

# Solved Example – Hands-on Exercise: Analyze a Social Media Campaign Dataset

## Top performing post

- The top-performing post is Post 106 (TikTok – Hashtag Challenge: #MySoundLoopMoment).
- It has the highest reach (41,000), highest engagement rate (15.1%), highest shares (1,800), saves (750), and the highest CTR (7.0%).
- The interactive nature of user challenges strongly engaged the audience, generating both content participation and higher click-throughs.

## Weakest performing post

- The weakest performing post is Post 103 (Twitter – Announcement Tweet: Festival Dates Drop).
- It had the lowest reach (8,800), lowest engagement rate (4.2%), lowest shares/retweets (160), and lowest CTR (2.5%).
- Pure announcement posts without engaging visuals or interaction opportunities are not performing well on Twitter for this audience.

## Platform insights

- TikTok is currently the strongest platform for SoundLoop.
- TikTok posts (102 and 106) had the highest reach, engagement rates, shares, and CTRs.
- The platform's short-form, interactive video format perfectly fits SoundLoop's energetic, young audience.

## Content-type insights

- Interactive, behind-the-scenes, and user-generated content are resonating best:
  - The user challenge (Post 106) and behind-the-scenes skit (Post 102) outperformed static promos.
  - Passive announcements (Post 103) and static promos (Post 105) show weaker engagement.
- Audiences enjoy participating and seeing real-life, casual, or funny content related to the artists.

## Two data-driven recommendations

1. Double down on TikTok short-form content, especially user challenges, behind-the-scenes moments, and fan reactions. These drive higher engagement and viral reach.
2. Reduce static announcement posts; instead, announce events via engaging video formats like countdown reels, backstage artist clips, or live Q&A sessions to drive stronger interaction.