



Hack The Feed: Insights From Social Media Data

Date selector:

1/15/2013



7/1/2023



Facebook Dashboard

Impressions

56M

Facebook

Photo View Clicks

245K

Facebook

Page Likes

827K

Facebook

Engagement Rate

4.39

Facebook

Reach

50M

Reach

Engaged Users

1M

Facebook

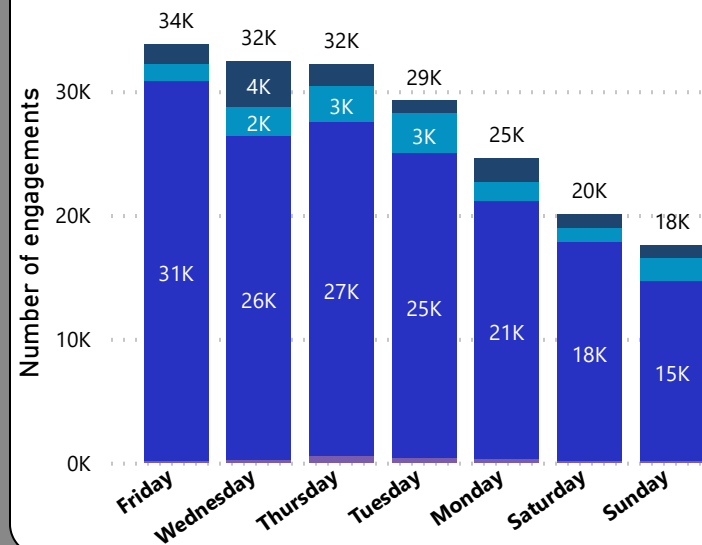
Negative Feedbacks

2913

Facebook

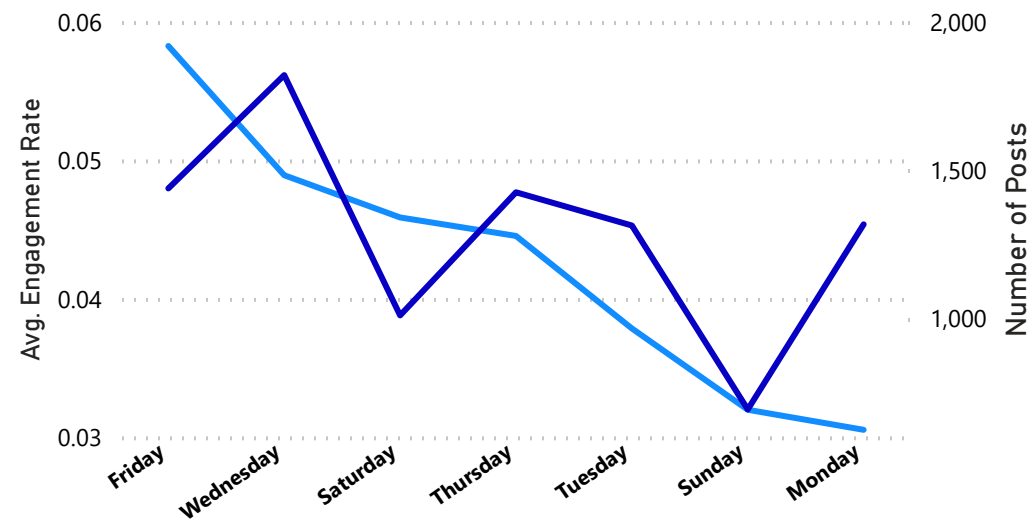
Engagements by Day of Week and Content Type

Content Type: Link Photo Text Video



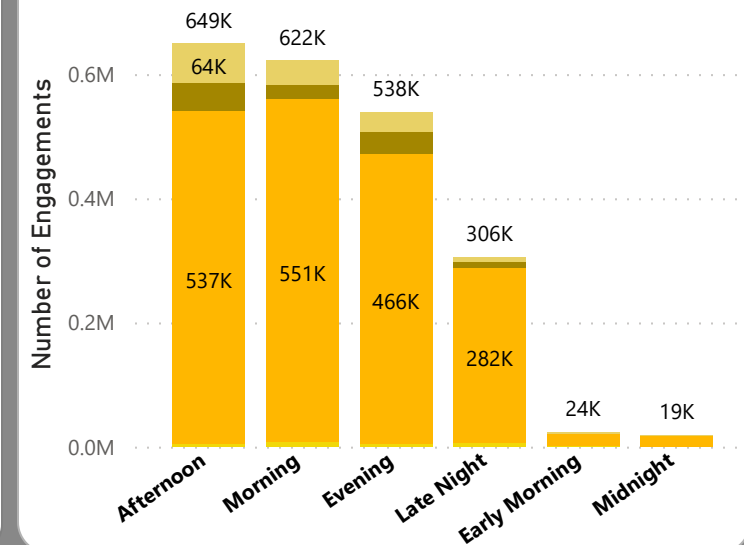
Engagement Rate vs. Number of Posts by Day of Week

Avg_engagement_rate_day_of_week Number of Posts

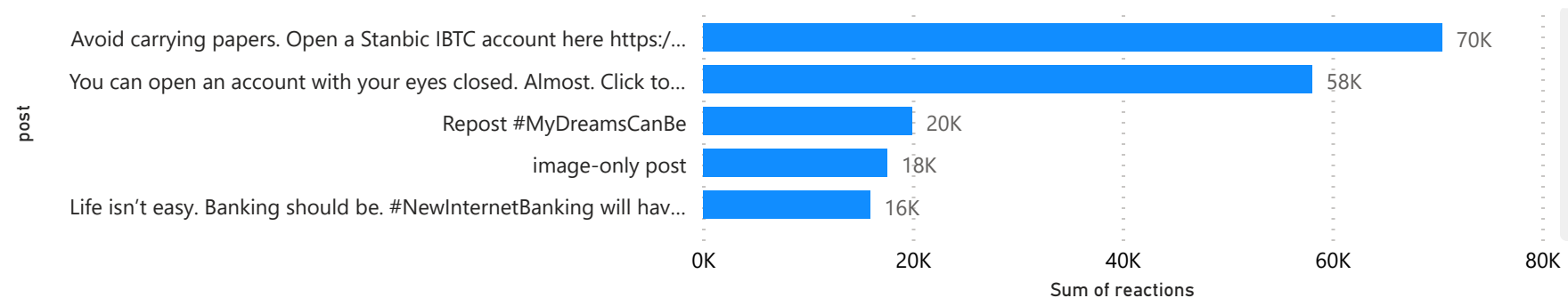


Engagements by Time of Day and Content Type

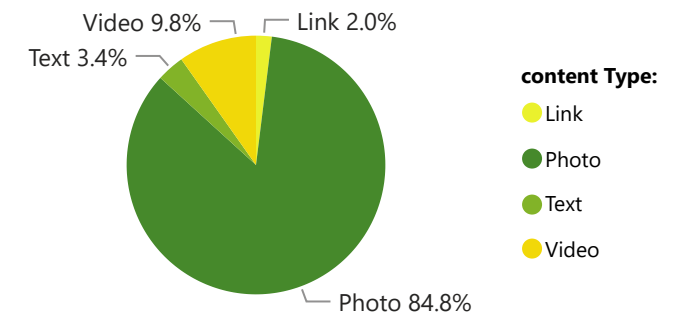
Content Type: Link Photo Text Video



Top 5 Posts by Reaction and Content Type



Distribution of Content Type





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Instagram Dashboard

Video Views

4M

Instagram

Impressions

22M

Instagram

Page Likes

909K

Instagram

Comments

77K

Instagram

Engagements

1M

Instagram

Reactions

909K

Instagram

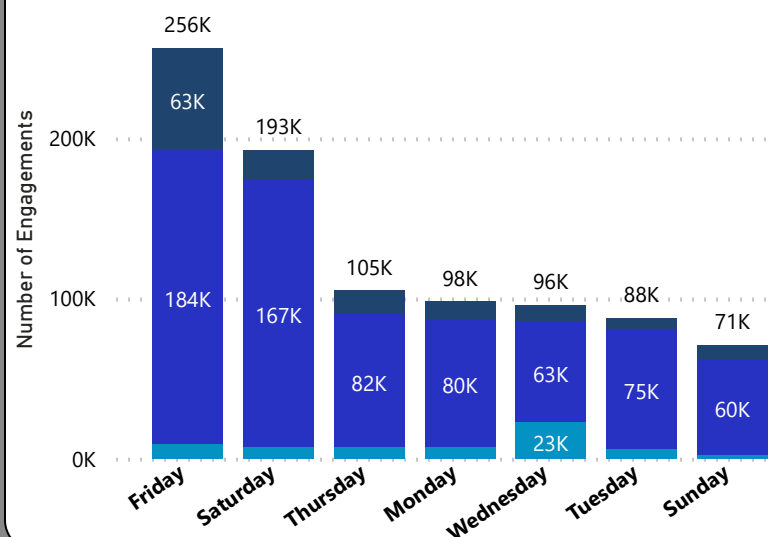
Organic Reach

15M

Instagram

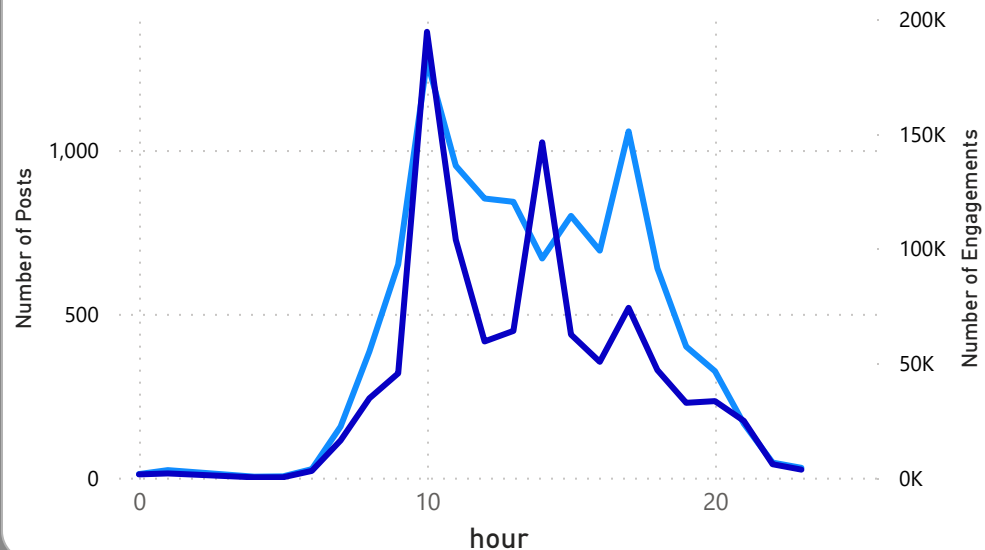
Engagements by Day of Week and Content Type

content Type: ● Carousel ● Photo ● Video



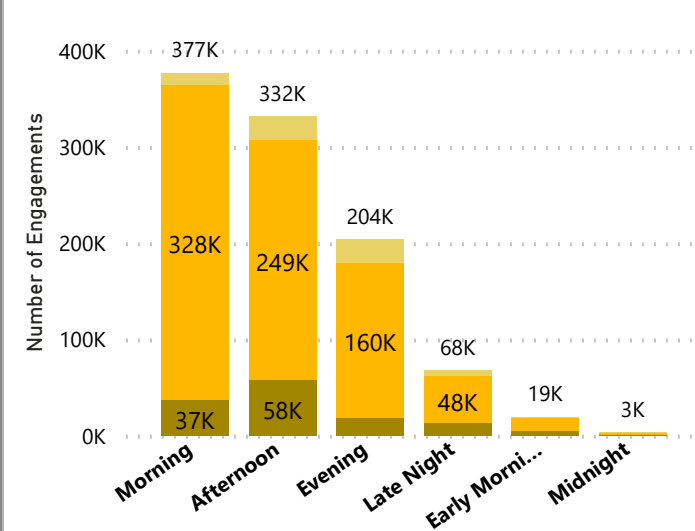
Number of Posts and Engagements by Hour

Count of post — Sum of engagements —



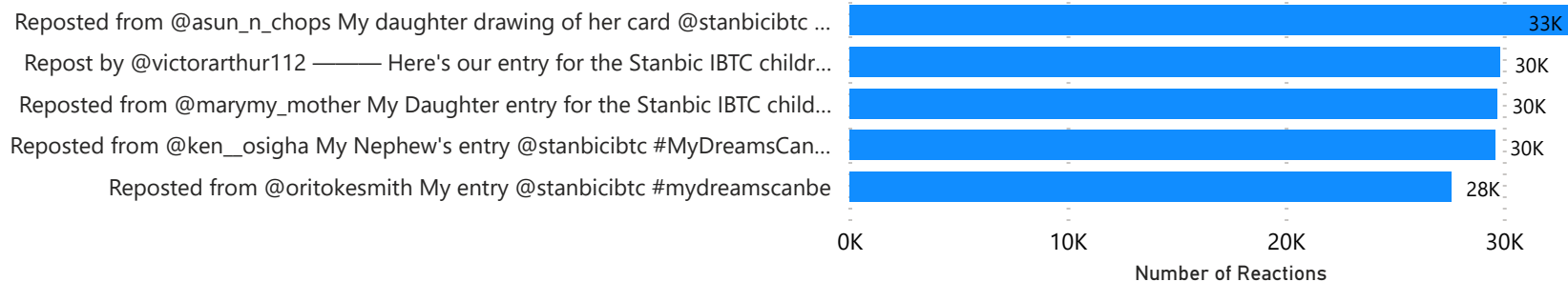
Engagements by Time of Day and Content Type

Content Type: ● Video ● Photo ● Carousel

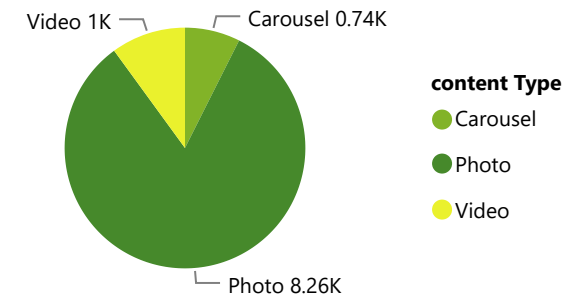


Top 5 Posts by Reaction and Content Type

Post



Distribution of Content type





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X Dashboard

Impressions

26.68M

X

Page Likes

165358

X

Video Views

469K

X

Comments

50347

X

Engagements

902K

X

Follows From Post

226

X

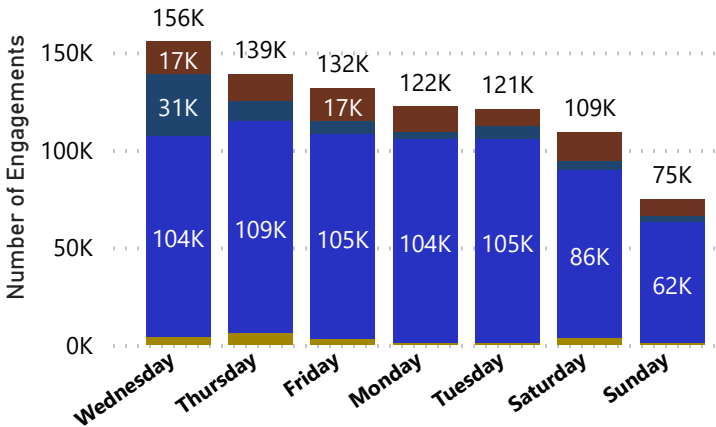
Reactions

165K

X

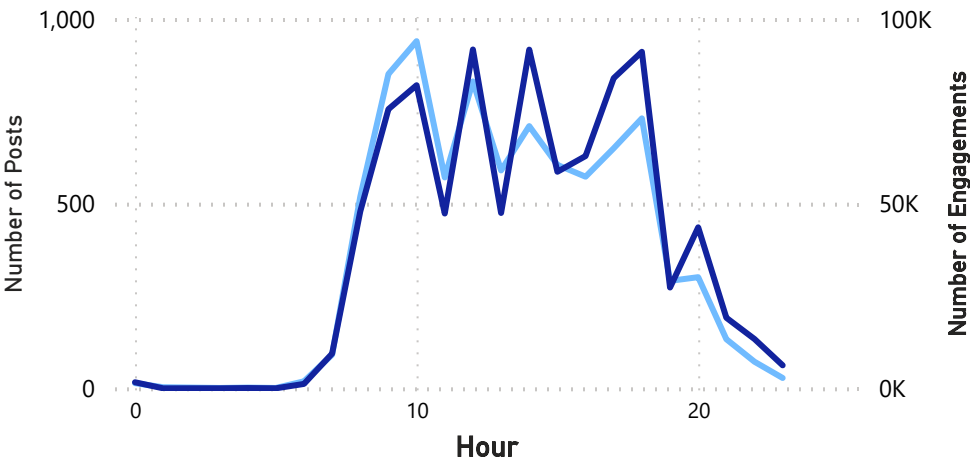
Engagements by Day of Week and Content Type

content Type: ● Link ● Photo ● Text ● Video



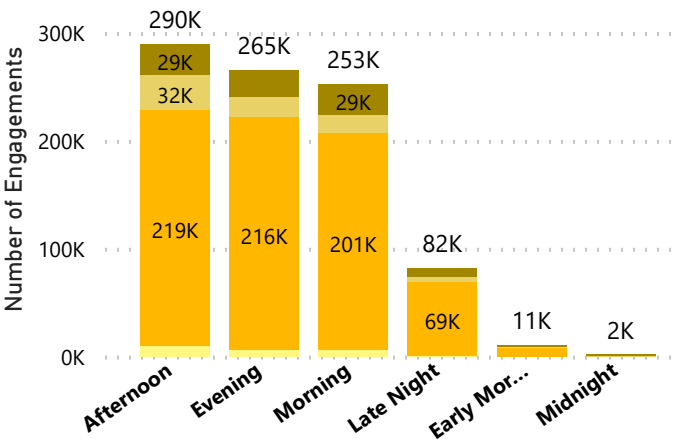
Number of Posts and Engagements by Hour

— Number of Posts — Number of Engagements

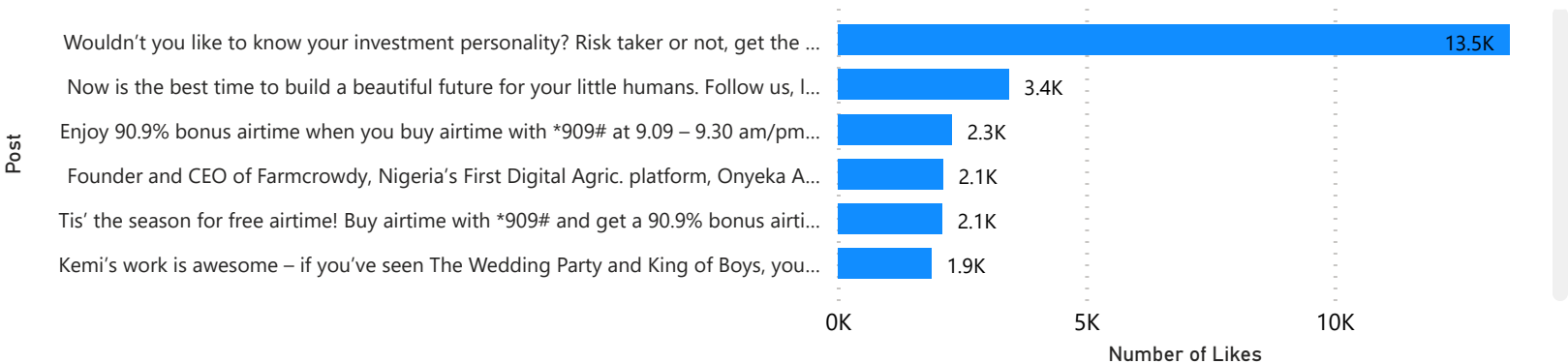


Engagements by Time of Day and Content Type

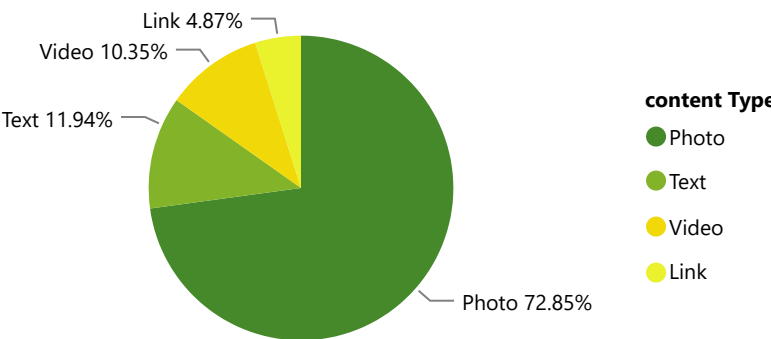
Content Type: ● Link ● Photo ● Text ● Video



Top 5 Posts by Likes and Content Type



Distribution of Content type





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Linkedin Dashboard

Impressions

8M

Linkedin

Page Likes

114K

Linkedin

Link Clicks

215K

Linkedin

Engagement Rate

6.33

Linkedin

Comments

7316

Linkedin

Avg. CTR

1.50

Linkedin

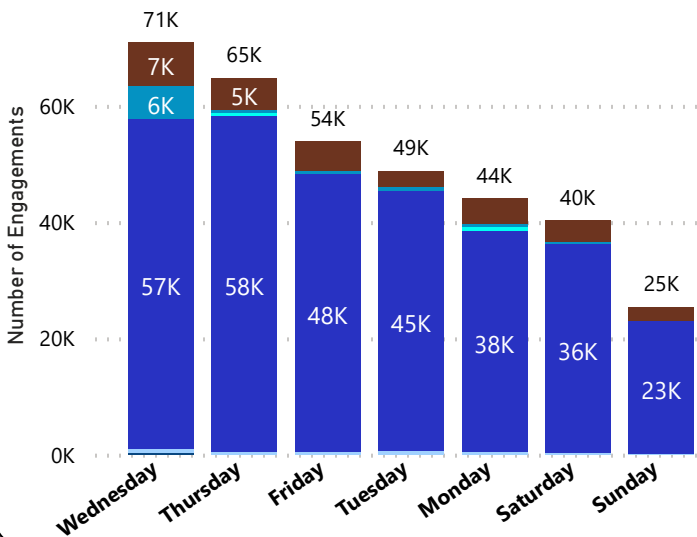
Shares

10K

Linkedin

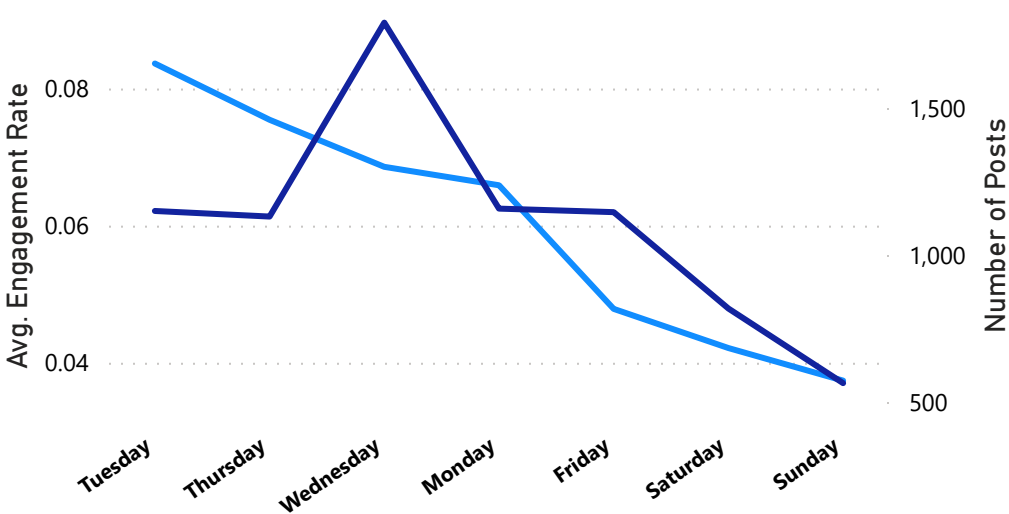
Engagements by Day of Week and Content Type

content Type: Document Link Photo Poll Text Video



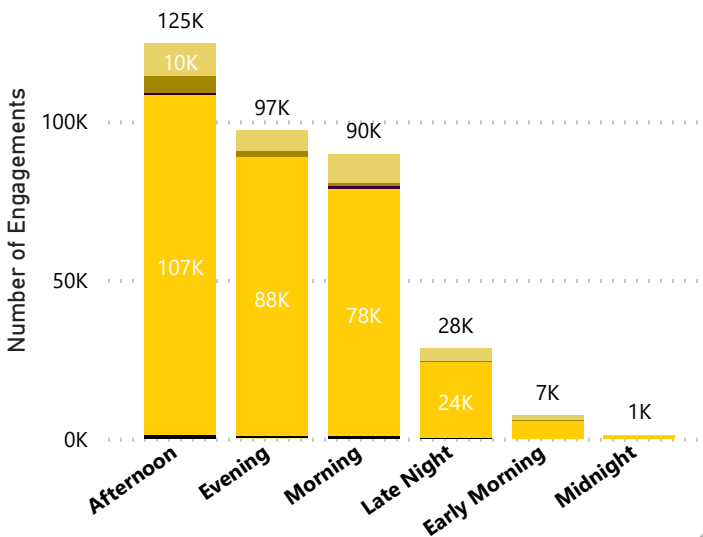
Engagement Rate vs. Number of Posts by Day of Week

avg_engagement_rate_day_of_week_linkedin Count of post

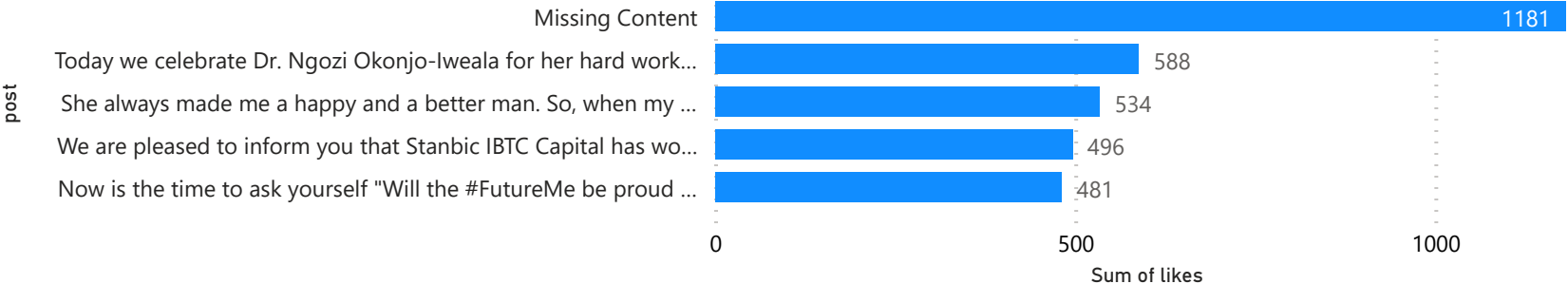


Engagements by Time of Day and Content Type

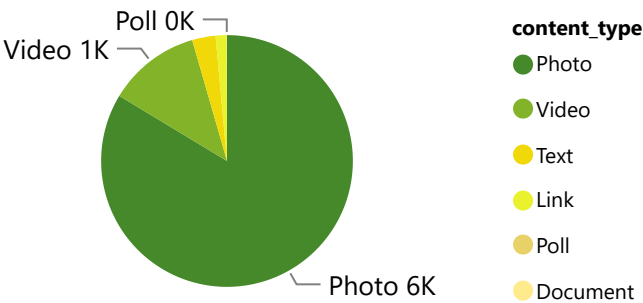
Content Type: Document Link Photo Poll Text Video

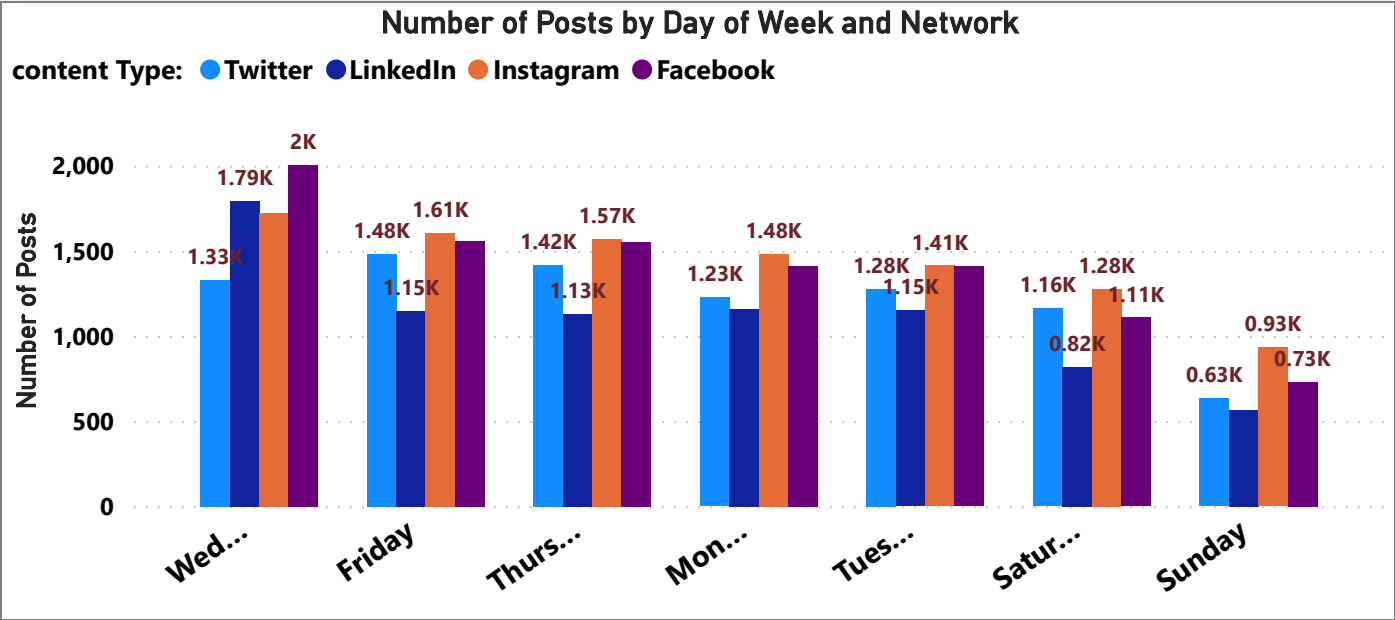
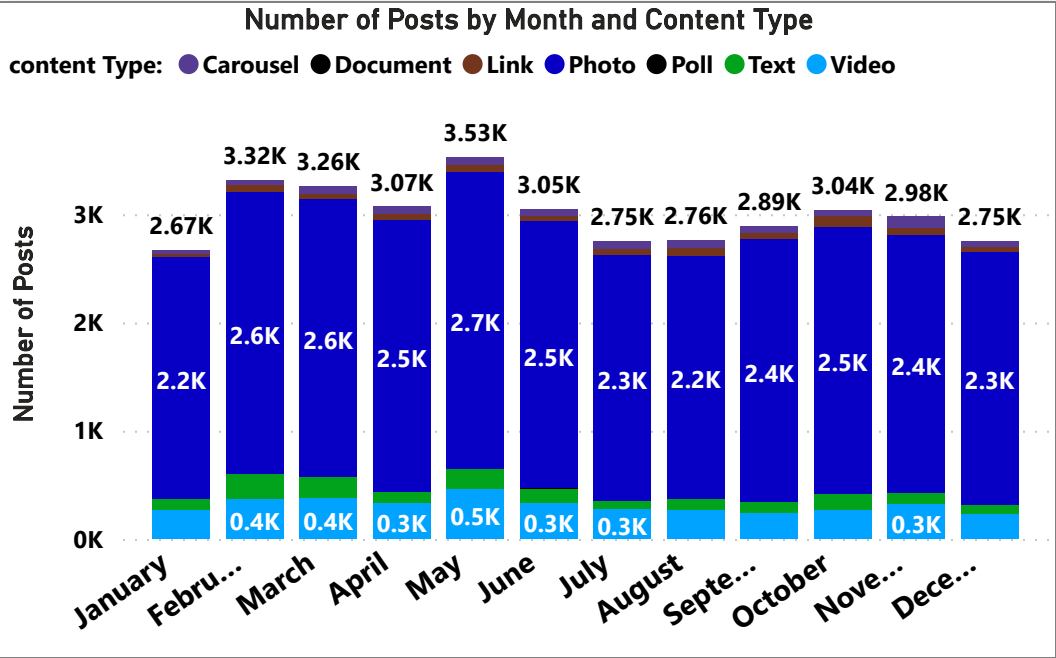


Top 5 Posts by Likes and Content Type



Distribution of Content type





Top 5 Posts

Date	Post	likes	Engagements	Impressions	Comments	Shares	Network	Content Tpe	Rea
5/18/2017 9:32:00 PM	Avoid carrying papers. Open a Stanbic IBTC account here https://instantaccount.stanbicibtc.com:9663/index.html It's simple and easy	70244	72474	0.00	1402	588	Facebook	Photo	7
5/24/2017 5:36:00 PM	You can open an account with your eyes closed. Almost. Click to open	57786	60004	0.00	1384	578	Facebook	Photo	5