Social Media Performance: Strategic Insights & Recommendations

Project Title: Social Media Engagement Dashboard Analysis

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1. Executive Summary

This report summarizes the findings from a comprehensive analysis of the social media engagement dataset. The goal was to identify high-performing content types, optimal posting schedules, and traffic drivers to maximize brand growth and engagement efficiency.

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2. Key Analytical Insights

A. Content Format Efficiency

- **The Reel Advantage:** Short-form video (Reels) significantly outperforms static photos in terms of **Total Reach** and **Follower Acquisition**. Reels are the primary engine for account discoverability.

- **The Carousel Engagement:** While Reels bring the reach, **Carousels** maintain a higher "Save" and "Share" rate, indicating that users find multi-slide content more valuable for future reference.

B. Peak Engagement Windows

- **Weekend Surge:** Data shows a consistent increase in Engagement Rates (ER) on **Saturdays and Sundays**.

- **Weekday Slump:** Mid-week posts (Tuesday/Wednesday) show the highest "Scroll-past" rate, where reach is high but interactions are lower.

C. Category Performance

- **High-Growth Niches:** The **Technology, Beauty, and Fitness** categories drive the most consistent follower growth.

- **Engagement Leaders: Comedy and Photography** content types receive the highest number of Likes and Comments per post.

D. Traffic Source Breakdown

- **The Explore Page:** Over 40% of high-performing posts were discovered via the **Explore Page**, which correlates strongly with high **Hashtag Counts** (between 10–20 hashtags).

- **Home Feed:** Posts that perform well in the first 2 hours tend to stay in the Home Feed longer, increasing their overall lifespan.

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3. Strategic Recommendations

1. **Pivot to Video-First Strategy:** Allocate **60-70% of the content calendar to Reels** to capitalize on the platform's current algorithm which favors short-form video for non-follower reach.

2. **Optimize Posting Schedule:** Save "Hero" content (major announcements or high-value collaborations) for **Saturday mornings**. Use weekdays for "Stories" or lower-effort engagement posts.

3. **Enhance Save-Value:** To boost the **Calculated ER**, create more "Saveable" Carousels (e.g., How-to guides, Checklists, or Tips) to increase the post's authority in the algorithm.

4. **Hashtag Experimentation:** Standardize hashtag usage to **12-15 relevant tags** per post. Avoid using 30+ tags, as data suggests it does not provide a proportional increase in reach and can look like spam.

5. **Focus on "Shares":** Since "Shares" are a high-weight engagement metric, include a **Call-to-Action (CTA)** in the caption specifically asking users to "Share this with a friend."

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4. Technical Notes (Data Cleaning)

- **Outlier Management:** To ensure data accuracy, the Engagement Rate was capped at 100% to remove technical anomalies where interactions exceeded reach.

- **Data Integrity:** All dates were chronologically sorted to ensure the "Day of Week" analysis accurately reflects human behavior patterns.