



A	B	C	D	E
Site	URL	Profile Name	Followers	Last Activity
Instagram	https://www.instagram.com/themayfairgroup/	themayfairgroup	492K	09/06/2022
Twitter	https://twitter.com/themayfairgroup?s=11&t=u	themayfairgroup	5,387	7/11/2022
Tik Tok	https://www.tiktok.com/@themayfairgroup?_t	themayfairgroup	25.3K	09/06/2022
Facebook	https://www.facebook.com/mayfairgroupllc/	The Mayfair Group LLC	2,596	09/06/2022
Pinterest	https://pin.it/7zBqvKV	The Mayfair Group LLC	12k	09/04/2022

Instagram Audit				
Followers 495K	Following 1,092	Ave 8 posts per week		
Post Date	Likes	Engagement rate	Comments	Content
August 30	Likes turned off for this post	N/a	19	A picture of a girl wearing their merchandise and promoting their labor day sale
August 31	14,897	3%	60	A collage of pictures with things they learned this month written on a calendar
September 1	1,594	0.30%	6	A collage of pictures of angel numbers all around
September 2	Likes turned off for this post	N/a	16	A picture of a piece of paper on a wall that says "This month I want to achieve" and you rip a piece of paper from the bottom
September 3	Likes turned off for this post	N/a	10	A picture of the words "Success is a series of small wins"
September 3	Likes turned off for this post	N/a	9	Multiple pictures of models wearing their merchandise

Caption
"Whatever you do, wherever you're going, there's a Mayfair set for that. And they're all 30% off with code LDS right now!"
"August slipped away but not before leaving us with some helpful lessons. Swipe to see what the Mayfair team learned this month and let us know something you discovered about yourself in August."
"Luck is all around you and today is your lucky day! Use code LDS for 40% off site wide starting now + first 100 to order today will receive our angel numbers hat."
"Fill in the blank"
"What have you celebrated yourself for lately?"
"Final days of summer vibes with #MayfairWorld. Use code LDS for 40% off sitewide

The lesson I took away from observing The Mayfair Group's Instagram is that posts with more pictures and different models get more interaction because viewers are more likely to be looking at these posts for longer.