

KT PERFORMANCE ANALYTICS REPORT

Report Period: 3/1/2026 - 3/8/2026

Compared To: 2/22/2026 - 3/1/2026

Generated: 3/9/2026 at 11:34:13 AM

EXECUTIVE SUMMARY

Metric	Current Period	Previous Period	Change %
Total Views	3556660		0 0%
Total Interactions	84310		0 0%
Total Impressions	2502732		0 0%
Total Followers	2414580		0 0%

PLATFORM BREAKDOWN

Facebook

Metric	Current	Previous	Change %
Views	2996022		0 0%
Interaction	25798		0 0%
Followers	357723		0 0%

Top Performing Posts - Facebook

Rank	Title	Link
#1	Umuvugizi	https://www.facebook.com/share/p/1BBwGckUKU/
#1	Umuvugizi	https://www.facebook.com/share/p/1CLovRtaQP/
#1	Kagame In	https://www.facebook.com/ktpressnews/posts/pfbid0kvQDDHf1XfvKFbu8bx5i
#2	Abofisiye n	https://www.facebook.com/share/p/18F8cZeCk4/
#2	President F	https://www.facebook.com/share/p/1AxJo2B3ZM/
#2	Umuvugizi	https://www.facebook.com/share/p/1BvFCkULm9/
#3	Abasirikare	https://www.facebook.com/share/p/14X7k2dppU6/
#3	Rwanda la	https://www.facebook.com/share/p/17HP1AmSkR/
#3	Itsinda riy	https://www.facebook.com/ktradio.rw/posts/pfbid0K4Q8xQjQXuXjnX6eDAFH!
#4	Uganda's P	https://www.facebook.com/share/p/1AuvP5vgyv/
#4	Burusiya b	https://fb.watch/FKotmKGd8C/
#4	Lisansi yag	https://www.facebook.com/share/p/1DhD9nKprR/
#5	Uwimanim	https://www.facebook.com/ktradio.rw/posts/pfbid0rYwQN2g3WmWJckNhcg3
#5	A wave of	https://www.facebook.com/ktpressnews/posts/pfbid02vxi2rh1AALX8ZYacciTN
#5	Ingabo z'u	https://www.facebook.com/kigalitoday/posts/pfbid028oRTQHgBBU13yRFenxk

Instagram

Metric	Current	Previous	Change %
Views	274217		0 0%
Reach	55373		0 0%
Interaction	10847		0 0%

Followers 213415 0 0%

Top Performing Posts - Instagram

Rank	Title	Link
#1		https://x.c
#2	Umutoza v	https://www.instagram.com/reel/DVgAKFTiDtn/?utm_source=ig_web_copy_li
#3	Umuvugizi	https://www.instagram.com/p/DVgOV3tiJbf/?utm_source=ig_web_copy_link&
#4	Umuyoboz	https://www.instagram.com/reel/DVZX6pviCMJ/?utm_source=ig_web_copy_li
#5	"Ku ngingo	https://www.instagram.com/reel/DVZB7UnCIJA/?utm_source=ig_web_copy_li

Twitter/X

Metric	Current	Previous	Change %
Impression	947359		0 0%
Engagemen	44365		0 0%
Followers	552776		0 0%

Top Performing Posts - Twitter/X

Rank	Title	Link
#1	Rubio to D	https://x.com/ktpressrwanda/status/2029977419910676958?s=20
#1	Umuyoboz	https://x.com/kigalitoday/status/2030279762589990914?s=20
#1	Goma: uru	https://x.com/ktradiorw/status/2030775928091984194?s=20
#2	Umuyoboz	https://x.com/kigalitoday/status/2028545894438809806?s=20
#2	President k	https://x.com/ktpressrwanda/status/2030010330357608671?s=20
#2	Bekeni avu	https://x.com/ktradiorw/status/2030698314618802367?s=20
#3	"Inyungu ir	https://x.com/ktradiorw/status/2030716593911533760?s=20
#3	Umutwe w	https://x.com/kigalitoday/status/2028870262817538474?s=20
#3	President k	https://x.com/ktpressrwanda/status/2029970359056040105?s=20
#4	Abafana b	https://x.com/ktradiorw/status/2030691967122784316?s=20
#4	U Burusiya	https://x.com/kigalitoday/status/2029611833590698464?s=20
#4	Rwanda D	https://x.com/ktpressrwanda/status/2028563363886682280?s=20
#5	Umuhanzi	https://x.com/ktradiorw/status/2030718240750534664?s=20
#5	Umuvugizi	https://x.com/kigalitoday/status/2029540220644069394?s=20
#5	Any Conde	https://x.com/ktpressrwanda/status/2030108257495261452?s=20

YouTube

Metric	Current	Previous	Change %
Views	195421		0 0%
Watch Tim	11000		0 0%
Impression	1500000		0 0%
Subscriber:	1140666		0 0%

Top Performing Posts - YouTube

Rank	Title	Link
#1	Umusore v	https://youtu.be/imHyHCdnRZI?si=gIEeueXNwtOKaqSW

- #2 Abafana bε <https://youtu.be/U5qdHjdAOWQ?si=4eNhV-scqC-2HZM6>
- #3 Abafana bε https://youtu.be/O_VN22LD65U?si=j3OKaMQxRMKihC_R
- #4 Ferdinand <https://youtu.be/oz4esMaLY9I?si=qcbwEiYaXgRdCzjo>
- #5 Rujugiro nε <https://youtu.be/-gwPxSTyG9Q?si=wWIUI2w98fei8VAT>

TikTok

Metric	Current	Previous	Change %
Views	91000		0 0%
Likes	3300		0 0%
Followers	150000		0 0%

Top Performing Posts - TikTok

Rank	Title	Link
#1	"Iyo Umu-J	https://v16-webapp-prime.tiktok.com/video/tos/alisg/tos-alisg-pve-0037c001/
#2	"Ku ngingo	https://v16-webapp-prime.tiktok.com/video/tos/alisg/tos-alisg-pve-0037c001/
#3	Umuyobo	https://v16-webapp-prime.tiktok.com/video/tos/alisg/tos-alisg-pve-0037c001/

DETAILED ENTRIES

Platform	Account	Metric	Value	Period	Star	Period End
Twitter/X	KigaliToday	Impression	818458	3/1/2026		3/8/2026
Twitter/X	KigaliToday	Engagement	35207	3/1/2026		3/8/2026
Twitter/X	KigaliToday	Followers	431147	3/1/2026		3/8/2026
Facebook	KT Press	Followers	3267	3/1/2026		3/8/2026
Facebook	KT Press	Views	4915	3/1/2026		3/8/2026
Facebook	KT Press	Interaction	37	3/1/2026		3/8/2026
Twitter/X	KT Press	Engagement	8652	3/1/2026		3/8/2026
Twitter/X	KT Press	Impression	114911	3/1/2026		3/8/2026
Twitter/X	KT Press	Followers	68726	3/1/2026		3/8/2026
Instagram	KigaliToday	Views	274217	3/1/2026		3/8/2026
Instagram	KigaliToday	Interaction	10847	3/1/2026		3/8/2026
Instagram	KigaliToday	Followers	213415	3/1/2026		3/8/2026
Instagram	KigaliToday	Reach	55373	3/1/2026		3/8/2026
Facebook	KT Radio	Interaction	14117	3/1/2026		3/8/2026
Facebook	KT Radio	Views	1236445	3/1/2026		3/8/2026
Facebook	KT Radio	Followers	213418	3/1/2026		3/8/2026
Twitter/X	KT Radio	Impression	13990	3/1/2026		3/8/2026
Twitter/X	KT Radio	Followers	52903	3/1/2026		3/8/2026
Twitter/X	KT Radio	Engagement	506	3/1/2026		3/8/2026
YouTube	KigaliToday	Impression	1500000	3/1/2026		3/8/2026
YouTube	KigaliToday	Subscriber:	1140666	3/1/2026		3/8/2026
YouTube	KigaliToday	Views	195421	3/1/2026		3/8/2026
YouTube	KigaliToday	Watch Tim	11000	3/1/2026		3/8/2026
Facebook	KigaliToday	Views	1754662	3/1/2026		3/8/2026

Facebook	KigaliToday	Interaction	11644	3/1/2026	3/8/2026
Facebook	KigaliToday	Followers	141038	3/1/2026	3/8/2026
TikTok	KT Radio	Followers	150000	3/1/2026	3/8/2026
TikTok	KT Radio	Views	91000	3/1/2026	3/8/2026
TikTok	KT Radio	Likes	3300	3/1/2026	3/8/2026

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=all&cd=0%7C0%7C0%7C&cv=1&br=350&bt=175&cs=0&ds=6&ft=l~da4oMLD12NvDJY.lxR~OjrlBF-UjN

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