

# Project: Social Media Management for a Brand

## Analyze Social Media

Instructions: Use this template to add responses to the task, **Analyze social media performance data**

### 1. The three highest-performing posts

Rank	Post date	Platform	Post type	Total Engagement	Key reason for high performance	Rank

### 2. Platform insights

#### Engagement conversion

- Average engagement for Instagram: \_\_\_\_\_
- Average engagement for Facebook: \_\_\_\_\_

#### Average reach conversion

- Average reach/post for Instagram: \_\_\_\_\_
- Average reach/post for Facebook: \_\_\_\_\_

Which platform should be prioritized next week? Justify

### 3. Hashtag effectiveness

Observation summary and suggested strategy

### 4. Content timing recommendation

Suggested time slot for posting: \_\_\_\_\_

Justification: