**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 (12pm-6pm)

-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