About the data set

This dataset captures the pulse of viral social media trends across Facebook, Instagram and Twitter. It provides insights into the most popular hashtags, content types, and user engagement levels, offering a comprehensive view of how trends unfold across platforms. With regional data and influencer-driven content, this dataset is perfect for:

Trend analysis 🔍
Sentiment modeling 💭
Understanding influencer marketing 📈
Dive in to explore what makes content go viral, the behaviors that drive engagement, and how trends evolve on a global scale!

Primary Metrics Tracked:

· **Engagement Metrics:** Likes, Shares, Comments

· **Sentiment Metrics:** Sentiment score per post and post type

· **Platform Comparison:** Engagement and sentiment breakdown by Instagram, Facebook, and Twitter

· **Time-Based Analysis:** Day-wise performance of posts

· **Post Type Analysis:** Performance of different content formats

📊 Engagement Overview (by Platform)

238K likes   **42K** shares   **20K** comments
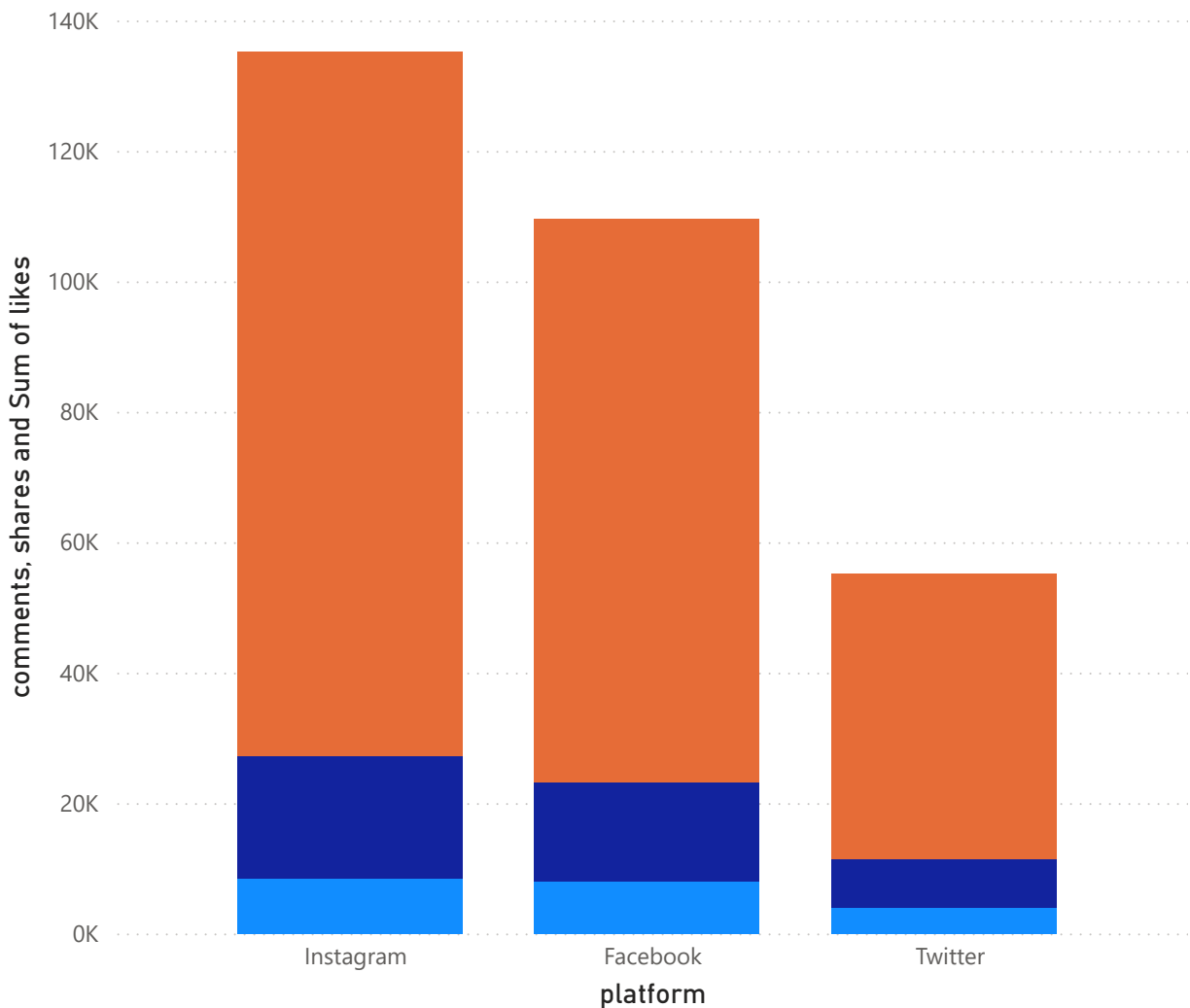
comments, shares and Sum of likes by platform
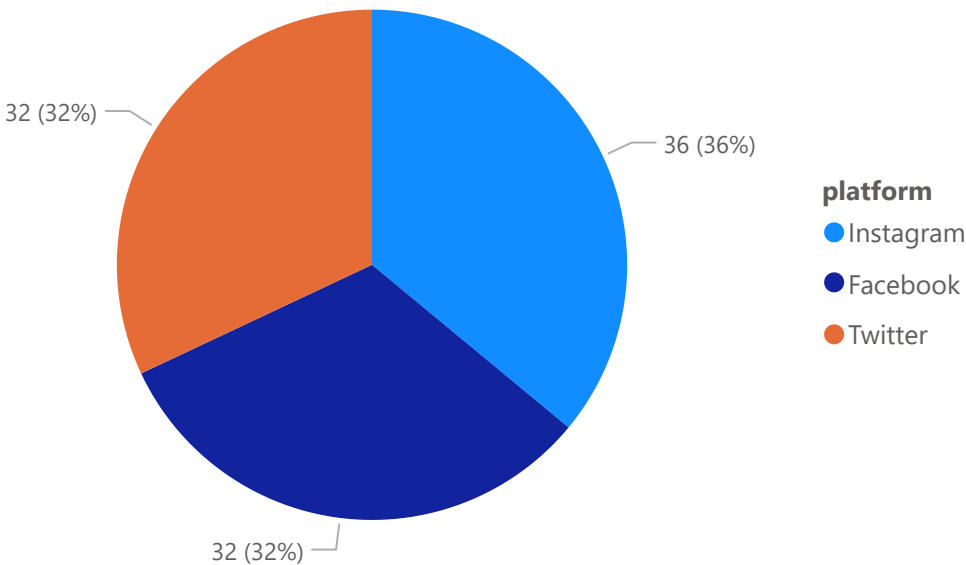
● comments ● shares ● Sum of likes

Instagram is our best-performing platform and should be prioritized.

Facebook has good potential but may need content optimization.

Twitter underperforms and might require a new strategy or reduced focus."

"We can use this data to refine our content strategy, allocate more budget/time to high-performing platforms like Instagram, and analyze what content types work best on Facebook and Twitter."

Count of post_time by platform

32 (32%)   36 (36%)   32 (32%)

platform
● Instagram
● Facebook
● Twitter

📅 Engagement Trend Over time

238K
likes

20K
comments

42K
shares
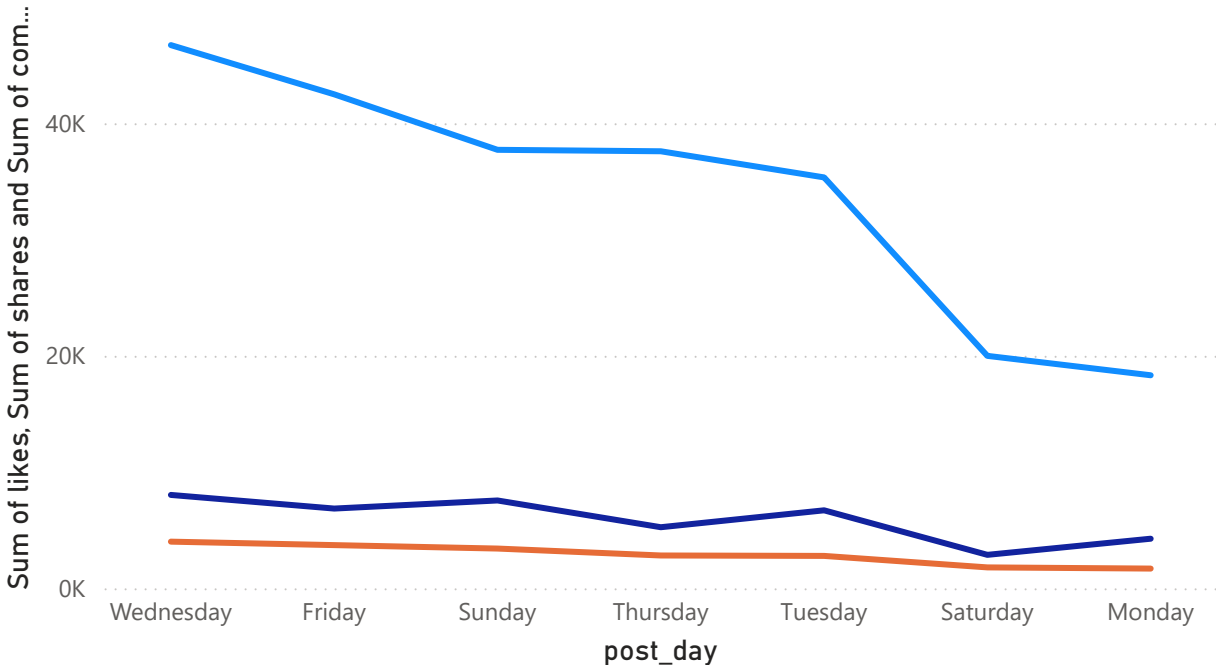
"This dashboard tracks engagement—likes, shares, and comments—across the days of the week, based on when posts were made. The trend helps us identify which days perform better in terms of user interaction."

The **first post** in the dataset was on **Friday, 1st January 2023 at 8:00 PM**.
This timing may help guide future scheduling strategy (e.g., posting around evening hours on high-engagement days)

 Recommendations:
"To maximize engagement, we should prioritize scheduling content on **Wednesdays and Fridays**, especially in the evening hours. We may consider reducing or experimenting with new strategies for posts on **Saturdays and Mondays**, which show the lowest performance."

Sum of likes, Sum of shares and Sum of comments by post_day

● Sum of likes ● Sum of shares ● Sum of comments

Friday

First post_day

post day
▲

Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday

🎯 Post Type Performance

"This dashboard compares different types of social media posts—carousel, video, text, image, and poll—based on their **sentiment scores**. It helps us understand which content format resonates most positively with our audience."
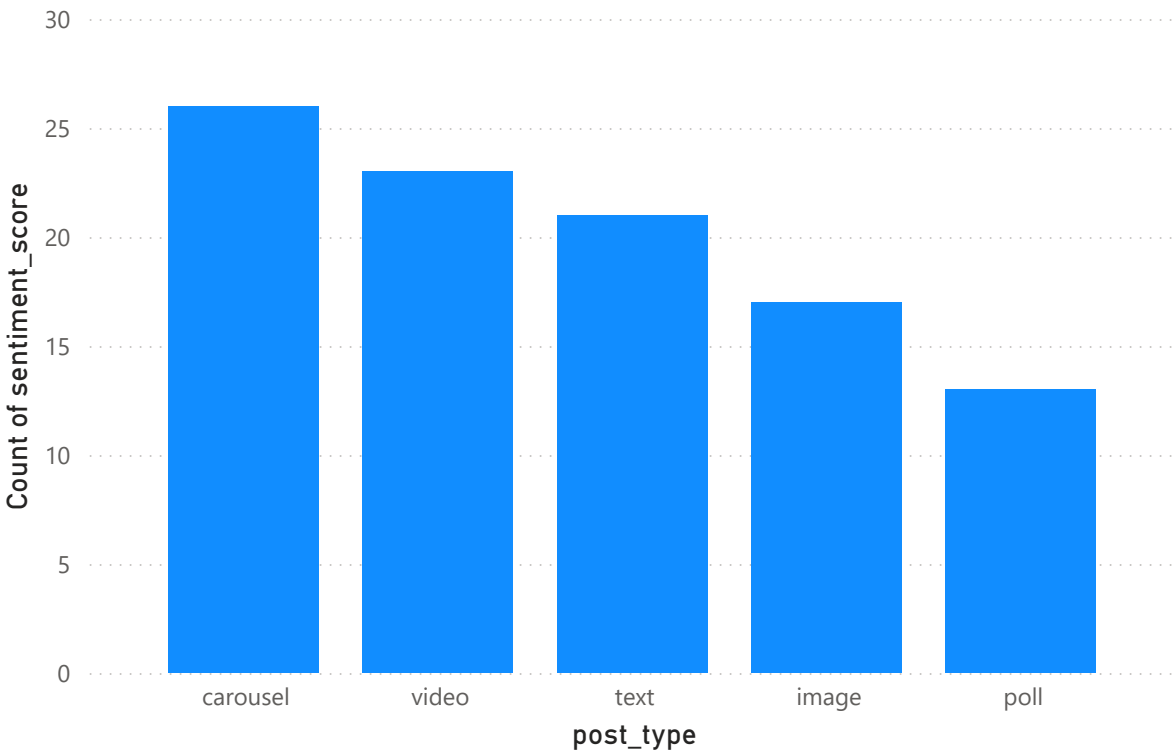
Top Performing Post Types (by Sentiment):

- 🥇 **Carousel** posts rank highest in sentiment score count (26 or 26%).
- 🥈 **Videos** follow with 23 counts (23%).
- 🥉 **Text** posts take third place with 21 counts (21%).

Lower Performing Post Types:

- **Image posts:** 17 sentiment counts (17%)

- **Polls:** 13 sentiment counts (13%)

"Carousel and video content generate the most positive audience reactions, while polls and image posts receive comparatively lower sentiment engagement."

Recommendations:

- **Double down on carousel and video content.** These formats consistently drive higher sentiment and engagement.

- **Improve or minimize poll content** unless used strategically (e.g., for feedback or quick engagement).

- **Consider testing** new approaches to image and text content to improve their emotional response.

Count of sentiment_score by post_type

Count of sentiment_score by post_type
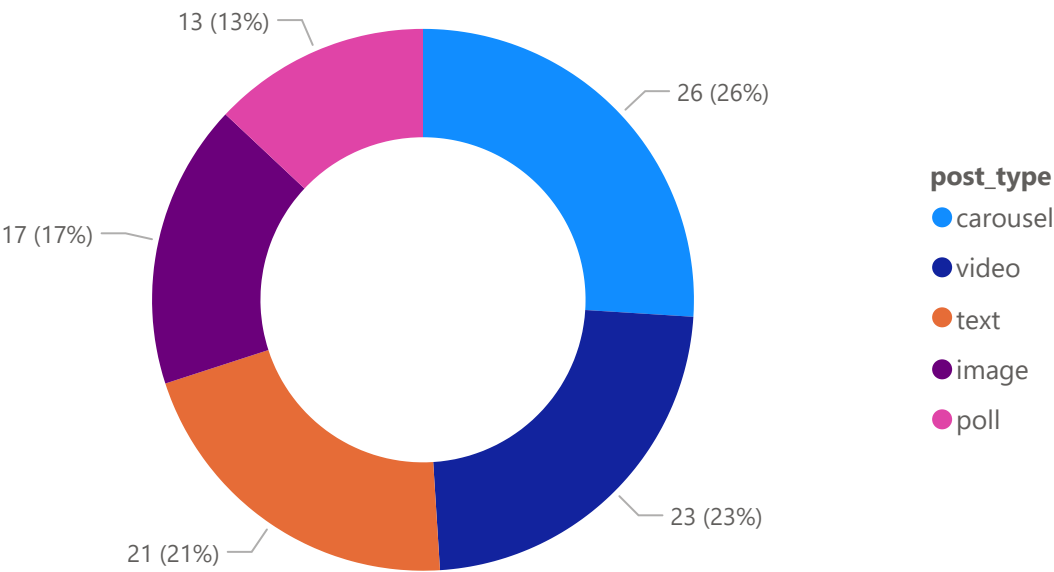
😊 Sentiment Score Analysis

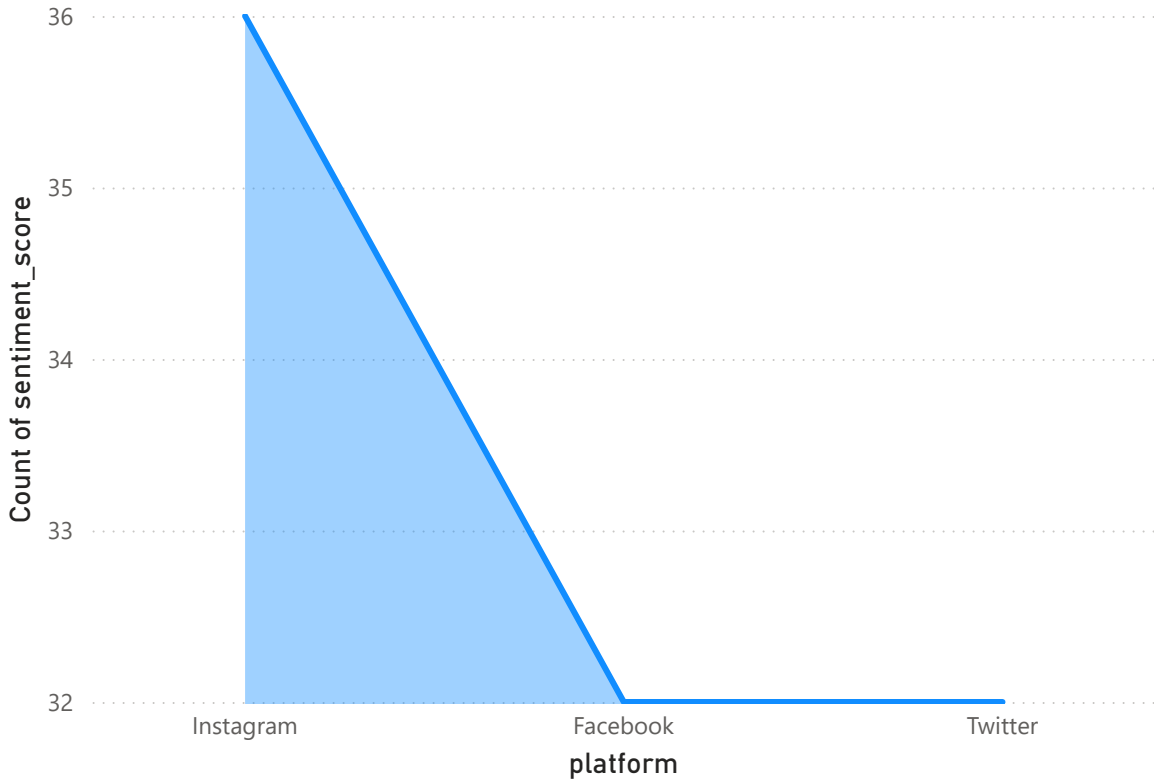**238K**
Sum of likes

20K
Sum of comments

42K
Sum of shares

Facebook

Count of sentiment_score by platform

Sentiment Score

**Instagram
36**

**Face book
32**

**Twitter
32**

"This visual evaluates the audience's **emotional reaction** (sentiment) to posts across Instagram, Facebook, and Twitter. The sentiment score indicates how positively users are engaging with content on each platform."

Key Findings:

Instagram leads with the highest sentiment score:
🔵 **Score: 36**

Indicates highly positive engagement—audiences are more emotionally connected to Instagram content.

**Facebook and Twitter** both score slightly lower:
🔷 **Facebook: 32**

🔶 **Twitter: 32**

Engagement is still positive but less emotionally driven compared to Instagram.

"Instagram generates the strongest positive sentiment, making it the most emotionally resonant platform. Facebook and Twitter show similar levels but slightly lower emotional impact."
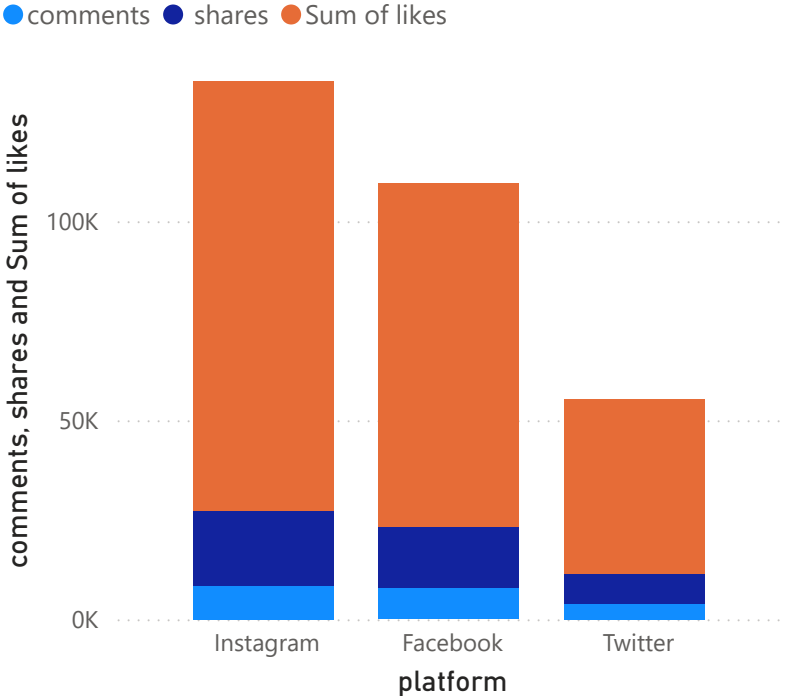
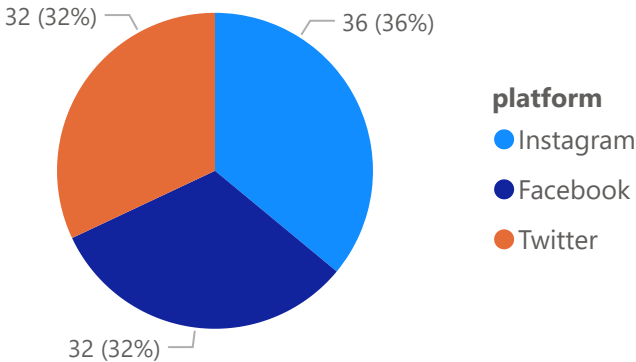## Sum of likes, Sum of shares and Sum of comments by post_day

● Sum of likes ● Sum of shares ● Sum of comments
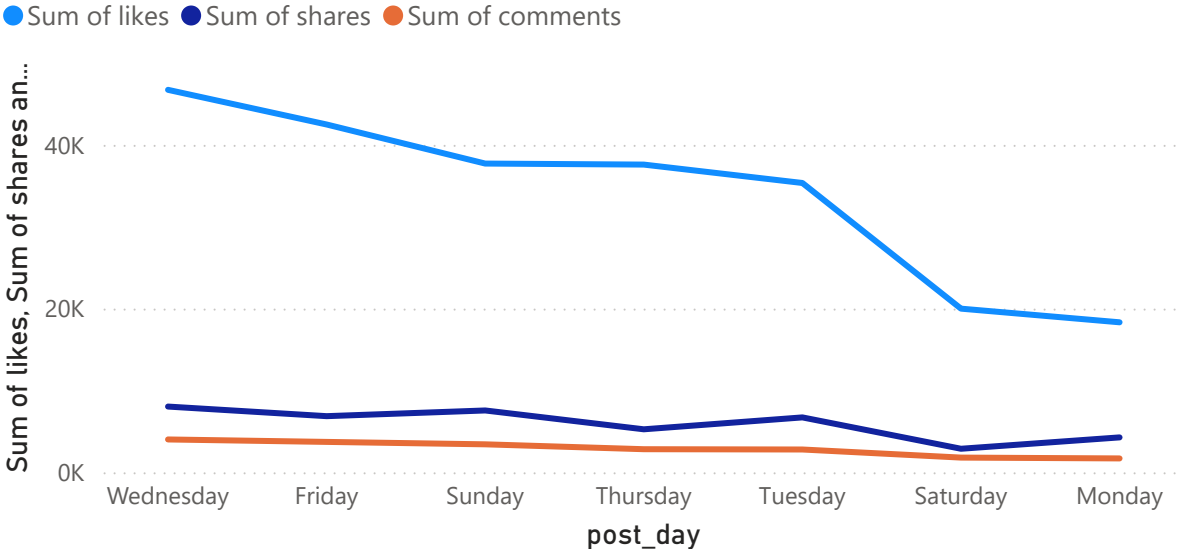
Count of sentiment_score by post_type

comments, shares and Sum of likes by platform

● comments ● shares ● Sum of likes
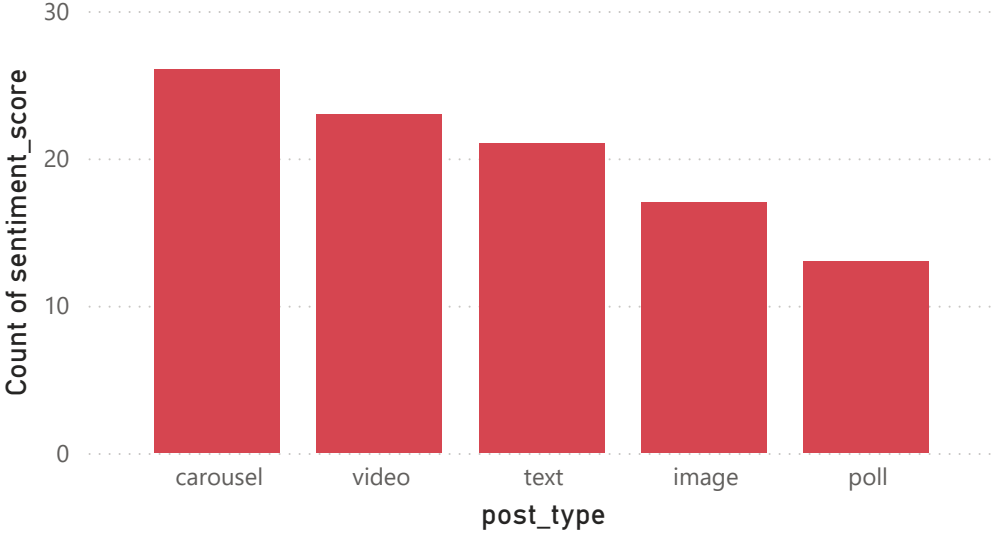
Count of post_time by platform

platform
● Instagram
● Facebook
● Twitter

238K
likes

20K
comments

42K
shares

1/1/2023 20:00

post day ▲

Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday