



Challenge #4

Understanding your Channels



TRACKING YOUR SOCIAL MEDIA

- We recommend you keep track of the videos you interact with by simply making a note of them in the challenge sheet provided.
- Look at it again, and start highlighting the things that jump out, that spark ideas, or where you can see a recurring theme with your social interactions.
- What content engages you the most? And do you know why?

STEP 3: ANALYSING YOUR CONTENT PERFORMANCE



| Tool to use | Questions to ask | Your top findings | A piece of advice |
|------------------|--|-------------------|---|
| Facebook | <p>Which videos are you engaging with?</p> <p>Which videos held your interest?</p> | | <p>Once you have answered our suggested questions, go deeper:</p> <p>Why do you think you are engaging with those videos?</p> |
| Instagram | <p>Which videos are you engaging with?</p> <p>Which videos held your interest?</p> | | <p>Why do you think certain videos held your interest longer than others?</p> |
| Youtube | <p>Which videos are you engaging with?</p> <p>Which videos held your interest?</p> | | <p>Does the social platform your viewing the videos on change the type of content your are interacting with?</p> |
| Other | <p>Which videos are you engaging with?</p> <p>Which videos held your interest?</p> | | <p>Is there a recurring theme appearing between the videos in terms of content and style?</p> |