# Instagram Recap

COLLEGE OF THE ARTS UNIVERSITY OF FLORIDA

#### CREATIVE B SUMMER PROGRAM





28 were created by us,

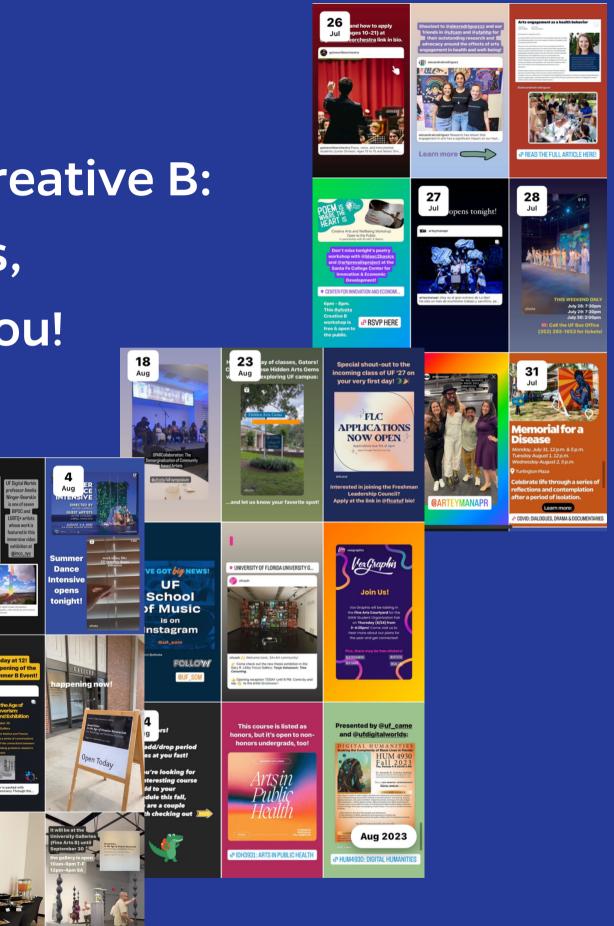
22 were reposts from you!



17

EAD THE ARTICLE HER

South Africa

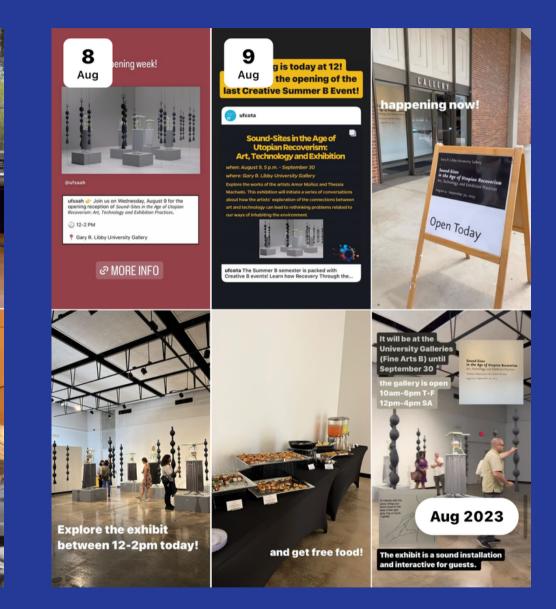


Aug 2023

tallation s.

**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





ce Intensive is here!





**BLACK LIKE HE DET** 





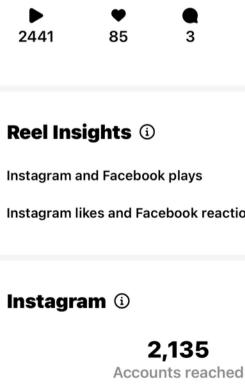
Reach (i)



## In-feed posts

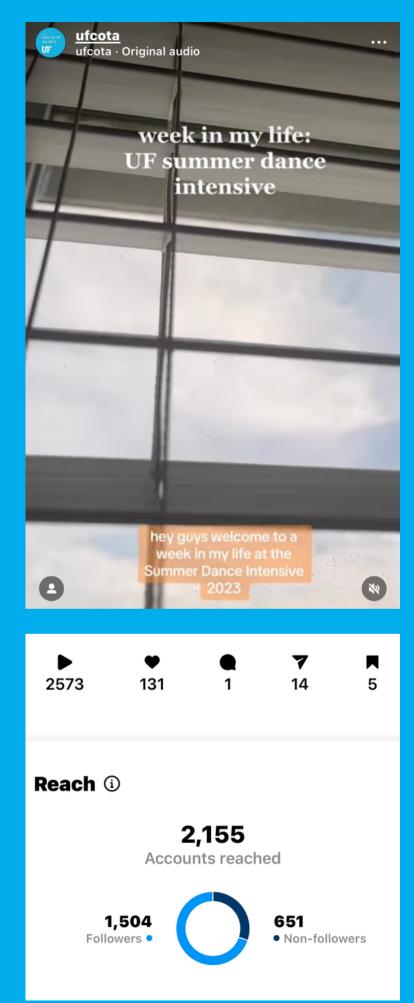
we posted eight in-feed posts: 3 event graphics + 5 event recap posts these performed the best:







<b>7</b> 16	<b>■</b> 4
eactions	2,441 85



### **Insights** 1st Creative B post: June 28, 2023 Last Creative B post: August 4, 2023

### Within this time period, the @ufcota Instagram:

#### 7,010 Accounts reached

See how people have viewed your content over the selected time period compared to the previous cycle.

#### reached 7,010 accounts

**Followers and non-followers** 

Based on reach



### 74.4% of them were non-followers

	Top Content Based on reach	>
	All Followers Non-followers	
	Reels	5,414
s	Posts	2,621
	Stories	1,233
	Videos	21

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