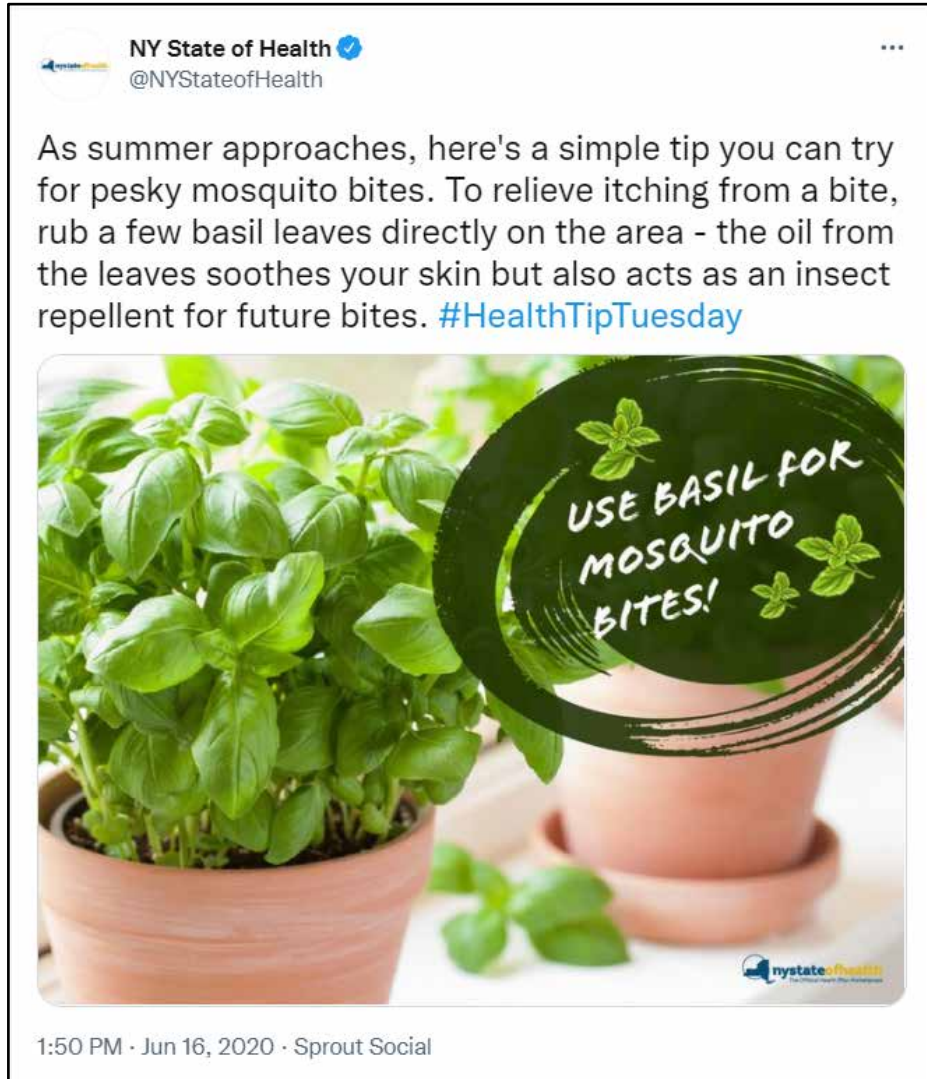


**Capitalizing On
Brand-Related
Trending Topics To
Increase Awareness**

#HealthTipTuesday

MAXIMUS[®]

Twitter Top-Performing



Basil Mosquito Repellent Health Tip

209% More Engagements

138% Higher Engagement Rate

28% More Impressions

than an average Twitter post

MAXIMUS



Instagram Top-Performing

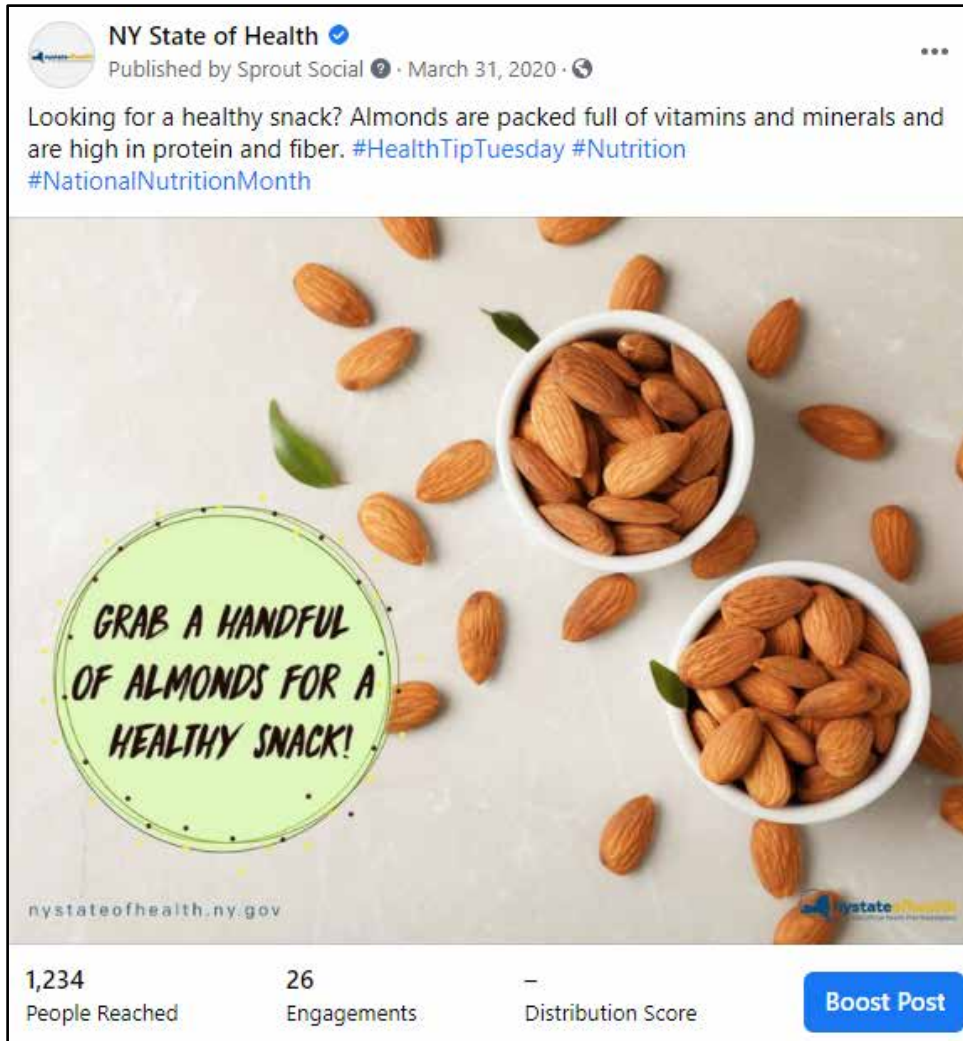





Boost Your Mood GIF

100% More Engagements


138% Higher Engagement Rate
than an average Instagram post


Facebook Top-Performing



NY State of Health  Published by Sprout Social  · March 31, 2020 · 

Looking for a healthy snack? Almonds are packed full of vitamins and minerals and are high in protein and fiber. [#HealthTipTuesday](#) [#Nutrition](#) [#NationalNutritionMonth](#)



nystateofhealth.ny.gov 

1,234 People Reached 26 Engagements - Distribution Score [Boost Post](#)

Almonds Health Tip

160% More Engagements
57% Higher Engagement Rate
66% More Impressions
than an average Facebook post

MAXIMUS