



ECORROOTS
COSMETICS

SUMMARY SOCIAL MEDIA PERFORMANCE

2024

Platform	Followers	Avg. Engagement	Top Post Reaction	Notes
Facebook	4,500	0.3%	12 likes	Messages feel generic.
Instagram	2,100	0.8%	30 likes	Influencers are uninterested.
TikTok	150	1.1%	4 likes	Strategy unclear.
Snapchat	28	0.6%	1 reply	Sporadic presence, no real content.
Pinterest	30	0.2%	8 saves	Incomplete brand presence.
X (Twitter)	2	0.01%	1 likes	No real growth.
LinkedIn	320	0.2%	2 reactions	Good tone, but targeting is off.



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Summary notes:

1. Try refining voice and values.
2. Reports reveal inconsistent strategy.
3. Understanding your audience matters.
4. Success depends on trust.
5. Targeting must improve.



**The data tells a story — but not just in numbers.
Patterns are everywhere, even in how things begin.
Read carefully. Something vital is missing...
Can you find it?**



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