

From: Alex Levitsky  
To: Tiana Barnes, Sanjay Garg, Ned Lannister  
Subject: [Report] The Daylight Saving Campaign

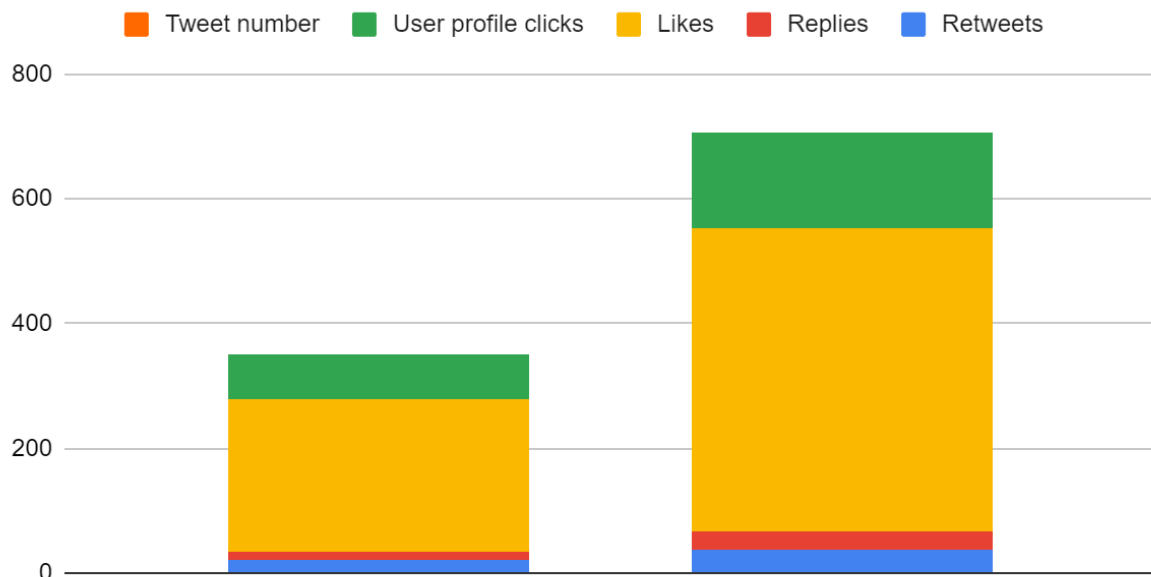
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Hello Tiana, Sanjay, Greg, and Ned

In this email, I will be briefing you on the findings of our latest social media campaign that was about the daylight saving/

The data suggested that using a more humorous tone and asset got substantially more engagement from our audience than the just text and more formal tone. Additionally, closer to 8 a.m proved to be more effective than posting right before the clock shifted.

### Tweet No. 1 [formal and text only] vs Tween No. 2 [funny with a photo]



Based on these findings. It's recommended that we adjust our tone to be more humorous and informal and use visual assets whenever possible. Additionally, it is recommended that we schedule posts to be closer to 8:00 a.m. for maximum visibility.

Please let me know what you think. Your feedback and input are greatly appreciated.

Best regards,

Alex