



Challenge #1

Understanding your Audience

ANALYSING YOUR CONTENT PERFORMANCE



Tool to use	Questions to ask	Your top findings	A piece of advice
Facebook Page Insights	<p>Who is engaging with you?</p> <p>What were your top 3 posts or ads?</p> <p>Which format worked best?</p>		<p>Once you have answered our suggested questions, go deeper:</p> <p>Why do you think those were your top 3 posts?</p>
Twitter Analytics	<p>Who is engaging with you?</p> <p>What were your top 3 tweets?</p> <p>Which format worked best? e.g. website cards, video, plain text</p>		<p>Why do you think those were your top 3 tweets?</p>
Instagram Insights	<p>Who is engaging with you?</p> <p>What were your top 3 posts?</p> <p>What format worked best for you? e.g. stories, live, video or images</p>		<p>Why do you think those were your top 3 posts?</p>
YouTube Analytics	<p>Who is engaging with you?</p> <p>What were your top 3 videos?</p> <p>What's your view through rate?</p>		<p>Why do you think those were your top 3 videos?</p>



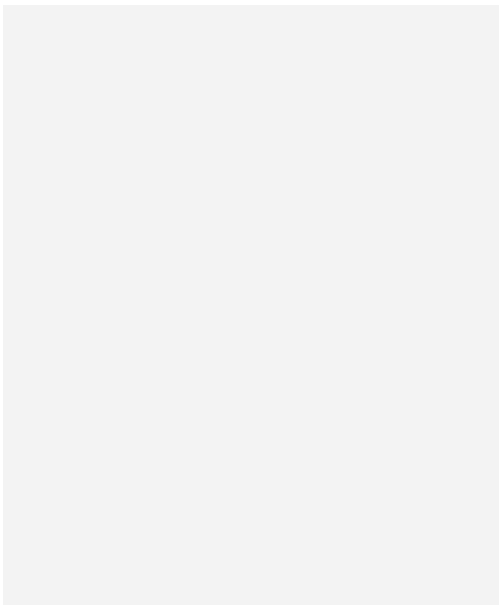
SELECTING YOUR TOP INSIGHTS

- We recommend you come back to your research with a fresh mind. Perhaps a day or two later.
- Look at it again, and start highlighting the things that jump out, that spark ideas, or where you can see that you could potentially help, inspire or entertain.
- Bring all your insights together into a final page, linking your audience research to your business.

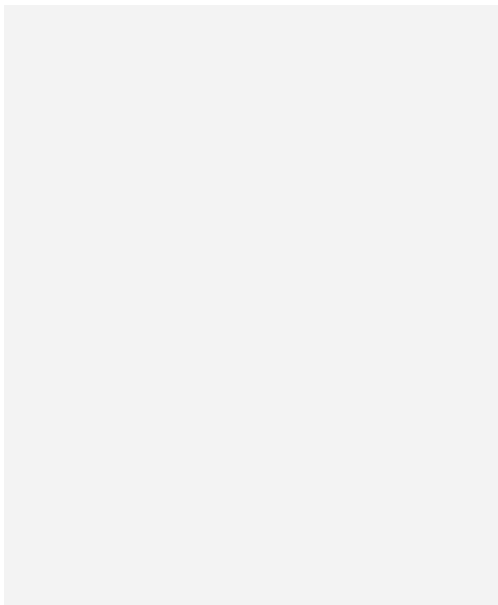


YOUR TOP INSIGHTS

INSIGHT #1



INSIGHT #2



INSIGHT #3

