

Executive Summary – Social Media Performance Report

This report provides a comprehensive analysis of social media performance across platforms, regions, content types, and time periods. The analysis spans from January 2024 to May 2025, offering key insights into audience behavior, content effectiveness, and campaign engagement.

Across all platforms, the campaign generated:

- **5,600 total posts**
- **646 million total engagements**
- **6 billion impressions**
- **35 million clicks**
- **Average CTR of 0.61%**
- **Average engagement rate of 15.28%**

The dashboard evaluates content performance from four lenses: **Overview**, **Regional Insights**, **Timings**, and **Content Analysis**, providing stakeholders with actionable data to improve strategic decisions on publishing, content creation, and audience targeting.

Key Insights

- **Organic content** significantly outperformed sponsored posts in engagement (123M vs 52M).
- **YouTube and TikTok** led in total engagement, while **Live Streams** had the highest total views across post types.
- The most engaging month overall was **January 2025**, with a noticeable peak in engagement trends.
- **Japan and the UK** recorded the highest click-through rates (0.68% and 0.63%, respectively).
- **USA, India, and Brazil** drove the highest total engagement.
- **Educational** and **Entertainment** content performed best across most regions.
- The hashtag **#CustomerStory** drove the most engagement, especially in the Americas and Asia.
- **1 PM and 4 PM** were the best hours to post for maximum engagement.

- **Wednesdays** and **afternoons** showed consistently high engagement rates, with peak performance in **May 2025**.
- Engagement tends to rise midweek and, in the afternoon, aligning with work breaks or lunchtime browsing patterns.
- Posts with **low to medium engagement levels** made up the majority, indicating room for optimization.
- **#ProductDemo** and **#WebinarReplay** were top hashtags for live stream views.
- **YouTube** and **TikTok** again emerged as dominant platforms for live and video content engagement.
- Content categories like **Product Promotion** and **Entertainment** performed best in total engagement across all post types.

Recommendations

1. **Prioritize posting between 1–4 PM on Wednesdays** for optimal engagement.
2. **Focus on educational and entertainment formats**, especially in video/live formats across YouTube and TikTok.
3. Increase investment in regions like **Japan and the UK** where click-through efficiency is high.
4. Leverage high-performing hashtags such as **#CustomerStory** and **#ProductDemo** to boost discoverability.
5. Shift toward more **video and live content**, which consistently drives higher views and engagement.