

# DATA DOCU REPORT HUB

2022 - 2024

# INTRODUCTION

WE WILL GO OVER **BLUEPRINTS**  
OF EACH PROJECT,  
SPECIFICALLY SOCIAL MEDIA...



TO EXPLORE **AVANT GARDE**  
**SYSTEM...**



& DEEP DIVE IN STRATEGIC  
ANALYSIS **DATA DRIVEN**  
**REPORT.**

INDICATE THE REPORT'S LAST  
UPDATE TO CONFIRM THE DATA IS  
CURRENT.

UPDATED 08/2024

# OVERVIEW

5 & 30

- AVANT GARDE DESCRIPTION
- DATA DRIVEN REPORT DESCRIPTION

## AVANT GARDE

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AVANT GARDE BLUEPRINT

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# AVANT GARDE BLUEPRINT

CURRENT VERSION



## OBJECTIVE

- the Avant Garde system is designed to support various platforms
- as it is an in-house system meant for us and clients, it has been used by over 60+ individuals in this documentation report hub, we will focus on social media platforms, using [TikTok](#) (B2C) and [LinkedIn](#) (B2B) as examples
- the system manages dashboards, content statistics, filter features, ranking & weighted distribution algorithms, and an advanced tracking program

## TARGET AUDIENCE

- this roadmap is intended for data analysts, data architects, project managers, and marketing specialists to effectively leverage social media content, ensuring consistent positive outcomes and enabling timely adjustments when necessary

## HISTORY

- the Avant Garde was created because existing social media platforms and workout apps lacked a solution that was visually intuitive, statistically advanced, and transparent in its data
- the system addresses this gap by offering a clear view of how posts perform across multiple insight categories, making it easier to analyze and interpret results
- since its creation in the beginning of 2023, Avant Garde has undergone 14 versions, each enhancing the platform with new insights not available in most other data platforms
- however, some insights, like Categories & Subcategories, Colors, and Video Response, still require manual input
- It is easily customizable to meet individual needs and business strategies, allowing for flexible manipulation of data through multiple drop-down menus with various criteria
- the filter feature enables quick and easy viewing of individual post rankings and insights

## ROOM FOR IMPROVEMENT

- find a way to automate advanced filtering options for data manipulation, such as Categories & Subcategories, Colors, and Video Responses, using MySQL & Python integrated with a machine learning system
- develop an algorithm to detect whether the color is green or red and whether a comment has been responded to
- to integrate the Avant Garde system into a website

## DISCLAIMER

- *basic insights are provided by TikTok & LinkedIn, while the advanced statistics were developed by me*
- *numbers have been adjusted to not reflect actual numbers for data privacy of accounts that these projects are based off of*
- *some stats or metrics are whited out for privacy reasons*

## TYPES OF AVANT GARDE

### SOCIAL MEDIA

- the Avant Garde has been used to collect data for social media platforms such as;
  - Tiktok, Instagram, Linkedin, Youtube, X & Facebook
- it is designed for both organic and paid ad growth, but the Avant Garde system is most advanced and refined for organic reach
- this is because most clients and users have focused on organic strategies, providing valuable feedback that has driven its development

### WEBSITE

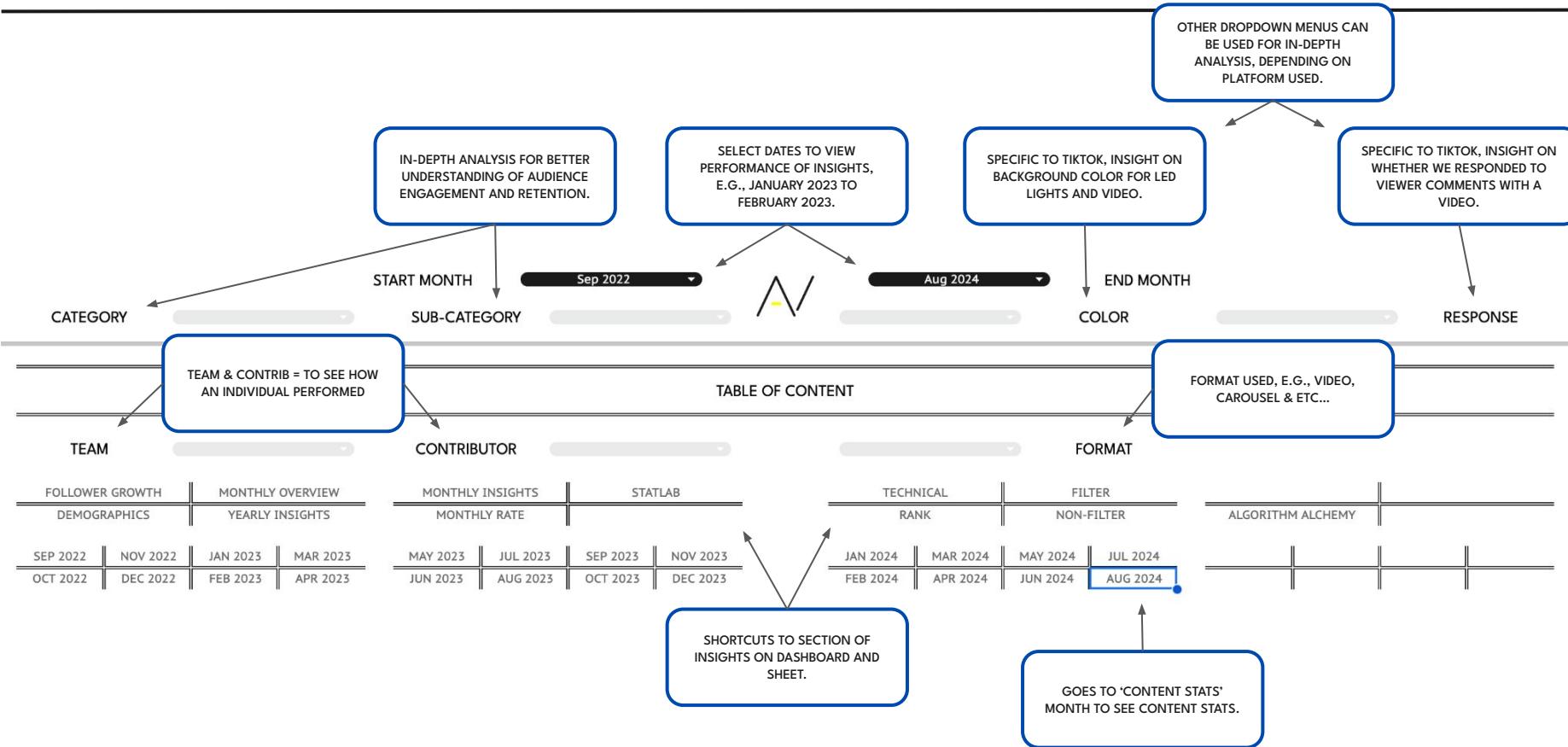
- connected with WordPress and MySQL databases for website traffic and SEO analysis, the Avant Garde system integrates with Google Analytics to deliver crucial insights based on client business and strategic goals
- it features advanced SEO analysis to track and measure website traffic growth effectively

### WORKOUT (WEIGHT LIFTING)

- created the Avant Garde system (done on Google Sheet) to track my progress in weightlifting across various movements like squats, deadlifts, bulgarian squats, dips, and cable rowing, among others
- it helps me identify which exercises I excel in and where I struggle
- within the first seven months of working out, I improved my squat from 35 kg for 8 reps to 110 kg for 8 reps, with valuable guidance from ChatGPT on adapting techniques to enhance performance
- this improvement was significant for me, especially after an injury that had previously prevented me from doing these types of exercises
- implemented a feature that many free workout apps lack—a comment section.
- allows me to note whether I struggled, felt great or sluggish, and to plan increases for the next workout day

### SPORTS (BASEBALL & BASKETBALL)

- using MySQL and Python, I collect data through API integration; however, for NBA data, I rely on a third-party source since the NBA doesn't offer a public API, unlike MLB, which does
- as a sports fan, I analyze player performance to gauge their impact on their team—whether positive or negative—and assess their value in relation to their contract and league status
- for basketball (NBA), conducted a comparative analysis of the GOAT debate between Michael Jordan and LeBron James, finding that while accolades are crucial, the ability to excel with minimal support is another key factor



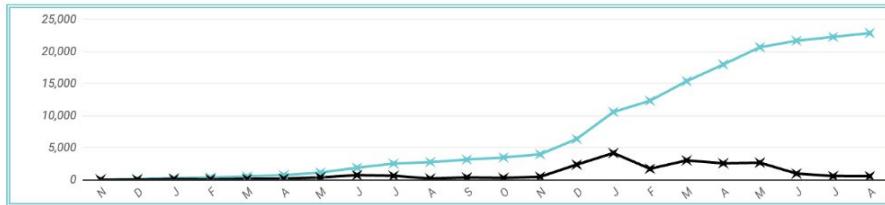
TRACKS MONTHLY FOLLOWER COUNT AND GAIN, TO SHOW IF THERE'S CONSISTENT GROWTH.

FOR TIKTOK, FOLLOWER TRENDS TYPICALLY LAG BY ONE MONTH, EXCEPT FOR VIRAL VIDEOS.

START MONTH

Sep 2022

ACTUAL FOLLOWER COUNT (FOLLOWERS / GAIN)



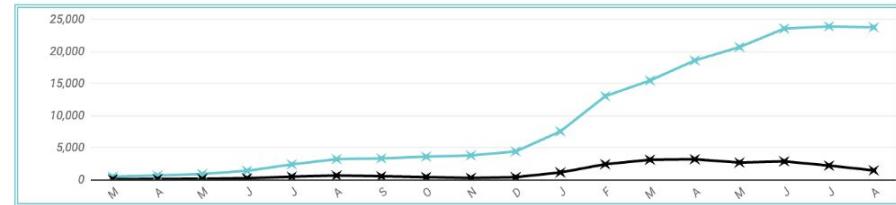
TRACKS PROJECTED MONTHLY FOLLOWER COUNT AND GAIN, CORRELATING WITH THE FOLLOWER WIN/LOSS RATE.

THIS KPI MEASURES OUR CONSISTENCY IN ACQUIRING FOLLOWERS, UTILIZING LINEAR PROGRESSION.

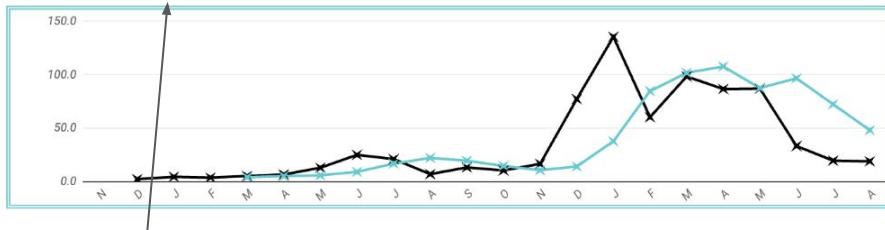
Aug 2024

END MONTH

1 MONTH PROJECTION (FOLLOWERS / GAIN)



ACTUAL FOLLOWER COUNT VS. 1 MONTH PROJECTION (GAIN PER DAY)



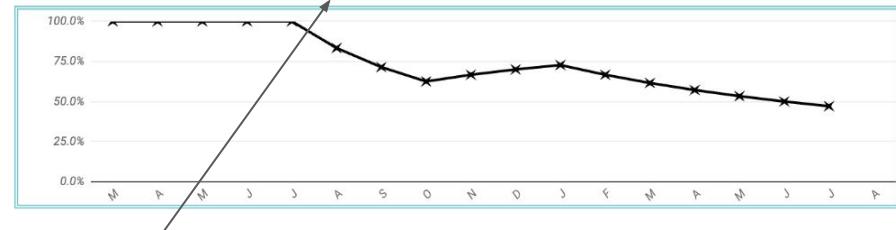
TRACKS ACTUAL FOLLOWER COUNT AGAINST 1-MONTH PROJECTIONS, CORRELATING WITH THE FOLLOWER WIN/LOSS RATE.

THIS INDICATES HOW CLOSE OR FAR WE WERE TO MEETING OUR MONTHLY FOLLOWER KPI.

TRACKS WHETHER WE MEET OUR 1-MONTH PROJECTION KPI ON A MONTHLY BASIS.

THE IDEAL TARGET IS 67%. SEE PAGE 12 FOR THE FORMULA.

FOLLOWER WIN/LOSS RATE



TOP 10 COUNTRIES THAT ARE FOLLOWERS.

#### TOP COUNTRIES

#1	PHILIPPINES
#2	THAILAND
#3	MALAYSIA
#4	INDONESIA
#5	UNITED STATES OF AMERICA
#6	VIETNAM
#7	PAKISTAN
#8	FRANCE
#9	MEXICO
#10	MYANMAR (BURNA)

GEOGRAPHICAL LOCATIONS  
SHOW THE TOP 10 COUNTRIES OF FOLLOWERS AND NON-FOLLOWER VIEWERS.

GEOGRAPHICAL LOCATIONS



TOP 10 CITIES THAT ARE FOLLOWERS.

#### TOP CITIES

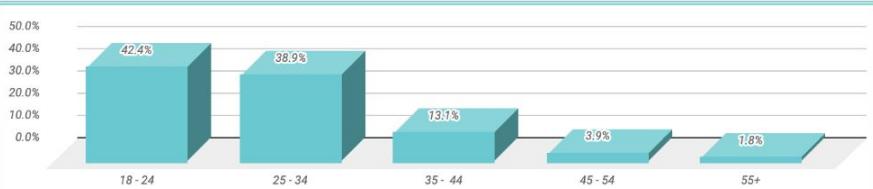
#1	QUEZON CITY
#2	BANGKOK
#3	CEBU CITY
#4	PHNOM PENH
#5	CAGAYAN DE ORO

PROVIDED BY [TIKTOK](#), GENDER,  
AGE, AND GEOGRAPHICAL  
LOCATIONS (COUNTRY & CITY).

TRAFFIC SOURCES, SEARCH  
QUERIES, TOP POSTS, AND  
ACTIVE TIMES ARE EXCLUDED  
DUE TO LIMITED RELEVANCE.

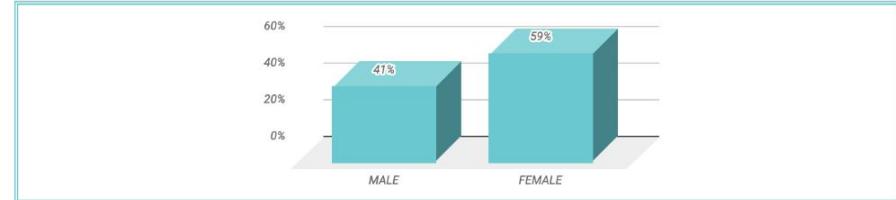
AGE RANGE OF FOLLOWERS IS  
IMPORTANT FOR TARGETING OR  
TRENDS.

AGE



GENDER ORIENTATION HELPS  
IDENTIFY CONTENT TARGETS,  
RELEVANT ONLY WITH A LARGE  
FOLLOWER COUNT.

GENDER



PROVIDED BY [TIKTOK](#), GENDER,  
AGE, AND GEOGRAPHICAL  
LOCATIONS (COUNTRY & CITY).

TRAFFIC SOURCES, SEARCH  
QUERIES, TOP POSTS, AND  
ACTIVE TIMES ARE EXCLUDED  
DUE TO LIMITED RELEVANCE.

TOP 10 [LINKEDIN](#) INDUSTRIES ARE SHOWN IN A PIE CHART, REVEALING THE LARGEST SEGMENTS.

INDUSTRY

NOTE THAT PERSONAL PAGE ANALYTICS ARE LIMITED IN COMPARISON TO BUSINESS PAGE DATA.

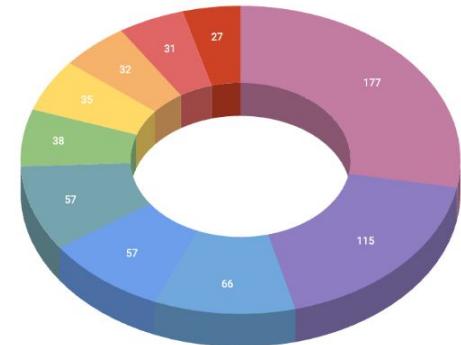
TOP 10 [LINKEDIN](#) JOB FUNCTION ARE SHOWN IN A PIE CHART, REVEALING THE LARGEST SEGMENTS.

JOB FUNCTION



#1	SOFTWARE DEVELOPMENT
#2	ADVERTISING SERVICES
#3	IT SERVICES & CONSULTING
#4	MARKETING SERVICES
#5	REAL ESTATE AGENTS & BROKERS
#6	REAL ESTATE
#7	TECH INFORMATION , & INTERNET
#8	BUSINESS CONSULTING & SERVICES
#9	HIGHER EDUCATION
#10	VC & PRIVATE EQUITY PRINCIPALS

#1	BUSINESS DEVELOPMENT
#2	MARKETING
#3	SALES
#4	ENGINEERING
#5	OPERATIONS
#6	REAL ESTATE
#7	ARTS & DESIGN
#8	MEDIA & COMMUNICATIONS
#9	FINANCE
#10	INFORMATION TECHNOLOGY



PROVIDED BY [LINKEDIN](#), FOLLOWER HIGHLIGHTS OF CATEGORIES SUCH AS INDUSTRY AND JOB FUNCTION.

SEARCH, VISITOR, LEAD, CONTENT, AND COMPETITOR HIGHLIGHTS ARE EXCLUDED DUE TO LIMITED RELEVANCE.

REFLECTS HOW SUCCESSFUL WE ARE IN A MONTH TO MONTH BASIS IN BEATING OUR KPI. SEE PAGE 12 FOR FORMULA.

KEY INSIGHTS PROVIDE A DEEPER UNDERSTANDING OF OUR EFFORTS, SELECTED BASED ON STRATEGY.

RANKS VIDEOS FROM START TO END OF THE MONTH TO SHOW THE BEST AND WORST PER SELECTED MONTH. SEE PAGE 26 FOR THE ALGORITHM.

MEASURES	TOTAL ENG.	W/L RATE	VIEWERS	COMMENTS	SHARED	ENG. RATE	FAV. RATE
AVERAGE	370,087	52.2%	12,928.4	9.6	52.7	6.7%	1.9%
SUM		66.6%	4,162,945	3,100	16,981		

BEST	DATE	CATEGORY	SUB-CATEGORY	FORMAT	COLOR	RESPONSE	TEAM
100.0 61.2 43.5	DATE REMOVED FOR PRIVACY OF CONTENT PUBLISHED.	CANVA PRESENTATION CANVA PRESENTATION CANVA PRESENTATION	PLANET PLANET CITY	VIDEO VIDEO VIDEO	BLACK BLACK BLACK	YES YES YES	NAME IS REMOVED FOR PRIVACY OF TEAM MEMBERS.

WORST	DATE	CATEGORY	SUB-CATEGORY	FORMAT	COLOR	RESPONSE	TEAM
0.0 0.0 0.0	DATE REMOVED FOR PRIVACY OF CONTENT PUBLISHED.	CAPCUT MEME CAPCUT MEME CAPCUT MEME		VIDEO VIDEO VIDEO			NAME IS REMOVED FOR PRIVACY OF TEAM MEMBERS.

SAME AS ON DATA DRIVEN REPORTS, CHECK PAGE 36. QUICK OVERVIEW OF HEALTH OF PLATFORM.

## FOLLOWERS PROJECTION FORMULA

$$=\$V\$35 * (1 + \$V\$36 / \$V\$35) ^ J27$$

$$=CURRENT FOLLOWERS COUNT * (1 + 3 MTH AVG. / CURRENT FOLLOWERS COUNT) ^ DAYS IN A MONTH$$

$$=22,310 * (1 + 46.7 / 22,310) ^ 31$$

$$=23.804 | 1,494 GAIN | 48.2 PER DAY$$

THIS IS A MONTHLY PROJECTION USING LINEAR PROGRESSION.

## TOTAL ENGAGEMENT FORMULA

$$=IF(AD7="", "", SUM(AM7, AR7, AW7, BB7))$$

$$=IF(DATE="", "", SUM(LIKES, COMMENTS, SHARED, FAVORITE))$$

$$=SUM(281,46,13,99))$$

$$=439 | SINCE SEP 2022 WAS 77,$$

$$\text{THEN } =IF(AD7="", "", IF(AF7 > AF6, 1, 0))$$

$$(\text{CURRENT TOTAL ENGAGEMENT} > \text{LAST MONTH TOTAL ENGAGEMENT}, 1, 0))$$

$$(439 > 7, 1, 0))$$

IT WOULD BE REFERRED AS A WIN, WHICH WOULD BE 1/1 (100% WIN/LOSS RATE)

REFLECTS HOW SUCCESSFUL WE ARE IN A MONTH TO MONTH BASIS IN BEATING OUR KPI.

## MEASURES

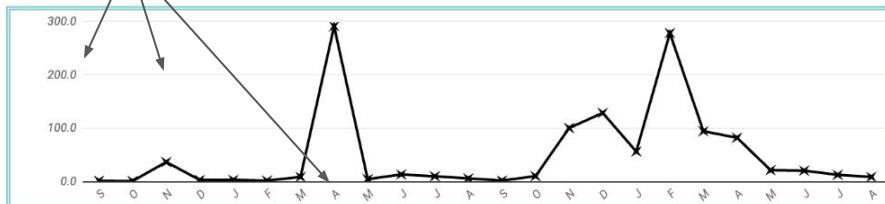
	TOTAL ENG.	W/L RATE	VIEWERS	COMMENTS	SHARED	ENG. RATE	FAV. RATE
AVERAGE	370,087	52.2%	12,928.4	9.6	52.7	6.7%	1.9%
SUM		66.6%	4,162,945	3,100	16,981		



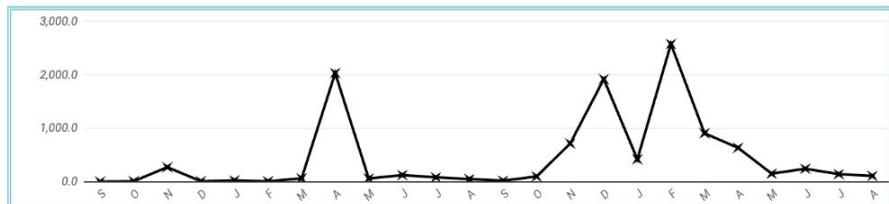
ENSURE VISUAL CHARTS ARE CLEAR AND EASY TO INTERPRET. DATES MAY BE ADJUSTED USING THE DROP-DOWN MENUS; SEE [PAGE 6](#) FOR DETAILS.

VIEW INSIGHTS SUCH AS *LIKES\**, *COMMENTS\**, SHARES, FAVORITES, NEW FOLLOWERS, VIEWS, AND VIEWERS.

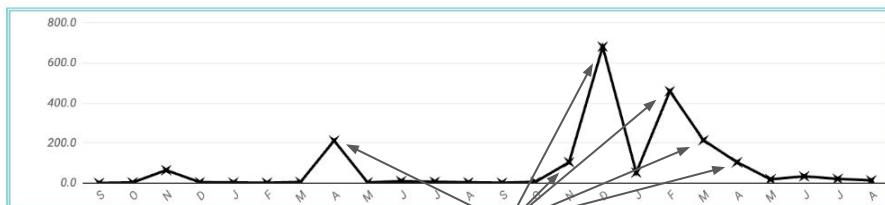
SHARED AVG.



FAVORITE AVG.

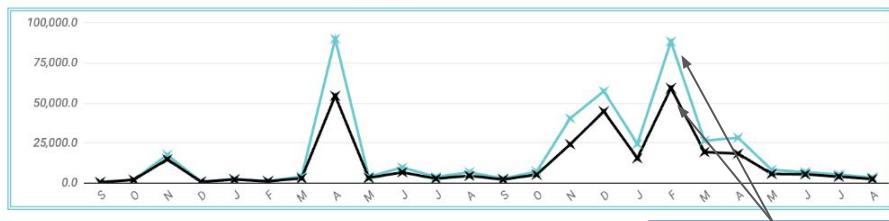


NEW FOLLOWERS AVG.

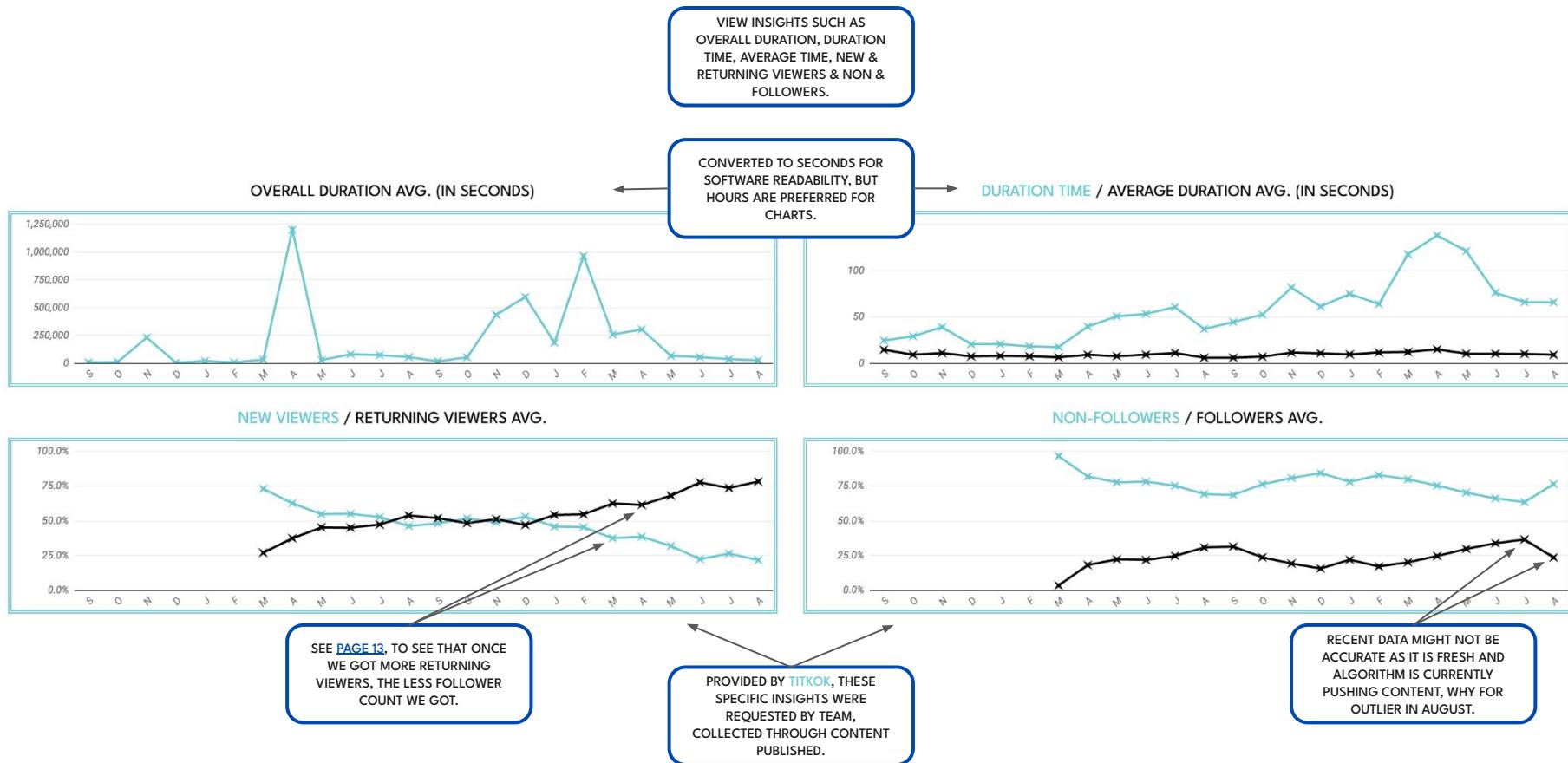


LARGER GAPS IN THE VIEWS/VIEWERS CHART OFTEN CORRELATE WITH NEW FOLLOWERS AND OTHER INSIGHTS.

VIEWS / VIEWERS AVG.



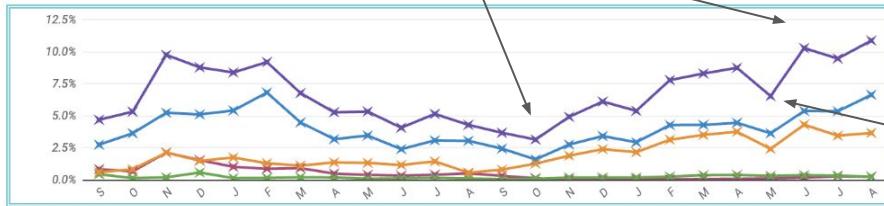
COMPARES VIEWS AND VIEWERS TO IDENTIFY MONTHS WITH LARGER GAPS, INDICATING BETTER WATCHABILITY.



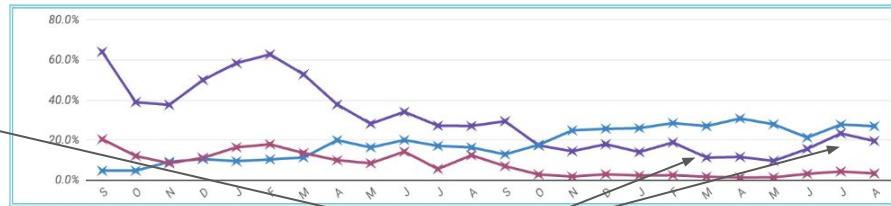
SINCE OCTOBER '23, THE QUALITY-OVER-QUANTITY APPROACH HAS LED TO ALL-TIME HIGH NUMBERS, WITH THE RATE REFLECTING ENGAGEMENT.

VIEW INSIGHTS SUCH AS ENGAGEMENT %, OTHER %, DURATION %, VIDEO %, COMPLETION % & TOTAL ENGAGEMENT %.

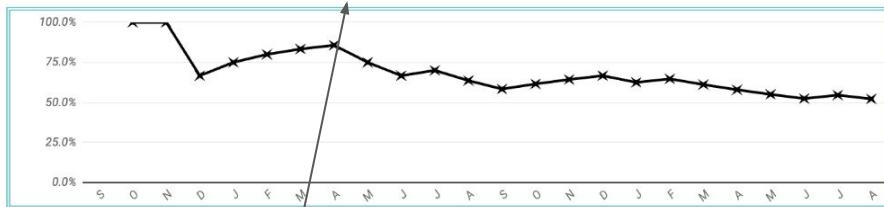
ENGAGEMENT RATE / LIKE RATE / COMMENT RATE / SHARED RATE / FAVORITE RATE AVG.



DURATION RATE / VIDEO RATE / COMPLETION RATE AVG.



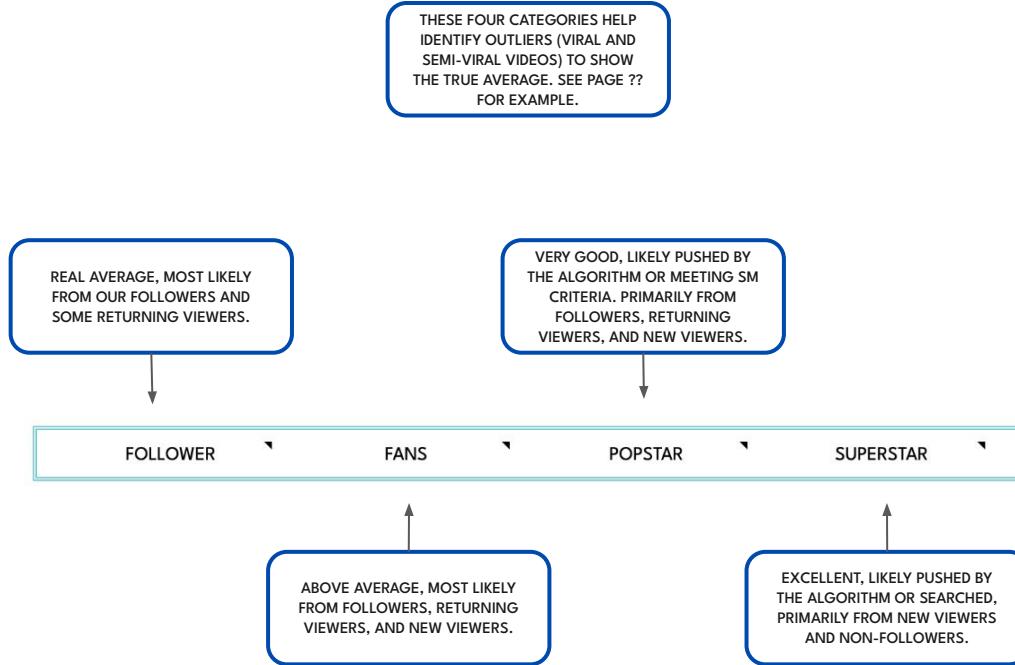
TOTAL ENGAGEMENT WIN/LOSS RATE



MARCH '24, LONGER VIDEOS REDUCED ENGAGEMENT (SEE MAY '24). SHIFTED TO SHORTER VIDEOS WITH SOME LONGER ONES.

TRACKS WHETHER WE MEET OUR TOTAL ENGAGEMENT (TE) KPI ON A MONTHLY BASIS. LIKE + COMMENT + SHARED + FAVORITE = TE (FOR TIKTOK)

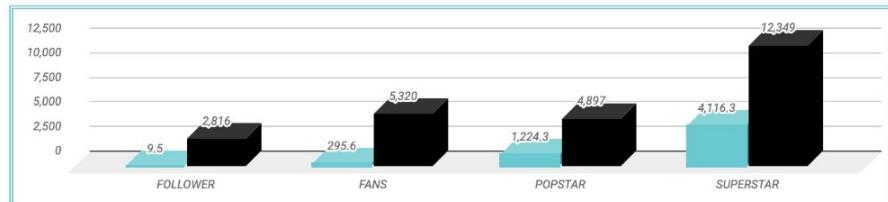
THE IDEAL TARGET IS 67%.



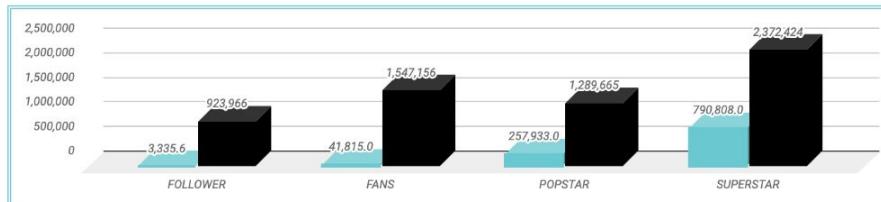
THESE CATEGORIES ALSO HELP TRACK IF A VIDEO REACHES THE 'NEXT LEVEL'—FANS, POPSTAR, OR SUPERSTAR.

THESE FOUR CATEGORIES HELP IDENTIFY OUTLIERS (VIRAL AND SEMI-VIRAL VIDEOS) TO SHOW THE TRUE AVERAGE.

NEW FOLLOWERS RANKING



VIEWS RANKING



12.7% ARE VIDEOS EITHER DELETED OR PRIVATE.

THE GAP BETWEEN AVERAGE AND TRUE AVERAGE (FOLLOWER) REVEALS TRUE DAILY PERFORMANCE EXCLUDING OUTLIERS.

## RANKING QUERY CODE

```
=QUERY(RANK!A:AB,
"SELECT F, AVG(E), SUM(E), COUNT(F)
WHERE F IS NOT NULL
AND S >= DATE '" & TEXT(DASHBOARD!$2, "yyyy-MM-dd") & "
AND S <= DATE '" & TEXT(DASHBOARD!E2, "yyyy-MM-dd") & "
AND U = TRUE
AND V = TRUE
AND W = TRUE
AND X = TRUE
AND Y = TRUE
AND Z = TRUE
AND AA = TRUE
AND O >= 0
AND O <=1.45
AND F = 'Likes'
GROUP BY F
LABEL F '0 - 1.45', AVG(E) 'AVG', SUM(E) 'SUM', COUNT(F) '#"
)
```

THESE FOUR CATEGORIES HELP IDENTIFY OUTLIERS (VIRAL AND SEMI-VIRAL VIDEOS) TO SHOW THE TRUE AVERAGE.

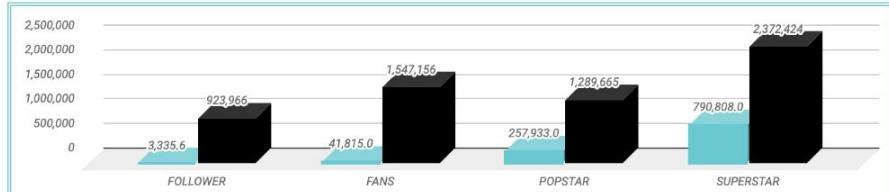
## EXAMPLE

I HAVE 369 POSTS PUBLISHED, WITH 322 STILL AVAILABLE (NOT DELETED OR PRIVATED).

I CALCULATED THE AVERAGE FOR THE FIRST 322 POSTS, FINDING AN AVERAGE OF 1.45 USING THE SUMPRODUCT AND WEIGHTED DISTRIBUTION FORMULA. OUT OF THESE, 277 POSTS FELL BELOW THIS AVERAGE, 1.45. I THEN AVERAGED 45 POSTS (322 - 277), RESULTING IN AN AVERAGE OF 13.45. THERE WERE 37 POSTS BETWEEN 1.45 AND 13.45. I APPLY THE SAME METHOD TO IDENTIFY POPSTAR AND SUPERSTAR POSTS.

SEE [PAGE 26](#) FOR SUMPRODUCT & WEIGHTED DISTRIBUTION FORMULA W/ EXAMPLE.

VIEWS RANKING



AVERAGE	3,335.6	41,815.0	257,933.0	790,808.0	19,047.2
SUM	923,966	1,547,156	1,289,665	2,372,424	6,133,211
# OF POST	277	37	5	3	322
% OF POST	75.1%	10.0%	1.4%	0.8%	87.3%

SEE [PAGE 26](#) FOR FORMULA.  
WEIGHTED DISTRIBUTION IS  
USED.

FILTER IS TO QUICKLY GO  
THROUGH BEST CONTENT IN, IN  
THIS CASE, 'INSIGHT RANK.'

DATE	#369	INS RK	LIK	COM	SHA	FAV	FLLR	VIE	VIR	#369	RT RK	ENG %	LIK %	COM %	SHA %	FAV %
	#1	100.0	41,300	110	4,274	28,600		1,183,819	691,000	#27	52.1	10.8	6.0	0.0	0.6	
	#2	61.2	27,500	77	2,390	19,900		653,620	423,000	#18	58.4	11.8	6.5	0.0	0.6	
	#3	43.5	17,000	88	1,396	11,400		534,985	340,000	#45	42.4	8.8	5.0	0.0	0.4	
	#4	41.4	21,400	135	985	15,400		362,748	302,000	#14	62.8	12.6	7.1	0.0	0.3	
	#5	24.0	7,329	46	902	5,837		325,812	182,000	#59	39.2	7.8	4.0	0.0	0.5	
	#6	22.9	7,136	56	635	4,658		293,300	243,000	#154	24.4	5.1	2.9	0.0	0.3	
	#7	13.1	5,075	24	400	3,306		160,669	107,000	#58	39.3	8.2	4.7	0.0	0.4	
	#8	11.8	4,791	33	426	2,850		147,136	91,000	#52	40.9	8.9	5.3	0.0	0.5	
	#9	10.8	5,410	83	438	4,638		85,826	68,000	#2	81.3	15.5	8.0	0.1	0.6	
	#10	9.7	4,625	40	300	4,000		84,513	65,000	#6	73.0	13.8	7.1	0.1	0.5	
	#11	9.1	5,111	73	178	3,258		80,128	66,000	#15	62.4	13.1	7.7	0.1	0.3	
	#12	8.4	2,507	16	323	2,004		110,841	69,000	#80	35.5	7.0	3.6	0.0	0.5	
	#13	7.1	3,222	30	292	2,942		61,463	50,000	#8	69.4	13.0	6.4	0.1	0.6	
	#14	6.3	2,822	13	67	1,712		71,884	51,000	#44	42.9	9.0	5.5	0.0	0.1	
	#15	4.8	1,616	15	168	1,242		60,981	37,000	#50	41.2	8.2	4.4	0.0	0.5	
	#16	4.7	1,265	17	186	1,239		62,949	36,000	#55	40.4	7.5	3.5	0.0	0.5	
	#17	4.4	1,977	15	76	962		55,170	37,000	#79	35.6	8.2	5.3	0.0	0.2	
	#18	4.0	1,459	6	143	1,130		47,997	31,000	#42	44.6	8.8	4.7	0.0	0.5	
	#19	3.9	971	11	105	676		57,091	36,000	#163	23.6	4.9	2.7	0.0	0.3	
	#20	3.7	1,082	17	125	949		47,978	34,000	#90	33.3	6.4	3.2	0.1	0.4	

OTHER RANKINGS INCLUDE  
DURATION RANK AND VIDEO  
RANK, INDICATING  
PERFORMANCE IN WATCHABILITY  
AND RETENTION.

INSIGHT RANKING MAY NOT  
ALIGN WITH RATE %, BUT WHEN  
IT DOES HAVE A HIGH RATE % &  
INSIGHTS, SHOULD BE  
REPURPOSED OR REPLICATED.

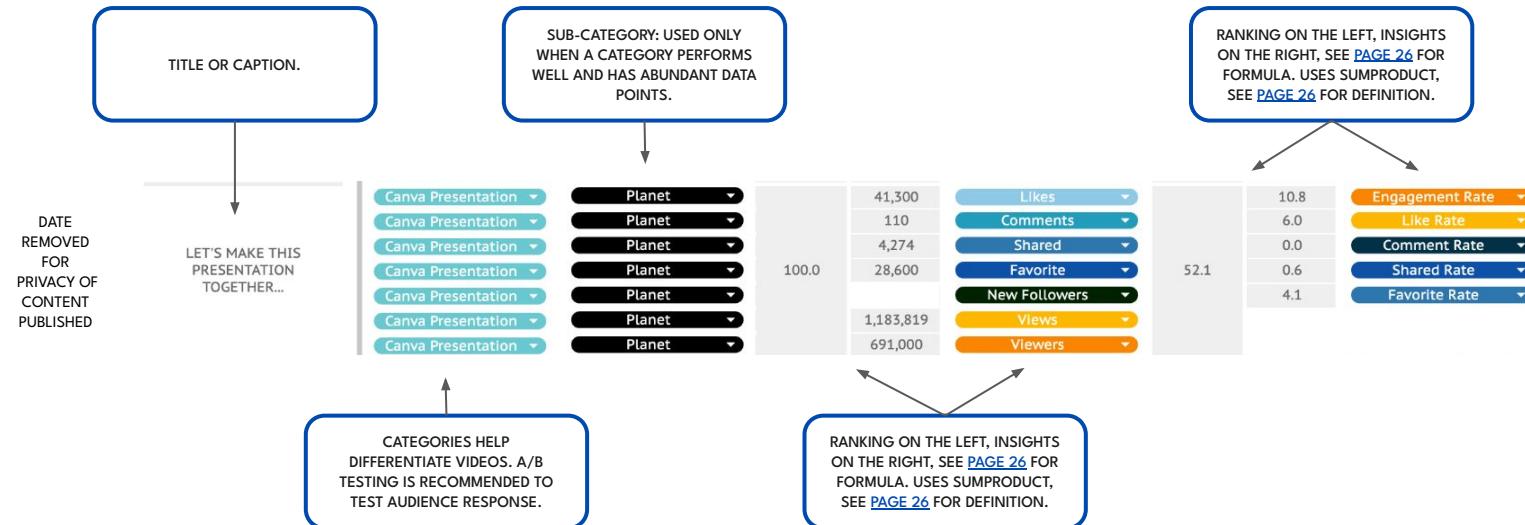
SEE [PAGE 26](#) FOR FORMULA.  
WEIGHTED DISTRIBUTION IS  
USED.

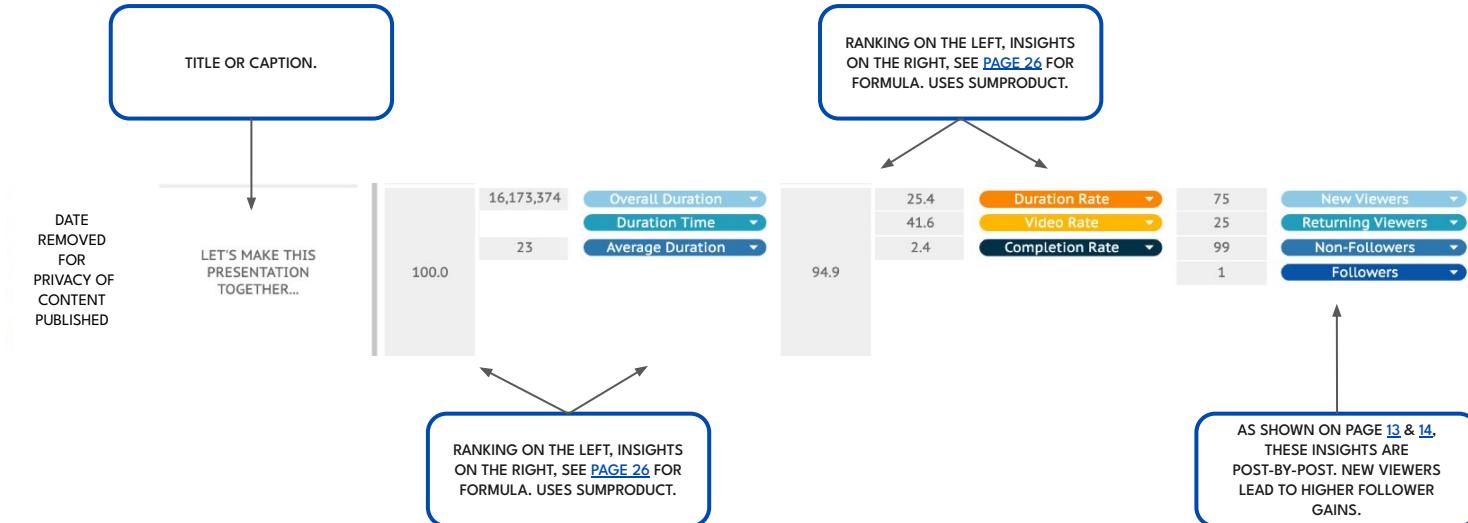
FILTER IS TO QUICKLY GO  
THROUGH WORST CONTENT IN,  
IN THIS CASE, 'INSIGHT RANK.'

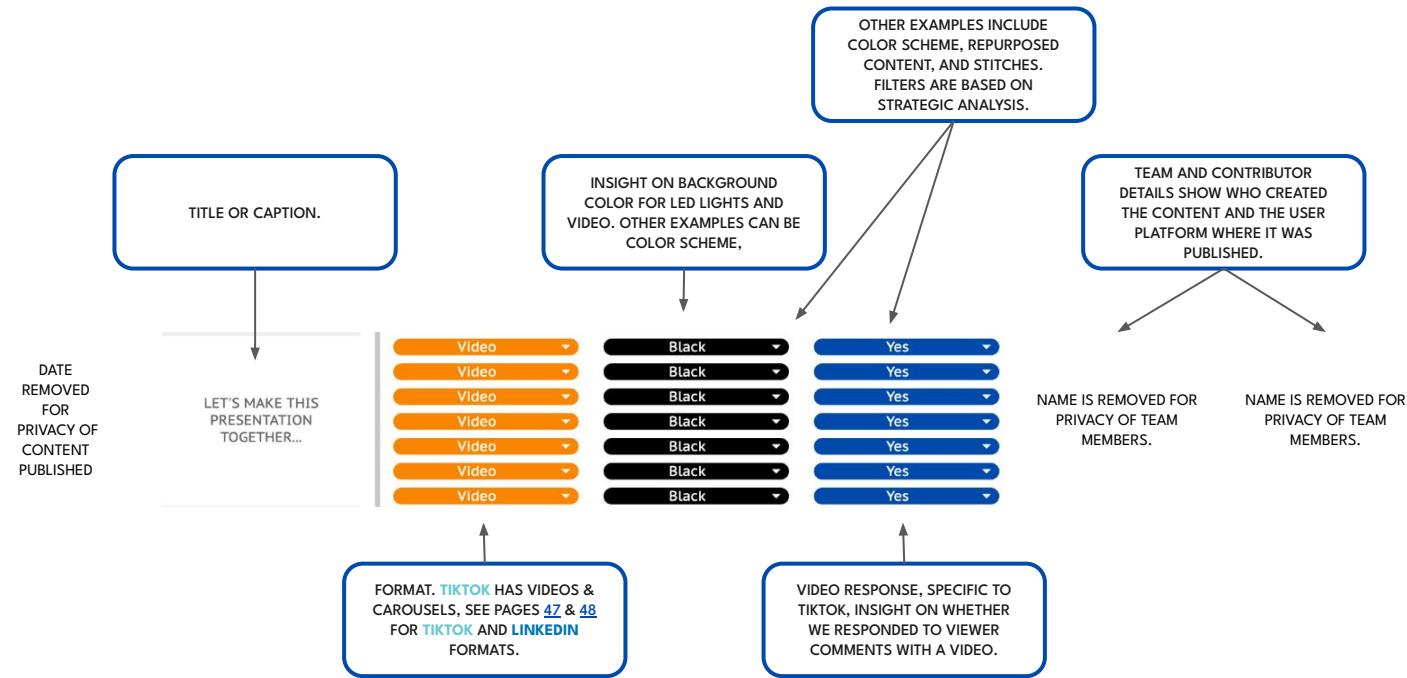
DATE	#369	INS RK	LIK	COM	SHA	FAV	FLLR	VIE	VIR	#369	RT RK	ENG %	LIK %	COM %	SHA %	FAV %
	#322	0.0	12	8	0	4		222	217	#123	28.4	11.1	5.5	3.7	0.0	
	#321	0.0	8	2	1	2		269	261	#242	14.1	5.0	3.1	0.8	0.4	
	#320	0.0	9	4	0	3		274	270	#213	17.1	5.9	3.3	1.5	0.0	
	#319	0.0	11	4	0	1		357	350	#279	9.0	4.6	3.1	1.1	0.0	
	#318	0.0	14	6	0	2		358	303	#226	15.5	7.3	4.6	2.0	0.0	
	#317	0.0	19	2	0	1		375	363	#254	13.1	6.1	5.2	0.6	0.0	
	#316	0.0	11	6	3	1		423	340	#265	11.0	6.2	3.2	1.8	0.9	
	#315	0.0	13	5	2	2		393	388	#258	12.6	5.7	3.4	1.3	0.5	
	#314	0.0	10	3	3	3		395	387	#243	14.0	4.9	2.6	0.8	0.8	
	#313	0.0	11	4	0	4		415	405	#237	14.7	4.7	2.7	1.0	0.0	
	#312	0.0	16	6	0	7		358	315	#100	31.1	9.2	5.1	1.9	0.0	
DATE REMOVED FOR PRIVACY OF CONTENT PUBLISHED.	#311	0.0	10	2	0	5		435	382	#212	17.6	4.5	2.6	0.5	0.0	
	#310	0.0	21	5	0	6		345	324	#102	30.4	9.9	6.5	1.5	0.0	
	#309	0.0	18	4	0	4		406	391	#200	18.9	6.6	4.6	1.0	0.0	
	#308	0.0	21	6	3	4		352	351	#153	24.4	9.7	6.0	1.7	0.9	
	#307	0.0	23	3	0	6		358	355	#119	28.9	9.0	6.5	0.8	0.0	
	#306	0.0	21	14	1	5		386	380	#157	24.0	10.8	5.5	3.7	0.3	
	#305	0.0	26	3	0	4		391	391	#170	23.0	8.4	6.6	0.8	0.0	
	#304	0.0	14	16	0	4		487	458	#241	14.3	7.4	3.1	3.5	0.0	
	#303	0.0	18	6	0	6		428	366	#147	25.3	8.2	4.9	1.6	0.0	

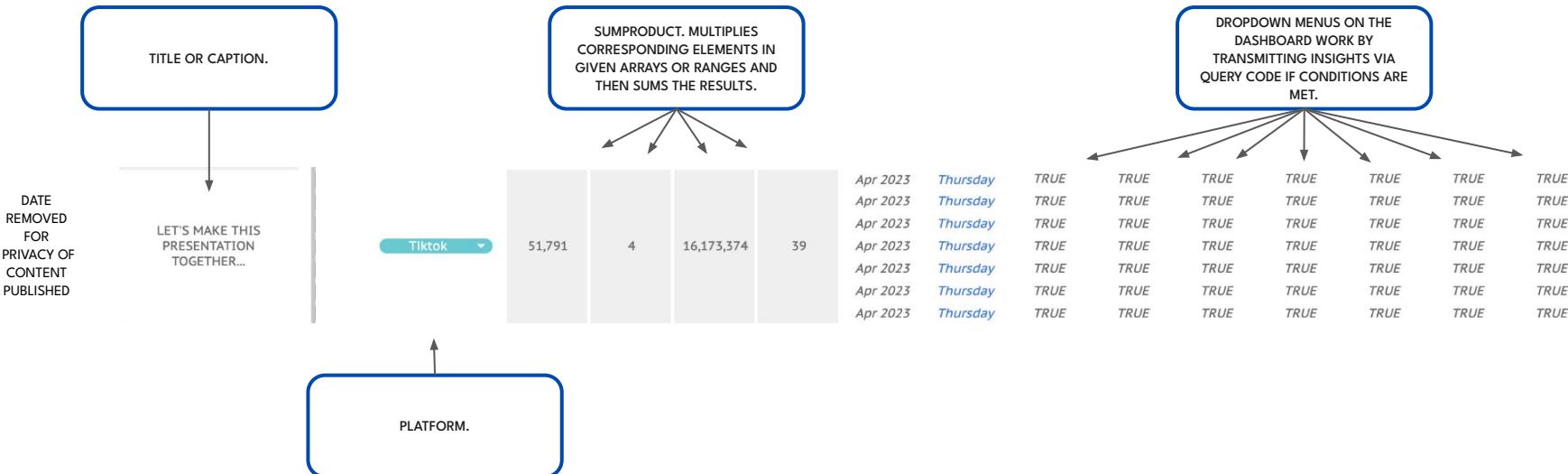
OTHER RANKINGS INCLUDE  
DURATION RANK AND VIDEO  
RANK, INDICATING  
PERFORMANCE IN WATCHABILITY  
AND RETENTION.

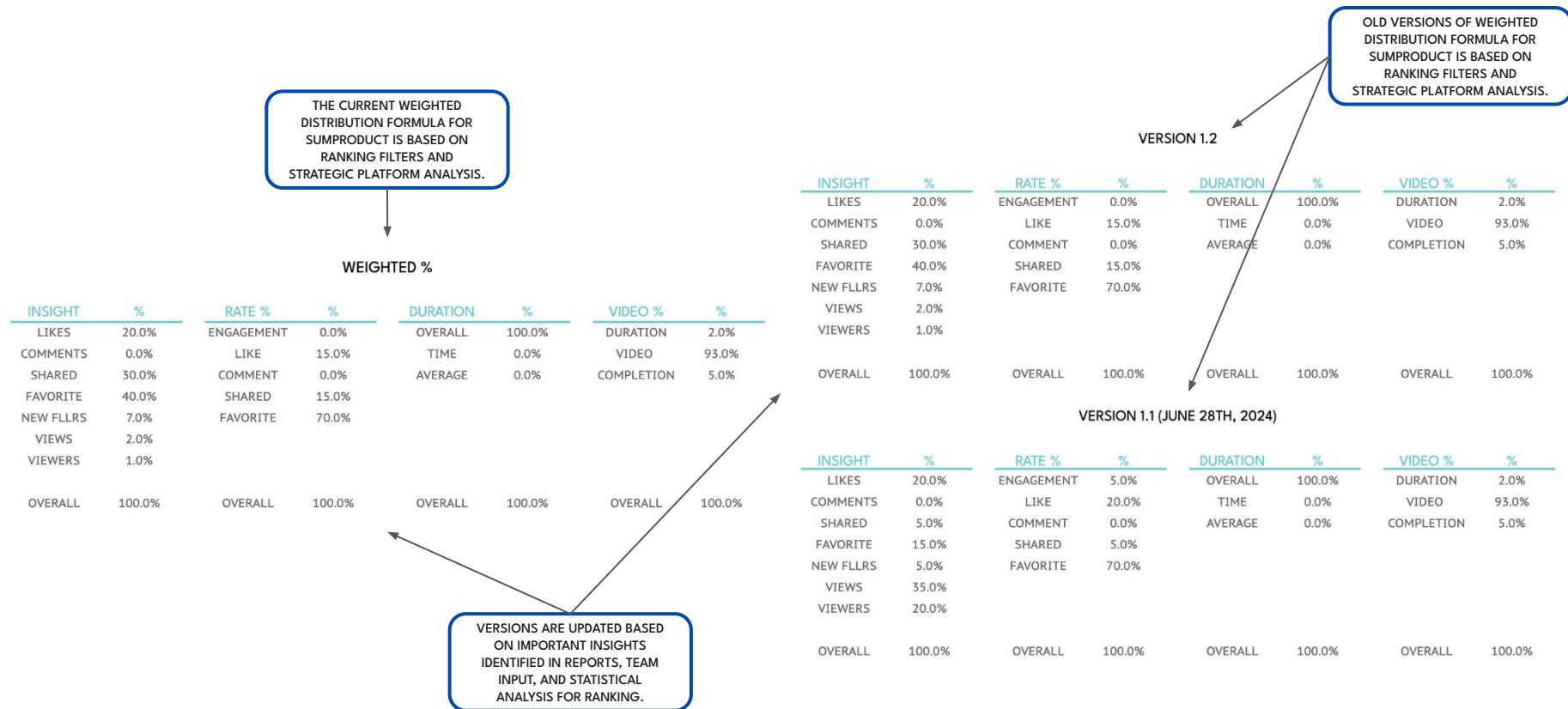
INSIGHT RANKING MAY NOT  
ALIGN WITH RATE %, BUT WHEN  
IT DOES HAVE A HIGH RATE % &  
INSIGHTS, SHOULD BE  
REPURPOSED OR REPLICATED.

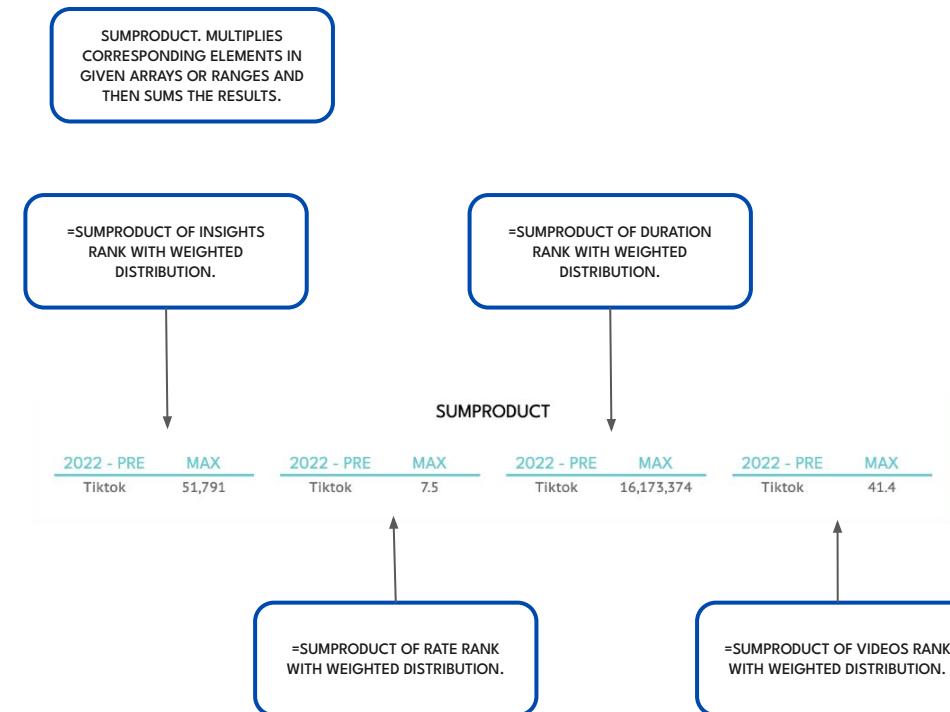
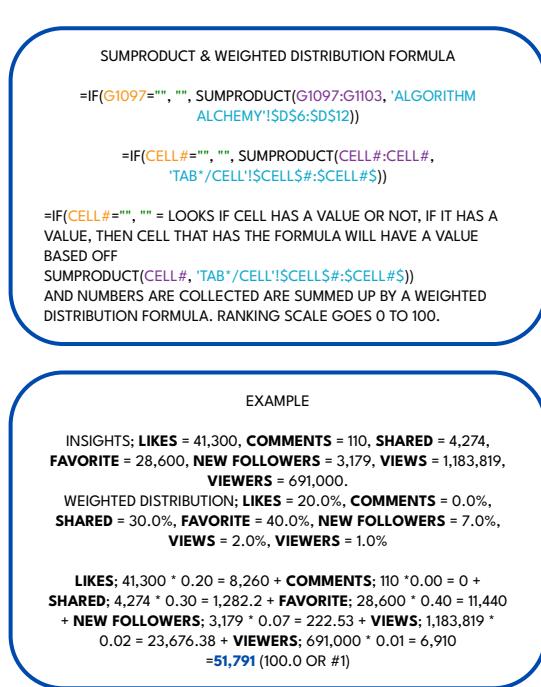












PERCENTILE. GIVES A PERCENTAGE TO DATA POINTS THAT FALL IN A DATA SET

#### SUMPRODUCT QUERY CODE

```
=QUERY('CONTENT STATS'!A4:AM,
"SELECT H, MAX(G), MIN(G)
WHERE H IS NOT NULL
GROUP BY H
ORDER BY H DESC
LABEL H 'INSIGHT', MAX(G) 'MAX', MIN(G) 'MIN"
)
```

#### PERCENTILE INSIGHT

INSIGHT	MAX	MIN
Views	1,183,819	222
Viewers	691,000	217
Shared	4,274	0
New Followers	5,800	0
Likes	41,300	8
Favorite	28,600	0
Comments	135	0

#### PERCENTILE RATE

INSIGHT	MAX	MIN
Shared Rate	4	0
Like Rate	15	0
Favorite Rate	8	0
Engagement Rate	20	1
Comment Rate	4	0

WITH FOUR RANK CLASSES, THESE NUMBERS SHOW THE HIGHEST AND LOWEST VALUES, USED TO PLACE EACH CLASS INTO A PERCENTILE.

#### PERCENTILE VIDEO INSIGHTS

INSIGHT	MAX	MIN
Overall Duration	16,173,374	562
Duration Time	213	5
Average Duration	83	2

#### PERCENTILE VIDEO RATE

INSIGHT	MAX	MIN
Video Rate	44	0
Duration Rate	123	3
Completion Rate	64	0

## INSIGHTS COLLECTING QUERY CODE

```
=QUERY('CONTENT STATS'!A:AM,
"SELECT H, AD, AVG(G), SUM(G)
WHERE H IS NOT NULL
AND AD >= DATE '" & TEXT(DASHBOARD!$2, "yyyy-MM-dd") & "'"
AND AD <= DATE '" & TEXT(DASHBOARD!A2, "yyyy-MM-dd") & "'"
AND AF = TRUE
AND AG = TRUE
AND AH = TRUE
AND AI = TRUE
AND AJ = TRUE
AND AK = TRUE
AND AL = TRUE
AND H = 'Likes'
GROUP BY H, AD
ORDER BY H
LABEL H 'INSIGHT', AD 'DATE', AVG(G) 'AVG', SUM(G) 'SUM"
)
```

THIS PIECE IS HOW THE  
DROP-DOWN MENUS  
MANIPULATE DATES, FILTERS,  
AND OTHER OPTIONS ON  
DASHBOARD.

QUERY CODE EXTRACTS  
INSIGHTS, ALLOWING DATA TO BE  
APPLIED TO DASHBOARDS  
(CHARTS & TABLES) AND FILTERS.

## VIDEO COLLECTING QUERY CODE

```
=QUERY('CONTENT STATS'!A:AM,
"SELECT N, AD, AVG(M), SUM(M)
WHERE N IS NOT NULL
AND AD >= DATE '" & TEXT(DASHBOARD!$2, "yyyy-MM-dd") & "'"
AND AD <= DATE '" & TEXT(DASHBOARD!A2, "yyyy-MM-dd") & "'"
AND AF = TRUE
AND AG = TRUE
AND AH = TRUE
AND AI = TRUE
AND AJ = TRUE
AND AK = TRUE
AND AL = TRUE
AND N = 'Overall Duration'
GROUP BY N, AD
ORDER BY N
LABEL N 'INSIGHT', AD 'DATE', AVG(M) 'AVG', SUM(M) 'SUM"
)
```

SELECTING EACH INDIVIDUAL  
INSIGHT IS THE BEST WAY TO  
MANIPULATE NUMBERS WITHOUT  
INTERFERENCE FROM OTHER  
INSIGHTS.

INSIGHT	DATE	AVG	SUM	Avg.	Sum	INSIGHT	DATE	AVG	SUM
Overall Duration	Sep 2022	9,619	28,858	02:40:19	08:00:58	Likes	Sep 2022	15.7	47
Overall Duration	Oct 2022	12,442	111,979	03:27:22	31:06:19	Likes	Oct 2022	31.2	281
Overall Duration	Nov 2022	232,114	4,410,160	64:28:34	1225:02:40	Likes	Nov 2022	433.3	8,233
Overall Duration	Dec 2022					Likes	Dec 2022		
Overall Duration	Jan 2023	21,381	277,948	05:56:21	77:12:28	Likes	Jan 2023	61.9	867
Overall Duration	Feb 2023	9,202	165,629	02:33:22	46:00:29	Likes	Feb 2023	79.2	1,425
Overall Duration	Mar 2023	34,573	760,609	09:36:13	211:16:49	Likes	Mar 2023	99.0	2,179
Overall Duration	Apr 2023					Likes	Apr 2023		
Overall Duration	May 2023	30,144	633,022	08:22:24	175:50:22	Likes	May 2023	112.0	2,351
Overall Duration	Jun 2023	81,931	983,171	22:45:31	273:06:11	Likes	Jun 2023	149.3	1,791
Overall Duration	Jul 2023	74,759	1,420,419	20:45:59	394:33:39	Likes	Jul 2023	117.6	2,234
Overall Duration	Aug 2023	56,071	560,712	15:34:31	155:45:12	Likes	Aug 2023	98.4	984
Overall Duration	Sep 2023	19,123	344,208	05:18:43	95:36:48	Likes	Sep 2023	47.1	847
Overall Duration	Oct 2023					Likes	Oct 2023		
Overall Duration	Nov 2023	436,660	5,239,918	121:17:40	1455:31:58	Likes	Nov 2023	980.8	11,770
Overall Duration	Dec 2023	597,811	5,978,111	166:03:31	1660:35:11	Likes	Dec 2023	2,706.3	27,063
Overall Duration	Jan 2024	187,052	2,057,575	51:57:32	571:32:55	Likes	Jan 2024	542.9	5,972
Overall Duration	Feb 2024	966,031	12,558,398	268:20:31	3488:26:38	Likes	Feb 2024	3,541.8	46,044
Overall Duration	Mar 2024					Likes	Mar 2024		
Overall Duration	Apr 2024	305,318	2,747,858	84:48:38	763:17:38	Likes	Apr 2024	904.8	8,143
Overall Duration	May 2024	68,209	818,508	18:56:49	227:21:48	Likes	May 2024	228.2	2,738
Overall Duration	Jun 2024	56,178	393,246	15:36:18	109:14:06	Likes	Jun 2024	308.9	2,162
Overall Duration	Jul 2024	38,607	501,897	10:43:27	139:24:57	Likes	Jul 2024	212.3	2,760
Overall Duration	Aug 2024	28,923	231,380	08:02:03	64:16:20	Likes	Aug 2024	177.4	1,419

CONVERTING SECONDS TO  
HOURS. HOURS ARE PREFERRED  
FOR CHARTS, BUT SOFTWARE  
GLITCHES PREVENTED THIS.



# DATA DRIVEN REPORT BLUEPRINT

CURRENT VERSION



## OBJECTIVE

- to provide clients, teams, and other members with clear and visual insights into platform performance, supported by data-driven strategies
- the reports have been presented to by over 300+ attendees (clients, team members, investors, executives)
- in this example, it will be a monthly report for both [TikTok](#) and [LinkedIn](#) organic campaigns

## TARGET AUDIENCE

- this roadmap is designed for clients, team members, data analysts, and marketing specialists to effectively leverage social media content, ensuring consistent positive outcomes and enabling timely adjustments when necessary

## HISTORY

- the Data-Driven Reports, that has a strategic analysis approach, was developed from scratch to address the lack of visually intuitive and engaging solutions available on existing social media platforms
- for other needs, such as tracking team performance, managing business operations, or creating documentation, they were developed to monitor and inform on our business requirements as well as those of our client
- these reports offer a clear view of how we are performing across multiple insight categories, making it easier to analyze and interpret results
- it is easily customizable to meet individual needs and business strategies

## ROOM FOR IMPROVEMENT

- integrate it in website along with Avant Garde, report can be auto-generated for users to see month to month, quarter to quarter etc... for results while also manipulating the numbers with a drop down menu on the report itself

## DISCLAIMER

- *basic insights are provided by TikTok & LinkedIn, while the advanced statistics were developed by me*
- *numbers have been adjusted to not reflect actual numbers for data privacy of accounts that these projects are based off of*
- *some stats or metrics are whited out for privacy reasons*

## TYPES OF REPORTS

- **MONTHLY**
  - we will be going over this one in this report for social media
- **WEEKLY**
- **QUARTERLY & TEAM PERFORMANCE**
- **YEARLY**
- **SHAREHOLDERS & INVESTORS**
- **COMPETITOR**
- **DOCUMENTATION**

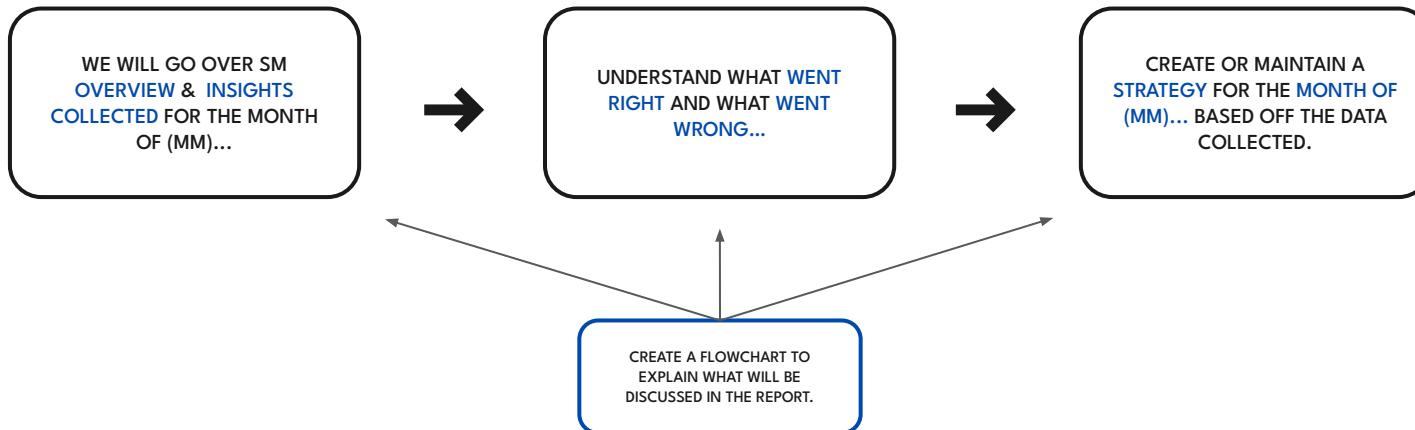
# DATA DRIVEN REPORT

A STRONG TITLE TO INFORM ATTENDEES OR TEAM MEMBERS OF THE REPORT'S TOPIC.

MM/DD/YYYY TO MM/DD/YYYY

SPECIFY THE DATA PERIOD AND THE MONTH THAT THE REPORT WILL BE FOCUSING ON.

# INTRODUCTION





### FOLLOWERS GROWTH TRACKER

A system that monitors and records the increase in the number of followers or subscribers on social media platforms over time.

### CATEGORY

Posting various topics related to Lonch's core activities provides better insight into our audience's preferences and what attracts them to our social media channels, enhancing understanding of their interests.

### ENGAGEMENT RATE

Calculated by dividing the total interactions on a social media post by the number of accounts or users reached, measures the level of interaction relative to the audience size.

### OVERALL DURATION

The total length of time that a video content(s) is viewed from our audiences on average from start to finish.

### DEMOGRAPHICS

Statistical data about the population, including attributes like age, gender, income, education, and ethnicity, helps determine if our social media strategy—both paid and organic—is effectively reaching our target audience.

### SPECIAL MENTION

Provide us with the cream of the crop in terms of top-performing posts with crucial insights that matter for social media in question.

### DURATION TIME

How long the video is from start to finish.

### AVERAGE DURATION

The typical or mean length of time that viewers spend watching a video, calculated by dividing the overall duration by the number of views.

### KPI

Key Performance Indicator (KPI) is a measurable value that helps gauge how effectively an organization, team, or individual is achieving its goals.

### TOP 3 BEST & TOP 3 WORST

Top 3 Best content based off the content insight overall and rate % & Top 3 Worst content based off the content insight overall and rate %. Let's us know what to repurpose and to tweak or never mention it again.

### DURATION RATE

Refers to the percentage of your audience that watches your videos from start to finish. It indicates the level of viewer engagement and interest in your video content.

### VIDEO RATE

Refers as the percentage of your audience that watches your video content once or more than once. It signifies the initial engagement and captivation of your audience.

FOR COMPLEX OR ADVANCED VOCABULARY, MAKE SURE TO HAVE A SECTION TO EXPLAIN THOSE TERMS.

### WIN/LOSS RATE

The ratio of successful outcomes (wins) to total outcomes (wins plus losses), used to measure performance. Ideally, should be above 2 out 3 or 66.67%.

### OTHER RATE

Examples of "Other Rate" are Engaged Rate or Impression Rate, that are calculated by taking the insight (for Accounts Engaged) and dividing by the accounts reached or users reached to get the %.

SHOWS MAP OF TOP 10 COUNTRIES WHERE OUR FOLLOWERS ARE COMING FROM.

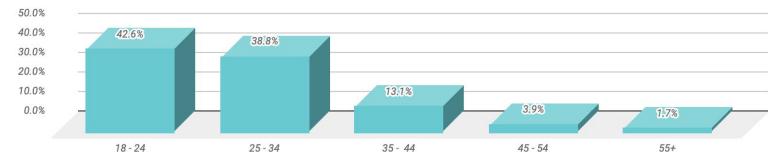
TOP COUNTRIES

SHOWS AGE RANGE OF OUR FOLLOWERS.

AGE RANGE



EXPLAIN HOW FOLLOWER DATA IS COLLECTED TO ENSURE ACCURATE MAPPING.

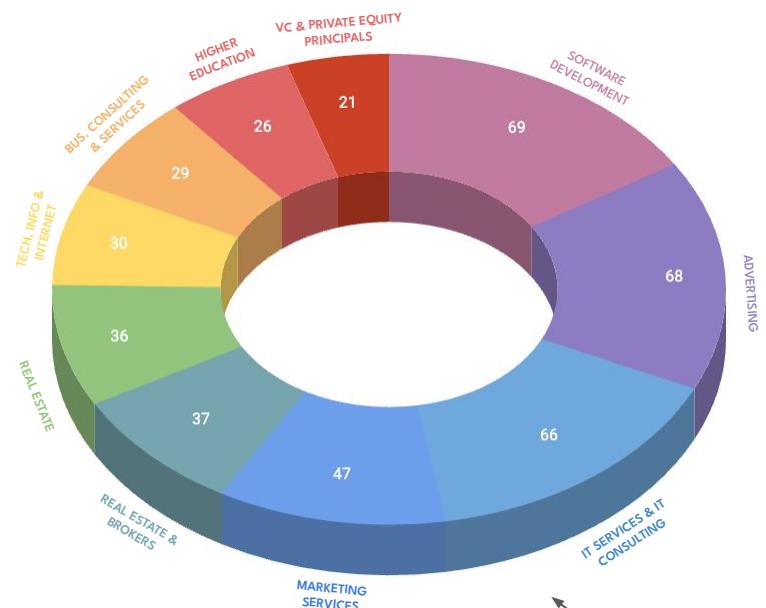


GENDER



SHOWS GENDER OF OUR FOLLOWERS.

INDUSTRY

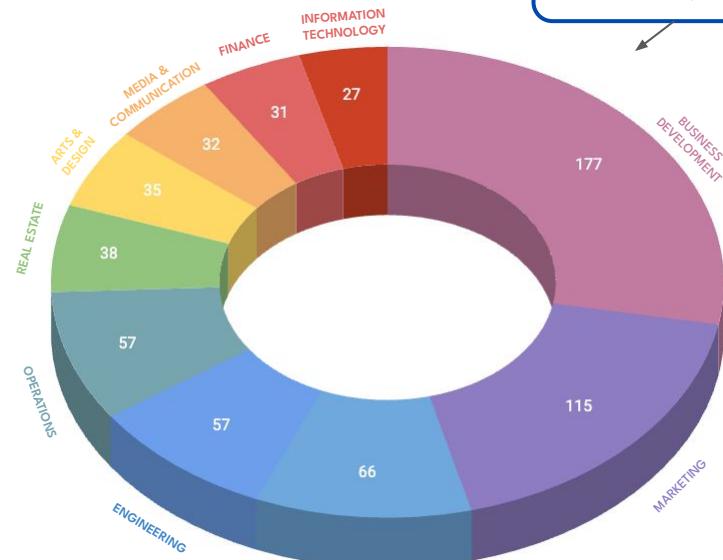


SHOWS TOP 10 INDUSTRY WHERE  
OUR FOLLOWERS WORK IN.

ALL TIME FOLLOWERS

1,083

JOB FUNCTION

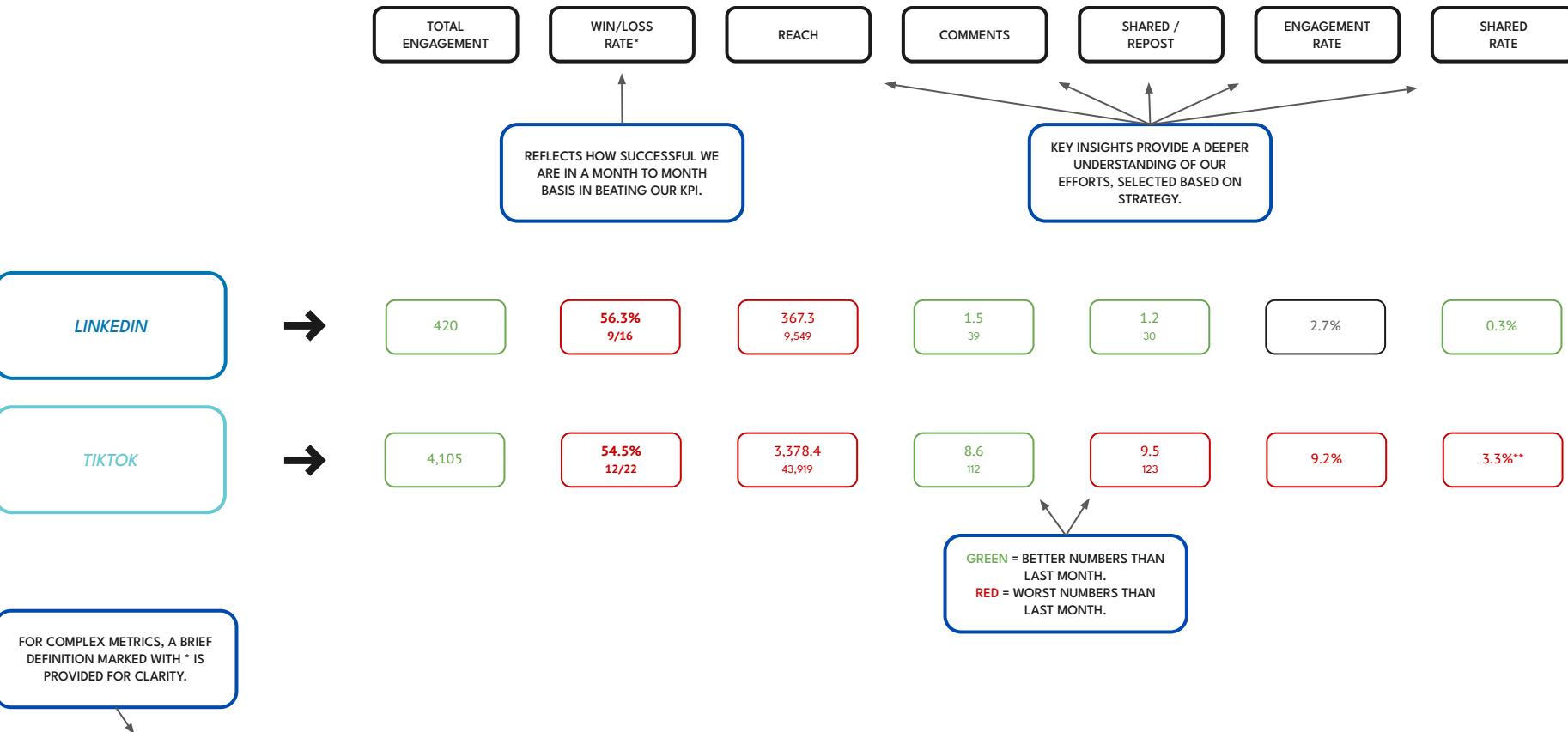


SHOWS TOP 10 JOB FUNCTION  
WHERE OUR FOLLOWERS WORK  
AS.

PIE CHART WAS USED TO  
CONVEY WHICH CATEGORY HAS  
THE LARGEST BITE OUT OF THE  
“PIE”.



## MONTHLY DATA REPORT BLUEPRINT; METRICS OVERVIEW



\*THE WIN/LOSS RATE REFLECTS OUR SUCCESS IN THE TOTAL ENGAGEMENT CATEGORY, INDICATING HOW EFFECTIVELY WE'RE CONNECTING/ENGAGEMENT WITH OUR COMMUNITY ACROSS OUR SOCIAL MEDIA PLATFORMS ON A MONTHLY BASIS

\*\*FAVORITE RATE



REFLECTS HOW SUCCESSFUL WE ARE IN A MONTH TO MONTH BASIS IN BEATING OUR KPI.



1,083  
JUL '24

1,109  
JUL '24

2.3%  
JUL '24

1,065  
JUN '24

1.8%  
JUN '24

21.4%  
3/14



22,310  
JUL '24

23,944  
JUL '24

6.8%  
JUL '24

21,700  
JUN '24

8.0%  
JUN '24

47.1%  
8/17

LINEAR PROGRESSION IS USED TO MAKE MONTH TO MONTH "TARGET" FOLLOWERS PROJECTION.

FOR COMPLEX METRICS, A BRIEF DEFINITION MARKED WITH \* IS PROVIDED FOR CLARITY.

SEE [PAGE 12](#) FOR THE WIN/LOSS RATE AND FOLLOWER PROJECTION FORMULAS.



### TRENDS & PATTERNS

- tagging people ...*(add description)*
- responding to other people ...*(add action or description)*
- quality over quantity ...*(add description)*

TO TRACK PATTERNS FOR CONSISTENCY AND ENSURE OUR EFFORTS REACH THE RIGHT AUDIENCE.

### AUDIENCE INSIGHTS

- ??.% of our top followers were from ...*(add country)*
- ??.% of the followers we want to target is ...*(add country)*
- ??.% of our followers are the age of ...*(add number)* & ...*(add number)*

AN IN DEPTH ANALYSIS OF WHAT WORKS AND WHAT DOESN'T.  
CATEGORIES & SUB-CATEGORIES.

### CATEGORIES

- **IN:** Food, Country, City, and etc ...*(add description)*
- **OUT:** Field, People, Video Game and etc ...*(add description)*

### NEED TO IMPROVE

- to get more ...*(add action)* that can lead to get more of ...*(add description)*

### OVERALL ASSESSMENT

- overall numbers are ...*(add description)*
- our win/loss rate are ...*(add description)* could be resulting because of this ...*(add description)* need to find a way to improve like this ...*(add action)*
- despite our overall numbers being ...*(add description)* this has shown that with some individual published content, next month can be ...*(add action)*
- we are in a slump/streak ...*(add description)* to stay in a positive streak, we will need to implement ...*(add action)* to further increase our success based of competitor analysis and past data from our platforms

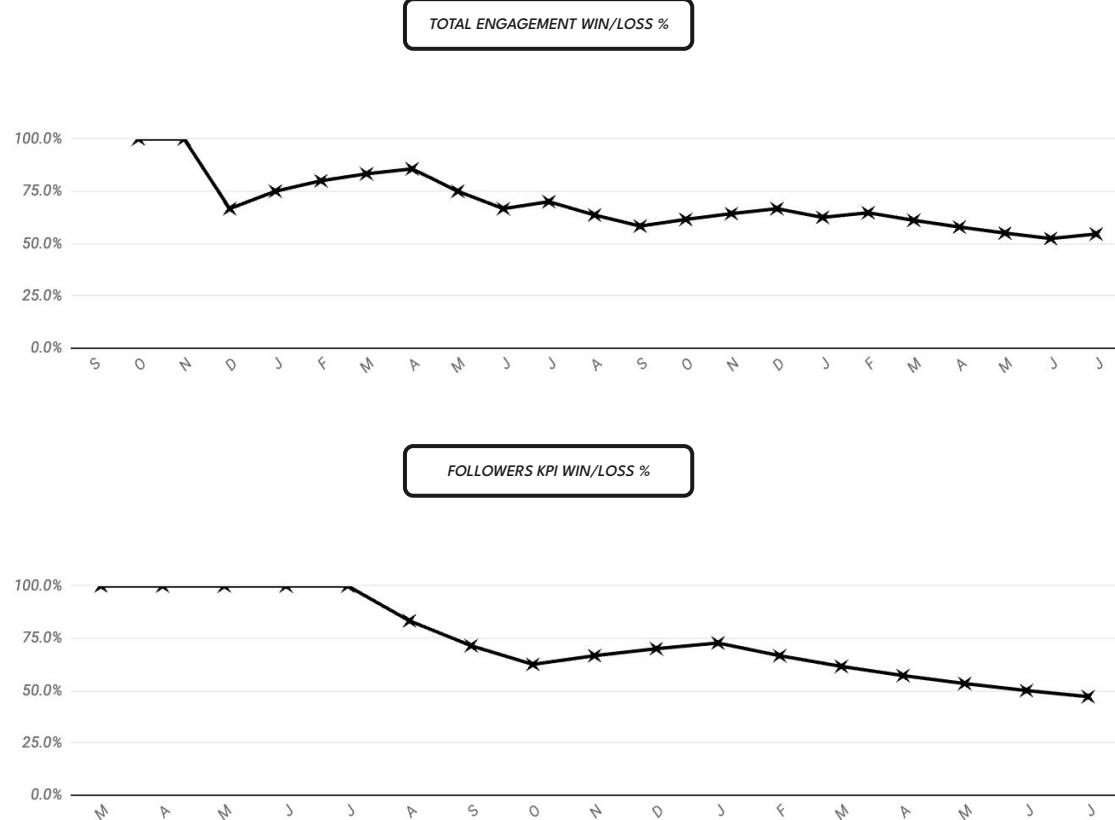
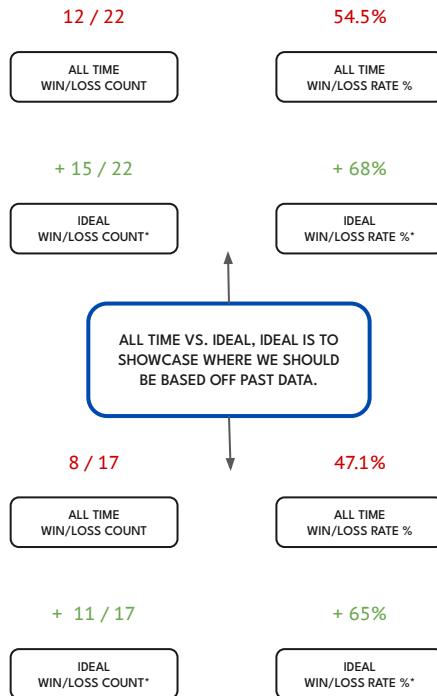
IN DEPTH OVERVIEW OF PLATFORM PERFORMANCE WITH STRATEGY TO IMPROVE OR CONTINUE.

### OUTSTANDING PERFORMANCES

- we hit our Total Engagement KPI by ...*(add action implemented)* this is positive as we are in a slump/streak ...*(add description of streak or slump)* and to further consistency, need to continue ...*(add action)*

TO HIGHLIGHT SUCCESSES, EVEN DURING SLUMPS OR STREAKS, AND MAINTAIN FOCUS ON WHAT'S WORKING.

TIKTOK AND LINKEDIN SHARE A STRUCTURE BUT DIFFER IN STRATEGY—B2C VS. B2B.





## MONTHLY DATA REPORT BLUEPRINT; FOLLOWERS GROWTH TRACKER

INFORMS USERS WHEN CHART DATES ARE HARD TO READ TO SHOW THE START DATE.

CHART STARTS FROM SEPTEMBER 2022

JUN '24

JUL '24

21,700

22,310

FOLLOWERS



FOLLOWERS

4.8%

2.8%

% GAIN



% GAIN

1,000

610

GAIN THIS MONTH



GAIN THIS MONTH

33.3

19.7

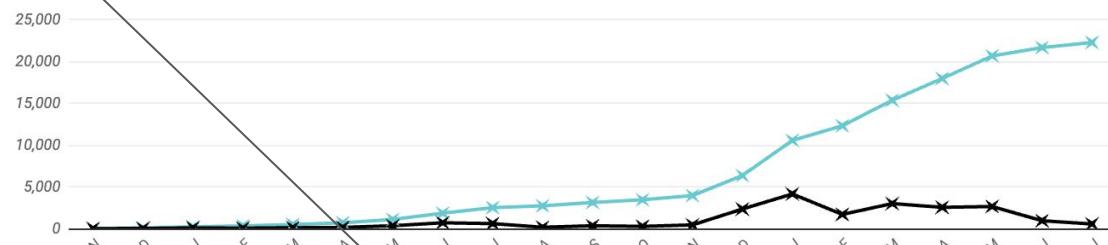
GAIN PER DAY



GAIN PER DAY

BASED ON ALL-TIME FOLLOWER GROWTH, SHOWING THE LAST 3 MONTHS' GROWTH.

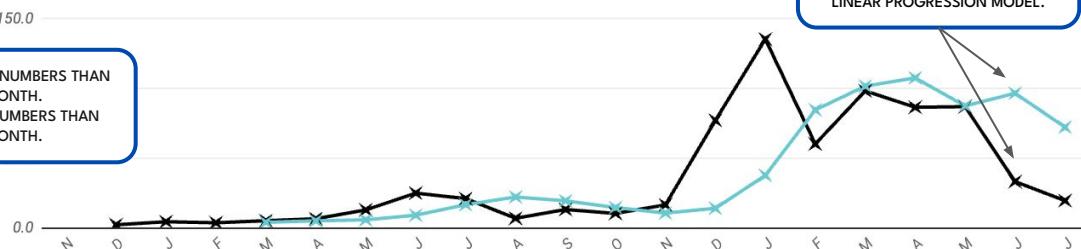
FOLLOWERS GROWTH PER MONTH



FOLLOWERS GROWTH PER DAY VS. 1 MONTH PROJECTION

GREEN = BETTER NUMBERS THAN LAST MONTH.  
RED = WORST NUMBERS THAN LAST MONTH.

MONTHLY PROJECTIONS TRACK OUR PROGRESS TOWARD FOLLOWER GOALS USING A LINEAR PROGRESSION MODEL.





## MONTHLY DATA REPORT BLUEPRINT; INSIGHTS

INFORMS USERS WHEN CHART DATES ARE HARD TO READ TO SHOW THE START DATE.

CHART STARTS FROM SEPTEMBER 2022

VIEW AVG.

6,798

4,205

JUN '24

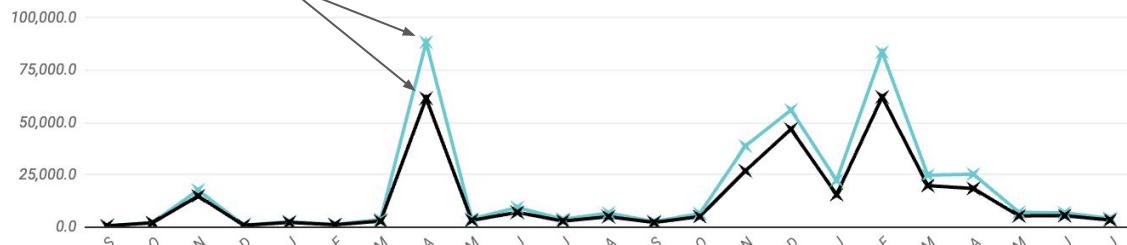


JUL '24

EXAMPLE OF **TIKTOK** IN DEPTH  
INSIGHTS ANALYSIS, OTHER  
INSIGHTS ARE ON THE PDF  
REPORT FOR VIEW.

MOST CLIENTS REQUESTED TO  
SEE ALL-TIME OVERVIEW OF  
INSIGHTS FOR CHARTS.

COMPARES VIEWS AND VIEWERS  
TO IDENTIFY MONTHS WITH  
LARGER GAPS, INDICATING  
BETTER WATCHABILITY.



THIS COMPARISON ILLUSTRATES THE RELATIONSHIP BETWEEN  
VIEWS AND VIEWERS, HIGHLIGHTING WHETHER THERE IS A LARGE  
OR SMALL GAP BETWEEN THEM. IT CAN ALSO BE COMPARED WITH  
THE VIDEO RATE, WHICH SHOWS THE PERCENTAGE OF PEOPLE  
WATCHING MORE THAN ONCE.

VIEWERS AVG.

5,456

3,378

JUN '24



JUL '24

GREEN = BETTER NUMBERS THAN  
LAST MONTH.  
RED = WORST NUMBERS THAN  
LAST MONTH.

INFORMS USERS WHEN CHART DATES ARE HARD TO READ TO SHOW THE START DATE.

CHART STARTS FROM SEPTEMBER 2022

### ENGAGEMENT RATE AVG.

10.2% → 9.2%

JUN '24

JUL '24

ENGAGEMENT % = LIKE % +  
COMMENT % + SHARED % +  
FAVORITE % = ENGAGEMENT  
RATE.

### LIKE RATE AVG.

5.3% → 5.3%

JUN '24

JUL '24

COMBINING ALL RATES SHOWS  
WHICH ONE ACHIEVES THE BEST  
RESULTS.

### COMMENT RATE AVG.

0.2% → 0.3%

JUN '24

JUL '24

THIS IS A COMPARISON OF ALL THE RATES. ENGAGEMENT RATE IS  
THE TOTAL OF VARIOUS OTHER RATES, WHICH IS WHY SOME RATES  
ARE SIMILAR TO THE ENGAGEMENT RATE.

FOR COMPLEX METRICS, A  
DEFINITION OF METRICS IS  
PROVIDED FOR CLARITY.

### SHARED RATE AVG.

0.4% → 0.3%

JUN '24

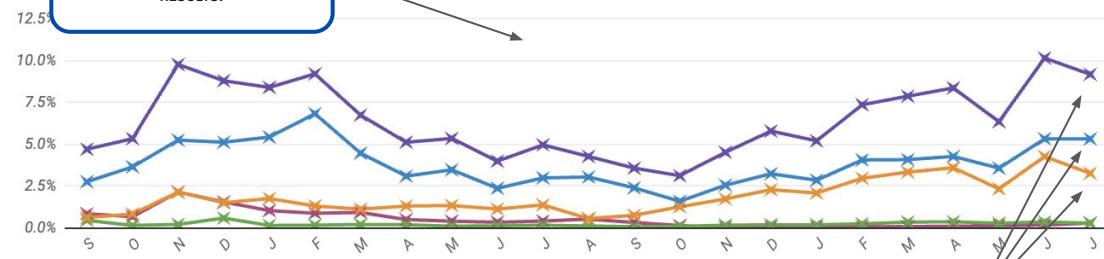
JUL '24

### FAVORITE RATE AVG.

4.3% → 3.3%

JUN '24

JUL '24



BETWEEN JUNE AND JULY,  
STAGNANT LIKE RATES AND A  
DROP IN FAVORITES LOWERED  
ENGAGEMENT.



## MONTHLY DATA REPORT BLUEPRINT; VIDEO INSIGHTS & RATE

INFORMS USERS WHEN CHART DATES ARE HARD TO READ TO SHOW THE START DATE.

CHART STARTS FROM SEPTEMBER 2022

DURATION RATE AVG.

15.3%

21.3%

JUN '24



JUL '24

VIDEO RATE AVG.

19.7%

21.8%

JUN '24



JUL '24

COMPLETION RATE AVG.

3.2%

4.5%

JUN '24

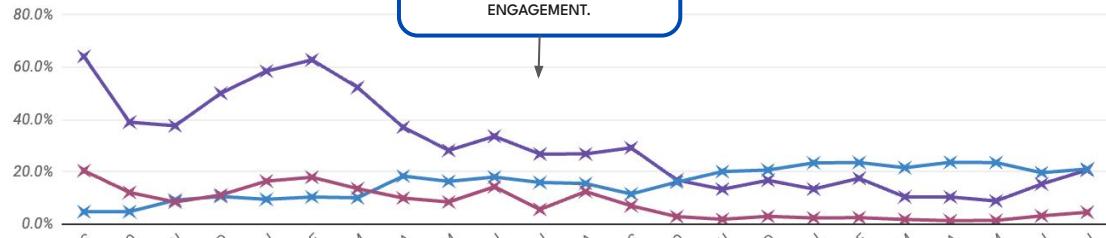


JUL '24

DURATION RATE: REFERS TO THE PERCENTAGE OF OUR AUDIENCE THAT WATCHES YOUR VIDEOS FROM START TO FINISH. IT INDICATES THE LEVEL OF VIEWER ENGAGEMENT AND INTEREST IN OUR VIDEO CONTENT.  
VIDEO RATE: REFERS TO THE PERCENTAGE OF OUR AUDIENCE THAT WATCHES YOUR VIDEO CONTENT ONCE OR MORE THAN ONCE. IT SIGNIFIES THE INITIAL ENGAGEMENT AND CAPTIVATION OF OUR AUDIENCE.  
COMPLETION RATE: GIVEN BY TIKTOK, TELLS US THE PERCENTAGE OF PEOPLE COMPLETING THE VIDEOS THAT WE PRODUCE.

FOR COMPLEX METRICS, A DEFINITION OF METRICS IS PROVIDED FOR CLARITY.

SHOWS CORRELATION BETWEEN VIDEO INSIGHTS AND AUDIENCE METRICS LIKE RETENTION AND ENGAGEMENT.





## MONTHLY DATA REPORT BLUEPRINT; TOP 3 CONTENT BY INSIGHTS

ALL-TIME POST COUNT TO SHOW A VIDEO'S RANK RELATIVE TO OTHER VIDEOS.

NUMBER OF ALL TIME POST = #364

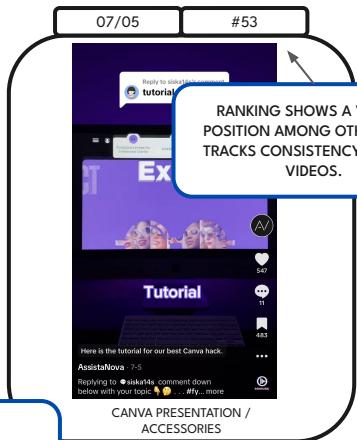
BEST

BEST

BEST AND WORST ARE DETERMINED USING A WEIGHTED DISTRIBUTION AND RANKING ALGORITHM.

WORST

WORST



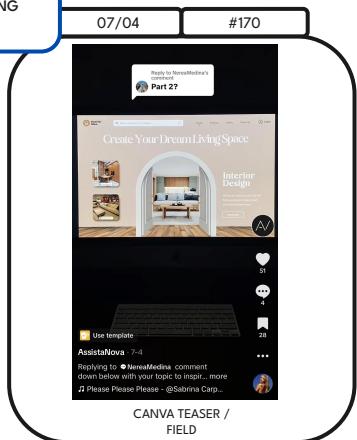
RANKING SHOWS A VIDEO'S POSITION AMONG OTHERS AND TRACKS CONSISTENCY FOR TOP VIDEOS.



CATEGORY /  
SUB-CATEGORY



CANVA TEASER /  
FIELD



CANVA PRESENTATION /  
FIELD



CANVA PRESENTATION /  
FIELD



## MONTHLY DATA REPORT BLUEPRINT; TOP 3 CONTENT BY RATE %

ALL-TIME POST COUNT TO SHOW  
A VIDEO'S RANK RELATIVE TO  
OTHER VIDEOS.

NUMBER OF ALL TIME POST = #364

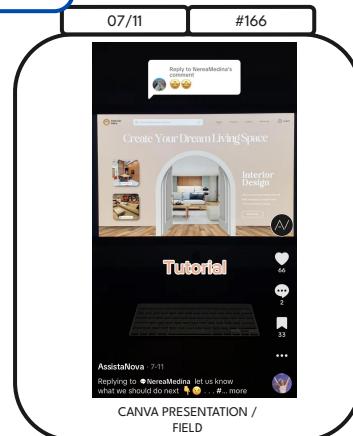
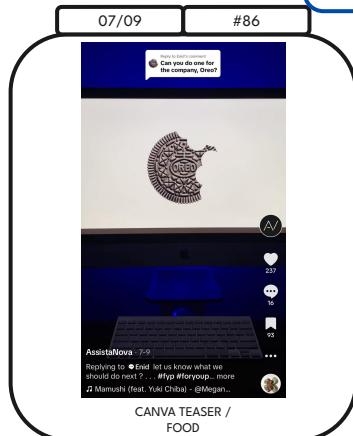
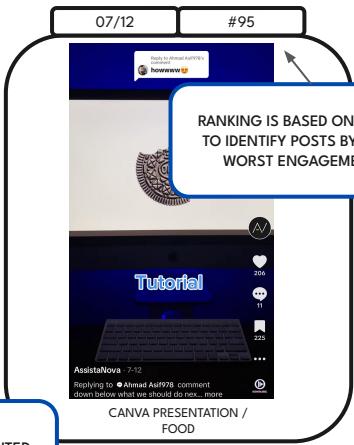
BEST

BEST

BEST AND WORST ARE  
DETERMINED USING A WEIGHTED  
DISTRIBUTION AND RANKING  
ALGORITHM.

WORST

WORST





## MONTHLY DATA REPORT BLUEPRINT; SPECIAL MENTION

ALL-TIME POST COUNT TO SHOW A VIDEO'S RANK RELATIVE TO OTHER VIDEOS.

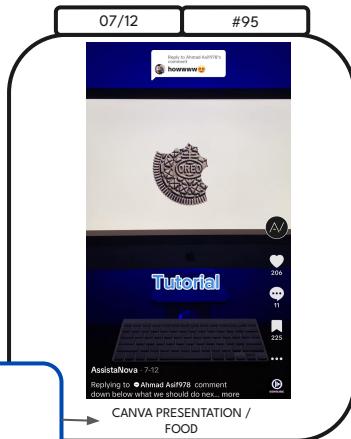
NUMBER OF ALL TIME POST = #364

SPECIAL MENTION HIGHLIGHTS VIDEOS THAT ARE OUTLIERS, MOST OFTEN SEMI-VIRAL OR VIRAL.

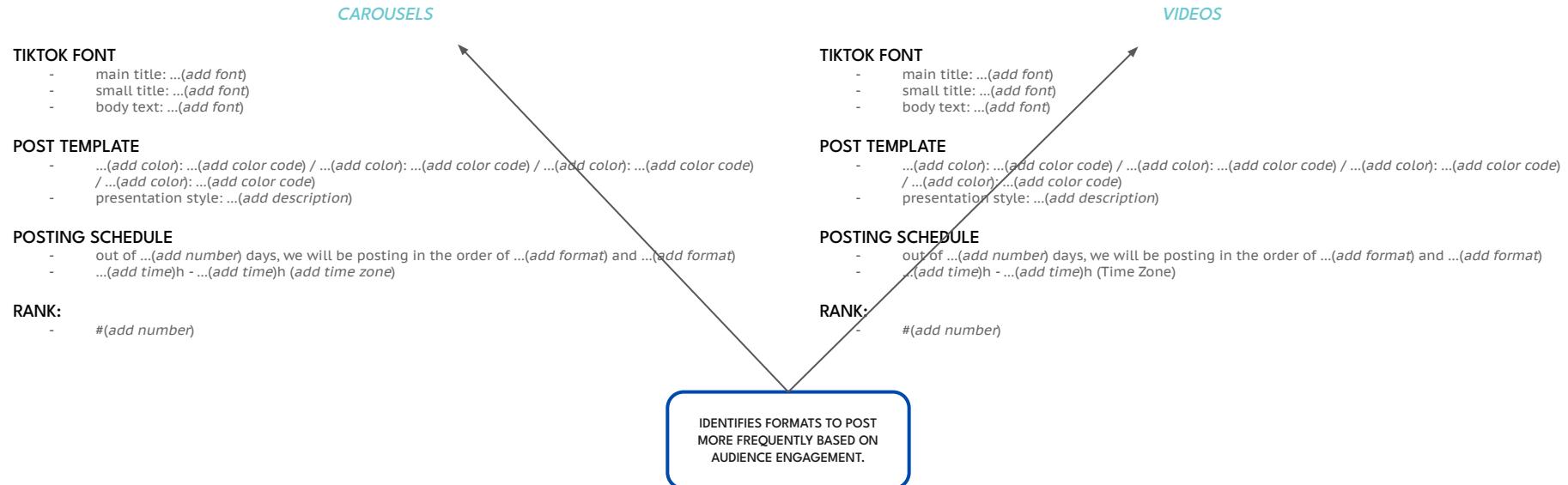
MOST VIEWS

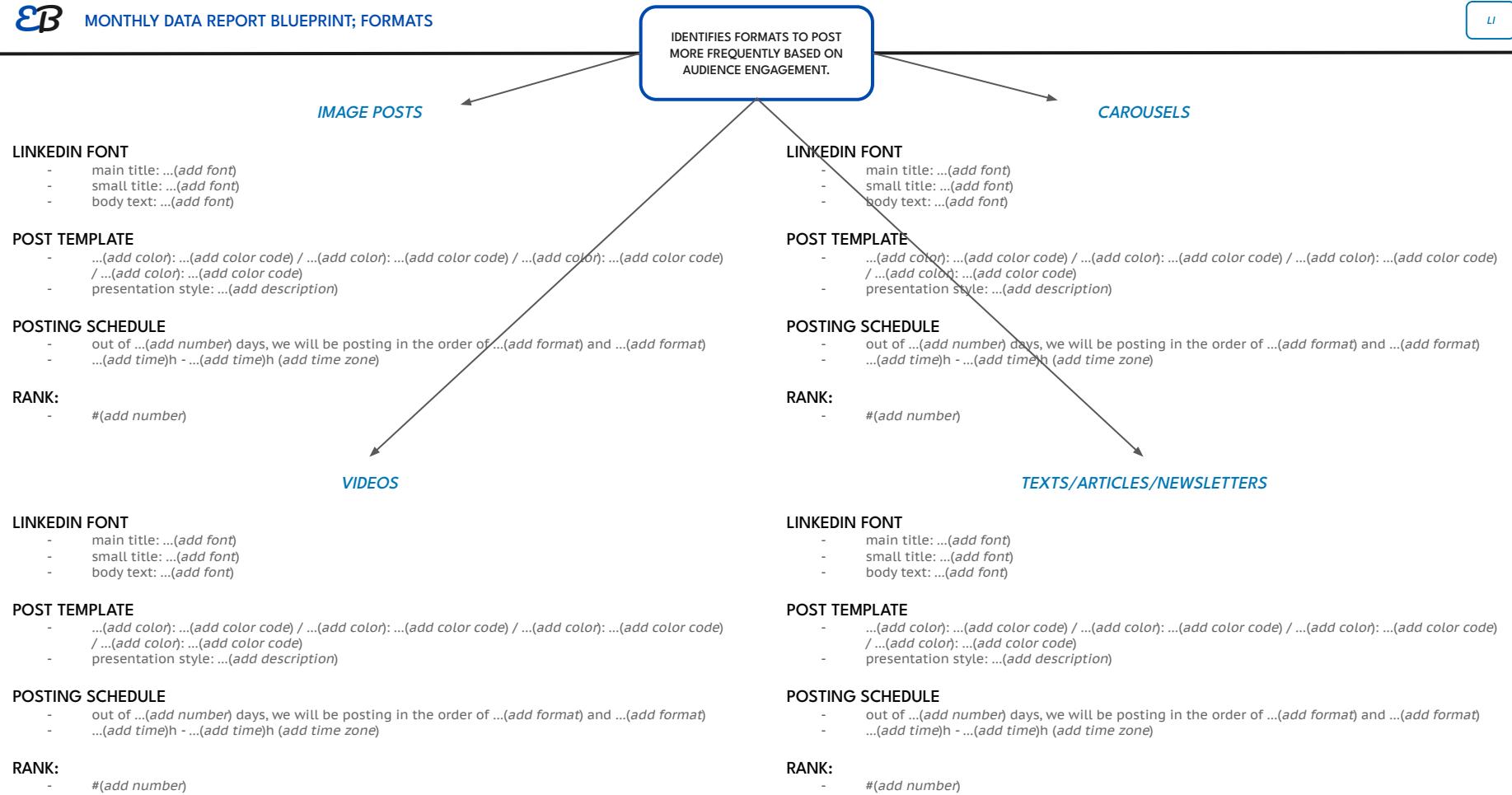
MOST FAVORITE

BEST FAVORITE RATE



CATEGORY / SUB-CATEGORY





**OBJECTIVE**

- our identity on ...*(add social media or platform)* is to showcase ...*(add description)* that correspond with who we are

**CONTENT**

- ...*(add description of content that goes with brand and platform engagement)*

**TARGET AUDIENCE**

- ...*(add target audience #1)* ...*(add description of audience profile/persona)*
- ...*(add target audience #2)* ...*(add description of audience profile/persona)*
- ...*(add target audience #3)* ...*(add description of audience profile/persona)*

**COMMUNITY MANAGEMENT**

- ...*(add description of audience profile/persona to engage with)*
- ...*(add description of how many hours spent on engaging)*

**COMPETITOR BENCHMARKING**

- ...*(add description list of competitors profile/persona if not done yet OR list down the people who are your competitors)*
- ...*(add action of how to better yourself from the competitors)*

**CAPTION GUIDELINES**

- make sure to use appropriate keywords that correlate to the post and use an appropriate amount of emoji's ...*(add number)*
- hashtags should be no more than ...*(add number)* per post, directly towards what the post is about

**CHANGE**

- ...*(add yes or no)*
- ...*(add description if 'yes'; what is the change and why)*

**CONSISTENCY**

- ...*(add yes or no)*
- ...*(add description if 'no'; noting any inconsistencies) ...*(add corrective action for consistent results)**

STRATEGY 'BLUEPRINT' FOR THE TEAM AND OTHER MEMBERS TO KNOW WHAT IS EXPECTED. STRUCTURE IS SIMILAR TO ALL PLATFORMS.

ALWAYS THANK THE AUDIENCE  
FOR LISTENING AND INVITE  
QUESTIONS. I THANKED THEM IN  
FRENCH.



# MERCI BEAUCOUP



PUT LOGO SO ATTENDEES OR  
TEAM MEMBER KNOW WHO THIS  
PRESENTATION IS DONE BY.

