# Social Media Analysis

Facebook **Instagram** **Twitter**

3M
Total Engagement

121.21K
Avg Engagement Rate

1000
Post Type

Avg Engagement by Hour

141K, 165K, 152K, 115K, 94K, 78K, 114K

Post Type Performance

Post Type	Engagement
video	0.66M
poll	0.65M
image	0.59M
carousel	0.58M
text	0.43M
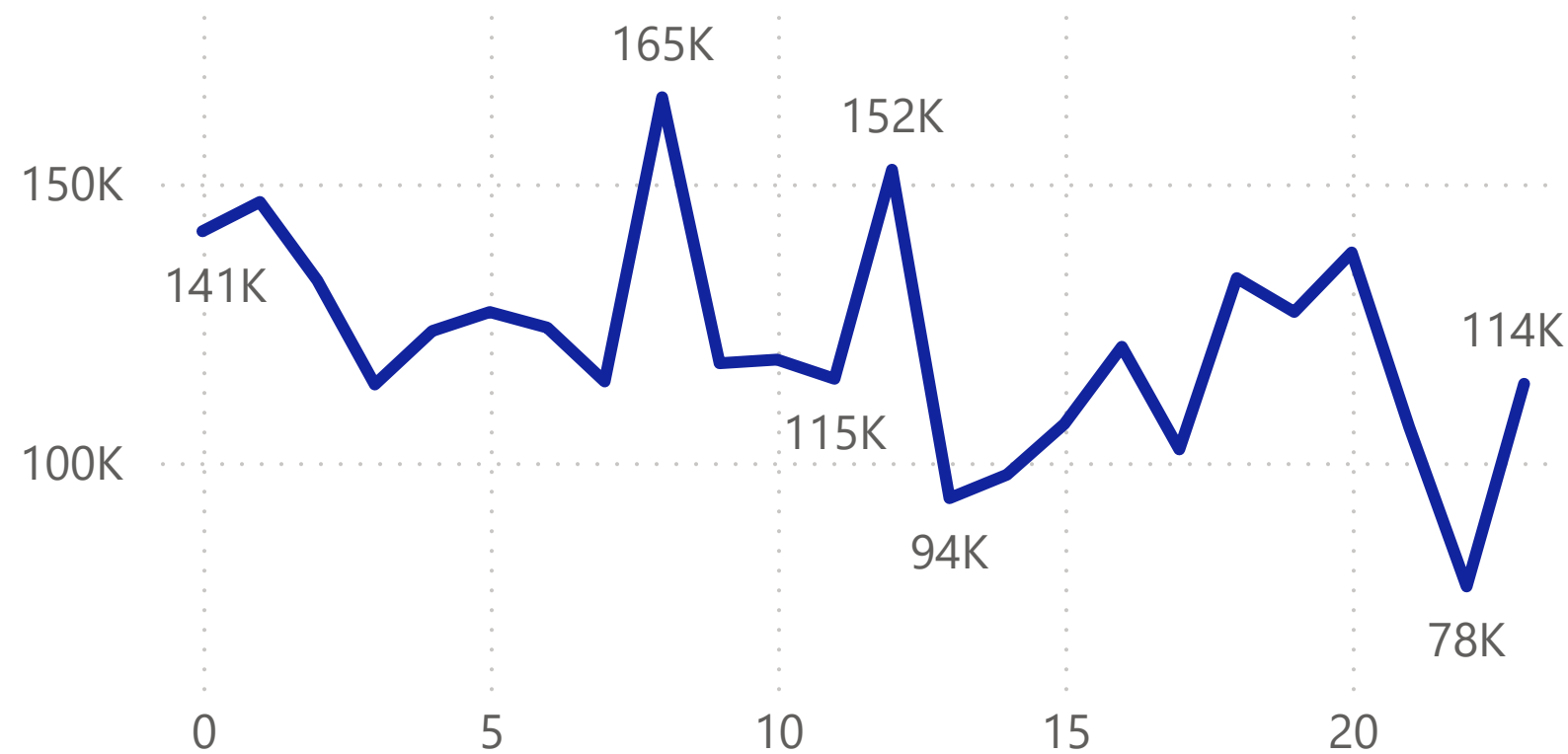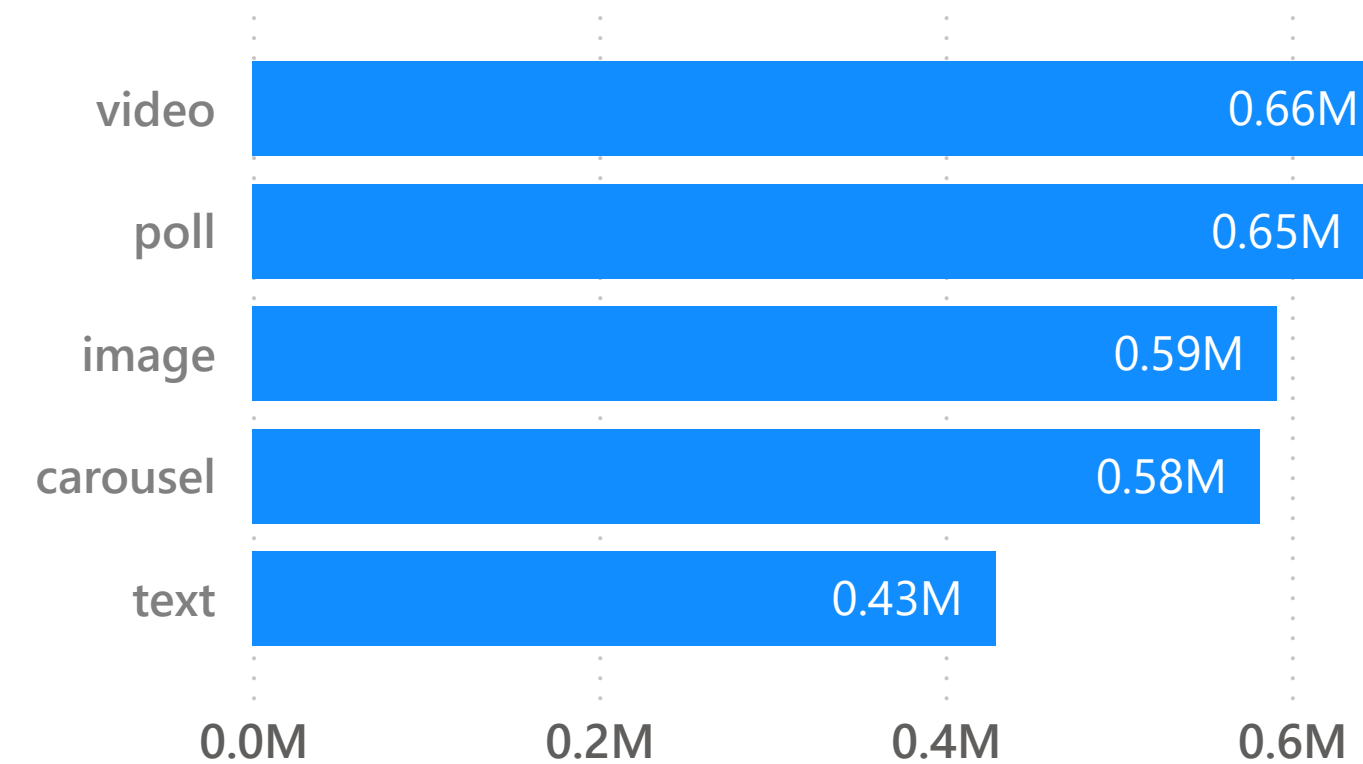
Engagement By Day Of Week

post_day	carousel	image	poll	text	video
Wednesday	82736	88995	90846	56097	114140
Tuesday	87155	87735	133694	72470	85450
Thursday	72319	67821	77442	85903	104620
Sunday	106242	74800	77798	43535	74451
Saturday	93212	95901	108077	70441	76298
Monday	69749	92407	52046	53490	94638
Friday	70315	84233	108433	47246	10836

Best Performing Posts

Post ID	Post Type	Month	Total Engagement
160	video	October	6423
605	video	May	6419
782	video	August	6416
39	video	January	6410
438	video	April	6322
689	video	January	6259
857	image	December	6238

Hashtag Impact

post_type: ● carousel ● image ● poll ● text ● video

Sentiment Analysis

2.97K (33.97%)
2.88K (33%)
2.88K (33.02%)

sentiment_... : ● negative ● neutral ● positive
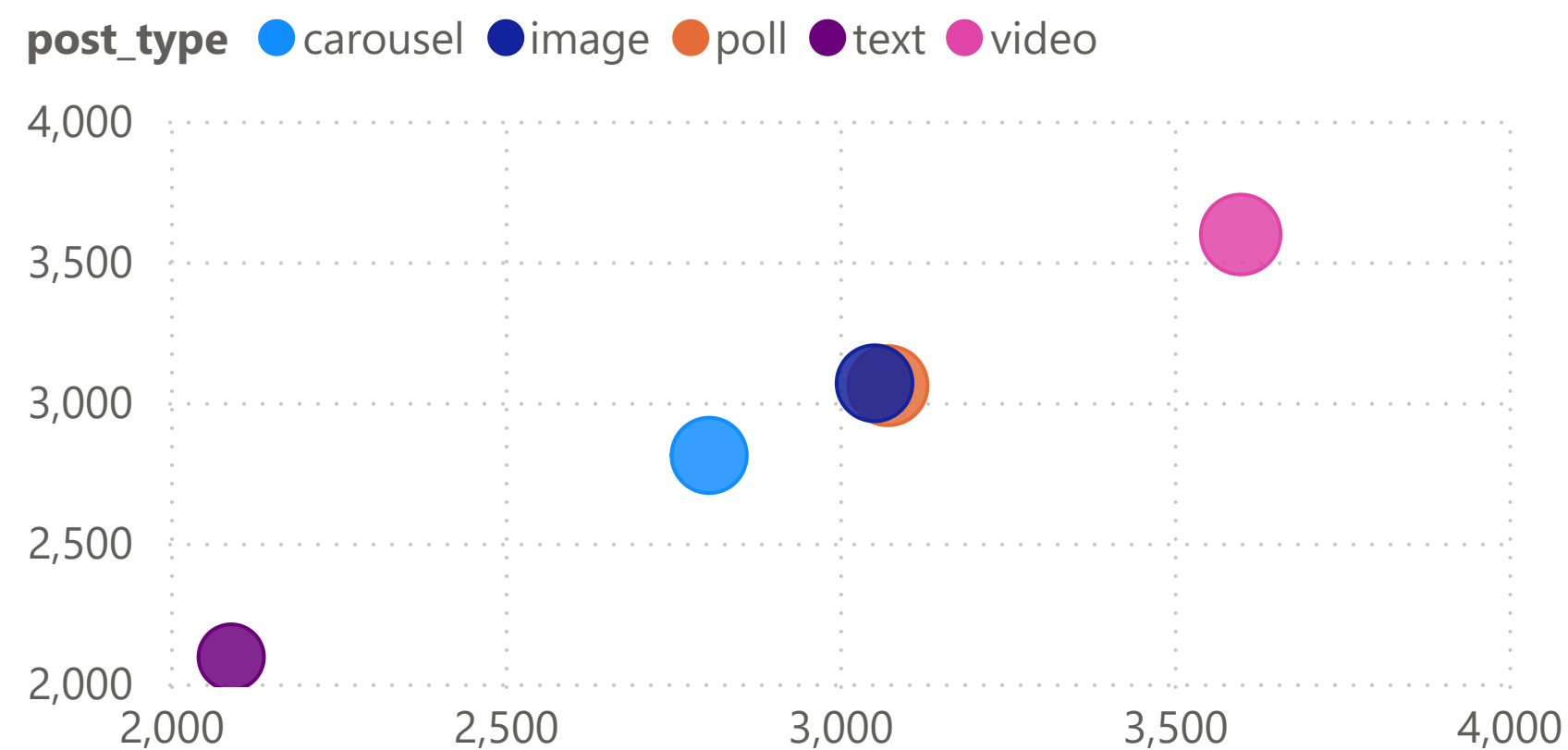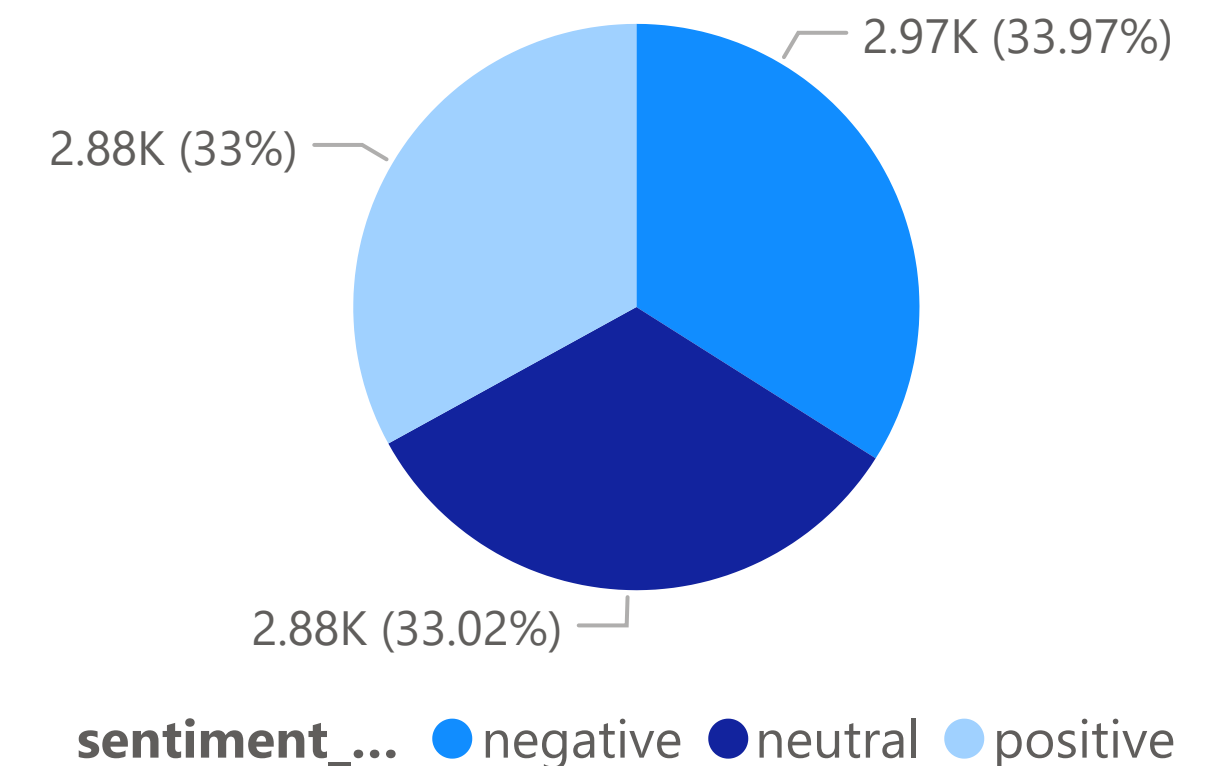
Social Media Analytics

Interactive Report By
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## ◆ Key Insights & Recommendations

1. **Peak Engagement Hours:** Post at **5 AM, 10 AM, and 3 PM** to maximize reach.
2. **Best Post Types: Videos and Polls** drive the highest engagement—focus more on them.
3. **Best Days to Post: Tuesday and Sunday** see the highest engagement—schedule key content on these days.
4. **Top-Performing Content: Videos dominate**—replicate successful elements from high-engagement posts.
5. **Hashtag Strategy: Optimize hashtag usage**—too many don't always increase engagement.
6. **Low-Engagement Days:** Experiment with new formats on **Monday & Saturday** to boost interaction.
7. **Sentiment Analysis:** Maintain **positive and neutral tone** for better audience connection.