

# Grow your Instagram platform



## Top 7 Tips for Influencers



### OUR TEAM OF ANALYSTS

Hello, our names are Olivia Cava, Shubham Chaudhary, and Sai Krishna Chaitanya Srikonda. We are Marketing Analysts trained in providing accurate metrics to help grow influencer platforms. In this infographic, you can see the results of our latest study on Instagram engagement through **likes and comments**. If you're curious how we found these tips, check out our methodology. Data doesn't lie, and neither will we!

### METHODOLOGY

For this study, we used the CRISP method. We understand that term might sound a bit *funky*, so here's a breakdown:

#### WHAT'S THE GOAL?

First, our team took time to learn about Instagram and what we wanted to figure out.

#### GET! THAT! DATA!

Then, we collected the data and made sure we understood it well.

#### PREPARATION TIME...

Sometimes, collected data doesn't come all "squeaky clean" or in the right formats for analysis, so we had to get it nice and ready.

#### FIND PATTERNS IN THE DATA

Next up, it's time to put our studies to use and do some analysis to see if we can use our data-mining models to find some patterns.

#### MAKE SENSE?

Almost done... we always check that our results make sense in the context of our original goal. If things went wrong, we can always start again!

#### GO VIRAL!

The final step is the process is sharing results in a meaningful way... like in a cool infographic 🌟

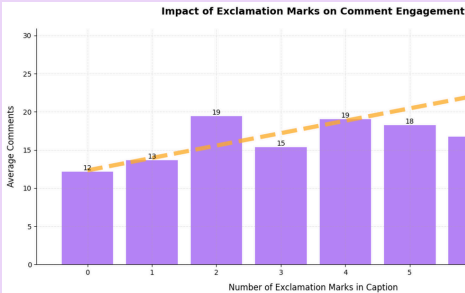
# Tune in, micro-influencers...

Got **less than 50k** followers? Here's how you can tailor your posts to keep your current fanbase loyal and expand your reach... you'll go macro in no time 🤪

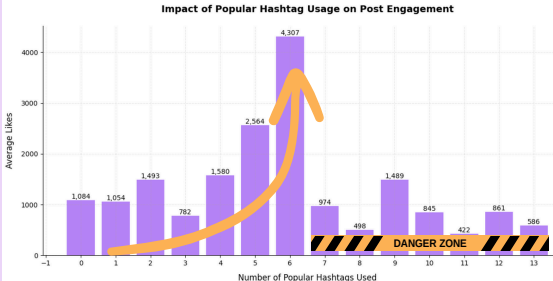
### EXCLAMATION POINTS

#### MORE !! = MORE

Through a technique called linear regression, our team found post captions with **more exclamation points** saw a **significant increase** in the number of **comments** for micro-influencers (+0.034 standard deviations per standard deviation increase in exclamation points,  $p < 0.001$ ). Perhaps your excitement is contagious and gets the convo started!



In addition to the regression analyses, we plotted some extra charts to help you to visualize these relationships 🤪



### HASHTAGS

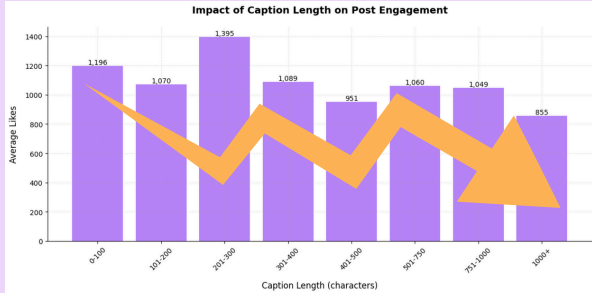
#### # BE INTENTIONAL

We found that the **number of hashtags** in post captions had **no significant effect** on **likes** for micro-influencers. HOWEVER, using **popular hashtags** (one of the 25 most common in our dataset) had a **positive influence** on **likes** for micro-influencers (+0.156 standard deviations per standard deviation increase,  $p < 0.001$ ).

### CAPTION LENGTH

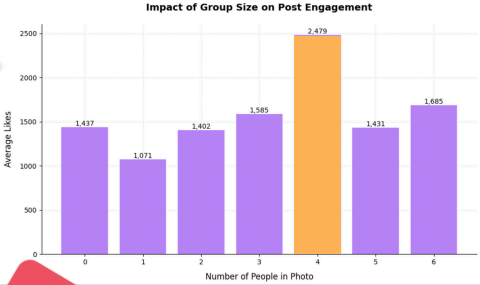
#### KEEP IT ✨ SIMPLE ✨

Our team also found that posts with **captions** that were **longer** in length saw an overall **decrease** in micro-influencer **likes** (-0.067 standard deviations per standard deviation increase in length,  $p < 0.001$ ). Make sure to keep your captions concise, intentional, and impactful for the most likes!



HERE, WE CAN SEE GENERALLY, THAT THE LONGER THE CAPTION OF THE POST, THE LOWER THE AVERAGE NUMBER OF LIKES WAS... IF THIS DOESN'T INSPIRE YOU TO BE BRIEF, WHO KNOWS WHAT WILL!

Despite a general increase in average likes, it seems like the **GOLDEN NUMBER** of people in a photo is 4... do with that information what you will 🌟



### GROUP PHOTOS



#### MORE THE MERRIER

For micro-influencers, our study revealed that the number of **users in photos** had a **positive effect** on the number of **likes** (+0.039 standard deviations per standard deviation increase,  $p < 0.001$ ). So... grab your friends and snap a pic, or perhaps collaborate with another influencer and make some content together!

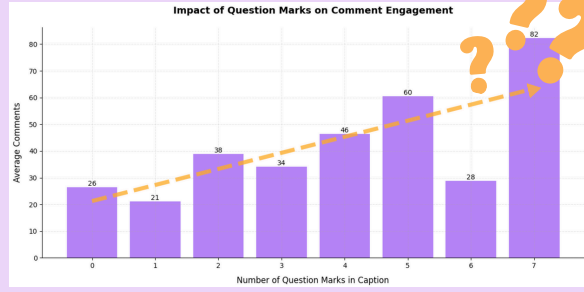
# Macro-influencers, we got u

With **50k+** followers, we know you're no newbie. There's always room for growth & the sky's the limit. Here's how to take your platform from stellar to galactic! 🌌

### QUESTION MARKS

#### MORE ? = MORE

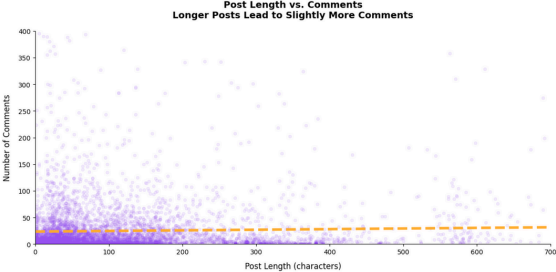
We discovered that **more question marks** in a post **positively affect** the number of **comments** for macro-influencers, where more question marks mean more comments (+0.076 standard deviations per standard deviation increase in exclamation points,  $p < 0.001$ ). Start convos in the comments with some engaging questions in your caption!



IN THIS CHART WE CAN SEE A RELATIONSHIP BETWEEN # OF QUESTION MARKS AND COMMENTS. THE COMBO OF THIS CHART AND OUR REGRESSION RESULTS IS EVIDENCE ENOUGH THAT QUESTIONS MIGHT DIRECTLY LEAD TO ENGAGEMENT!



WHILE DIFFICULT TO OBSERVE IN THIS SCATTERPLOT, THERE IS A SLIGHT INCREASE IN COMMENTS DEPENDING ON POST CAPTION LENGTH... THE IMPACT MAY BE SMALL, BUT ANY INCREASE IN ENGAGEMENT COUNTS!



### CAPTION LENGTH



#### GO ON... AND ON!

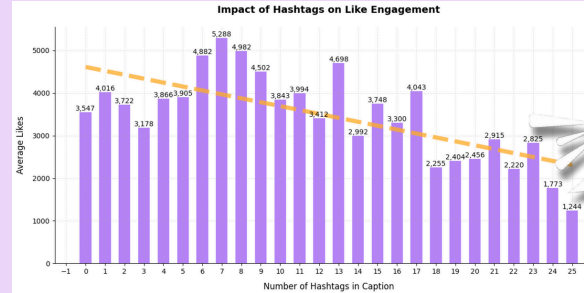
Our team found that posts with **captions** that were **longer in length** saw an overall **increase** in macro-influencer **comments** (+0.098 standard deviations per standard deviation increase in exclamation points,  $p < 0.001$ ). No need to worry about being concise... perhaps longer captions inspire your followers to respond in the comments!

### HASHTAGS



#### WARNING

We found that the **number of hashtags** in the post caption had a significant **negative affect** on macro-influencers **likes** (-0.091 standard deviations per standard deviation increase in exclamation points,  $p < 0.001$ ). The number of **popular hashtags** used in the post had a **negative affect** on likes, just **not statistically significant**. Who even needs hashtags? Seems like you don't!



Of course, just like anything, hashtags are ok in moderation, but based on both the regression results and this chart, we'd say keep 'em to a minimum! 🌟