Instagram Analysis

AdvancingX

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Objective Statement

Compose multiple marketing campaign ideas based on the type of content posted, content reach, and audience engagement on the AdvancingX Instagram page.

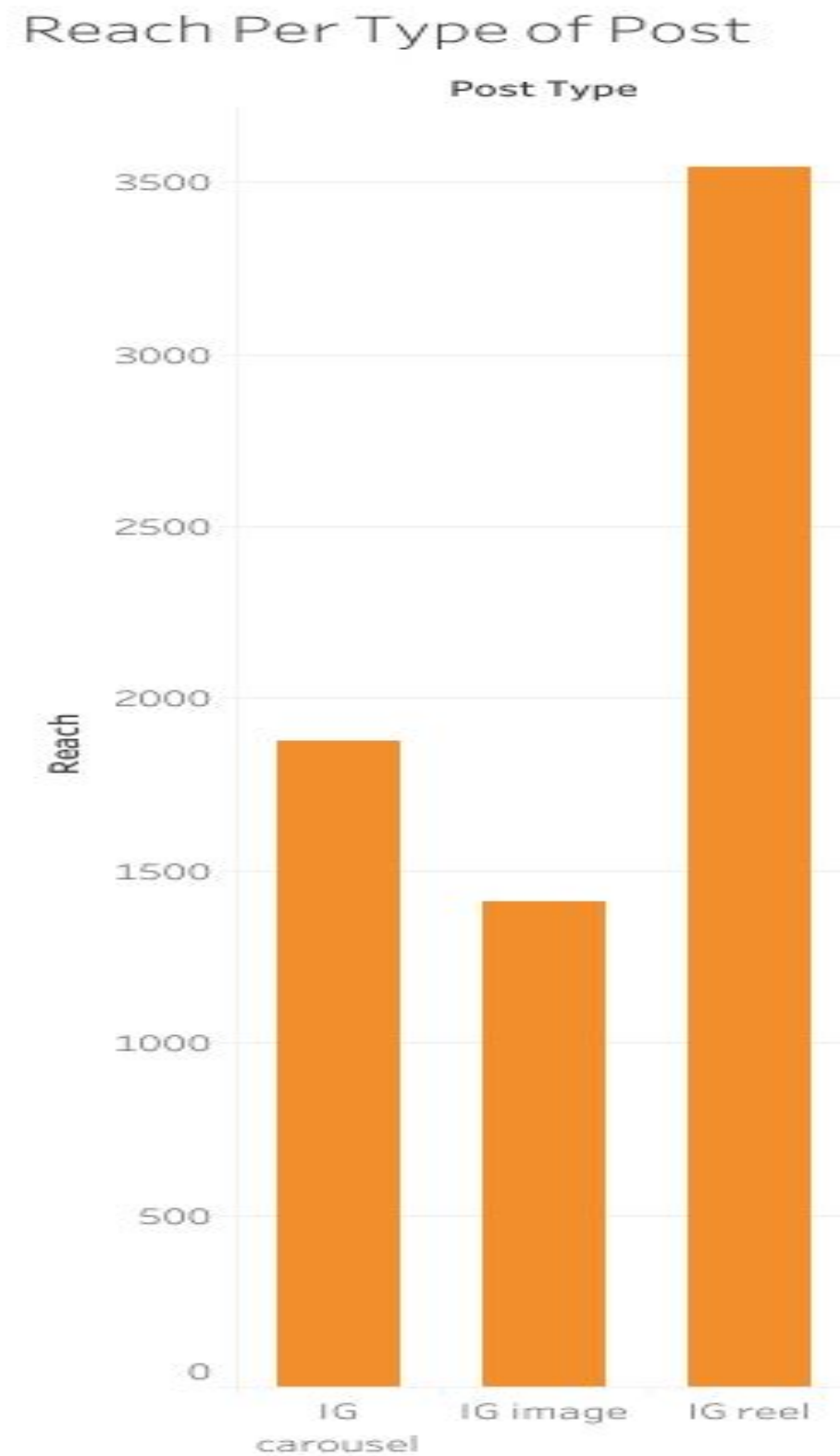# Data Interpretation

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Top 10 Posts Based on Reach

➢ 70% of the posts that achieved the highest reach are reels.
➢ 90% of the posts with higher reach are informative based on AdvancingX Instagram page.

Row	Post-ID	Duration_sec_	PublishTime	PostType	Impressions	Reach
1	1788422924111...	0	2024-11-12 07:00:00 UTC	IG image	633	572
2	1797865327478...	41	2024-11-18 07:01:00 UTC	IG reel	473	436
3	1806353716383...	44	2024-12-12 05:01:00 UTC	IG reel	404	316
4	1837925755311...	61	2024-12-07 08:01:00 UTC	IG reel	355	314
5	1794223282790...	0	2024-10-30 14:04:00 UTC	IG carousel	334	276
6	1796948729966...	8	2024-10-31 06:09:00 UTC	IG reel	245	209
7	1786427931927...	8	2024-12-03 07:01:00 UTC	IG reel	199	186
8	1804832381927...	29	2024-12-21 07:01:00 UTC	IG reel	183	179
9	1806717913962...	17	2024-12-19 10:01:00 UTC	IG reel	182	177
10	1795864082371...	0	2024-11-11 08:10:00 UTC	IG carousel	221	174

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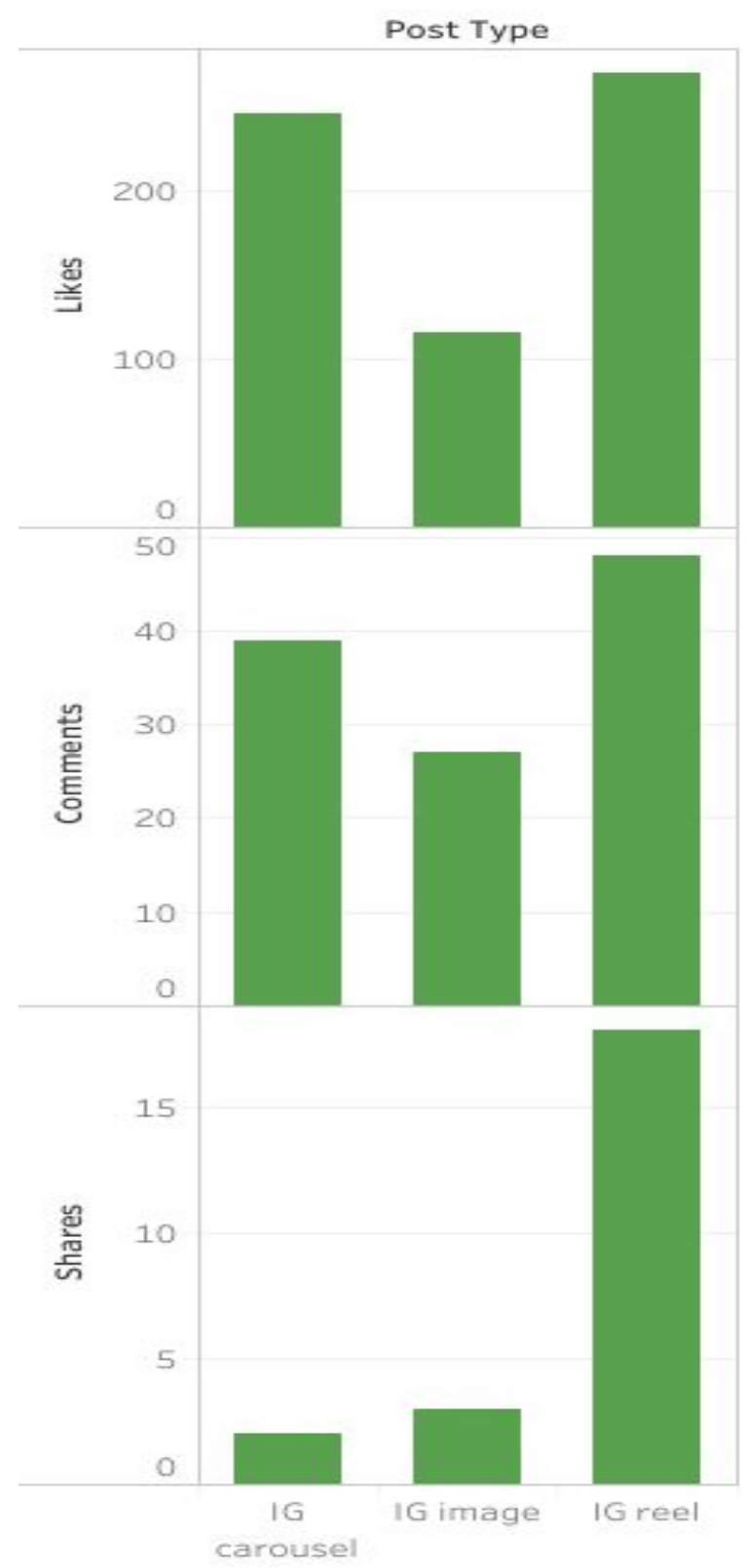# Overall Reach Per Type of Post

Reach Per Type of Post

IG Reels: 3,544

IG Carousel: 1,879

IG Image: 1,412

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Overall Engagement Per Type of Post

Engagement Per Type of Post

IG Image

- 116 Likes
- 27 Comments
- 3 Shares

IG Carousel

- 246 Likes
- 39 Comments
- 2 Shares

Reels

- 248 Likes
- 48 Comments
- 18 Shares

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Analysis Conclusions

1. Reels are the type of posts that perform better based on reach which is the amount of people that watch the content.

2. The audience engage more with reels which shows that this is the type of content that the viewers enjoy the most.

3. Informative posts are preferred by the people who watch and follow the content on the AdvancingX Instagram page.

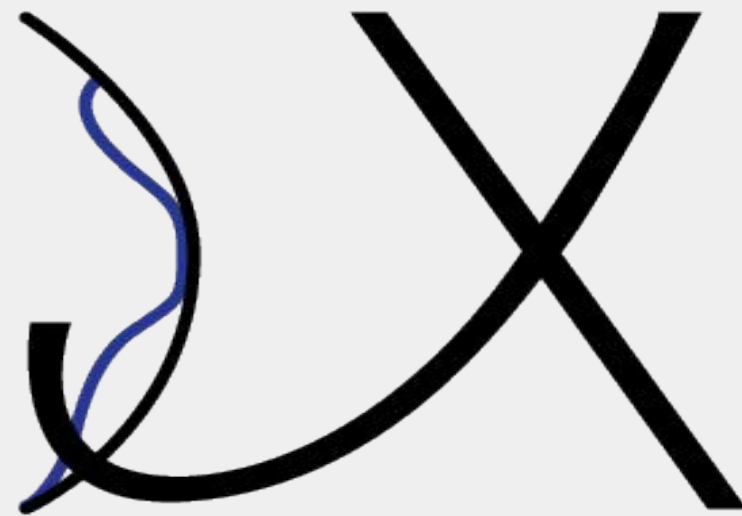AdvancingX

Marketing Campaign Ideas

1. Post reels providing information about what AdvancingX has to offer in 2025 that will make it possible for people to achieve their goals within the space industry.

2. Post content informing people about the background of AdvancingX and how can the program help people become incredible astronauts.

3. Create a video explaining the process of navigating through the AdvancingX website including the registration and application process to teach viewers how to apply.

4. Present the amazing projects and collaborations that AdvancingX is working on for the 2025 year and how they will be a great implementation to trainees' successful careers.

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Thank You

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