

Social Media Content Performance



2024

2025

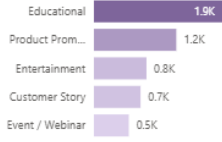
Overview

Analytics

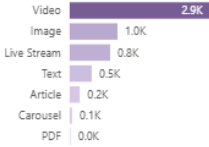
Geo & Summary

Post
5000**Engagement**
646M**Avg_Eng**
15.28%**Impressions**
5767M**Views**
4806M**Shares**
267M**Comments**
193M**Likes**
844M

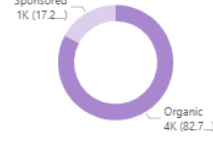
Post by Categories



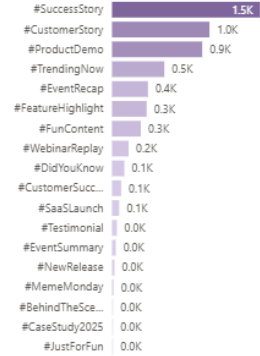
Post by Post Type



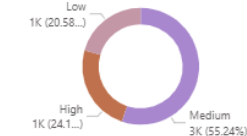
Post by Content_Type



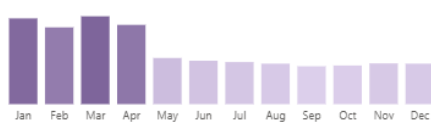
Post by Main_Hashtag



Post by Engagement_Level



Post by Month-name



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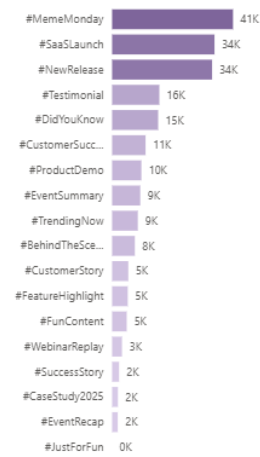
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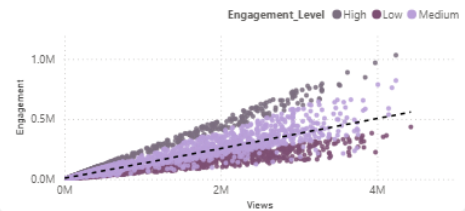
Avg_clicks by Main_Hashtag



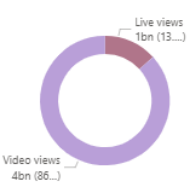
Avg_clicks by Content_Category



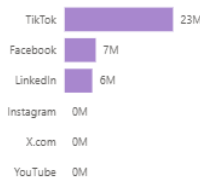
Engagement Vs Views



Live Stream Views Vs Video Views



Clicks by Platform



Views by Platform

Platform	Live Stream	Video Views
YouTube	370M	985M
TikTok	45M	965M
Instagram	71M	792M
X.com	0M	730M
Facebook	25M	75M
LinkedIn	38M	42M
Total	549M	3589M

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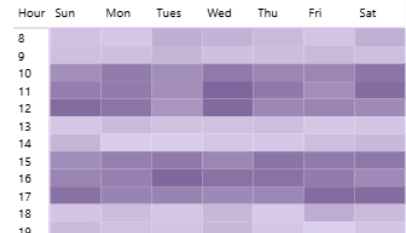
Geo & Summary

Post Summary

Post_ID	Content_Category	Post_Type	Engagement	Likes	Comments	Shares
Post_1	Product Promotion	Video	55K	126K	16K	36K
Post_10	Product Promotion	Video	76K	124K	30K	32K
Post_100	Entertainment	Video	91K	211K	23K	46K
Post_1000	Product Promotion	Article	205K	359K	57K	152K
Post_10000	Product Promotion	Video	161K	359K	57K	152K
Post_1001	Entertainment	Image	62K	74K	15K	42K
Post_1002	Product Promotion	Article	269K	664K	169K	128K
Post_10020	Product Promotion	Video	398K	664K	169K	128K
Post_1003	Entertainment	Video	143K	251K	110K	70K
Post_1004	Educational	Video	126K	96K	33K	35K
Post_1005	Product Promotion	Text	32K	29K	8K	9K
Post_1006	Educational	Image	37K	28K	11K	9K

Engagement Intensity by Weekday & Hour

Darker cells indicate peak engagement



Regional Engagement by Content Category

Region	Customer Story	Educational	Entertainment	Event / Webinar	Product Promotion
USA	11M	29M	10M	6M	35M
UK	9M	30M	9M	4M	30M
Japan	8M	33M	12M	4M	27M
India	12M	28M	10M	3M	24M
Germany	8M	25M	9M	4M	24M
Canada	8M	32M	11M	4M	25M
Brazil	8M	33M	10M	3M	28M
Australia	9M	28M	11M	2M	30M

Engagement by region

