

# Analytics Report

Brand: Tesla · Period: 1–31 October 2025

Postfarming Smart Report    Generated 17 Nov 2025 · 16:52

## Summary

High-level performance across all connected Facebook, Instagram & TikTok accounts.

TOTAL POSTS

124

+18% vs. previous period

TOTAL ENGAGEMENT

38,742

+32% vs. previous period

AVG. ENGAGEMENT RATE

4.8%

+0.9 pts vs. previous period

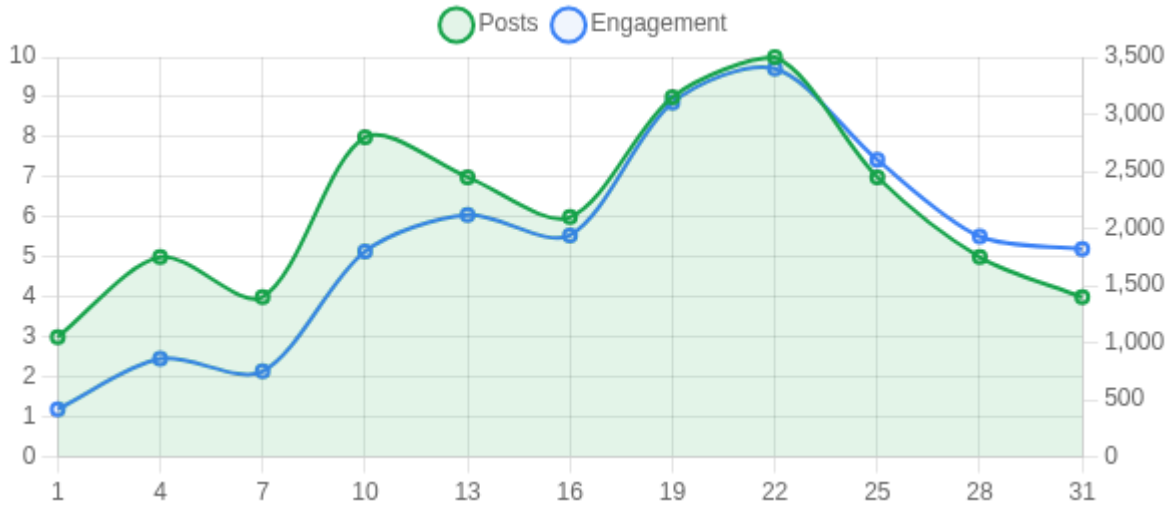
TOP PLATFORM

Instagram

62% of total engagement

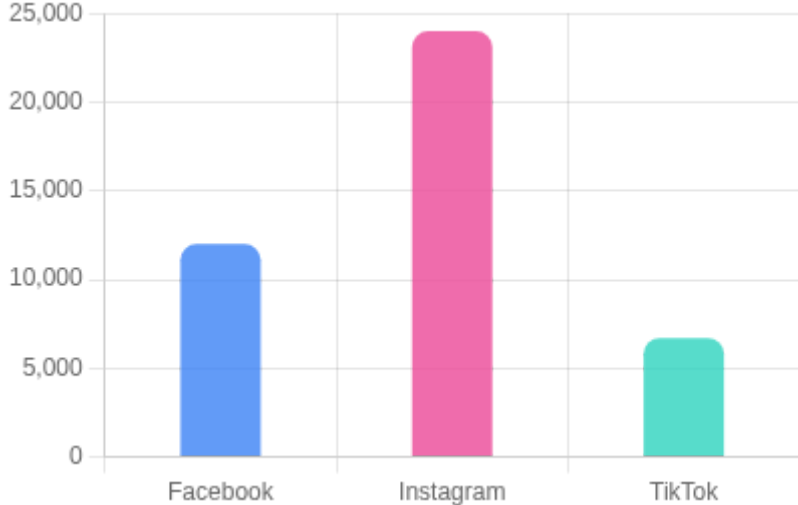
## Posts & engagement over time

Daily volume of posts vs. total engagement.



## Engagement by platform

How your audience interacted on each channel.



## Top performing posts

Best posts in this period, ranked by total engagement.

#	PLATFORM	CAPTION	DATE	IMPRESSIONS	ENGAGEMENT	ENG. RATE
1	Instagram	"New Model Y delivery event in Sulaymaniyah 🇬🇪"	12 Oct	18,940	6,214	6.3%
2	Facebook	"Weekly offer: free supercharger for 1 year ⚡"	21 Oct	15,002	4,108	5.4%
3	TikTok	Test drive POV through Erbil at sunset 🌅	04 Oct	12,481	3,942	6.9%
4	Instagram	Behind the scenes: wrapping a red Model 3 in matte black	27 Oct	9,213	2,108	4.2%
5	Facebook	Customer story: first Tesla road trip from Duhok to Baghdad	16 Oct	7,802	1,503	3.7%

## Key highlights

Auto-generated summary based on this period’s performance.

- Instagram generated **62% of total engagement**, driven mainly by short Reels around deliveries and behind-the-scenes content.
- Posts with Kurdish + Arabic captions performed **40% better** than English-only posts.
- The best posting window this month was **18:00–21:00 Baghdad time** (average engagement rate 6.1%).
- TikTok had fewer posts but the **highest average engagement rate** at 6.9%; consider re-using more Instagram Reels on TikTok.