**Assignment 2 Types of Online Brand Engagement on Instagram**

**(Group Assignment):**

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**Step 1: Choose your industry (luxury fashion, fast fashion, sport fashion, city marketing, and tech companies).**

**Ans:** Sport fashion Nike

**Using the tool Iconosquare (http:// index.iconosquare.com) to see which brands from the aforementioned industries are prominent on Instagram (per which metric?)?**

**Ans.** 1- VSCO

2- One direction

3- Paris

4- CHANEL

5- DUBAI

**Metric:**

1. Follower ranking
2. Engagement rate
3. Post on hash tag
4. Followers distribution
5. Last media
6. Avg .No of likes
7. Most liked ever
8. Av. Post frequency