



· 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.	<p>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.</p> <p>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.</p>
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.	<p>Including (funny) images boosted user engagement</p> <p>Hashtags are a great way to induce more clicks</p>