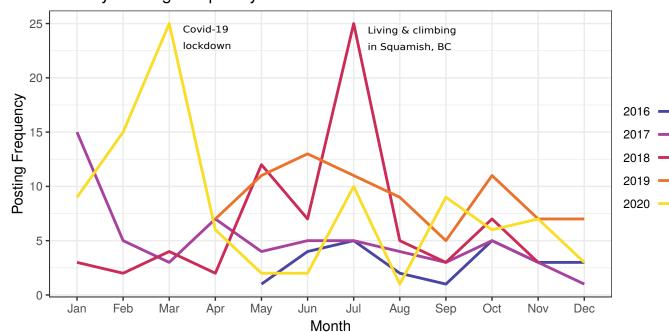
# **Instagram Insights**

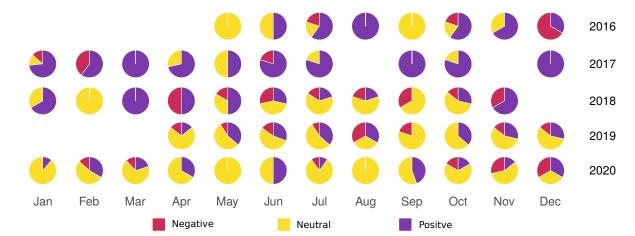


#### Monthly Posting Frequency Each Year



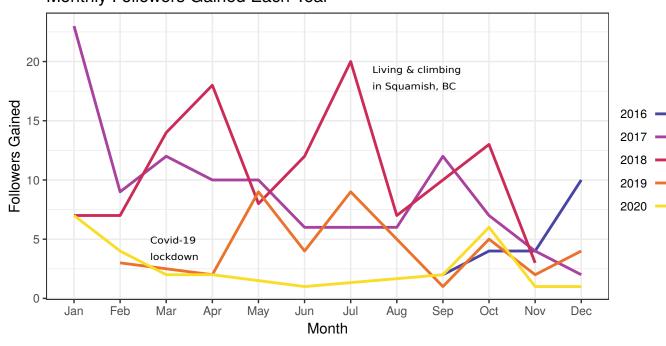
My relationship with Instagram has diminished since I first joined in May of 2016 but I have always used the platform as a means of documenting my passion for rock climbing. We can see two notable spikes in posting frequency that are directly related to life events. The first being the Covid-19 lock-down in March, 2020 and the other being July of 2018 when I was living and climbing in Squamish, BC. Another area of note is the lack of data from January through March of 2019 when I was rafting through the Grand Canyon and taking a break from social media.

### Monthly Posting Sentiment Each Year



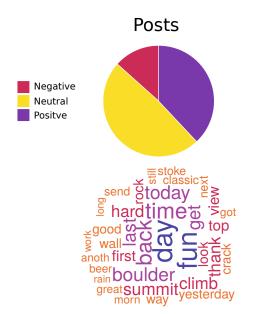
There are no striking patterns present in my monthly posting sentiment if we examine it on a per month basis. However, it does seem that my overall sentiment becomes proportionally more neutral over the years. I think that since I do not post frequently the sample size is not very robust and I also think that my sarcastic sense of humor might be skewing the results more negative at times. This leads me to question the accuracy but I still think the data is insightful.

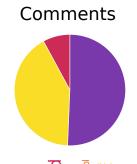
#### Monthly Followers Gained Each Year



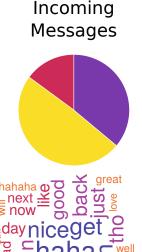
Comparing this figure to the posting frequency figure we can see that there is generally a positive correlation between the frequency of my posting and new followers gained in that same month. This relationship looks to be more pronounced in the years 2018 and 2017 when I was still using hashtags and thus likely reaching a larger audience. The correlation between posting frequency and notably breaks followers gained down for March of 2020 during lockdown, probably because I was mostly posting stories for only my current friends to see.

## Overall Sentiment Analysis by Category

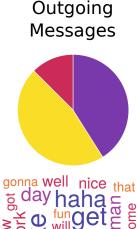












gonna well nice that
to day haha use
to day haha use
to day haha
to day
to day haha
to day

Each category shows a similar distribution of sentiment but it is interesting that the proportion of positive sentiment is higher in the Comments category. This is reflected in the word cloud analysis which also shows some niche vocabulary, like "boulder" and "summit", specific to the climbing community. Instagram definitely knows this, as I have noticed that most of my advertisements are either climbing or outdoor related. Unfortunately, my advertising information was not part of the data Instagram provided me.