



· GREAT GROUNDS ·

COFFEE SHOP

Great Grounds Social Media Data Analysis

X, March 14th (Daylight Savings)

	Task	Response
1	Compare the posts' data.	Post 1 had more reach and lower engagement compared to the second post. So the second post is more successful in achieving campaign goal which is to increase engagement
2	Compare the posts' content and details.	The first post didn't use an image, and hashtag unlike the other post. The text in the second post is funnier and more engaging than the first one . The first post published early in the morning, in contrast the second post published at late night hours.
3	Analyze the differences in the posts' performance.	The first post had more impressions because it was published in a time where people are more likely to be active (post 1: 08:00 AM and post 2: 02:00 AM). The second post resonated more with their audience because it was funnier, had an image and relevant hashtags.
4	Explain how your analysis will inform your strategy.	This analysis shows that relevant hashtags, and funny images and text are useful to drive more engagement. In the future campaigns, we will incorporate more humor into our post and use relevant hashtags and images.

