link clicks on LinkedIn and Twitter?

**4. LinkedIn vs. Twitter vs Facebook vs Instagram Metrics:**

- How does the click-through rate differ across the four social media platforms, and what factors contribute to these differences?

- Despite LinkedIn having a lower average post link click, does the platform still yield higher overall engagement compared to other platforms?

**5. LinkedIn Insights:**

- What factors contribute to the observed engagement peaks on LinkedIn between 12 pm and 3 pm and 3 pm to 6 pm?

- How does the posting frequency of Blessing Ubah and Sophia Amuka correlate with their respective engagement rates on LinkedIn?

**6. Twitter Insights:**

- What explains the multiple peak engagement times on Twitter, particularly between 7 am to 11 am, 4 pm to 7 pm, and 7 pm to 9 pm?

- Is there a relationship between posting frequency and engagement rates for the top contributors on Twitter, namely Sophia Amuka, Blessing Ubah, and Aramide Salami?

1. **Facebook Insights:**

- What factors contribute to the observed engagement peaks on Facebook between 12 pm and 3 pm and 3 pm to 6 pm?

- How does the posting frequency of Damiilare Oyekanmi correlate with their respective engagement rates on Facebook?

**8. Instagram Insights:**

- What factors contribute to the observed engagement peaks on Instagram between 12 pm and 3 pm and 3 pm to 6 pm?

- How does the posting frequency of Blessing Ubah correlate with their respective engagement rates on Instagram?

1. **LinkedIn Click-Through Rate Trends:**

- How has the click-through rate on LinkedIn evolved over the past three years, and what external factors may have influenced these trends?

- Are there specific content formats or contributors that consistently drive higher click-through rates on LinkedIn?

**10. Twitter Click-Through Rate Trends:**

- Similarly, how has the click-through rate on Twitter evolved, and are there notable periods or events influencing these trends?

- Do certain types of content or contributors consistently contribute to higher click-through rates on Twitter?

**11. LinkedIn Document Content:**

- What might be the reasons behind the observed lower engagement of document-type content on LinkedIn?

- Are there specific topics or types of documents that perform better than others on LinkedIn?

**12. Overall Strategy Implications:**

- Based on the insights, what recommendations can be derived for optimizing the overall social media strategy of Stanbic IBTC Bank for future digital marketing campaigns?

- How can the bank balance platform-specific strategies while maintaining a cohesive and brand-consistent presence across both LinkedIn and Twitter?

**INSIGNTS DERIVED FROM THE DASBOARD**

**Comprehensive Social Media Analytics Report:**

1. **Engagement Highlights (2020-2023):** Stanbic IBTC Bank has showcased impressive social media performance over the last three years. Notably, it achieved a striking engagement rate of 1.2k, accumulating 1.1 million likes, 41.0k shares (limited to Facebook, Twitter, and LinkedIn, as share data for Instagram was not collected), and a substantial 60.2 million impressions. The Click Through Rate stands at 94.7%, with a total of Post Clicks (ALL) reaching 1.1 million on Facebook, LinkedIn, and Twitter. Noteworthy is the observation that photo content consistently outperforms video and text, emphasizing the importance of visual appeal in driving engagement.

**2. Post Distribution (2020-203):** The total posts between 2020-203 on the platform amount to 20,299 posts, with Facebook accounting for 26% (5,036), LinkedIn for 24.4% (4,728), and Twitter for 22.7% (4,398). This distribution provides insights into the frequency and focus of Stanbic IBTC Bank's social media content across platforms.

**3. Tagging and Engagement:** An intriguing finding suggests that high-engagement posts tend to avoid tags. This implies a unique characteristic of Stanbic IBTC Bank's audience, where tagging does not significantly influence content reach. However, a positive correlation between engagement rates and shares reveals a vital insight — heightened engagement directly corresponds to increased shares and link clicks.

**4. Platform-Specific Strategies:** LinkedIn, as a professional platform, exhibits distinct trends. With a robust Post Link Click of 33.21, it surpasses Twitter's 6.4 and Facebook's 13.5. The click-through rate of Instagram was not recorded. Paradoxically, Twitter records a higher average post click (361.0k), Facebook (593.1k) compared to LinkedIn (144.2k), emphasizing the need for platform-specific content strategies.

**5. Click Through Rate Analysis:** LinkedIn boasts a substantially higher CTR compared to other platforms — 74.9 out of the total click-through of 94.7, which is 82% of the total. This indicates greater efficacy in converting engagements into clicks on the professional networking site.

**6. Average Post Clicks:** Facebook enjoys a total of 114 average post clicks compared to Twitter's Average Post Link Clicks (82.9) vs. LinkedIn (30.2; post click data not recorded for Instagram). Despite the lower CTR on Twitter and Facebook, the platforms record more average post link clicks. This suggests that while LinkedIn has a more focused audience for clicking through, Twitter and Facebook see a higher volume of post clicks.

**7. Commentary Trends:** People tend to comment more on Facebook posts than on any other platform, with a total of 104k comments, constituting 50% of the entire comments on social media platforms. Instagram follows with a total of 60k comments, Twitter with 36.1k, and LinkedIn with 5.6k.

**Instagram Insights:**

1. **Video Performance Dominance:** Videos excel on Instagram, garnering a total of 104k likes out of the 164k likes collected from all types of content on the platform. This indicates a strong preference for video content among the audience.
2. **High Engagement Rates:** Instagram boasts the highest engagement rate at 575.4 out of the total 1.2k, constituting 40% of the overall engagement rate. This suggests that people engage more with content on Instagram compared to other platforms.
3. **Engagement Timing:** Higher engagement on Instagram is observed between 9 pm to 1 pm and 1 pm to 3 pm. This time frame indicates peak user activity, and it's crucial for optimizing the timing of content posting for increased engagement.
4. **Correlation with Likes on LinkedIn:** There is a notable correlation between engagement rate and likes on LinkedIn. People tend to like more on Instagram, contributing to the higher engagement rate on this platform.
5. **Impression Ranking:** Instagram holds the third-best impression ranking compared to other platforms. While not the highest, the platform still manages to leave a considerable impact, emphasizing its relevance in the overall social media strategy.
6. **Top Poster -** Bless Ubah: Bless Ubah emerges as the top poster on Instagram, with her posts peaking from 7 am to 9 pm. Notable spikes are observed around 1 pm and 3 pm in the afternoon, as well as 7 pm in the evening. Understanding these peak times is crucial for strategic content scheduling to maximize reach and engagement.

**Facebook Insigts**

1. **Peak Activity Times:** Facebook exhibits varied peaks in user activity from 9 am to 10 pm, with the highest peak occurring from 8 am to 11 am in the morning. Another significant peak is observed from 3 pm to 7 pm. Understanding these peak times is crucial for optimizing content visibility and engagement.
2. **Top Poster** - Damilare Oyeka: Damilare Oyeka holds the record for the highest number of posts on Facebook, with a total of 1.7k posts. This high posting frequency suggests a consistent and active presence on the platform.
3. **Engagement Rate:** Facebook boasts a remarkable engagement rate of 288%, signifying a strong connection with the audience. Despite having a lower engagement rate than Instagram, the absolute engagement numbers on Facebook are substantial.
4. **Comment Volume:** Facebook takes the lead with the highest comment count of 104k, indicating a highly interactive community on the platform. The comment section is a vibrant space for audience interaction and feedback.
5. **Click-Through Analysis:** Despite a high Post Clicks (All), Facebook has the second-highest click rate of 13.5, which is less than 10% of the total click-through rate. However, the platform compensates with a high average of 114 clicks per post, making it the post with the highest average post clicks.
6. **Top Tag - #YLS:** The post tagged with #YLS has the highest engagement on Facebook, boasting a high 44.4% engagement rate. Utilizing effective tags can significantly enhance the visibility and engagement of posts.
7. **Engagement and Post Shares:** There is a high correlation between engagement and post shares on Facebook. This correlation suggests that content that engages the audience tends to be shared more frequently, amplifying its reach.

**LinkedIn Insights:**

**1. pressive Growth Trends**: LinkedIn's performance is remarkable, experiencing a 27.2% surge in engagement rates, a 26.7% increase in likes, and a substantial 68.0% rise in comments. This positive growth underscores the platform's increasing relevance and audience engagement.

**2. Top Contributors:** Blessing Ubah emerges as a prolific contributor with 2.4k posts, showcasing a consistent and active presence. Following closely is Sophia Amuka, who posted 858 contents. This indicates a strong commitment from key contributors, contributing to the overall vibrancy of the platform.

**3. Strategic Engagement Peaks**: Peak engagement on LinkedIn strategically occurs between 12 pm and 3 pm and 3 pm to 6 pm. This aligns with typical professional hours, indicating a conscious effort to engage the audience during periods of heightened professional activity.

**4. Optimal Posting Window:** Blessing Ubah's content shines between 4 pm and 6 pm, which aligns well with the professional nature of LinkedIn. Notably, document-type content shows the least engagement, suggesting a preference for alternative formats on this platform. This insight can guide content creators in tailoring their materials to maximize impact.

**5. Engagement vs. Comments:** Despite higher engagement on more LinkedIn posts, the platform tends to have fewer comments. This discrepancy suggests a unique behavior on LinkedIn, where users might be more inclined to engage passively rather than actively commenting. Content strategies should acknowledge this nuanced user behavior.

**Twitter Insights:**

**1. Significant Uptick in Engagement Metrics:** Twitter experiences a considerable uptick in engagement metrics, including a 40.8% rise in the engagement rate, a 36.0% increase in likes, and a notable 54.9% surge in comments. This surge indicates a heightened level of audience interaction and interest on the platform.

**2. Active Contributors:** Sophia Amuka stands out as the most active contributor with 2.5k posts, followed by Blessing Ubah (251 posts) and Aramide Salami (223 posts). This diversity in contributors implies a dynamic and varied content landscape, catering to different audience interests.

**3. Strategic Engagement Windows:** Peak engagement on Twitter is discernible between 7 am to 11 am and 4 pm to 9 pm. These timeframes align with users' likely active periods during the day, suggesting strategic posting during these windows to maximize visibility and interaction.

**RECOMMEDATIONS**

**Optimized Social Media Strategy Recommendations:**

**1. Visual Excellence Across Platforms:** Leverage the observed preference for photo content on Facebook and Instagram, emphasizing visually appealing graphics and images. Craft a consistent visual identity that resonates with the audience across all platforms: LinkedIn, Twitter, Facebook, and Instagram.

**2. Strategic Tag Integration:** While high-engagement posts often avoid tags, explore strategic tagging to gauge its impact. Conduct controlled experiments to understand how carefully selected tags influence reach and engagement on Facebook, Instagram, and Twitter.

**3. Diverse Content Formats:** Acknowledge the varying engagement with content formats across platforms. While prioritizing photo content on Facebook and Instagram, diversify with engaging video content on these platforms to cater to different audience preferences. For Twitter, focus on dynamic and interactive posts, and for LinkedIn, emphasize informative content.

**4. Time-Optimized Posting Schedule:** Align posting schedules with peak engagement times identified on each platform.

* Optimize posting on Facebook during 8 am to 11 am and 3 pm to 7 pm.
* On Instagram, leverage the observed engagement peaks from 9 pm to 1 pm and 1 pm to 3 pm.
* For LinkedIn, strategically post between 12 pm and 3 pm and 3 pm to 6 pm, aligning with professional hours.
* On Twitter, capitalize on engagement peaks between 7 am to 11 am and 4 pm to 9 pm.

5. **In-Depth LinkedIn Analysis:** Extend analysis on LinkedIn to explore the success of Blessing Ubah during 4 pm to 6 pm. Tailor content to fit post-work hours and adjust posting schedules for maximum engagement among professional audiences.

6. **Platform-Specific Customization:** Recognize the unique characteristics of each platform. Craft polished and informative content for LinkedIn, dynamic and interactive posts for Twitter, visually captivating content for Instagram, and a balanced approach for Facebook.

7. **Strategic Tag Usage on LinkedIn:** Although tags may not significantly impact reach, selectively employ them on LinkedIn. Evaluate their effectiveness in driving targeted engagement and brand visibility within the professional community.

**8. Interactive Content for Twitter:** Given Twitter's active engagement, explore interactive content like polls, quizzes, and threads to enhance audience participation and contribute to higher interaction rates.

**9. Regular Performance Audits:** Conduct regular assessments of social media performance, incorporating insights from Facebook and Instagram. Stay agile by adapting strategies to emerging trends, shifts in audience behavior, and platform updates.

**10. LinkedIn Growth Investment:** Capitalize on positive growth trends on LinkedIn by allocating additional resources and content strategies. Increase post frequency and consider targeted advertising to maximize reach and engagement.

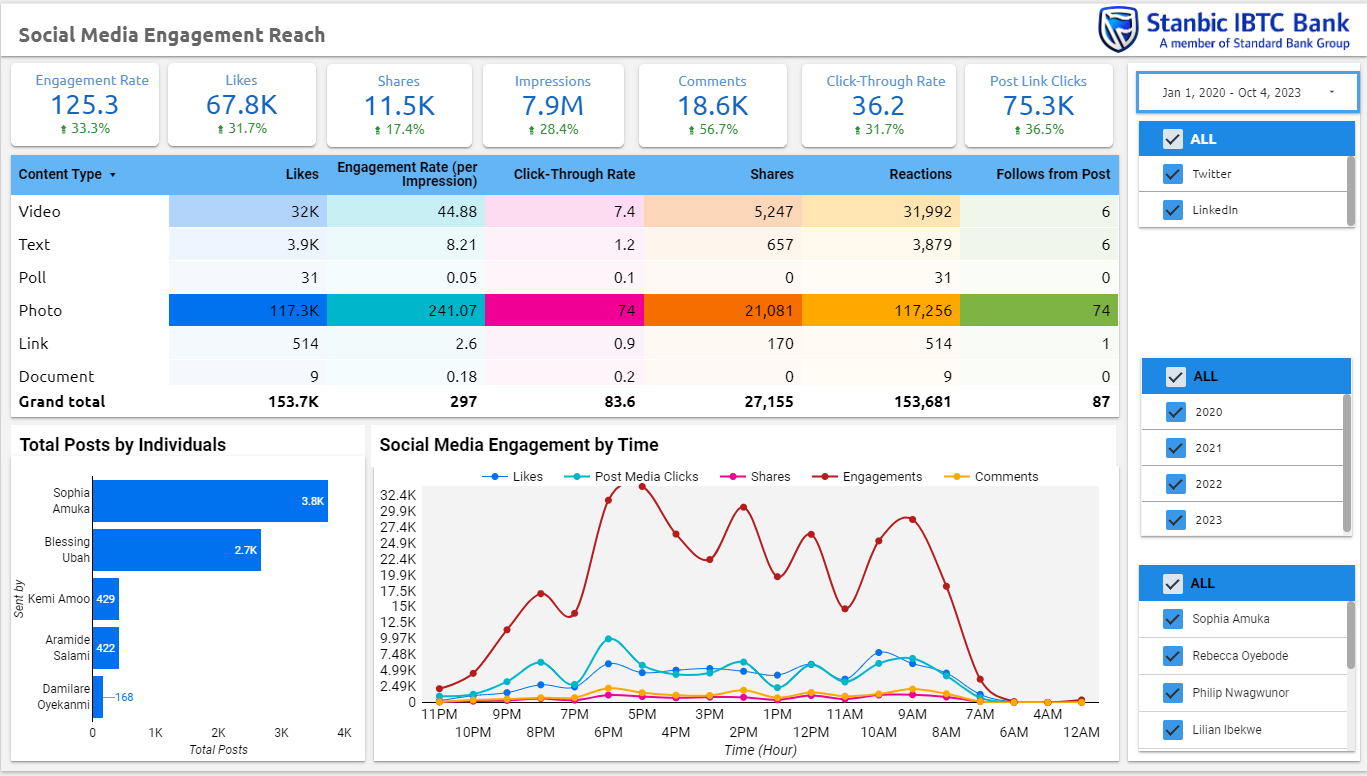
**11. Facebook Comment Volume Optimization:** Leverage Facebook's position as the platform with the highest comment volume (104k). Encourage and respond to comments actively, fostering a vibrant and engaging community.

**12. Facebook Post Clicks and Tag Strategy:** Despite a lower click rate on Facebook, focus on optimizing post clicks by crafting compelling CTAs. Additionally, leverage the success of #YLS tag on Facebook, maintaining a strategic approach to tags.

13. Instagram Video Dominance: Given Instagram's video-centric preference and higher engagement rates, prioritize video content. Harness the observed 40% engagement rate and the total likes of 164k to create captivating and shareable video content.

**14. Instagram Post Timing:** Exploit Instagram's engagement peaks from 9 pm to 1 pm and 1 pm to 3 pm. Schedule posts during these times to maximize visibility and audience interaction.

By integrating these refined recommendations across LinkedIn, Twitter, Facebook, and Instagram, Stanbic IBTC Bank can tailor its social media strategy to diverse audience preferences, platform dynamics, and emerging trends, ensuring a comprehensive and impactful online presence.



Link to the dashboard: <https://lookerstudio.google.com/s/qyEB972EpJE>