Assignment Day 6:

Step 1: **Review**

Instagram: Prosensia

YouTube: Prosensia

Facebook: Prosensia

Step 2: **Analysis**

Instagram Analysis

Strengths:

- High-quality visuals that are visually appealing.
- Consistent brand aesthetics and color scheme.
- Use of hashtags to increase reach.
- Engagement through stories and highlights.

Weaknesses:

- Posting frequency may be inconsistent.
- Limited use of Instagram Reels which are currently favored by the algorithm.
- Engagement with followers (comments, likes, shares) could be improved.
- Bio could be more informative and engaging.

YouTube Analysis:

Strengths:

- Professionally produced videos with clear content.
- Use of thumbnails and titles that attract attention.
- Variety of content types (tutorials, informational videos, etc.).
- Consistent branding across videos.

Weaknesses:

- Posting frequency might not be regular.
- Low engagement in terms of likes, comments, and shares.
- Channel lacks playlists that can organize content better.
- Description and tags in videos might need optimization for better reach.

Facebook Analysis

Strengths:

- Strong brand presence with high-quality images and posts.
- Good use of Facebook's features like events, groups, and stories.
- Active engagement through likes, shares, and comments.
- Informative and engaging page description.

Weaknesses:

- Posting frequency might not be consistent.
- Limited use of video content which is highly engaging on Facebook.
- Page could benefit from more interactive posts like polls and Q&A sessions.
- Ad strategy (if any) might need review and optimization.

Step 3: Recommendations

Instagram Recommendations:

- **Content Strategy:**

  Increase the use of Instagram Reels to leverage the algorithm's preference. Share more behind-the-scenes content and user-generated content to increase relatability.

- **Audience Targeting:**

  Utilize Instagram Insights to analyze follower demographics and post timing to optimize reach.

- **Posting Frequency:**

  Establish a consistent posting schedule, ideally 3-5 times per week.

- **Engagement Tactics:**

  Actively engage with followers through comments and direct messages. Host regular Q&A sessions and polls in stories.

Youtube Recommendations:

- **Content Strategy:**

  Create a content calendar to ensure regular uploads, at least once a week. Diversify content with series, collaborations, and live streams.

- **Audience Targeting:**

  Use YouTube Analytics to understand viewer demographics and preferences.

- **Posting Frequency:**

  Encourage viewers to like, comment, and subscribe in every video. Respond to comments promptly and create community posts.

- **Engagement Tactics:**

  Improve video descriptions and tags with relevant keywords. Create playlists to organize content and make it easily accessible.

Facebook Recommendations:

- **Content Strategy:**

  Increase the use of video content, including live videos. Share more user-generated content and customer testimonials.

- **Audience Targeting:**

  Use Facebook Insights to analyze the audience and tailor content accordingly.

- **Posting Frequency:**

  Maintain a consistent posting schedule, ideally 3-5 times   per week.

- **Engagement Tactics:**

  Create interactive posts like polls, quizzes, and Q&A sessions. Respond to comments and messages promptly to build a community.

Step 3: Report

Social Media Growth Analysis Report

Introduction

This report provides an analysis of the current social media presence of Prosensia and proposes actionable recommendations for growth and engagement.

Instagram

Strengths: High-quality visuals, consistent branding, effective use of hashtags, engagement through stories.

Weaknesses: Inconsistent posting, limited use of Reels, low follower engagement, less informative bio.

Recommendations: Increase Reels, optimize posting schedule, enhance follower engagement, improve bio.

YouTube:

Strengths: Professional videos, attractive thumbnails and titles, varied content.

Weaknesses: Irregular posting, low engagement, lack of playlists, suboptimal video descriptions and tags.

Recommendations: Create content calendar, diversify content, improve engagement, and optimize video metadata.

Facebook:

Strengths: Strong brand presence, effective use of features, active engagement.

Weaknesses: Inconsistent posting, limited video content, need for more interactive posts, review ad strategy.

Recommendations: Increase video content, optimize posting schedule, enhance engagement, review ad strategy.

Expected Outcomes:

Implementing these recommendations is expected to increase engagement, reach, and follower growth across all platforms. Consistent posting and better audience targeting will enhance brand visibility, while improved engagement tactics will foster a loyal community.