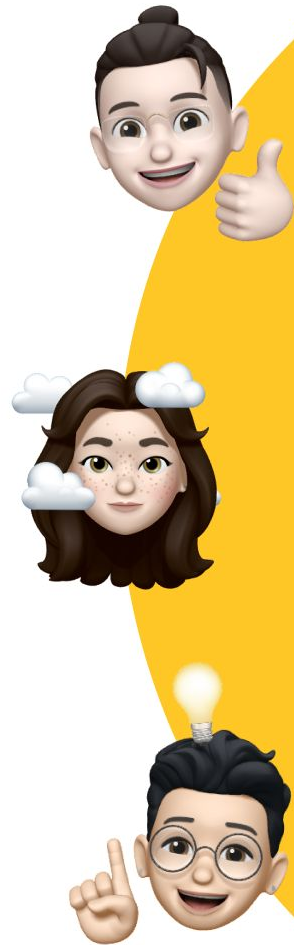


Instagram Analytics

 **Prattischool**

Present By: Sean Gao, Tess Porter, Wuke Zhou



Methodology



For Pratt SI Social Media: To tell the story of why Pratt School of Information is an engaging place to learn and teach.

For Instagram account: Create dynamic images embedded in school activities at all levels



Time Range

We analyzed the data between
01.01.2021 to 2.15.2022.
The data includes posts and
Stories.



Tools



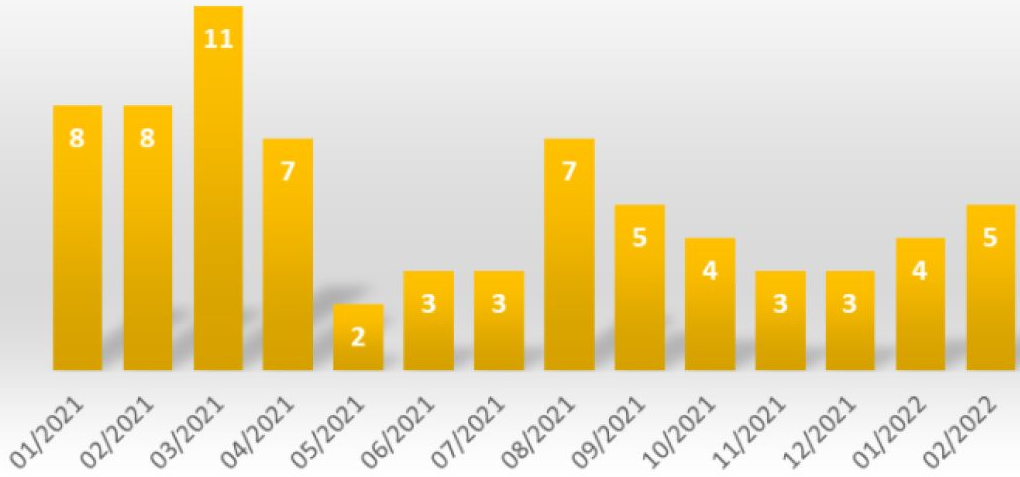
Metrics

- | | | |
|-------|--|--|
| Post: | <ul style="list-style-type: none">• Reach• Like• Impression | <ul style="list-style-type: none">• Interaction Rate• Shares• Comments |
| Date: | <ul style="list-style-type: none">• Year• Month• Day of Week | <ul style="list-style-type: none">• Day• Hour |
-

PART TWO



Number of Post



Instagram Posts

72 total posts, 41313 total impressions
Avg. of avg. reach per post: 489.15
Avg. of avg. impression per post: 571.88



Posts Overall



Most drive-engagement post:
07/13/2021

Likes: 171
Impressions: 919
Reach: 785
Comments: 17
Shares: 10

Least drive-engagement post:
11/30/2021

Likes: 3
Impressions: 252
Reach: 219
Comments: 0
Shares: 0



Findings 3

Summertime = Opportunity

15 posts from May to August (20.83%)

However, these posts have the highest impression and reach per post

Dense frequency of posting \neq More views

Recommendations

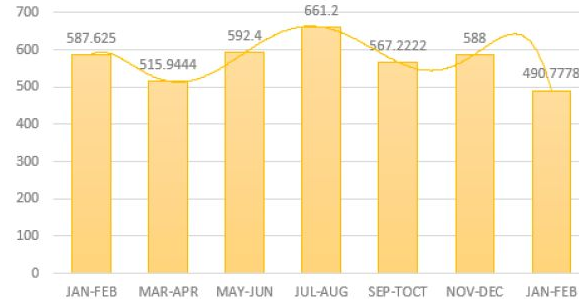
- 1.** Pay more attention to post frequency and audiences' interests.
Less posts don't mean less audiences and views. Finding the accurate posting time and content can strategically enhance the impressions and audience reach in the future.

- 2.** Don't miss the Summertime.
The Pratt Spring semester ends in early May. Summertime is a precious chance for students to engage with extracurricular events. Summer posts can also attract more potential students and drive more attention to the School.

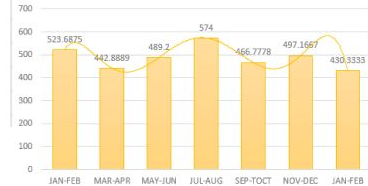
Number of Posts per 2 Months



Average Impression per Post



Average Reach per Post



Findings 4

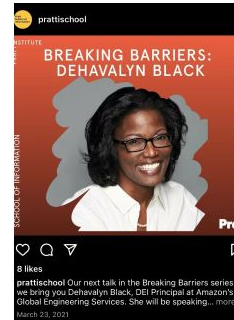
Engagement Analysis

Drive engagements:

- 28.57% of the top viewed posts were moving image
- Relate to daily lives with students and faculties, like weather, season, new facilities, etc.;
- Single picture (76.54%)
- Innovative or inspirational topic
- Brief but specific descriptions in content
- Personal posts - target at specific person
- No text appeared in image frame (92.75%)

Less engagements:

- Still image with plain descriptions, word choice matters
- Long and tedious contents
- Multi-picture (23.46%)
- Hashtags to unpopular topics (#prattgrad22, #prattgallery, etc)
- Hard discriptive contents in image



Recommendations

1. Avoid putting lots of texts in one image
Create ischool's own "algorithm" and "tag manager" by recording keyword frequencies and use them rapidly to build specific word-relate contents. Only put titles in Image may also helps.

2. People like links and inspirations.
Tag different faculties, artists or guests if mentioned in the post (win-win-win act). Pay attention to post filters, blog style and unified images to create an uniformed account.

