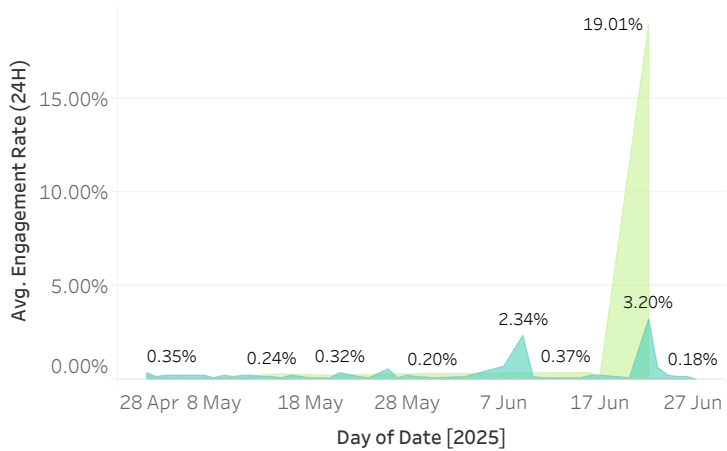
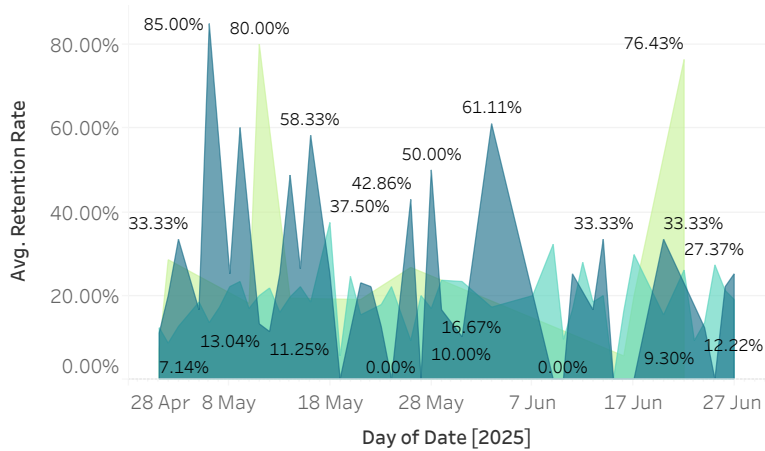


Content Strategy Insights: myBurgerLab

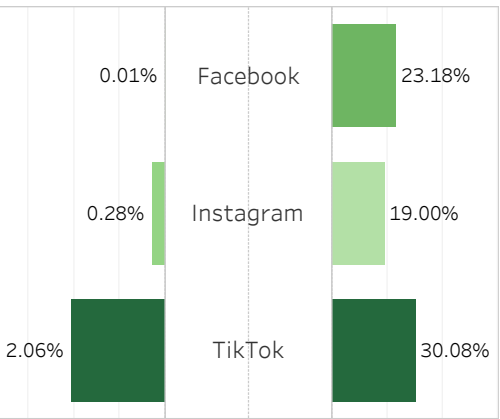
Engagement Rate Over Time



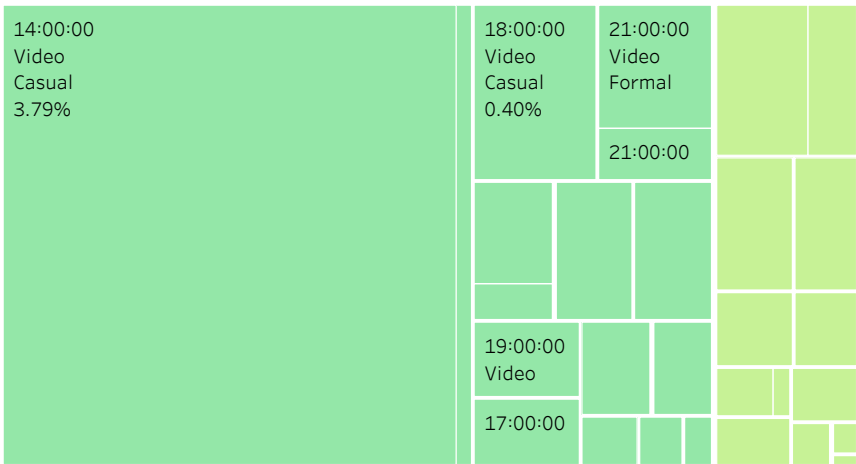
Retention Rate Over Time



Platform Performance: Engagement vs. Retention



Peak Engagement by Posting Time



Content Type & Tone vs. Avg Eng

Platform	Tone	Posts Type	
		Post	Video
Facebook	Casual	0.01%	0.01%
	Formal	0.01%	0.00%
Instagram	Casual	0.19%	0.35%
	Formal	0.15%	0.16%
TikTok	Casual		2.27%
	Formal	0.17%	

Content Type & Tone vs. Avg Retention

Platform	Tone	Posts Type	
		Post	Video
Facebook	Casual	8.33%	30.62%
	Formal	13.85%	33.33%
Instagram	Casual	14.04%	18.88%
	Formal	18.53%	27.16%
TikTok	Casual		31.20%
	Formal	20.00%	