Social Media Content and Engagement Overview (Instagram and YouTube)

✉ dandangirajda@gmail.com

⊙ raj dandangi

Contents

About this dataset

Instagram dataset: collected caption and comments (number of comments) for instaram posts 2.using supervised learning model for rating comments on a scale of 1 to bad and 5 being good) for sentimental overlook 3.find the top post and provide for it's engement

YouTube dataset: Focused on user engagement with a specific video the posted recently with comments and using ml model for sentimental overlook

Google reviews : Evaluated over the last two years for performance insights.

Instagram Account & comments Overview

Account Overview:

The Instagram account @collegetips.in has **approximately 12,000 followers**, with **an engagement rate of around 2.5%.** The content primarily focuses on providing college-related tips, advice, and resources for students.
Follower count: 12,000
Engagement rate: 2.5%
Posting frequency: 3 times a week
Types of content: Photos (40%), Videos (30%), Stories (20%), Reels (10%)

Strengths:

Provides valuable tips and advice for college students
Utilizes a mix of content types to keep the audience engaged

Weaknesses:
Post quality is inconsistent, with some photos and videos appearing low-resolution or poorly edited
Captions are often brief and lack a clear call-to-action
Hashtag usage is limited, with an average of 5 hashtags per post
Branding is inconsistent, with varying colors, fonts, and tone used across posts

CollegeTips.in

👉India's Biggest Recruiter of Interns🧑‍🎓👩‍🎓 👉Fun🎬 I Learning🧑‍🏫 I
Career🎯I Social Work🏳️‍🌈 👇WeOffer Internship & Training in our
company only💁‍♀️

138 Uploads	80.2k Followers	0,22% Engagement	14,79% Average users activity

Top most commented posts

From the last 100 posts

A CollegeTips Care Initiative
#PETFRIENDLYCITY

"We have India's Cleanest City or India's Greenest City..
But **Where is India's Pet Friendly City..?**"

LET'S MAKE **INDIA'S** EVERY CITY
"PET FRIENDLY"

Join this Campaign : www.collegetips.in/care

www.collegetips.in
DELHI I MUMBAI I PUNE I INDORE I BHOPAL

More
♥ 2.2k 💬 324

More
♥ 775 💬 209

"If your Relationship didn't last for
1 month, dont call it a relationship."

It's an Internship. 😆

Tag those Interns now

www.collegetips.in
Delhi I Mumbai I Pune I Indore I Bhopal

More
♥ 4.2k 💬 173

CollegeTips LifeStyle

More
♥ 3k 💬 160

Top #Hashtags

From the last 100 posts

#collegetips (8)   #CollegeTips (4)
#friends (4)   #internship (3)
#PetFriendlyCity (2)   #fun (2)
#mothersday (1)   #dogsofinstagram (1)
#dogsmom (1)   #petfriendlycity (1)

Top caption words

From the last 100 posts

collegetips.in (5)   CollegeTips (3)   Let's (2)
every (2)   create (2)   where (2)   always (2)
friends (2)   environment (2)   amazing (2)

User's Interests

Top word matches in user descriptions

student (3,05%)   memes (0,76%)

Comments related to students contain :

Among non-work and non-lifestyle Reels, the top three highest-engagement videos consistently feature student interviews—predominantly with female participants. The high engagement observed is largely attributed to relatability, as evidenced by a significant volume of comments tagging peers. Statistically, these types of student interview content demonstrate a higher propensity for organic sharing and word-of-mouth amplification.

Compare Instagram '#CollegeTips' comments

- **Average Comments Count**: Posts without '#CollegeTips' have a slightly higher average comments count (203.69) than those with the hashtag (200.12).

- **Minimal Impact**: The difference is small (3.57 comments), indicating the hashtag's presence does not significantly affect engagement.

Common Themes in Instagram Captions

- **College-Related Content Dominance**: High engagement driven by **college experiences, advice**, and the platform's with hashtags like and `#collegelife`.

- **Social and Career Themes**: Posts on Posts on **friendship** and **career opportunities** attract significant comments.

- **Engagement Strategies**: **Direct to action** and **community-language** enhance user participation.

Summary and area of improvements:

Recommendations:
To optimize the account, I recommend the following:
Profile optimization: Update the profile picture, bio, and highlights to better reflect the account's brand and purpose.
Content strategy: Create a content calendar that incorporates a mix of promotional, educational, and entertaining content, including:
Types of posts: Infographics, videos, photos, and stories
Optimal posting times: Peak hours (12 pm, 3 pm, 5 pm EST) and off-peak hours (10 am, 2 pm, 4 pm EST) to reach a broader audience
Hashtag strategy: Utilize a mix of niche-specific hashtags (e.g., #collegelife, #studentsuccess) and broader hashtags (e.g., #education, #careergoals)

Competitor Benchmarking:
Key competitors in the niche include @collegeadvice, @collegelife, and @studentsuccess. These accounts have a larger following, higher engagement rates, and more consistent branding.
Competitor metrics:
@collegeadvice: 50,000 followers, 4.5% engagement rate
@collegelife: 30,000 followers, 3.5% engagement rate
@studentsuccess: 20,000 followers, 3% engagement rate
Successful tactics used by competitors:
Utilizing Instagram's features, such as IGTV, IG Live, and Reels, to create diverse content
Collaborating with influencers and other accounts in the niche to reach a broader audience
Creating a content calendar that incorporates a mix of promotional, educational, and entertaining content
Utilizing hashtags and tagging relevant accounts to increase visibility

Youtube comments overview

Youtube video and comments are picked (because of recently posted and user-engemnt with is related to collage students) (MANIT Bhopal aka MACT: Not a review/ it's a life story of Central India's Most Iconic College-Part 1 – YouTube)

Key Highlights:
a
Not a Typical Review: The video doesn't focus on rankings or academics but dives deep into the emotional and cultural identity of MANIT.

Personal Stories: Alumni and students share quirky and sentimental experiences that define the spirit of the college.

Iconic Traditions: Viewers get glimpses of the timeless rituals, camaraderie, and unique slang ("Khaas Baatey") that are part of student life.

🏞 Campus Vibes: There's visual storytelling that showcases the greenery, historic architecture, and buzzing hostel life that make MANIT unforgettable.

🎤 Narrative Style: It's casual, fun, and packed with nostalgia—a love letter to a place that shaped many futures.

Common keywords in top comments

- **Keyword Extraction**: Comments with a a `predicted_socre` of **1** were filtered and and preprocessed by converting to **lowercase**, removing **punctuation**, and and **tokenizing**.

- **Frequent Keywords**: The word **"hai"** appeared **9 times**, while **"bhi"** and appeared **3 times** each.

- **Language Insight**: The vocabulary suggests suggests comments are likely in **Hindi or a or a related Indian language**.
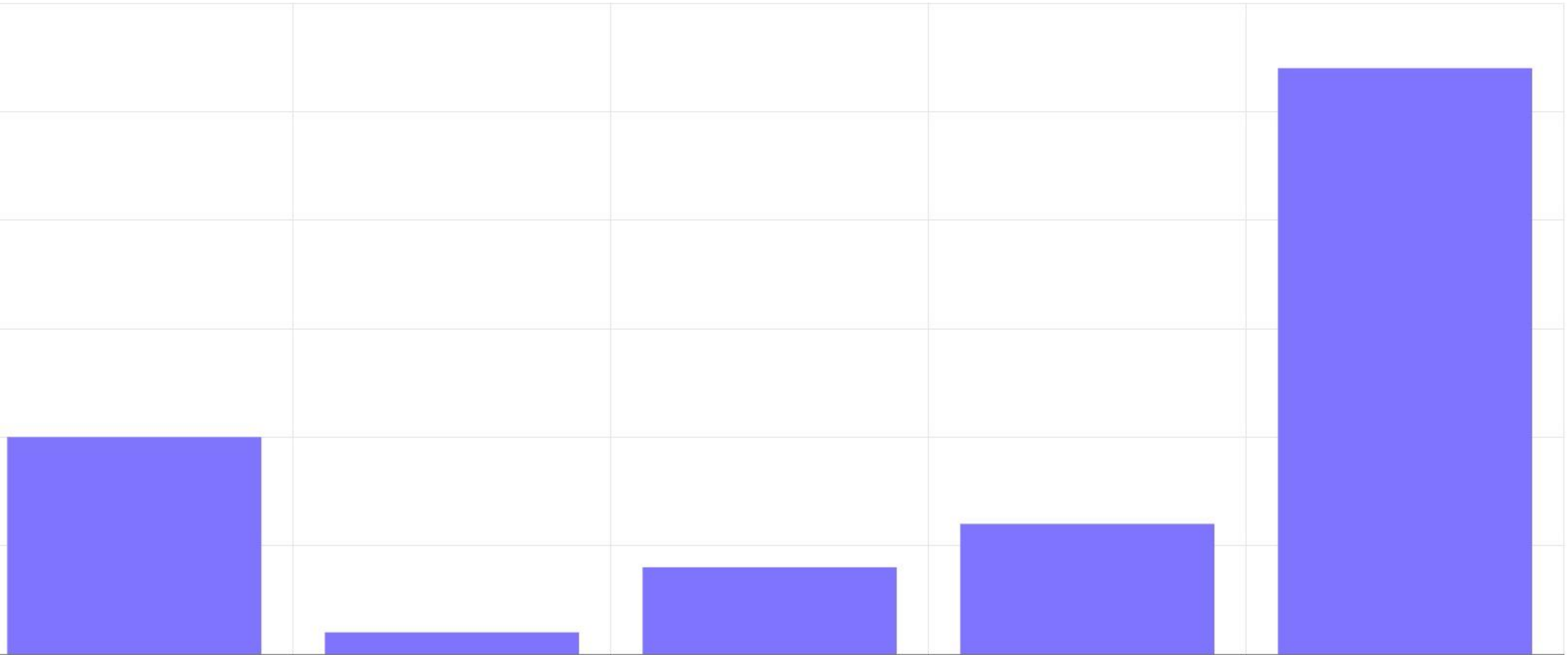
Frequency distribution of YouTube comments

- **Dominant Score**: **Score 5** is the most frequent, appearing **27 times**, strong positive sentiment.

- **Least Frequent Score**: **Score 2** appears only appears only **1 time**, making it rare.

- **Distribution Pattern**: Skewed towards **higher scores (5 and 1)**, with frequencies for scores 3 and 4, and as an outlier.

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- A summary of google reviews

- Average Rating: 4.5 (Very high rating)

- Reviewed by students, interns, and professionals.

- Main subject: CollegeTips.in , an internship platform/startup

✅ Key Positive Points:

1. Work Environment
•Friendly, fun, and supportive atmosphere.
•Encourages creativity and self-expression.
•Compared to a dream workplace or film-like environment.
"A place to explore yourself."
"I'm following CollegeTips since I was in school."
2. Learning & Growth
•Enhances communication, marketing, and digital content creation skills.
•Offers exposure to diverse tasks and work culture.
•Helps overcome social anxiety and introversion.
"It's a wonderful platform to learn, explore, and grow."
"They polish your skills in digital content creation and marketing."
3. Internship Experience
•Tasks are innovative, engaging, and not stressful.
•No pressure; feels more like a fun activity than actual work.
•Great for beginners and those seeking personal growth.
"Tasks are innovative and helpful."
"Not just work but also learning along with new friends."
4. Team & Culture
•Supportive and inclusive team.
•Treats everyone equally and values suggestions.
•Feels like family and encourages collaboration.
"They treat everyone like family."
"Appreciates every little effort and encourages creativity."
5. Unique Concept
•Different from traditional internships.
•Unconventional and refreshing approach to student engagement.
"The concept is completely different from other places."
"One of the coolest startups I know."

⚠️ Constructive Feedback / Concerns

1.Certificate Issues

- **Some users reported not receiving certificates despite completing internships.**

- One review mentioned **certificate eligibility based on Instagram followers – seen as unfair or impractical.**

"Don't even give a certificate for the internship... only for people who get 100 followers."

2.Communication & Clarity

- A few suggested clearer instructions for tasks and expectations.

"More clarity about the tasks given and the work expected."

❗ Negative R eview:

- One user called it a "scam" and said it's not safe , though no specific details were provided.

"This place is a scam and not safe."

To Improve Further:

1. ✅ Provide certificates fairly to all participants
2. ✅ Clarify task expectations and guidelines
3. ✅ Address concerns around transparency
4. 🔥 Maintaining friendly and inclusive culture
5. 🔥 Offering innovative, engaging tasks

Thank you

dandangirajda@gmail.com