**Final Cluster Descriptions**

0:

-very low SES for FB, Instagram

-post most frequently 12pm-12am

-post more photos than other types

-high post description length (somewhat significant)

-mostly rock, but R&B tend to perform better

1:

-relatively high SES for Instagram (compared to other platforms)

-high post frequency (correlating to lower SES)

-mostly pop & electronic tend to perform better

2:

-post more videos than other types

-high post frequency (correlating to lower SES)

**3:**

**-post more frequently in early morning (12am-6am)**

**-posts closer to release dates**

**-post more photos than other types**

**-mostly rock & electronic tend to perform better**

**4:**

**-relatively high SES for Instagram (compared to other platforms)**

**-low post frequency (correlating to higher SES)**

**-post more frequently in early morning (12am-6am)**

**-post more photos than other types**

**-post most on Twitter (should consider posting more Instagram)**

**5:**

**-age is a bit higher than other clusters**

**-post more frequently in early afternoon/evening (12pm-6pm) (should consider posting in morning more**

**-posting on FB has higher SES**