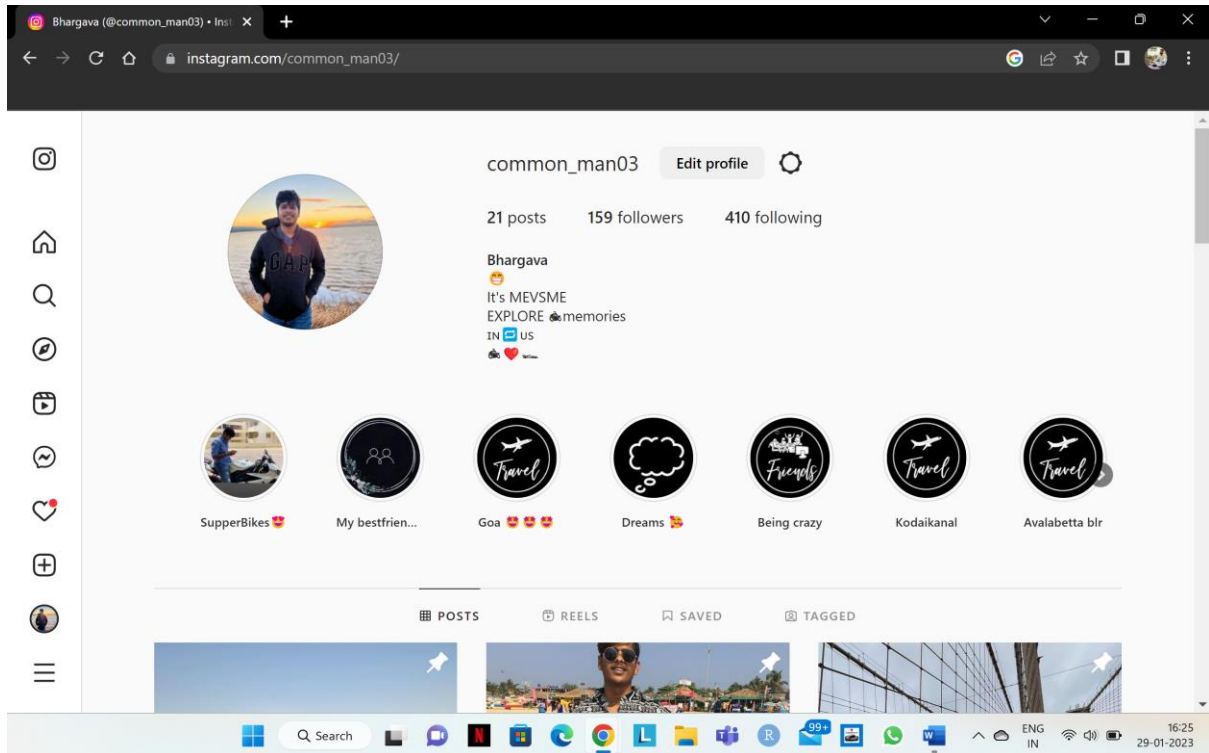


Individual Project Part -1

- I. Showing the platform, your ID and current following / followers / number of posts / etc.



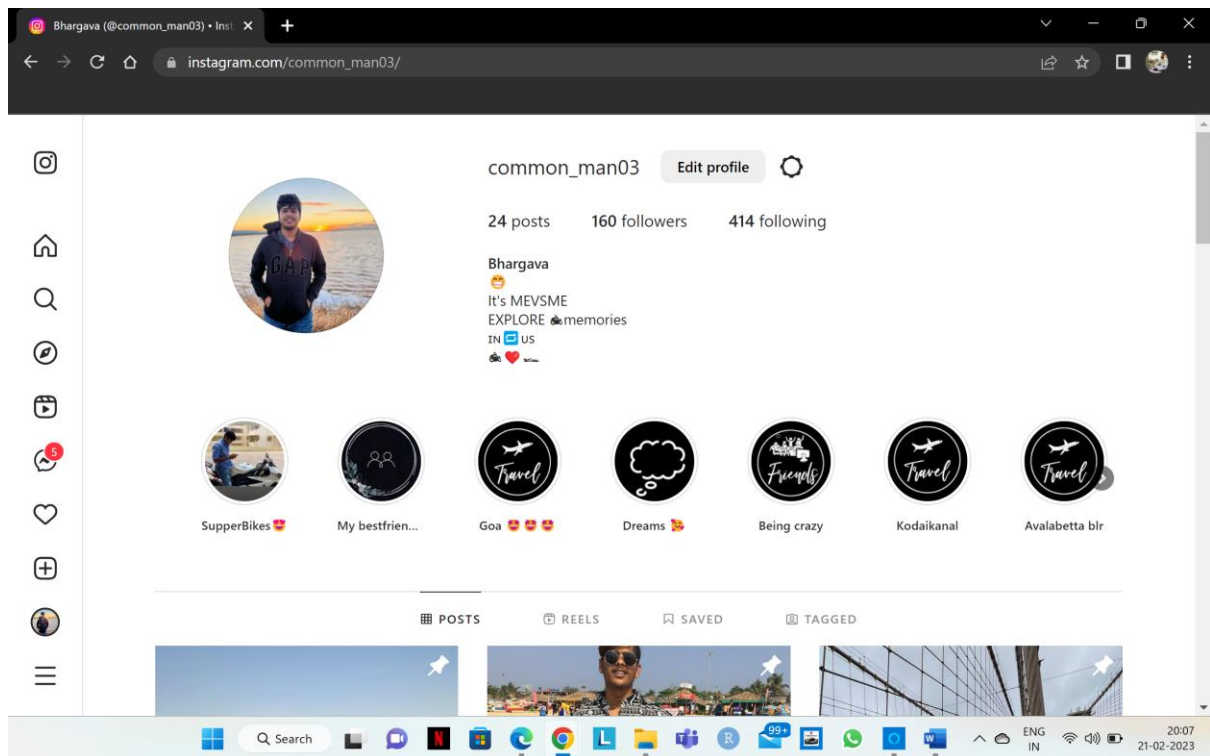
- II. why did you choose this platform and what do you want / expect to achieve? i.e., what are your objectives?

As an Instagram user, your motivations for using the service and your goals for using it can differ. Some typical explanations for selecting Instagram include:

- sharing images and videos with friends, family, and followers, whether they be personal or professional.
- locating and interacting with fresh individuals, groups, and material.
- enhancing one's reputation, network, or personal brand.
- following celebrities, influencers, and brands, or keeping in touch with relatives and family.
- promoting or marketing goods, services, or activities.

One or more of the goals, such as expanding my following, boosting engagement, developing my brand, or reaching a larger audience, may be part of my Instagram aims. my Instagram goals will ultimately depend on my personal or professional ambitions and how i use the site to achieve them.

Part -2



I couldn't get the insights due to private account.

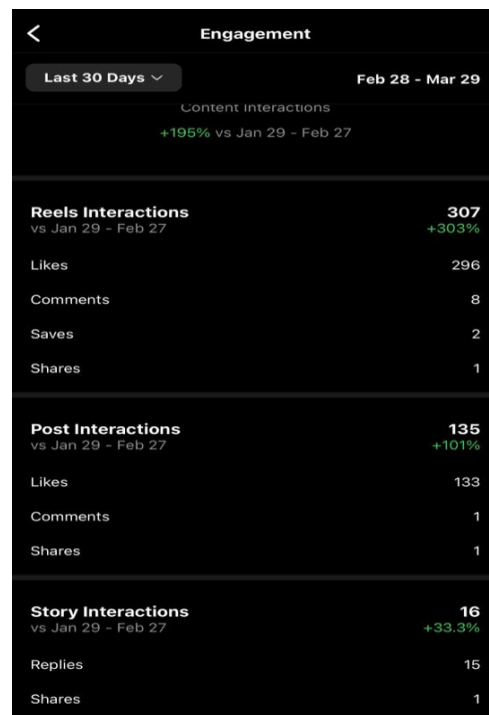
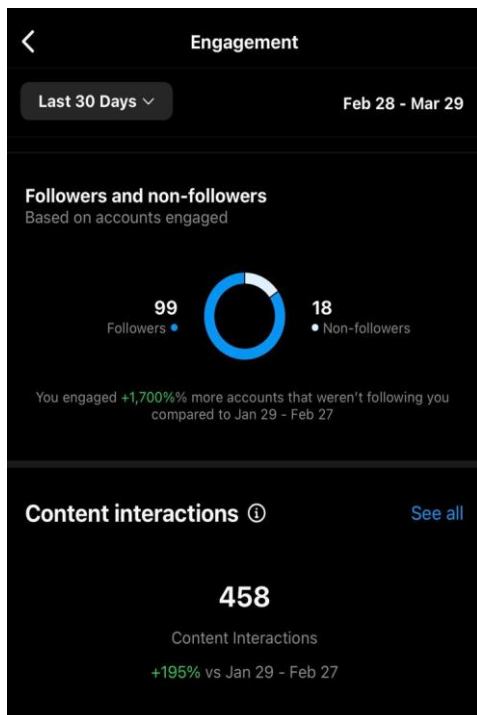
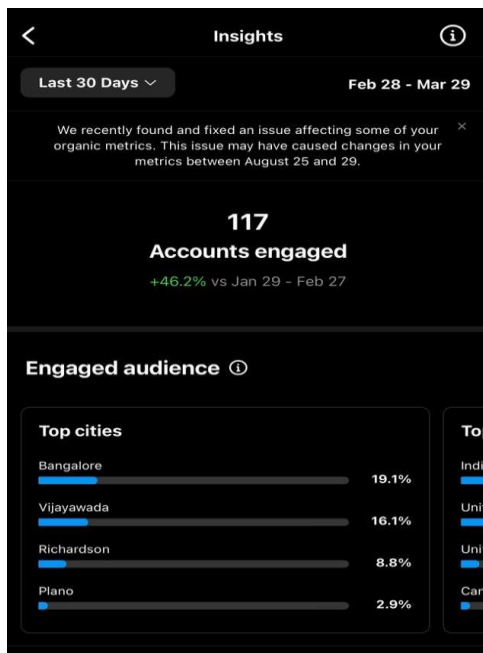
- Did your reach grow?
 - In my view, it's just a beginning. Because my account is in private, and it will be visible to my friends and family only.
- By how many followers / friends / etc and percent (%)
 - Basically, I got 6 followers, but I accepted only one because I cannot accept people who I don't know. Overall percent I can tell that I got 30% out of 100 % after posting content.
- Is this what you expected? Why or why not?
 - I expected more on followers and views for my content videos based on food and sports. I might not post content on best timings of Instagram I guess however I am trying my well best to post more about fitness and many more.
- What were the contributing factors?
 - Mainly I contribute on good content on sports, food, gym. These three factors I currently focusing on because Instagram is very useful for networking and messages which I post in my account it will reach to everybody by using hashtags, etc.. and spreads good content through out the world.

- What were the most successful strategies you employed?
 - Using hashtags, location for reach and growth, moreover using trending topics based on current news and updates.
- What would you do again / or differently?
 - I will use same content strategies for growth, and I will try to post more posts based on games and food.
- How / what are you going to change before part 3 is due?
 - I am not going change anything except to post every 3 days content on my account.

Part -3

- Improve Engagement
- Submit metrics showing growth.





- Did your engagement grow? If reach went up – it probably did – please mention it as well.
 - Yes, my Instagram growth have been increasing day by day by posting content.

- What is your highest single post for engagement? Why do you think so? Show the post(s).

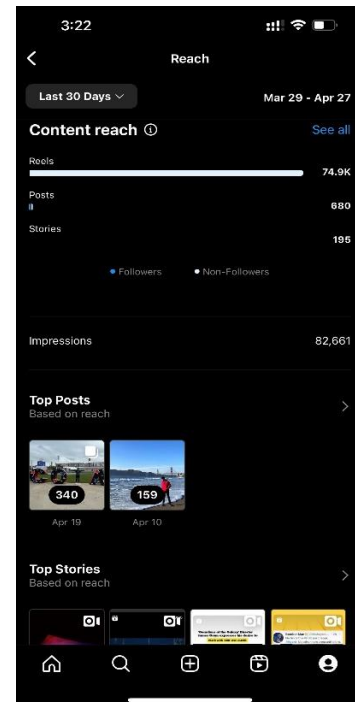
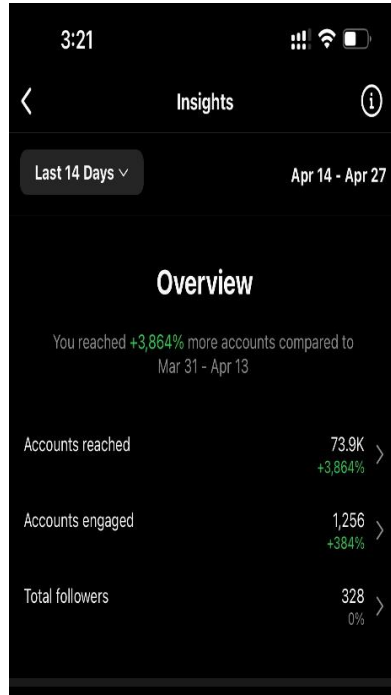
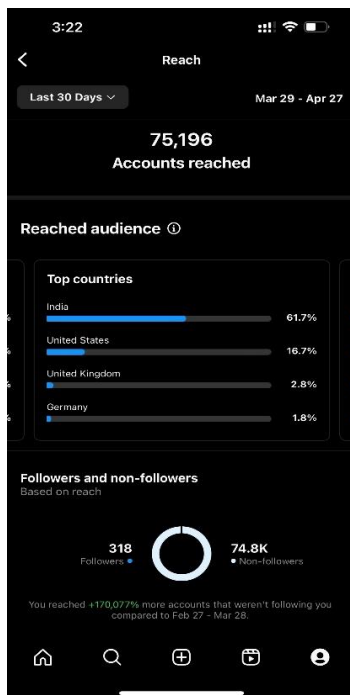


- Basically, this post got more likes (67) as compared to my reels about travel. My all-time highest views are 241 views about my travel.
- Is this what you expected? Why or why not?
 - Yes, by exploring places and capturing great pictures and videos for my project helped for growth. I expected more about likes in reels but I got more in posts. I took more time for editing pictures and videos to post during my travel time and more over I need to concentrate on Instagram posting timing to get more reach.
- What were the most successful strategies and tactics you employed to get this engagement?
 - This time I mainly focused on travelling in this spring break to get some good content for my Instagram page. I travelled to Austin, Houston, San Antonio, California and explored many places and got great pictures and videos for my page. So that I can showcase my talent by posting reels, posts, and adding stories in my Instagram page. This tactic helped me a lot.
- What would you do again / or differently?
 - This time I tried different (travelling) tactic for gaining more followers by posting reels and posting stories. Travelling really helped me to gain followers and meeting new people around the world. This time I will try different by posting sports contents.
- How / what are you going to change before part 4 is due?
 - I will be focus on timing for Instagram reach and I will try different content and I will try to post every 2 to 3 days in Instagram.

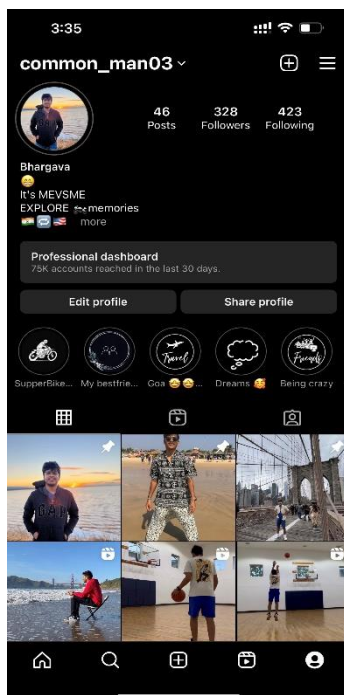
Part - 4

Objective

- Improve Amplification (as defined in class, which is not “likes” and “comments”)
- Submit metrics showing growth.



- Show the progress made on your platform.



Did you get any amplification?

- If reach / engagement went up – it probably did – please mention it as well.
 - Yes, basically I recently posted reel which made my profile visible to all over the world.

What is your highest amplification for a single post? Why?

- My highest score for single post is 131,846 views because it connected to everybody's problem in real life.
- Show the post(s)



Is this what you expected? Why or why not?

- Yes, to be honest I didn't expect these many responses for my post.

What were the most successful strategies and tactics you employed?

- I keep editing and posting the videos and posts which are related to daily bases. So this helped me.

What would you do again / or differently?

- I would similar but will follow the trending topics or videos which blow peoples reactions for the new reels and posts.