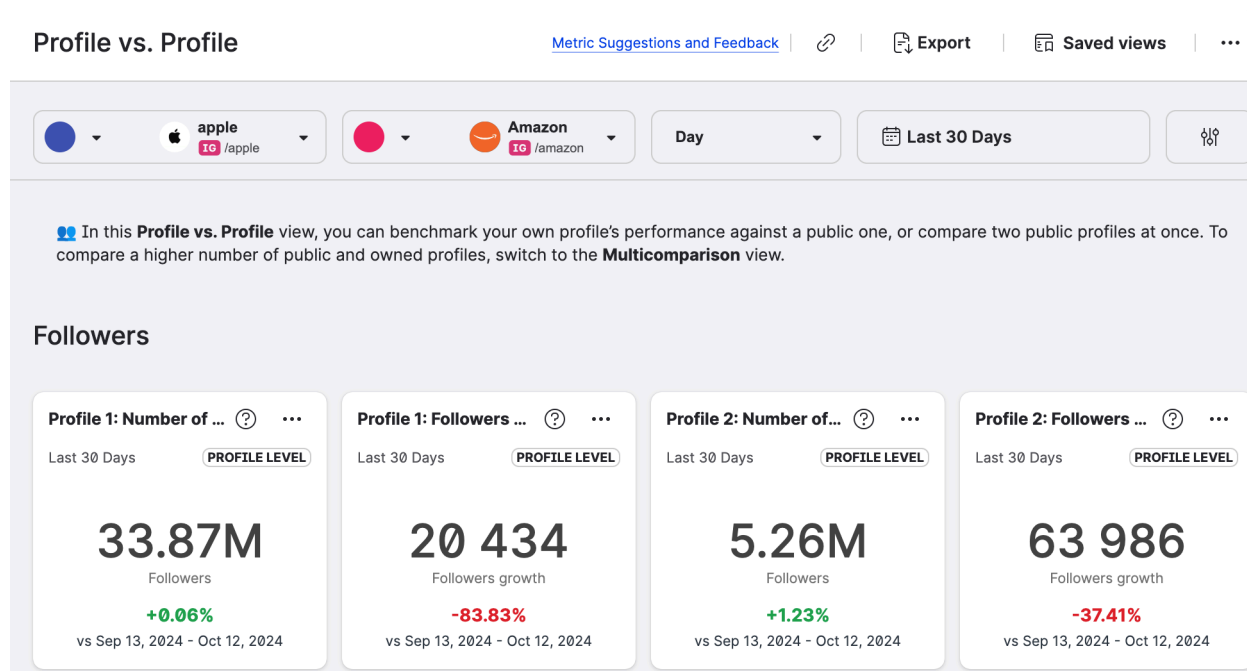


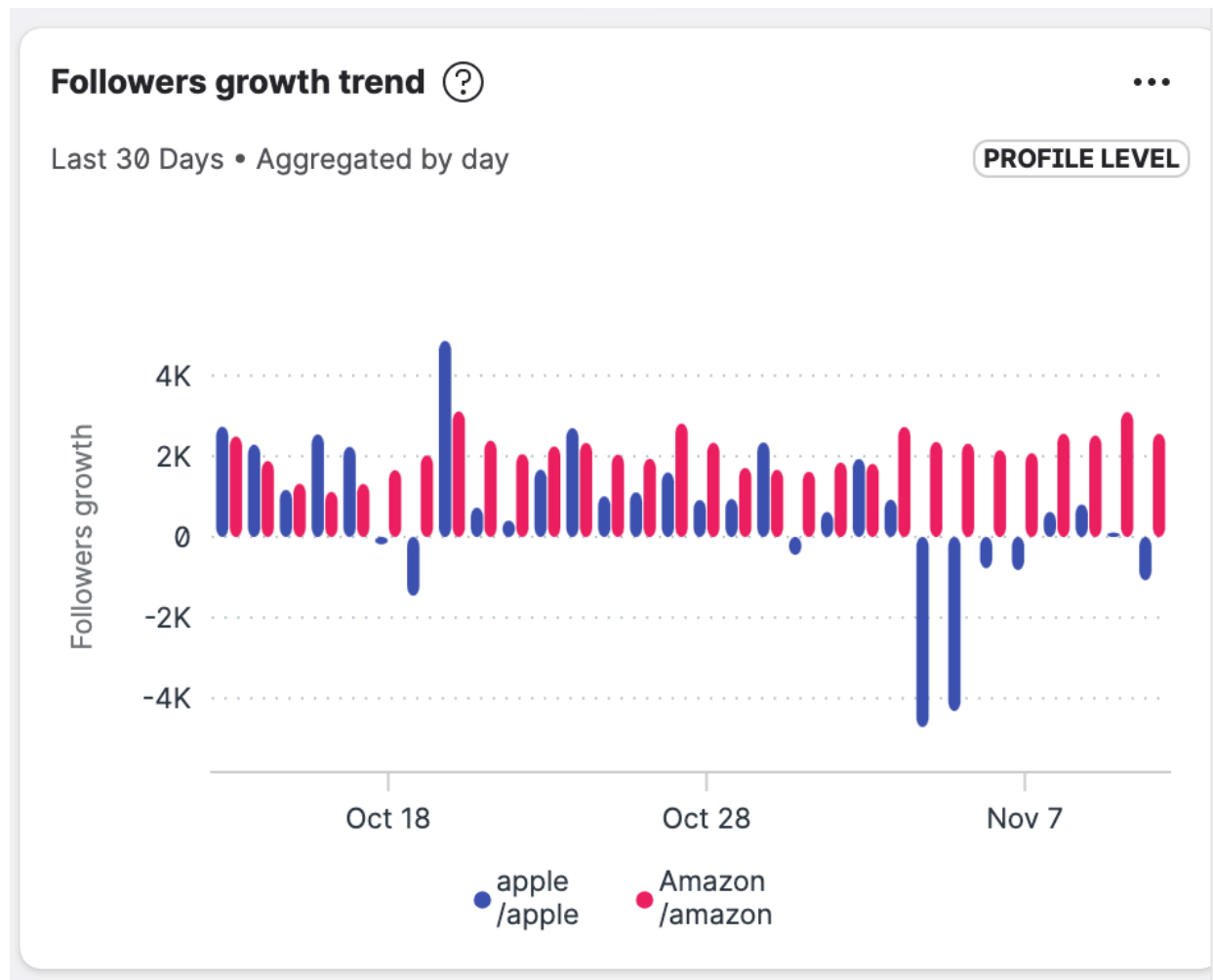
Nikita Belii  
11/12/2024  
Homework 5  
Social Media Analytics

## a. Number of Followers



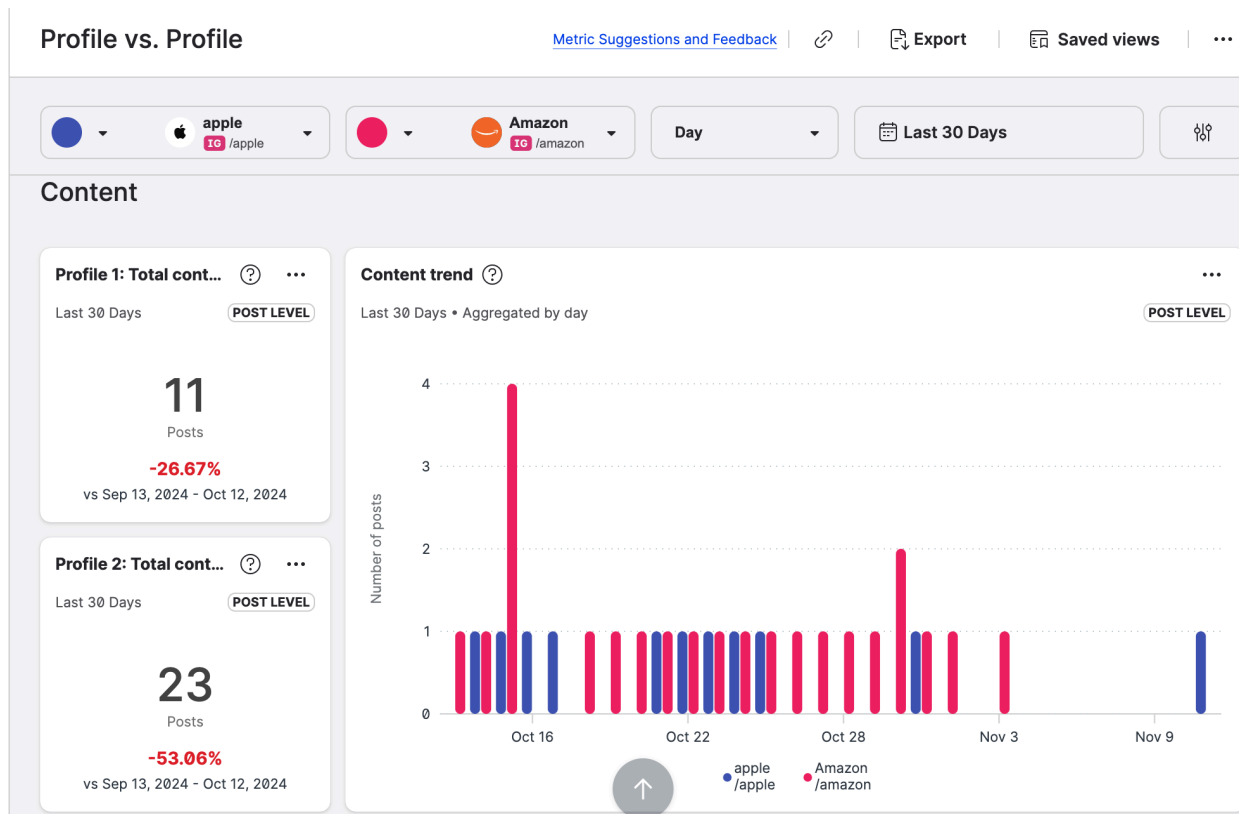
Apple has a large follower base of 33.87 million, with a slight increase of 0.06% in the past 30 days. Amazon, while having fewer followers at 5.26 million, shows a higher growth rate of 1.23%. This means Amazon is gaining new followers faster than Apple, even though Apple has a bigger overall following. Apple's steady numbers show it has a strong, loyal fan base, while Amazon's recent growth suggests it's finding ways to attract new audiences, possibly through engaging content or targeted campaigns.

## b. Followers Growth Trend



Looking at the trend in follower growth over the past month, Apple's numbers stay mostly steady, with only minor changes each day. Amazon, however, shows more ups and downs, with noticeable spikes at certain points. These spikes suggest that Amazon may be running special campaigns or posting content that attracts more followers at certain times. In contrast, Apple's steady trend shows it's consistently engaging its core audience without major swings. Overall, Amazon's growth seems to be more influenced by specific marketing efforts, while Apple's engagement remains stable.

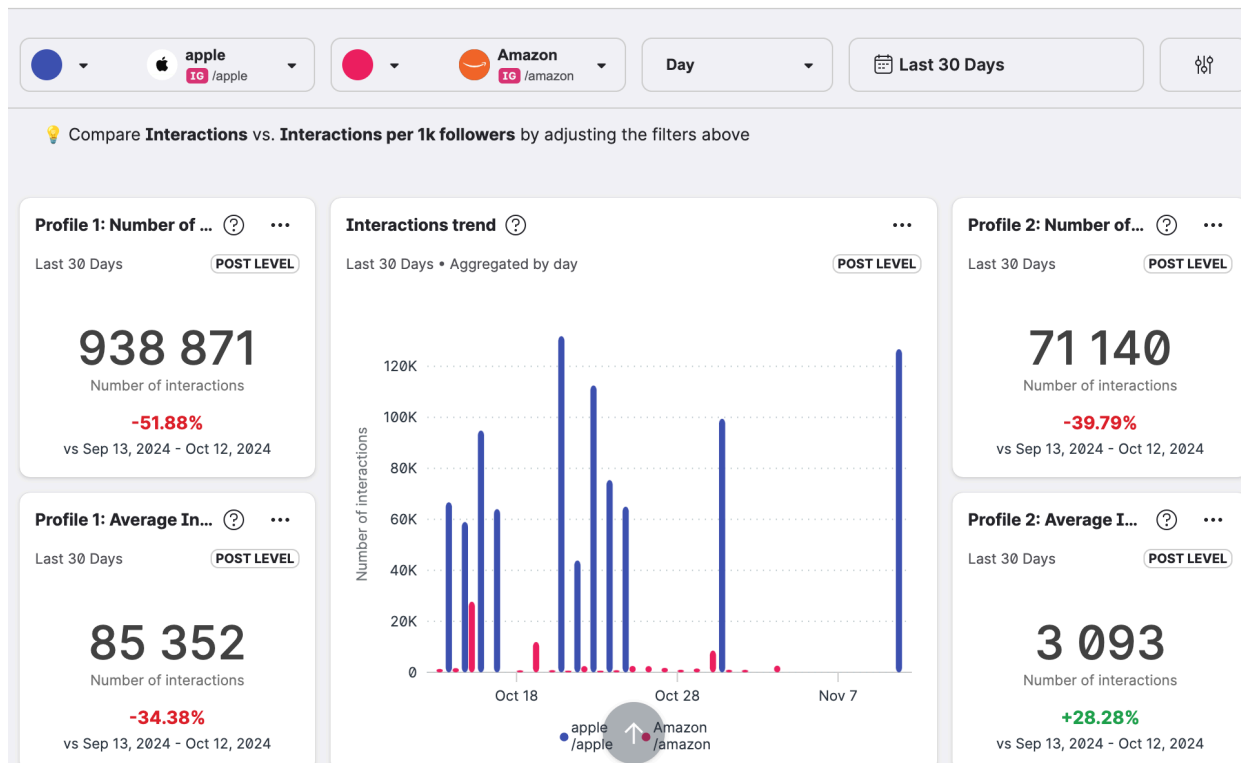
#### c. Total Content Posted



When it comes to posting activity, Apple shared 11 posts in the last 30 days, which is 26.67% less than before. Amazon posted 23 times but also reduced its posting frequency by 53.06%. Even with this decrease, Amazon is still posting more often than Apple. This suggests that Amazon wants to stay frequently visible to its followers, possibly to keep engagement high. Apple's fewer posts could mean they're focusing on quality over quantity, sharing only selected content that they believe will resonate well with their audience. Both companies may be testing out how often to post to see what works best.

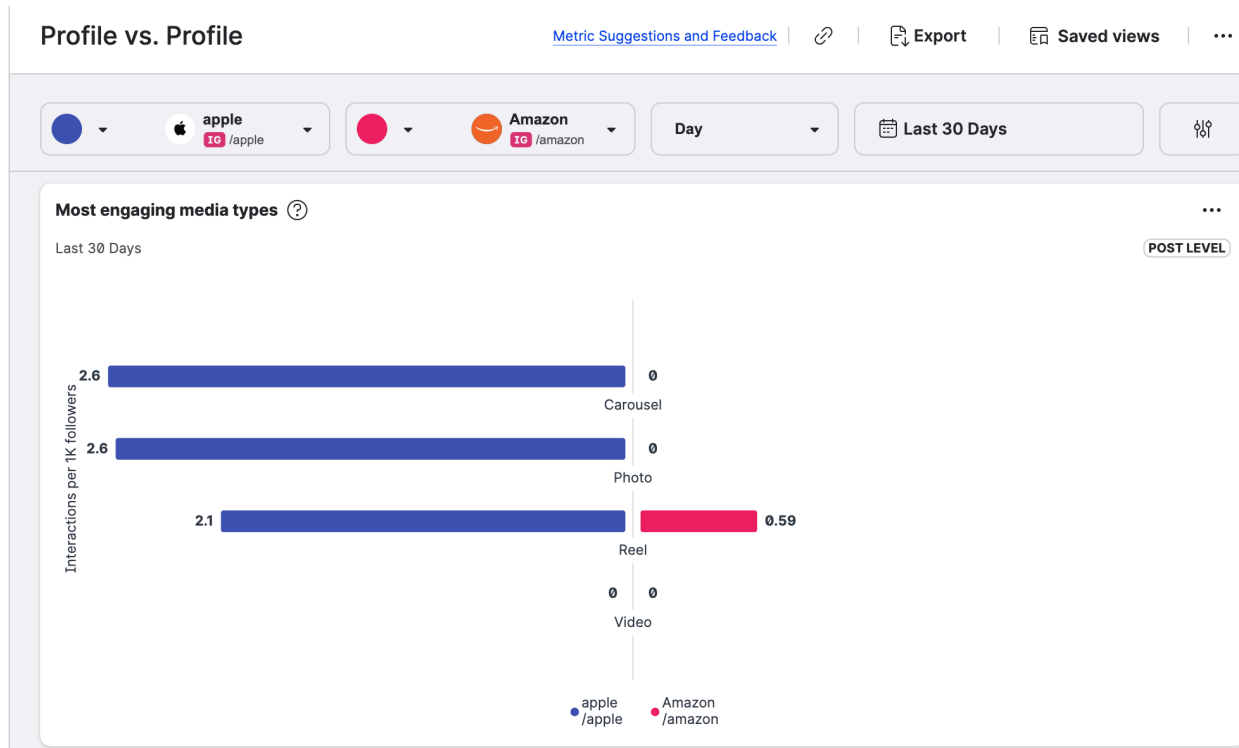
#### d. Number of Interactions

## Profile vs. Profile

[Metric Suggestions and Feedback](#)[Export](#)[Saved views](#)

In terms of engagement, Apple saw 938,871 interactions (likes, comments, etc.), though this is 51.88% less than the previous period. Amazon had 71,140 interactions, which is also down by 39.79%. Apple's higher interaction count is likely due to its larger follower base, but the drop in interactions for both could be due to posting less frequently or posting content that wasn't as engaging this month. Apple still has strong engagement from its loyal followers, while Amazon's lower numbers show it has room to grow and might benefit from more targeted engagement efforts.

### e. Most Engaging Media Types



Looking at the types of posts that get the most attention, Apple's followers engage most with carousels and photos, with an interaction rate of 2.6 per 1,000 followers for each. For Amazon, reels are the most engaging, with a rate of 0.59 per 1,000 followers. Apple's success with photos and carousels fits well with its brand's focus on high-quality visuals. Meanwhile, Amazon's success with reels suggests it's reaching a younger audience that enjoys quick, video-based content. Apple relies on visually appealing photos and slides, while Amazon is exploring more trendy video formats to keep its audience interested.

## f. Overall analysis

Overall, Apple performs better on Instagram due to its larger follower base and stronger engagement. With 33.87 million followers compared to Amazon's 5.26 million, Apple has a much broader reach. Despite both brands seeing a decrease in interactions, Apple's total engagement remains significantly higher, showing that its content resonates well with its audience. Apple posts less frequently than Amazon, with only 11 posts compared to Amazon's 23, but its approach of fewer, high-quality posts seems more effective in maintaining interest.

Amazon shows a higher follower growth rate of 1.23% versus Apple's 0.06%, which suggests it's attracting new followers, possibly through targeted campaigns. However,

Apple's stable follower trend reflects a loyal, steady audience, which is a strong foundation for sustained engagement. Apple's followers are most engaged with photos and carousels, while Amazon's focus on reels hasn't achieved the same level of engagement. In summary, Apple's larger, loyal audience and its emphasis on visually engaging content give it an edge over Amazon in overall performance on Instagram.