

Facebook or Instagram?

Recommendation:

- Prioritize Reels on Instagram.
- Best timing for Instagram reels is Tuesday/Saturday 2-3am. Best time for Facebook reels is Thursday 12pm.

1. According to posts data from March to May,2024, Instagram reels posts have higher engagement than Facebook reels posts on average. (Engagement rate = total interactions/followers) (The difference is statistically significant at 95% confidence interval.)

Fig1. Engagement Comparison between Platforms

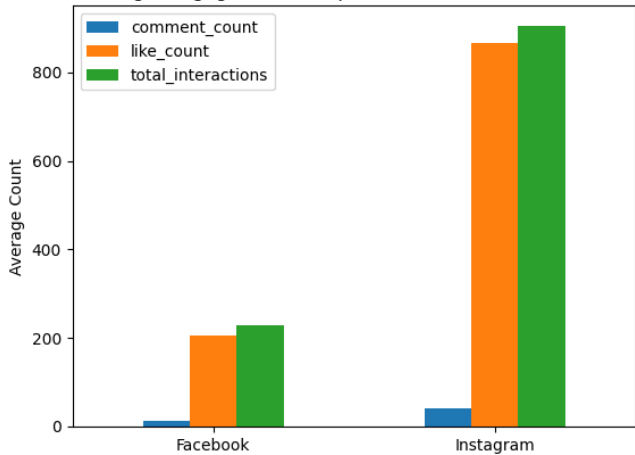
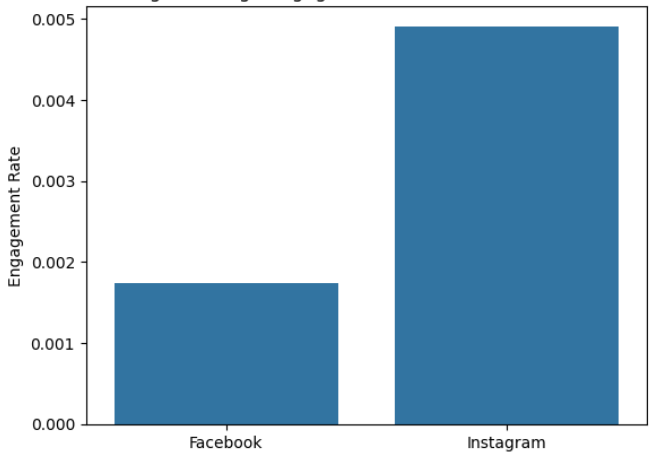


Fig2. Average Engagement Rate across Platforms



2. Instagram reels posted at Tuesday and Saturday 2-3am perform better on average. Facebook reels posted on Thursday at 12pm perform better on average. In general, posts on Sunday are not likely to have high engagement rates.

Fig3. Average Engagement Rate on Instagram by Posting Timing

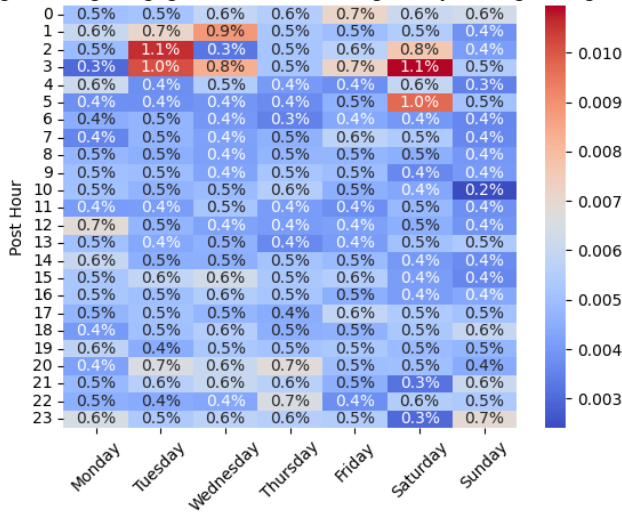
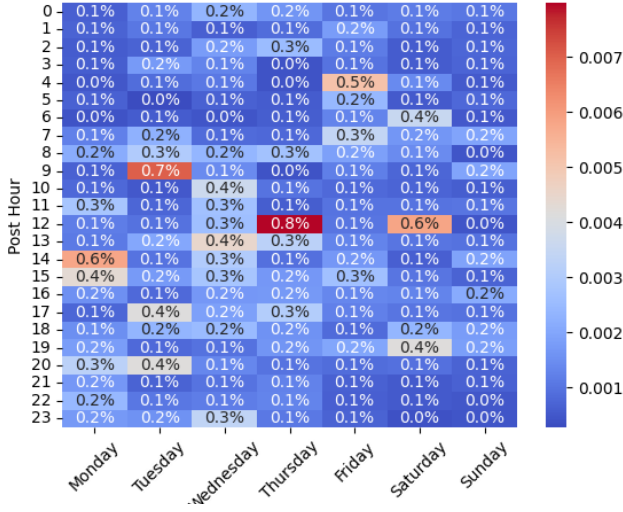


Fig4. Average Engagement Rate on Facebook by Posting Timing



3. Feature Importance from OLS regression further suggests that posting on Instagram can significantly increase engagement rate, and posting timing is important for gaining high engagement rate.

Further Analysis to do:

- Among all the industries, only reels from Conglomerate and Electronics performs better on Facebook than Instagram. If the brand is from these two sectors, recommendation would be different.
- Topic analysis on texts to determine the popular topic.

Fig5. Feature Importance from OLS Regression

