

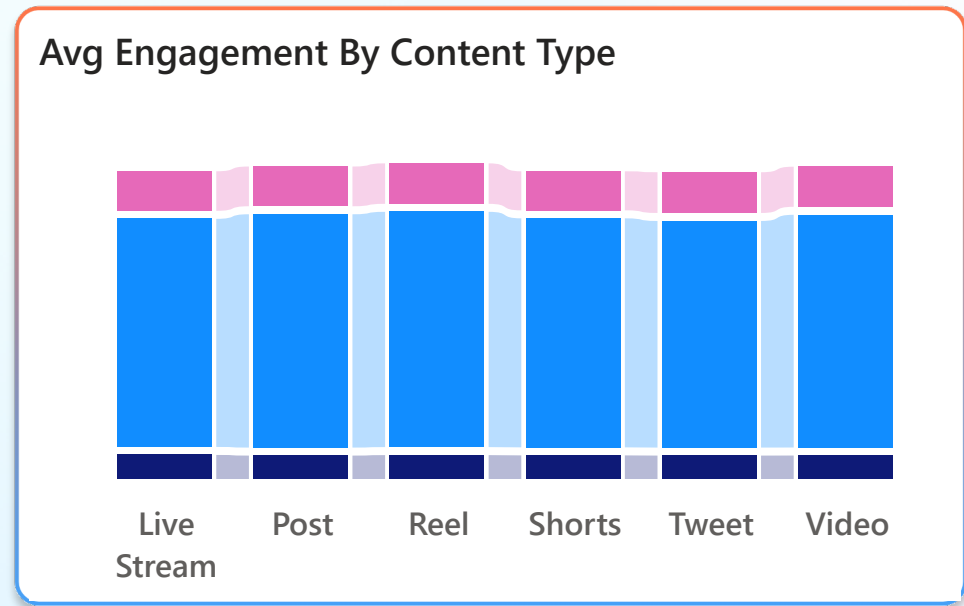
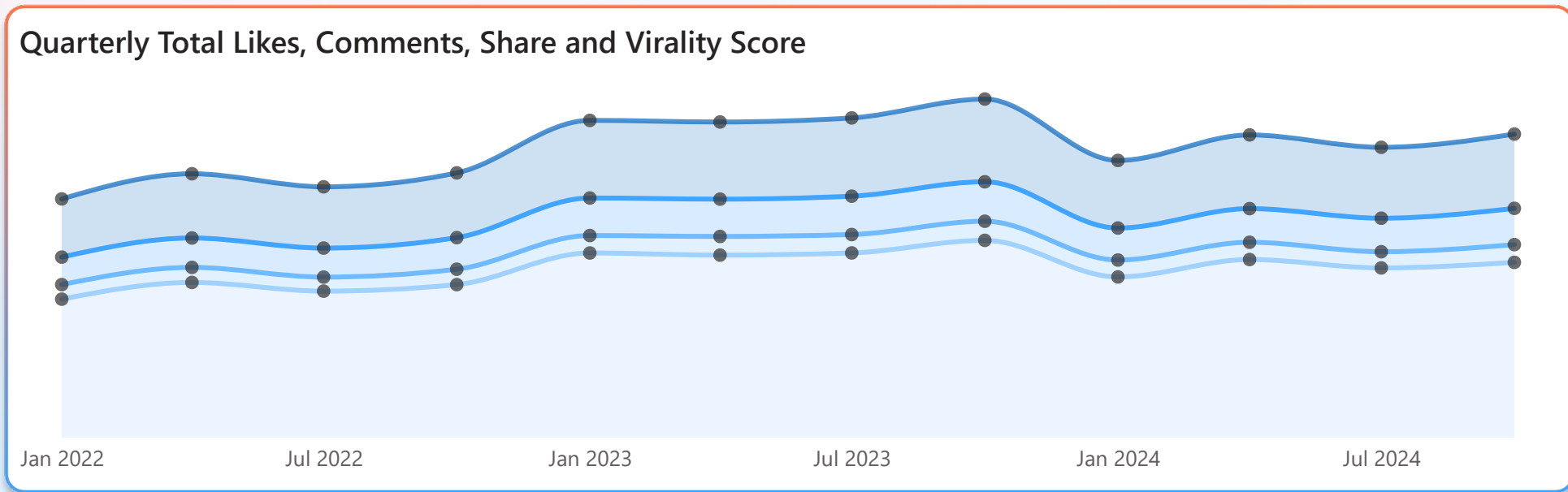
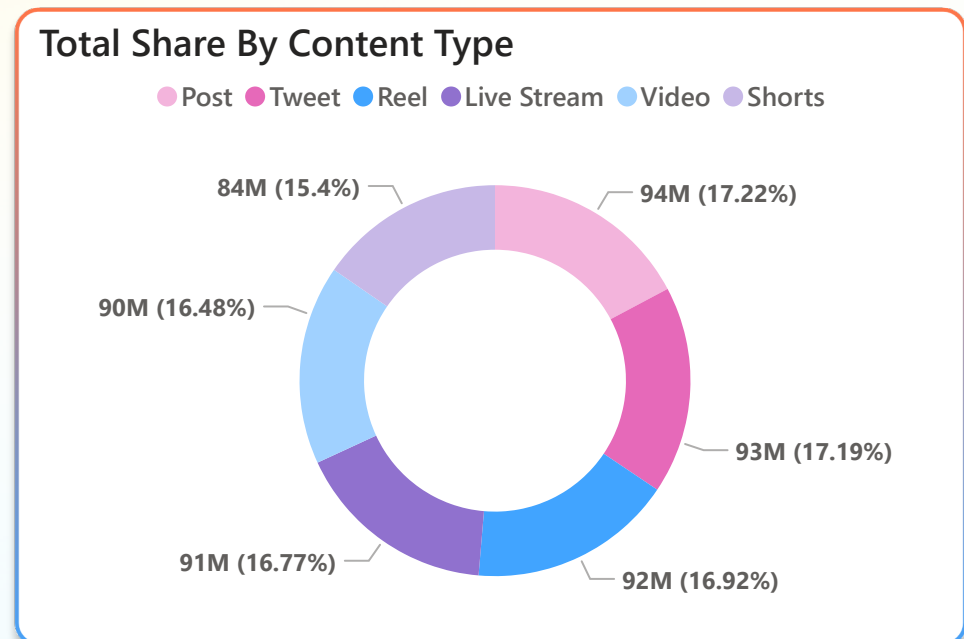
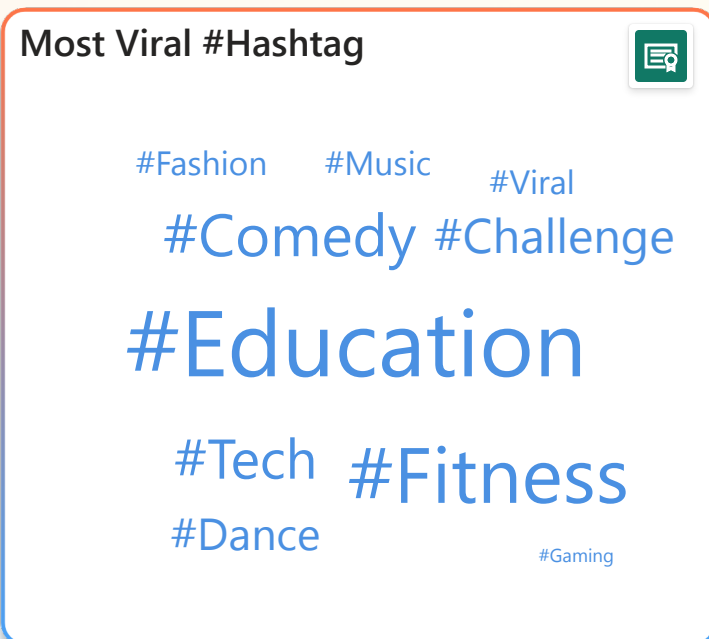
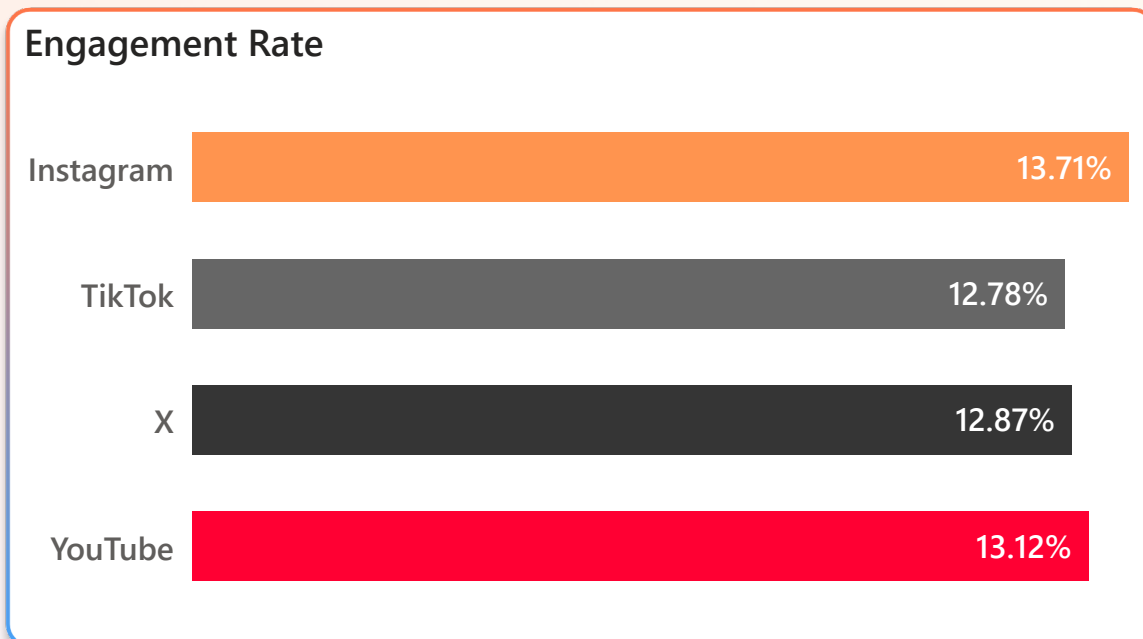
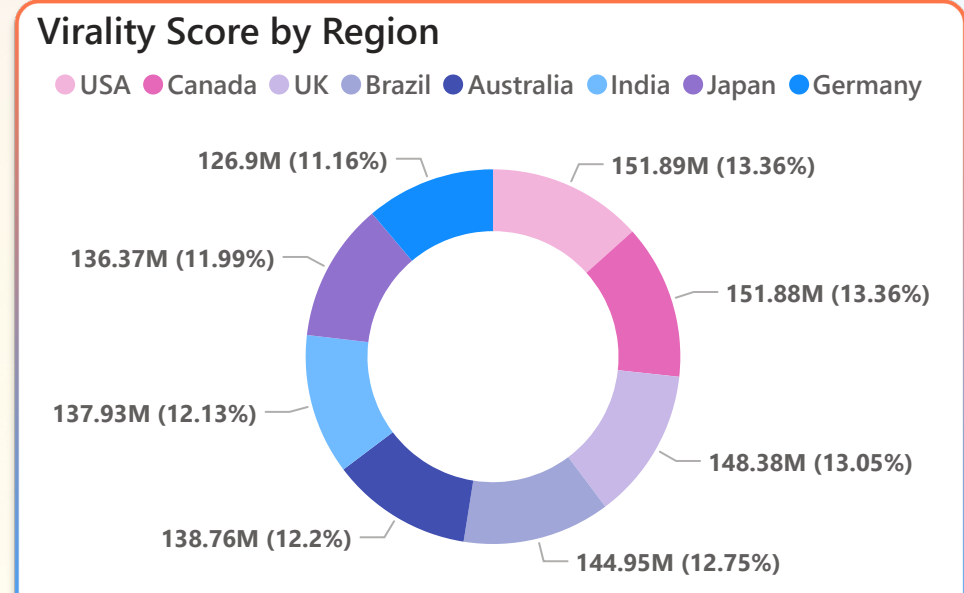
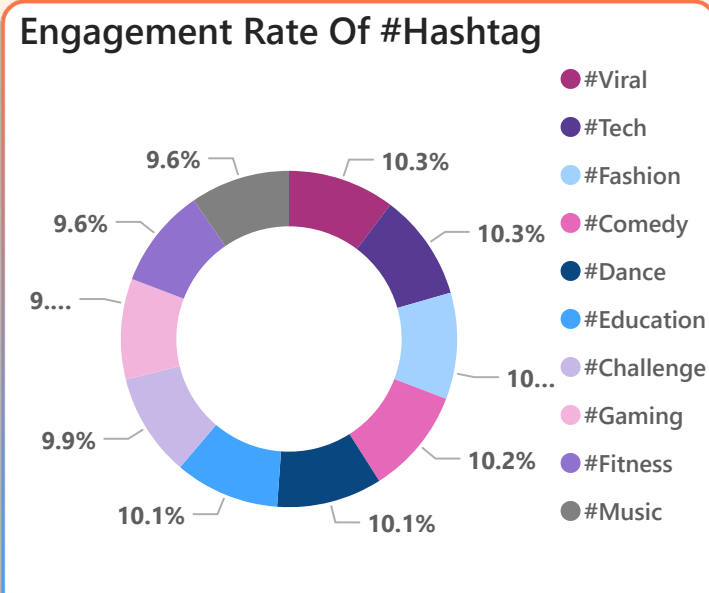
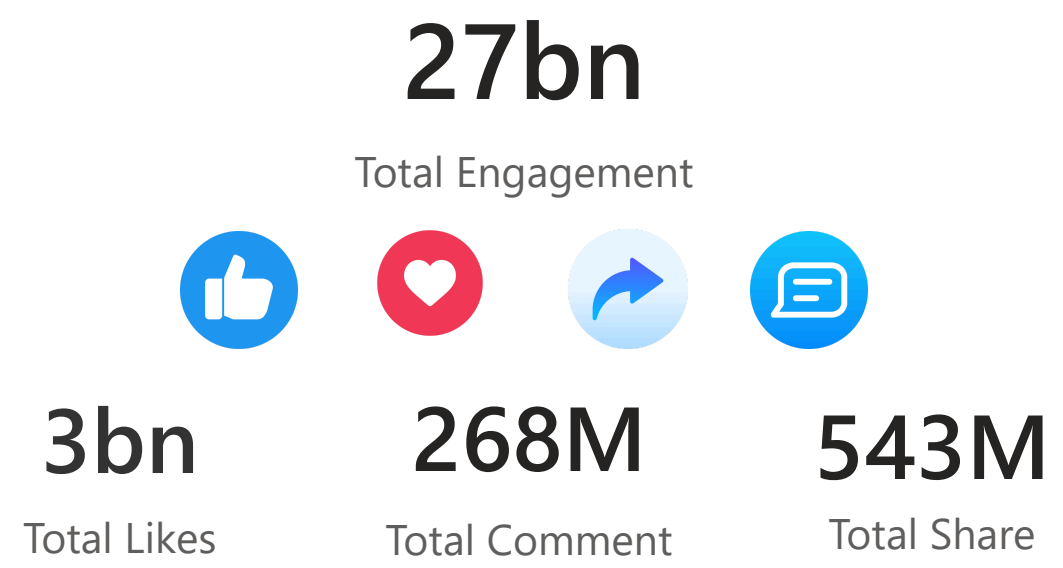
Social Media Dashboard



2022

2023

2024



Social Media
Dashboard



2022

2023

2024



27bn

Total Engagement

3bn

Total Likes

268M

Total Comment

543M

Total Share

1.14bn

Virality Score

Region	Content Type	Total Likes	Total Share	Total Comments	Total Views	Engagement Rate
Australia	Live Stream	52182744	11408421	5852311	504509492	13.76%
Australia	Post	46735104	9187108	4363906	433874853	13.89%
Australia	Reel	65915927	13752328	5789965	628657088	13.59%
Australia	Shorts	54552964	9817137	5240768	509197828	13.67%
Australia	Tweet	53015713	10386815	5611951	504512716	13.68%
Australia	Video	58953344	11109945	5750945	555492088	13.65%
Brazil	Live Stream	54899208	11992251	6000159	610666857	11.94%
Brazil	Post	64606829	13975203	6743918	673343946	12.67%
Brazil	Reel	52515418	9095607	5372530	551763690	12.14%
Brazil	Shorts	53621922	11259083	5497347	540765855	13.01%
Brazil	Tweet	66143631	12619933	6061818	645945992	13.13%
Brazil	Video	51399536	11186782	4968809	537670929	12.56%
Canada	Live Stream	57948090	11727455	5101602	570771902	13.10%
Canada	Post	65840632	12817943	6251503	588127513	14.44%
Canada	Reel	65952861	13547086	6562875	684749350	12.57%
Canada	Shorts	48408827	9402090	5218512	476406123	13.23%

