

Executive Summary

Of the three main types of posts on Instagram, photo carousels average the most comments and likes per post, followed by videos and then singular images. The gaps in average likes and average comments between carousels and videos were quite high, which suggests that photo carousels may be the best post type for engagement moving forward. The highest average reach per post by time of the day occurs in the late evening hours, especially at around 10 and 11 p.m. Therefore, it may be beneficial to upload these posts to Mahomes' Instagram account late at night. The most frequent collaborators for Mahomes' account are his wife's account, the Texas Tech Football account, the Texas Tech Athletic Department account, Adidas' account for US Football, the account for the Prime drink, the account for sports equipment company Oakley, and the account for his 15 and the Mahomies Foundation. These common collaborators suggest that many of Mahomes' posts are related to family, his alma mater of Texas Tech University, his charity foundation, and his sponsorships. Finally, the average number of comments and likes per post have ranged drastically throughout the account's full history. At the beginning of the account's existence, presumably when Mahomes was still in high school and college, the account's average engagement per post was not very high. During the 2019-2020 season, when Mahomes won his first Super Bowl with the Kansas City Chiefs, his account's average engagement dramatically increased. This average engagement level has jumped up and down over the years, reaching a peak during the 2021 season.