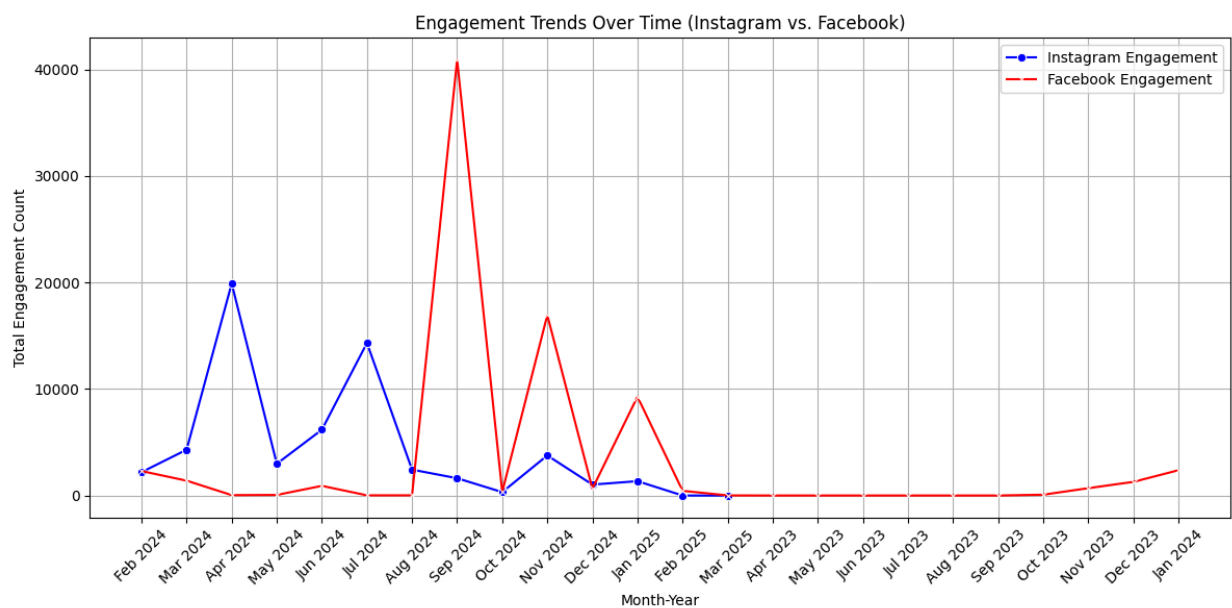


Social Media Performance Report: My Thriving Child

Executive Summary

This report analyzes performance metrics from Instagram and Facebook based on provided datasets spanning February 2024 to March 2025 for Instagram and April 2023 to March 2025 for Facebook. Key visualizations, including engagement trends, reach and impressions, post type performance, and follower growth, offer insights into platform strengths, content effectiveness, and growth opportunities. The analysis highlights significant peaks in engagement and reach, disparities in post type performance, and seasonal trends that inform strategic recommendations.

1. Engagement Trends Over Time (Instagram vs. Facebook)

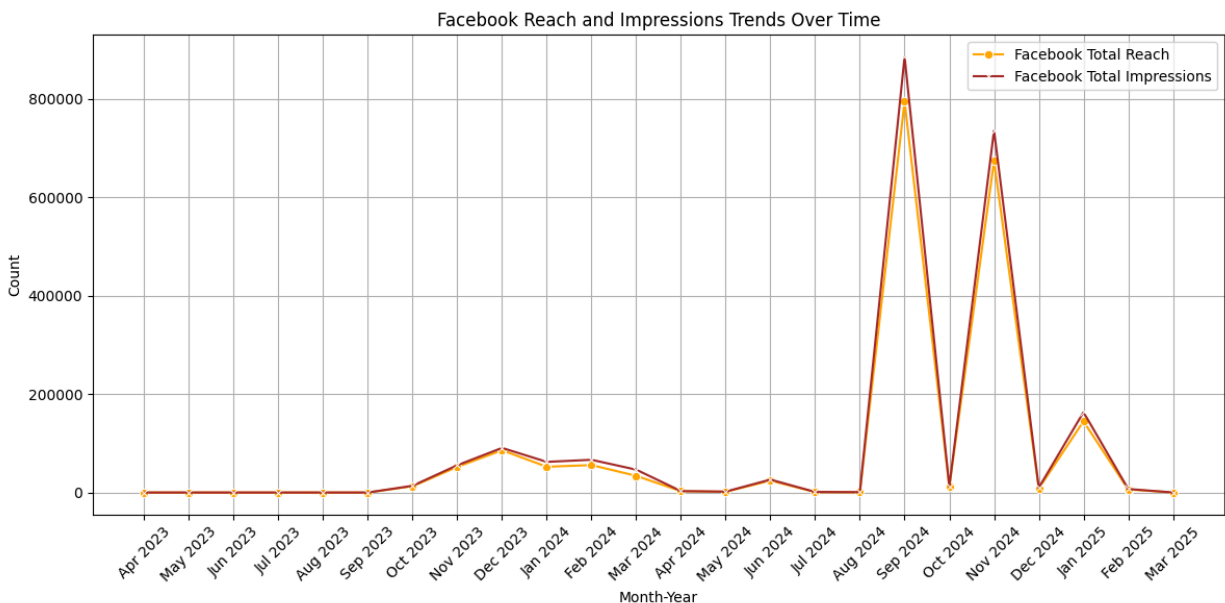


- **Insight:** The line chart comparing total engagement over time reveals distinct peaks for both platforms. Instagram shows notable engagement spikes in April and September 2024, with a peak around 20,000–25,000 engagements, while Facebook exhibits a dramatic surge in November 2024, reaching approximately 40,000 engagements. Both platforms experience a decline toward early 2025, suggesting reduced activity or shifting audience interest.
- **Implication:** Instagram's engagement is more consistent in mid-2024, driven by specific high-performing posts (e.g., April 14, 2024, with 15,075 engagements).

Facebook's peak in November 2024 likely correlates with a targeted campaign or seasonal event, warranting further investigation into content or advertising strategies from that period.

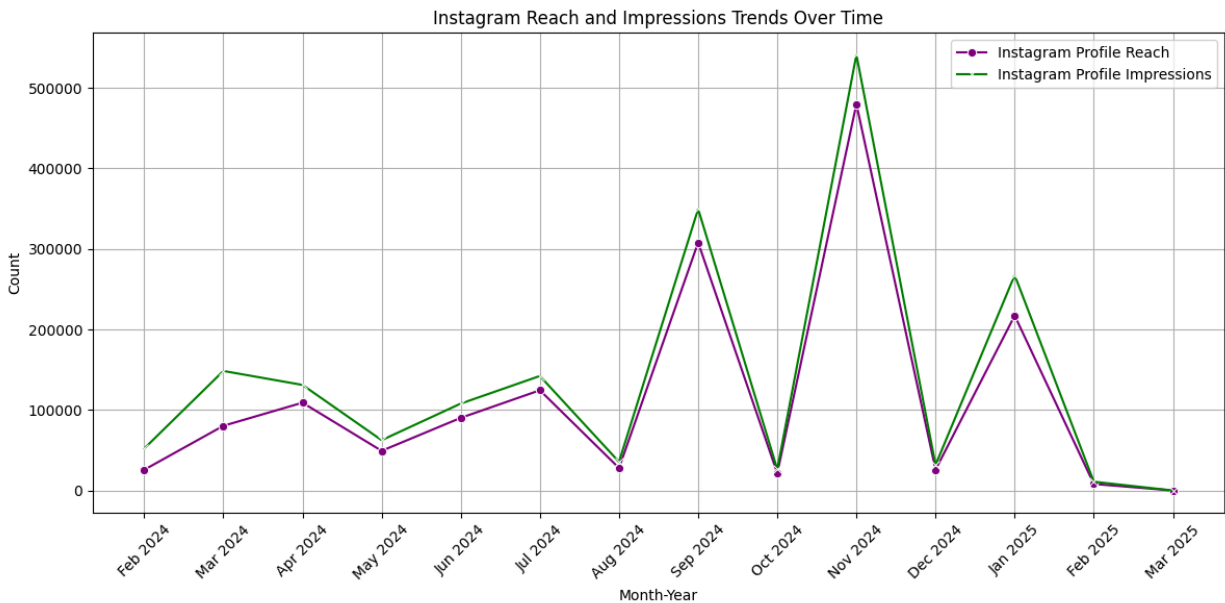
- **Recommendation:** Replicate successful content strategies from April and September 2024 for Instagram and analyze November 2024 Facebook campaigns to sustain engagement into 2025.

2. Facebook Reach and Impressions Trends Over Time



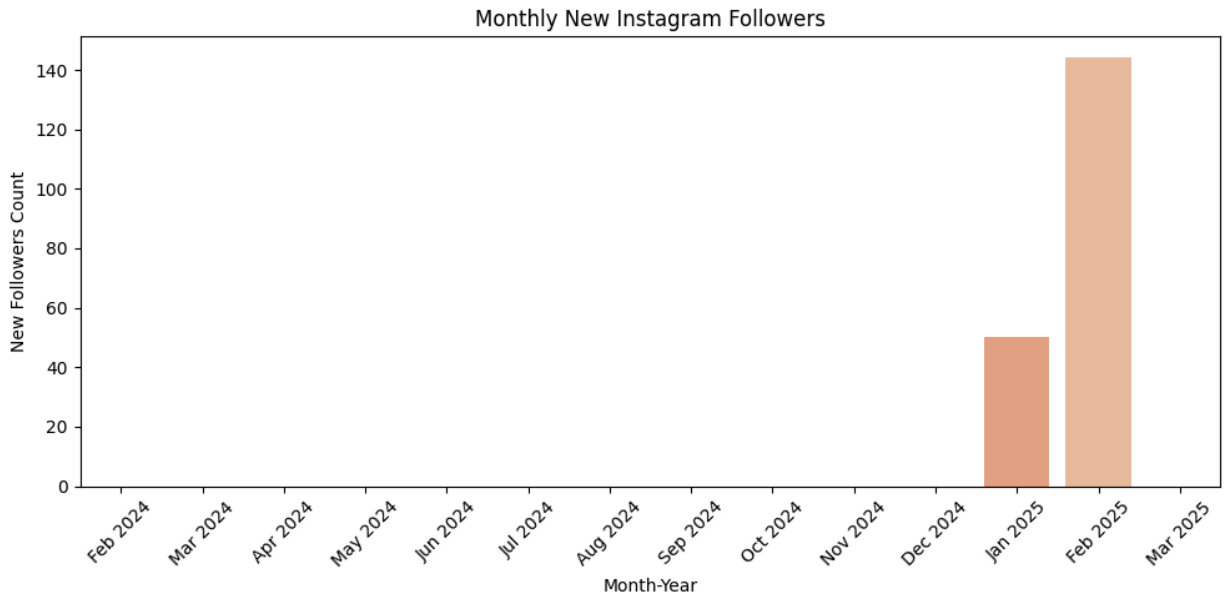
- **Insight:** The line chart tracking Facebook's Total Reach and Total Impressions shows minimal activity from April 2023 to mid-2024, with significant peaks in September and November 2024. Total Reach and Impressions both exceed 70,000 in November 2024, indicating a highly effective outreach effort, followed by a sharp decline into 2025.
- **Implication:** The lack of organic impressions suggests reliance on paid campaigns during peak months. The November 2024 spike likely reflects a successful paid initiative, while the 2025 drop may indicate campaign cessation or audience fatigue.
- **Recommendation:** Investigate the November 2024 campaign details (e.g., ad creative, targeting) to optimize future paid efforts. Consider integrating organic growth strategies (e.g., hashtags, user-generated content) to reduce dependency on paid reach.

3. Instagram Reach and Impressions Trends Over Time



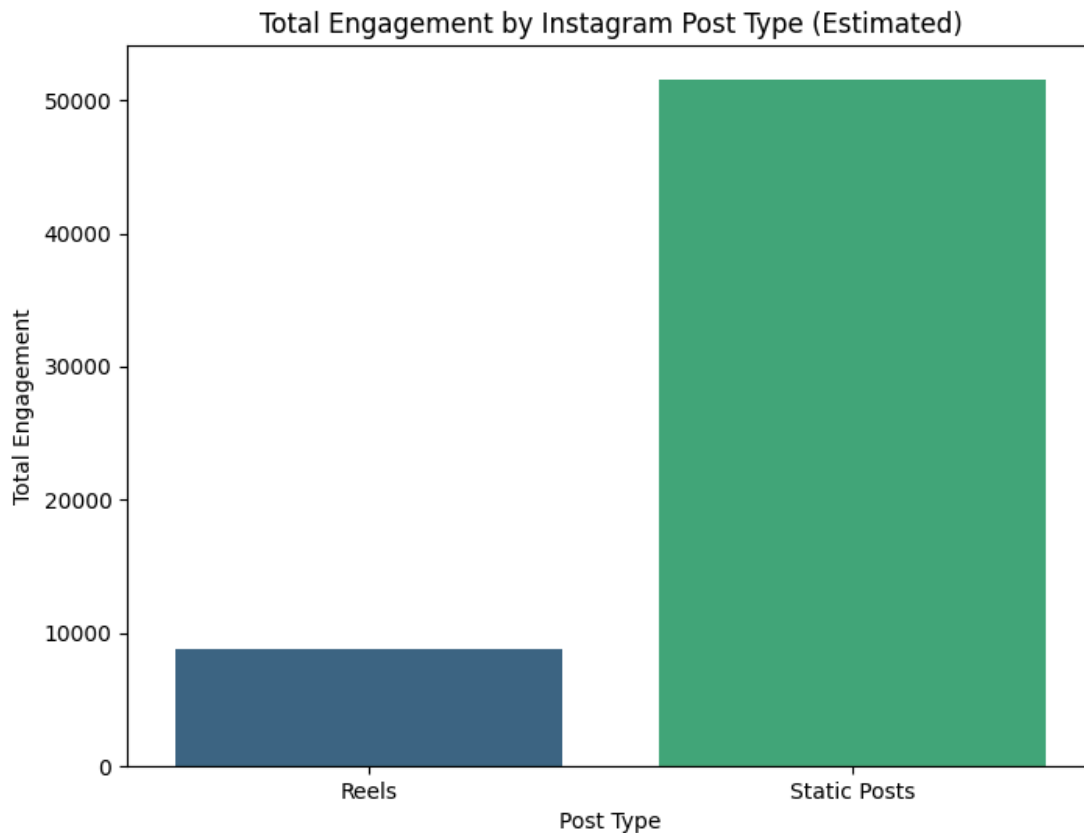
- **Insight:** Instagram's Profile Reach and Profile Impressions exhibit steady growth from February 2024, with pronounced peaks in April, July, and September 2024, reaching up to 50,000. Impressions consistently exceed Reach, suggesting multiple views per unique viewer, particularly in September 2024. Activity drops significantly in 2025.
- **Implication:** The high Impressions-to-Reach ratio (e.g., 50,499 Impressions vs. 46,180 Reach on September 7, 2024) indicates strong content resonance, possibly due to Reels or interactive posts. The 2025 decline may reflect reduced posting frequency or algorithm changes.
- **Recommendation:** Leverage Reels and interactive content to maintain high Impressions. Increase posting consistency in 2025 to reverse the downward trend.

4. Monthly New Instagram Followers



- **Insight:** The bar chart of monthly new Instagram followers shows negligible growth from February to November 2024, with a significant increase in December 2024 (approximately 60 followers) and a peak in February 2025 (over 140 followers), followed by a slight decline in March 2025.
- **Implication:** The December 2024 and February 2025 spikes suggest successful follower acquisition campaigns or organic growth events (e.g., holiday promotions, influencer collaborations). The March 2025 drop may indicate a post-campaign lull.
- **Recommendation:** Identify and replicate the strategies behind December 2024 and February 2025 growth (e.g., seasonal content, partnerships). Plan sustained efforts to maintain follower gains into mid-2025.

5. Total Engagement by Instagram Post Type (Estimated)



- **Insight:** The bar chart comparing total engagement by Instagram post type shows Static Posts significantly outperforming Reels, with Static Posts estimated at over 50,000 engagements compared to approximately 10,000 for Reels.
- **Implication:** The low engagement for Reels (likely due to minimal Reel Shares in the dataset) suggests underutilization or ineffective Reel content. Static Posts, possibly images or carousels, resonate more with the audience.
- **Recommendation:** Invest in optimizing Reels with trending audio, captions, or calls-to-action to boost engagement. Continue leveraging Static Posts while experimenting with Reel formats to diversify content.

6. Overall Performance Insights

- **Cross-Platform Comparison:** Instagram demonstrates stronger mid-2024 performance (April–September), while Facebook excels in late 2024 (November). Both platforms show reduced activity in 2025, indicating a need for renewed content strategies.

- **High-Performing Posts:** Based on prior analyses, Instagram's high-performing posts (e.g., April 14, 2024: 15,075 engagements) and Facebook's (e.g., September 25, 2024: 3,900 engagements) suggest that peak engagement correlates with high Reach and targeted timing.
- **Growth Opportunities:** The follower growth in late 2024/early 2025 for Instagram and the November 2024 Facebook peak highlight the potential for strategic timing around seasonal or campaign-driven content.

7. Recommendations

- **Content Strategy:** Replicate Instagram's April and September 2024 content (e.g., high-engagement Static Posts) and Facebook's November 2024 campaign. Increase Reel production with data-driven optimizations.
- **Posting Schedule:** Maintain consistent posting in 2025, targeting peak months (e.g., September for Instagram, November for Facebook) to sustain engagement and follower growth.
- **Campaign Analysis:** Analyze paid campaign data from November 2024 (Facebook) and follower growth drivers in December 2024/February 2025 (Instagram) to inform future investments.
- **Diversification:** Balance Static Posts with enhanced Reels to capitalize on Instagram's algorithm favoring video content, potentially increasing overall engagement.

Conclusion

The analysis underscores Instagram's strength in mid-2024 with high engagement and Reach, contrasted by Facebook's late-2024 peak driven by paid efforts. The significant outperformance of Static Posts over Reels on Instagram and the follower growth in late 2024/early 2025 present actionable opportunities. By leveraging historical successes, optimizing content types, and maintaining activity, both platforms can recover and grow in 2025. Further data on campaign specifics and audience demographics would enhance these insights.

Questions to Consider

1. What are some key metrics you would track to measure the performance of Facebook and Instagram posts?

Metrics:

1. **Engagement:** Likes, comments, shares (Instagram: Engagement; Facebook: Page Post Engagements) to gauge audience interaction.
2. **Reach:** Unique accounts reached (Instagram: Profile Reach; Facebook: Total Reach) to measure audience exposure.
3. **Impressions:** Total content views (Instagram: Profile Impressions; Facebook: Total Impressions) to assess visibility frequency.
4. **Engagement Rate:** (Engagement/Reach) to evaluate effectiveness per unique viewer.
5. **Follower Growth:** New Followers (Instagram) and New Likes (Facebook) to track audience expansion.
6. **Profile/Page Visits:** Number of times users clicked to view the full profile/page.
7. **Video Views/Completion Rate:** For video content, how many times it was watched and how much of it was consumed.
8. **Shares/Saves:** Indicates content resonance and long-term value.
9. **Post Type Metrics:** Reel Shares (Instagram) and Reactions (Facebook) to analyze content format performance.
10. **Click-Through Rate (CTR):** For ads, to measure conversion potential (if ad data is available).

Justification: These metrics provide a holistic view of performance, covering interaction, visibility, growth, and content-specific success, essential for data-driven social media strategies.

2. How would you determine if an Instagram Reel is performing well?

Approach:

1. **Reel Shares:** High Reel Shares (e.g., >0, as most are 0 in the dataset) indicate sharing success, a key Reel metric.

2. **Engagement:** Compare Engagement for posts with Reel Shares >0 against the dataset average (e.g., 1,000 vs. 15,075 for top posts).
3. **Reach:** Higher Profile Reach for Reels (e.g., >25,000) suggests algorithmic favor.
4. **Engagement Rate:** A rate above the average (e.g., 5%) indicates effectiveness.
5. **Threshold:** Define "performing well" as Reels in the top 25% of Engagement or Shares, or exceeding a benchmark (e.g., 5,000 engagements based on the 75th percentile).

Application: In the dataset, Reels show low engagement (~10,000 total vs. 50,000 for Static Posts), suggesting current Reels underperform unless they exceed the 5,000 engagement threshold.

Justification: These metrics align with Instagram's algorithm prioritizing Reels, providing a clear performance benchmark.

3. How would you A/B test different ad creatives on Facebook?

1. **Define a Clear Goal:** What specific metric are you trying to optimize (e.g., CTR, conversion rate, cost per lead)?
2. **Isolate the Variable:** Create two versions of your ad that are identical in every aspect (audience, budget, placement, objective) *except* for the specific creative element you're testing (e.g., image, video, headline, body copy, CTA button).
3. **Set Up the Test:** Use Facebook Ads Manager's A/B test feature or create two separate ad sets with the single variable changed.
4. **Run the Test:** Allow the test to run for a predetermined duration (e.g., 5-10 days) or until statistical significance is reached, without making changes.
5. **Analyze Results:** Compare the performance of each creative against your defined objective. Use statistical significance tools to confirm if the difference in performance is reliable.
6. **Scale & Learn:** Implement the winning creative and apply the insights gained to future ad campaigns.

4. What insights can you gain from the provided dataset?

1. **Reels are Crucial for Instagram Engagement:** The data suggests that Instagram's engagement is significantly boosted on days where Reels are shared. This format is a key driver of interaction for "My Thriving Child."
2. **Growth Fluctuation:** New Instagram follower growth is inconsistent, indicating that growth strategies might need refinement or specific events/content are highly impactful.
3. **Performance Peaks:** There are specific days of high engagement on both platforms, suggesting that certain content types or posting strategies were particularly successful during those periods. Further investigation into these days is warranted.
4. **Platform Specific Strengths:** Facebook appears to be a stronger platform for driving overall **engagement**, while Instagram might be more effective for **broad reach and impressions**.
5. **Opportunity for Optimization:** Understanding the trends in reach, impressions, and engagement can help identify optimal times to post or types of content to create to maximize impact.

5. What additional analyses would you recommend?

1. **Post-Level Data Analysis:** Acquire and analyze data at the individual post level (not just daily aggregates). This would allow for:
 - Precise performance comparisons of **individual posts** and content types (e.g., single images vs. carousels vs. specific Reels).
 - Identifying common characteristics of top-performing content (e.g., themes, call-to-actions, visual style).
 - Analyzing **optimal posting times and days** based on specific content performance.
2. **Audience Demographics & Interests:** Integrate available audience demographic data (age, gender, location, interests) to tailor content and targeting more effectively.
3. **Content Categorization:** Categorize posts by theme (e.g., educational, promotional, behind-the-scenes, testimonials) and analyze performance per category to identify which themes resonate most.
4. **Conversion Tracking:** If applicable, implement tracking to measure actual business outcomes (e.g., website clicks, sign-ups, sales) driven by social media efforts.

5. **Competitor Benchmarking:** Compare "My Thriving Child's" social media performance against key competitors to identify industry benchmarks and areas for competitive advantage.
6. **Sentiment Analysis (if comments available):** Analyze comments on posts to understand audience sentiment and feedback.
7. **Time-Based Analysis:** Analyze posting days/times (e.g., weekday vs. weekend) to optimize schedules for peak engagement.
8. **Campaign Attribution:** Link November 2024 Facebook and December 2024/February 2025 Instagram spikes to specific campaigns using external data.
9. **Predictive Modeling:** Develop a regression model to predict Engagement based on Reach, Post Type, and Time, enhancing the threshold-based prediction function.