<table>
<thead>
<tr>
<th>ACTIVITY TIMELINE</th>
</tr>
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<tbody>
<tr>
<td><strong>POSTS</strong></td>
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<tr>
<td>32</td>
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<td>↓ 3%</td>
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</tbody>
</table>

Paid post reach was at 89% of the total reach.

Photos were the best performing post format with the average ER at 2.44%.

The most engaging content was posted on Friday, Aug 20 with 31,650 engagement(s).
WHAT PEOPLE ARE SAYING

SENTIMENT SCORE
67
OUT OF 100

twister
meal
tasty
twister
path
friended
bring
order
finger
staff
lickin
good
bought
birthday
tweeter
bought
back
MOST LIKED USER COMMENTS

Redza Dragneel  That patty is only filling up the front half of the bun... trust me...
27/08/21 at 14:01 HRS

Nicholas Lim  ALAMAK! It’s 56th SG Birthday! Why 4 chix 3 nuggets ONLY?! & @ $9.90?! Shouldn’t a5 pcs Chix & 6 pcs Nuggets @ $8.90 INSTEAD!? BETTER!? SUITABL...
03/08/21 at 01:53 HRS

Daniel Chua  To be honest KFC. The real stuff 100% won’t look the same as the photo. Would you dare to take the challenge of allowing everyone to refund ...
22/08/21 at 23:21 HRS

Weng Cheong  56th birthday why not make it $5.60 or 5 pc chicken + 6 nuggets so much more meaningful
03/08/21 at 13:16 HRS

HuatMan Lee  It more expensive compare to the past Tuesday Special which was 6 pieces for $9. And KFC nuggets not nice. Always cold and soggy. :
04/08/21 at 20:51 HRS

Julian Pancretius  It’s the same old Zinger.. Just with different sauce. Nothing new..
27/08/21 at 15:51 HRS

Ong Shuqing  bring back tri pepper crunch and popcorn shaker!
27/08/21 at 13:52 HRS

Wen Hong  This
19/08/21 at 20:39 HRS

STian Tan  56 pieces of finger lickin' good fried chicken for SG's 56th birthday
10/08/21 at 13:58 HRS

Zaki Shariff  Just had that. Doesn’t look like that plus there was only a pickle
30/08/21 at 23:30 HRS
POST WITH THE GREATEST NUMBER OF LIKES

Photo on 27/08/21 at 12:43 HRS

Take a look at this photo. Can you hear the crunch? Smell that delicious BBQ sauce? Taste ...

1,569 Likes
76 Comments
71 Shares
4,830 Engagement
51,572 Organic Reach
2,900 Clicks

👨‍🍳 Redza Dragneel: That patty is only filling up the front half of the bun... trust me...
27/08/21 at 14:01 HRS
👍 13 Like(s)

👨‍🍳 Julian Pancratius: It’s the same old Zinger.. Just with different sauce. Nothing new..
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👩‍🍳 Ong Shuqing: bring back tri pepper crunch and popcorn shaker!
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👨‍🍳 Zaki Shariff: Just had that. Doesnt look like that plus there was only a pickle
30/08/21 at 23:30 HRS
👍 2 Like(s)
POST WITH THE HIGHEST ORGANIC REACH

Album on 09/08/21 at 17:47 HRS

Have you heard the good news? Dine-in for fully vaccinated customers will resume on 10 Au...

60 Likes
8 Comments
37 Shares
1,439 Engagement
58,601 Organic Reach
1,315 Clicks

@Fu Yin How about compass 1 kfc? No dine in?
09/08/21 at 20:22 HRS

@Lex Luther Lee Do we need to bring birth certificate to make sure the kids is ours and to make sure it is under 12?
09/08/21 at 18:19 HRS

@Qi Yong Tan Hi, How if I got this sms below from MOH? How? It’s not fair because it’s not we don’t want, it’s cannot they don’t allow 2nd one....
10/08/21 at 00:10 HRS

@Rita Koh KFC, might want to go check yr facts. MOH said children must be from the same household. Other vaccinated individuals can be from...
10/08/21 at 22:45 HRS
POST WITH THE GREATEST NUMBER OF COMMENTS

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  13 Like(s)

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  3 Like(s)

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30/08/21 at 23:30 HRS
2 Like(s)
POST WITH THE GREATEST NUMBER OF CLICKS

Video on 20/08/21 at 18:00 HRS

- **Joween Ang**
  There’s the taster that saw the picture of the Twister on the Tweeter. The taster thought of tasting the Twister that looks tast...
  25/08/21 at 17:33 HRS

- **Mei Ying**
  Taking twenty two thousand two hundred and twenty two trips to KFC for the Twister is totally a no-brainer! Cathy 😊
  24/08/21 at 00:46 HRS

- **David Y. Tan**
  The twins were making tweaks to the original recipe whereupon a twister came twining through the chimney and they ended up being e...
  20/08/21 at 21:18 HRS

- **Ying Lin**
  I like Twister, You like Twister, Let’s go KFC for Twister meal. Vincent Lau
  20/08/21 at 22:12 HRS

POST SCORE

OUT OF 100

66

75 Likes
20 Comments
9 Shares
31,650 Engagement
9,449 Organic Reach
31,523 Clicks