From: Mahamadou Bala
To: Tiana Barnes, Sanjay Garg, Ned Lannister
Subject: Update on Daylight Savings time Tweets Engagement Analysis

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Dear Senior Stakeholders,

I hope this email finds you well. I am writing to provide an update on the recent campaign related to daylight savings time and to share insights from our analysis of the campaign data. The goal of the campaign on social media platforms through two tweets related to daylight savings time, encouraging followers to interact with our content and brand.

Tweet 1 had almost twice as many impressions as Tweet 2, but tweet 2 received almost six times as many engagements. As increasing engagement was the primary goal of the campaign, tweet 2 performed better overall. Tweet 1 was posted at 8:03 in the morning, resulting in more impressions. Conversely fewer people were in their feeds at 1:59 a.m when Tweet 2 was posted, leading to fewer impressions. However, Tweet 2 included a meme, engaging text, and relevant hashtags, contributing to its higher engagement compared to tweet 1. The data indicates that the audience responded better to content containing funny images and text, as well as relevant hashtags.

Great Grounds Twitter Campaign Engagement Metrics
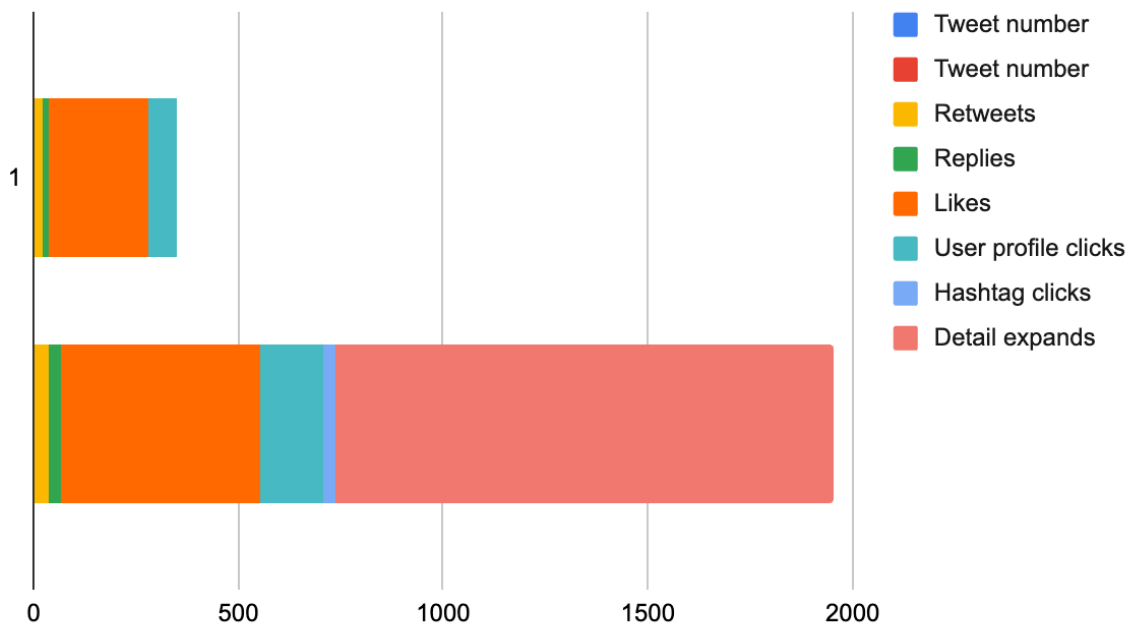
Moving forward, our analysis of the data will play a crucial role in shaping our social media strategy. Based on the insights gathered, we plan to implement the following changes to optimize future content:

1. Incorporating Engaging Visuals: We will prioritize including visually engaging elements, such as images or videos, in our social media posts. The success of Tweet 2, which included a funny image, highlights the importance of visual content in driving engagement.

2. Crafting Humorous and Relatable Messaging: We will focus on crafting messages that are humorous, relatable, and timely. The higher engagement received by Tweet 2, which contained engaging text and humor, underscores the audience's preference for content that resonates with them on a personal level.

3. Timely Posting and Hashtags: We will ensure timely posting of content, aligning with relevant events or topics to maximize engagement. Additionally, we will incorporate relevant hashtags to increase visibility and reach a broader audience, as demonstrated by the success of Tweet 2.

By implementing these changes, we aim to enhance audience engagement, strengthen our brand presence, and drive meaningful interactions with our content.

Please feel free to reach out if you have any questions or concerns. I am available for further discussion and look forward to continuing our efforts to optimize our social media strategy.

All the Best,

Mahamadou Bala
Customer Growth and Solutions Developer