















Sum of Likes, Sum of Comments, Sum of Saved and Sum of Shares by Month, Day and Sum of Accounts Engaged by Time Time 9 (18%) ● Sum of Likes ● Sum of Comments ● Sum of Saved ● Sum of Shares Time **11:07** AM Sum of Likes, Sum of Comments, Sum of Saved and Sum of ... ●2:53 PM ●8:23 PM 26 (52%) 15 (30%) Sum of Accounts Reached by Time 324 (28.72%)(38.92%) Time **11:07** AM ●2:53 PM ●8:23 PM Sum of Profile Activity by Time 1 (6.67%) — (46.67%) Time **11:07** AM ●2:53 PM 11:07 AM 2:53 PM 8:23 PM ●8:23 PM (46.67%) Time Month Day Time Period Sum of Likes Sum of Comments Sum of Saved Sum of Shares Sum of Engagement Rate Sum of Profile Attraction Rate April 3 Afternoon 15 0 0 0 4.11% 1.92% 1.59% April 3 Morning 24 0 6 6.83% April 4 Evening 0 0 2.78% 0.31% **Total** 48 0 6 13.72% 3.82%

Sum of Likes, Sum of Comments, Sum of Saved and Sum of Shares by Month, Day and Sum of Accounts Engaged by Time Time (37.65%) ● Sum of Likes ● Sum of Comments ● Sum of Saved ● Sum of Shares (49.41%) Time 9:20 AM Sum of Likes, Sum of Comments, Sum of Saved and Sum of ●8:24 PM 9:00 PM — 11 (12.94%) Sum of Accounts Reached by Time 700 (33.22%) (46.51%) Time 9:20 AM ●8:24 PM 9:00 PM Sum of Profile Activity by Time (41.46%) Time 9:20 AM ●8:24 PM 9:00 PM 9:20 AM 8:24 PM 31 9:00 PM January (58.54%) Time Time Period Sum of Likes Sum of Comments Sum of Saved Sum of Shares Sum of Engagement Rate Sum of Profile Attraction Rate January Night 40 0 0 4 6.29% 2.43% 3.61% 0.00% April Evening 10 April Morning 29 0 6.40% 4.80% **Total** 79 0 1 7 16.30% 7.23%