

## Platform breakdown

Which platforms are driving more conversations for our brand?



Facebook 100,535 (72.2%) ↑ 72.8%

Instagram 19,653 (14.1%) ↑ 69%

YouTube 1,240 (0.9%) ↑ 100%

Twitter 815 (0.6%) ↓ 96.2%

Tiktok 16,917 (12.2%) ↑ 2.2%