



TRAVEL TO TAMRIEL

SOCIAL MEDIA CASE STUDY

PROBLEMS

Across six weeks, I faced recurring challenges in trying to build and maintain an engaged audience. My follower growth was inconsistent – some weeks I gained a lot, and other weeks I lost followers. I also struggled with getting people to comment, even when views were high. Another major difficulty was deciding what content to make next, which sometimes led to burnout and feeling unsure of my creative direction.

STRATEGIES

To overcome those challenges, I focused on identifying what consistently worked and building on it. I leaned into content that blended **fun gameplay + cooking**, since that niche performed best from the very beginning. I also studied classmates' content and creators online to pick up ideas on pacing, hooks, layout, and engagement techniques. I diversified platforms by posting reels across Instagram, YouTube, and others, which helped reach more viewers even when one platform had slow growth. I improved my visuals by using more color, cleaner layouts, and shorter, more entertaining videos. I also used engagement tools like questions and polls in stories to build connections with followers and make them feel involved.

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ACTIONS

Every week, I tested small, measurable changes to improve community building. I added more call-to-action prompts, reduced text-heavy posts, and made reels shorter with eye-catching hooks at the start. I experimented with stories by asking questions to encourage interaction, and I refined my aesthetics based on feedback from classmates and friends. When I felt burnout, I adjusted by simplifying the content and allowing myself to make fun or meme-style posts instead of forcing complex ones. These actions helped me better understand what my audience actually wants, and even though growth wasn't always consistent, I continuously improved both my content and my creative process.