<https://github.com/lindseyav/indatafinalproject/blob/main/Vlasic%20Final%20Project.ipynb>

For my final project, I analyzed alumni engagement on Kent State University’s alumni profiles on Facebook and Instagram. The driving question was which types of content generate the most engagement amongst Kent State alumni. In the first milestone, I focused on tidying the data. I kept columns like post type and duration to distinguish between photo and video content. I also kept likes, shares, comments and reactions so I could see how the photo versus video content performed in terms of engagement. In milestone two, I worked on creating my visualization. I considered the significance of each variable in understanding alumni engagement. Understanding that likes, reactions, shares and comments are the most important metrics, I wanted the visualization to have these stats as the main focus. The visualization also needed to distinguish between photo and video content to draw conclusions on what types of posts were earning more engagement. I tried out scatter plots, bar plots and violin plots before finally landing on a heat map. In the third milestone, I focused on adding to the heatmap I created. I added a word count column to help tell the story of the data more clearly. I added in interactivity with a hover function to show the engagement numbers in decimal form. For the final version of my visualization, I tried out some different versions of the heatmap before landing on one that showed the engagement metrics as whole numbers with a hover function that also shows them in decimal form. I think this final data visualization will be helpful for the audience, made up of the Kent State University Alumni Association, university social media managers and alumni relations professionals, to optimize their social media strategy to better engage with alumni. I also kept the visualization fairly simple, as not every alumni relations professional is well versed in social media metrics. It’s important for all types of alumni relations professionals to be able to understand the data without needing much explanation. As the social media manager for the Kent State alumni accounts, I was surprised to learn that photo content actually has better overall engagement than video content. In today’s digital landscape, it’s common to hear that video is king, but our alumni actually engage more with photos. This will help myself and other professionals in the field change strategies to earn better ROIs on social media. I did try to incorporate the description columns for both Facebook and Instagram, but I wasn’t able to finish manually categorizing all of the captions to be able to apply code to them for sorting. I would like to continue expanding on this visualization in the future by adding the categories alumni success, events and solicitations to the data to then add to the heatmap. I think this will tell the story of the data better and help answer the driving question even further.