Social Media Management

A UVA Data Science Case Study by Jenna Mulvihill, 2022

Popular Instagram Account Owners

Prompt: You have started an internship at a management company for social media influencers. In order to increase the amount of influencers who sign with your company, you need to show them that you are knowledgeable about doing well on social media. You must help your current clients get the most likes possible so that they will make more money and recommend your company to their influencer friends. But what makes certain influencers get more likes than others? You have been tasked with figuring out the answer to this question. You want to focus your research on colors of photo and video posts of the top 20 most popular influencers to determine which colors are associated with the most likes.

Deliverable: Produce a model to determine which color is most dominant and tends to be associated with the most likes in photos and videos and which color tends to be associated with the least. This deliverable will be assessed on whether it successfully extracts colors and likes from the 10 most recent posts of the top 20 most popular Instagram profiles. It will also be assessed on whether it finds out which color is associated with the most likes and which is associated with the least. Also produce a presentation to show all of your clients what you have learned from the use of your model and what ideas you have for them to get more likes. The presentation will be assessed on the ability to give suggestions and sway your audience about the things they should do to get more likes.