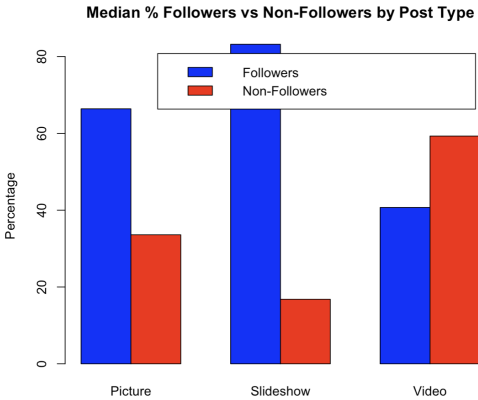


Overview

In this analysis, I looked at the 30 most recent posts from ASCSU. I did not include posts that collaborated with other accounts because they would introduce heavy outliers and inconsistent results. Posts were categorized into videos, photos, and slideshows. Performance was measured using reach (total views), engagement, and audience breakdown (% of followers vs. non-followers).

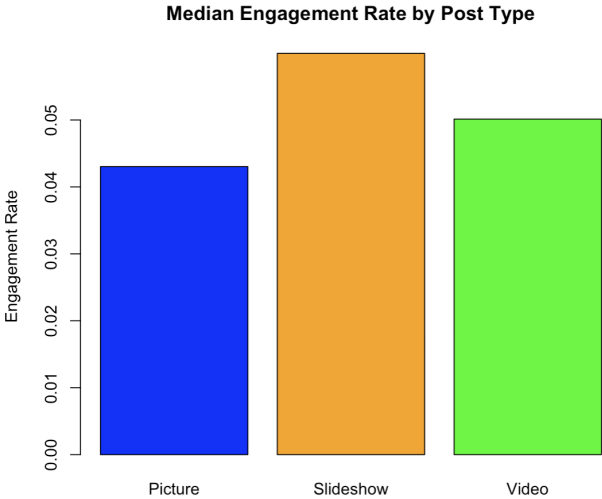
Key Findings

1. Videos have the most diverse audience



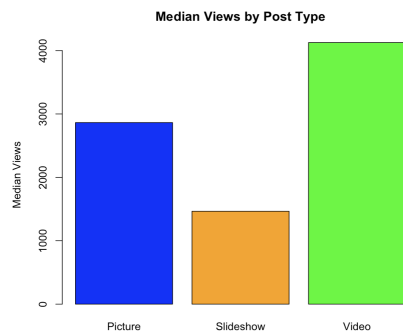
As seen in the barplot above, videos reach the highest percentage of non-followers among all post types. This shows that Instagram is most likely to push videos or reels to non-followers, making videos the most effective post type for reaching a new audience.

2. Slideshows have the highest median engagement



Although there were fewer slide shows than the other post types in the last 30 posts, they had the highest engagement rate at 0.06%. This shows that users are more likely to interact with a slideshow post.

3. Single photos perform the worst in almost every metric



Single photos showed lower reach than the videos and less engagement than slideshows. They are primarily viewed by the existing audience, who are unlikely to engage with the post.

Recommendations

1. The main post type going forward should be videos, especially with the “What does Ascsu even do” Series. Videos often have higher shares and views from non-followers, which is crucial for. Reaching more people who do not regularly see and interact with ASCSU.
2. We should use slideshows for high value content, such as information, announcements, and recaps, to drive high engagement. This will help ensure viewers process the important information.
3. Less reliance on single picture post types: in the last 30 posts, 57% pictures, 26% videos, and 17% slideshows. Photos should be limited to essential or formal content, as they do not significantly contribute to growth.

Conclusion

This analysis shows significant differences across post types; all posts should be evaluated before posting and should have a clear goal that matches the post type. Videos should be the primary post as they reach the highest percentage of non-followers and encourage the most growth of any post type. Photos should be reserved as rare formal content. Slideshows should be used to spread information and help keep viewers engaged. Using these strategies will help maximize the effectiveness of the ASCSU Instagram account.