



SOCIAL BUZZ REPORT



SENTIMENTS

🔍 Search

- ☒ Select all
- ☐ negative
- ☐ neutral
- ☐ positive

Month Name

🔍 Search

- ☒ Select all
- ☐ April
- ☐ August
- ☐ December
- ☐ February
- ☐ January

UNIQUE CATEGORY

16

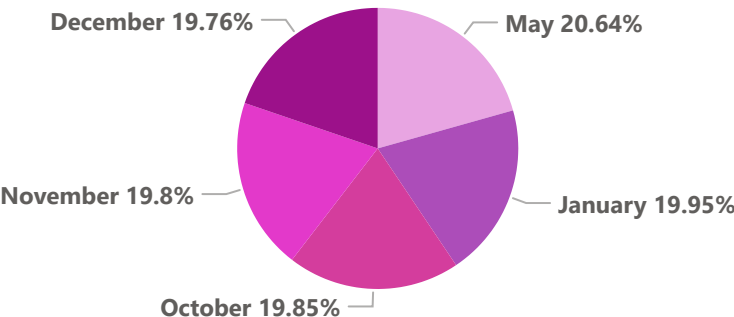
TOTAL SCORE

893K

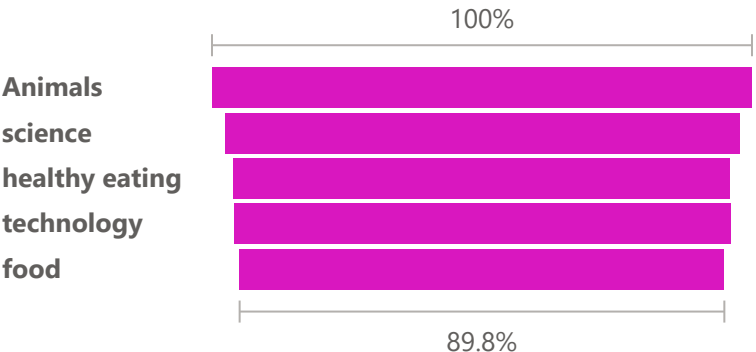
HIGHEST POPULARITY MONTH

May

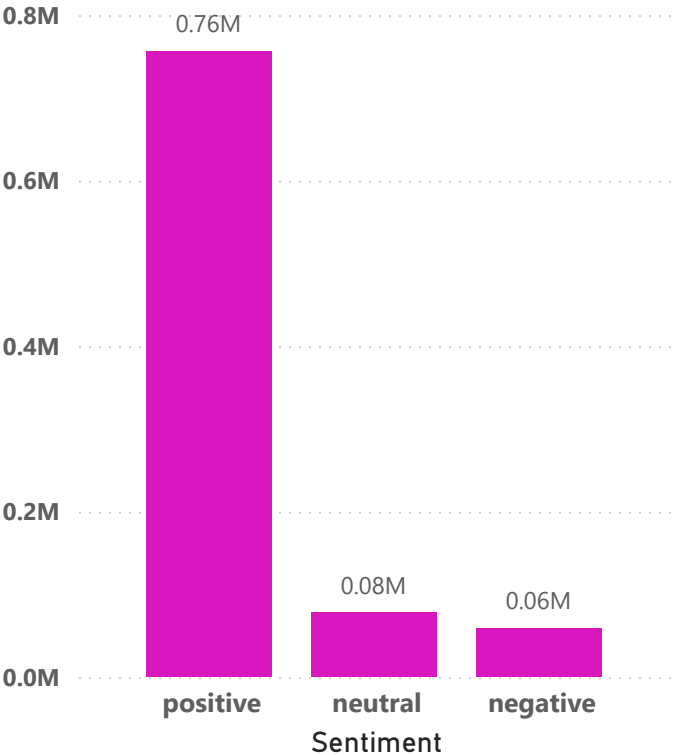
POPULARITY BY MONTH



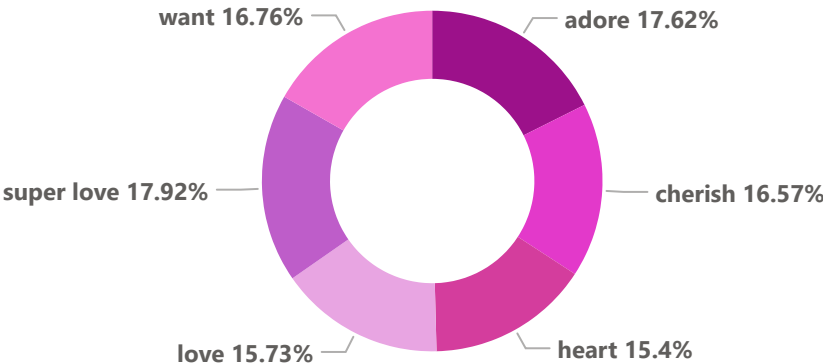
Sum of Score by Category



POPULARITY BY SENTIMENTS



POPULARITY BY TYPE



INSIGHT : -

- Animals and science are two of the most popular content categories, this shows that people enjoy "real-life" and "factual content the most. So I would recommend that you keep creating more contents relating to these two categories.
- categories with "Healthy Eating" ranking as one of the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.
- It should come as no surprise that technological content is among the top categories given the advancement of technology. It indicates that users like your technological material. Working with some of the biggest digital companies in the world is something I would suggest.