

Project: Social Media Management for a Brand

Dataset for Performance Metrics

Platform	Post date	Post type	Caption summary	Reach	Likes	Comments	Shares	Saves (IG only)	Click-throughs	Hashtags used	Post time
Instagram	01-05-2025	Reel	Behind the scenes of a product shoot	5400	420	18	35	80	65	#behindthescenes #AureiGlow	10:00 AM
Instagram	02-05-2025	Carousel	Before/after skincare routine	6300	500	24	40	90	80	#skincarerroutine #organicglow	11:30 AM
Instagram	03-05-2025	Image	Quote about self-care	2800	170	5	8	20	15	#selfcare #mondaymotivation	9:00 AM
Instagram	04-05-2025	Reel	How to use Aurea Vitamin C Serum	7000	600	30	50	110	100	#vitaminCserum #aurea	6:00 PM
Instagram	05-05-2025	Image	New launch teaser	4900	300	9	10	40	30	#comingsoon #glowup	1:00 PM
Instagram	06-05-2025	Story	24-hour glow challenge	3200	210	3	5	25	10	#challenge #skincare	8:00 PM
Instagram	07-05-2025	Carousel	Customer testimonial	6000	550	25	45	95	85	#testimonial #happycustomer	7:30 PM
Facebook	01-05-2025	Image	Skincare myth busted	2100	150	2	4		20	#skincaremistakes #truth	8:00 AM
Facebook	02-05-2025	Video	Benefits of Vitamin C	4300	330	12	15		45	#vitaminC #brightenup	2:00 PM
Facebook	03-05-2025	Image	Weekend skincare tip	2900	190	4	5		18	#weekendroutine #beautyhack	12:00 PM
Facebook	04-05-2025	Video	Mother's Day special	4700	400	16	18		60	#mothersday #celebration	5:00 PM
Facebook	05-05-2025	Image	Packaging sneak peek	2500	140	1	3		12	#newlaunch #teaser	3:30 PM
Facebook	06-05-2025	Live	Live Q&A with founder	3100	250	8	10		25	#liveQnA #founderspeaks	7:00 PM
Facebook	07-05-2025	Image	Summer skincare essentials	4000	310	10	9		38	#summerready #skincare	11:00 AM