| From: Alex Levitsky  To: Tiana Barnes, Sanjay Garg, Ned Lannister  Subject: UPDATE: Daylight Savings Tweet Performance  Hi Tiana, Sanjay, and Ned,  Congratulations on the successful launch of the new spring flavors! I am writing to update you on the performance of two Tweets we published around daylight saving time. The goal of this campaign was to increase audience engagement, so we looked at KPIs like Retweets, replies, and likes.  Below are key findings from our analysis of the two Tweets:   * Tweet 1 was viewed nearly twice as many times as Tweet 2. Since Tweet 1 was posted at 8:03 a.m. and Tweet 2 was posted at 1:59 a.m., right before the time change, the difference in views was likely related to the time of day. * Users engaged with Tweet 2 nearly four times as much as with Tweet 1, despite Tweet 2 having been viewed far less. Users may have been more inclined to engage with Tweet 2 because it contained a funny image, relevant hashtags, and text that they found more engaging. Tweet 1 did not contain any images or hashtags.   Chart comparing data for two Tweets. Tweet 2 has nearly four times as many engagements as Tweet 1.  The data indicates that our audience on Twitter engages more with Tweets containing images and hashtags, so we will include these components in future Tweets. The data also suggests that humorous content resonates well with our audience, so we will implement more humor into future Tweets.  Please let me know if you’d like to discuss any of these findings further.  Best regards,  Alex |
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