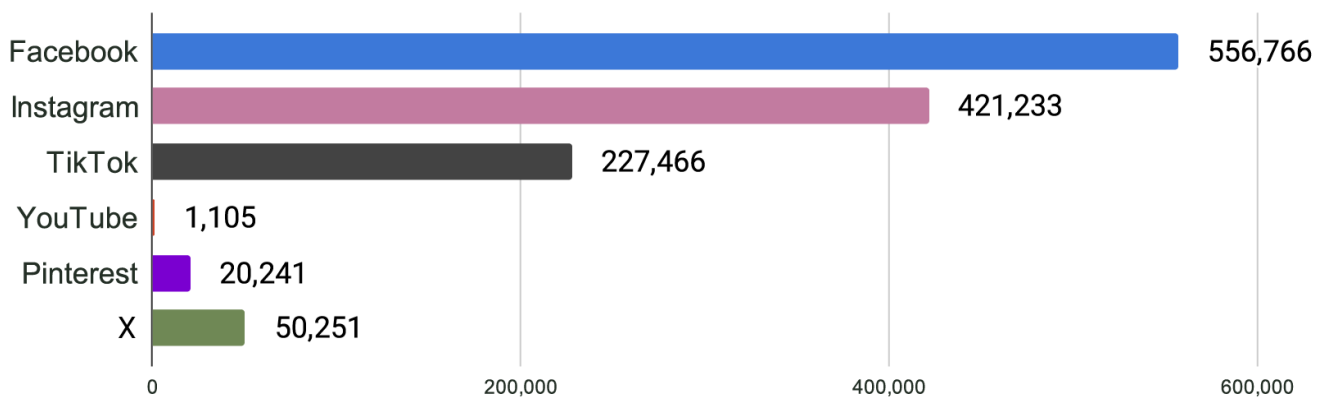


Buhi Social Media Audit

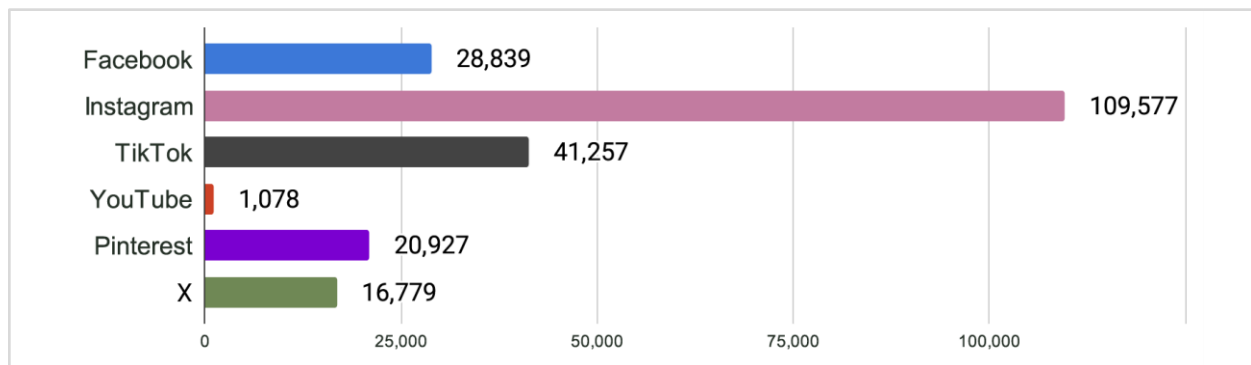
Overview

As an e-commerce retailer, Buhi relies heavily on social media marketing to maintain relationships with its audience and drive revenue. The following information was compiled from analytics across all Buhi social media channels **for the past 12 months**.

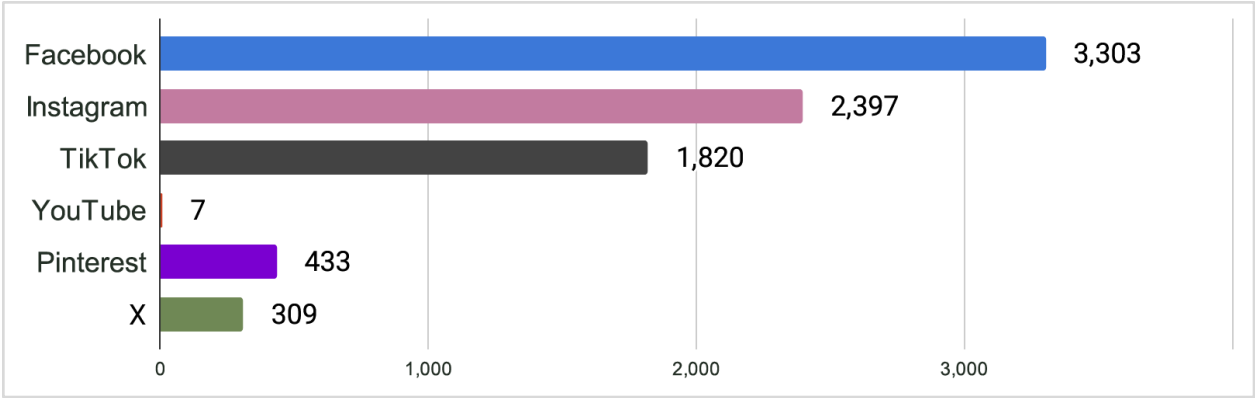
Reach: Buhi's number of page likes, follows and/or subscribes, and impressions by social media channel.



Engagements: Buhi's total number of clicks, reactions, comments, and shares by social media channel.



Conversions: Buhi’s total number of revenue-generating conversions by social media channel.



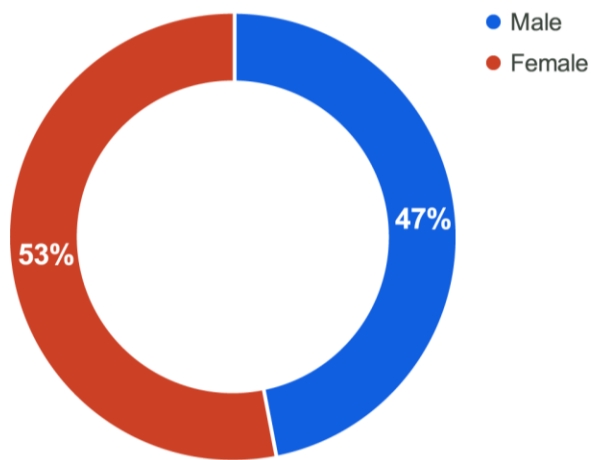
Buhi's Facebook Audience

Reach
557K

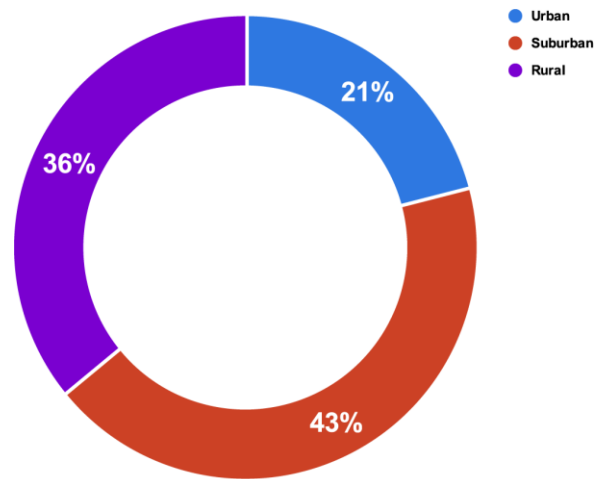
Engagements
29K

Reach
3K

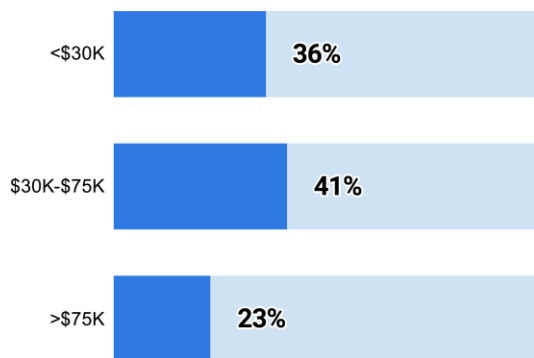
Gender



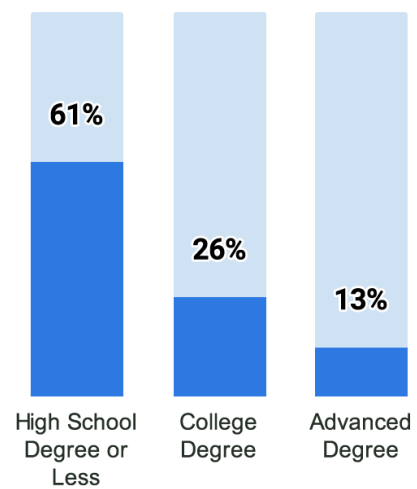
Location



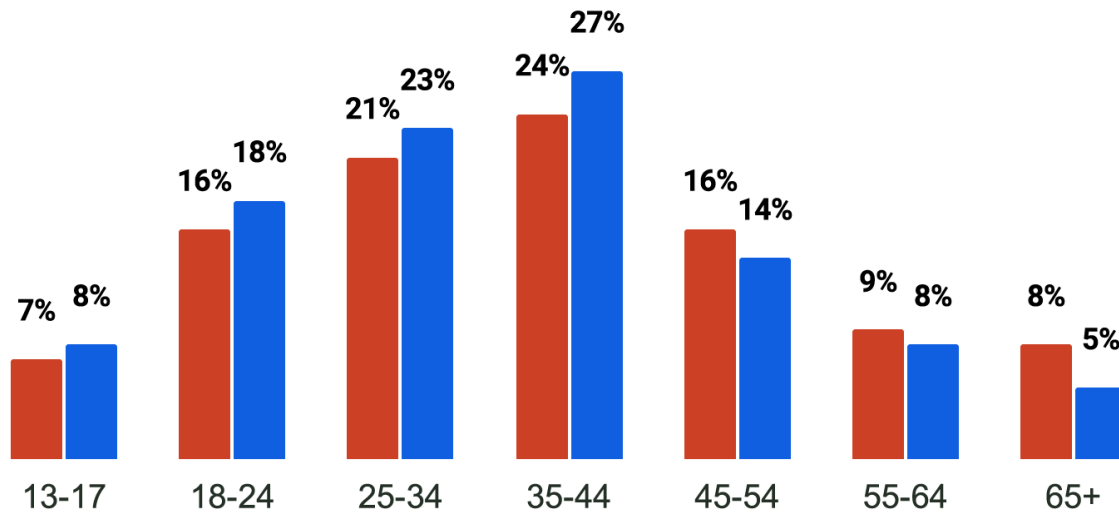
Income



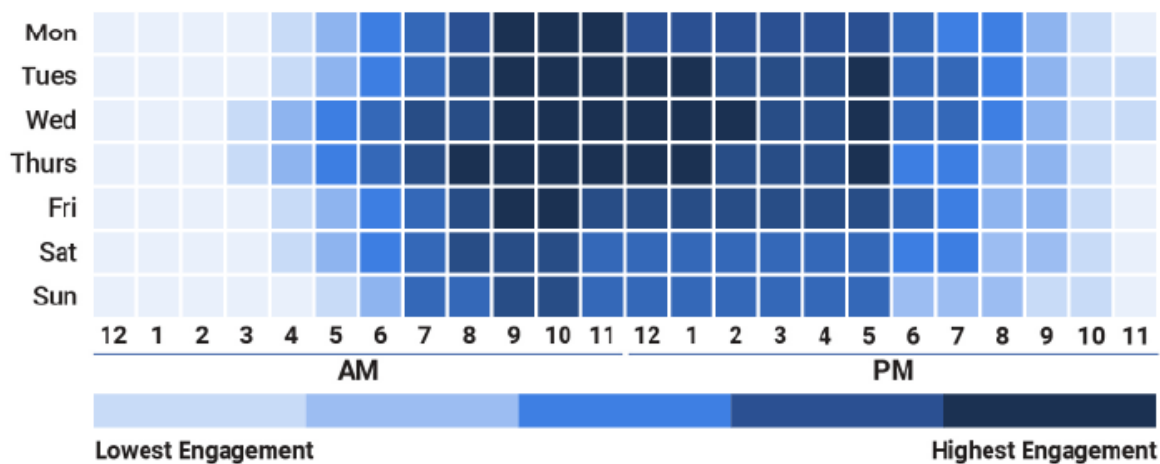
Education



Total Population Percentage by Age



Facebook Global Engagement



Best times to post on Facebook:

- Mondays from 9 a.m. to noon
- Tuesdays from 9 a.m. to 2 p.m. & 5 p.m.
- Wednesdays from 9 a.m. to 3 p.m. & 5 p.m.
- Thursdays from 8 a.m. to 2 p.m. and 5 p.m.
- Fridays from 9 a.m. to 11 a.m.

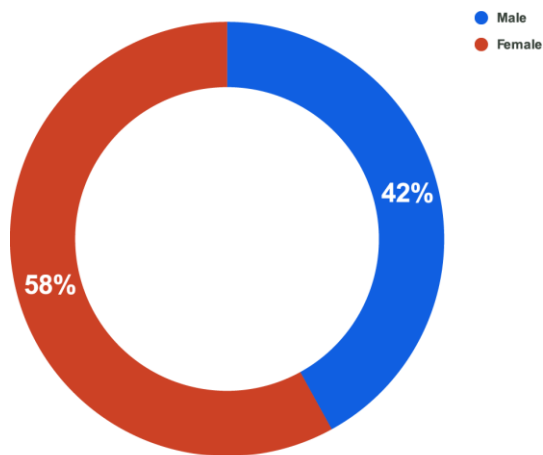
Buhi's Instagram Audience

Reach
421K

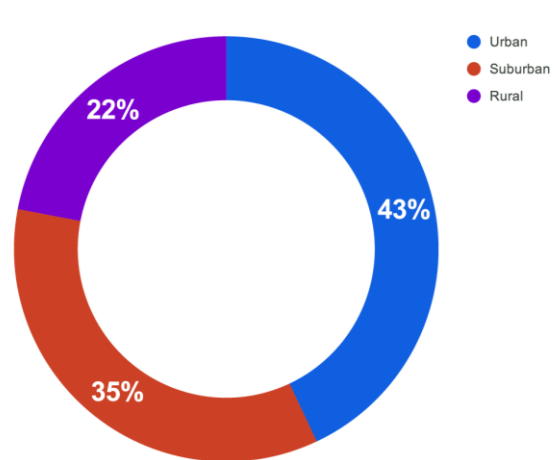
Engagements
110K

Reach
2K

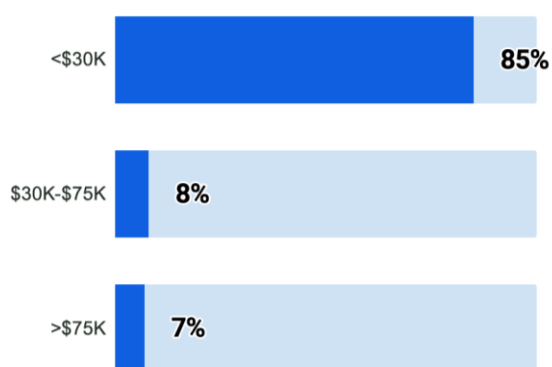
Gender



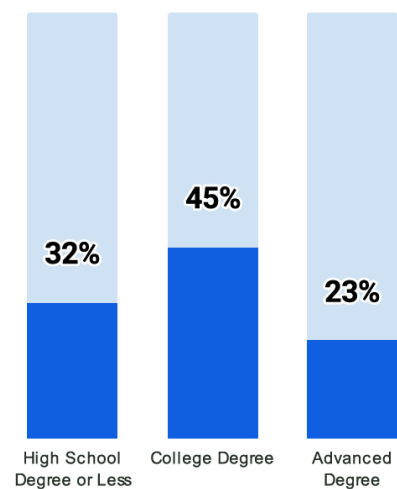
Location



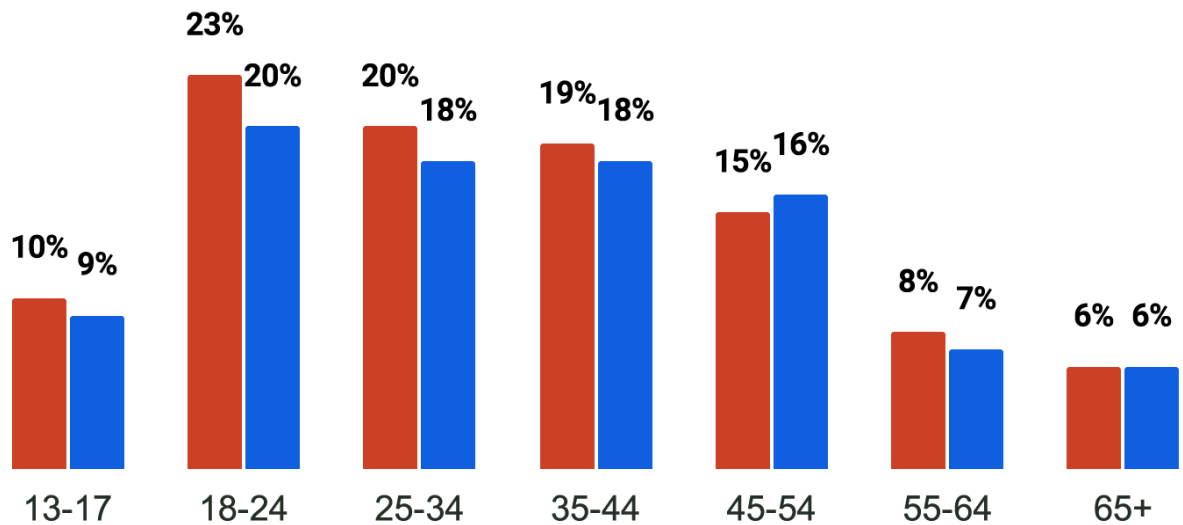
Income



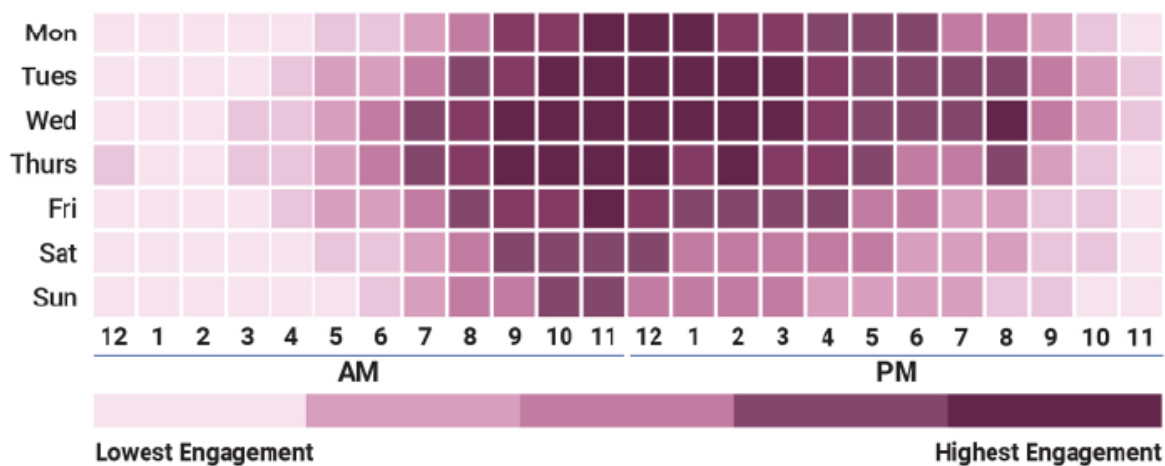
Education



Total Population Percentage by Age



Instagram Global Engagement



Best times to post on Instagram:

- Mondays from 11 a.m. to 2 p.m.
- Tuesdays from 10 a.m. to 4 p.m.
- Wednesdays from 9 a.m. to 4 p.m.
- Thursdays from 9 a.m. to 1 & 2 p.m.
- Fridays at 11 a.m.

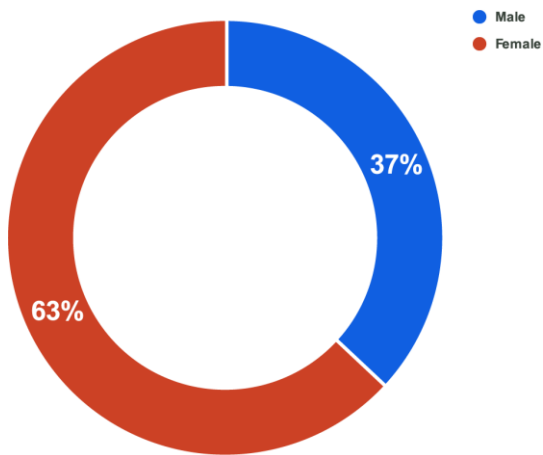
Buhi's TikTok Audience

Reach
227K

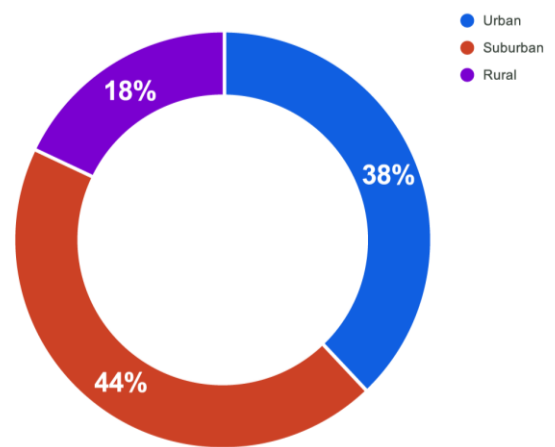
Engagements
41K

Reach
2K

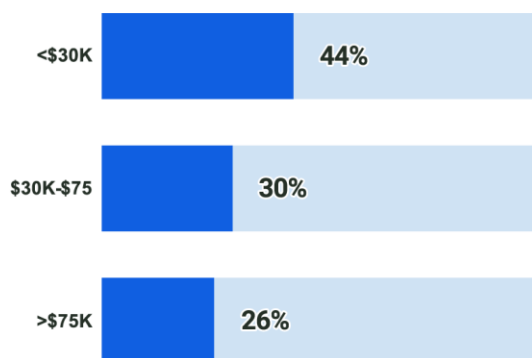
Gender



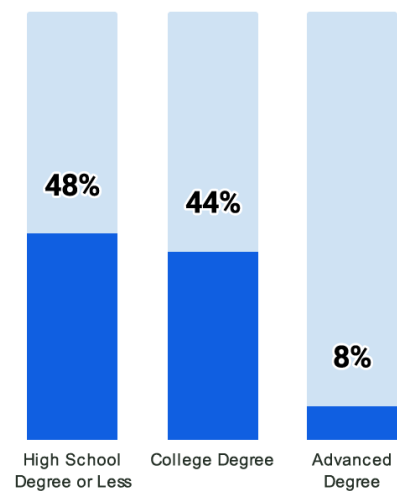
Location



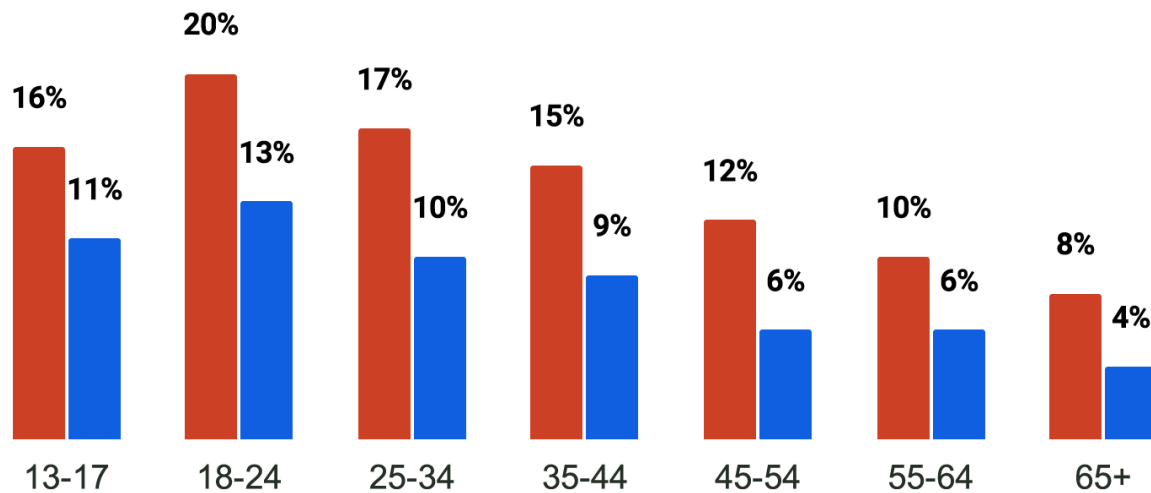
Income



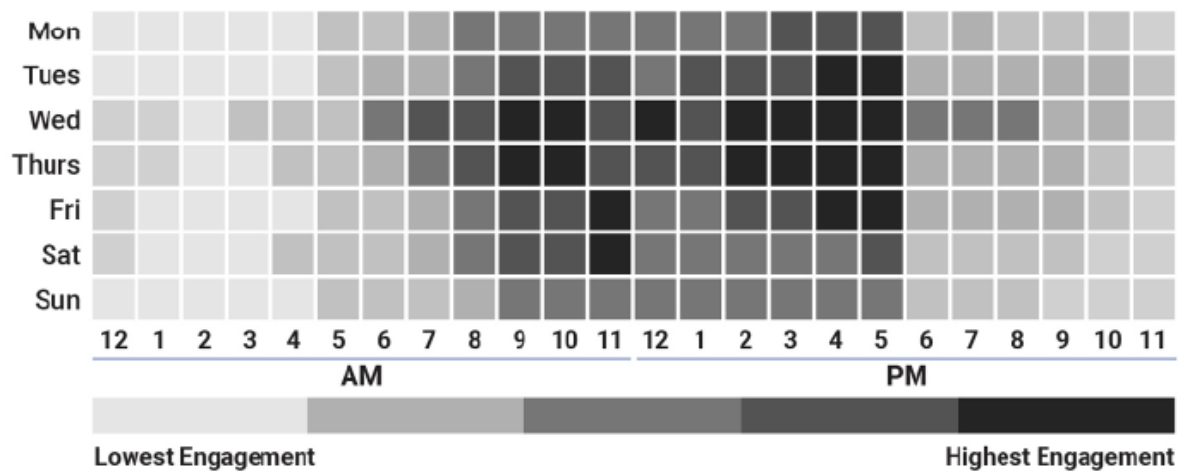
Education



Total Population Percentage by Age



TikTok Global Engagement



Best times to post on TikTok:

- Tuesdays from 4 to 6 p.m.
- Wednesdays from 9 to 11 a.m., noon, & 2 to 6 p.m.
- Thursdays from 9 to 11 a.m. & 2 to 6 p.m.
- Fridays from 4 to 6 p.m.

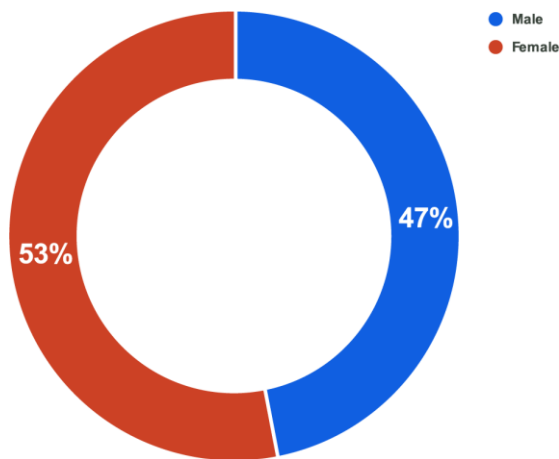
Buhi's YouTube Audience

Reach
1K

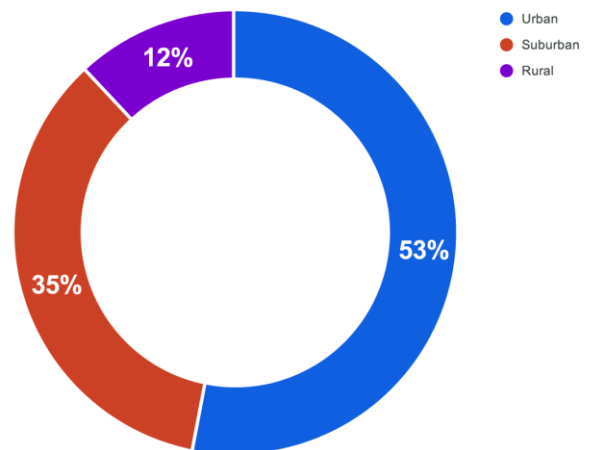
Engagements
1K

Reach
7

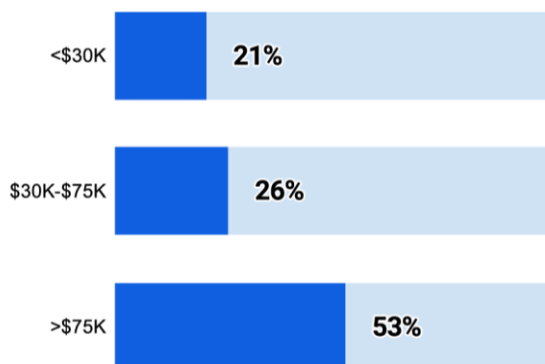
Gender



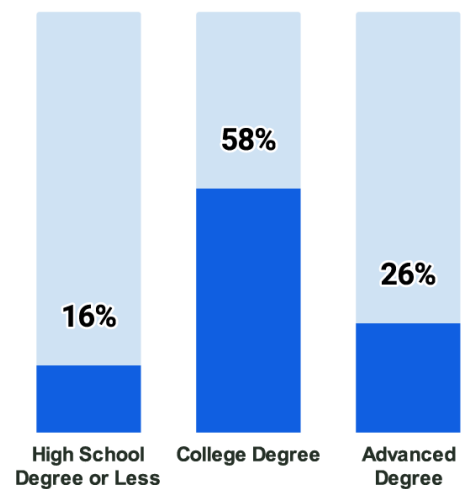
Location



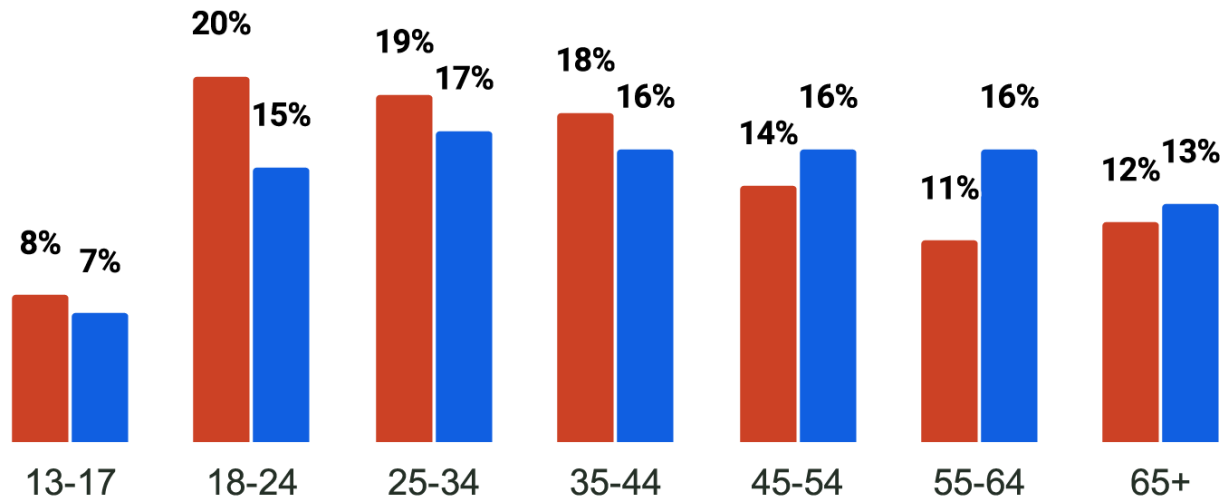
Income



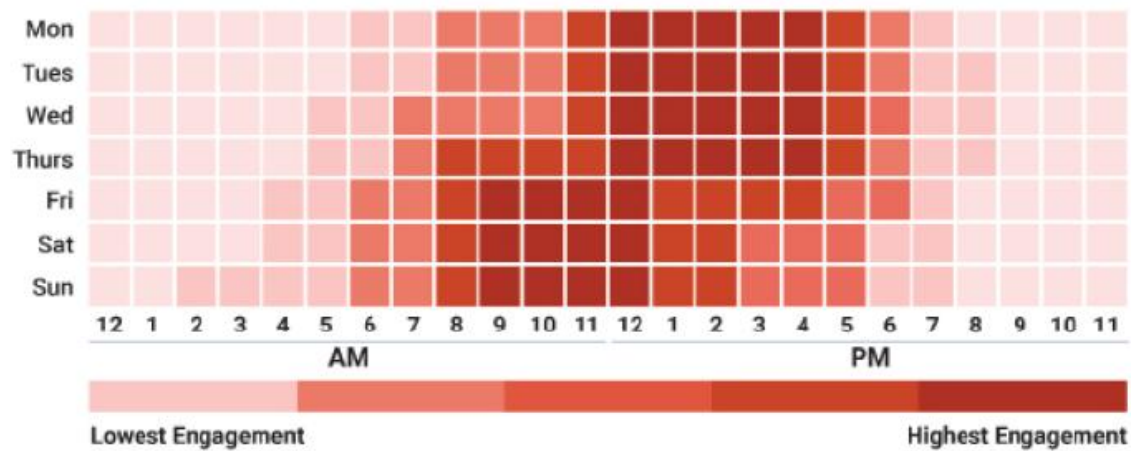
Education



Total Population Percentage by Age



YouTube Global Engagement



Best times to post on YouTube:

- Weekdays from 12 p.m. to 4 p.m.
- Weekends from 9 a.m. to 12 p.m.

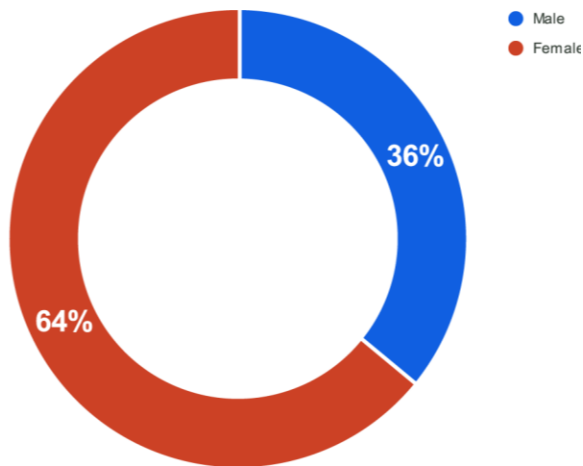
Buhi's Pinterest Audience

Reach
20K

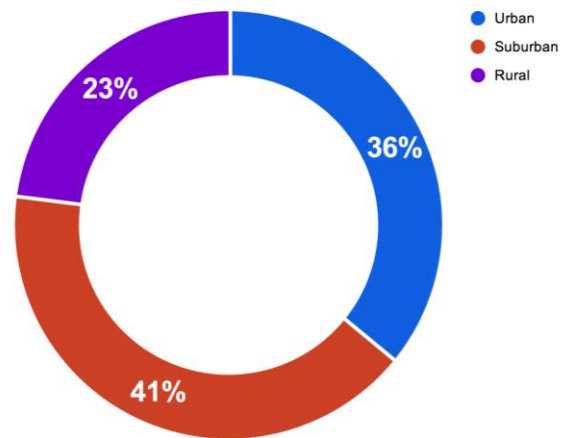
Engagements
21K

Reach
433

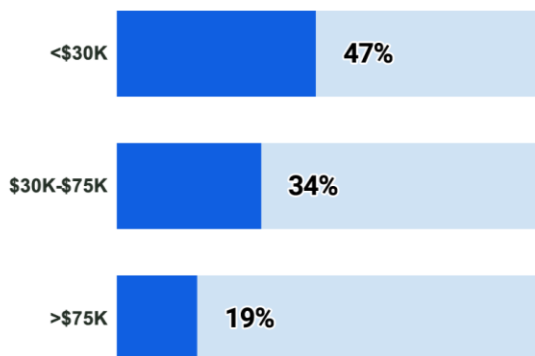
Gender



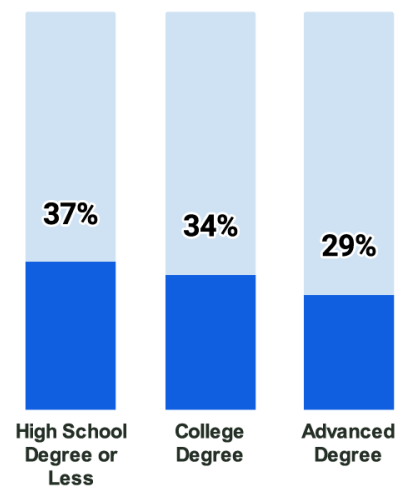
Location



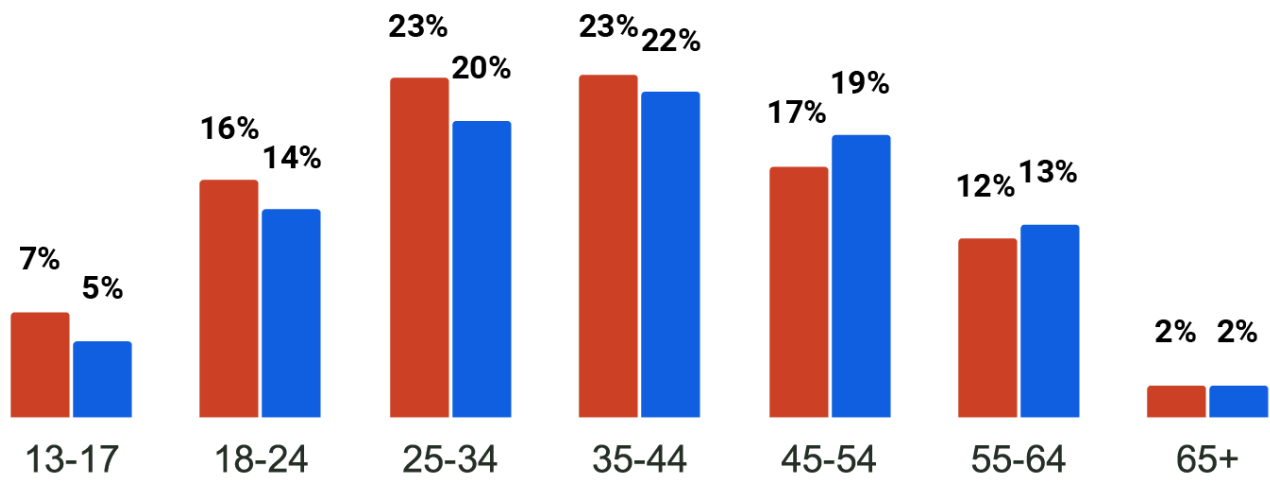
Income



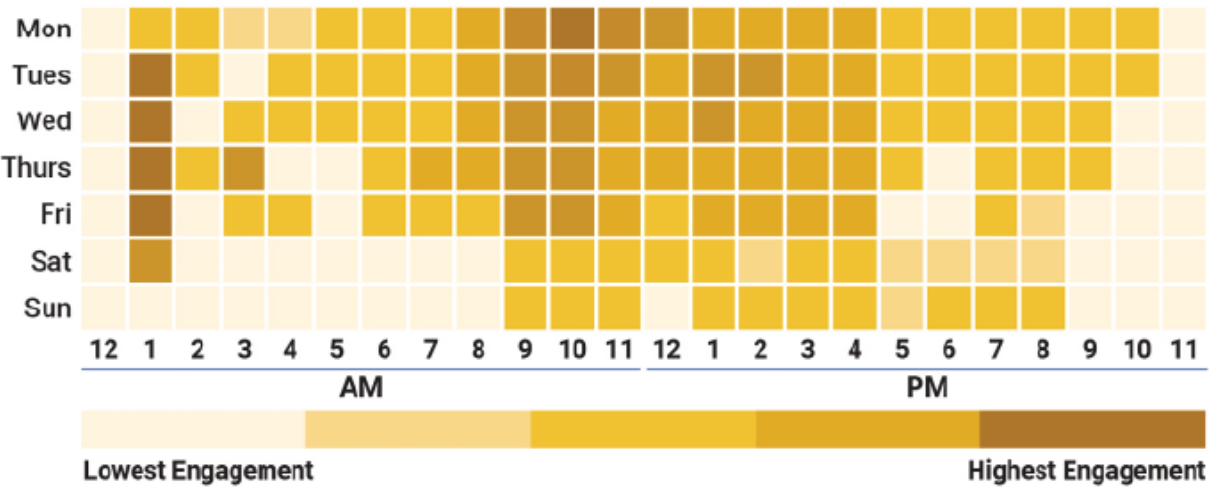
Education



Total Population Percentage by Age



Pinterest Global Engagement



Best times to post on Pinterest:

- Tuesdays through Fridays at 1 a.m.
- Thursdays at 3 a.m.

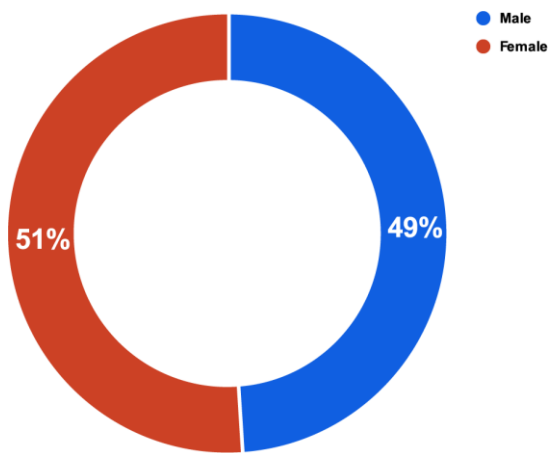
Buhi's X Audience

Reach
50K

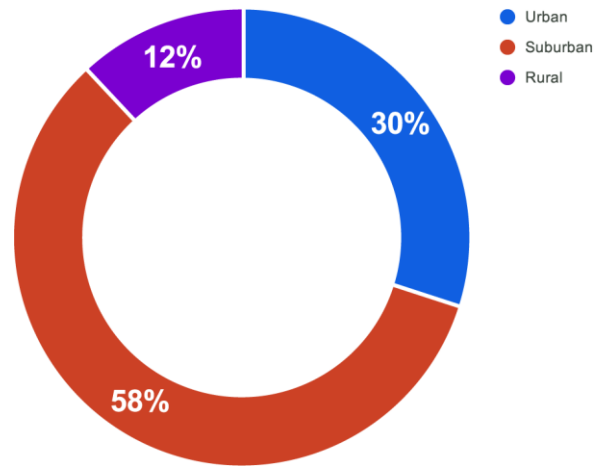
Engagements
17K

Reach
309

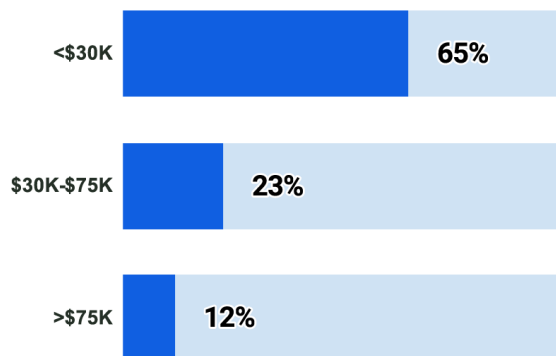
Gender



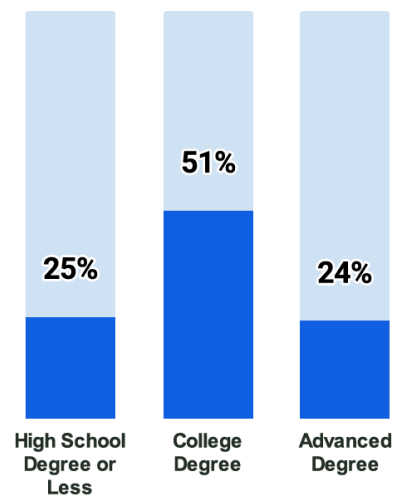
Location



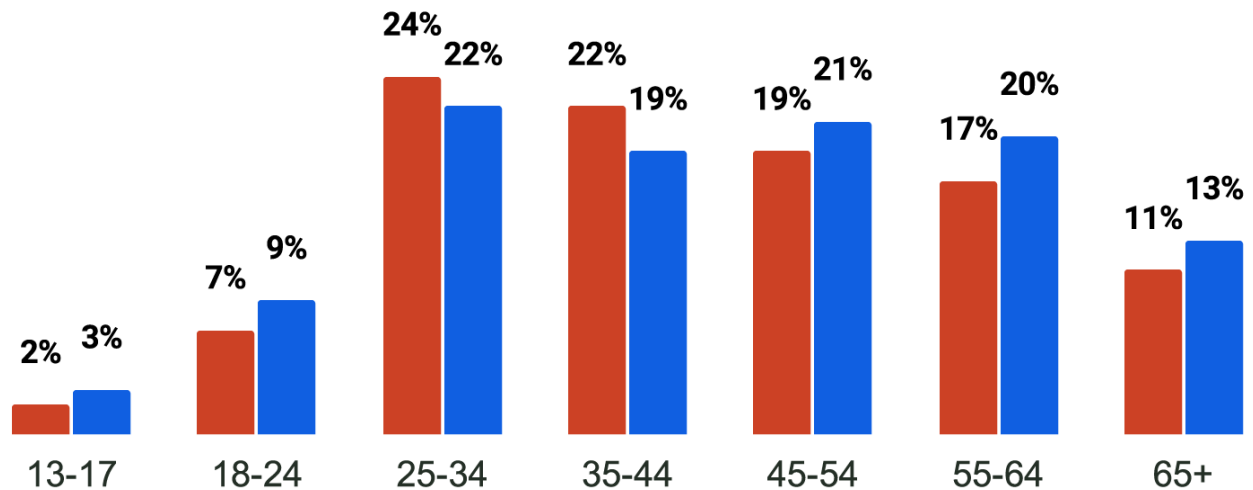
Income



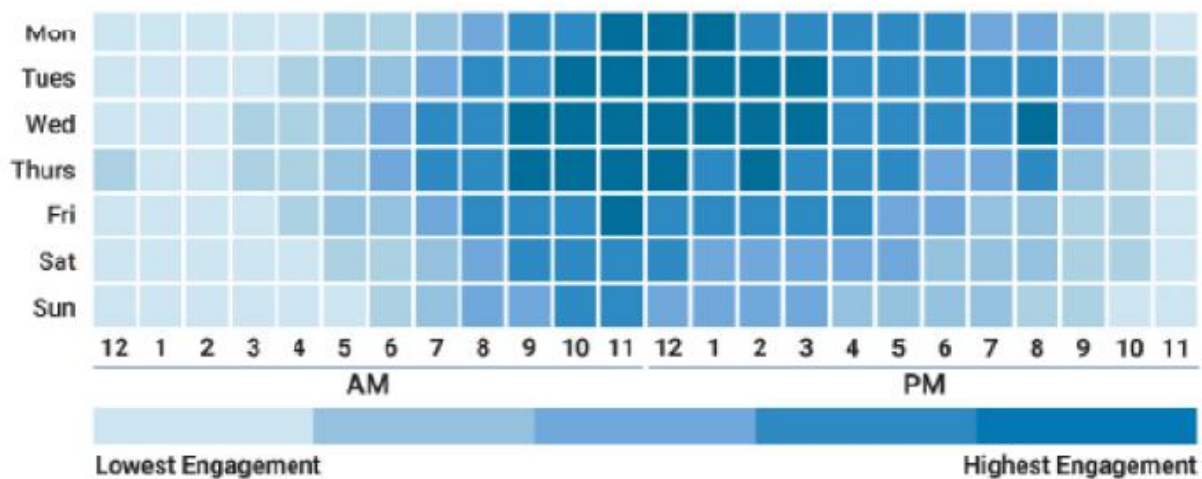
Education



Total Population Percentage by Age



X Global Engagement



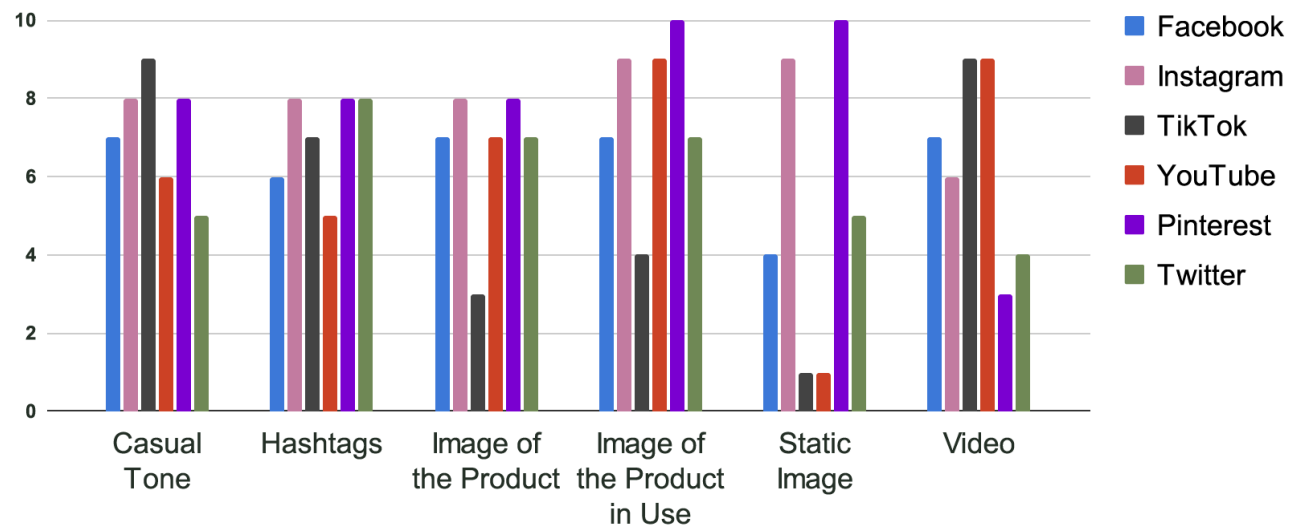
Best times to post on X:

- Mondays from 11 a.m. to 2 p.m.
- Tuesdays from 10 a.m. to 4 p.m.
- Wednesdays from 9 a.m. to 4 p.m.
- Thursdays from 9 a.m. to 1 & 2 p.m.
- Fridays at 11 a.m.

Advertising Strategies for Increasing Brand Awareness on Social Media Channels

In general, bag shoppers visiting the Buhi website reported ads displaying **low word count**, **casual tone**, and **static images of the product in use** to be the most impactful social media marketing advertising strategy.

On a scale of 1-10, how likely are you to interact with the following elements?



Recommended Character Count per Post for Each Channel

