



**CREATIVE B
SUMMER PROGRAM**

**COLLEGE OF THE ARTS
UNIVERSITY OF FLORIDA**

Instagram Recap

Stories

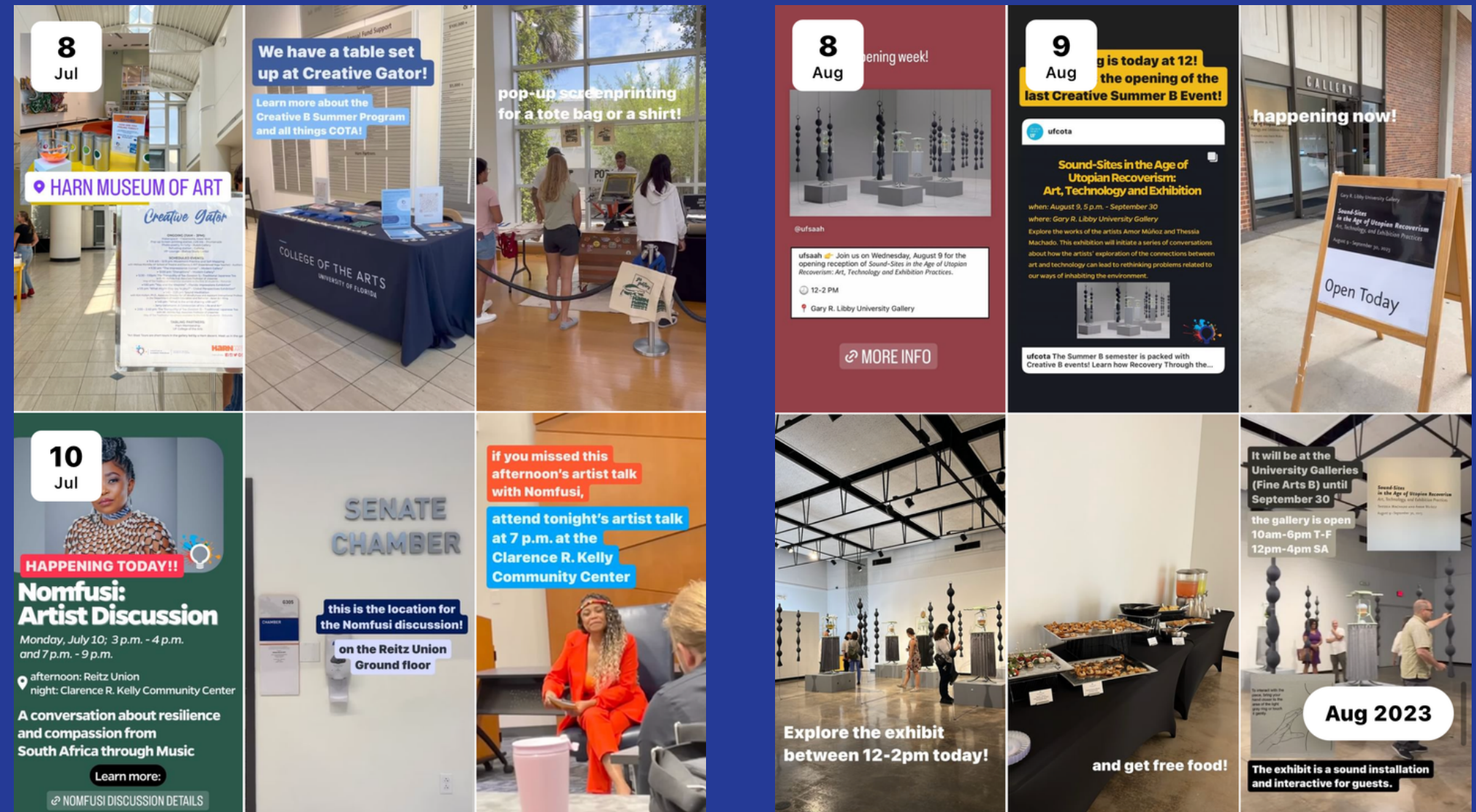
we posted 50 stories about Creative B:
28 were created by us,
22 were reposts from you!



Stories

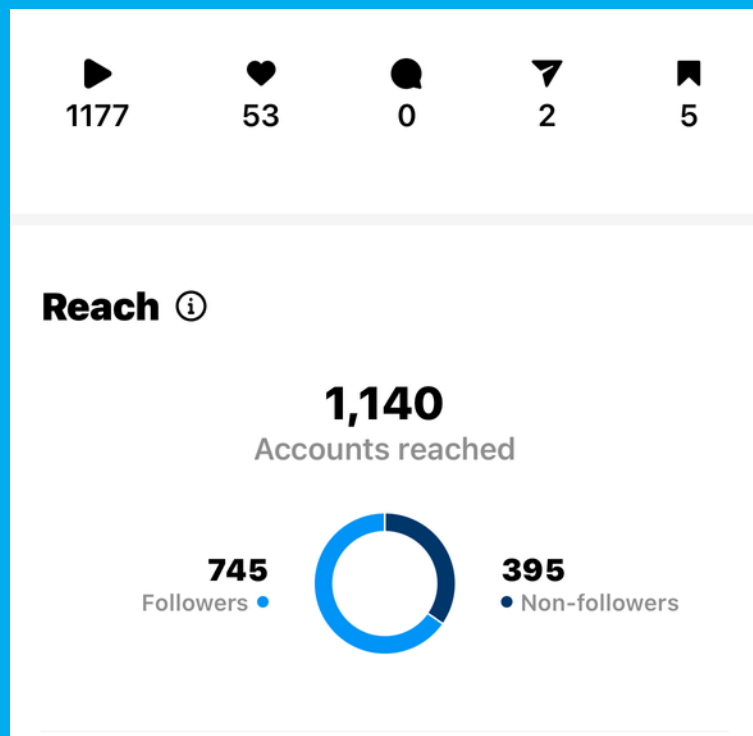
posts by us included:

- event announcements
- real-time footage
- reposting @ufcota content



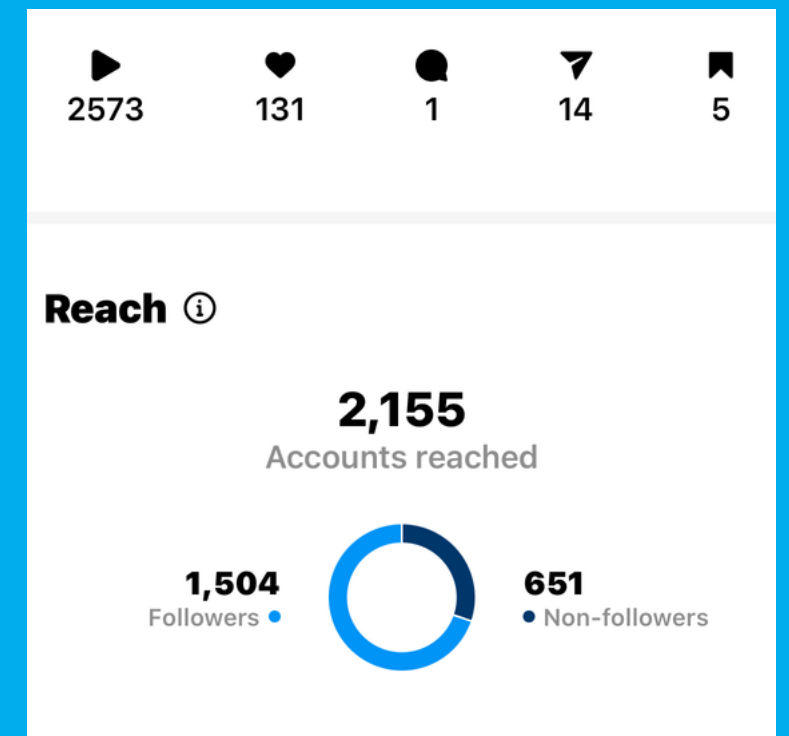
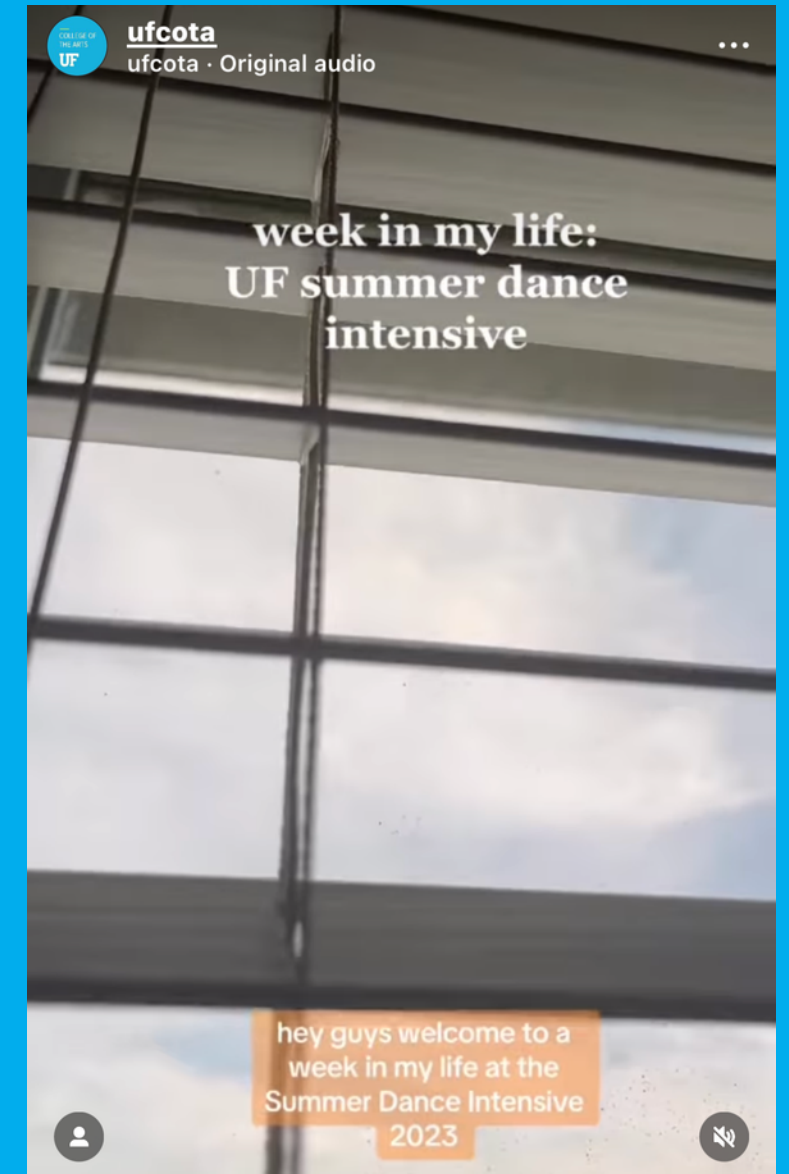
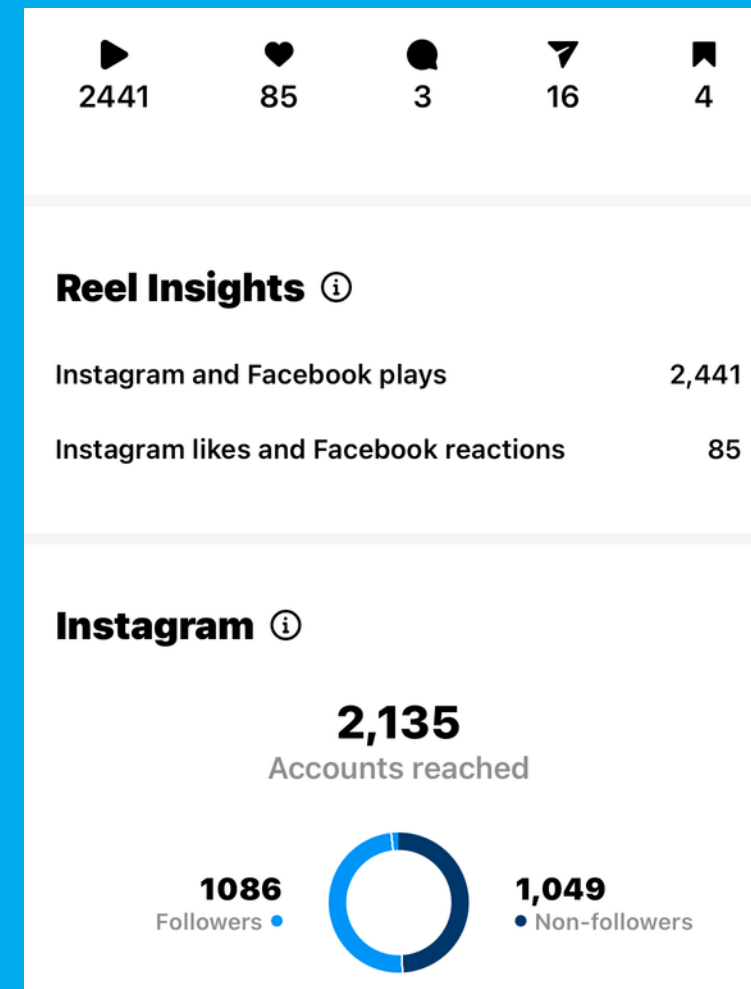
Stories
posts by you included:
-in-feed posts
-story reposts
-reposting @ufcota content





In-feed posts

we posted eight in-feed posts:
3 event graphics + 5 event recap posts
these performed the best:

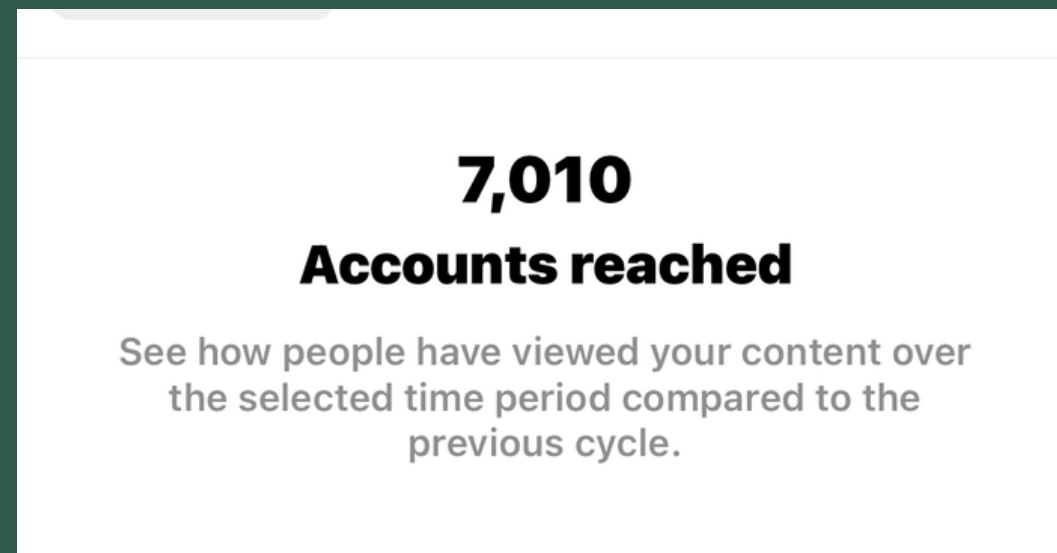


Insights

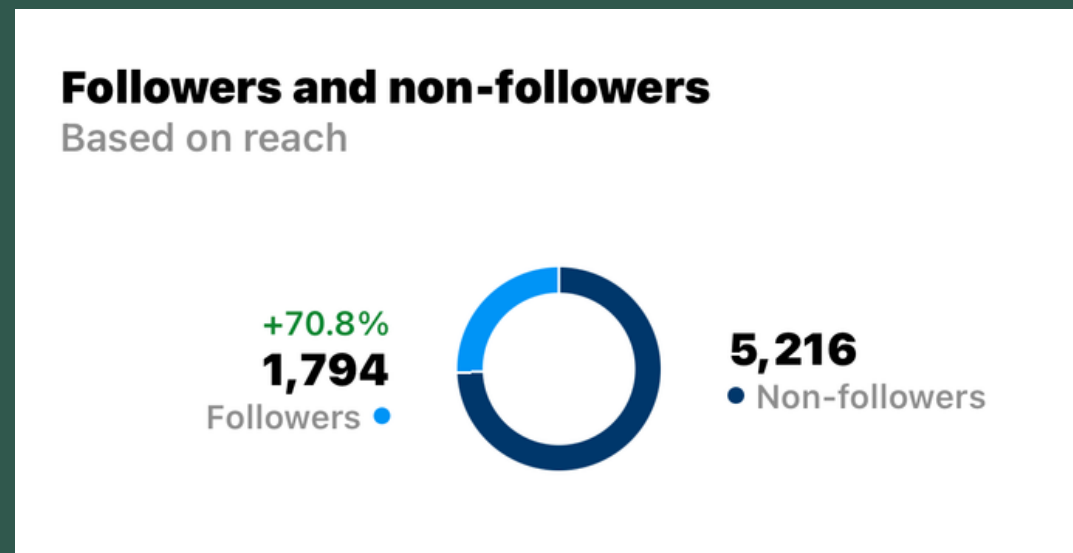
1st Creative B post: June 28, 2023

Last Creative B post: August 4, 2023

Within this time period, the @ufcota Instagram:



reached 7,010 accounts



**74.4% of them were
non-followers**



**the top content for both
followers and non-followers
were Reels**