**Question 1.**

What is the typical engagement rate we can expect? What’s the likelihood that we can achieve a 15% engagement rate?

**Answer.**

1. First to find the typical Engagement rate, average of Total Engagements/ Total Impressions

AVG (Total Engagements/ Total Impressions) = 31%

1. To find the Likelihood of 15% or higher,

(Total Engagement/ Total Impressions) > 15% / Total

= 1808/ 3480

= 51% chance of getting an engagement rate of 15 % or higher.

**Question 7.**

What suggestions would you give to the social media team if they want to expand their presence (e.g. if our CSGO YouTube channel is doing well should we expand to TikTok)?

**Answer.**

To answer this question, there are multiple factors we need to take into consideration as per the game selected.

* Find the performance for the particular Social Media platform which we want to expand.
* Find the performance of that game itself in the platform it is right now, to know how much crowd it is attracting to get an idea whether to expand it or not.
* We should look the suitability of the Social Media platform at which we want to expand. What can of content is attracted at that platform should give us an assurance to expand or not.
* If expanded, content posting time and day should be well known, when there is more Engagement.
* Also look out for the content people are attracted towards most.