



· GREAT GROUNDS ·

COFFEE SHOP

Great Grounds Social Media Data Analysis

Twitter, March 14th (Daylight Savings)

	Task	Response
1	Compare the Tweets' data.	Tweet 1 had about 90% more impressions than tweet 2 but tweet 2 had almost 6x the engagement which was the goal of these tweets. Tweet 2 also outperformed tweet 1 in all other measured metrics including retweets, replies, likes, and user profile clicks.
2	Compare the Tweets' content and details.	There were a few key differences in the tweets including tone, assets, hashtags, and time of day. The tone of tweet 2 was much more relaxed and friendly as opposed to tweet 1's more informative and factual tone. Tweet 2 also used a comedic photo whereas tweet 1 used no asset. Hashtags were implemented in tweet 2 and not tweet 1. Lastly, the time of posting for tweet 2 was around 2 AM as opposed to 8 AM for tweet 1.
3	Analyze the differences in the Tweets' performance.	Engagement differences may be explained by the time of posting for each tweet. The 8 AM tweet is in a more optimal time for posting. The engaging factors in tweet 2 also seem to have worked in the factor of engagement due to the asset and hashtags used as well as the better tone.

4	Explain how your analysis will inform your strategy.	Moving forwards it would seem to be best to implement an asset as well as hashtags, a humorous tone, and a better time for posting. All these factors seem to have contributed to the increase in engagement as was the initial goal.