0.26 **ImgPopScore** 0.48 0.36 0.34 0.27 0.28 0.16 N Female 0.39 0.24 0.41 -0.29 N Hashstags -0.38 N FaceF 0.21 N Male 0.16 Indoor -0.15 OutdoorManmade 0.15 **IsSponsored** -0.15 Weigh. Emoji Sent 0.32 -0.38 Location 0.27 0.54 0.16 Cap. Sent. Score 0.23 Caption Len. 0.49 N Emojis -0.43 N Mentions 0.38 Beauty Fashion Family Fitness Interior Food Pet Travel Other

-0.2

0.4

-0.2

0.0

-0.4