

# Social Media Engagement Dashboard – Insights Report

*Data-driven insights across Instagram, Facebook, and Twitter to optimize content strategy and boost ROI.*

## Page 1 – Platform & Post Insights

*Subtitle: Where engagement happens and what content drives it*

### Overall Key Metrics

- **Total Posts:** 100
- **Total Engagements:** 300,000
- **Breakdown:** 238,000 likes | 20,000 comments | 42,000 shares

### Platform-Level Performance

- **Instagram** – 45% of all engagement, strongest interaction hub.
- **Facebook** – 37%, solid performer across video & carousel posts.
- **Twitter** – 18%, smaller share but useful for brand voice and trending topics.

### Post Type Effectiveness

- **Video Content** → Highest engagement overall (IG 34k, FB 37k, TW 11k).
- **Carousel Posts** → Strong and consistent across platforms (IG 30k, FB 32k, TW 17k).
- **Images & Polls** → Moderate results, more effective on Instagram.
- **Text Posts** → Lowest performance, suggesting audiences prefer visual/interactive formats.

## Key Takeaways:

- Instagram is the **top-performing channel** for visibility and interaction.
- **Video + Carousel** formats deliver the best ROI across all three platforms.
- Optimizing **post type per platform** can significantly improve results.

## Page 2 – Trends, Sentiment & Strategy

Subtitle: *When, how, and what to post for maximum impact*

### Temporal Trends

- **Best Months:** May (45k), July (42k), January (37k).
- **Low Months:** June (13k), August (11k), October (13k).  
Seasonal fluctuations suggest timing campaigns around **high-activity months** to maximize visibility.

### Best Days & Times

- **Peak Slots:** Wednesday nights (27k), Friday afternoons (21.4k).
- **Moderate Windows:** Weekday mornings – useful for awareness campaigns.
- **Low Slots:** Late nights (except Wednesday).  
Posting during **peak windows** can multiply engagement by 2–3x compared to off-peak hours.

### Sentiment Analysis

- **Positive Posts (46)** → Outperform others, driving the most likes, shares, and comments.
- **Neutral & Negative Posts (27 each)** → Lower engagement.  
**Positive messaging** (inspiring, community-focused) resonates most and fuels viral growth.

## Actionable Recommendations

1. **Prioritize Instagram & Facebook** – focus campaign spend where engagement is highest.
2. **Schedule Strategically** – release high-value content on Wednesday nights & Friday afternoons.
3. **Leverage High-Impact Formats** – invest in **video & carousel posts**; use text sparingly.
4. **Adopt Positive Messaging** – storytelling, community, and inspiration amplify reach.
5. **Plan Seasonally** – concentrate campaigns during **peak months** for stronger ROI.
6. **Measure Continuously** – refine content strategy with ongoing sentiment and performance tracking.

## Conclusion

With only two dashboards, this analysis highlights **where your audience engages, when they are most active, and what content drives results**. By aligning content strategy with these insights, businesses can:

- Strengthen audience connection
- Maximize campaign ROI
- Ensure social media becomes a **performance engine**, not just a presence