Social Media Engagement & Performance Dashboard – Power BI Project

Project Overview

This Power BI dashboard provides an integrated view of social media engagement and performance across multiple platforms.
 The goal is to replace static Excel and CSV reports with interactive visual dashboards that help the Marketing and Communications teams understand audience behavior, content performance, and growth trends over time.

The dashboard consolidates metrics from platforms like Instagram, TikTok, X (Twitter), Facebook, and YouTube, allowing stakeholders to make data-driven decisions on content strategy, campaign investment, and brand engagement.

Business Request (from Management – Digital Marketing Manager)

Hi Omar!
 We need to improve how we track social media performance across all our platforms. Our current Excel reports are static and time-consuming.
 The main objectives are:

- Monitor engagement rate, followers growth, and post reach per platform.

- Compare current month vs previous month (MoM) and year-over-year (YoY) performance.

- Identify top-performing posts and campaigns.

- Understand which platforms and content types drive the most engagement.

- Allow easy filtering by platform, campaign, and content type.

Necessary Systems:
 Social Media Analytics Data (CSV/Excel exports), Meta Business Suite, X Analytics, TikTok Insights, YouTube Studio.

User Stories & Acceptance Criteria

No	Role	Request	Value / Purpose	Dashboard Implementation
1	Digital Marketing Manager	Overview of engagement rate and followers growth (MoM, YoY)	Track overall social performance	KPI cards and line charts comparing months/years
2	Content Strategist	Breakdown of performance by content type (video, image, reel, story)	Identify which content performs best	Stacked bar chart with content filters
3	Community Manager	Analyze engagement by platform	Focus efforts on top-performing social platforms	Bar/treemap visualization by platform
4	Campaign Manager	Measure post reach and interactions per campaign	Evaluate effectiveness of campaigns	Campaign performance chart with slicers
5	Brand Manager	Identify trends and audience growth	Support brand awareness strategy	Trendline and follower growth visualization

Dashboard Insights (Based on Social Media Analytics Data)

Engagement Performance:

- Engagement rate increased **15% MoM**, driven mainly by TikTok and Instagram Reels.

- Facebook and X show **declines in interaction rate**, suggesting lower organic reach.

Top & Bottom Platforms:

- **Instagram** leads overall engagement, especially in video content.

- **TikTok** shows the **highest average interaction per post**.

- **X (Twitter)** has consistent impressions but low engagement, indicating need for content reformatting.

Content Insights:

- **Short-form videos** (Reels/TikToks) outperform other formats in reach and engagement.

- **Static posts** generate less engagement but higher consistency in impressions.

- **Stories** perform best for maintaining retention among followers.

Audience Trends:

- Overall **follower count grew by 8% YoY**, mainly from Instagram and YouTube.

- **Peak engagement times** identified between **6–9 PM**, aligning with user activity patterns.

Campaign Performance:

- Campaigns featuring **user-generated content** achieved 1.4x higher engagement.

- **Paid campaigns** boosted reach but did not significantly improve interaction rate.

Visuals Included

- **Engagement Rate Over Time:** Line chart (MoM, YoY comparison).

- **Platform Performance Overview:** Bar chart showing engagement by platform.

- **Content Type Analysis:** Stacked bar chart by format (video, image, reel, story).

- **Follower Growth Trend:** Line chart showing total and per-platform growth.

- **Campaign Analysis:** KPI cards + treemap for top campaigns.

- **Interactive Filters:** Platform, Campaign, Content Type, and Date.