


## Activity Exemplar: Analyze social media performance

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

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### Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Social media data analysis table](#) 

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.



[Activity Exemplar Social media data analysis table](#)  
[DOCX File](#)

### Assessment of Exemplar

Compare the exemplar to your completed data analysis table. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course. Your social media data analysis table should include:

**Row 1:** A comparison of the data from both Tweets and an indication of which Tweet performed better, based on the campaign goal.

**Row 2:** A comparison of the Tweets' content and other details, such as the differences in their assets, text, hashtags, and the time the Tweets were published.

**Row 3:** An analysis of why one Tweet received more engagement than the other and what factors may have contributed to this difference.

**Row 4:** An explanation of how this analysis will inform your marketing and content strategy moving forward.