Success Prediction of Instagram Posts

Authors…

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# Abstract

In this work we aim to develop a predictor based on NLP understanding for social media content optimisation. We would like to prove how the right hashtags, tags and caption can drive the success of a post both from a sentiment analysis comments perspective and number of likes and comments. This is a use case that could be interesting in a real-life scenario, for influencers that would like to maximise their impact on the platform. We plan on using the same model and train it on a different subset of the data, which will be chosen accordingly by a clustering model to differentiate Instagram profile of different nature. The proposed approach exploits big data technologies for scalability and efficiency, and it is general enough to be applied to other social media as well.

# Introduction

Instagram is a photo-sharing platform that was launched in 2010. It has gradually gained a leading role among photo-sharing platforms, introducing several innovative features over times, including filters, stories, and an internal messaging system. These features have attracted not only ordinary users and photography enthusiasts, but also companies, organizations, and global brands, thanks to the possibility that Instagram has offered to explore new business models and marketing strategies. In our work we use a comprehensive dataset of Instagram posts from many different successful profiles and the following steps will be done:

* Text pre-processing
* Data exploration
* …
* …

# References