

Social Media Engagement

Year of Time  
All

Month of Time  
All

Day of Time  
All

Weekday Type  
All

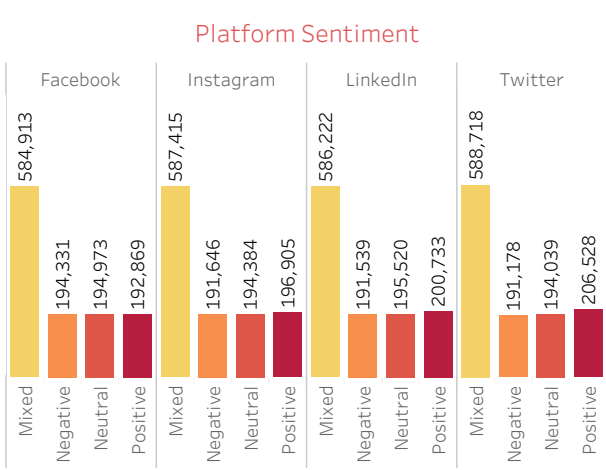
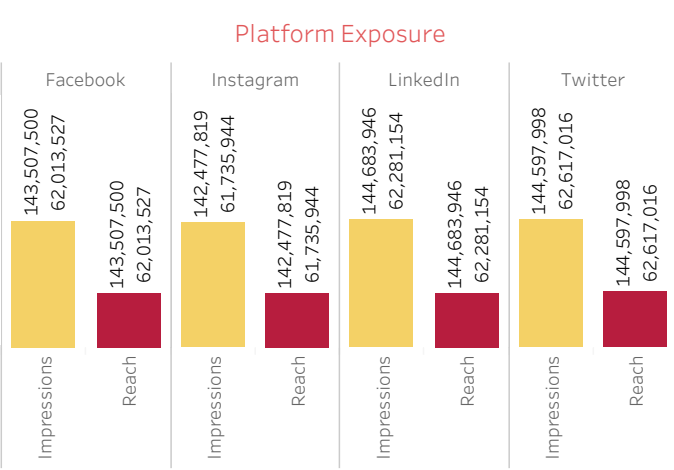
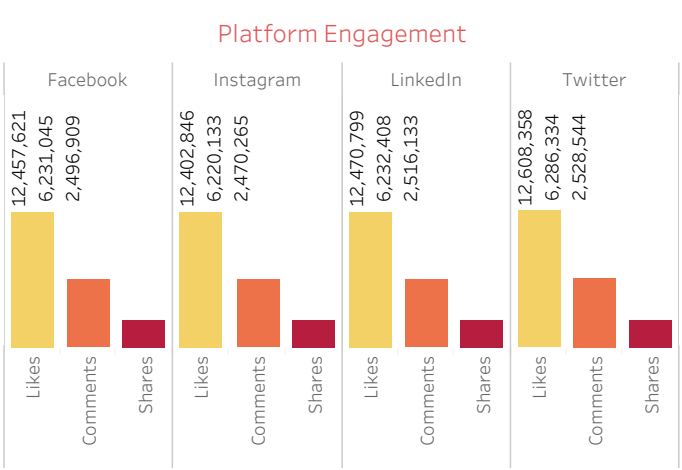
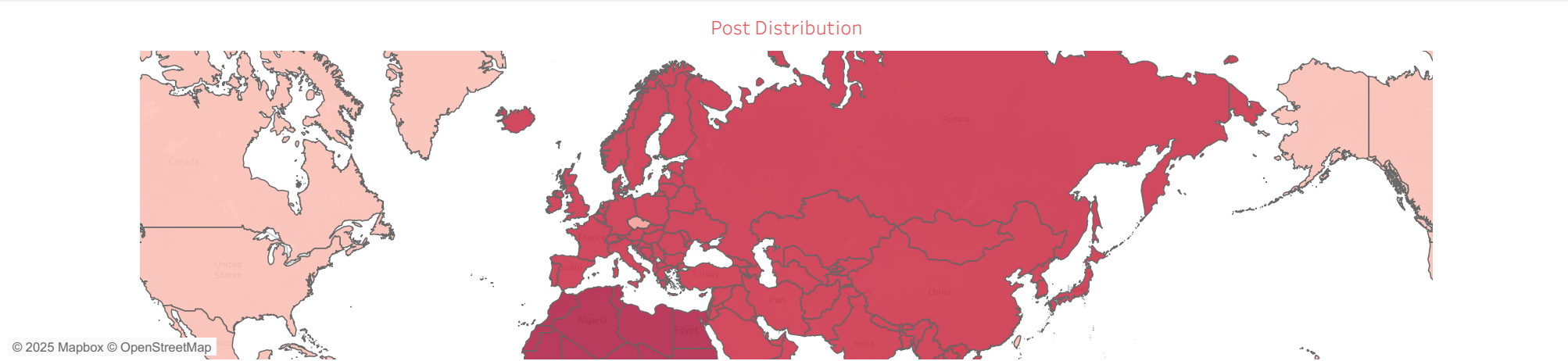
Likes  
49.94M

Comments  
24.97M

Impressions  
575.27M

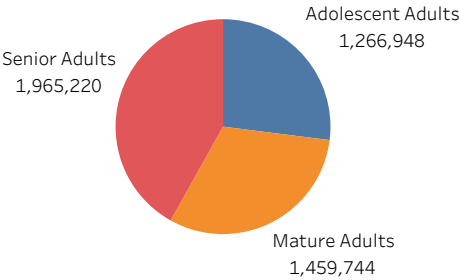
Reach  
248.65M

Shares  
10.01M

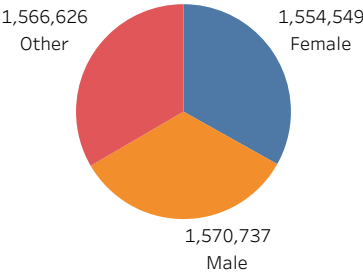


# Audiences & Content Types

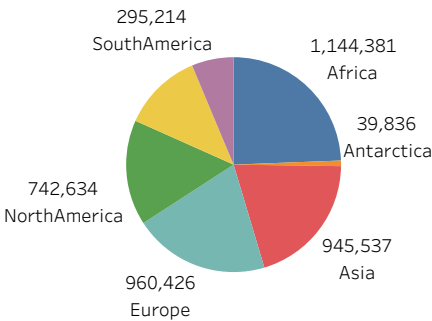
Age Groups



Gender



Continent Groups



Year of Time  
All

Month of Time  
All

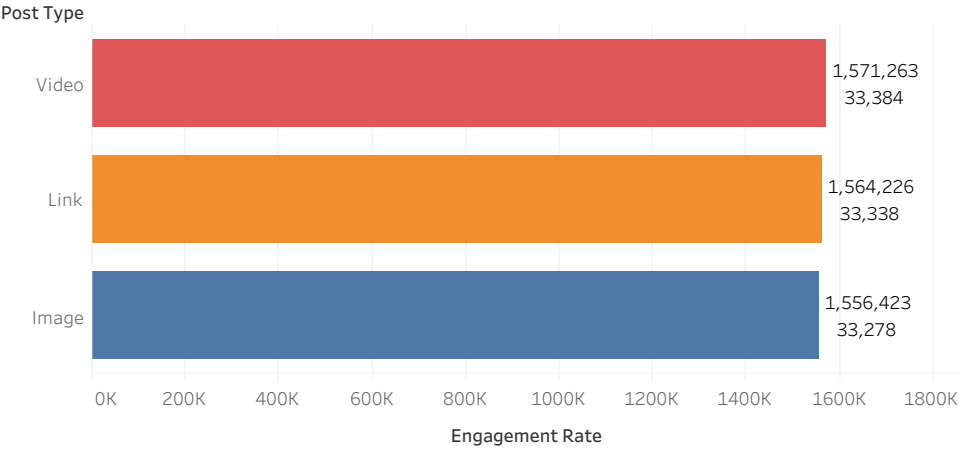
Day of Time  
All

Weekday Type  
All

Sentiment vs. Engagement vs. Post Type

Video Mixed 16,718	Video Neutral 5,634	Video	Image Mixed 16,629	
	Video Positive 5,513			
Link Mixed 16,753	Link Positive 5,592	Link	Image Positive 5,633	Image
	Link Neutral 5,505		Image Negative 5,510	

Post Type



# Engagement & Exposure

Platform  
Instagram

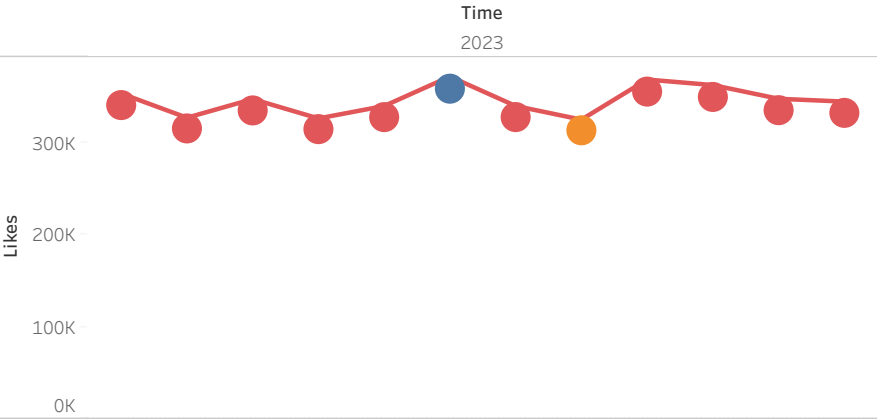
Year of Time  
2023

Month of Time  
All

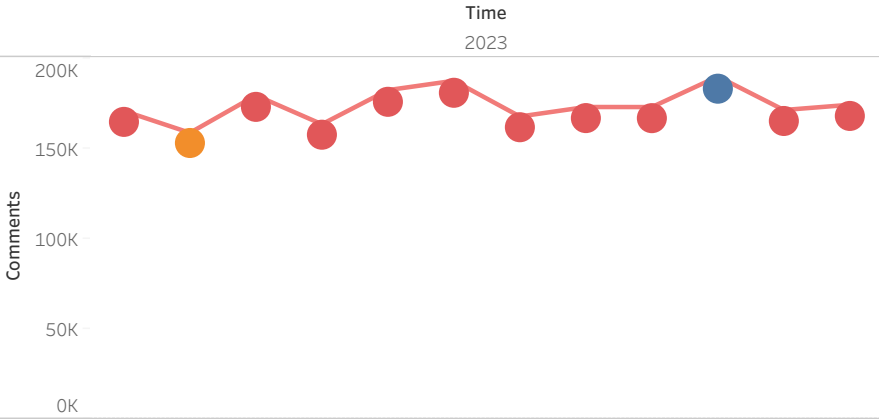
Day of Time  
All

Weekday Type  
All

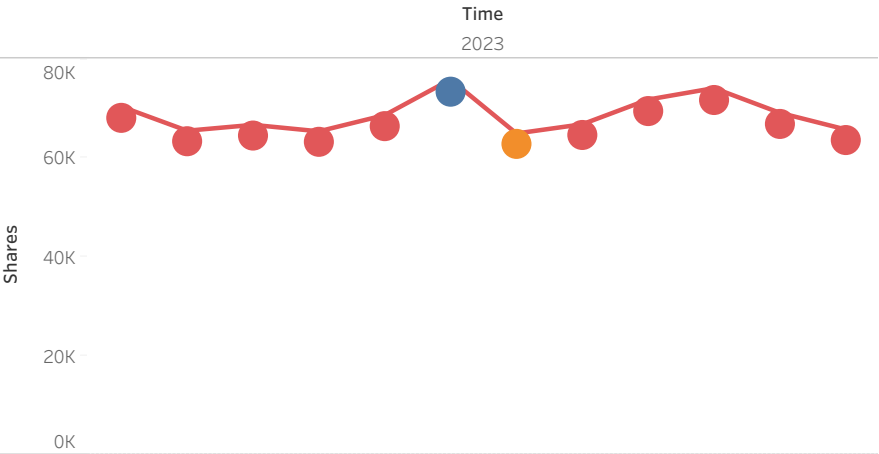
Likes



Comments



Shares



Exposure over Time

