

# SOCIAL MEDIA TRENDS & ENGAGEMENT DASHBOARD

12,470,332,220

Total Views

1,634,414,928

Total Engagement

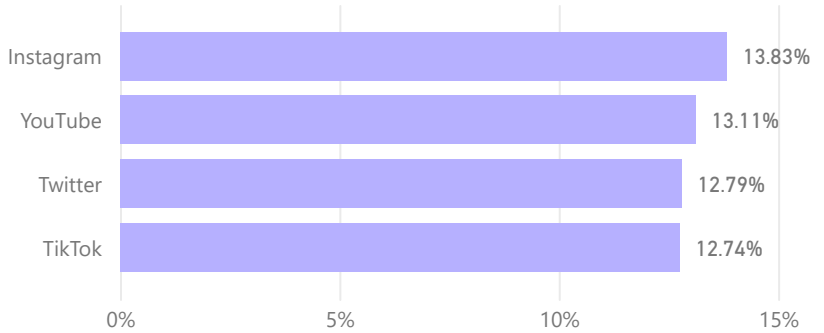
56.76%

Avg Engagement Rate (%)

1.02

Performance Index

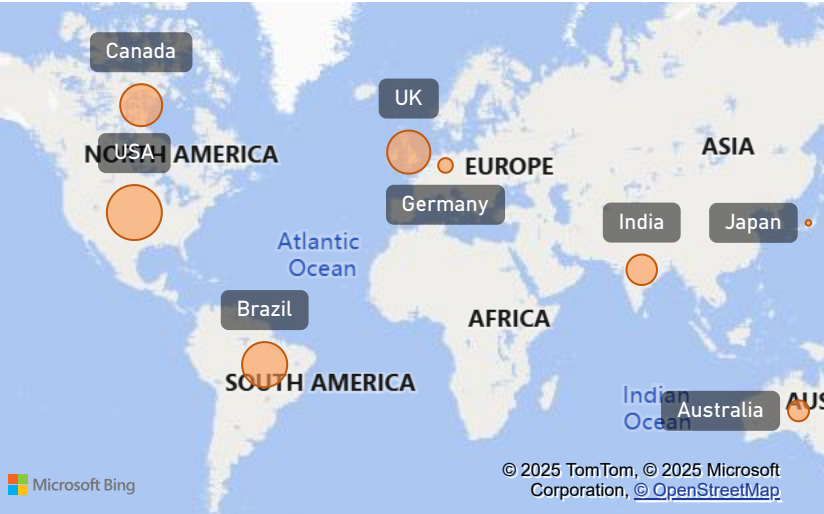
Engagement Rate by Platform



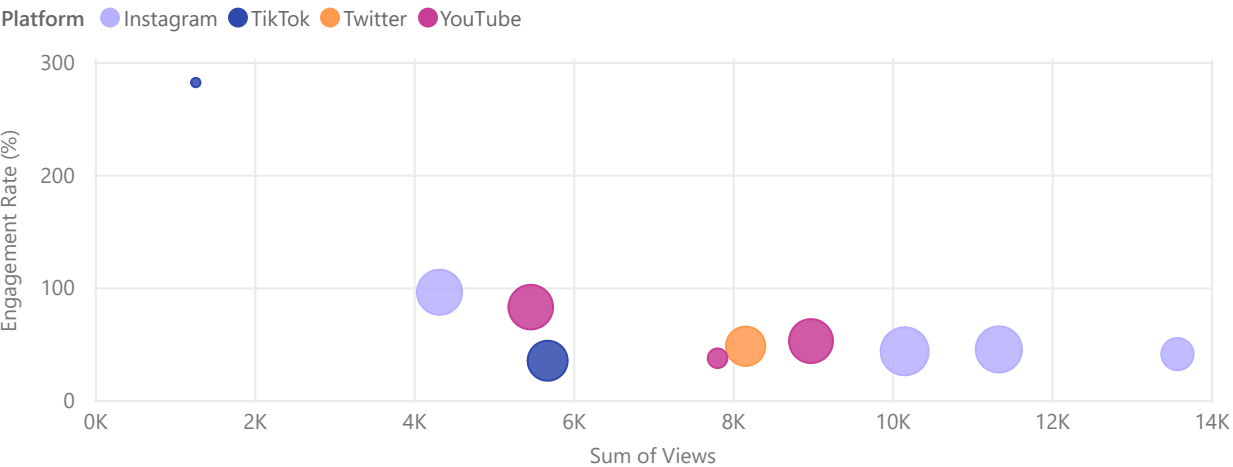
Content-Format Mix across Platforms

Platform	Live Stream	Post	Reel	Shorts	Tweet	Video	Total
Instagram	93.34%	53.64%	67.87%	69.01%	83.43%	30.98%	66.21%
TikTok	30.95%	39.66%	32.56%	168.91%	44.70%	66.83%	63.87%
Twitter	32.75%	43.98%	45.90%	54.16%	46.73%	57.82%	46.54%
YouTube	86.83%	60.79%	48.23%	26.74%	37.62%	39.72%	50.64%
Total	61.88%	49.81%	48.75%	80.63%	52.07%	48.82%	56.76%

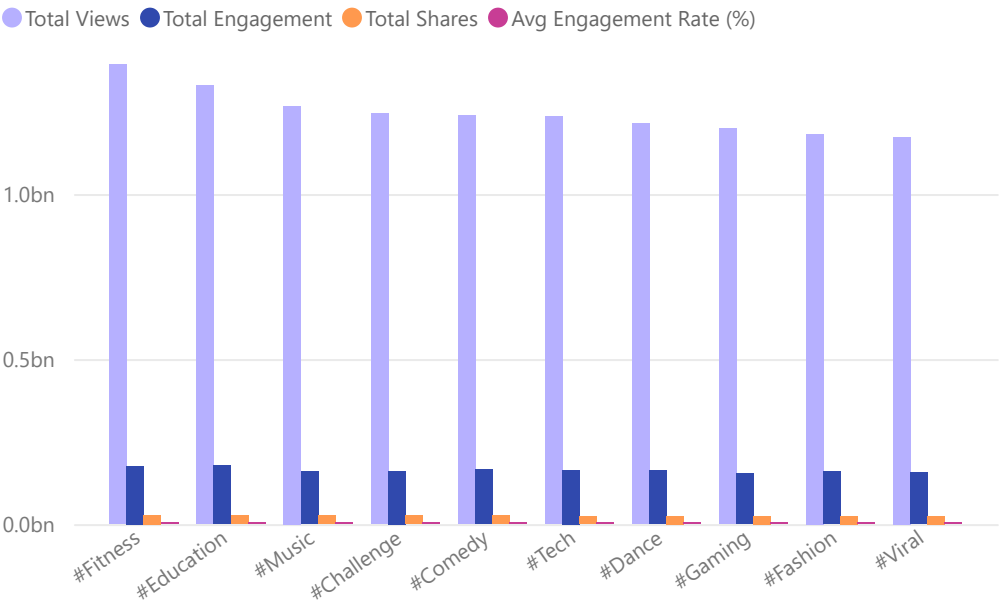
Global Reach: Views & Engagement by Region



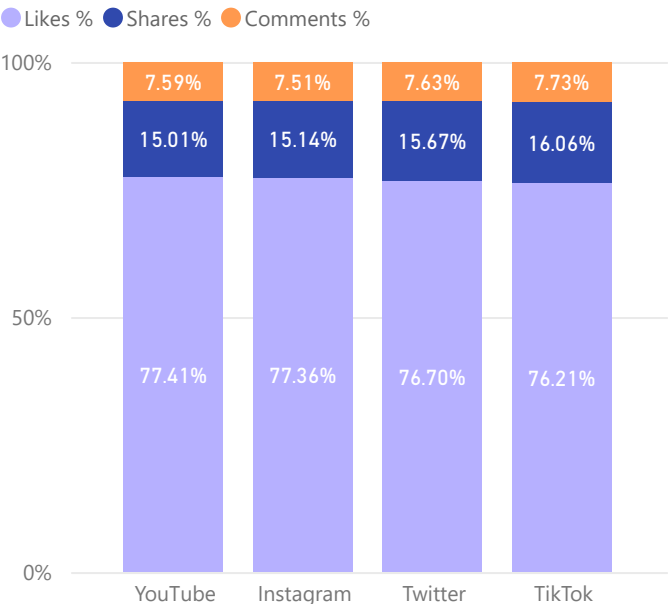
Performance Index Scatter



Top Hashtag: Reach vs. Engagement Quality



Engagement Composition: Likes vs. Shares vs. Comments



Parameter

- ☐ Total Views
- ☐ Total Engagement
- ☐ Total Shares
- ☐ Avg Engagement Rate (%)

Hashtag

- ☐ #Challenge
- ☐ #Comedy
- ☐ #Dance
- ☐ #Education
- ☐ #Fashion
- ☐ #Fitness
- ☐ #Gaming
- ☐ #Music
- ☐ #Tech
- ☐ #Viral