



# GREAT GROUNDS

COFFEE SHOP

## Great Grounds Social Media Data Analysis

X, March 14th (Daylight Savings)

Task	Response
1 Compare the posts' data.	While Post 1 got more impressions, Post 2 led in all other metrics, like engagements, reposts, replies, likes, profile clicks, hashtag clicks, and detail expands. While more people saw post 1, I think Post 2 performed better.
2 Compare the posts' content and details.	Post 2 used a photo and hashtags, which seems to have boosted interaction with the post. This post was also posted at 1:59am, seemingly right before Daylight Savings. This may have caused less people to see the post overall.  Post 1 was posted at 8:03am, and it seems posting in the morning helped for impressions, but the other content and details in Post 2 made it stronger.
3 Analyze the differences in the posts' performance.	I think Post 2 performed better because of the funny image and hashtags. Post 1 just had text and wasn't very eye-catching.
4 Explain how your analysis will inform your strategy.	Including (funny) images boosted user engagement Hashtags are a great way to induce more clicks