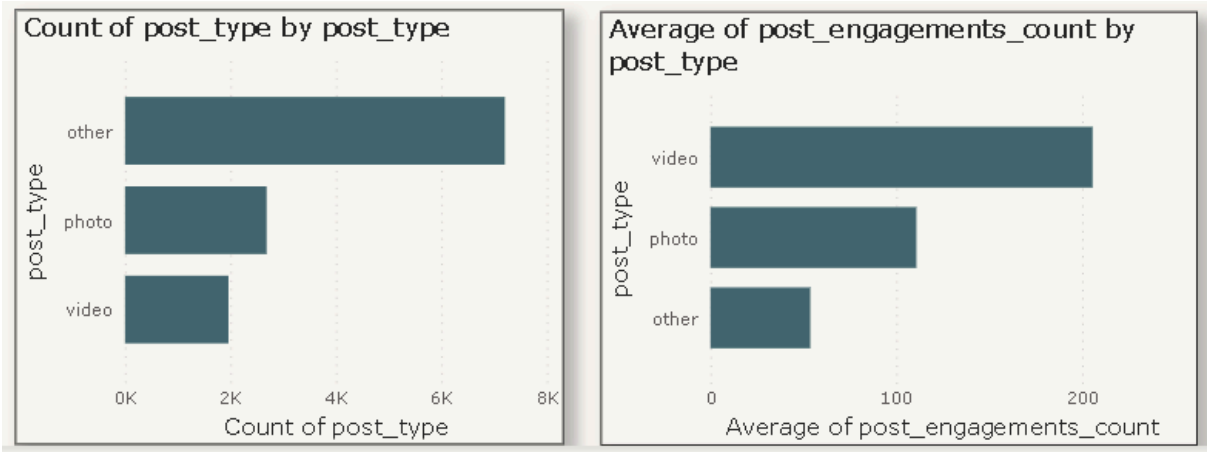
RECOMMENDATIONS FOR PARAMOUNT:

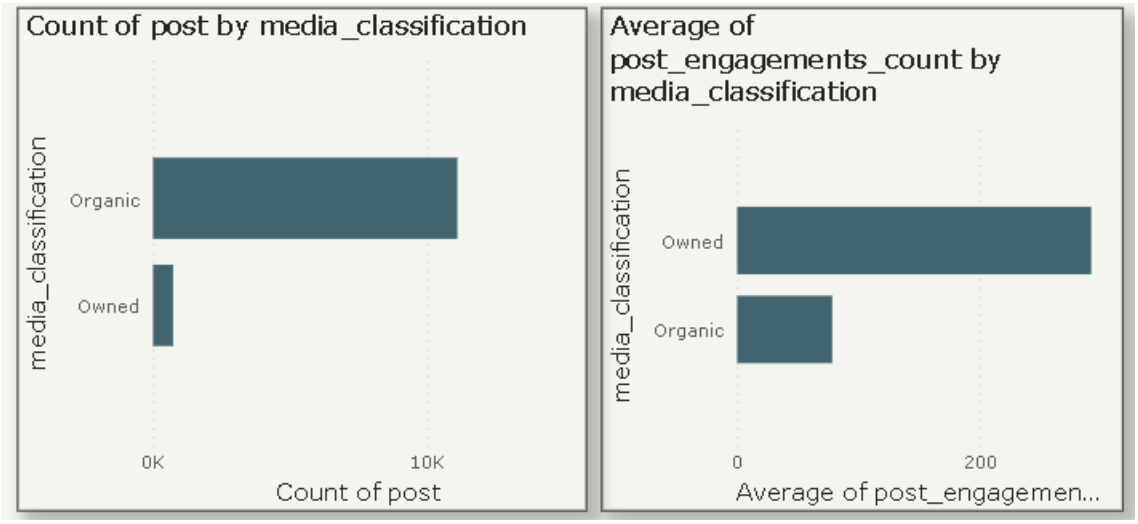
1.





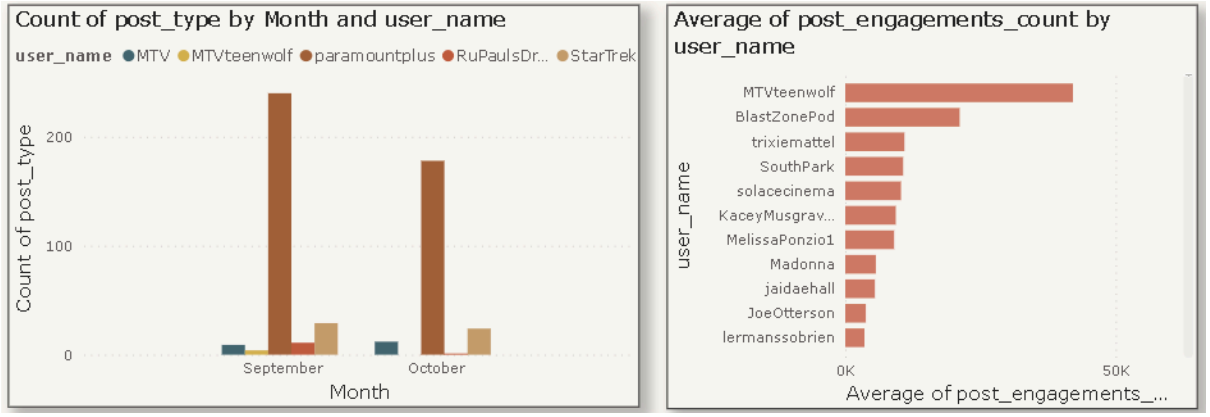
Twitter has very less engagement. On comparing different post type, we see that video type has more average engagement but a smaller number of posts. So, to increase the overall engagement we can post more videos.

2.



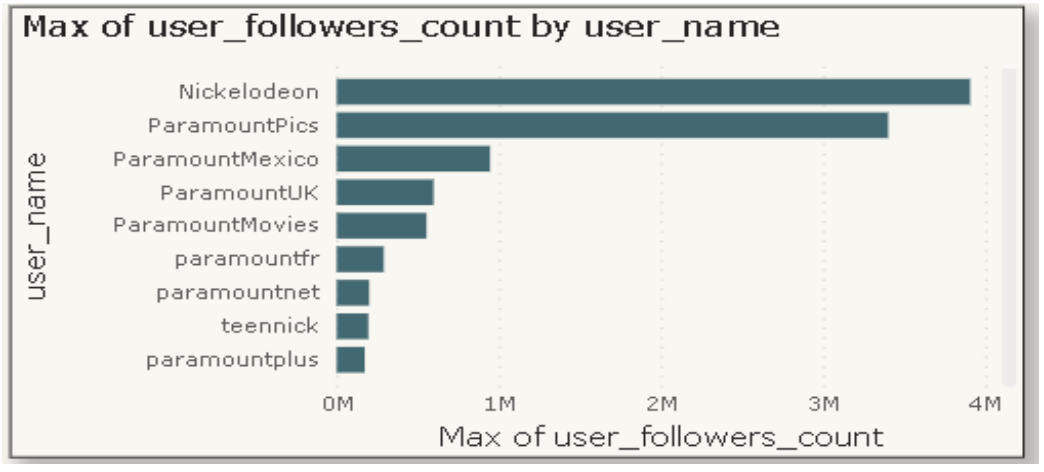
In twitter, the average posts by owned media are greater than organic media. But on comparing the number of posts organic media leads. So, to get more post engagements the owned media should post more.

3.



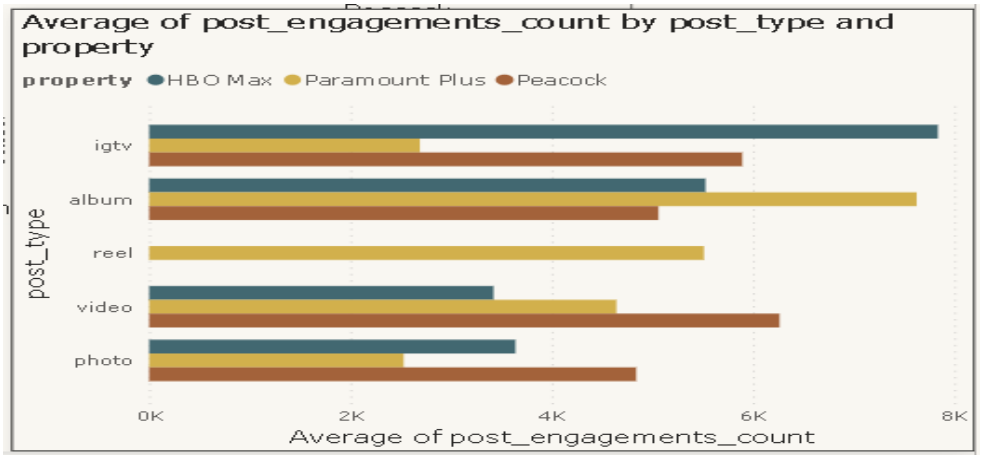
MTV teenwolf is the user's name which brings in more average engagement. We can see that in September they had more posts and hence the overall post engagement increased in that month compared to September. So, we can promote shows and also the paramount plus (company's account through MTV teen wolf)

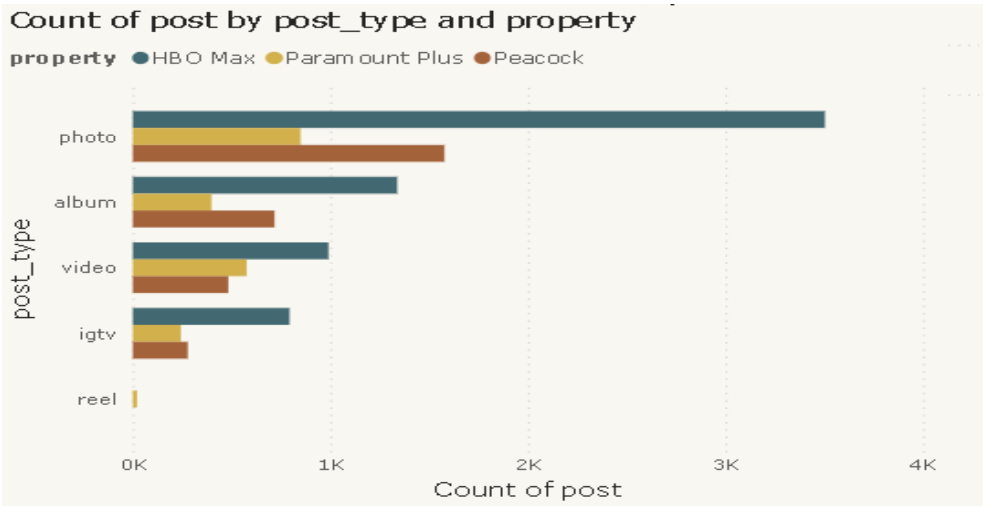
4.



Paramount plus should increase the number of posts through its own account to get more engagement. They can make use of the most followed user names Nickelodeon or paramount pics to promote their account and platform.

5.





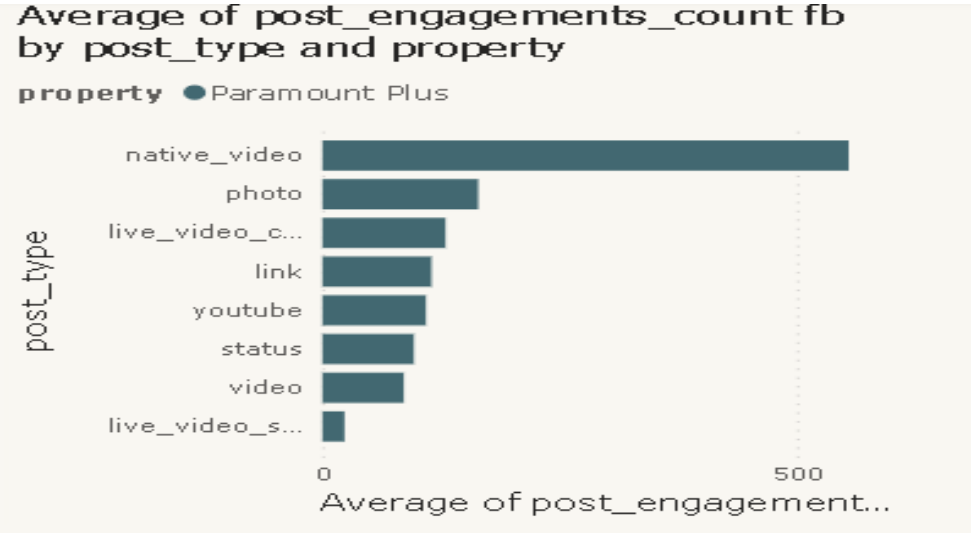
In Instagram, comparing the average post engagement among the various post type. We see that album and reels have more average engagement. But in the two months paramount plus has only posted 21 reels. So, the first priority is to increase the

number of reels. Also, HBO max gets more engagement due to overall increase in their number of posts. So paramount plus should also increase the number of posts in each post type.

6. Since reels have a greater number of average post engagement, we can promote shows or movies through reels. For example, if a movie/show is releasing today we can promote using reels with titles like now streaming.

7. More followers are for user names generally organic media and they are mostly celebrities participating in shows in paramount plus OTT. So, we can promote with their account and official paramount plus account.

8.



In Facebook, native videos have the most average post engagement. So, we should promote more native videos