Edinburgh Food Project Social Media Analysis Report

March 2025

Executive Summary

This report analyzes Edinburgh Food Project's social media performance across Facebook and Instagram channels during July-August 2024. While engagement metrics show promising results with high conversion rates, there are significant opportunities to improve overall follower growth by increasing posting frequency and optimizing content strategy.
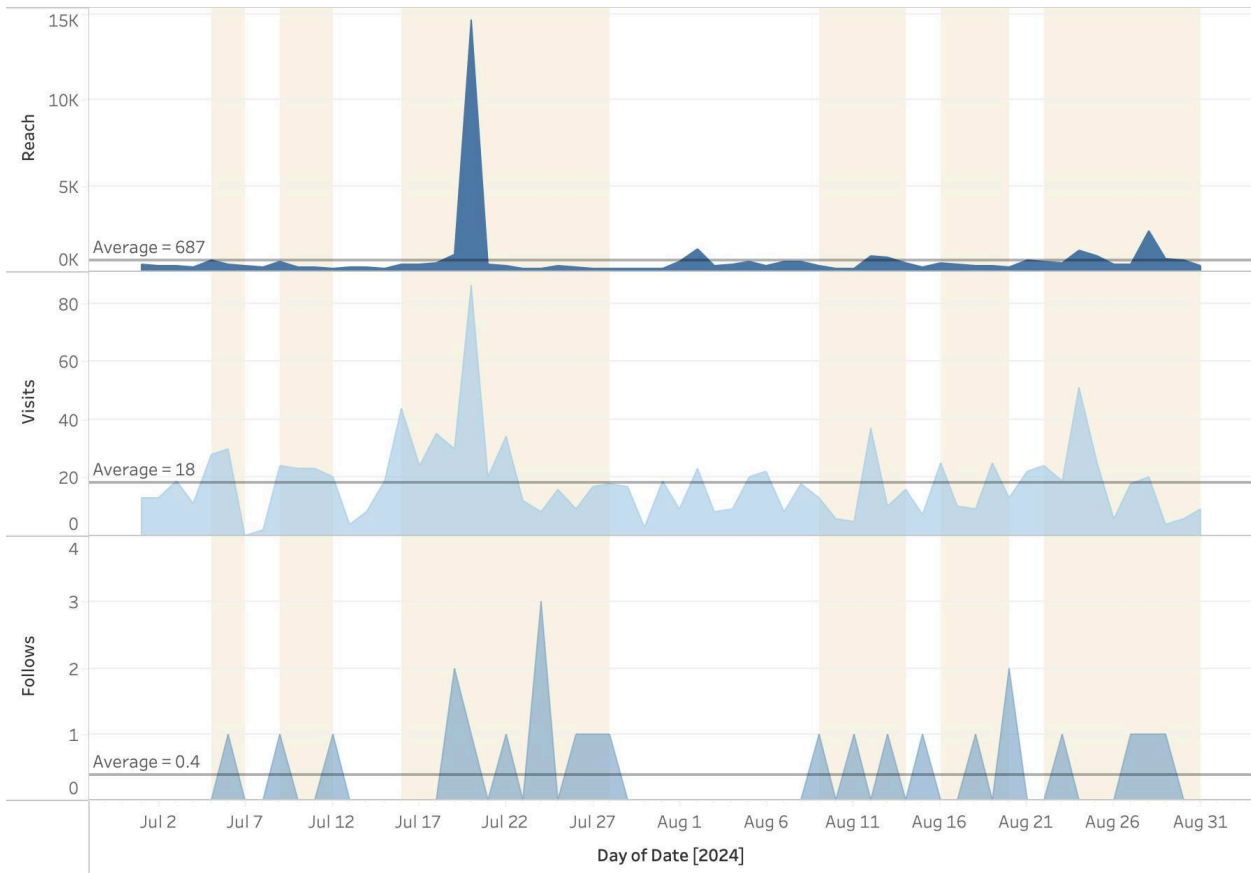
Facebook Performance Analysis

Engagement Metrics

- **Average Reach**: 687
- **Average Visits**: 18
- **Average Follows**: 0.4
- **Profile CTR** (Visits/Reach): 4.7%
- **Follower Conversion Rate** (Follow/Visits): 3.3%

Follower Growth

- **July New Followers**: 13 (0.36% growth)
- **August New Followers**: 11 (0.30% growth)
- **Total Growth**: 24 followers (0.66% overall)

Facebook Engagement Overview

Graph 1: Reach, visits and follows of Facebook page

Key Observations

1. **Strong Conversion Metrics**: The high CTR and follower conversion rates indicate content resonates well with audiences who encounter it.

2. **Limited Follower Growth**: Despite good engagement, overall follower growth remains modest, suggesting reach limitations.

3. **Posting Frequency Gaps**: Significant periods of inactivity between posts contribute to limited overall engagement.

4. **Consecutive Posting Benefits**: Analysis shows clusters of posts (July 16-19 and August 21-31) created synergistic effects with sustained engagement beyond individual post performance.
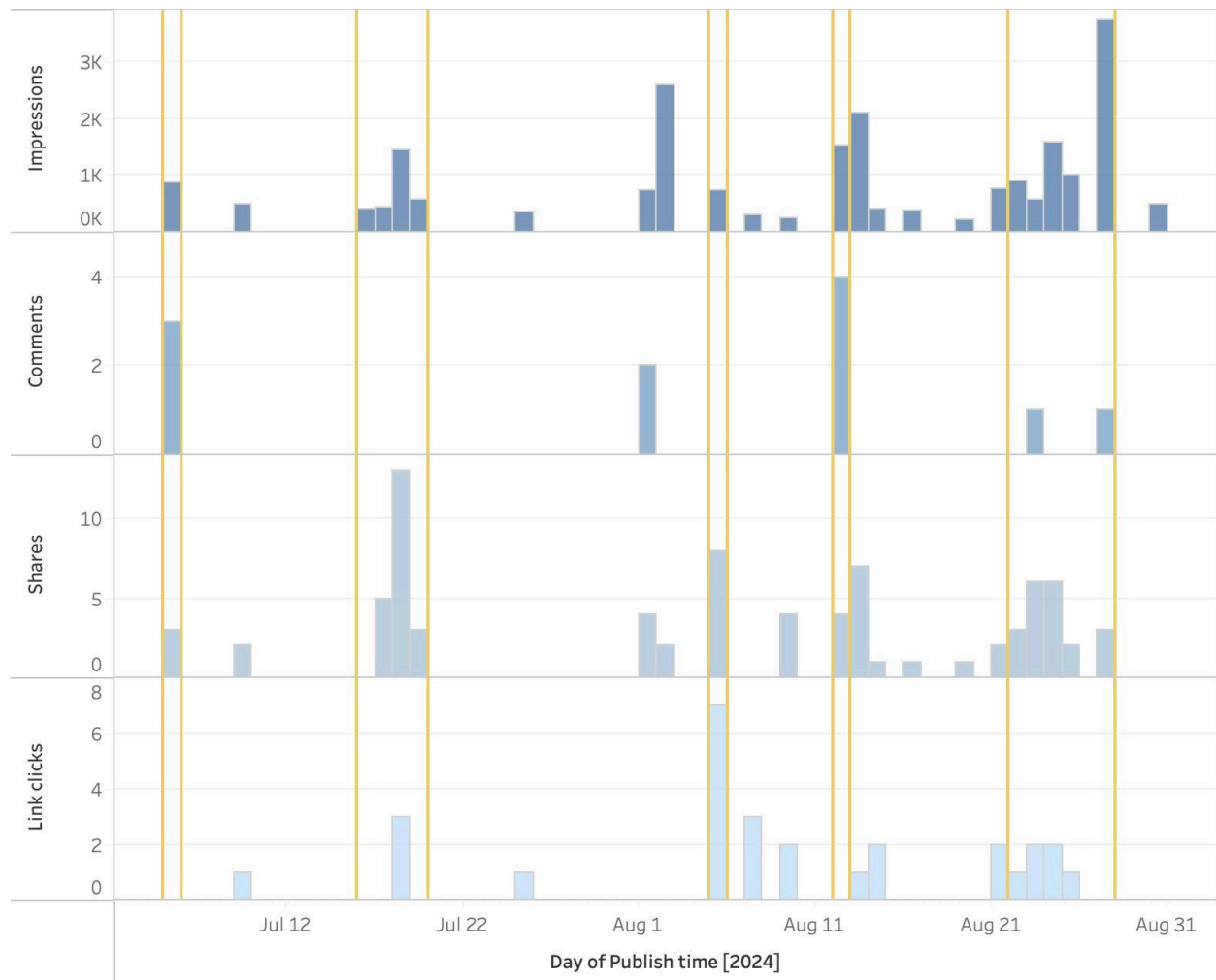
*Graph 2: individual impression and engagement of each facebook post*

5. **Content Optimization Opportunities**:

   ○ **Text Length**: Posts with 40-60 words generate highest engagement (current average is 20-40 words)
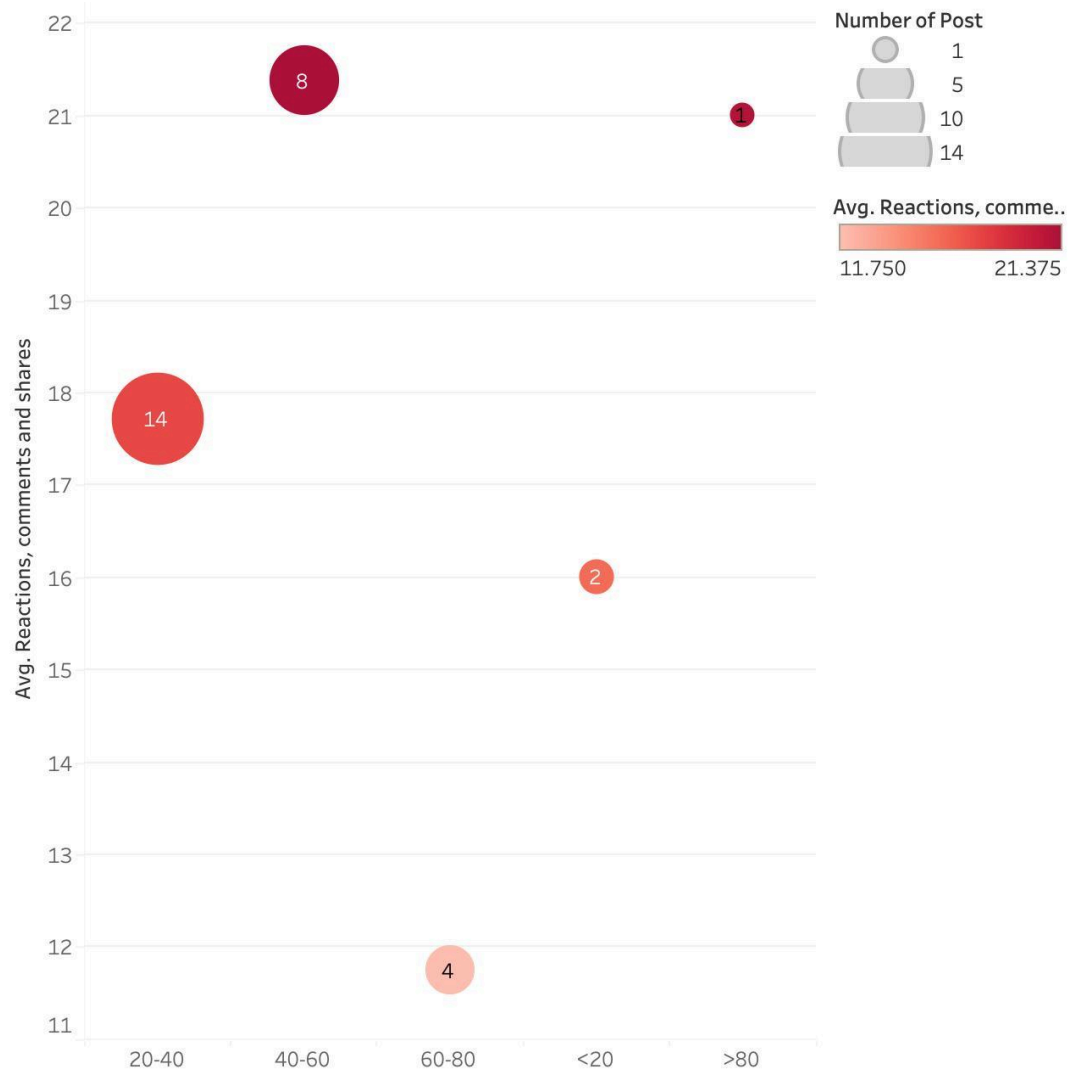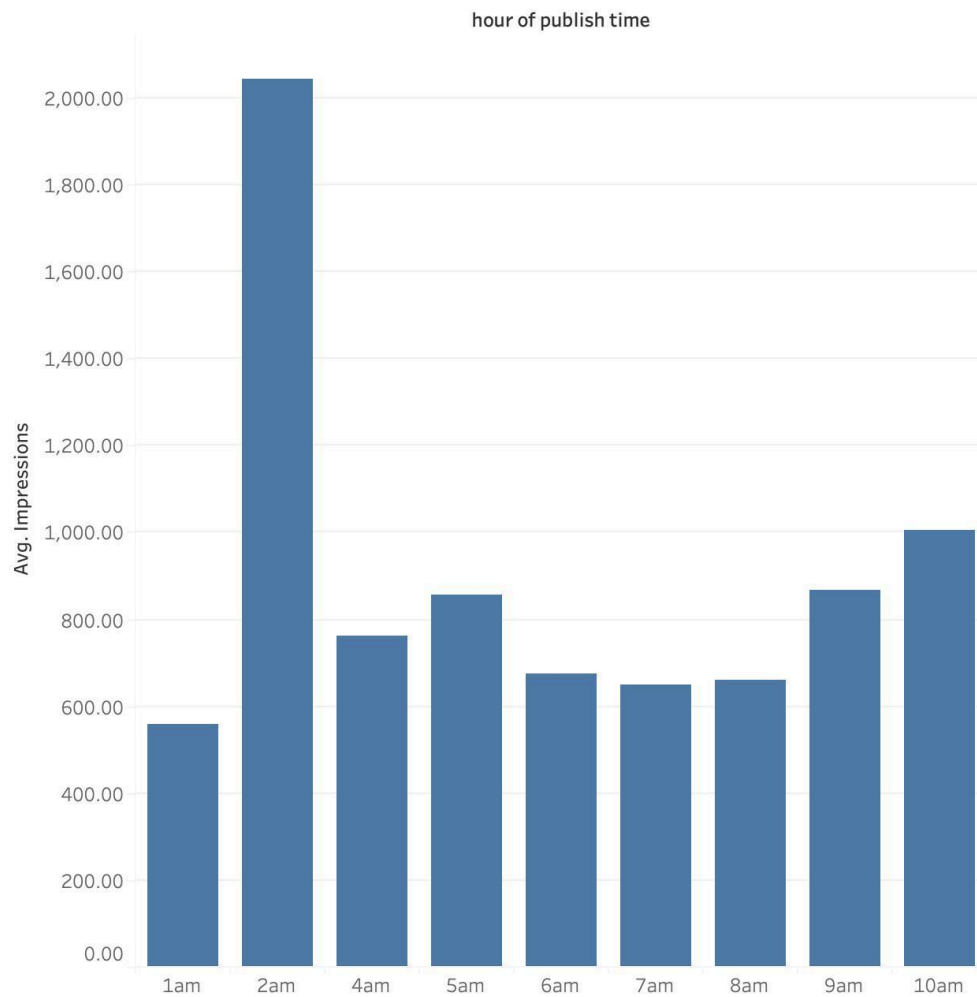

Graph 3: The effect of text length on engagement

○ **Emoji Usage**: No significant correlation between emoji count and engagement, though one emoji showed highest link clicks
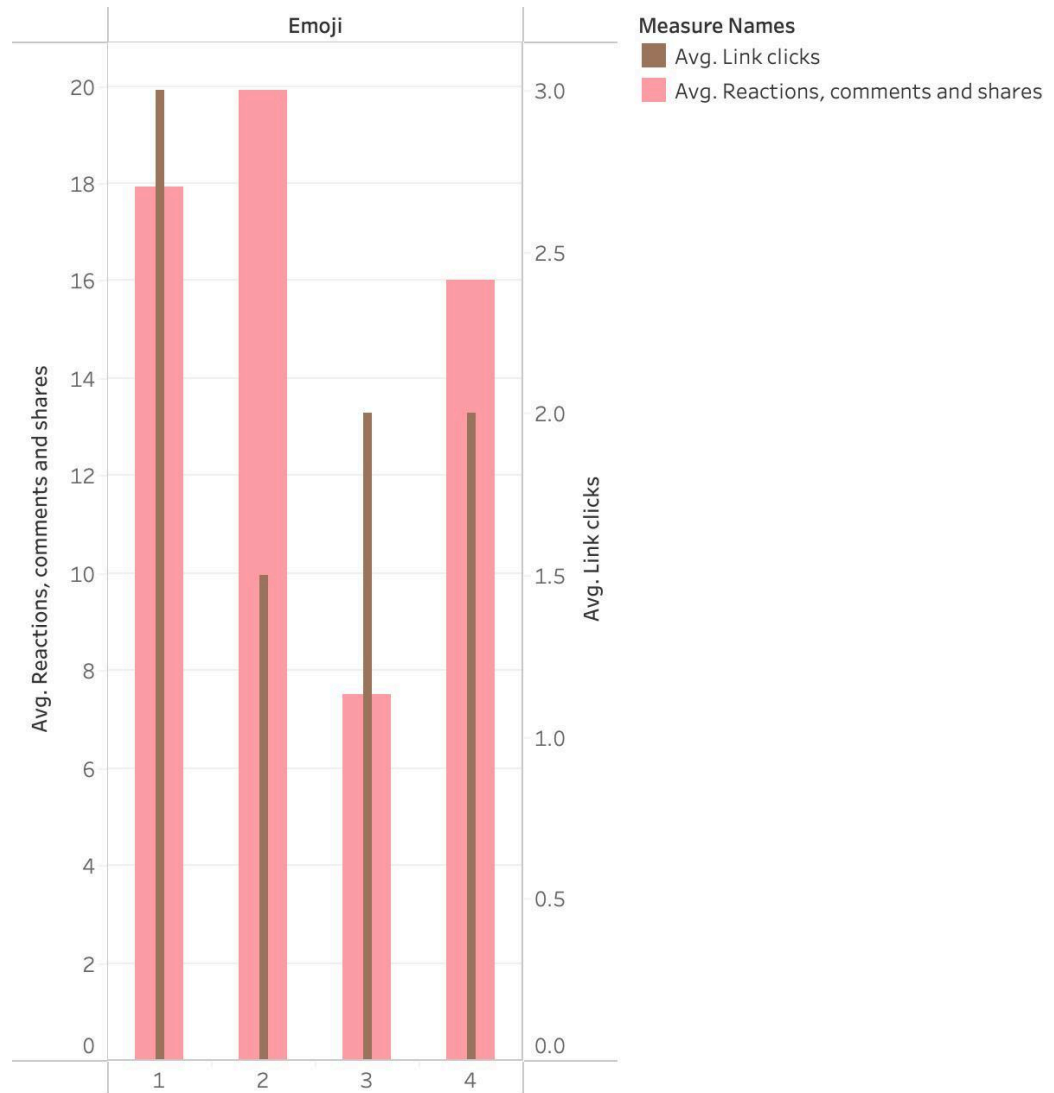
Graph 4: Number of Emoji and Average engagement

○ **Posting Time**: 2am appears optimal for maximizing impressions

Graph 5: Publish Time and average impression
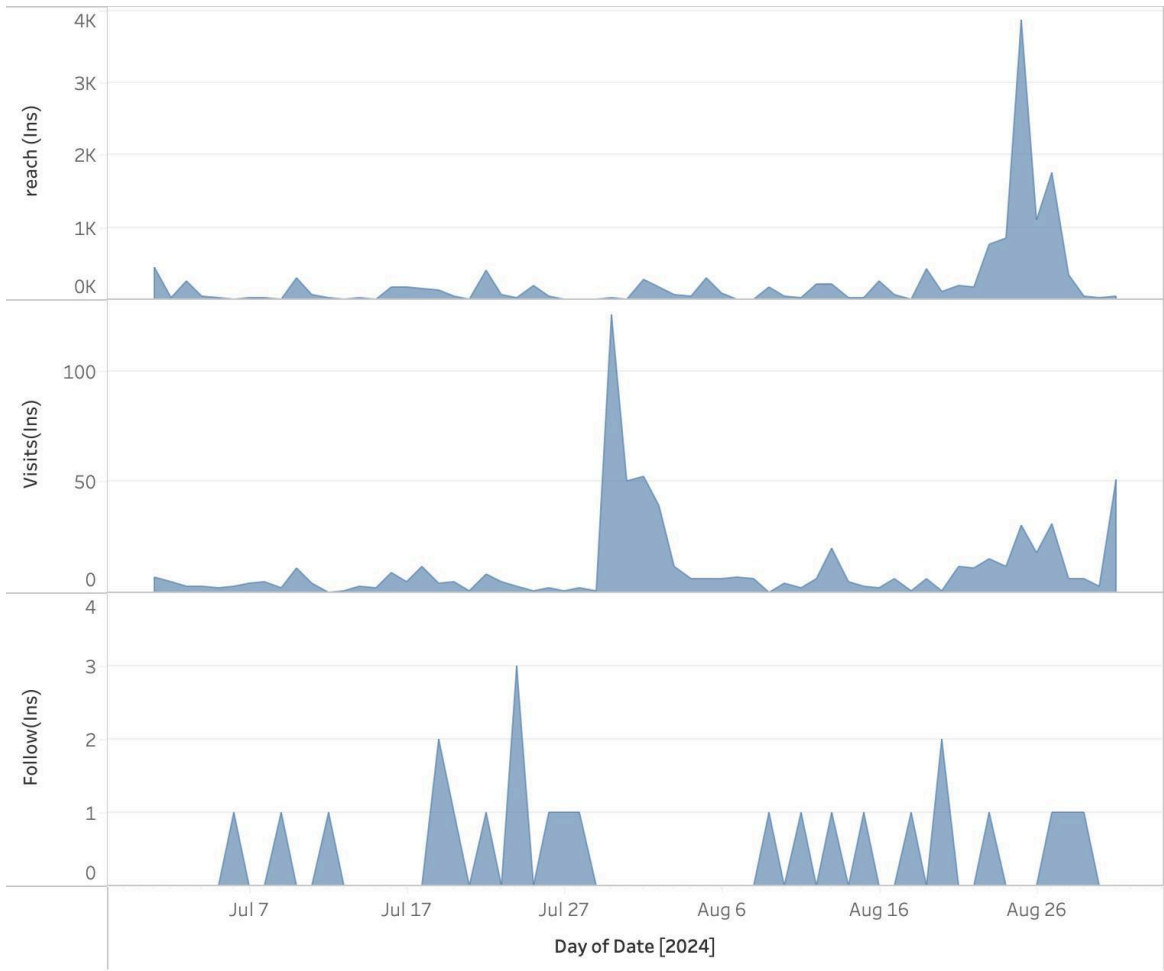
Instagram Performance Analysis

Engagement Metrics

- **Average Reach**: 229
- **Average Visits**: 11
- **Average Follows**: 0.4
- **Profile CTR** (Visits/Reach): 37%
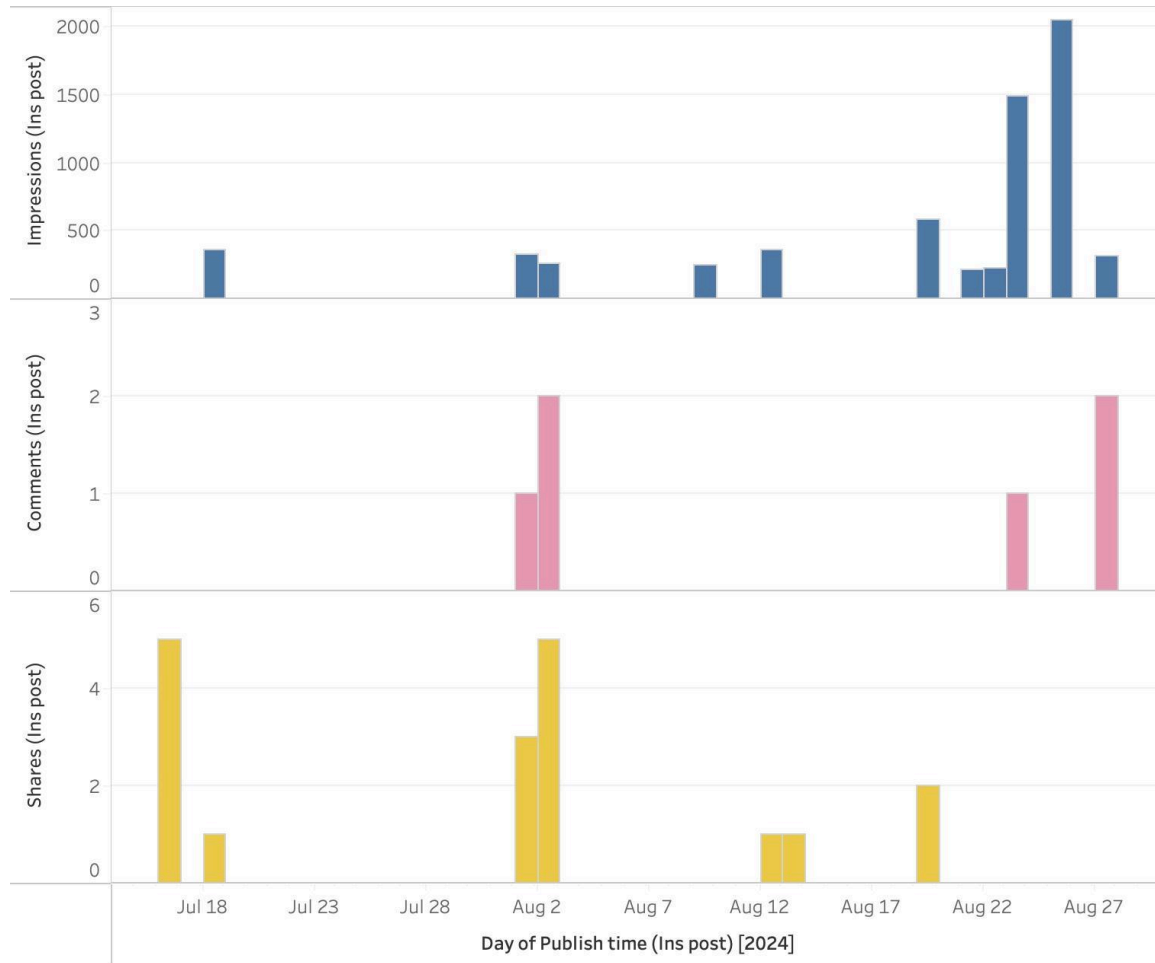- **Follower Conversion Rate** (Follow/Visits): 15%

Follower Growth

- **July New Followers**: 13 (0.75% growth)
- **August New Followers**: 11 (0.63% growth)
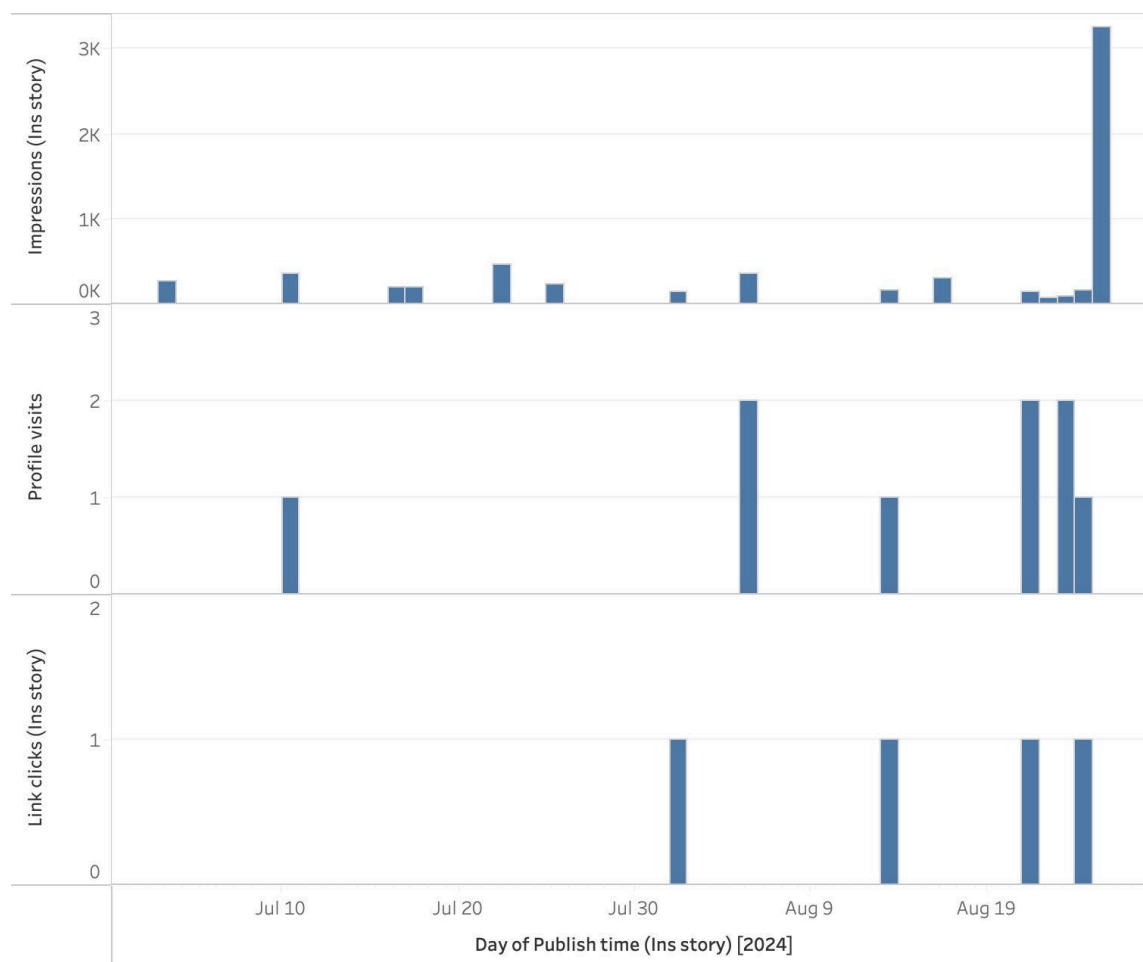- **Total Growth**: 24 followers (1.38% overall)

Instagram Engagement Overview

Graph 6: Reach, Visits and Follows of Instagram Account

Graph 7: Engagement metrics on Instagram Posts
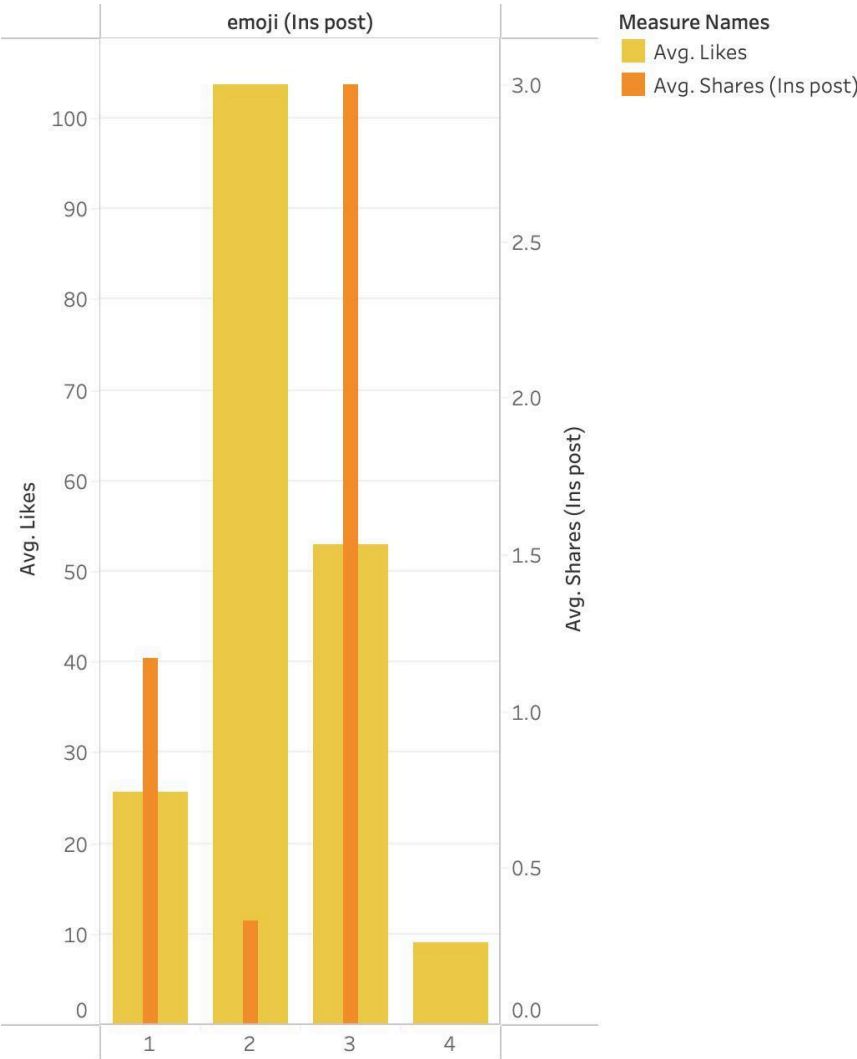
Graph 8: Engagement metrics on Instagram Stories

Key Observations

1. **High Conversion Rates**: Instagram shows exceptionally strong CTR (37%) and follower conversion (15%), significantly outperforming Facebook metrics.
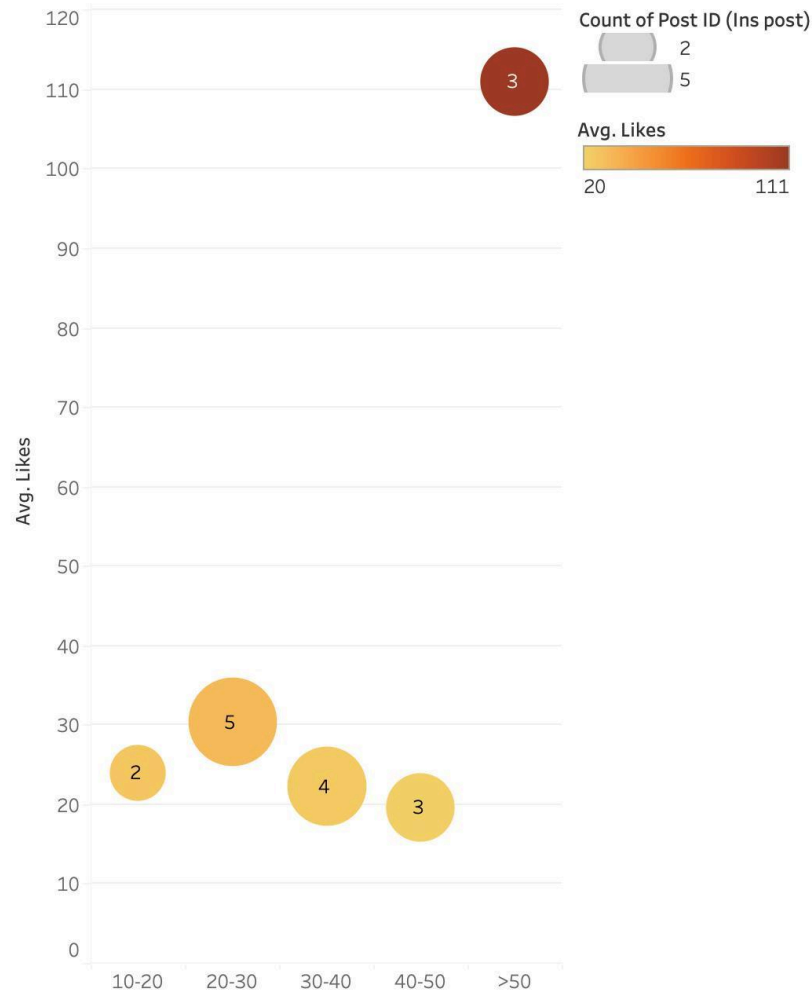
2. **Content Optimization Insights**:

   ○ **Emoji Usage**: Posts with 2-3 emojis generate best engagement

Graph 9: Instagram Emoji and Engagement

- ○ **Caption Length**: Longer captions (over 50 words) correlate with higher average likes

Graph 10: Text length of instagram post and engagement

- ○ **Peak Engagement Periods**: Notable engagement spikes occurred around July 30 and August 25
3. **Similar Growth Pattern**: Despite stronger engagement metrics, Instagram shows follower growth patterns similar to Facebook.

Comparative Analysis

	Facebook	Instagram
Profile CTR	4.7%	37%
Follower Conversion Rate	3.3%	15%
Overall Follower Growth	0.66%	1.38%
Optimal Text Length	40-60 words	>50 words
Optimal Emoji Usage	1 emoji	2-3 emojis

Recommendations

Based on the analysis, we recommend the following strategies to improve Edinburgh Food Project's social media performance:

For Both Platforms

1. **Increase Posting Frequency**: Eliminate gaps between active periods to maintain consistent engagement.
2. **Implement Consecutive Posting Strategy**: Schedule clusters of related content to capitalize on the observed synergy effect.
3. **Expand Content Reach**: Consider modest budget allocation for boosting high-performing posts to reach wider audiences.

Facebook-Specific

1. **Optimize Text Length**: Aim for 40-60 words per post to maximize engagement.
2. **Strategic Posting Time**: Test more posts at 2am (scheduled) to capitalize on higher impression potential.
3. **Maintain Minimal Emoji Usage**: Limit to one emoji per post for optimal link clicks.

Instagram-Specific

1. **Expand Caption Length**: Develop longer captions (>50 words) with meaningful content.
2. **Optimize Emoji Usage**: Include 2-3 relevant emojis in Instagram posts.
3. **Stories Optimization**: Increase story frequency during periods showing highest engagement.

Conclusion

Edinburgh Food Project's social media content demonstrates strong engagement metrics with audiences who encounter it. The primary growth limitation appears to be reach rather than content quality. By implementing more consistent posting schedules, optimizing content based on platform-specific insights, and strategically expanding content reach, significant improvements in follower growth and overall engagement can be achieved.

This analysis is based on data from July-August 2024 and should be revisited regularly to adjust strategy based on evolving patterns.