HACK THE FEED HACKATHON

SOCIAL MEDIA FEED ANALYSIS

Submitted by:
Samson Olagbile

OUTLINE

- **Executive Summary**

- **Introduction**

- **Methodology**

- **Results & Discussion**
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  - ▪ **Findings & Implications**

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EXECUTIVE SUMMARY

This report is aimed at:

Analysing and understanding social media data from various social media platforms.

Comparison of platform performance

Visual presentation of results (Visualization)

Deriving key insights to upgrade digital marketing strategies for better customer engagement and increased market share.

INTRODUCTION

- **Social media has become a major platform for customer enagement as well as advertisement**

- **It holds high potential for digital marketing**

- **Social media feed analysis will help organizations to understand current trend, evaluate their content performance, customer preference and target audience.**

- **Insights from this analysis will help the organization to upgrade their digital marketing strategy to attract more customers and higher revenues.**

METHODOLOGY

- **Data gathering**

   - social media data was obtained from sofie dicey platform

- **Data cleaning and preparation**

   - data-type formatting using PowerBI power query

- **Exploratory Data analysis**

   -new columns were calculated to extract time, day of the week and year from te date column

- **Data visualization using PowerBI**

   -Report creation
   -Dashboarding

RESULTS & DISCUSSION

The result of the analysis are presented using visualizations displayed in the slides below

General Overview

facebook

2M	46M	75K		817K	792K
Engagements	Reach	Shares	Saves	Reactions	Likes

Trend Analysis

Engagements by Year

Engagements by Month and Year

Year ● 2013 ● 2014 ● 2015 ● 2016 ● 2017 ● 2018 ● 2019 ▷

Engements by Time

Engagement Metrics Analysis

Engagements by Day

Engagements by Content Type

Paid-Organic impressions

0.01M
(0.03%)

● Organic
● Paid

25M
(99.97%)

Engagements by Sender

Damilare O...
Aramide S...
Blessing U...
Sophia Am...
Kemi Amoo
Dunni Ogu...

0.0M   0.2M
Engagement
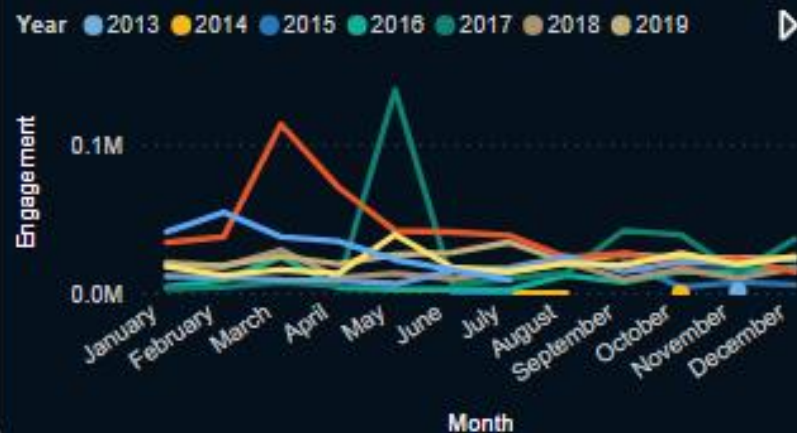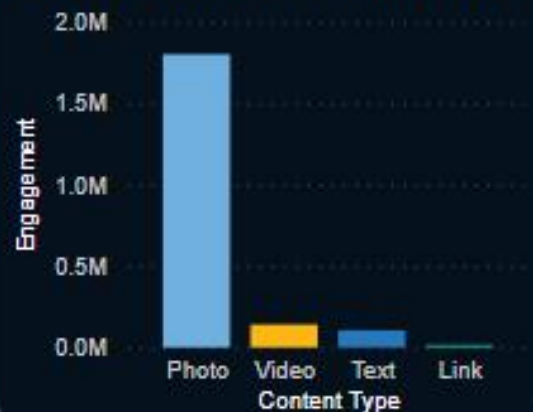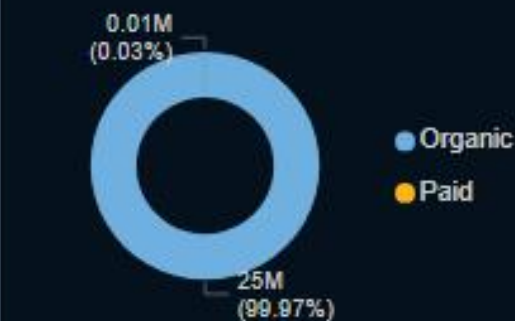
Findings

- Progressive increase in engagement but a sharp decrease was observed in 2021 (due to low number of posts). However, engagement is beginning to increase in 2022.

- No seasonality is observed in the engagement trend across the years.

- More engagements between Wednesday and Friday, with peak on Thursday.

- Peak engagement was observed from 12pm to 10pm

- Almost 100% impressions are organically generated..

- Picture content attracted about 80% of all engagement followed by video content at <10%.

- Damilare and Aramide's posts were most effective while posts made by Dunni and Kemi were least effective.

Implications

- General effectiveness of content strategy. The dip in 2021 shows the need for consistency in audience engagement.

- Randomness and consistency in audience engagement throughout the year.

- Wednesday to Friday are best and should be prioritized for strategic posts.

- The best time to post is from noon until evening.

- Paid channels are ineffective.

- Visual contents are more appealing to Facebook audience.

- Damilare and Aramide's contents are more attractive to Facebook users.

General Overview

Instagram

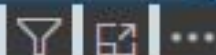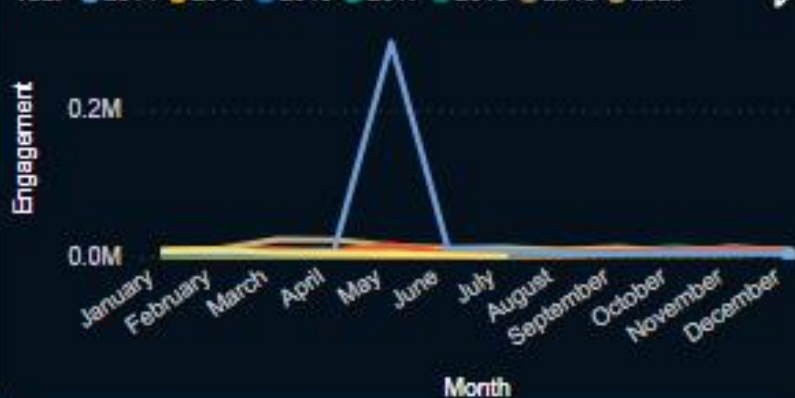| 1M	13M		17K	909K	909K
Engagements	Reach	Shares	Saves	Reactions	Likes

Trend Analysis

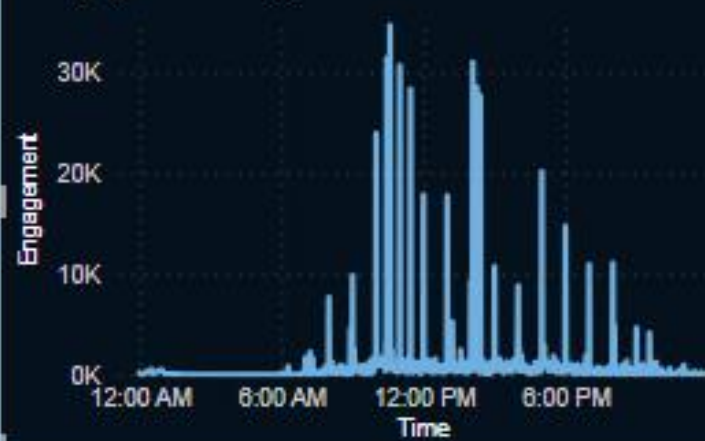### Engagements by Year

Engagements by Month and Year

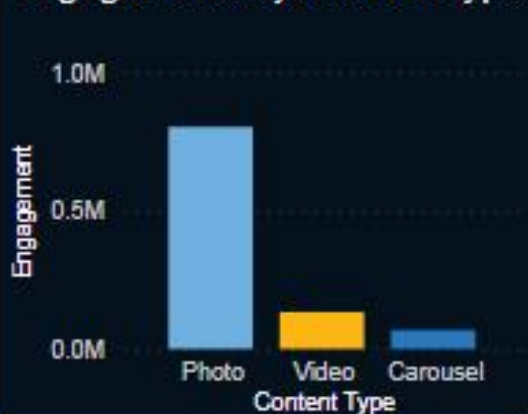Year ● 2014 ● 2015 ● 2016 ● 2017 ● 2018 ● 2019 ● 2020 ▷
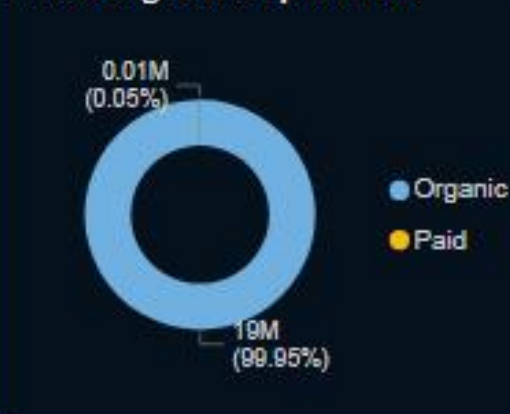

Engagements by Time

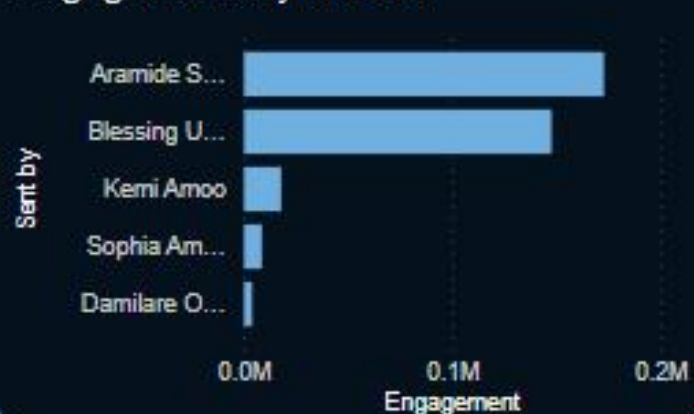
Engagement Metrics Analysis

Engagements by Day

Engagements by Content Type

Paid-Organic impression

0.01M
(0.05%)

● Organic
● Paid

19M
(99.95%)

Engagements by Sender

Aramide S...
Blessing U...
Kemi Amoo
Sophia Am...
Damilare O...

0.0M   0.1M   0.2M
Engagement

Instagram

Findings

- Steady increase in engagement until 2021 but a sharp increase was observed in 2022 and progressing into 2023.

- No seasonality is observed in engagement trend across the years.

- More engagements on Friday and Saturday.

- Engagement increases from 7am, peaks at 12pm and began gradual decreasing trend till night.

- Picture content attracted about 80% of all engagements followed by videos at about 10%.

- Almost 100% impressions are organically generated.

- Aramide and Blessing's posts were most effective while posts by Damilare and Sophia were least effective

Implications

- General effectiveness of content strategy which should be maintained.

- Randomness and consistency in audience engagement throughout the year.

- Posts are more effective on weekends.

- The best time to engage the audience is during the day as posts tend to generate more engagements in the afternoon.

- Visual content are more appealing to the audience.

- Paid channels are ineffective.

- Aramide and Blessing's contents are more effective on Instagram.

General Overview

319K Engagements	8912 Reach	Shares	100K Saves	100K
			Reactions	Likes

Trend Analysis

Engagements by Year

Engagements by Month and Year

Year ● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023

Engagements by Time

Engagement metrics Analysis

Engagements by Day

Engagements by Content Type

Paid-Organic impression

0.01M (0.11%)

● Organic
● Paid

7M (99.89%)

Engagements by Sender

Sophia Am...
Blessing U...
Aramide S...
Kemi Amoo
Damilare O...
Dunni Ogu...
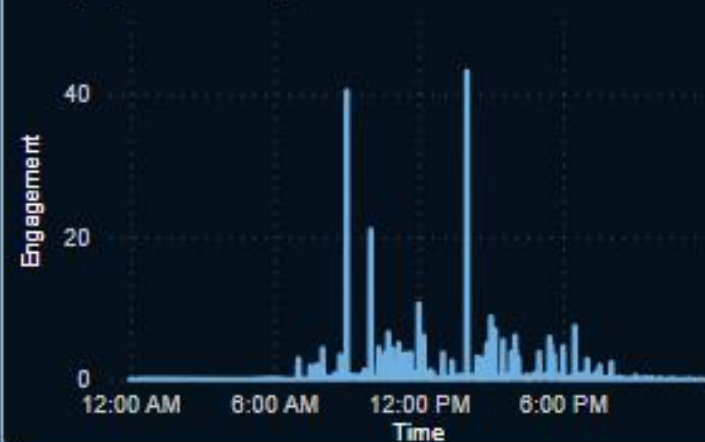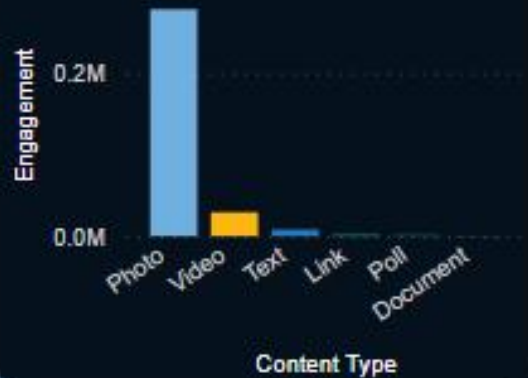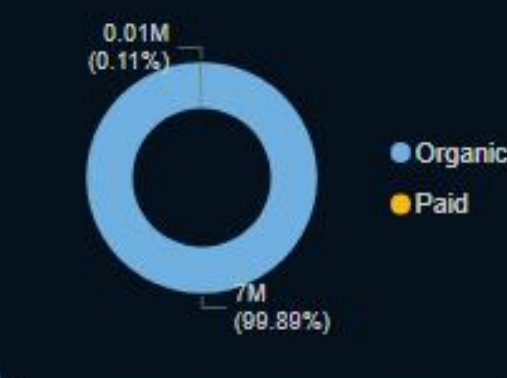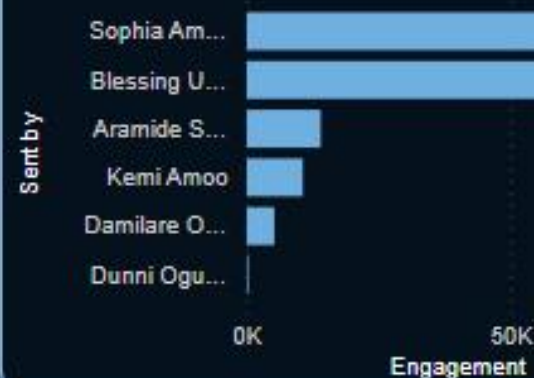
Findings

- Highly unpredictable engagement rate. However, a sharp increase was observed in 2022 and it's hopeful it will be maintained by the end of 2023.

- Engagement is somewhat seasonal across the years with peak month April -June and September - November.

- More engagements between Wednesday and Friday with peak on Thursday.

- Engagement increases from 7am, peaks at 9am and 2pm.

- Picture content attracted about 80% of all engagement followed by video contents at about 15%.

- Almost 100% impressions are organically generated.

- Sophia and Blessing's posts were most effective while posts by Dunni and Damilare's were least effective.

Implications

- High audience engagement in 2022 implies content strategy effectiveness during the period with signs of continuity in 2023.

- Audience engage more during Q1 and Q3 of the year.

- More engagements mid-week before weekend.

- Audience tend to engage more late morning and afternoon.

- Visual contents are more appealing to the audience.

- Paid channels are ineffective.

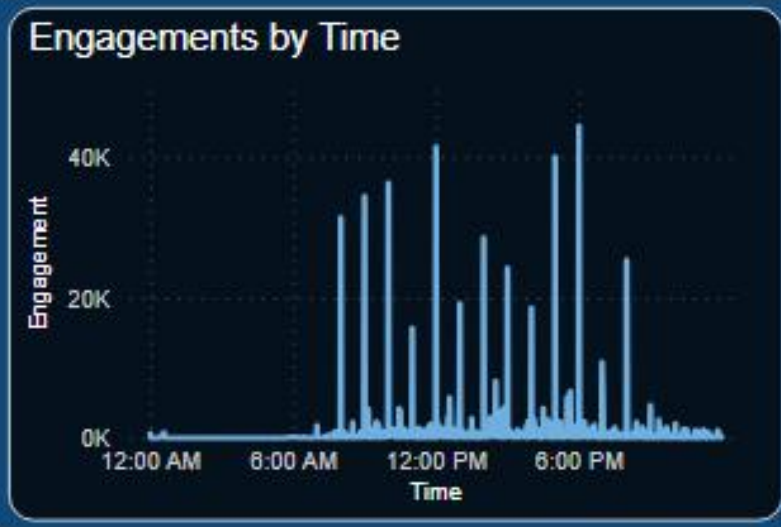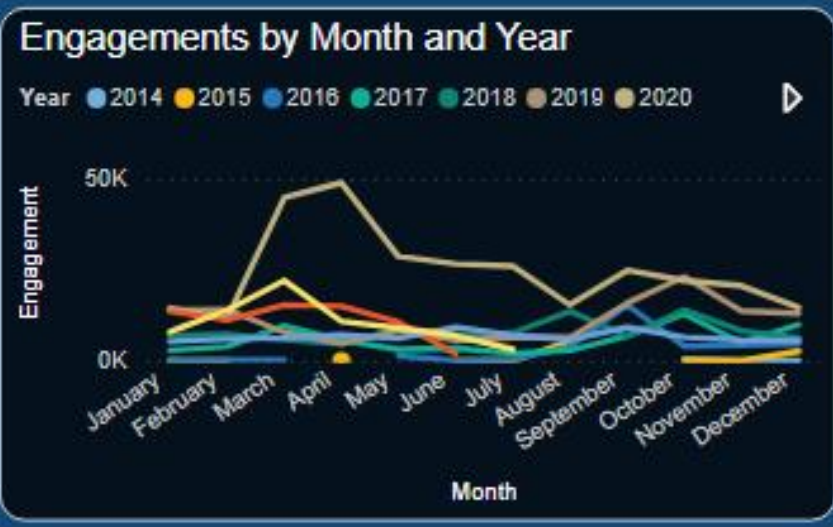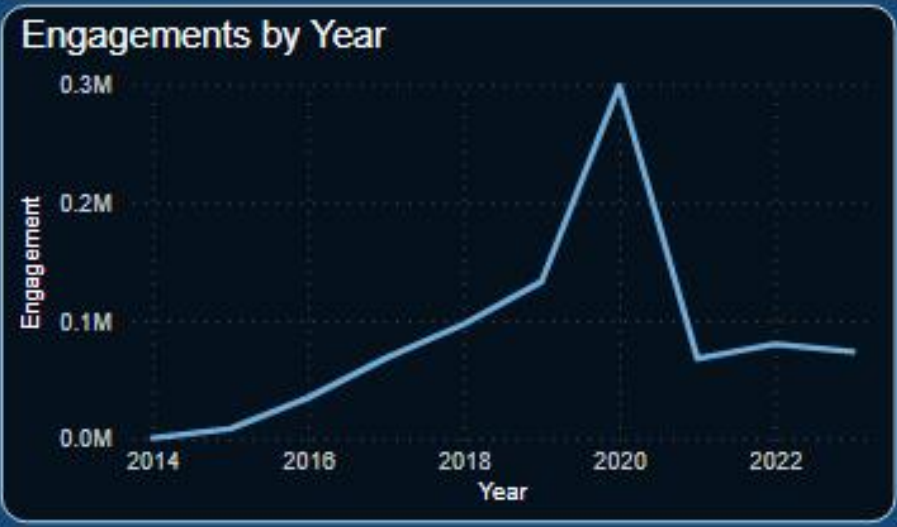- Sophia and Blessing's posts are more attractive to LinkedIn audience.
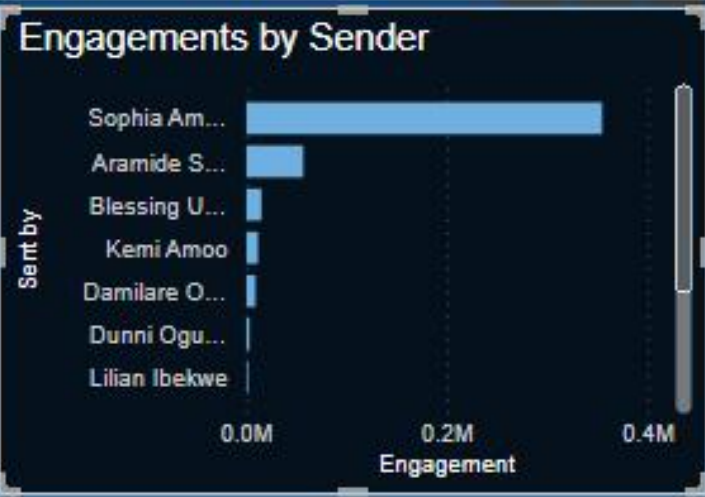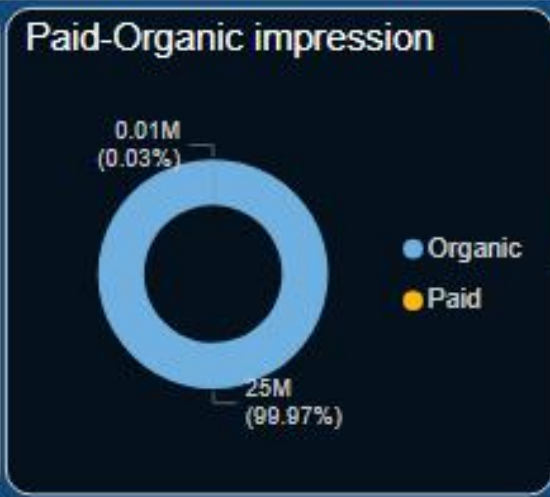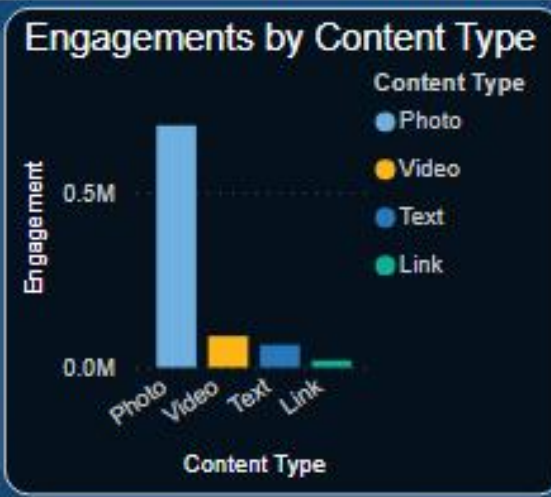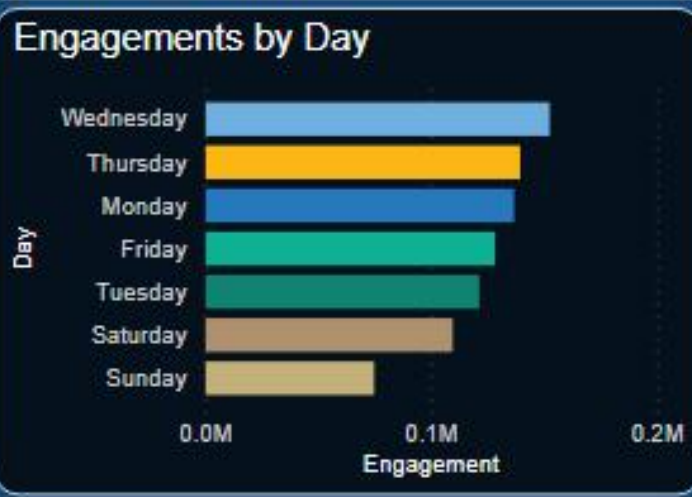
Findings

- Steady increase in engagement across the years with 2021 dip, observed to be due to low content push out.

- Engagement is somewhat seasonal across the years with February and August - October observed to be peak seasons.

- More engagements between Wednesday and Thursday followed by Monday.

- High content engagement between 8am and 8pm.

- Picture content attracted about 70% of all engagement followed by video content at about 10%.

- Almost 100% impressions are organically generated.

- Sophia and Aramide's post were most effective on the platform

Implications

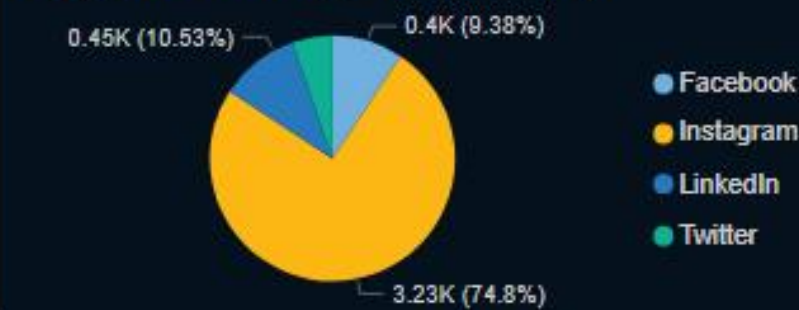- Content strategy effective until 2021. More content yields greater engagement.

- Contents are likely to generate more engagements in the observed peak months.

- More audience engagement mid-week than weekends.

- Higher user engagement during active hours of the day.

- Visual contents are more appealing to the audience.

- Paid channels are ineffective.

- Sophia and Aramide's post are more attractive to Twitter audience.

PLATFORM PERFORMANCE ANALYSIS
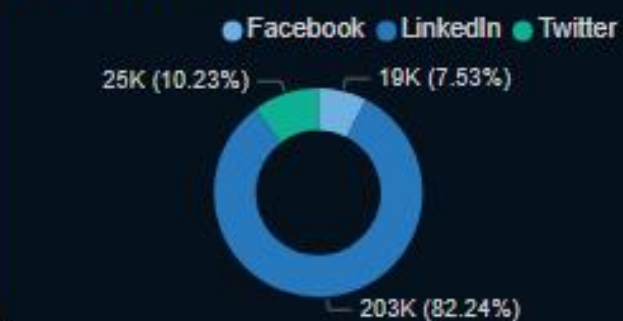
Engagements by Platform

- Facebook
- Instagram
- LinkedIn
- Twitter

Engagement: 2M, 0M

Engagement Rate (per impression)

0.45K (10.53%)   0.4K (9.38%)

- Facebook
- Instagram
- LinkedIn
- Twitter

3.23K (74.8%)

Impression by Platform

- Facebook
- Instagram
- LinkedIn
- Twitter

Impression: 50M, 0M

Post Link Click by Platform

- Facebook
- LinkedIn
- Twitter

25K (10.23%)   19K (7.53%)

203K (82.24%)

App Engagement by Platform

Twitter: 4, 2, 0

Reach by Platform

- Facebook
- Instagram
- LinkedIn
- Twitter

Reach: 50M, 0M
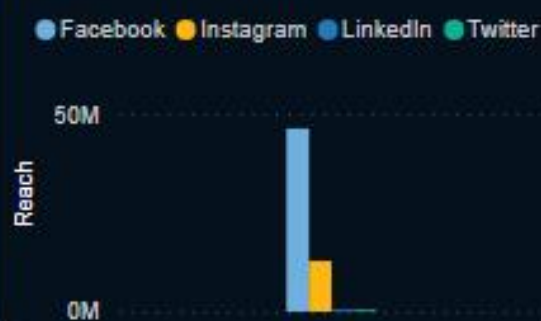
Profile click by Platform (Twitter)

40K (100%)

Engagement Trend

- Facebook
- Instagram
- LinkedIn
- Twitter

Engagement: 0.5M, 0.0M

Year: 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023

Reaction (Likes) Trend

- Facebook
- Instagram
- LinkedIn
- Twitter

Likes: 0.4M, 0.2M, 0.0M

Year: 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023
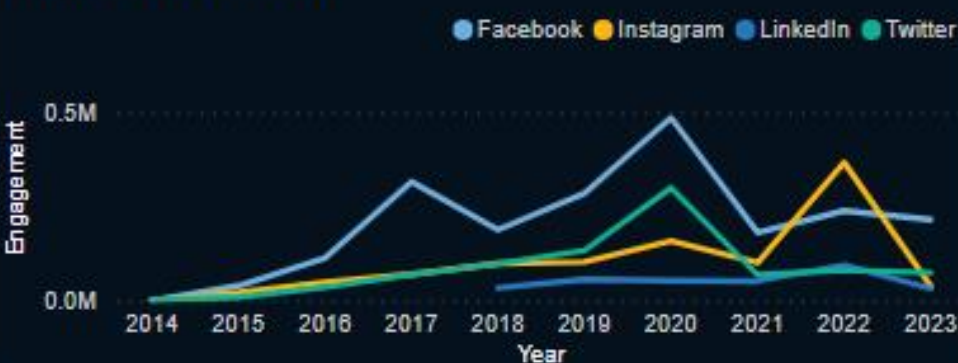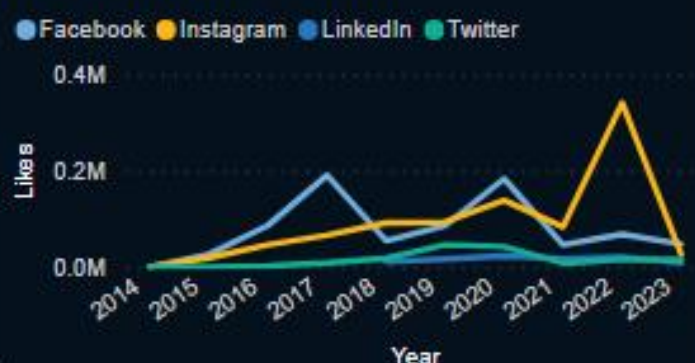
Click through Rate by Platform

- Facebook
- LinkedIn
- Twitter

Click-through-rate: 0, 50, 100

PLATFORM PERFORMANCE ANALYSIS
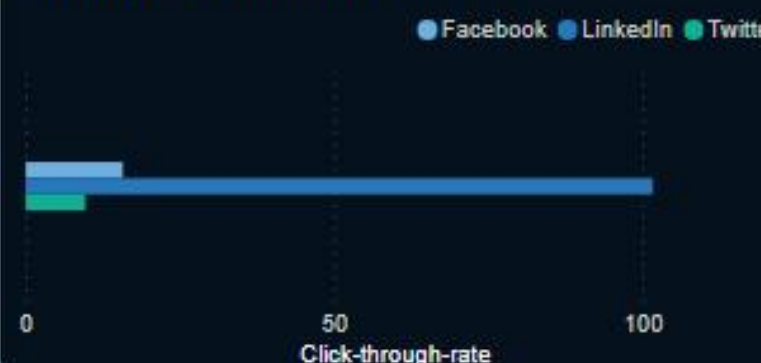
Findings

- Steady engagement growth trend across all platforms but sharp growth on instagram from 2021-2022.

- Facebook is also leading in impression generation. However, Twitter is gaining more impressions than Instagram.

- Facebook generating highest enagements with massive reach followed by Instagram.

- Despite high engagement and impression generated, Facebook gave less than 8% post link click while linkedin occupies 82% with no link click by instagram at all.

- No profile view and app engagement on all platforms except Twitter.

Implications

- Increased fan growth on Instagram.

- More fans and lovers on facebook and Instagram.

- Despite high engagement and impression generated, Facebook gave less than 8% post link click while linkedin occupies 82% with no link click by instagram at all.

- No profile view and app engagement on all platform except Twitter.

- Click through rate was higher in Linkedin than other platforms by over 60% followed by Facebook and Twitter.

CONCLUSION

- General content effectiveness across the years. More contents and consistency in posting leads to more engagement by audience.

- Seasonality in engagement by audience is observed only on LinkedIn and twitter and peak engagement is at Q2 and Q3.

- Engagement higher at Mid-week and weekend across all platforms. Twitter however, gets high engagement on Mondays.

- Audience engage during active hours of the day.

- Visual contents are more appealing to the audience across all platforms with photos generationg over 80% of engagements

CONCLUSION

- Aramide is most exceptional and cross-platform content creator followed by Blessing.

- Sophia is most exceptional for LinkedIn and Twitter contents while Damilare is best for facebook contents only.

- Facebook has the highest conversion rate followed by instagram but with no conversion rate.

- Only Twitter leads to app engaements and profile clicks(showing potential for conversion).

- Paid channels are ineffective across all platforms.

- High click through rate and post link click on linkedIn shows effective content targetting and messaging.

RECOMMENDATIONS

- Increase Content Quantity and Consistency.

- Leverage Seasonal Engagement Patterns on LinkedIn and Twitter by planning content calender.

- Optimize Posting Times to midweeks and weekends across all platforms and Mondays for Twitter.

- Schedule posts during active hours when users engage most.

- Prioritize visual content particularly photos and ensure high quality and alignment with brand image.

RECOMMENDATIONS

- Leverage exceptional content creators for indvidual platforms, with Aramide as the team lead due to her effectiveness across all platforms.

- Implement effective call- to-action strategies to optimize conversion rate on Facebook and Instagram.

- Re-evaluate paid advertising strategy and re-allocate funds to focus more on organic content strategies.

- Apply effective content targeting and messaging used on LinkedIn to other platforms to improve click through-rates and post link clicks.

- There's no significant change in the trend of platforms used.

Thank you