

# Solved example: Analyze a sample social media report

## Top performing post

- The top-performing post is Post 005 (TikTok – User-Generated Reaction: Customer Reactions).
- It had the highest reach (32,400), highest engagement rate (14.8%), highest shares (1,300), highest saves (650), and the strongest CTR (6.0%).
- User-generated reaction videos on TikTok drove the most engagement and sharing.

## Weakest performing post

- The weakest performing post is Post 003 (Twitter – Image Post: Promo Code Offer).
- It had the lowest reach (6,200), lowest engagement rate (3.1%), lowest shares (90 retweets), and lowest CTR (1.8%).
- Static promo posts on Twitter are underperforming for this campaign.

## Content format driving the highest engagement

- Short-form video content on TikTok, especially user-generated reactions and behind-the-scenes humor, drives the highest engagement rates, shares, and CTRs.

## Two insights for future content planning

1. Prioritize user-generated content and customer reaction videos, as they resonate strongly with ByteBites' audience.
2. Focus on TikTok and short-form reactions rather than static promo posts, which drive much stronger engagement and shares.

## Recommended platform for next week

- Focus on TikTok next week because both TikTok posts outperformed Instagram and Twitter across all key metrics (reach, engagement, shares, and CTR), suggesting it's the most effective platform for ByteBites' audience.