

Project Split

Category One - Independent Variables

Post ID
Platform
Content Type
Content Category
Post Type
Region
Main Hashtag Story
Engagement Level

Category Two - Dependent Variables

Engagements
Views
Likes
Shares
Comments
Engagement Rates
Impressions
Video Views
Live Stream Views
Clicks
Clicks Through Rate
Post and Publish Dates
Post Hour

Stakeholders' Analysis Questions

- 1. Which social media platforms are used most frequently?
- 2. Which content types generate the highest engagements and views?
- 3. Which post types receive the highest average likes, shares, comments, and impressions?
- 4. Which regions have the highest user concentration?
- 5. What are the top six most frequently used hashtags?
- 6. Which content categories receive the highest engagement levels?

KPIs:

- Engagement Rate
- Click-Through Rate
- Average Views per Post

Story of the Data

What makes Social Media content perform? This dataset captures the performance of social media posts across multiple platforms, content types, and regions. It tracks how different content characteristics influence engagement, reach, and viewer interaction.

Industry Type of Data

Digital Marketing and Social Media Analytics

Primary Stakeholders of the Analysis

Digital Marketing Managers, Social Media Strategists, Regional Marketing Leads, and Brand Communications Teams.

What Success means for the Stakeholders

Success means using data to optimize content, boost engagement, and improve campaign results. Stakeholders want to identify top-performing platforms, content types, and hashtags. Regional teams aim to tailor strategies to audience preferences. The ultimate goal is increased reach, ROI, and brand impact.

Potential Insights from Stakeholders' Questions

Posts are most frequently shared on Instagram and TikTok, but some underused platforms might show higher average engagement, revealing untapped opportunities.

Video and carousel formats may consistently generate the highest views and engagements, indicating that dynamic, visual content performs best across audiences.

Organic posts often achieve better engagement rates per impression, while paid posts deliver broader reach but less interaction per user.

Audience concentration is highest in regions like West Africa and Europe, with emerging regions showing strong engagement potential despite lower post volumes.

The most frequently used hashtags aren't always the most effective. Some niche or campaign-specific hashtags may drive significantly higher engagement.

Educational and relatable content categories may outperform purely promotional posts, especially when aligned with audience interests and platform strengths.

Dashboard

Analytics

- In-Analysis
- Observations
- Recommendations

- Customer Story
- Educational
- Entertainment
- Event / Webinar
- Product Promoti...

- Engagement Level
- High
 - Low
 - Medium

Social Media Content Performance Analysis

June 29th, 2025

2024

2025

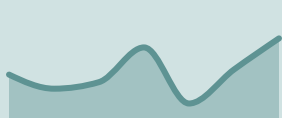
Engagement Rate %
23.23%



Click Through Rate %
0.61%

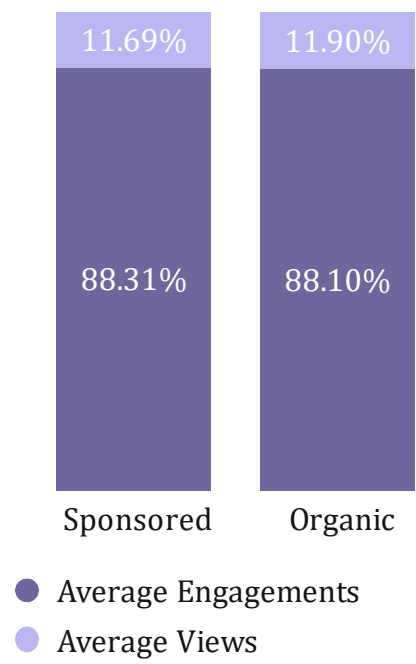


Average Views per Post
858.26K



Post Type	Average Likes	Average Shares	Average Comments	Average Impressions
Video	217,442	68,427	49,465	1,481,918
Article	159,026	53,319	37,010	1,095,322
PDF	157,227	36,376	31,053	904,536
Carousel	134,879	48,003	31,357	999,749
Text	81,686	25,911	19,119	558,976
Live Stream	66,075	21,074	15,578	455,224
Image	62,486	19,985	14,614	430,755

Content Types

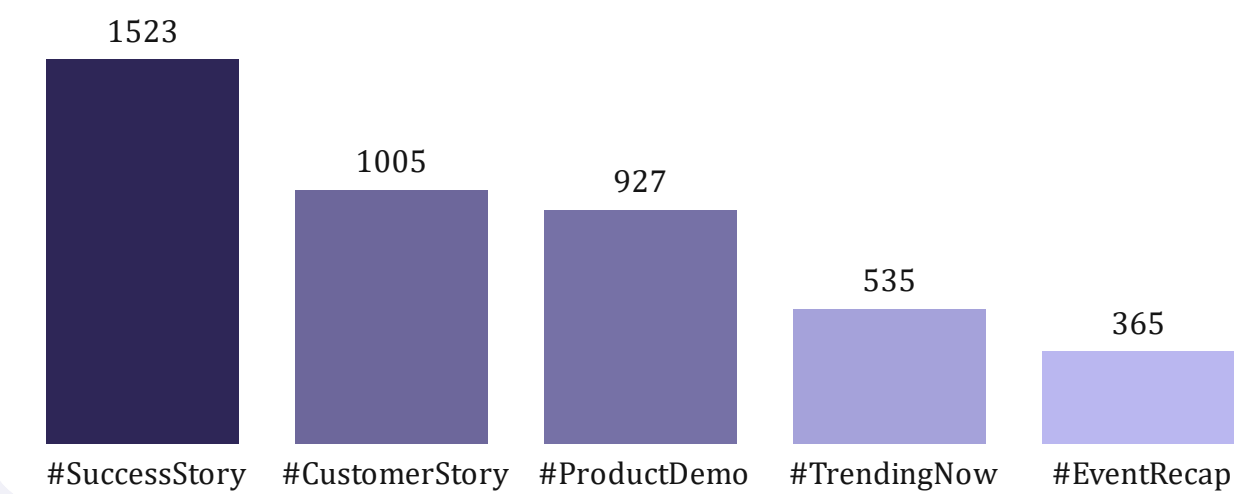


Top Audience by Region

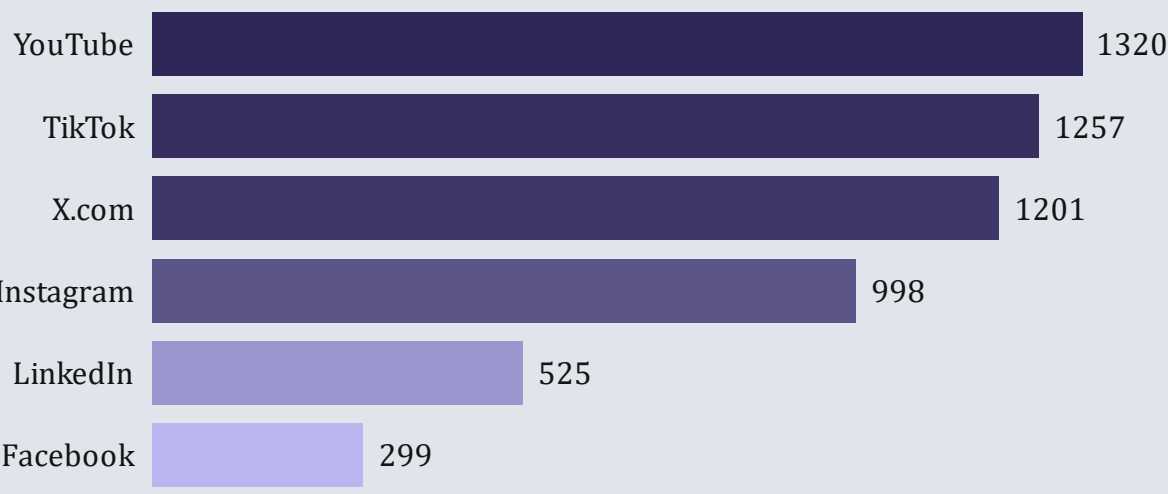
The majority of users are concentrated in the USA, with a total of 752 users.

Region	Users	Trend
USA	752	
Canada	735	
UK	732	
Brazil	718	
India	691	
Australia	679	
Japan	666	
Germany	627	

Top 5 Most Frequently Used Hashtags



Frequency of posts by Platforms



In-Analysis Observations

#SuccessStory is the most commonly used hashtag, appearing **1,523 times** across posts.

#EventRecap is the least used hashtag, with a total of **365 uses**.

Social media users post most frequently on **YouTube**, which has been used **1,320 times**.

Facebook is the least used platform, with only **299 posts** shared.

Users are most concentrated in the **USA**, with a total of **752 users**.

Germany has the smallest audience, with **627 users**.

Sponsored content types have the highest average engagement at **88.31%**.

Organic content receives the highest average views, at **11.90%**.

Video post types generate the most average **likes, shares, comments, and impressions**.

Image post types receive the least engagement across these same metrics.

In-Analysis Recommendations

Since **#SuccessStory** performs well and is widely used, consider integrating it into upcoming campaigns to boost discoverability.

Explore ways to increase the use and visibility of **#EventRecap**, possibly through more engaging recap content or dedicated post formats.

With **YouTube** being the most active platform, prioritize optimizing video content for it and explore YouTube Shorts for extended reach.

Facebook's low post volume may suggest an underutilized opportunity. Consider testing tailored content formats to revive engagement.

Given the strong user base in the **USA**, consider running region-specific campaigns or time-optimized content targeting this audience.

Explore localized content or influencer partnerships to boost engagement in **Germany**, where the audience is currently the smallest.

Sponsored content is yielding strong engagement. Evaluate what makes it effective and consider boosting similar high-performing organic posts.

Since **organic content** drives the highest views, maintain a consistent organic posting schedule and pair it with strategic hashtags.

Focus more on **video content**, as it delivers the strongest overall engagement. Also consider repurposing blog or image content into short-form videos.

Minimize overuse of **image-only posts**, or enhance them with interactive elements like polls or carousels to increase performance.

Final Observations

The overall **engagement rate** across all content types is **23.23%**, indicating that nearly one in four impressions leads to some form of user interaction.

The **click-through rate (CTR)** is relatively low at **0.61%**, suggesting that while users engage with content, fewer are clicking on external links or calls to action.

The **average number of views per post** is high at **858.26K**, showing strong content visibility across platforms.

Sponsored content types have the highest **average engagement rate** at **88.31%**, outperforming organic content in terms of interaction quality.

On the other hand, **organic content types** receive a slightly higher **average view rate** at **11.90%**, indicating they perform better in terms of reach.

Among all post types, **video content** outperforms every other format, leading with the highest averages in likes (217,442), shares (68,427), comments (49,465), and impressions (1,481,918).

Articles and PDFs also perform well, especially in shares and impressions, making them strong secondary formats.

Image posts consistently rank lowest in engagement and reach, with the least likes, shares, comments, and impressions, making them the weakest content type overall.

The hashtag **#SuccessStory** is the most frequently used, appearing **1,523 times**, making it the most dominant campaign or content theme.

The hashtag **#CustomerStory** is the second most used (1,005), followed by **#ProductDemo** (927), **#TrendingNow** (535), and **#EventRecap**, which is the least used at only **365 times**.

Final Observations

YouTube is the most frequently used platform, with **1,320 posts**, showing it is the top channel for content distribution.

TikTok (1,257) and **X.com** (1,201) follow closely, indicating strong usage and engagement potential on these fast-paced platforms.

Instagram has a decent share with **998 posts**, suggesting it's actively used but slightly less than video-first platforms.

LinkedIn sees moderate activity with **525 posts**, likely for professional or B2B content.

Facebook is the least used platform, with only **299 posts**, indicating minimal content strategy or low engagement on that channel.

Regionally, the **USA** has the highest audience concentration with **752 users**, making it the primary market for content targeting.

Canada (735), **UK** (732), and **Brazil** (718) are close behind, representing other key engagement regions.

India (691), **Australia** (679), and **Japan** (666) show a mid-tier user presence, potentially worth nurturing.

Germany has the smallest audience base with **627 users**, indicating a need for more localized engagement or awareness-building.

Trend lines beside regional data suggest relatively stable audience monthly activity across regions, with no extreme spikes or drops shown visually.

Strategic Content Recommendations for Growth

Maintain and build on video content as your primary format, as it drives the highest performance across all engagement metrics (likes, shares, comments, impressions). Consider investing more in short-form and long-form video production, experimenting with formats like tutorials, behind-the-scenes clips, and live sessions to maintain variety while sustaining engagement levels.

Diversify content strategy by promoting high-performing secondary formats such as articles and PDFs, which have shown strong shareability and reach. These formats can be integrated into educational or thought leadership campaigns to balance engagement with value-driven content.

Reassess the use of image-only posts, which are underperforming across all metrics. Either enhance them with carousels, infographics, or embedded video clips, or reduce their frequency in favor of richer, more interactive content types.

Capitalize on the strong performance of sponsored content by analyzing what makes it effective, then apply those insights (i.e. format, messaging, timing) to boost similar organic content. Consider running more A/B tests to understand the impact of sponsorship across platforms and regions.

Leverage the organic content's strength in reach by optimizing it for awareness-focused campaigns, such as product launches, announcements, and community storytelling. Use them to build top-of-funnel visibility while relying on sponsored content to deepen engagement and drive actions.

Increase the strategic use of top-performing hashtags like #SuccessStory and #CustomerStory in your storytelling and campaign messaging. Their high frequency suggests strong recognition and resonance. Reinforce their use across platforms and content types, especially in organic posts to boost reach.

Reintroduce or revamp underused hashtags like #EventRecap and #TrendingNow with more engaging and dynamic post formats such as carousels or short video summaries to improve their visibility and relevance. Pair them with time-sensitive or event-driven content to increase adoption.

Final Recommendations

Double down on YouTube, TikTok, and X.com as your primary distribution platforms, as they are the most utilized and likely optimized for high-velocity engagement. Continue platform-specific optimization, such as vertical formats for TikTok and shorts for YouTube.

Consider refreshing your Facebook strategy or phasing out low-performing content from the platform, as its usage is the lowest. If it remains part of your strategy, test targeted regional posts or cross-post high-performing content from other platforms to see if engagement improves.

Sustain strong content presence on Instagram and LinkedIn, but tailor content to match each platform's tone...visual storytelling for Instagram and professional, insight-based posts for LinkedIn. For LinkedIn in particular, explore more PDF carousels and customer stories to increase engagement.

Target the USA with more personalized, campaign-driven content, as it holds the largest share of your user base. Consider time-zoned scheduling and U.S.-centric themes in your storytelling and promotions.

Develop localized content strategies for regions like Canada, UK, and Brazil, where user counts are nearly as high as the USA. This can include translating posts, referencing regional trends, or working with local influencers.

Create region-specific engagement initiatives for markets like Germany, Japan, and Australia, which show lower user counts. Consider running awareness campaigns, contests, or niche-targeted hashtags to improve visibility and engagement in these areas.

Use trend lines and audience stability data to support content scheduling consistency, ensuring that regular posting cadence is maintained in regions with stable trends, while focusing experimentation efforts on areas showing potential for growth or decline.