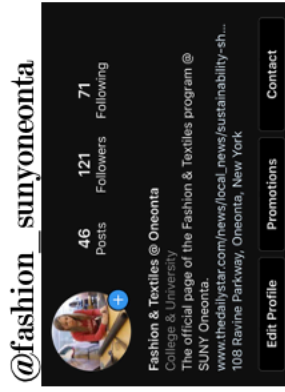
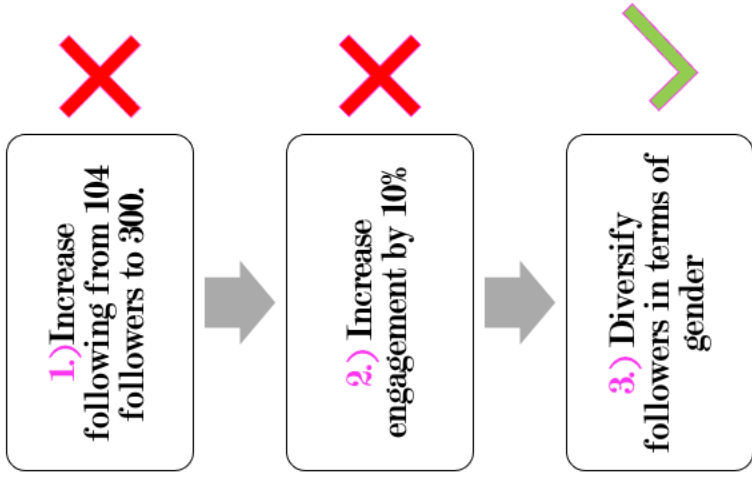


Measuring Social Media



Objectives



39 Likes



38 Likes



34 Likes

Top 3 Posts

Starting Measurements (2/3/20)	Final Measurements (2/28/20)	Reached
1.) 104	115	No
2.) 17.4	22.6	No
3.) 88% female, 12% male	87% female, 13% male	yes

Method

Date	Event	Measurements	Notes
2/3/20	Instagram Profile	104 Followers, 17.4 Engagement	Starting point for the study.
2/7/20	Instagram Post	115 Followers, 22.6 Engagement	First post in the series.
2/11/20	Instagram Post	115 Followers, 22.6 Engagement	Second post in the series.
2/15/20	Instagram Post	115 Followers, 22.6 Engagement	Third post in the series.
2/19/20	Instagram Post	115 Followers, 22.6 Engagement	Fourth post in the series.
2/23/20	Instagram Post	115 Followers, 22.6 Engagement	Fifth post in the series.
2/27/20	Instagram Post	115 Followers, 22.6 Engagement	Sixth post in the series.
2/28/20	Instagram Profile	115 Followers, 22.6 Engagement	Final measurements for the study.

Insights

- Pictures of People
- Pictures of Clothes in Display
- Pictures of Fashion Week
- Reposts

Recommendations To Reach

Goals:

- 1.) Post original pictures of people
- 2.) Track content for a longer period of time
- 3.) Post more content of student created media