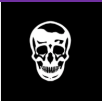
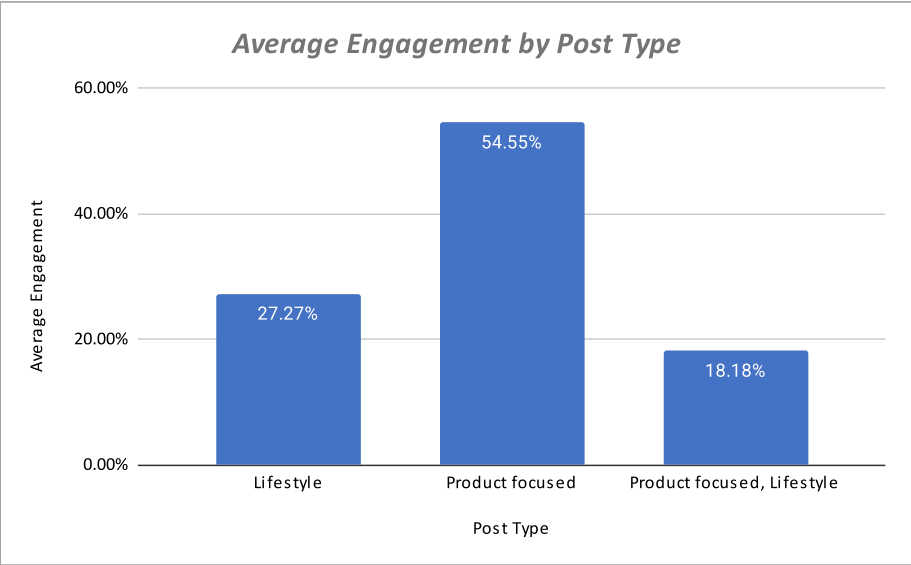


Instagram (Gym Reapers).

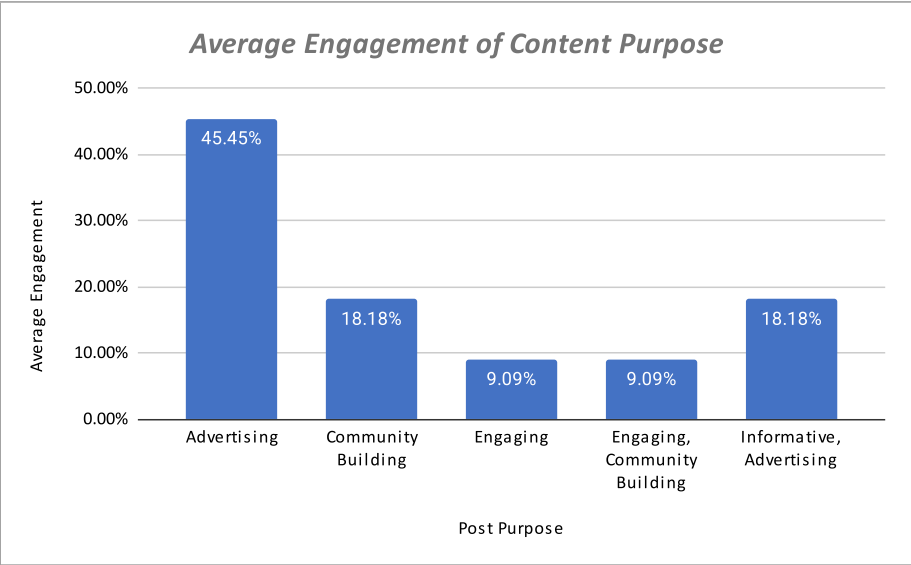
Account & Branding									
User Name (handle)	Image	URL	Account Descriptor (Bio)	URL in Bio (All links work? Anything missing)?	What needs to be improved?				
Gym Reapers		https://www.instagram.com/gymreapers1/ sources@web_button_share_shop@kash-zn.nl https://www.youtube.com/channel/UCv0Mnshyeyss	Nothing is given. @gymreaperswomen	Nothing missing, all good.	Should focus more on posts and videos with infographics then normal reel. And use more hashtags				
Audience									
Number of Followers	Date the follower information was collected	% Male	% Female	Primary Age Group (%)	Secondary Age Group (%)	Top Locations	Other characteristics		
366,266	02/24/2025	62.73%	37.27%	25-34	35-44	18.28% United States Canada & Australia	Fitness/ Motivation		
Publishing									
PERIOD 1	# of Posts for period 1	Post Frequency (e.g., once a week, once a day)	Average of Impression (KPI)	Average of Engagement Rate by Followers for Post					
	13	3-4 per week	32,733	0.13%	website used: https://www2				
PERIOD 2	# of Posts for period 2	Post Frequency (e.g., once a week, once a day)	Average of Impression (KPI)	Average of Engagement Rate by Followers for Post					
	10	4 per week	29,900	0.68%					

Post_ID	Period (Period 1 or Period 2)	Date	Day_of_Week	Post_Link	Caption	Hashtags	Post_Type (Carousel, Image, Reel)	Description_Image_Video	Collaborative_Post	Type of Content: Post Purpose (Advertising, Informative, Engaging, Community Building)	Type of Content: Product service/ focused vs Lifestyle focused	Followers	Impressions	Likes	Comments	Shares	Engagement	Engagement_Rate_Followers	Comments_on_Post
6.1	1/16/2025	Thursday	https://www.instagram.com/p/DE5NA8GPvhw/	ROUND TWO WE'RE BACK	#gymreapers	Reel	Showcasing the brand's return to sponsor an	Yes	Advertising	Product focused	366,266	96,000	1,523	38	64	1,625	0.44%		
10.1	1/23/2025	Thursday	https://www.instagram.com/reels/DZlWkuraRt7	Introducing the [running headband]		Carousel	Close-up shots of the	No	Advertising	Product focused	366,266		552	34	37	623	0.17%		
8.1	1/20/2025	Monday	https://www.instagram.com/p/DFPvXob-TSj2	Built to last.		Carousel	Filtered [blurred] close-up shot of product.	No	Informative, Advertising	Lifestyle	366,266		584	16	8	608	0.17%		
11.1	1/24/2025	Friday	https://www.instagram.com/reels/FtFNtcVxDP1-d17	THIS SATURDAY!		Carousel	Close-up shots of the product.	Yes	Advertising, Community Building	Product focused	366,266		477	22	10	509	0.14%		
5.1	1/15/2025	Wednesday	https://www.instagram.com/p/DCJWdKdGfD7/	Comfort meet [versatility].		Carousel	An advertisement designed to encourage	No	Informative, Advertising	Product focused, Lifestyle	366,266		411	15	58	484	0.13%		
14.2	1/27/2025	Monday	https://www.instagram.com/p/DFYabLBA6-f2img_index1	The new running headband is made in the USA and crafted		Carousel	Close-up shots of the 'product.'	No	Advertising	Product focused	366,266		392	7	13	412	0.11%		
9.1	1/21/2025	Tuesday	https://www.instagram.com/p/DCGObKsrTDU/	Embrace the suck.		Reel	A workout video designed to motivate	Yes	Engaging, Community Building	Product focused, Lifestyle	366,266	29,900	331	27	33	391	0.11%		
16.2	1/29/2025	Wednesday	https://www.instagram.com/p/DFaka-Fy6C7/	Training isn't a choice—it's a necessity. It's not about motivation or inspiration; it's about showing up. Pushing through the hard things on purpose builds the strength and resilience to face what life throws at you. Because life doesn't ask—it demands. @dr.kalebredden		Reel	A motivational workout video showing the brand's products being used	Yes	Engaging, Community Building	Product focused, Lifestyle	366,266	29,900	354	10	26	390	0.11%		
17.2	1/31/2025	Friday	https://www.instagram.com/p/DFad-TC9eCaZ7img_index4	[Running headbands] are live // shop link in bio 21L // Gravestone Backpack		Carousel	Close up photos of the product	No	Advertising	Product focused	366,266		313	16	48	377	0.10%		
12.1	1/24/2025	Friday	https://www.instagram.com/p/DFQShkvA6f7img_index1	For on the go, in the gym and out - keep your laptop, training gear, and life essentials with you at all times. With sectioned One size fits all.		Carousel	Close-up shots of the product.	Yes	Advertising	Product focused	366,266		279	19	27	325	0.09%		
15.2	1/28/2025	Tuesday	https://www.instagram.com/p/DFuBzPhnOw7img_index4	[headband] crafted in the USA. The [motion synicant] has begun. // RUNNING HEADBANDS NOW LIVE		Carousel	Close-up shots of the product and video highlighting its use.	No	Advertising	Product focused	366,266		265	21	19	305	0.08%		
1.1	1/4/2025	Monday	https://www.instagram.com/p/DCt8qHmYnmv/	Next Saturday we're taking over Arizona! We're teaming up with @dc4energy @gndivewell @unitedrunclub @chillwagonwellness @maddconscious @fitralco @loveearthshower and @d_f_yeeer •Open Gym & Fit Trail: 8:00am – 2:00pm •Community Run: 8:30am •Cold Plunge & Sauna: 9:00am – 2:00pm •Pilates & Sound Bath: 10am First 200 bodies will get a free IRON VALLEY T-SHIRT		Reel	A video aimed at motivating consumers while showcasing their product.	No	Community Building	Lifestyle	366,266	24,300	243	23	35	301	0.08%		
7.1	1/17/2025	Friday	https://www.instagram.com/p/DF8dNhyGDw/	RSPV VIA OUR STORY Built to perform. // 10MM Lever belt Shop link in bio.		Image	Shot of an athlete with product.	No	Community Building	Lifestyle	366,266		293	0	2	295	0.08%		
3.1	1/20/2025	Friday	https://www.instagram.com/p/DFagE8_v6r7img_index1	Your new hybrid work & gym bag the Gravestone 21L Backpack. Featuring: // Bottom access vented shoe pocket // Quick access interior pockets to hold the essentials // Custom Gymreapers molded EVA foam backing // Side pocket to fit most water bottles up to 32 oz (946ml) // Exterior padded pocket that fits a 16" laptop // Padded shoulder straps for comfort // Zippered exterior pockets		Carousel	Close-up shots of the product.	No	Advertising	Product focused	366,266		270	9	9	288	0.08%		
4.1	1/13/2025	Monday	https://www.instagram.com/p/DFxvT2zFJ/	Shop now // link in bio There's no shortcut to the top. NOTHING IS GIVEN		Reel	A workout video designed to motivate consumers while showcasing their products.	No	Engaging, Community Building	Product focused, Lifestyle	366,266	13,100	261	10	13	284	0.08%		
2.1	1/8/2025	Wednesday	https://www.instagram.com/p/DFikm-ou6B/	For the animal inside. Shop now // link in bio		Reel	This reel highlights the collaboration between Animal X Gym Reapers.	Yes	Advertising, Engaging	Product focused, Lifestyle	366,266	16,700	183	11	12	206	0.06%		
13.1	1/25/2025	Saturday	https://www.instagram.com/p/DFCKkqvzhNJ/	[Running era] Headband // Tuesday 9am MST		Reel	Filtered (Black and white) video of man running showing the product in mind.	No	Engaging	Product focused	366,266	16,400	163	9	8	180	0.05%		

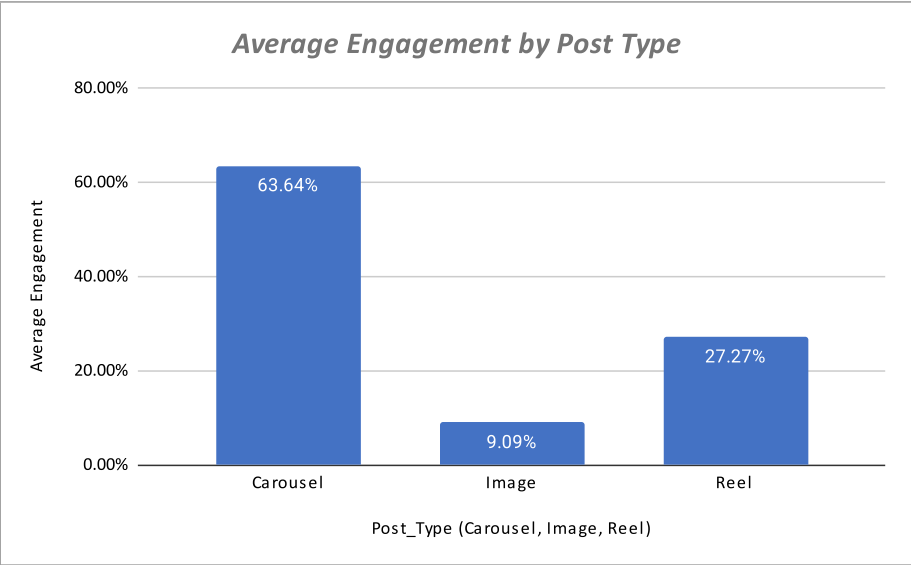
Type of Content:	COUNTA of Engag	COUNTA of Engag
Lifestyle	3	27.27%
Product focused	6	54.55%
Product focused,	2	18.18%
Grand Total	11	100.00%



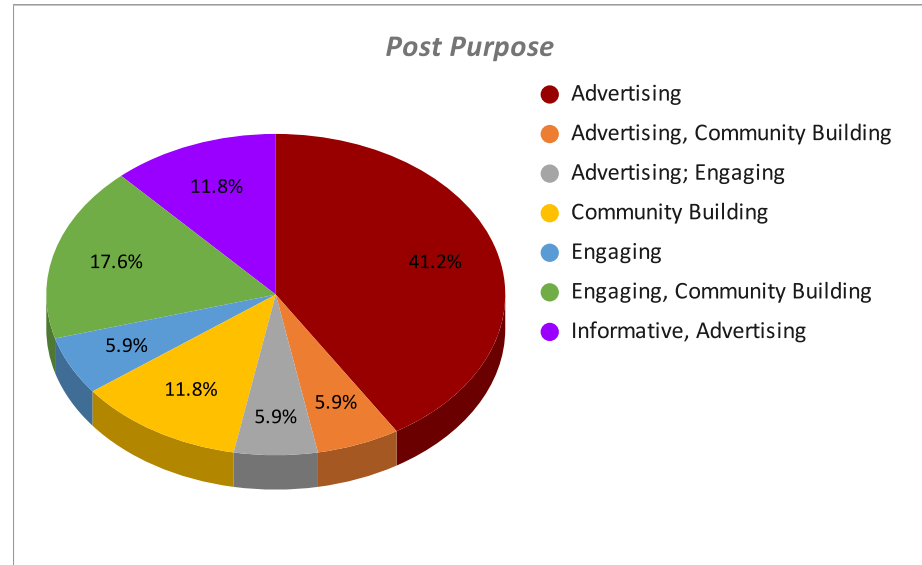
Type of Content:	COUNTA of Engag	COUNTA of Engag
Advertising	5	45.45%
Community Builc	2	18.18%
Engaging	1	9.09%
Engaging, Comm	1	9.09%
Informative, Adv	2	18.18%
Grand Total	11	100.00%



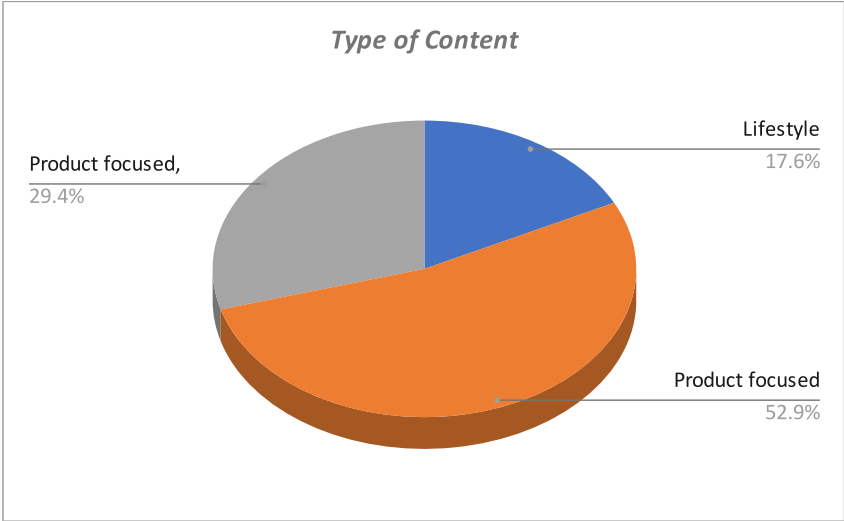
Post_Type (Carousel, Image, Reel)	COUNTA of Engagement	COUNTA of Engagement
Carousel	7	63.64%
Image	1	9.09%
Reel	3	27.27%
Grand Total	11	100.00%



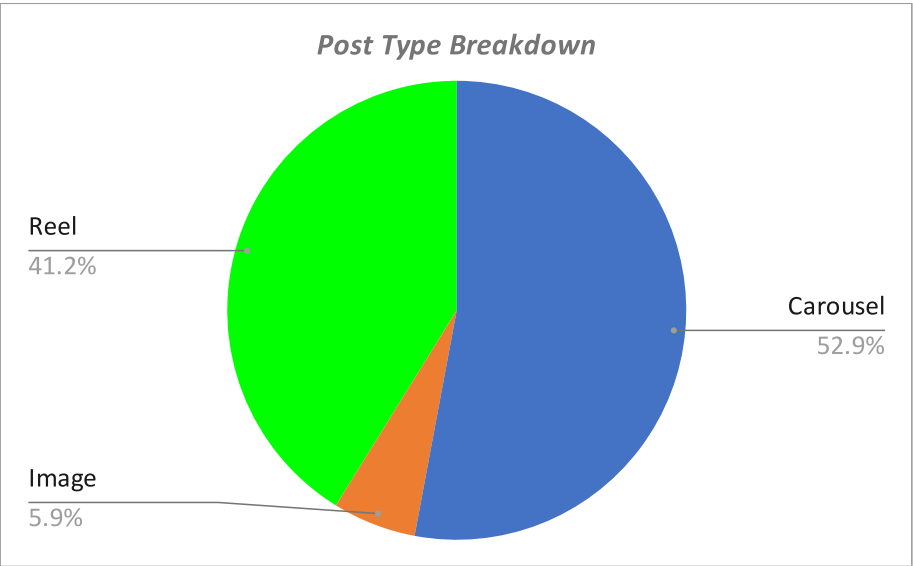
Type of Content:	COUNTA of Type	COUNTA of Type
Advertising	7	41.18%
Advertising, Com	1	5.88%
Advertising; Enga	1	5.88%
Community Builc	2	11.76%
Engaging	1	5.88%
Engaging, Comm	3	17.65%
Informative, Adv	2	11.76%
Grand Total	17	100.00%



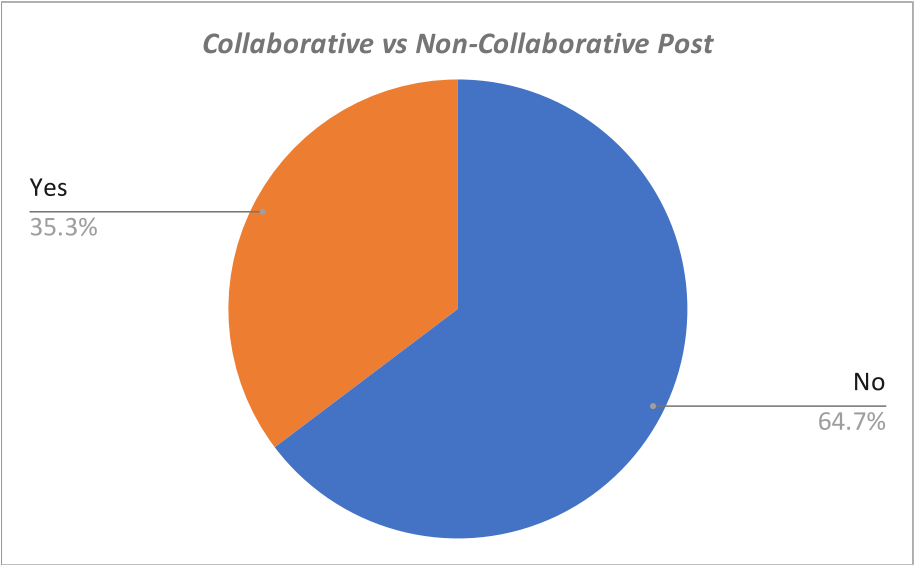
Type of Content:	COUNTA of Type	COUNTA of Type
Lifestyle	3	17.65%
Product focused	9	52.94%
Product focused,	5	29.41%
Grand Total	17	100.00%



<i>Post_Type (Carousel)</i>	COUNTA of Post_	COUNTA of Post_
Carousel	9	52.94%
Image	1	5.88%
Reel	7	41.18%
Grand Total	17	100.00%




<i>Collaborative_Post</i>	COUNTA of Post_	COUNTA of Post_
No	11	64.71%
Yes	6	35.29%
Grand Total	17	100.00%



17
25
4
4.25

Instagram (Gymshark).

[illegible]

User Name (handle)	Image	URL	Account Descriptor (Bio)	URL in Bio (All links work? Anything missing?)	What needs to be improved?
Gymshark (@gymshark)		https://www.gymshark.com/gymsharkby70k.com/	Gymshark 2025: Becoming a Gymshark Athlete.	Threads Gymshark Official Store Gymshark Athlete	

[illegible][illegible][illegible]

PERIOD 1	# of Posts for period 1	Post Frequency (e.g., once a week, once a day)	Average of Impression (KPI)	Average of Engagement Rate by Followers for Post
January 6 - 19, 2025	15	Once a Day	3,168,000	1.09%
website used: https://www.similarweb.com/website/symshark.com/followerview				
PERIOD 2	# of Posts for period 2	Post Frequency (e.g., once a week, once a day)	Average of Impression (KPI)	Average of Engagement Rate by Followers for Post
January 20 - February 2, 2025	16	Once a Day	1,000,000	0.57%

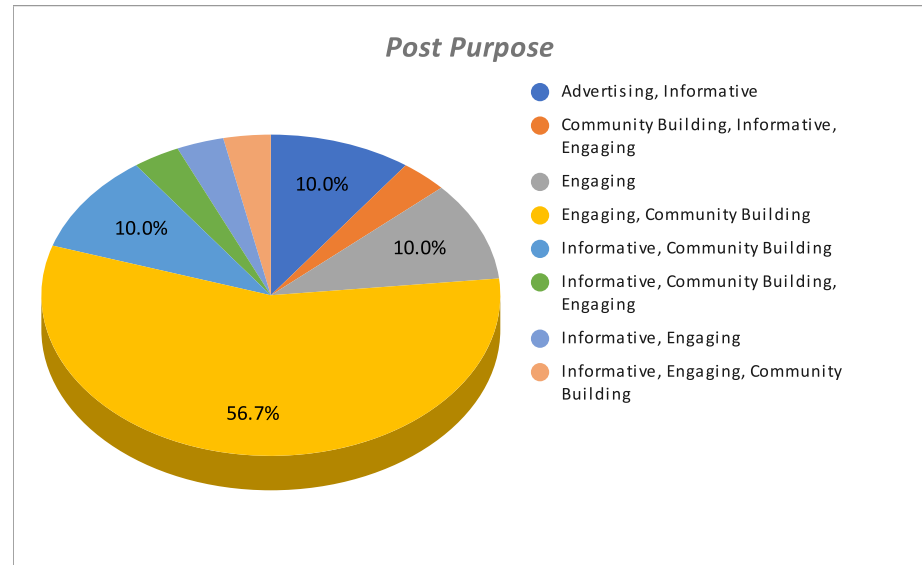
Post_ID	Period (Period 1 or Period 2)	Date	Day_of_Week	Post_Link	Caption	Hashtags	Post_Type (Carousel, Image, Reel)	Description_Image_V1	Collaborative_Post	Type of Content: Post Purpose (Advertising, Informative, Engaging, Community Building)	Type of Content: Product service/ focused vs lifestyle focused	Followers	Impressions	Likes	Comments	Shares	Engagement	Engagement_Rate_Followers	Comments_on_Post
5	1	1/9/2025	Thursday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	What's up Miami? We're back	#Gymshark	Carousel	Illustrations of their gymshark athletes	No	Informative, Engaging, Community Building	Lifestyle focused	7,553,191		102,371	1,196	3,899	197,466	2.61%	
14	1	1/18/2025	Saturday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Liftline the 305	#Gymshark	Carousel	Images and a video	No	Engaging, Community Building	Lifestyle focused	7,553,191		141,791	269	707	142,767	1.89%	
11	1	1/15/2025	Wednesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Aesthetic post-workout selfies >>>	#Gymshark	Carousel	Pair of images showing post workout selfies	No	Engaging, Community Building	Lifestyle focused	7,553,191		106,344	268	554	107,166	1.42%	
3	1	1/8/2025	Wednesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Week 1 of #Gymshark66 complete	#Gymshark66	Carousel	Images of one of their gymshark athletes and Showcases an afternoon run resembling the	No	Informative, Community Building	Lifestyle focused	7,553,191		95,355	372	1,297	97,024	1.28%	
2	1	1/7/2025	Tuesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	POV our Strava in 2025	#Gymshark	Carousel	Images of one of their gymshark athletes and Showcases an afternoon run resembling the	No	Engaging	Lifestyle focused	7,553,191		86,238	212	274	86,724	1.15%	
1	1	1/6/2025	Monday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Our athlete's leaked gym memberships We do gym.	#Gymshark	Carousel	Images showing gas gym memberships of their gymshark athletes	No	Engaging, Community Building	Lifestyle focused	7,553,191		74,242	371	521	75,134	0.99%	
19	2	1/22/2025	Wednesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Champion mentality.	#Gymshark	Carousel	Workout pictures of man in gymshark clothing	No	Engaging, Community Building	Lifestyle focused	7,553,191		68732	181	233	69,146	0.92%	
20	2	1/23/2025	Thursday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Still locked in #gymshark66 day 34.	#Gymshark66	Carousel	Images of one of their gymshark athletes and her gym goals	No	Engaging, Community Building	Lifestyle focused	7,553,191		66938	292	679	67909	0.90%	
23	2	1/26/2025	Sunday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	I just love the gym	#Gymshark	Carousel	Series of tweets the gymshark account made about the gym	No	Engaging	Lifestyle focused	7,553,191		58801	319	3161	62281	0.82%	
26	2	1/29/2025	Wednesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	The vibe: Black & Red.	#Gymshark	Carousel	Workout pictures of various people wearing a black and red combination of gymshark clothing	No	Engaging, Community Building	Lifestyle focused	7,553,191		59383	205	97	59685	0.79%	
9	1	1/13/2025	Monday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	It's never too late to start	#Gymshark	Carousel	Images showing off their clothing sets on people working out	No	Engaging, Community Building	Lifestyle focused	7,553,191		55,004	289	203	55,496	0.73%	
25	2	1/28/2025	Tuesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Don't forget to go gym today	#Gymshark	Carousel	Gym workout pictures of a woman wearing gymshark attire	No	Engaging, Community Building	Lifestyle focused	7,553,191		52995	202	88	53285	0.71%	
7	1	1/11/2025	Saturday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	We asked for your favourite Lift event moments Grab your free ticket for our next one now... Miami, USA February 8th & 9th 2025	#Gymshark	Carousel	Images of their lifting event in Miami	No	Informative, Engaging	Lifestyle focused	7,553,191		51,671	272	250	52,193	0.69%	
24	2	1/27/2025	Monday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	It's a sign We've just dropped more LiftMiami tickets in bio to grab yours	#Gymshark	Carousel	Men carrying signs motivating the viewer to lift or go to the gym	No	Informative, Community Building, Engaging	Lifestyle focused	7,553,191		48022	229	1540	49791	0.66%	
13	1	1/17/2025	Friday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	17 days into #Gymshark66 Are you still on track with your NY goals?	#Gymshark66	Carousel	Images showing a gymshark athlete working out and his gym goals	No	Engaging, Community Building	Lifestyle focused	7,553,191		46,919	316	1,435	48,670	0.64%	
27	2	1/30/2025	Thursday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	The colour combo you've been waiting for... Black & Red is now live in bio	#Gymshark	Carousel	Images showcasing gymshark's new red and black collection	No	Advertising, Informative	Product focused	7,553,191		47349	302	310	47961	0.63%	
10	1	1/14/2025	Tuesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	You don't need an invite to show up @carleedebat - levantando ciudades en todo el mundo	#Gymshark	Carousel	Pair of images showing a	No	Engaging, Community Building	Lifestyle focused	7,553,191		44,483	242	146	44,871	0.59%	
17	2	1/20/2025	Monday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	The gym never disappoints	#Gymshark	Carousel	Images showing one of	No	Engaging, Community Building	Lifestyle focused	7,553,191		41986	170	178	42134	0.56%	
8	1	1/12/2025	Sunday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Pink set kinda day	#Gymshark	Carousel	Gym selfies of a woman	No	Engaging, Community Building	Lifestyle focused	7,553,191		39,911	175	98	40,184	0.53%	
30	2	2/1/2025	Saturday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Lift Seamless really hits different	#Gymshark	Carousel	Pair of images showing	No	Engaging, Community Building	Lifestyle focused	7,553,191		37113	118	11	37242	0.49%	
28	2	1/31/2025	Friday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Focus on your personal progress	#Gymshark	Carousel	Workout posing pictures	No	Engaging, Community Building	Lifestyle focused	7,553,191		39943	120	16	36079	0.48%	
22	2	1/25/2025	Saturday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	What did you train this weekend?	#Gymshark	Carousel	Post workout selfies	No	Engaging, Community Building	Lifestyle focused	7,553,191		35784	116	74	35914	0.48%	
15	1	1/19/2025	Sunday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	It's almost time to Lift again...	#Gymshark	Video	Video showing a giant	No	Informative, Community Building	Lifestyle focused	7,553,191	5,500,000	33,083	1,328	1,140	35,551	0.47%	
4	1	1/8/2025	Wednesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Welcome back TikTok, we missed you	#Gymshark	Carousel	Image of a billboard of	No	Engaging	Lifestyle focused	7,553,191		31,521	265	1,444	33,230	0.44%	
16	2	2/2/2025	Sunday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Peace of mind.	#Gymshark66	Carousel	Pair of images	No	Engaging, Community Building	Lifestyle focused	7,553,191		30870	118	25	31013	0.41%	
18	2	1/21/2025	Tuesday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Be proud of your progress.	#Gymshark	Carousel	Images of a woman in	No	Engaging, Community Building	Lifestyle focused	7,553,191		26549	354	184	27087	0.36%	
21	2	1/24/2025	Friday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	@jamaibrowner really called lifting 800lbs "the easy part"	#Gymshark	Video	Weightlifting video of	No	Engaging, Community Building	Lifestyle focused	7,553,191	1000000	22200	178	109	22487	0.30%	
29	2	1/31/2025	Friday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Consistently powerful.	#Gymshark	Carousel	More images	No	Advertising, Informative	Product focused	7,553,191		17821	95	33	17949	0.24%	
6	1	1/10/2025	Friday	https://www.instagram.com/p/D6h8a3n20/?hl=en&img_index=1	Lift-Miami we're back	#Gymshark	Video	Video showcasing	No	Informative, Community	Lifestyle focused	7,553,191	836,000	13,219	398	332	13,949	0.18%	

<i>Type of Content:</i>	COUNTA of Engag	COUNTA of Engag
Lifestyle focused	27	90.00%
Product focused	3	10.00%
Grand Total	30	100.00%

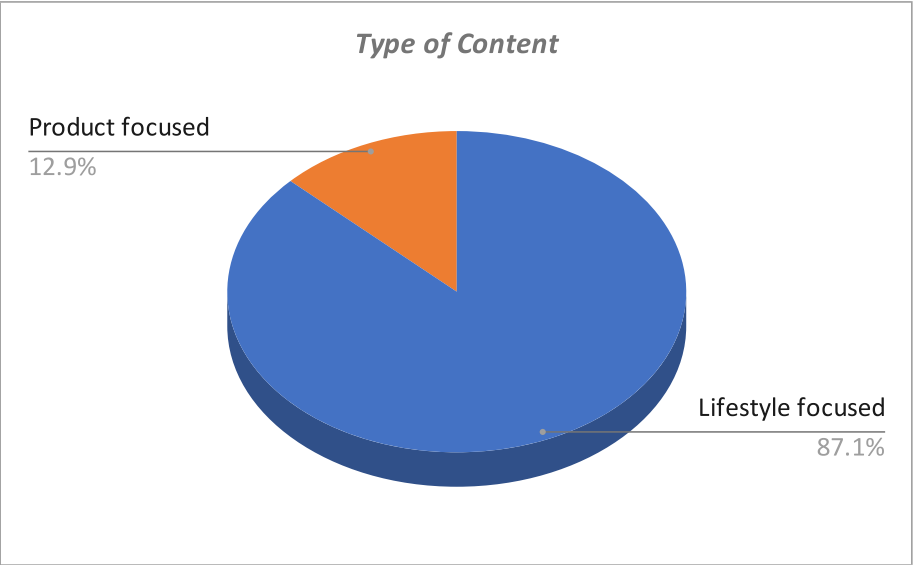
<i>Type of Content:</i>	COUNTA of Engag	COUNTA of Engag
Advertising, Infor	3	10.00%
Community Builc	1	3.33%
Engaging	3	10.00%
Engaging, Comm	17	56.67%
Informative, Cor	3	10.00%
Informative, Cor	1	3.33%
Informative, Enga	1	3.33%
Informative, Enga	1	3.33%
Grand Total	30	100.00%

<i>Post_Type (Carousel)</i>	COUNTA of Engag	COUNTA of Engag
Carousel	27	90.00%
Video	3	10.00%
Grand Total	30	100.00%

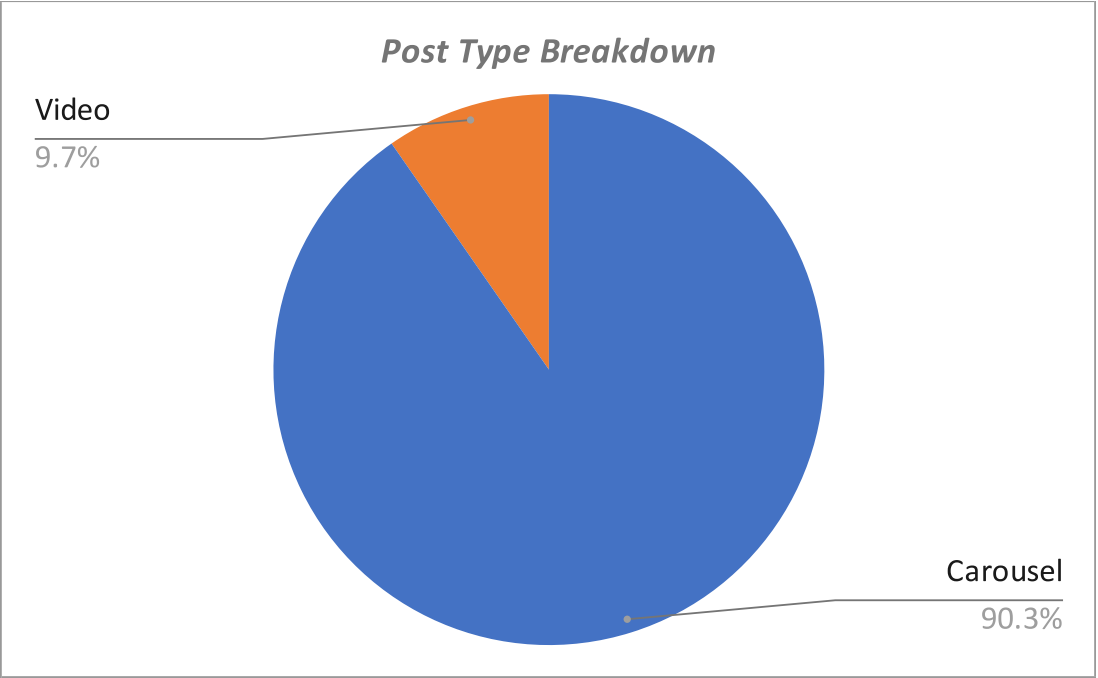
<i>Type of Content:</i>	COUNTA of Post_	COUNTA of Post_
Advertising, Infor	3	9.68%
Community Builc	1	3.23%
Engaging	3	9.68%
Engaging, Comm	17	54.84%
Informative, Cor	3	9.68%
Informative, Cor	1	3.23%
Informative, Eng;	1	3.23%
Informative, Eng;	1	3.23%
Grand Total	31	100.00%



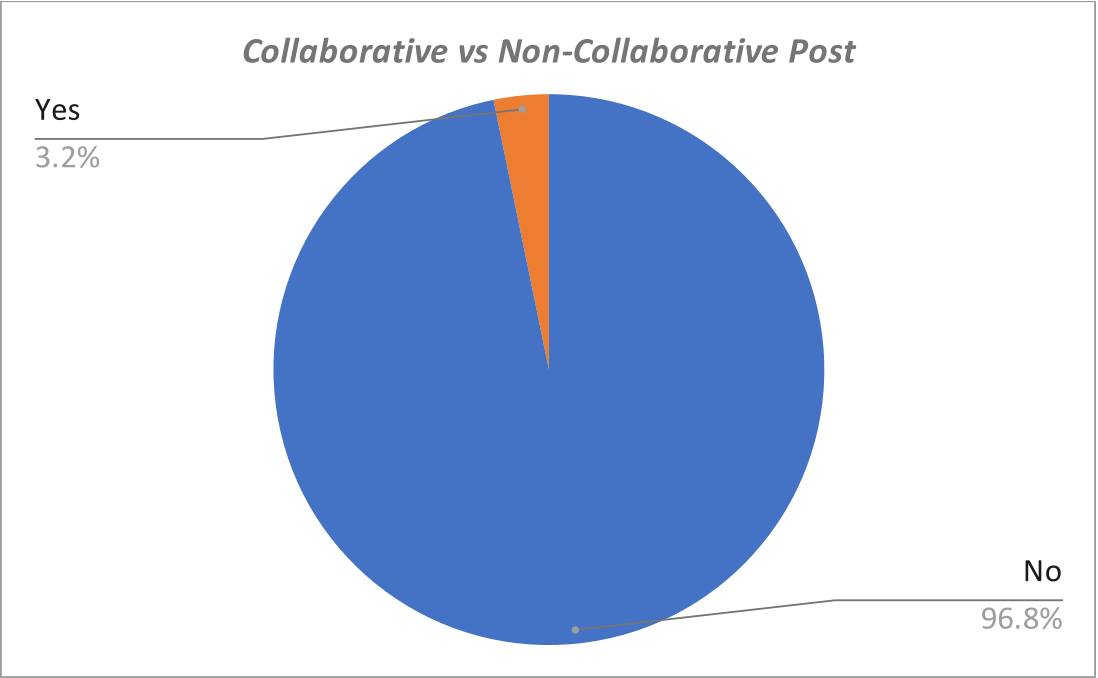
Type of Content:	COUNTA of Post_	COUNTA of Post_
Lifestyle focused	27	87.10%
Product focused	4	12.90%
Grand Total	31	100.00%



<i>Post_Type (Carousel)</i>	COUNTA of Post_	COUNTA of Post_
Carousel	28	90.32%
Video	3	9.68%
Grand Total	31	100.00%



<i>Collaborative_Post</i>	COUNTA of Post_	COUNTA of Post_
No	30	96.77%
Yes	1	3.23%
Grand Total	31	100.00%



23
26
4
5.75