# 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**

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| **Rank** | **Post date** | **Platform** | **Post type** | **Total Engagement** | **Key reason for high performance** | **Rank** |
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1. **Platform insights**

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| **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 |

1. **Hashtag effectiveness**

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| **Observation summary and suggested strategy** |

1. **Content timing recommendation**

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| **Suggested time slot for posting: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Justification:** |