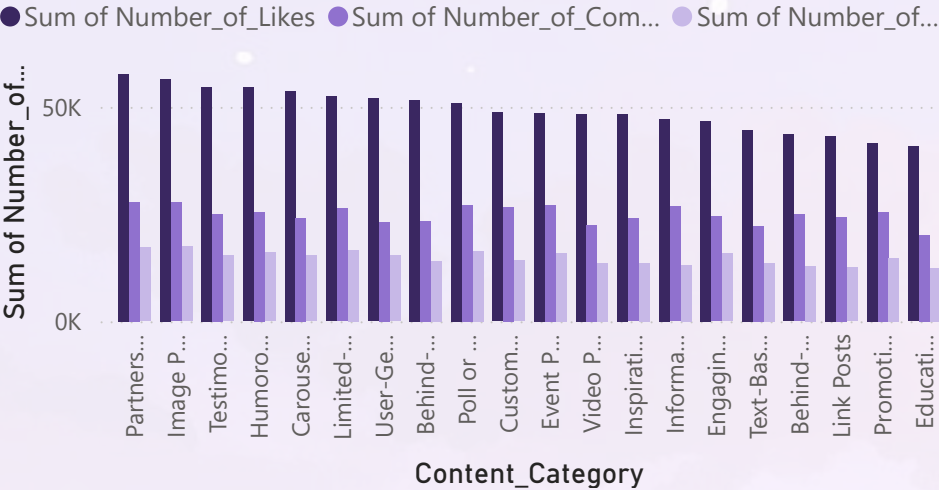
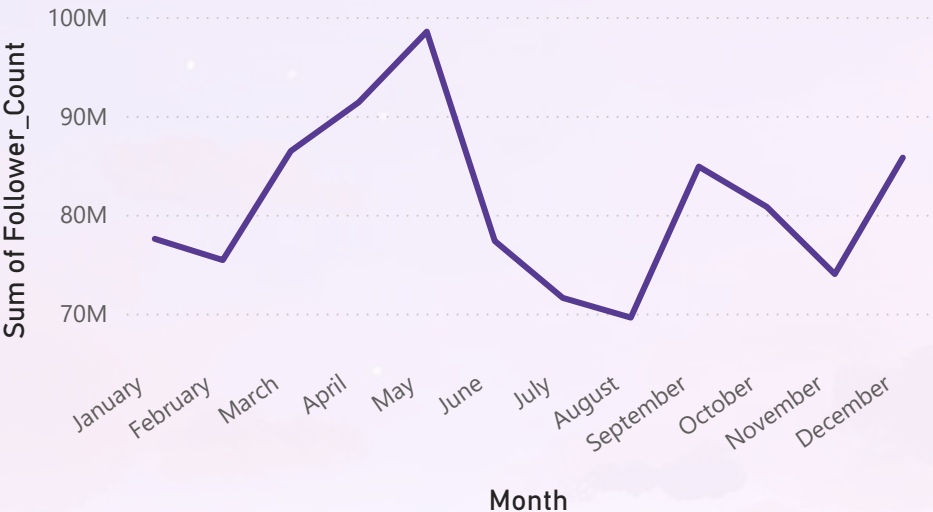


Social Media Overview & Performance Metrics

Content Category vs Follower Engagement



Follower Growth Over Month



Post_Schedule

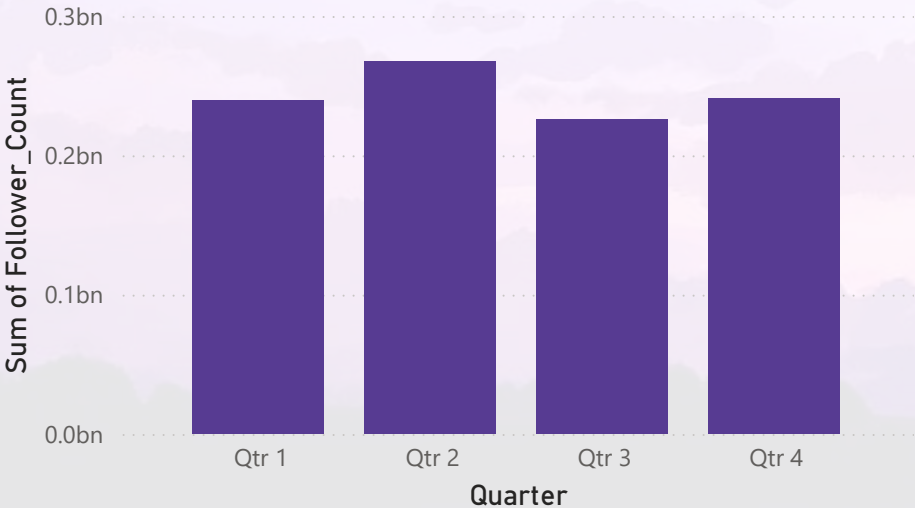
Automated

Ad_Spend

10.01

999.90

Follower Count by Quarter



Video Posts

Last Content_Category

994.74K

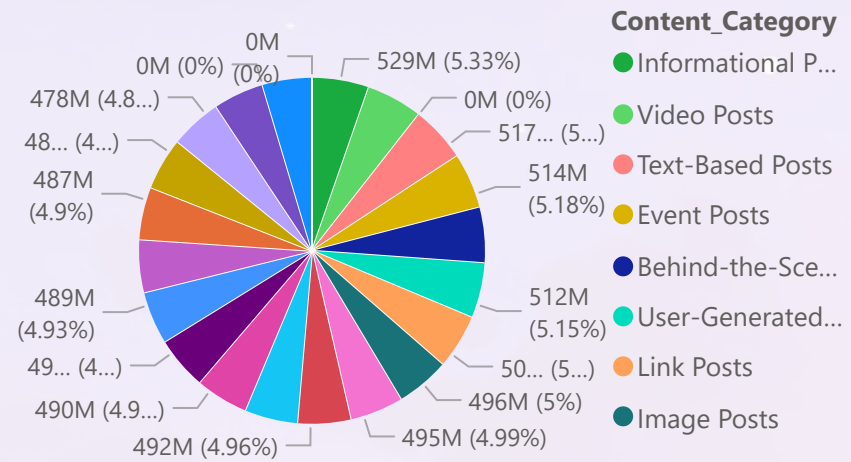
Sum of Ad_Spend

973M

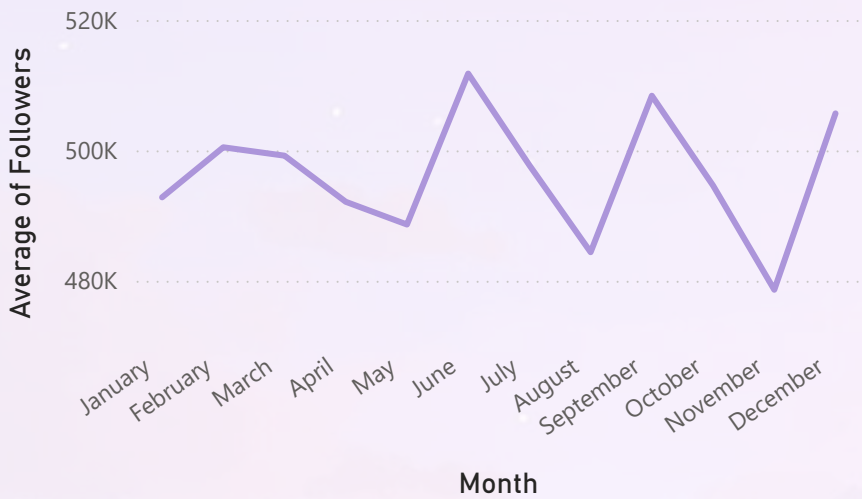
Sum of Followers

Content Strategy Optimization

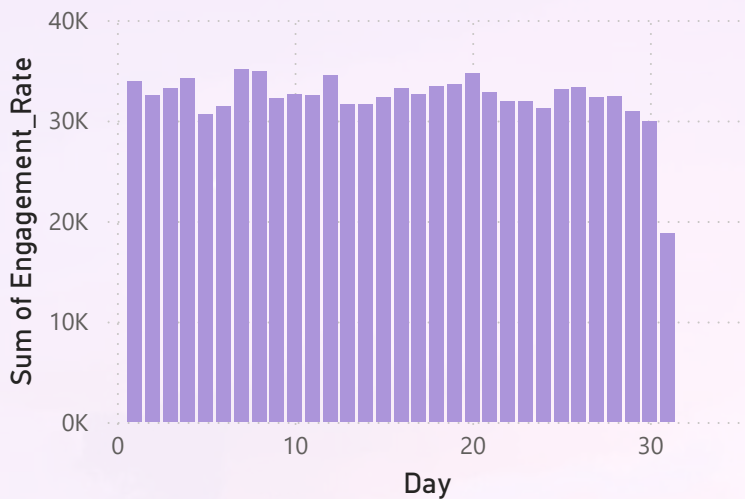
Content Category Share



Average of Followers by Month



Sum of Engagement_Rate by Day



Ad Spend vs Follower Count



Post_ID	Year	Month	Content_Category	Sum of Follower_Count	Sum of Total_Engagement
01YnubIZm6	2020	January	Event Posts	529772	861
02JbgDIprY	2020	October	Carousel Posts	819917	283
02pcfATpt2	2020	July	Image Posts	434929	887
03P6FbKn85	2020	July	Partnership Posts	296250	917
03S7aJRSw0	2020	November	Poll or Quiz Posts	54561	838
03tVC385pE	2020	June	Behind-the-Scenes Posts	910420	1656
03XNReQtet	2020	June	Poll or Quiz Posts	155007	646
03zomSKDLm	2020	September	Educational Posts	588416	730
048nPT494x	2020	July	Partnership Posts	181806	1251
05H3PeG8Ar	2020	April	Promotional Posts	154864	540
05r4O09v5O	2020	December	Behind-the-Scenes Posts	199570	873
Total				9921961304	17975624