|  | **Task** | **Response** |
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| 1 | Compare the Tweets’ data. | Tweet 1 had almost twice as many impressions as Tweet 2, but Tweet 2 received almost six times as many engagements. Because increasing engagement was the goal of the campaigns, Tweet 2 performed better overall. |
| 2 | Compare the Tweets’ content and details. | Tweet 1 didn’t include any images or hashtags, while Tweet 2 included an image and two hashtags. Tweet 1 was at 8:03 a.m. on 3/13, while Tweet 2 was posted at 1:59 a.m. on 3/14. The text of Tweet 2 is funnier and more engaging than the text of Tweet 1. |
| 3 | Analyze the differences in the Tweets’ performance. | Tweet 1 was posted at 8:03 in the morning, meaning that a lot more people saw it. Fewer people were in their feeds at 1:59 a.m. when Tweet 2 was posted, which is why that Tweet got fewer impressions. However, because Tweet 2 included a funny image and text and relevant hashtags, it performed better than Tweet 1, which did not include an image, hashtags, or engaging text. |
| 4 | Explain how your analysis will inform your strategy. | The data indicates that our audience on Twitter responds well to content containing funny images and text, as well as relevant hashtags. Therefore, I will incorporate more humor into future Tweets. I will also make sure Tweets include relevant hashtags and images. |

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