SUMMARY REPORT

This data analytics project uses social media data to try to unearth the secrets of engagement, reach and influence. The data comes from four (4) social media platforms; Facebook, Instagram, Twitter and LinkedIn. The data spans approximately 10 years (2013-2023) and contains posts totaling between 7000 and 10000 for each social media platform.

FACEBOOK

1. Engagements

Engagements on Facebook is any action taken on the platform. Actions like commenting, liking a post and sharing a post. The two most engaged posts were ones that encouraged viewers to open an account with Stanbic IBTC.

The average number of Engagements on posts are usually higher on weekdays, specifically in the evenings. On weekends, the number of Engagements becomes higher in the mornings.

There is a 63% correlation between comments and engagements on a post. Comments are a main factor that drives engagement on a Facebook post. There is also a 62% correlation between comments and post clicks.

2. Impressions and Reach

Impressions are the number of times a post has been shown on a person's feed while Reach is the number of unique people that has had a particular post on their feed. There is a 98% correlation between Impressions and Reach.

The average number of Impressions on posts are usually higher on weekends, specifically in the evenings. On weekdays, the number of Impressions becomes higher in the mornings.

3. Content Type

Posts that are Texts receive 1.6 times more engagement than Photos and 2.5 times more engagement than Videos on average. Posts that are texts also get 1.2 times more impressions than Photos and 3 times more impressions than Videos on average.

Texts also attracts 2.3 times more unique clicks than Photos and 3 times more unique clicks than Videos on average.

4. Video watch time

On average, 43.6% of people that watch videos view the first 10 seconds, 22.6% of people watch 95% of the videos. For videos under 10 seconds, 56% of people watch at least 95% of the video, while only 15% of people watch 95% of videos if they are more than 10 seconds in length.

On average, 37.5% of people watch videos with the sound off.

5. Sender Engagement

Aramide Salami has the highest engagement of all the senders on average (247.46). Sophia Amuka has the second highest engagement on average (193.69).

INSTAGRAM

1. Engagements

The top 7 most engaged posts were on the 27th and 28th of May, 2022. A giveaway competition was going on with Instagram posts of children making videos with the hashtags #DreamsCanBe and #ItCanBe.

Engagements are higher during the weekends on average, especially in the evenings. On weekdays, engagements are higher in the mornings.

Reactions has a 99.9% correlation with Engagement. It is the main driver for engagements on a post, comments and saves on a post have very little effect.

2. Impressions

Impressions are higher during the weekends on average, especially in the evenings. On weekdays, impressions are also higher in the evenings on average.

3. Content Type

Video posts had approximately 1.5 times more engagements than Photos and Carousels on average. All three content types have similar impressions on average but Carousels are slightly better than the other two.

4. Sender Engagement

Aramide Salami has the highest engagement of all the senders on average (99.74). Kemi Amoo has the second highest average engagement (57.29).

TWITTER

1. Engagements

The two tweets with the highest engagements were posts about investments, one in 2019 and the other in 2016.

There is not much difference between the average engagements on tweets on weekdays and weekends, but weekdays are slightly better.

Evenings in general have more impressions on average, whether it's weekdays or weekends.

2. Impressions

There is not much difference between the average impressions on tweets on weekdays and weekends, but weekdays are slightly better.

Evenings in general have more impressions on average, whether it's weekdays or weekends.

3. Content Type

Photos and Videos both perform well in terms of engagement. They are both have approximately 1.5 times more engagements than Texts. Photos perform best in terms of impressions, followed by Videos and then Texts.

4. Sender Engagement

Damilare Oyekanmi has the highest average engagement of all the senders (136.6). Kemi Amoo has the second highest average engagement (131.7).

LINKEDIN

1. Engagements

Engagements are higher in the evenings, whether it is weekday or weekend. There is no major difference in making posts during the weekdays or weekends.

2. Impressions

Impressions are higher in the evenings, whether it is weekday or weekend. There is no major difference in making posts during the weekdays or weekends.

3. Sender Engagement

Damilare Oyekanmi has the highest average engagement of all the senders (55.2). Aramide Salami has the second highest average engagement (52.5).

RECOMMENDATIONS

1. On weekdays, Facebook posts should be made mostly in the evenings, and on weekends, posts should be made in the mornings. This is when Engagement is highest.
2. More Facebook posts should be Texts, as this content type receives more engagement, impression and unique clicks than Photos and Videos.
3. Facebook posts that are videos should be as short as possible, ideally under 10 seconds because for videos more than 10 seconds in length, only **15%** of people watch the whole video. This number goes up to **56%** for videos that are 10 seconds or less in length.
4. Texts should be added to Facebook videos because **37.5%** of viewers watch the videos with the sound off.

5. Aramide Salami and Sophia Amuka should be in charge of sending out Facebook posts. They have the highest engagements on posts.

6. On weekdays, Instagram posts should be made mostly in the mornings, and on weekends, posts should be made in the evenings. This is when Engagement is highest.

7. More Instagram posts should be Videos, as this content type receives more engagement, and impression than Photos and Videos.

8. Aramide Salami and Kemi Amoo should be in charge of sending out Instagram posts. They have the highest engagements on posts.

9. Twitter posts should be made mostly in the evenings, whether it's weekday or weekend. This is when Engagement is highest.

10. Photos and Videos content type perform better than texts, so they should be tweeted more.

11. Damilare Oyekanmi and Kemi Amoo should be in charge of sending out Twitter posts. They have the highest engagements on posts.

12. LinkedIn posts should be made mostly in the evenings, whether it's weekday or weekend. This is when Engagement is highest.

13. Damilare Oyekanmi and Aramide Salami should be in charge of sending out LinkedIn posts. They have the highest engagements on posts.