

DIGITAL ENTERPRISE PROJECT



The Art of Food

@THEARTOFFOODDD

PREPARED BY
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VISION STATEMENT

Creating a fun space for every day college students to share the creative food they craft in the kitchen.

CONTENT BREAKDOWN

8 Posts + 4 Stories = 12 Total Posts

Each picture was aimed to be taken from the same angle, as well as edited with the same filter in order to display a cohesive theme and aesthetic across the profile.



KEY PERFORMANCE INDICATORS

November 24 - December 10

898

Total Impressions

53

Total Followers

100

Total Likes

179

Total Story Views



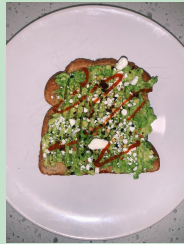
Top Performing Post

DECEMBER 5 AT 6:23PM

This post was the top performing post based on impressions and reach. It received a total of 92 impressions and had a reach of 81 accounts. In addition, it also received 13 likes. These likes were also from an account with 10k+ followers (@bananecek) and from two Trader Joe's based accounts with one having over 20k followers (@traderjoescravings) and another with nearly 60k followers (@howtotraderjoe).

NOTABLE INTERACTIONS (COMMENTS)

This post received 3 total comments. One of the comments was from an account with nearly 41k followers (@chef.koch.rocks).



NOTABLE INTERACTIONS (LIKES)

Top Accounts Who Liked Posts:

- @howtotraderjoe (58.1k Followers) - 2 Posts
- @heathotsauceshop (14.3k Followers) - 2 Posts
- @chef.koch.rocks (40.8k Followers) - 1 Post
- @traderjoescravings (23.5k Followers) - 1 Post
- @trainer_pam (12.2k Followers) - 1 Post

BEST TIMES TO POST

Based on likes received at certain post times.

