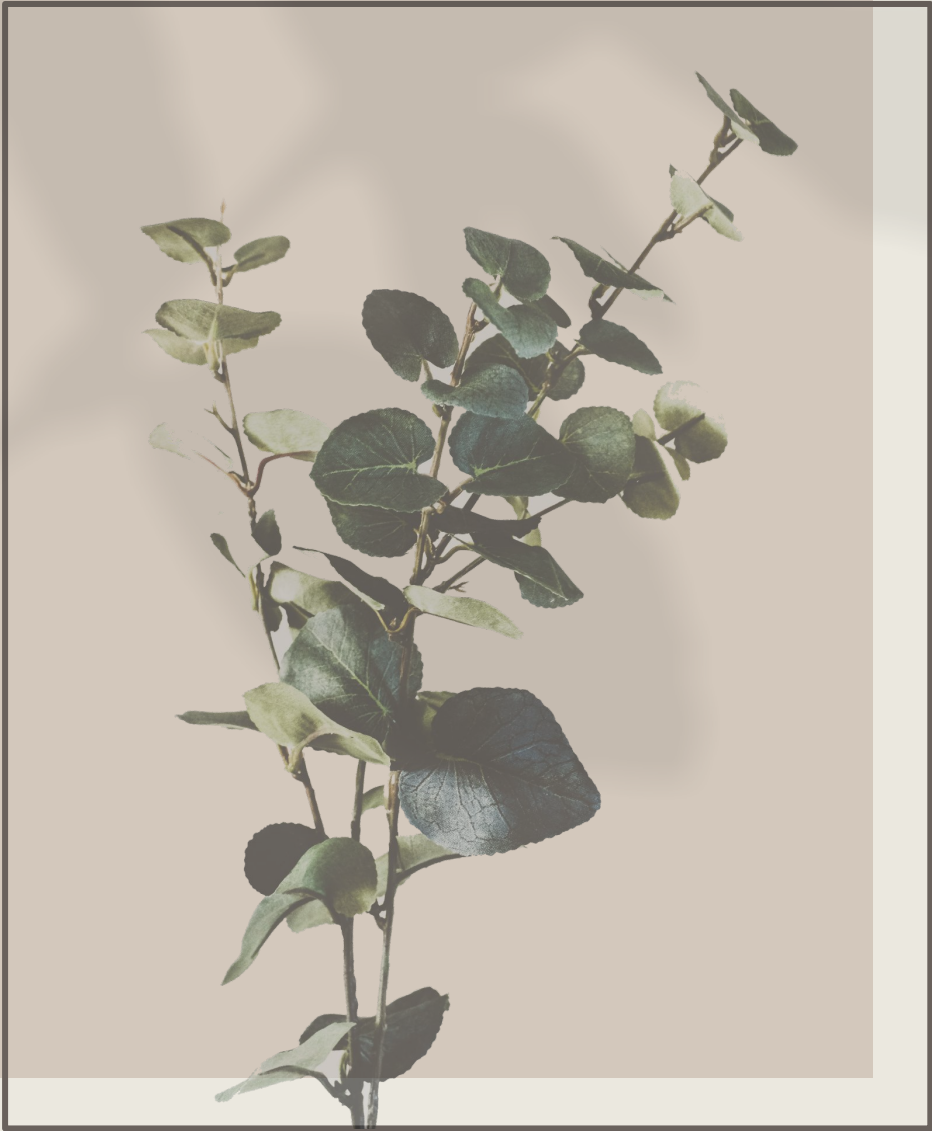




StylingU

Final Report

Jasmine, Madison, Ashliegh, Briana

Project SMART Goals

S

Increase brand awareness and engagement across all platforms.

M

Increase followers, engagements, and reach by 5% in eight weeks.

A

We'd achieve this by maintaining our consistent posting schedule while coming up with fresh weekly content ideas (incorporating CTA).

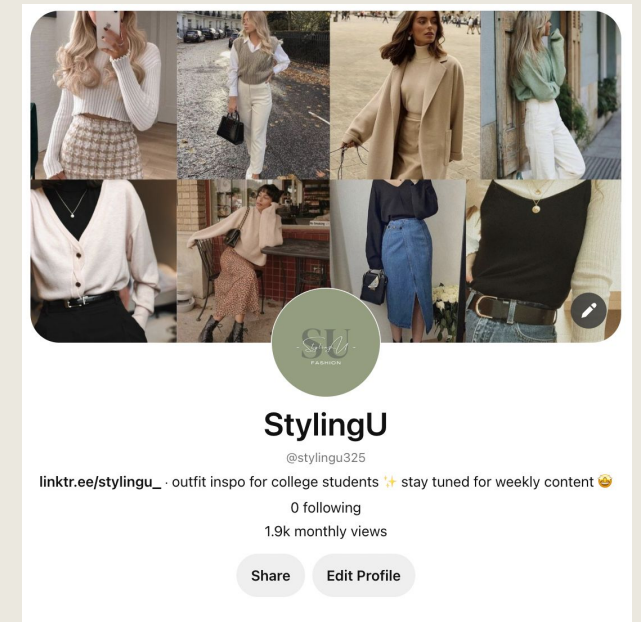
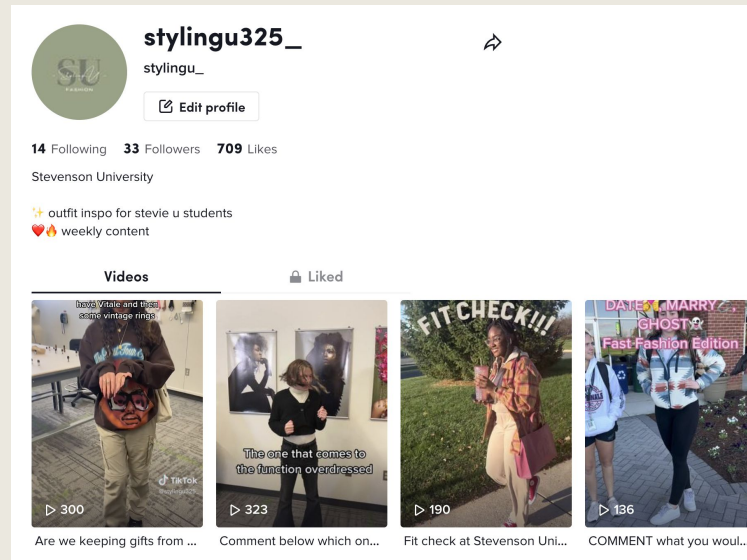
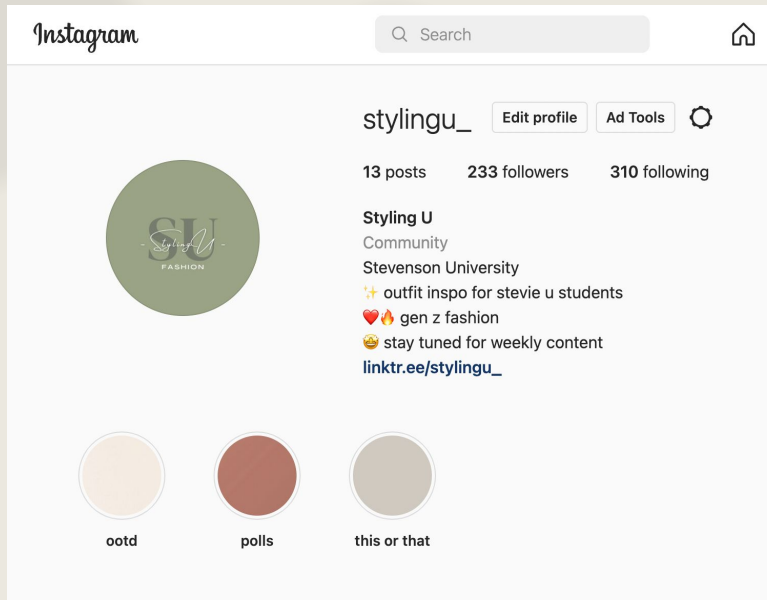
R

Goals are realistic due to the given time frame and our amazing content managers.

T

Reach this goal by the end of eight weeks.

Platforms Overview



Instagram

Followers: 233

Total Posts: 28

TikTok

Followers: 33

Total Posts: 23

Pinterest

Monthly Views: 1.93k

Total Posts: 23

Strategies & Tactics

- Follow and DM Stevenson students
- Incorporate call to actions
- Experiment with new types of content
- Maintain a consistent content schedule
- Posting at different times

Over time, these tactics proved to work effectively on all platforms.

- We noticed different times worked better on each platform. For instance, TikToks would have better performance when posted at night & when we increase our posts per week.
- Experimenting with different types of content posts worked well in our favor. Creating Idea Pins, TikTok Carousels, and IG stories/reels was effective.
- The most engaging posts on Instagram had some form of CTA in regular posts and stories. Follower participation allowed us to build a niche community.
- Our direct messaging tactic for Instagram allowed us to build a personal feedback loop with our followers.
- Starting with a consistent content schedule helped a lot in the initiating phase of our platform. People knew what to expect for the week.

Outcomes

Successes...

Instagram

IG proved to be the most successful platform. It enables various creator tools (photos, stories, reels, videos, polls, etc.). Besides useful content creation, IG enabled us to reach to our audience and other influencers related to the brand via DM, hashtags, and mentions.

Overview

You gained **229** more followers compared to Jun 9 - Sep 6.

Accounts reached	1,126	>
Accounts engaged	222	>
Total followers	233	>
	+5,725%	

Challenges...

Pinterest

We needed help figuring out why our Pinterest account was suspended in weeks 5 & 6 and why Pinterest erased our followers. Thus, we still need to meet this platform's goals since we had to start from zero again.

TikTok

A few obstacles included a drastic decrease in views after weeks 1 & 2. Nonetheless, our TikTok is growing again, slowly but surely, with the help of varied content, posting more times a week, and following trends.

Recommendations

If StylingU continues, I'd recommend we take over Instagram but not sleep on TikTok since it's a rapidly growing platform that caters to our community.

I'd recommend creating monthly content calendars, building a library of digital assets, and maintaining measurable goals and KPIs.

stylingu_ 9+



13
Posts

223
Followers

302
Following

Styling U

Community

Stevenson University

✨ outfit inspo for stevie u students

💖 gen z fashion

😊 stay tuned for weekly content

linktr.ee/stylingu_

Professional dashboard

643 accounts reached in the last 30 days.

Edit profile



ootd



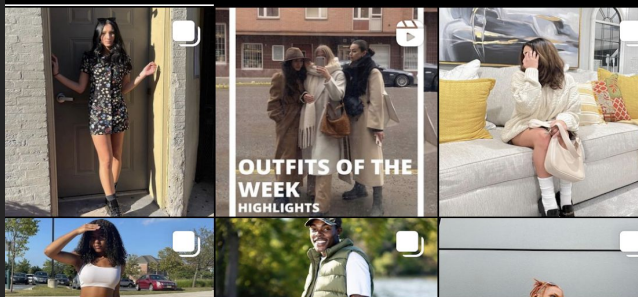
polls



this or that



New



Instagram



Best Performing



Post: Wed Nov16

Reach- 244

Impressions- 321

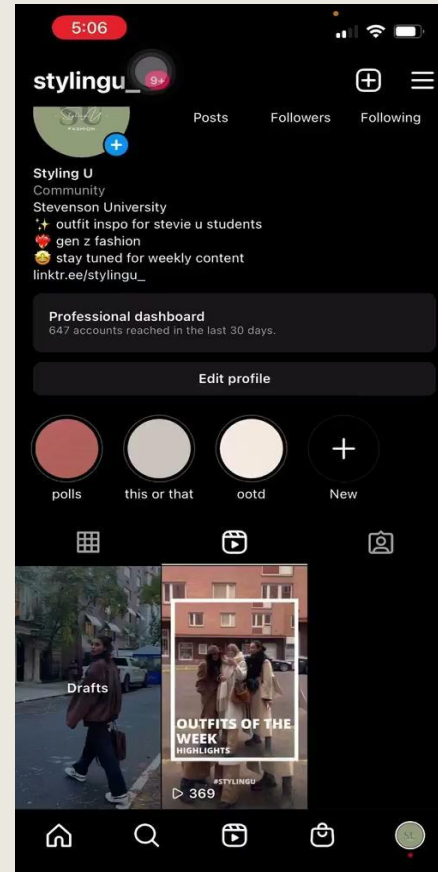
Engagement- 84

Likes- 82

Shares- 1

Comments- 8

Saves - 1



Reel: Sun Nov. 23

Reach- 292

Impressions- 337

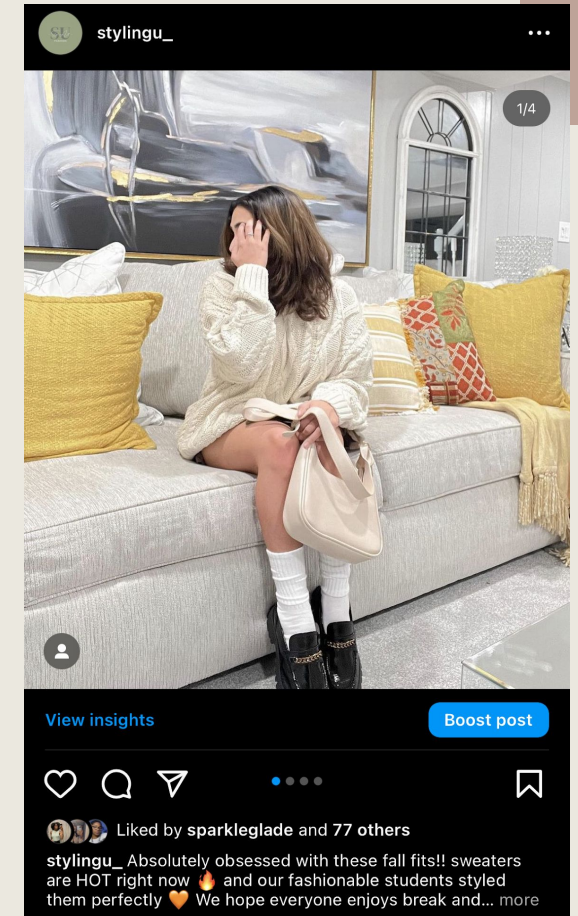
Engagement- 66

Likes- 64

Shares- 1

Comments- 1

Saves- 1



Post: Wed Nov. 23

Reach- 214

Impressions- 298

Engagement- 79

Likes- 78

Shares- 1

Comments- 0

Saves- 1

Top Stories



Insta Poll: Friday Nov 18

Reach- 131

Impressions- 133

Engagement- 58

Likes- 1

Shares- n/a

Comments- n/a

Saves- n/a



Question Box (story):

Monday Nov 21

Reach- 124

Impressions- 125

Engagement- 7

Likes- 0

Shares- n/a

Comments- n/a

Saves- n/a

Least Engaging



Post: Sun Nov 30

Reach- 197

Impressions- 247

Engagement- 67

Likes- 66

Shares- n/a

Comments- 0

Saves- 2



Question Box (story): Monday Nov 14

Reach- 85

Impressions- 92

Engagement- 9

Likes- 2

Shares- 0

Comments- 0

Saves- 0



Story: Wed Nov 16

Reach - 121

Impressions- 126

Engagement- n/a

Likes- 7

Shares- n/a

Comments- n/a

Saves- n/a

Findings

Current Followers: 227

Overview:

Reach- 494

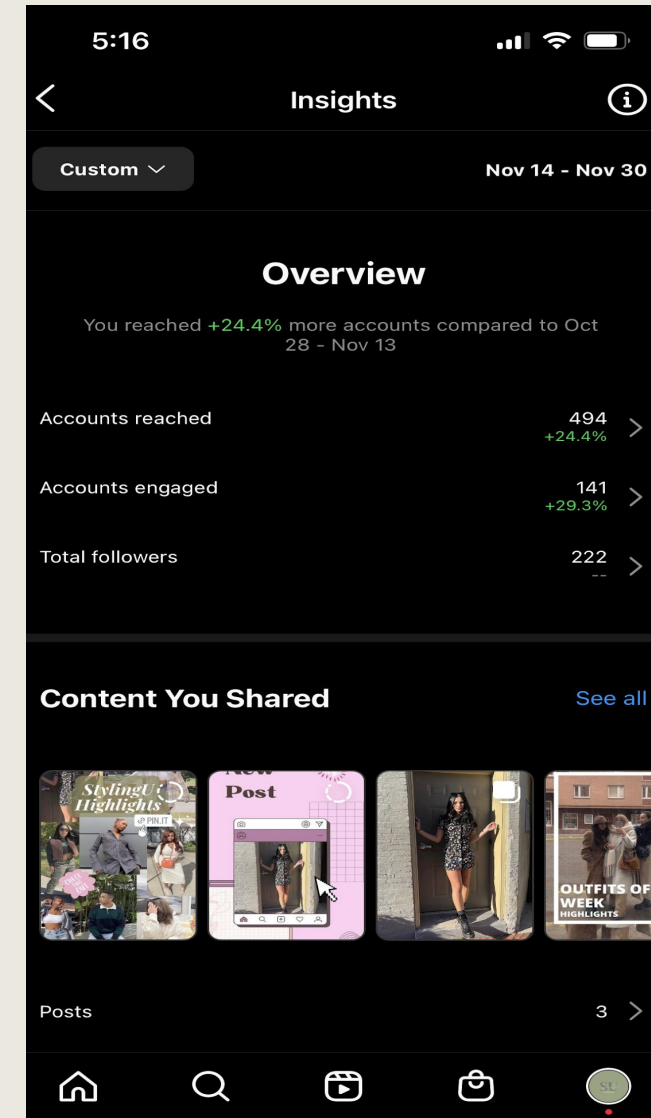
Engagement- 141

Gender

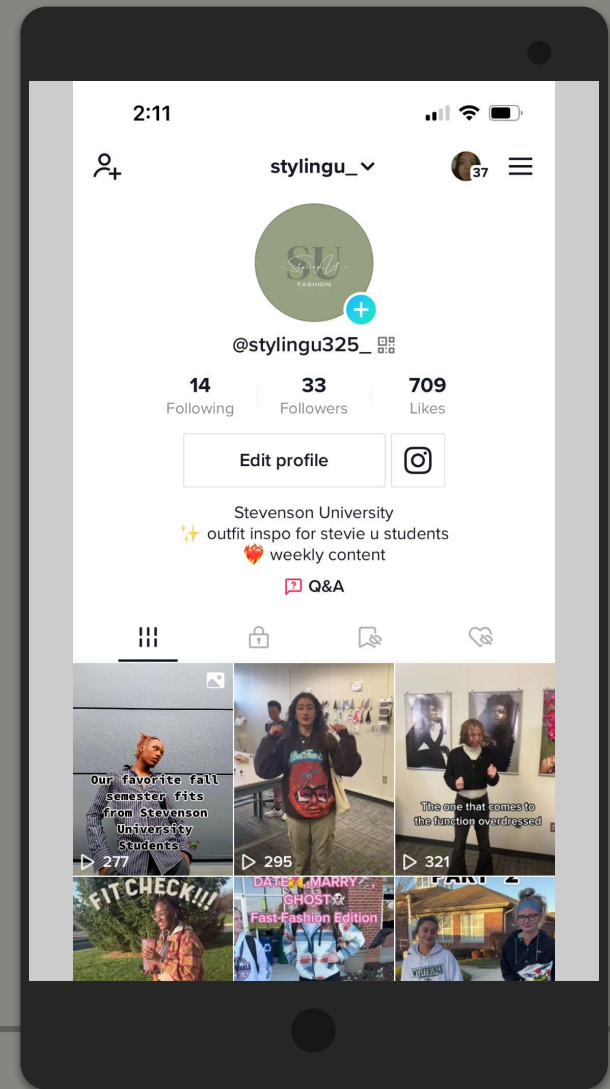
82% women 17.9% Men

New Tactic = Reels do VERY well! I would definitely do more of these in the future.

Of the 3 platforms I used, I believe **INSTAGRAM** was the platform that worked best for us because it is the most effective for engaging a wide audience, connects with our followers, lets us get creative and mix it up with their many interactive tools, and our target market is mostly on instagram which allows them the easiest way to view our content.



TikTok



Best Posts



Friday, 11/18/22 2:21 PM

- Likes: 25
- Comments: 0
- Shares: 0
- Saves: 3
- Reach: 291
- Views/Impressions: 315



Monday, 11/21/22 6:07 PM

- Likes: 21
- Comments: 0
- Shares: 0
- Saves: 0
- Reach: 270
- Views/Impressions: 282



Wednesday 11/16/22 4:06 PM

- Likes: 24
- Comments: 0
- Shares: 4
- Saves: 0
- Reach: 151
- Views/Impressions: 178

Worst Posts



Tuesday, 11/30/22 7:59 PM

- Likes: 9
- Comments: 0
- Shares: 0
- Saves: 1
- Reach: 261
- Views/Impressions: 277

[Photo carousel link](#)



Monday, 11/14/22 10:36 PM

- Likes: 8
- Comments: 0
- Shares: 0
- Saves: 0
- Reach: 111
- Views/Impressions 126:

Takeaways

- Posting more consistently is rewarded
- Incorporating current trends perform well
- Always use popular sounds
- Have actual people in videos

Overview ▾

Engagement

[Download data](#)[Last 7 days](#)[Last 28 days](#)[Last 60 days](#)[Nov 14 - Nov 30 ▾](#)

Video views

2,481**-854 (-25.61%) ↓**

Profile views

124**-19 (-13.29%) ↓**

Likes

110**-166 (-60.14%) ↓**

Comments

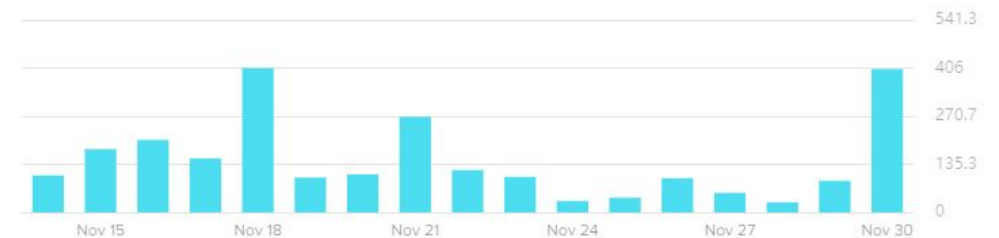
0**-5 (-100%) ↓**

Shares

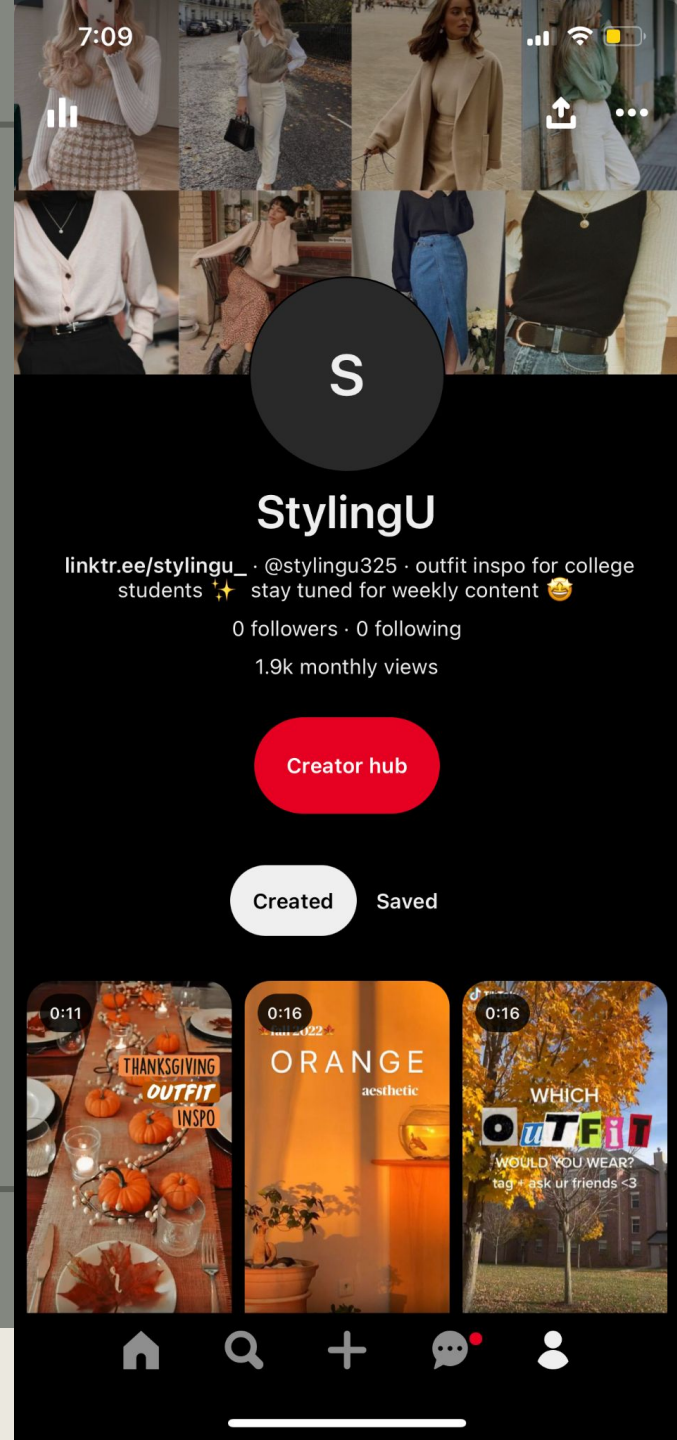
22**+0 (+0%)**

Video views ⓘ

Nov 14 - Nov 30



Pinterest



Best Posts



Monday 11/21- 11 PM

Followers to date: 1
Outbound Clicks: 0
Impressions: 102
Saves: 0
Likes: 1
Comments: 0
Pin Clicks: 4



Monday 11/14- 10 PM

Followers to date: 0
Outbound Clicks: 0
Impressions: 28
Saves: 0
Likes: 0
Comments: 0
Pin Clicks: 9



Thursday 11/17- 12:45 PM

Followers to date: 0
Outbound Clicks: 0
Impressions: 40
Saves: 0
Likes: 0
Comments: 0
Pin Clicks: 4

Worst Posts



Wednesday 11/30- 10:30 PM

Followers to date: 1
Outbound Clicks: 0
Impressions: 10
Saves: 0
Likes: 0
Comments: 0
Pin Clicks: 6



Friday 11/18- 3:30 PM

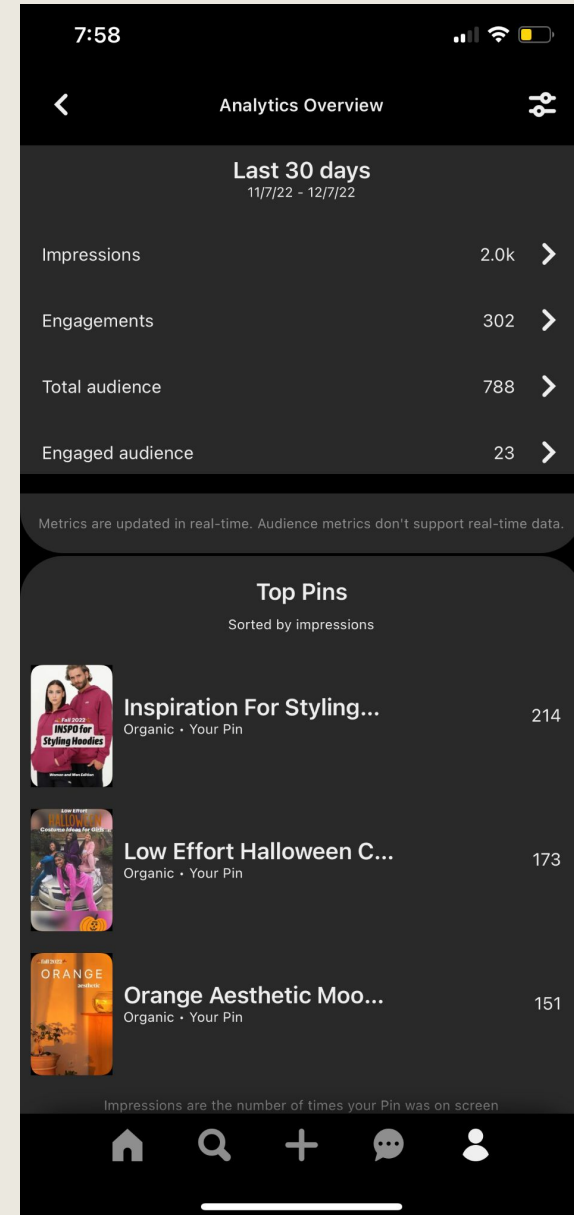
Followers to date: 0
Outbound Clicks: 0
Impressions: 15
Saves: 0
Likes: 0
Comments: 0
Pin Clicks: 6

Findings

Current Followers: 1
Impressions: 2.0K
Engagements: 302
Total Audience: 788
Engaged Audience: 23

New Tactic = Incorporated more Stevenson content into the Pinterest posts.

Instagram was the platform that worked the best for me. It was easiest to navigate and the analytics were also readily accessible. StylingU had the most followers on the Instagram and the most engagement. When walking around campus, I would hear students organically talk about our account and this is the platform that was featured in the SU Villager article.





thank you! —

Do you have any questions?

stylingu325@gmail.com