

Netflix Social Media Analytics

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Abstract

This study took a closer look at how Netflix uses Instagram to keep audiences engaged and part of the larger conversation around its content. Over three months, we analyzed 252 posts and compared Netflix's strategy to Hulu and Max to see what stood out. What became clear is that Netflix leans heavily into short-form video, quick promotional announcements, and humor, especially through Reels, which consistently delivered the highest engagement. Audience sentiment toward Netflix was overwhelmingly positive, showing just how well their mix of entertainment and emotion resonates with fans. At the same time, Netflix featured talent less than Hulu and didn't match the cinematic polish that Max brings to its visuals. Altogether, the study suggests that while Netflix is strong in cultural relevance and day-to-day interaction, there's room to grow by incorporating more storytelling, influencer involvement, and visually elevated content alongside the short-form clips that already perform so well.

Overview

Netflix is a household name in streaming, with over 270 million subscribers worldwide. It started back in 1997 as a DVD rental service but has since reinvented itself into one of the biggest entertainment companies. Today it is a global streaming company that is able to provide movies, TV series, documentaries and its own original programming to audiences in over 190 countries. Its mission is to offer high-quality, on-demand storytelling that can appeal to many diverse audiences. Since Netflix produces and distributes content across many different genres, it labels itself as a platform with "something for everyone" per their website, delivering convenient and personalized entertainment to viewers across the world.

Overall, Netflix's target audience is quite broad and diverse, spanning different age groups, backgrounds, interests, etc. The platform is most popular among teens, young adults, and millennials which happens to be the demographic that engages frequently with digital streaming platforms. It also appeals to families, international audiences and niche fan communities as it has a mix of mainstream television, original series, global titles and genre-specific programs. By offering content in various genres, languages and styles, Netflix is able to reach local and global audiences with relevant entertainment to each demographic.

Netflix consistently maintains a strong, multi-platform social media presence that is designed to promote content, engage audiences and maintain trends and relevance in today's world. The company is highly active on Instagram, X (formerly Twitter), Facebook and YouTube, using these platforms for different promotional purposes. Instagram and TikTok are used to display short clips, character moments, humor, and trending audios or memes to attract younger audiences; Twitter focuses on memes, witty comments and opportunities for fan interactions; Facebook reaches more older and international audiences with posts like trailers and localized content; and YouTube holds long-form promotional content including official trailers, interviews and behind-the-scenes content. Across all platforms, Netflix generates excitement around new releases, creates conversations with audiences, participates in trending topics and ultimately increases brand loyalty through consistent and creative engagement.

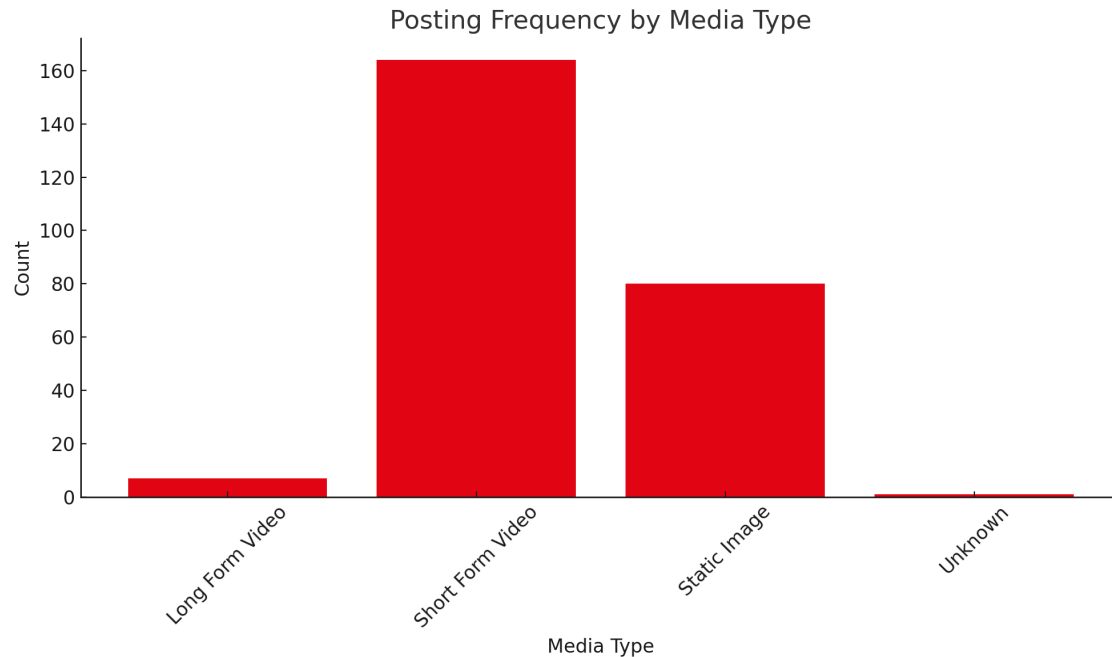
Social Media Audit

RQ1: Which types of Netflix content (trailers, memes, event clips, announcements (e.g., addition, deletion) or influencer collaborations) generate the highest engagement across platforms?

Netflix's Instagram presence over the past few months shows just how active and fast-paced their content strategy really is. During the analyzed timeframe, Netflix posted 252 times, which is a lot compared to most entertainment brands. They lean heavily into short-form video; Reels make up over 65% of everything they post, because quick clips are what Instagram pushes most in the algorithm. Static images still appear, but much less often, and long-form videos are rare. The overall impression is that Netflix wants to remain visible, stay relevant, and be in people's feeds as often as possible.

The engagement data backs this up. Posts that performed well in likes almost always performed well in comments too. This suggests that when Netflix hits the mark, it does so across the board. Short-form videos consistently outperformed image-heavy posts, which matches current Instagram trends. What's especially interesting is the role language plays. Posts with emotional or analytical captions, which are things that either spark feelings or get people thinking, tend to draw more interaction. Positive emotional language, in particular, has had some of the strongest correlations with overall engagement.

In terms of the content they're posting, Netflix mixes a variety of different content types, but announcements make up the largest chunk, nearly a quarter of all posts. These are your release dates, posters, new season drops, and big premieres. From there, they sprinkle in memes, behind-the-scenes clips, trailers, event highlights, and the occasional influencer or celebrity feature. Most posts have a promotional tone, which is understandable since Netflix is constantly releasing something new. But the platform also leans into humor and quick, entertaining moments to keep people interested. Sentiment-wise, audience reactions are overwhelmingly positive; about 97% of responses coded were positive, which says a lot about how well Netflix resonates with fans.



Overall, Netflix’s Instagram audit shows a brand that is consistent, fast-moving, and emotionally aware. Their best-performing content blends short-form video with humor, emotion, and recognizable talent. While purely promotional posts, though necessary, don’t resonate as much. This highlights opportunities for more emotionally-driven or fan-centered messaging in future campaigns.

Competitive Analysis

RQ1: How does Netflix’s engagement strategy compare to that of Max and Hulu in terms of tone, format, and interactivity?

When you compare Netflix to two of its biggest rivals, Hulu and Max (formerly HBO Max), some clear differences start to stand out. First, Netflix posts far more frequently than either competitor, which naturally keeps them more present in their audience’s daily scrolling routine. Hulu takes a more curated approach, focusing heavily on cast features, promotional assets, and

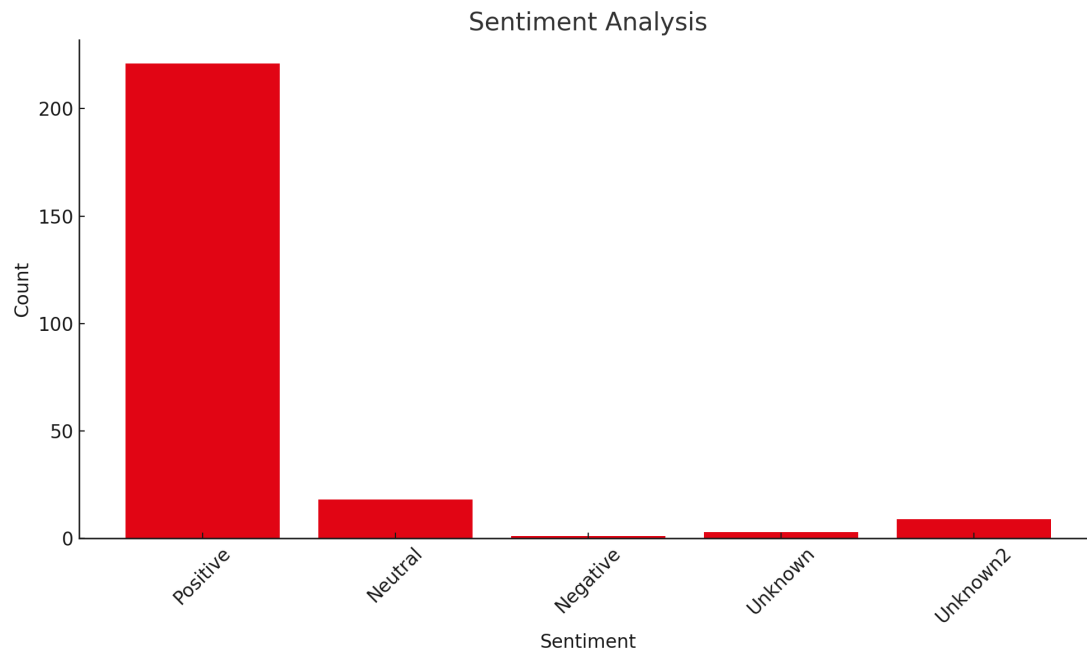
aesthetic stills. Max, on the other hand, leans almost cinematic, posting dramatic trailers and polished visuals that match the tone of their prestige programming.

Engagement-wise, Netflix has a noticeable edge. Their willingness to mix memes with emotional captions and short video clips gives them a wider cultural reach. Hulu and Max do well when they spotlight talent or release major show promos, but Netflix's strategy creates more everyday interaction, not just spikes around big releases. One thing that stands out is sentiment; Netflix's audience reactions skew overwhelmingly positive, much more than what's typically seen across entertainment brands. This makes Netflix especially competitive because positive sentiment often leads to more shares, saves, and algorithm boosts.

Where Netflix falls a bit behind is in consistently integrating talent. While about one-third of Netflix's posts feature influencers, actors, or celebrity partners, Hulu relies on cast moments far more heavily. While Netflix excels at humor, Max's cinematic identity gives them an advantage in long-form, dramatic storytelling, something Netflix doesn't utilize as often on social platforms.

Overall, Netflix's competitive position is strong. They're faster, more culturally aware, and more emotionally resonated with than most competitors. However, the comparison also highlights opportunities; adding more talent-driven content, such as Hulu, and occasionally leaning into the cinematic polish that Max is known for could further strengthen Netflix's strategy.

Sentiment Analysis



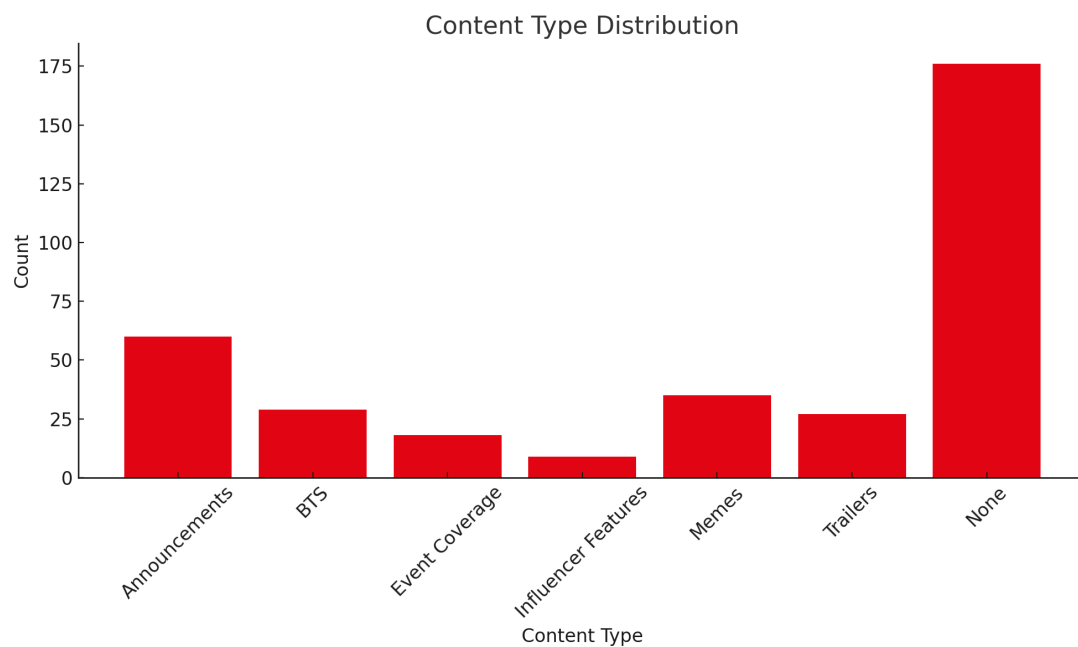
The sentiment analysis reveals an overwhelming positive trend in the collected data. Out of the 252 observed cases, 96.8% (244 cases) were classified as positive sentiment. This confirms the content's effectiveness in resonating in a positive way with the audience. This overwhelming positive validation from the central tendency measurements, with the mean sentiment score (1.03) and both the mode and median (1.00), also clusters around the positive indicator.

Opposing, the data also features zero or mixed sentiment (0.0%), suggesting a highly effective communication strategy that prevents unfavorable and conflicted emotional responses. The only other sentiment observed is a neutral trend accounting for 3.2% representing content that did not create any strong emotion but did not fall into the negative category.

Beyond audience sentiment, the analysis of the engagement metrics provides an understanding of audience behavior. A major finding is the strong positive correlation between likes and

comments, indicating that content that generates highly liked material also creates more discussion. The number of Comments shows two notable trends related to content features: a weak negative correlation with the number of media elements in a post, suggesting that posts with fewer images or videos are associated with a greater number of comments. Additionally, Comments show a weak positive correlation with word count (WC), implying that longer text may encourage more engagement or comments. This suggests that while sentiment is typically positive, the depth and type of engagement are influenced by the format and text features of a post.

Content Analysis



Looking closer at what Netflix posts and how well each type performs, a few patterns become clear. Their feed is packed with announcement-style content, making up almost 24% of posts. These are essential for promoting new shows and movies, but they don't always generate the

strongest engagement. Where Netflix really shines is in short-form video, memes, and behind-the-scenes content. Short-form video alone made up 65% of all posts, and those reels consistently drove the highest interaction. This matches what we see across Instagram; fast, visually appealing clips tend to dominate.

Tonal consistency is another major part of Netflix's brand. More than half of their posts use a promotional voice, but they regularly mix in humor, informational side notes, and emotion. Even though emotional tone was present in only about 6% of posts, the data shows that emotional language, especially positive, will have better engagement. This suggests that Netflix may want to weave emotion into their messaging more often, especially given how well users respond to it.

The best-performing posts across the board have a few things in common. They were almost always short-form videos, featured actors or influencers, and leaned into humor, character reactions, or emotionally expressive dialogue. These posts felt fun, relatable, and easy to share. Meanwhile, the lower-performing posts were typically static images with straightforward promotional text and little narrative or talent presence.

Overall, Netflix's content strategy is strong; entertaining clips, emotional cues, and talent-driven moments consistently deliver the highest engagement. The main takeaway is that Netflix could elevate even their promotional posts by framing them with humor, emotion, or storytelling. Balancing necessary announcements with more fan-friendly content will help keep audiences engaged while maintaining the brand's strong social media presence.

Influencer Analysis

Netflix has utilized celebrities and influencers to promote their upcoming series, movies and or live shows. Instead they'll do a celebrity or cast feature on their social media pages. They will use a few cast members of a show that is streaming on their service to promote other content through casual and relatable videos. Such as videos reviewing and reacting to recently released original shows, television shows, or live shows. For brand ambassador partnerships with any influencers or celebrities. Instead the streaming service does partnerships with brands and companies to promote their content ie. Egos; Stranger Things, Wendy's; Wednesday, etc. Netflix will also utilize brand targeted "challenges" and effects that are curated for creators to make their own creative content to draw people into watching the streaming service, using a relaxed and relatable way to promote and bring in consumers to watch their shows and or movies. Netflix does not use influencers to promote their content instead they are celebrity or cast features. These posts seem to generate more traction, views, likes, and comments. Going forward I would recommend the company to use influencers that have movie based content, and or are trending in the media. These influencers would be Chris Olsen, Alix Earle, Cinema Joe, and Straw Hat goofy. By inviting these influencers to premiere events and having them generate featured content for the Netflix social pages will draw in more potential customers and viewers for the streaming service.

Audience Analysis

Audience	Demographic	Values	Alignment	Strategies
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Generation Z	Age: 13–24 Gender: All Location: US & Canada	Highly active online, driven by memes, trends, and short clips; interested in dramas, reality shows, pop culture	Very Strong — represents the group Netflix relies on for viral reach	Keep up with trending audio, memes, and viral content
Millennials	Age: 29–40 Gender: All Location: US & Canada	Binge-watchers; engage through tweets and YouTube breakdowns; loyal to Netflix originals	Strong — engaged with constant online discussion and show longevity	Increase behind-the-scenes content, interviews, and detailed YouTube videos for long-running shows
Multigenerational Viewers	Age: 42+ Gender: All	Uses Netflix for family; less on TikTok, more on	Moderate — reaches but less engaged	Deliver family-friendly posts, Facebook

	Location: US & Canada	Facebook; responds to clear messaging	due to trend-driven content	and blog recommendations, and long-form YouTube promotions
International Fans	Age: 25–35 Gender: All Location: Europe, Latin America, Asia-Pacific	Interested in localized content; active in thrillers, international titles, anime	Strong & growing — most active online communities (e.g. @netflixuk, @netflixlat)	Increase localized content, region-specific influencers, and multilingual campaigns online

KPIs and ROI

When looking at Netflix’s performance on Instagram, certain Key Performance Indicators (KPIs) help show what is actually working and how audiences are responding to the content. Metrics like engagement rate, reach, follower growth, video views, saves, and shares play a major role in understanding how well Netflix connects with its audience. Since Netflix posts more frequently than many of its competitors, these KPIs help clarify whether that strategy pays off in terms of

visibility and user interaction. Engagement rate is especially important because it reflects how much audiences are actively participating in content rather than simply scrolling past it.

Short-form videos, particularly Reels, are some of the strongest performers among Netflix's KPIs. These posts often receive the highest number of views, comments, and shares, which shows how effectively Netflix uses Instagram's algorithm and current content trends. Reach also becomes a big metric, helping reveal how far Netflix's posts spread across the platform. Saves and shares provide even more insight, as they show which posts have lasting value or resonate strongly enough for users to revisit or share with others. Even sentiment, while not a traditional KPI, adds depth to the picture. Netflix's overwhelmingly positive audience reactions suggest that viewers not only enjoy the content but feel connected to it in a way that boosts overall engagement.

ROI, or return on investment, looks a bit different for Netflix compared to traditional brands. Instead of focusing on direct sales, ROI on social media is measured through attention, engagement around new releases, and the cultural impact posts have. Many of Netflix's highest-performing posts line up with major announcements, show releases, or meme-worthy moments that naturally generate excitement. Because Netflix relies heavily on organic content rather than paid promotions, this makes their ROI especially strong, with high engagement without significant ad spending. Posts that blend emotion, humor, or talent-driven moments tend to deliver the greatest return because they reach larger audiences and spark meaningful conversations.

Overall, Netflix's KPIs show a brand that understands how to stay present and relevant on Instagram. Their strongest returns come from content that feels fun, shareable, or emotionally

engaging, while purely promotional posts tend to be more functional than impactful. The data suggests that Netflix could elevate its performance even further by leaning more into storytelling, influencer involvement, and high-quality visual moments. While continuing to use short-form video as the main part of its strategy. By strengthening the types of posts that already resonate, Netflix can keep building loyalty and shaping its cultural conversations happening across social media.

Conclusion and Recommendations

The recommendations we would suggest are to improve and draw in more viewership for Netflix's social media platforms. First suggestion would be to lean further into emotional short form video content. Based on the audit, Netflix's strongest posts were short-form videos that included humor, emotional reactions, or memorable dialogue. Even though emotional language was only present in a small portion of posts, it consistently correlated with higher engagement. Because of this, Netflix should look for more opportunities to weave emotion into their everyday promotional content. This could include clips that highlight character moments, fan-favorite quotes, or quick, relatable reactions. These small pieces of emotional storytelling align closely with how Gen Z and Millennials interact with content and will help boost shares, comments, and overall visibility. The second suggestion would be to use influencers more strategically across platforms. While Netflix frequently features cast members, their actual use of influencers is limited compared to competitors like Hulu. Influencer or creator-driven posts tend to generate strong engagement, and Netflix is missing out by not incorporating them more often. Going forward, Netflix should partner with creators who already produce movie and TV-related content or who are trending online. Influencers like Chris Olsen, Cinema Joe, Alix Earle, and Straw Hat

Goofy would be great fits. Inviting them to premieres, letting them create casual reaction videos, or doing short takeovers on Instagram and TikTok would help Netflix reach new audiences organically and stay culturally relevant. Another suggestion would be to rework announcement posts to feel more engaging. Nearly a quarter of Netflix's posts are announcements, but these aren't the posts driving the highest engagement. While announcements are necessary, they often feel straightforward and less interactive. Netflix can improve this by reframing announcements through humor, character storytelling, or fan-focused messaging. For example, release dates could be paired with funny character clips, trending audios, or simple captions that speak directly to fans. This makes required promotional content feel more fun and less like an ad, helping Netflix sustain interest even during routine updates. Yet another recommendation would be to increase localized and international content on main pages. The audience analysis shows that international fans are one of Netflix's most active and fast-growing groups. While Netflix does have regional accounts, the main platforms could do a better job highlighting global content. This could include bilingual captions, multilingual clips, region-specific memes, or more international influencer collaborations. Featuring more global content would help Netflix reflect the diversity of its programming and engage audiences who want to see themselves represented on the main page. Our final recommendation for Netflix would be to add more cinematic and behind-the-scenes moments to compete with HBO Max. In comparison to Max, Netflix uses fewer polished, cinematic visuals, even though Max's dramatic clips consistently perform well. At the same time, Netflix's own behind-the-scenes content tends to resonate strongly with audiences. Blending the two high-quality cinematic teasers with casual behind-the-scenes footage would help Netflix maintain its fun, fast-paced identity while still showcasing the scale

and production value of its biggest releases. Doing this would make major premieres feel more special and help Netflix stand out in a competitive landscape.

Overall, Netflix's social media strategy is strong, fast-paced, and deeply connected to the way audiences interact with entertainment online. The brand has built a recognizable presence across platforms by prioritizing short-form clips, humor, and a steady flow of promotional updates that keep viewers engaged with upcoming releases. The findings from the audit, content analysis, competitive review, influencer analysis, and audience breakdown all point to the same core strengths: consistency, cultural awareness, and a solid understanding of what drives conversation. However, the analysis also highlights several clear opportunities for Netflix to grow and refine its approach. Audiences respond most strongly to emotional content, talent features, and creator-driven moments and areas where Netflix performs well but not consistently. Competitors like Hulu and Max also show that integrating more cinematic visuals and regular cast-centric posts can further elevate engagement. At the same time, the audience analysis makes it clear that Netflix's global reach is one of its greatest assets, and that expanding localized or internationally-minded content could strengthen its connection to broader fan communities. By incorporating more influencer partnerships, developing emotionally-driven messaging, and refining the balance between promotional posts and fan-centered content, Netflix can continue to lead the streaming space on social platforms. These recommendations build on strategies Netflix already excels at while offering ways to deepen engagement, reach new audiences, and remain a culturally dominant brand in an increasingly competitive entertainment landscape.

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