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4	MK4	□□□□□□□ □□□□□ Video □□□□□□□ □□□ □□□□□□□ □□ □□□□□□□ social media □□□□□□□ □□□□□□□ □□□□□□□ □□□□□□□	□□□□□□□ □□□□□□□ □□□□ (Engagement = □□□□□□□ □□□□□□□) □□ social media 5% (Like / Comment / Share) Engagement Rate (ER) (%) = (Like + Comment + Share + Save) ÷ Reach × 100	□□□□□□□ □□□□□□□ □□□□□□□ □□□□ 5% □□□□□□□ □□□□ Engagement Rate □□ (Like + Comment + Share + Save) 5% □□□□□□ = 10 □□□□□ 4% □□□□□□ = 6 □□□□□ 3% □□□□□□ = 3 □□□□□ □□□□□□□ 3% = 0 □□□□□	- □□□□□□□ □	10

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Revision #13
Created 19 January 2026 07:12:23 by □□□□□□□□□□□□
Updated 7 February 2026 08:02:52 by □□□□□□□□□□□□