1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview⤢.

Activity Overview

In this activity, you will analyze data from two different Tweets related to the same topic. You will determine which Tweet performed better, assess why you think it performed better, and decide how to adjust your strategy based on your analysis.
Social media analytics can help you learn more about your social media audience and find out how they feel about your brand and the content you publish. You can then make data-informed decisions that can improve your content and marketing strategy.
Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You work for an agency hired to do the marketing for Great Grounds, a small, regional chain of coffee shops based in the Northeast United States. Great Grounds sells their coffee in their shops, on their website, and in grocery stores. You recently published two Great Grounds Tweets related to daylight saving time, when people set their clocks forward an hour. The goal of the Tweets was to increase engagement, and you've exported data from the platform to analyze if the Tweets achieved this goal. You will review the data to determine which Tweet performed better, analyze why it was more successful, and make a recommendation about how to approach similar Tweets in the future based on your analysis.

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: Social media data analysis⤢

OR

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

📎 Activity template_ Social media data analysis
DOCX File

Step 2: Access supporting materials
The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.
To use the supporting materials for this course item, click the link below and select "Use Template."
Link to supporting materials: Great Grounds Twitter data⤢

OR

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

📎 Great Grounds Twitter data_ Analyze social media performance
XLSX File

Step 3: Compare the Tweets' data
Compare the data collected from the two daylight saving time-related Tweets in the spreadsheet. Look at metrics like impressions (how many times the content was displayed) and engagements (how many times users interacted with the content). Based on your comparison of these metrics and the campaign goal stated in the scenario, which Tweet do you think performed better? What in the data indicates this? Add notes on your comparisons and evaluation to Row 1 of the data analysis table.

Step 4: Compare the Tweets' content and details
Compare the Tweets' content and other details. Notice the differences between the Tweets with regards to:
Assets (e.g., images, videos)

Text

Hashtags

Time of day posted

Add notes on your comparisons to Row 2 of the data analysis table.

Step 5: Analyze the differences in the Tweets' performance
Review the comparisons you made between the Tweets in Rows 1 and 2 of the data analysis table. Consider why one Tweet had many more impressions while the other had a lot more engagement. What factors may have contributed to this difference? Why do you think one Tweet had more engagement than the other?
Explain your reasoning in Row 3 of the data analysis table.

Step 6: Explain how your analysis will inform your strategy
Think about what you learned from your analysis of the two Tweets. Describe how this analysis might impact your social media strategy in the future. How might you optimize future content based on your analysis? Will you make any other strategic decisions in response to your findings?
Explain your thinking in Row 4 of the data analysis table.

Pro Tip: Save your work
Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.
What to Include in Your Response

Be sure to address the following points in your completed data analysis table:

Comparison of the Tweets' data

Comparison of the Tweets' content and details

Analysis of the differences in the Tweets' performance

Description of how your analysis will inform your social media strategy