
Social Media Content Analysis

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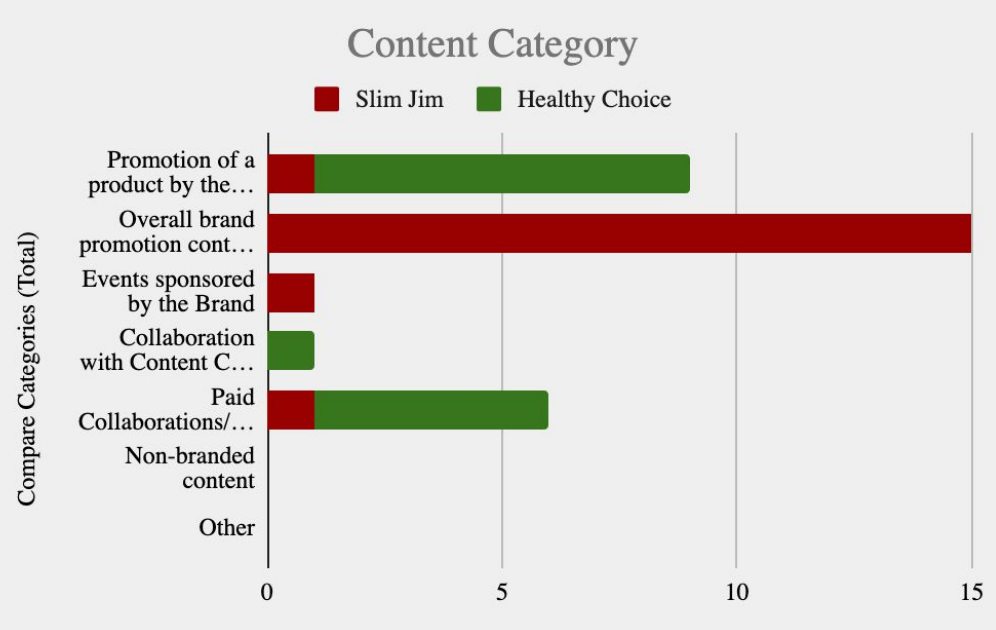
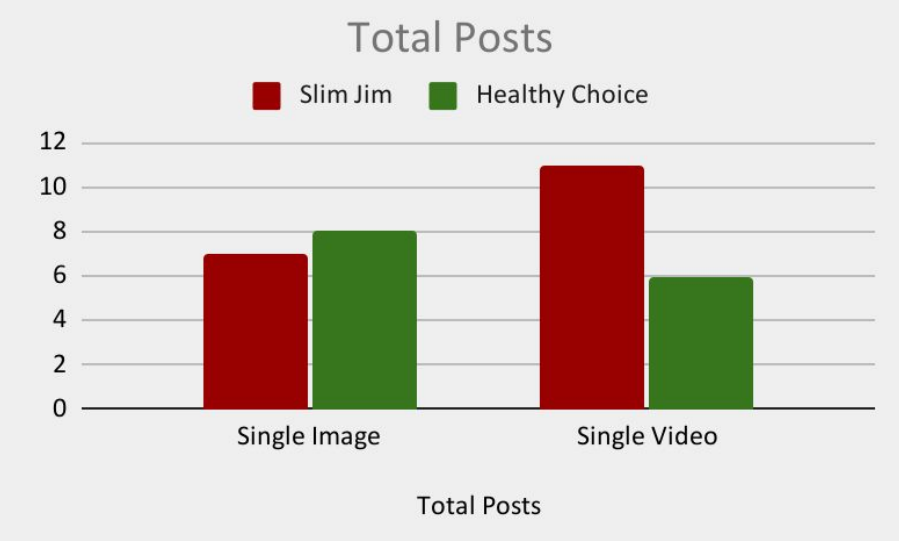
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Summary

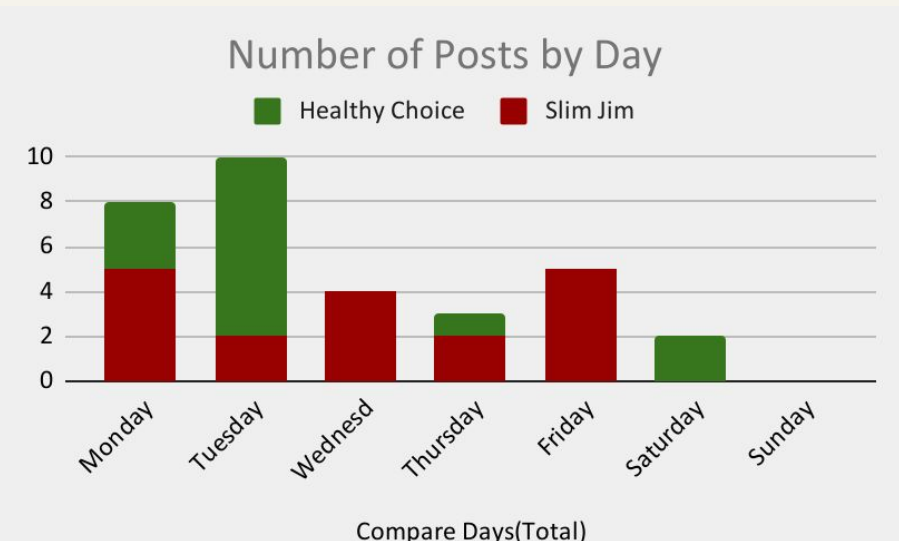
Slim Jim

- Less Single Image content compared to Single Video (7 vs. 11)
- Posts every business day with equal number of posts on Monday, and Friday
- Posts fall under variety of content categories with majority focusing on Overall Brand Promotion Content
- Other posts by the brand fall equally under each category with 1 post each, there is 0 post under Collaborations with Content Creators, Non-branded content, and Other category



Healthy Choice

- More Single Image Content compared to Single Video (8 vs. 6)
- Posts mainly on Monday, and Tuesday with occasional posts on the weekend
- Brand mainly focuses on Promotion of a specific product, in this case, "New Product"
- Second most common form of content is Paid Collaborations with other content creators
- The brand does not have any content under Overall brand promotion while most of Slim Jim's posts fall under the mentioned category



Overall Engagement Comparisons



When comparing **simple averages** among the two brands:

- Single Video content perform better for both brands in terms of “Likes”
- While Slim Jim receives more Comments under Single Image Content, Healthy Choice receives more comments under Single Video
- Considering the number of followers between Slim Jim (1.2M) and Healthy Choice (15.6K), Healthy Choice receives more Views for their Single Video posts with the average of 6.4M Views
- For Slim Jim, both form of posts perform similarly, but Single Image receives more engagement in the form of Comments (73 vs. 69 comments)
- Healthy Choice of the other hand, receives the most amount of engagement with Single Video content

Trends

Slim Jim

Saw lower overall reach but significantly higher engagement per post. Their contents are likely more relatable and entertaining which encouraged organic interactions, making their audience more invested.

Healthy Choice

Achieved significant reach with one of the reels reaching over 20M views, but engagement remained low, likely due to heavy reliance on paid ads and influencer promotions. While this strategy boosts visibility, it doesn't necessarily create an active, loyal audience.

Conclusion

- High reach from ads doesn't always translate to impactful engagement.
- Brands need to focus on organic content that sparks interaction, not just visibility.
- Healthy Choice should experiment with interactive content such as polls, Q&As, and memes to build stronger connections among audiences.

Do Some Posts Perform Better?

Slim Jim

High Engagement, Organic Growth

- Videos with paid collaborations perform best (e.g., Nov 29 – 185K views, 20K+ likes)
- Fun, meme-style content creates stronger engagement
- Image posts underperform compared to Videos in terms of Total Likes/Comments

Healthy Choice

High Reach, Low Interaction

- Paid collaborations get significant views but engagement performance was still similar to other content categories posted by the brand
- Regular posts (single images) perform terribly where some posts get under 20 likes
- Relies on paid ads, not organic engagement

Conclusion: Slim Jim wins on impactful engagement. Healthy Choice buys reach but struggles to keep attention.

Detailed Insights

Length of Video

Slim Jim: Uses shorter, high-energy videos that fit their meme-style content. These keep engagement high since they're quick, entertaining, and easy to consume.

Healthy Choice: Longer, ad-like influencer videos which boost views

Hashtags/Captions

Slim Jim: Rarely uses hashtags, most commonly used in collaborated posts. Short captions with an average of less than 10 words, and uses humorous context which makes the audience feel more relatable

Healthy Choice: Uses longer, product-focused captions and hashtags are only used in Paid Collaborations

Music/Sound Used

Slim Jim: Benefits from sounds that fits their meme-style content

Healthy Choice: Videos only consists of influencers focusing on product messaging rather than using trendy sounds which could have helped boost engagement

Posting Time & User Engagements

Slim Jim

Posts mainly on Mondays & Fridays, aligning with peak engagement times on Instagram. Their organic engagement remains strong, suggesting timing helps but it isn't the main driver because content quality matters more.

Healthy Choice

Healthy Choice also posts on Mondays, Tuesdays, and some Saturdays, but their engagement remains low despite high reach. Since much of their reach is paid, posting time likely has less impact.

Conclusion

- Slim Jim benefits from strategic posting times, and engaging content.
- Healthy Choice's engagement is more ad-driven, so timing matters less.

Suggestions

Slim Jim

- Take advantage of the highly engaged meme-like content to turn it into a Community
- Create viral challenges to fuel UGC
- Use AI for daily meme generation & automated replies
- Troll competitors playfully to spark engagement wars

Healthy Choice

- Build stronger Brand Image by making "Healthy" exciting
- Turn influencers into storytellers, not ad reels
- Use gamified content (quizzes, challenges) to boost interaction
- Create controversy to spark discussions (e.g., "Is Salad Healthier Than Pizza?")

Limitations

- No Hashtag & Audio Data → A/B test with trending sounds to measure impact
- Lack of Audience Demographics → Use social listening tools (SparkToro, Brandwatch) for insights.
- Limited Comment Sentiment Analysis → Use AI to assess comment tone (positive/negative).
- No Competitor Benchmarking → Compare against viral food & lifestyle creators, not just brands.

Thank you!