

Key Findings Summary

Findings 1:

What year did the bank push more post online?

Source	Year	Frequency
Facebook	2022	1604
Instagram	2022	1709
Twitter	2022	1530
LinkedIn	2022	1486

We observe that most post we are posted post covid year 2022, and Instagram has the highest frequency.

Findings 2:

What is correlation between Impressions and Engagements of a post:

Source	Correlation score	Statistically significant
Facebook	24%	Yes
Instagram	5%	Yes
Twitter	62%	Yes
LinkedIn	68%	Yes

We observe that LinkedIn has a trend of the higher the people see your post, the more likely they engage by 68%, Twitter 62%, Facebook 24%, and Instagram 5%. It will make more sense the company prioritize more ads on LinkedIn, Twitter so they can have more engagement.

Findings 3:

What is the most engaging type of post across each platform?

Source	Content type	
Facebook	Text	
Instagram	Video	
Twitter	Photo	
LinkedIn	Photo	

The bank should prioritize making post with text content on Facebook, Video on Instagram, and Photo for both Twitter and LinkedIn to make wider reach for engagement.

Findings 4:

Which day of week has the highest peak for post engagements?

Source	Day of Week
Facebook	Thursday
Instagram	Friday
Twitter	Monday
LinkedIn	Thursday

The most active days for customer engagement on post are differs, but it shows that none of them is during weekend (Saturday or Sunday). The best day to post on Facebook, and LinkedIn are Thursday respectively. Twitter is Monday, and Instagram on Friday. The bank having a standard content on Monday posted on Twitter and summary of the week on Instagram will boost the engagement of their posts.

Findings 5:

What is the peak hour of the day for post engagements?

Source	Hour	
Facebook	5:00 PM	
Instagram	10:00 AM	
Twitter	5:00 PM	
LinkedIn	12:00 Noon	

Facebook, and Twitter are during the business closing hours, Instagram is during the early work hours and LinkedIn during break time.

Findings 6:

Which social media manager post derives more engagement?

Source	Sent By
Facebook	Unknown, Aramide Salami
Instagram	Unkown, Aramide Salami
Twitter	Damilare Oyekanmi, Kemi Amoo
LinkedIn	Unknown, Damilare Oyekanmi

Aramide Salami post is a top-notch on Facebook and Instagram, while Damilare Oyekanmi is top-notch on Twitter and LinkedIn.

Findings 7:

The length of post relationship with engagements

Source	Length type
Facebook	Shorter Post
Instagram	Short post
Twitter	Longer post (Not too long)
LinkedIn	Longer post (Not too long)

Facebook post requires a more summarize text to deliver messages, Instagram also did not require long post. Twitter and LinkedIn need a more detailed post to derives engagements.

Findings 8:

Hashtags in a post relationship with engagements?

Source	Hashtags
Facebook	Decreases Engagement
Instagram	Increase Engagement
Twitter	Decreases Engagement
LinkedIn	Increases Engagement

The post on Facebook and Twitter most avoids Hashtags as much as possible, while it is required to always use relative hashtags on Instagram and LinkedIn for engagements.

Findings 9:

Sentiment Analysis on post to monitor company brand?

Source	Positive	Neutral	Negative	NSS
Facebook	70.77%	21.42%	7.81%	62.95%
Instagram	73.42%	19.26%	7.32%	66.10%
Twitter	69.94%	22.19%	7.87%	62.08%
LinkedIn	75.84%	16.79%	7.37%	68.48%

Findings 10:

Content Creator Sentiment Assessment?

Source	Sentiment Assestment
Facebook	Kemi Amoo
Instagram	Damilare Oyekanmi
Twitter	Damilare Oyekanmi
LinkedIn	Damilare Oyekanmi

Damilare Oyekanmi is a leading content creator per excellence.

Findings 11:

Engagement Insight by Content Mood?

Source	Content mood
Facebook	Neutral
Instagram	Neutral
Twitter	Negative
LinkedIn	Neutral

Neutral mood content drives more engagements quality on Facebook, Instagram, and LinkedIn. While Negative mood derives more engagement on Twitter.

Findings 12:

Engagement Overview across Platforms Rank?

Source	Quantity	Quality
Facebook	1 st Rank	1 st Rank
Instagram	2 nd Rank	3 rd Rank
Twitter	3 rd Rank	2 nd Rank
LinkedIn	4 th Rank	4 th Rank

Facebook is the most engaging platform in both of quantity and quality, while LinkedIn has the least engagement in terms of quantity and quality.

Findings 13:

Top 10 Topic Themes mostly posted.

Topic	Theme	Rank
1	Investment of money, and child fund	2 nd
2	Insurance and policy	1 st
3	Call to action advertisement	3 rd
4	Financial wellbeing	10 th
5	Financial planning for workers and retiree	4 th
6	Weekend Content	6 th
7	Motivational Content	8 th
8	Incentivized Banking	9 th
9	Celebrations	7 th
10	Mobile Acquisition Campaigns	5 th

Category of topic themes with respect to content created on the social media platforms as above. We observe that most post are focused on Insurance and Policy awareness and the least is financial well-being.

Findings 14:

Frequency of the Top 10 Topic Themes mostly posted on each social platform.

Topic	Theme	Facebook	Instagram	Twitter	LinkedIn
1	Investment of money, and child fund	2 nd	1 st	2 nd	2 nd
2	Insurance and policy	1 st	2 nd	1 st	1 st
3	Call to action advertisement	3 rd	4 th	4 th	3 rd
4	Financial wellbeing	10 th	10 th	8 th	9 th
5	Financial planning for workers and retiree	6 th	3 rd	5 th	5 th

6	Weekend Content	4 th	7 th	3 rd	10 th
7	Motivational Content	7 th	5 th	10 th	8 th
8	Incentivized Banking	9 th	9 th	9 th	7 th
9	Celebrations	8 th	8 th	7 th	6 th
10	Mobile Acquisition Campaigns	5 th	6 th	6 th	4 th

Findings 15:

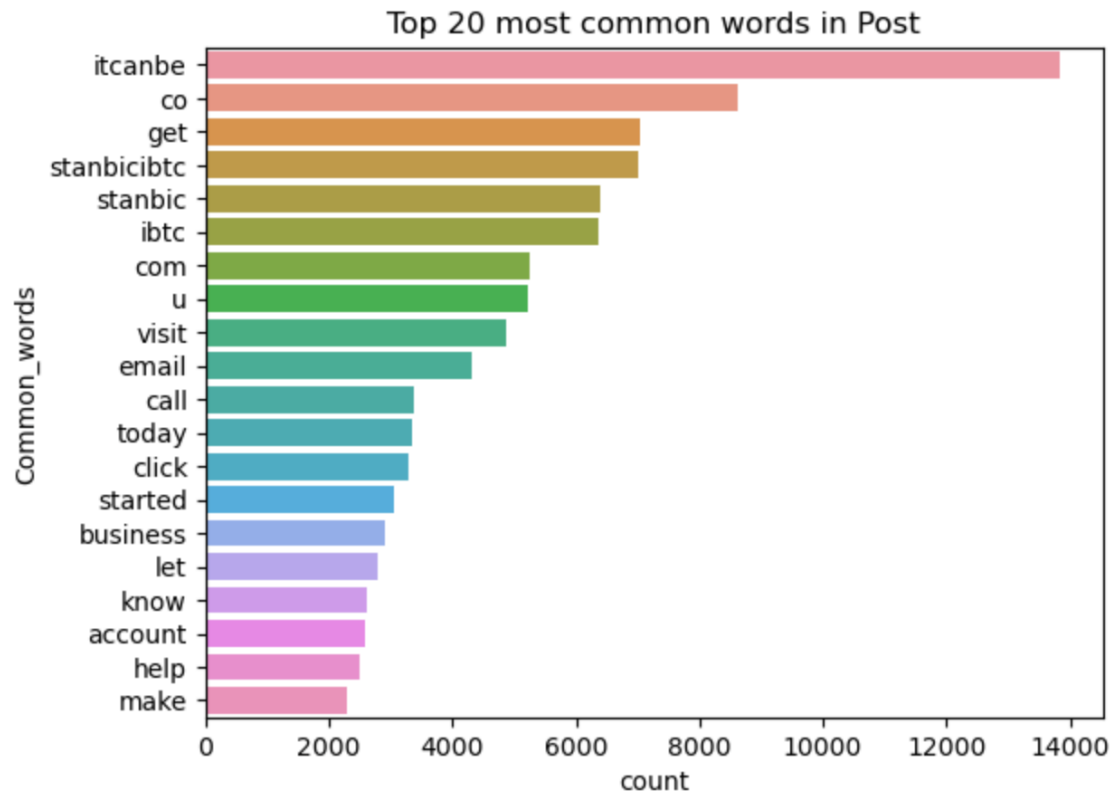
Audience Interests and Preferences by dominant topics?

Topic	Theme	Quantity	Quality
1	Investment of money, and child fund	1 st	6 th
2	Insurance and policy	3 rd	10 th
3	Call to action advertisement	2 nd	1 st
4	Financial wellbeing	9 th	5 th
5	Financial planning for workers and retiree	6 th	8 th
6	Weekend Content	4 th	4 th
7	Motivational Content	10 th	9 th
8	Incentivized Banking	7 th	3 rd
9	Celebrations	5 th	2 nd
10	Mobile Acquisition Campaigns	8 th	7 th

Topic 3's content is of high resonance across the platforms, and Mobile Acquisition Awareness needs to be re-evaluated and worked on.

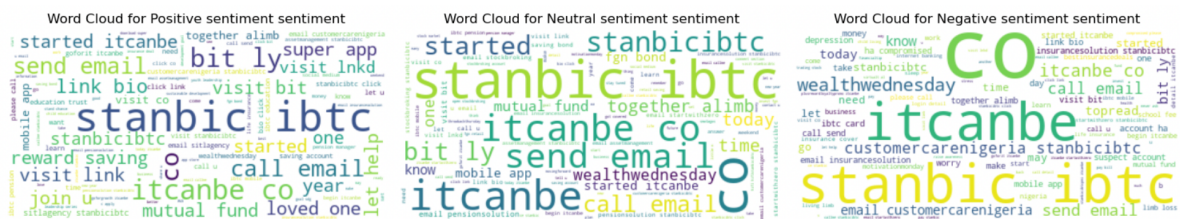
Findings 16:

Top 20 words uses in post.



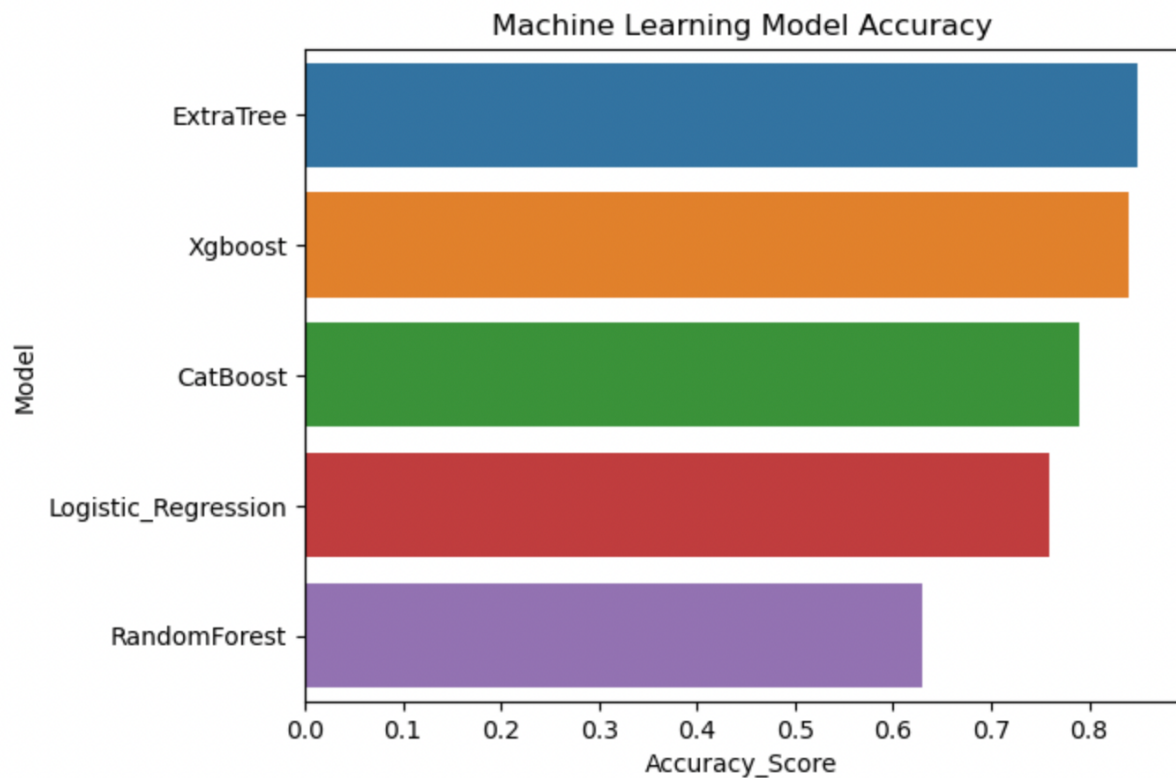
Findings 17:

Sentiment Analysis post pattern



Findings 18:

Machine Learning model to classify post sentiment.



We have a model that has 85% accuracy of classifying post sentiment.

Findings 19:

Machine Learning Interpretable system.

This brings transparency and Trust to the machine learning model that is being used. It also helps in refining content strategy for each post.