

# Social Media Engagement Analysis:

## March 8, 2021 – March 8, 2023

100K

# of Posts

49.9M

Likes

25.0M

Comments

10.0M

Shares

Date

▶

2021

▶

2022

▶

2023

▶

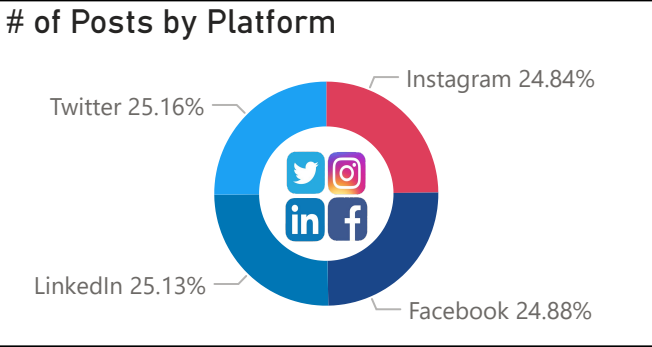
2024

Sentiment

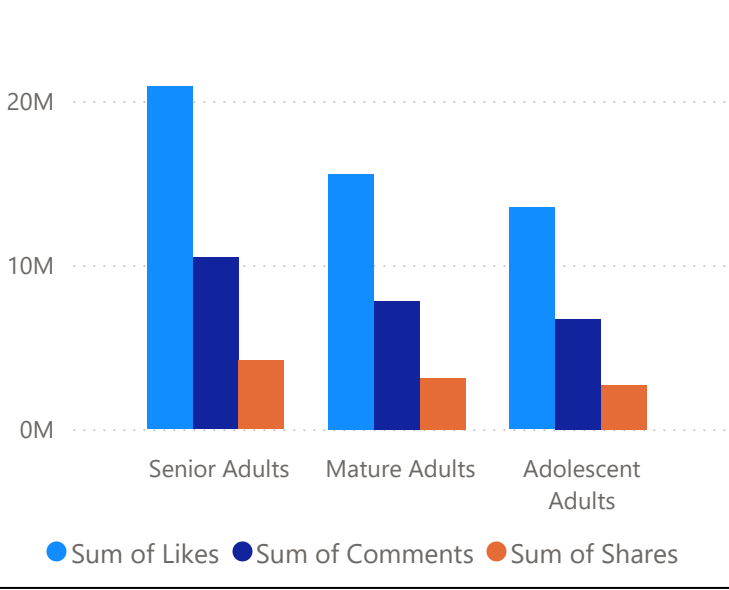
All

Continent

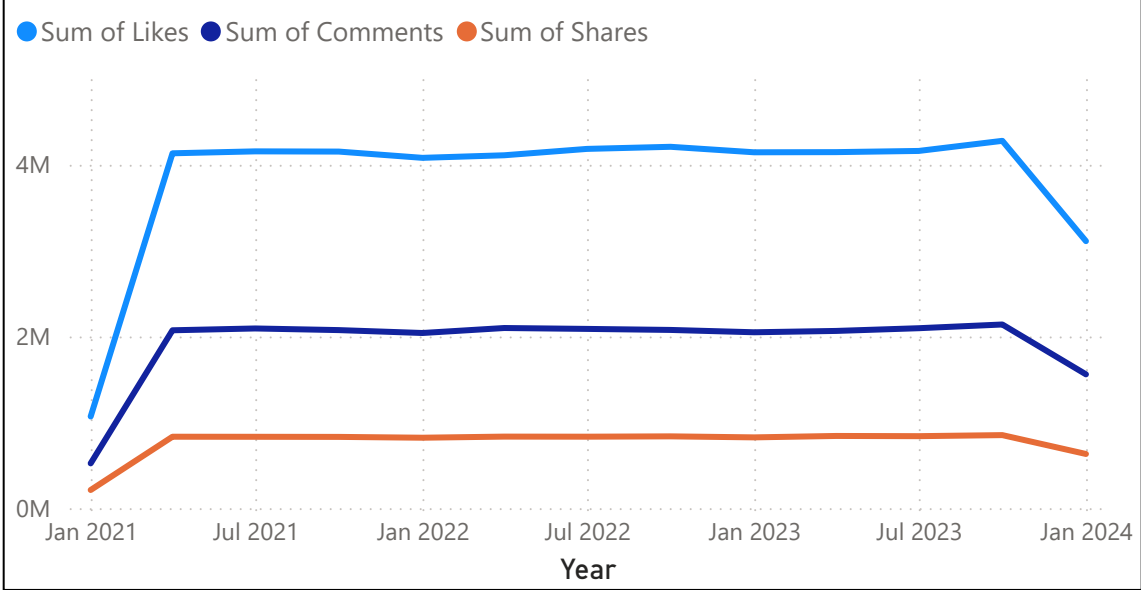
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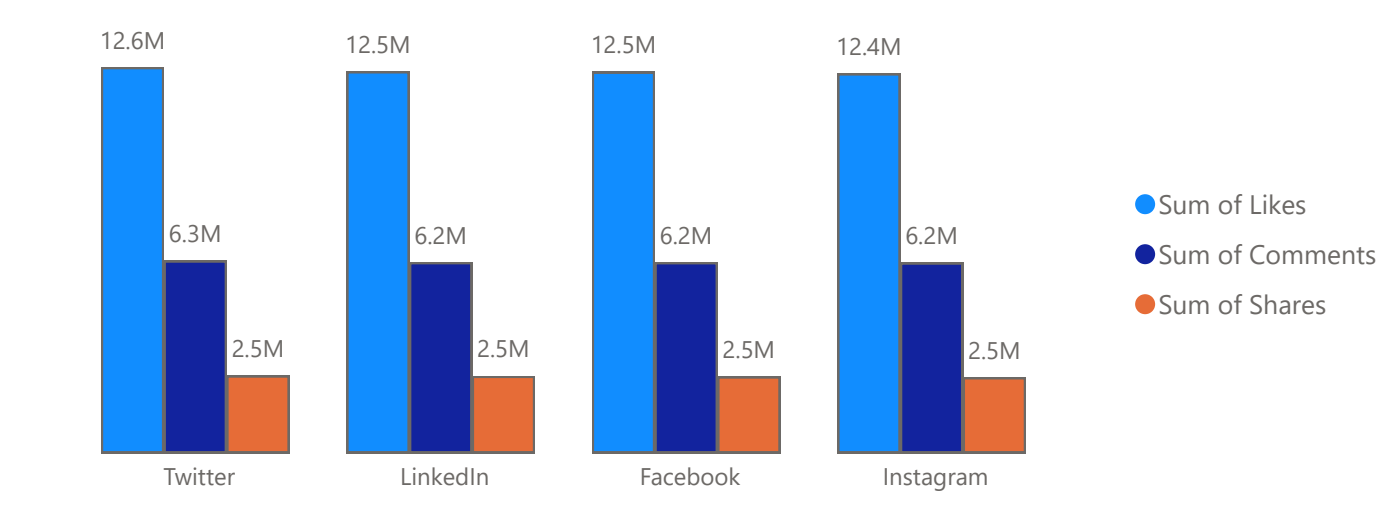
Social Media Engagement Metrics by Age Group



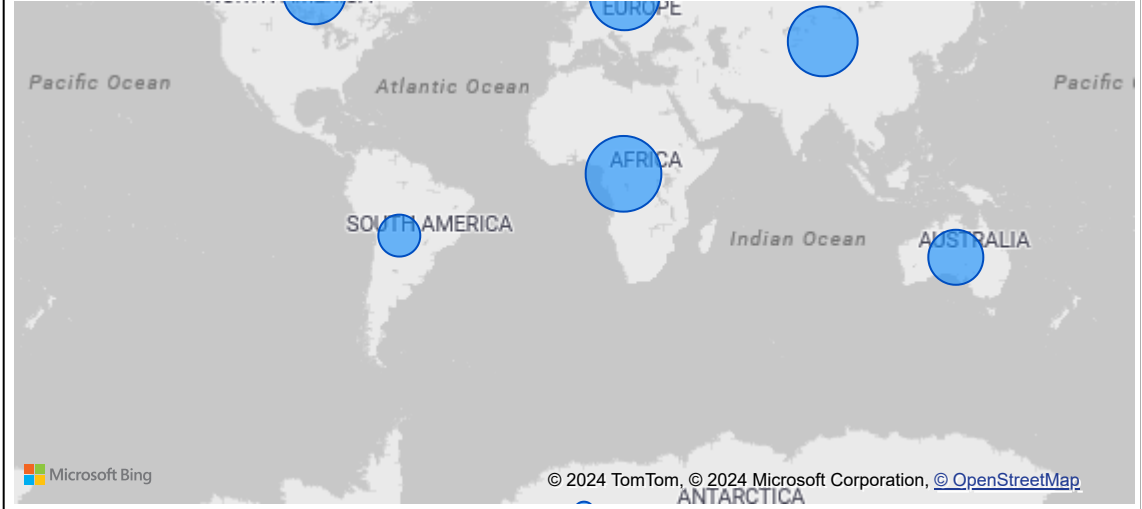
Likes, Comments, and Shares by Year and Quarter



Social Media Engagement Summary by Platform



Post ID Distribution Across Continents & Countries



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248.6M

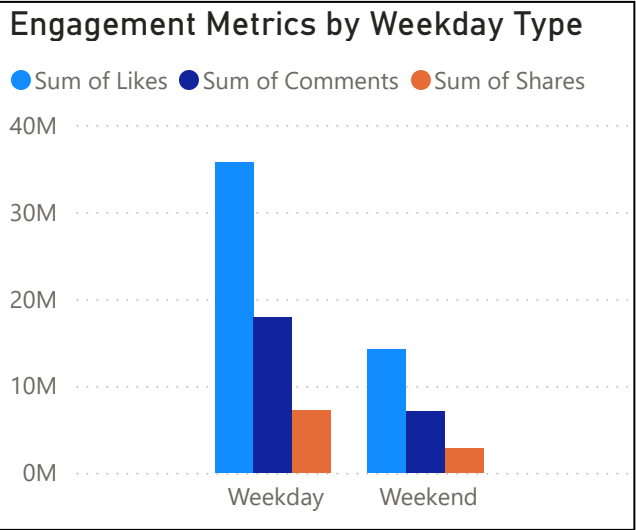
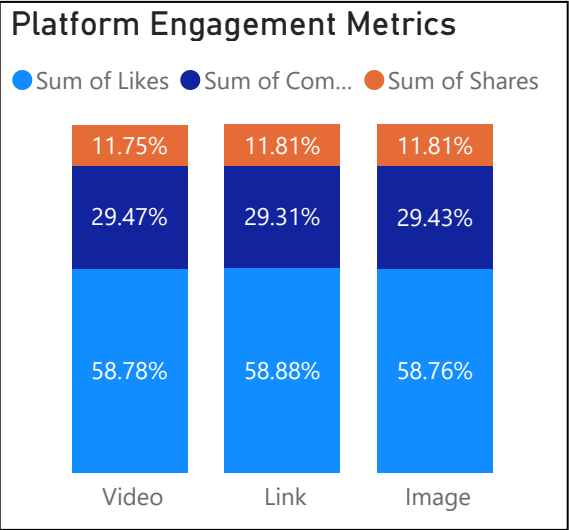
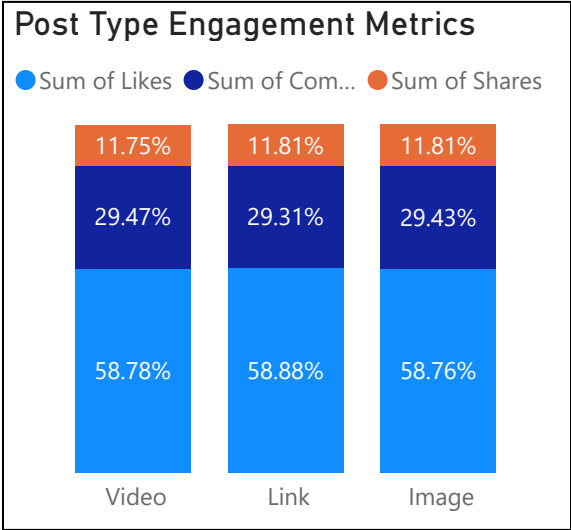
Sum of Reach

575.3M

Impressions

4.7M

Sum of Engagemen...



Sentiment	Count of Post ID
Mixed	50100
Negative	16517
Neutral	16645
Positive	16738
Total	100000

Date

☐ Select all

▼

☐ 2021

▼

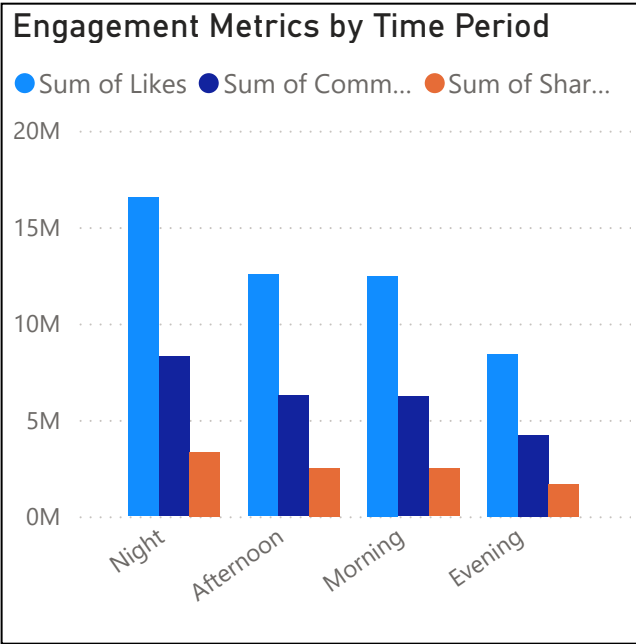
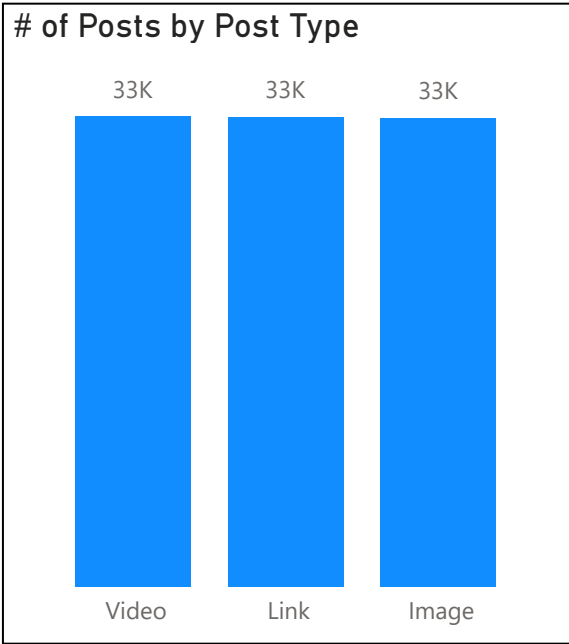
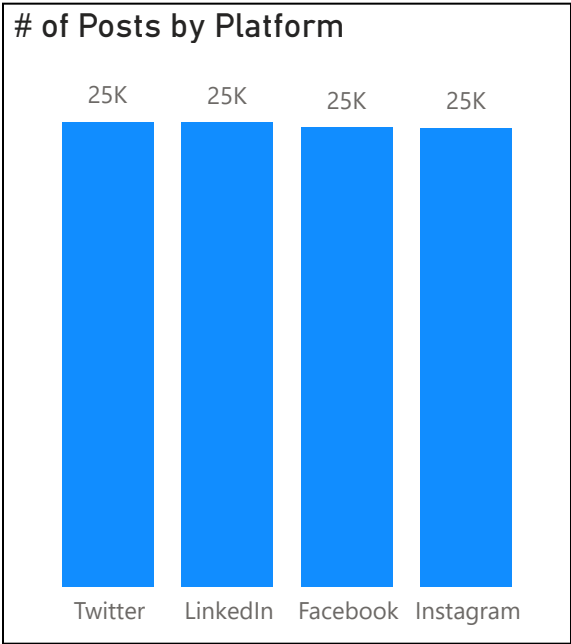
☐ 2022

▼

☐ 2023

▼

☐ 2024



Audience Continent	Audience Location	# of Post ID	Average of Engagement Rate
Europe	Croatia	396	52.20
Africa	Malawi	425	51.23
Oceania	American Samoa	404	51.06
Oceania	Cook Islands	409	51.04
Asia	Maldives	377	50.98
Europe	Romania	405	50.95
Africa	Guinea	394	50.86
Africa	Reunion	380	50.53
Oceania	Papua New Guinea	392	50.48
Europe	Italy	428	50.37
Asia	Iraq	422	50.35
SouthAmerica	Chile	391	50.23
Europe	Moldova	391	50.21
Oceania	Nauru	434	50.15
Oceania	Marshall Islands	448	50.05
Total		100000	46.92

100K

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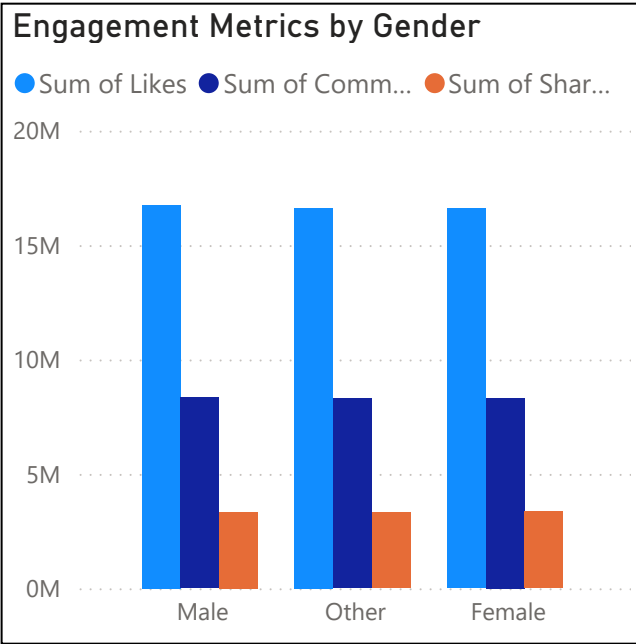
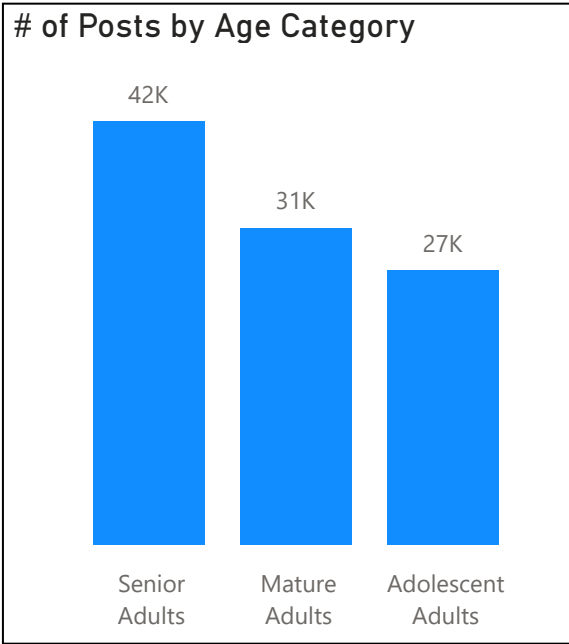
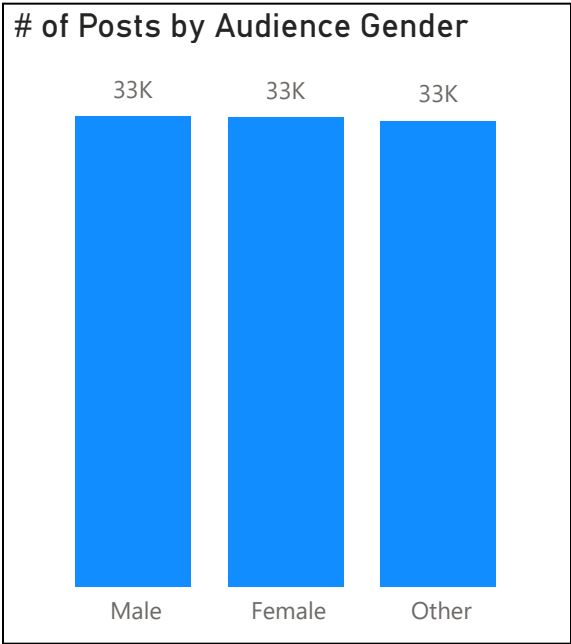
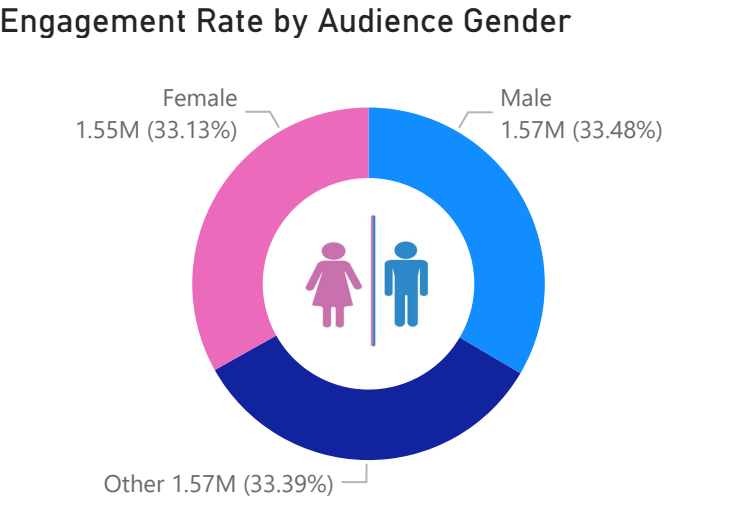
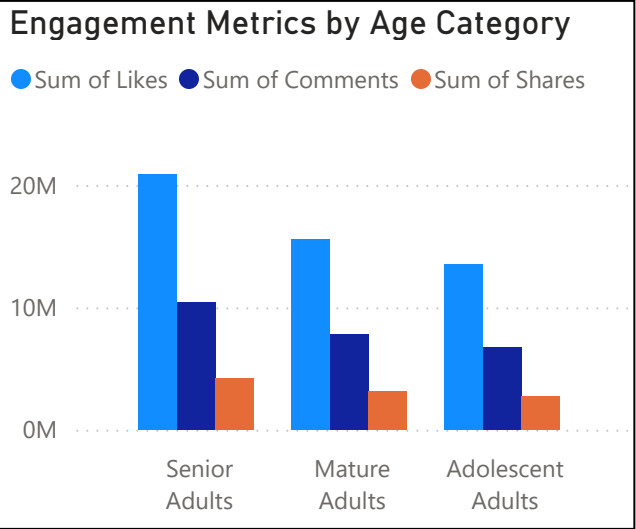
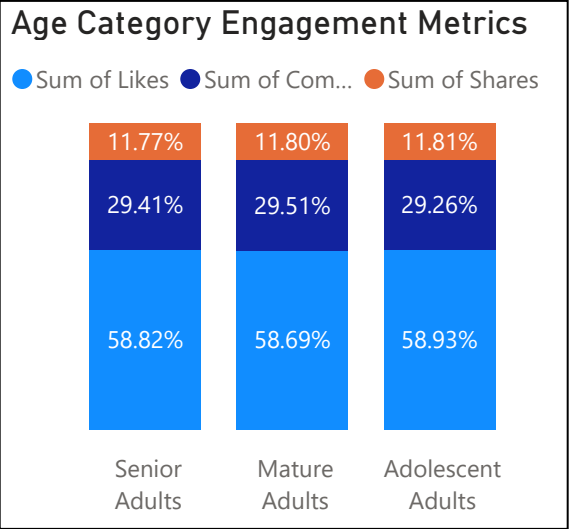
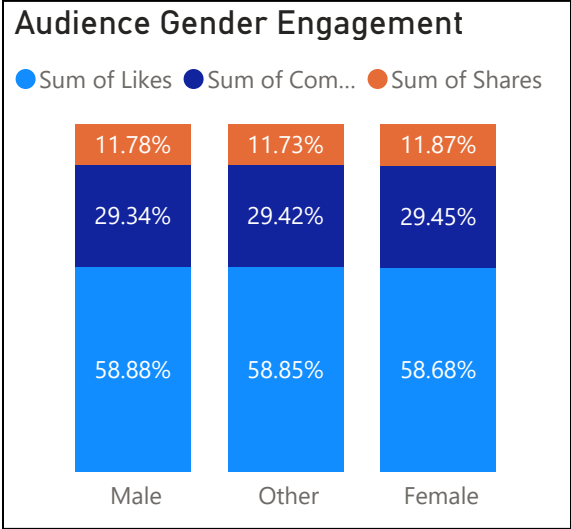
Sum of Reach

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Sum of Engagemen...



Age Group	# of Posts	Engagement Rate
Adolescent Adults	27032	46.87
Mature Adults	31251	46.71
Senior Adults	41717	47.11
Total	100000	46.92

Audience Gender	# of Posts	Engagement Rate
Female	33385	46.56
Male	33476	46.92
Other	33139	47.27
Total	100000	46.92