|  | **Task** | **Response** |
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| 1 | Compare the Tweets’ data. | Even though the first tweet received almost double the impressions of the second one we can say that the second tweet performed better. If we look at the applause rate metrics. We got more engagement, retweets, replies and likes.  The reason the first one had more of an impression might be because it is posted at 8:03 A.M. which is usually when a lot of people are on twitter. |
| 2 | Compare the Tweets’ content and details. | Both tweets are about daylight saving, but the second tweet used more social media marketing strategies. The second tweet incorporated hashtags, and an entertaining image to resonate with the target audience. The first tweet is released in prime time but the second tweet is released in late hours which causes the impressions to go down. |
| 3 | Analyze the differences in the Tweets’ performance. | The first tweet received more impression because the time of the tweet released is in prime time while the second tweet is released in dead hours. The second tweet performed better in engagement metrics because it used hashtags and entertaining image to engage its audience. |
| 4 | Explain how your analysis will inform your strategy. | This analysis will help us improve awareness and consideration stages because we know that prime time posting generates more impressions and using hashtags and entertaining images generates us more engagements. |

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