



# SOCIAL MEDIA ANALYSIS

## Research

- Explored all social media accounts
- Discovered the Instagram account (@mission\_waco) has the most followers
- Directed effort on how to make Instagram page more effective
- Compared the account to other nonprofit Instagram accounts
- Viewed recent and old pictures to gather posting habits

## Action

- Discussed with my supervisor strategies to improve the Instagram account
- Explained how posting several photos at the same time can lead to being unfollowed
- Downloaded photo editing apps to give photos a professional look
- Established a goal of increasing the level of engagement on the Instagram account

## Communication

- Posted multiple Instagram pictures
- Used VSCO for editing each picture
- Waited multiple days before posting the next photo

## Evaluation

- Each photo posted received more likes than any other photo
- One photo received highest level of engagement, with 71 likes and six comments
- Receiving a high number of likes is encouraging because it shows that the popularity of the page is growing

## Future Goals and Strategies

- Continue the trend of high engagement on photos
- Reach 100 likes on a single photo
- Gain 50 more followers
- Link the Facebook and Twitter account for more exposure