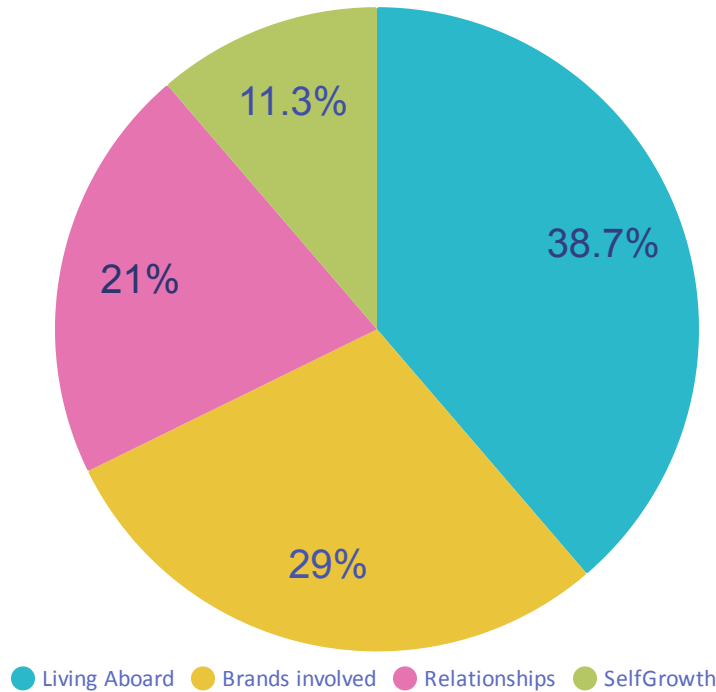


Overview

Category by Record Count



Category by Record Count show most of the content on this account is about **Living Aboard** which is 38% comparing with all contents.

the less contents on this account is **SelfGrowth** which is only 11% comparing with all content.

Total

Record Count

62

Living Aboard

Record Count

24

Relationships

Record Count

13

Brands Involved

Record Count

18

Self Growth

Record Count

7

- In this 6 months, Tina's posted 62 contents on her account.
- 4 Categories can be grouped for all the contents.

Living Aboard: for contents that telling story about her life when live far away from home in Canada. This including lifestyle, friendship(friends in Thailand and new friends in Canada), daily activities. Aimed engaging with Thai speaking audiences who interested in living aboard.
Hashtags can be used: livingaboard, คนไทยในต่างแดน

Brands Involved: for contents review, collaboration, or/and sponsor. Including any contents engaged with the commercial brands, locally and globally.
Hashtags can be used: review

Relationships: for content that related to her personal relationship with her partner.
Hashtags can be used: relationships, couple

Self Growth: for contents about self motivation, positive mindset without specific audiences aimed.
Hashtags can be used: selfgrowth, motivations, positivemindset

Engagements

Likes, Shares, Comments, and Saves

Relationships

engagements
124.7K

Living Aboard

engagements
19.7K

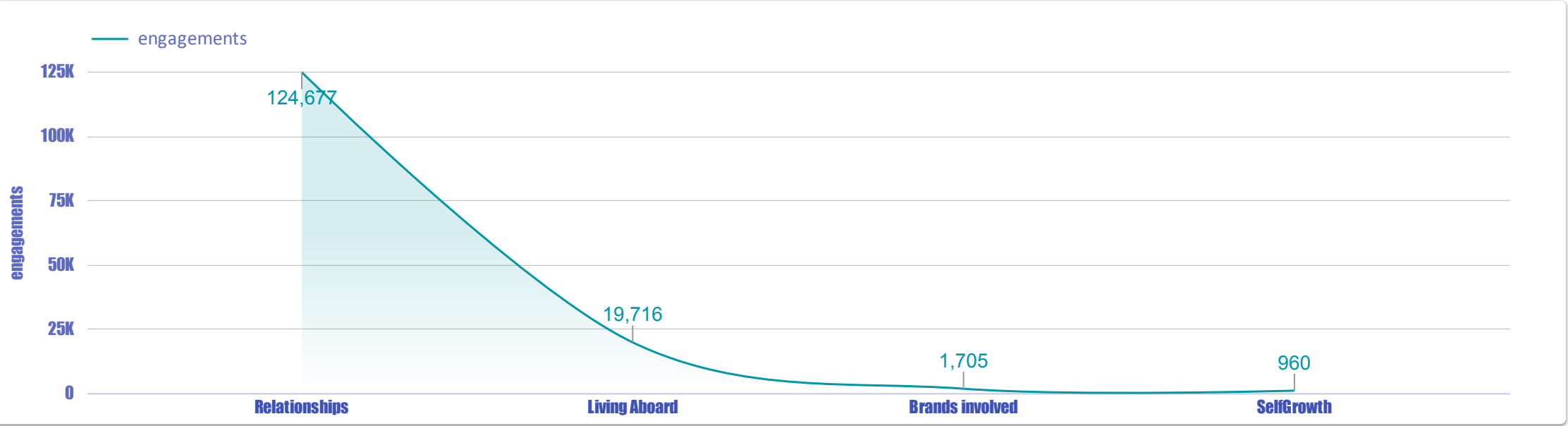
Brand Involved

engagements
1.7K

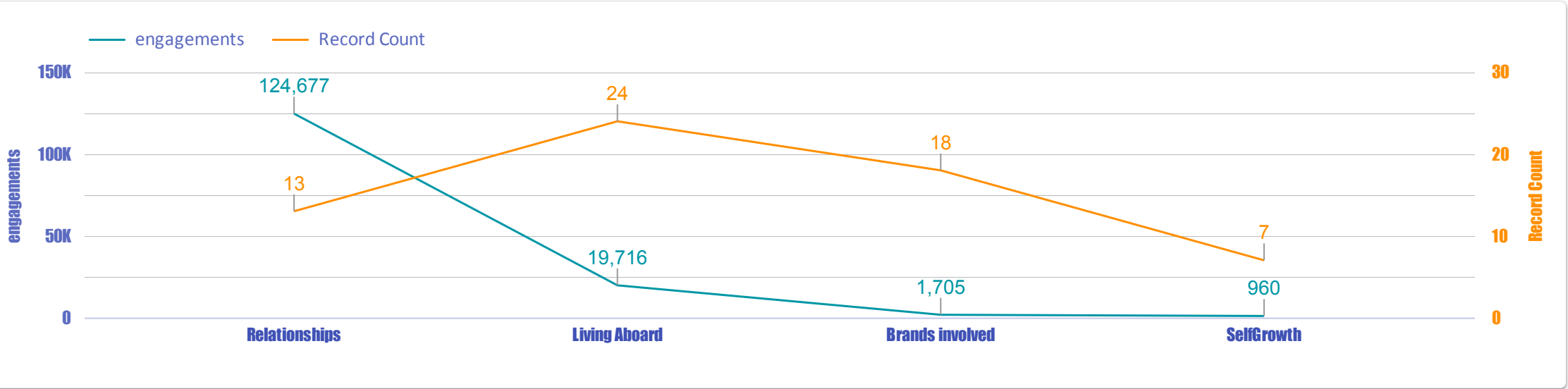
Self Growth

engagements
960.0

Engagements by Category



Engagements comparing with the Total Record in each category



Views and Reach (Impression & Retention)

Total Views

Views

1,608,502

Total Reach

Reach

1,191,329

Views of each category (How many times your content was displayed)

Relationships

Views

1,212,887

Living Aboard

Views

313,929

Brand Involved

Views

63,571

Self Growth

Views

18,115

Reach of each category (How many unique people saw your content at least once)

Relationships

Reach

899,464

Living Aboard

Reach

232,387

Brands Involved

Reach

45,782

Self Growth

Reach

13,696

Few people saw it, but they kept coming back. Content might be engaging or controversial.

New Followers

New Followers

Follows

453

Relationships

Follows

248

Living Aboard

Follows

177

Brand Involved

Follows

24

Self Growth

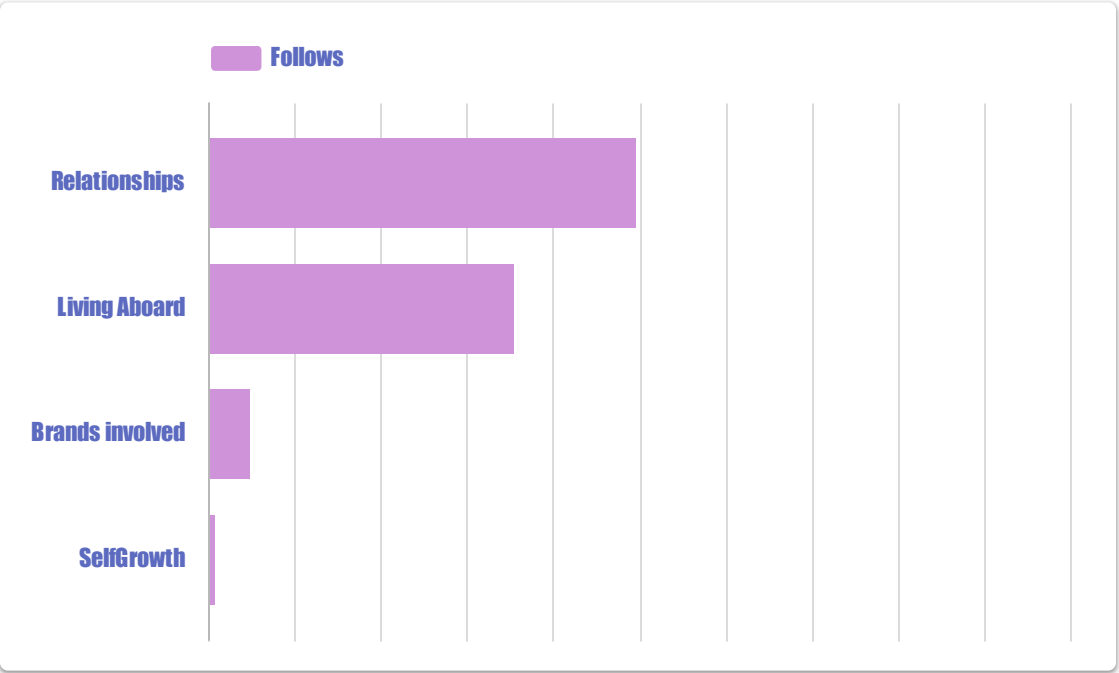
Follows

4

Followers by Type of Content

	Post type	Follows ▾
1.	IG reel	444
2.	IG carousel	9
3.	IG image	0
		1 - 3 / 3 < >

Follows by Category



Which post made people followed

	Post ID	Category	Follows ▾
1.	17881136571268195	Relationships	157
2.	18069715243811074	Living Aboard	143
3.	18149482114363573	Relationships	60
4.	17971888511846143	Relationships	16
5.	17863712913244250	Living Aboard	15
6.	18299457460245057	Brands involved	8
7.	17914406015999227	Relationships	8
8.	18097848658561215	Living Aboard	5
9.	18071605537962804	Brands involved	3
10.	18042478106577711	Brands involved	3
11.	18060065338976526	Brands involved	3
12.	18271172428254688	Living Aboard	3
13.	18080575564707844	Living Aboard	3
14.	18036251924275434	SelfGrowth	3
15.	17929141019901471	Relationships	2
16.	18387199240128602	Relationships	2
17.	18047095256426733	Brands involved	2
			1 - 32 / 32 < >

Recommendation

Refocus Content Strategy Around Viral Hooks (English-first)

Only post in English first, Thai can follow in caption or subtitle (to not confuse algorithm).

Catchy Headline

Adopted the catchy headline in the content and post's caption. ***Make people feel an emotional experience instead of just convey facts.***

Leverage hooks like:

“What shocked me when I moved to Toronto...”

“This \$5 hack made my Canadian life easier.”

“What I wish I knew before dating a Canadian...”

“Toronto locals, am I doing this right?!”

Target GTA-Specific Topics & Tags

Hyper-local content is how you get GTA eyeballs.

Examples:

“Best hidden cafés in North York”

“My first time at a Canadian BBQ” (collab with locals)

Tag local places: @blogto, #torontolife, #GTA, #torontoblogger Use

Location Tag: Toronto, Mississauga, Scarborough, etc.

Collaborate with GTA Creators

1-2 collabs with small/micro creators (1–10K) in GTA can explode reach.

Look for:

Lifestyle vloggers

International student creators

Immigrant or women-led content creators

Content type and Languages

Focus on creating ***Reel*** and Carousal when the report said the account got over 400 followers from Reel. It's almost all followers growth

Goal:

3-4 Reels per week, minimum.

Mix of:

Day-in-the-life in Canada (in English)

Emotional stories (but told for global relatability)

“Voice-over reaction” style: funny/relatable commentary on Canadian culture

Make content related to each other

After take a look on each content on the account I found most of them in ***Self Growth, Living Aboard, and Brand Involved could be related to each other*** and it would be more beneficial to combine the main audience in these three different categories together.

Example:

“A skincare brand I brought from Thailand that survived Canadian winter”

“What living in Canada taught me about mental health”

“How moving to Canada helped my confidence (feat. X brand)”

Key Performance Metrics (July 2025 Goals)

1. Increase Total Content Views by 15%

- Baseline (June 2025): 1,608,502 total views
- Target (July 2025): ~1,849,777 views
- Focus: Reel-first strategy with emotionally resonant, English-language content.

2. Increase English-Speaking Followers Count by 15%

- Baseline: 3,982 followers
- Target: ~4,579 followers (597 English-Speaking Followers)
- Focus: Content designed for the local Canadian audience—cultural commentary, lifestyle in Toronto, relatable expat experiences, and GTA-based hashtags/location tags.

3. Expand Reach Among English-Speaking Audiences in the GTA

- Objective: Shift follower demographics and content visibility toward local, English-speaking viewers.
- Focus: Geo-tagging, GTA-relevant topics, and English-first storytelling to improve alignment with local audience interests.

Estimated Follower Loss: 5–10% of total followers

As the content strategy pivots toward English-speaking audiences in the Greater Toronto Area (GTA), a percentage of existing Thai-speaking followers may disengage due to language and content relevance changes.

Projected Attrition:

- Estimated loss: 250–350 followers (6–9% of total)
- Primary cause: Reduction in Thai-language content, and shift away from relationship-focused posts
- Most affected group: Highly engaged Thai followers emotionally connected to prior storytelling style

Why This Trade-Off Is Strategic:

- Existing follower base, while sizable, is not aligned with current growth goals (i.e., Canadian visibility, brand partnerships, English-speaking community engagement)
- Reducing follower volume in favor of audience alignment improves platform health, future campaign performance, and content monetization potential

Risk Mitigation Options:

- Implement a “soft transition” with bilingual captions and strategic mix of transitional posts
- Proactively communicate the content direction shift to maintain trust and transparency
- Use insights to monitor the follower language/location ratio monthly