Cluster Descriptions

0:

-very low social engagement score (SES)

-low Instagram posts

-highest age and years active (not significant)

-highest post description length (somewhat significant)

-mostly rock

1:

-second highest SES (Due to high Instagram SES) (not significant)

-lowest years active (same as cluster 3) (not significant)

-highest time since last post

-mostly pop, electronic

2:

-lowest # of posts

-more photos than other types of posts (very few text posts)

-second highest years active (and almost age) (after cluster 0)

3:

-lowest age (and years active--same as cluster 3) (not significant)

-few FB posts

-lowest number of days to track release (not significant)

-mostly R&B, HipHop

4:

-highest SES (Due to high Instagram SES) (not significant)

-highest Twitter posts

-mostly Rock, R&B

5:

-highest Instagram posts

-very high Twitter posts

-mostly HipHop