

Social media performance dataset

Post ID	Platform	Post Type	Content Theme	Reach	Engagement Rate	Shares/Saves	CTR (Click-Through Rate)
101	Instagram	Reel	Artist Introduction Clip	18,200	9.1%	750 shares / 340 saves	4.7%
102	TikTok	Behind-the-Scenes Skit	Funny Soundcheck Moments	39,400	13.5%	1,400 shares / 660 saves	6.3%
103	Twitter	Announcement Tweet	Festival Dates Drop	8,800	4.2%	160 retweets	2.5%
104	YouTube Shorts	Fan Reaction Clips	Surprise Performances	27,600	11.2%	1,200 shares / 550 saves	5.5%
105	Instagram	Carousel	Ticket Giveaway Promotion	16,700	6.5%	520 shares / 200 saves	3.8%
106	TikTok	User Challenge	#MySoundLoopMoment Hashtag Challenge	41,000	15.1%	1,800 shares / 750 saves	7.0%