

The Power of the Gram: Leveraging Instagram for Effective Communication in Higher Education

AL TAMIMI, Abdel-Karim, SALEM, Maher, ALWADA'N, Tariq and RODAN, Ali

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**Sheffield
Hallam
University**



THE POWER OF THE GRAM

Leveraging Instagram for Effective Communication in
Higher Education

Dr. Abdel-Karim Al-Tamimi
Dr. Maher Salem
Dr. Tariq Alwada'n
Dr. Ali Rodan

OVERVIEW



54.2%

18-34 years old



47%

Bachelor degree or above

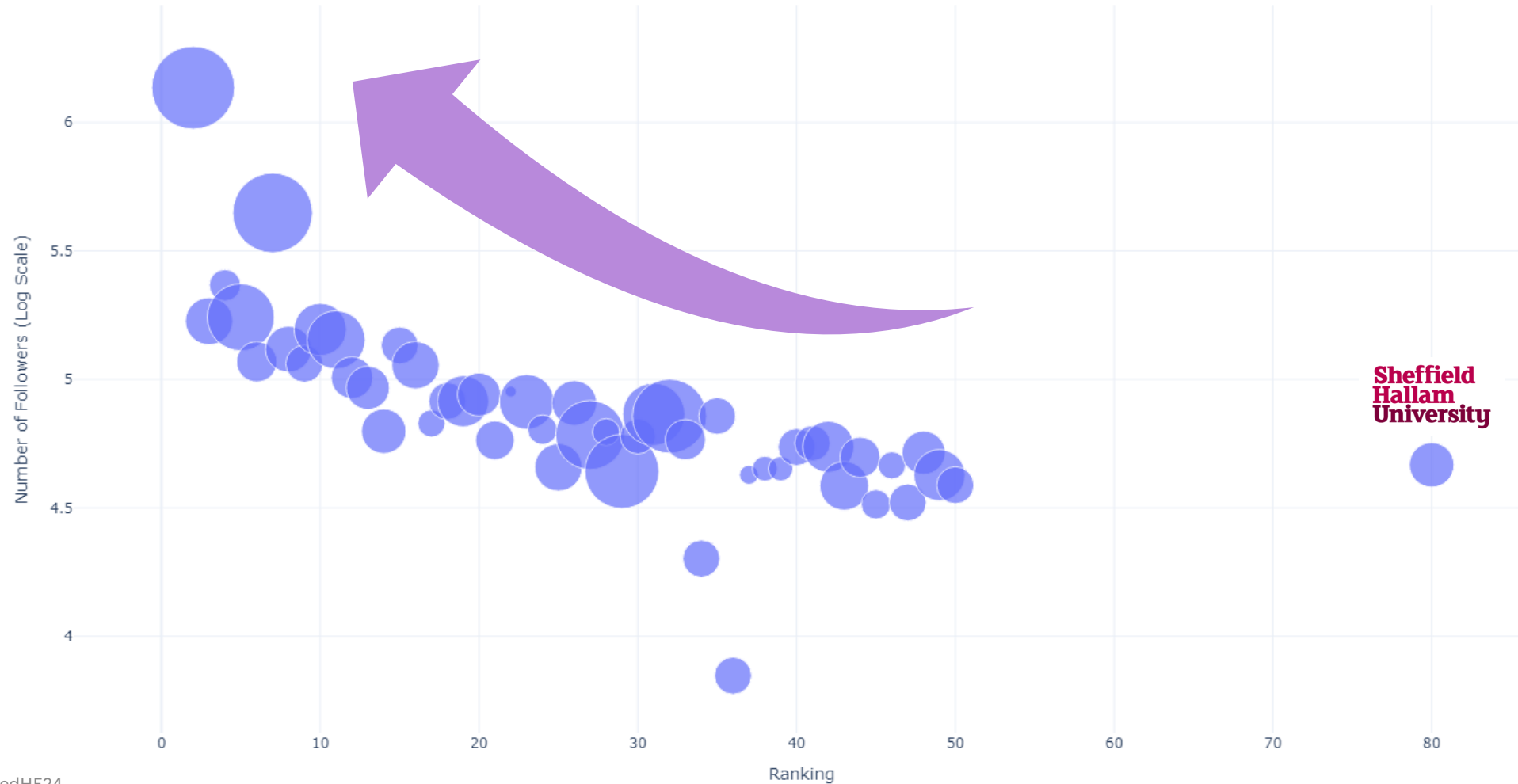


35M

UK users

THE POWER OF THE GRAM

Social Media Metrics by University Ranking (Bubble Size: Posts Per Day)



METHODOLOGY



Oct 2024

Top 50



Sheffield Hallam University



Insights



Recommendations

DATA COLLECTION

Number of Students

Number of students enrolled in 2023/2024 academic year

Engagement Per Post

The average number of likes and comments per post

Number of Followers

Total number of followers

Posts Per Week

Average number of posts per calendar week

DATA COLLECTION

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Posts Per Week

Average number of posts per calendar week

DATA COLLECTION

Posts Per Day

The average number of posts per day

Days Per Week with Posts

The average number of days per calendar week with at least one post

Hashtag Per Post

The average number of hashtags per post (excluding hashtags in comments)

Engagement Rate

The average number of interactions (likes and comments) per follower per post

DATA COLLECTION

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DATA COLLECTION

Comments Per Post

The average number
of comments per
post

Follower to Following Ratio

Number of followers
divided by the
following count

DATA COLLECTION

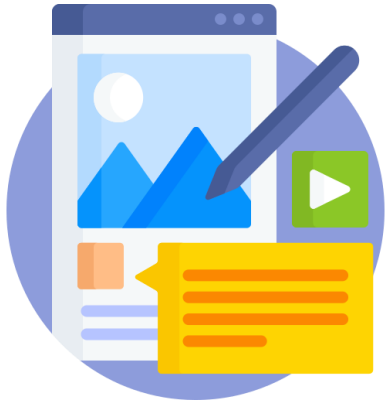
Comments Per Post

The average number of comments per post

Follower to Following Ratio

Number of followers divided by the following count

INSTAGRAM ENGAGEMENT **TRENDS** IN UK UNIVERSITIES



Posts Per Day



**Days Per Week
With Posts**



Hashtags Per Post

RANKING VS NUMBER OF FOLLOWERS VS POSTS PER DAY

Number of Followers (Log)

Ranking

Bubble Color

- Top 5
- Middle
- Lowest 5

1.43

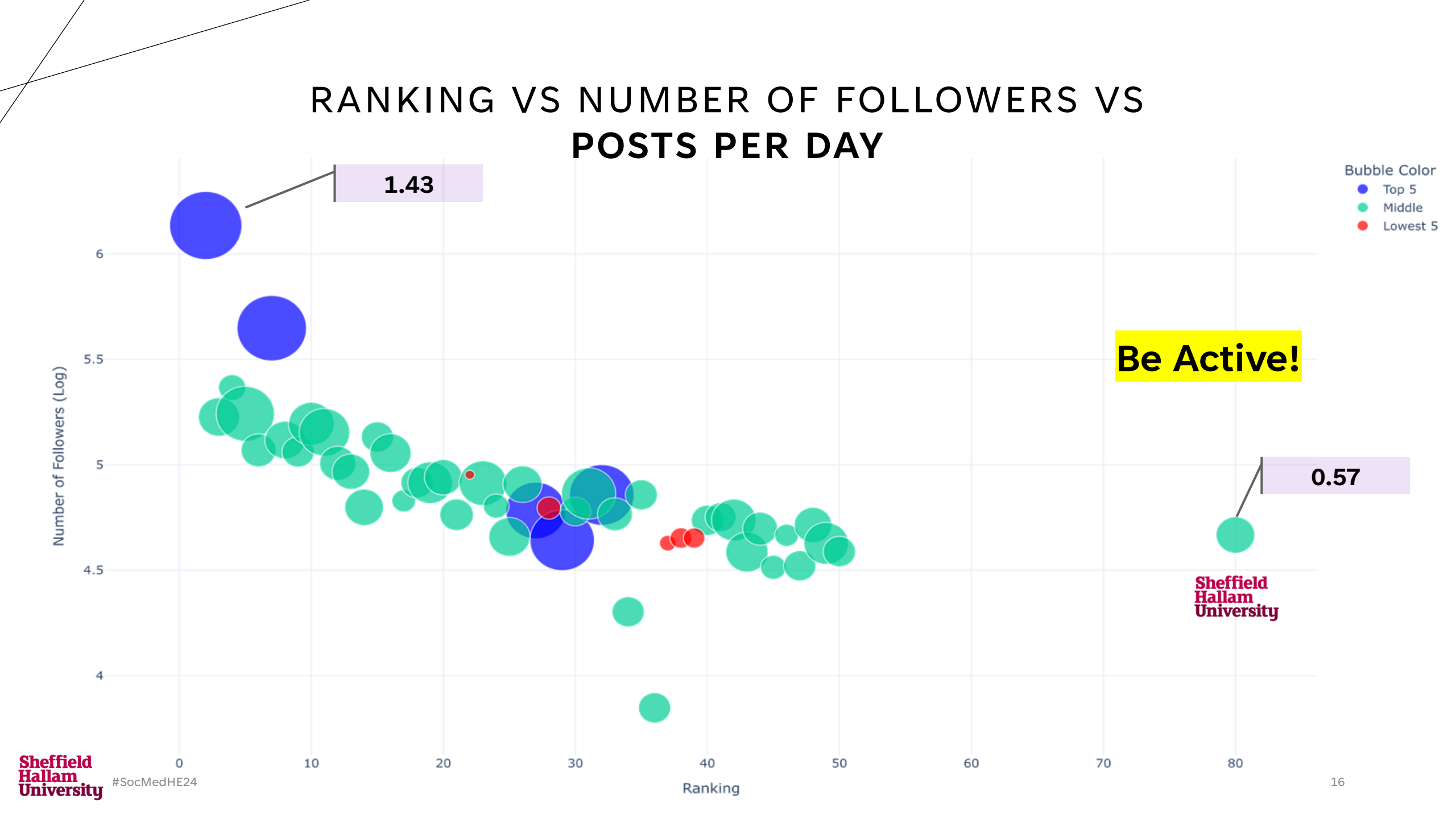
0.57

Be Active!

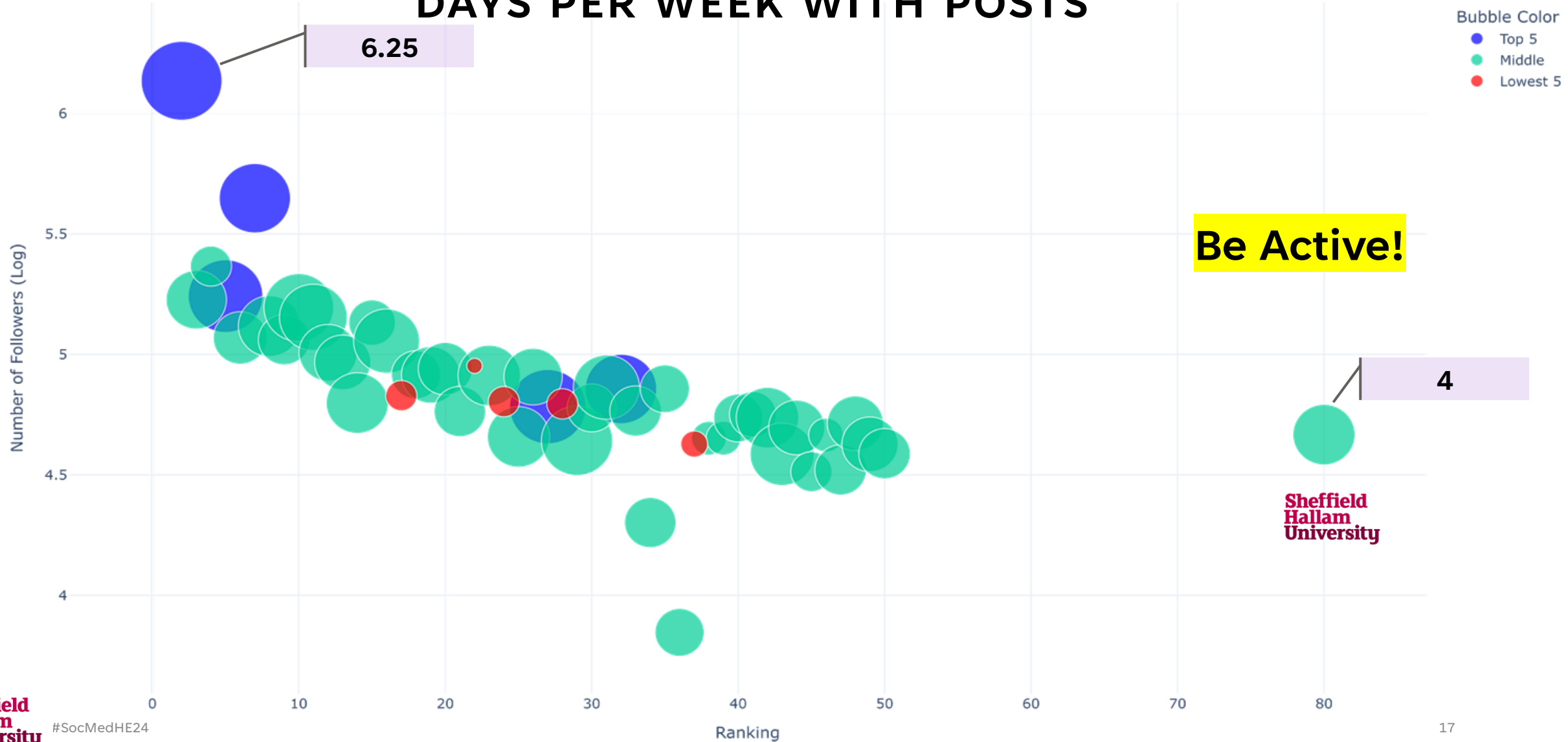
Sheffield Hallam University

Sheffield Hallam University #SocMedHE24

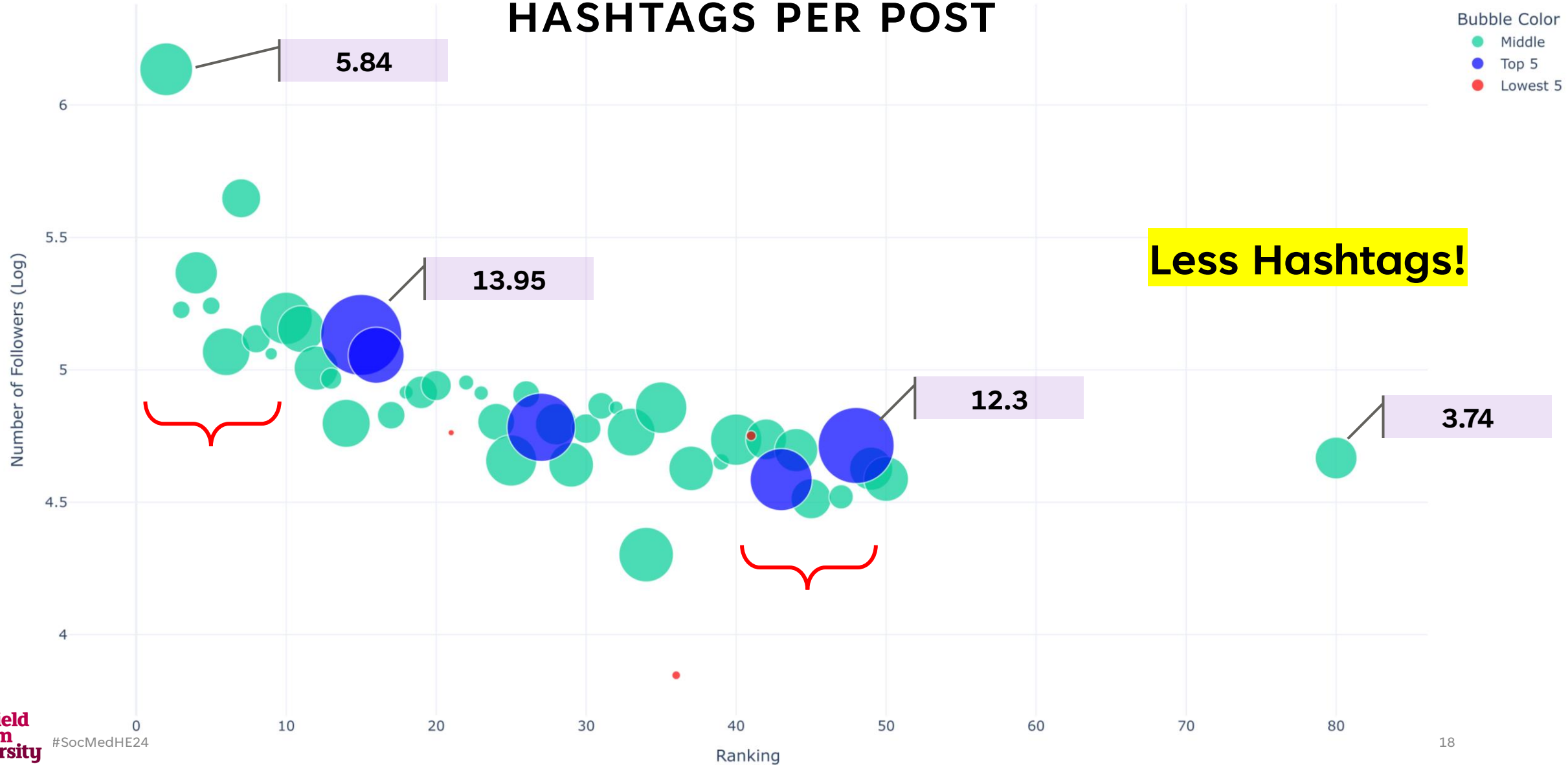
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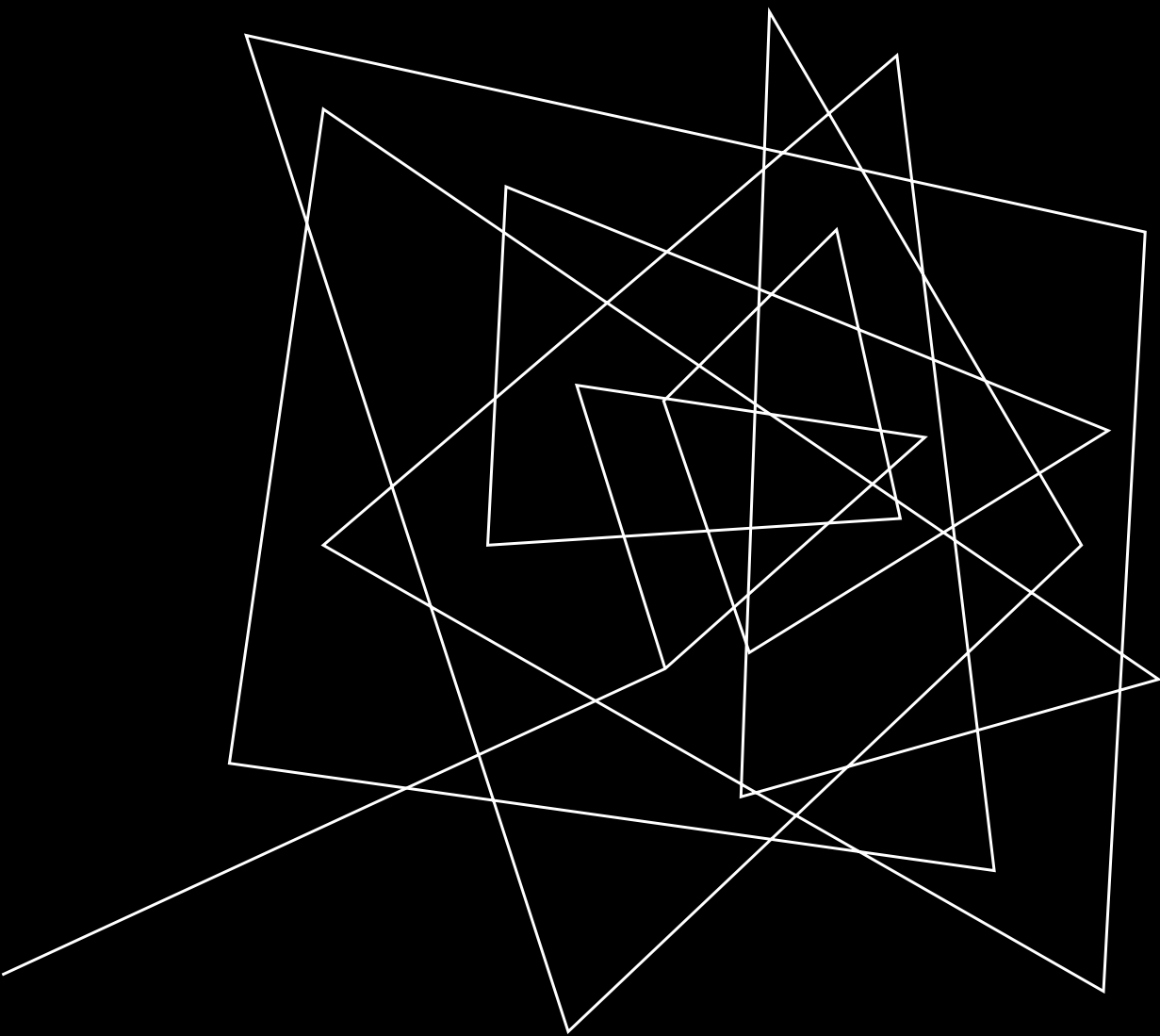


RANKING VS NUMBER OF FOLLOWERS VS DAYS PER WEEK WITH POSTS



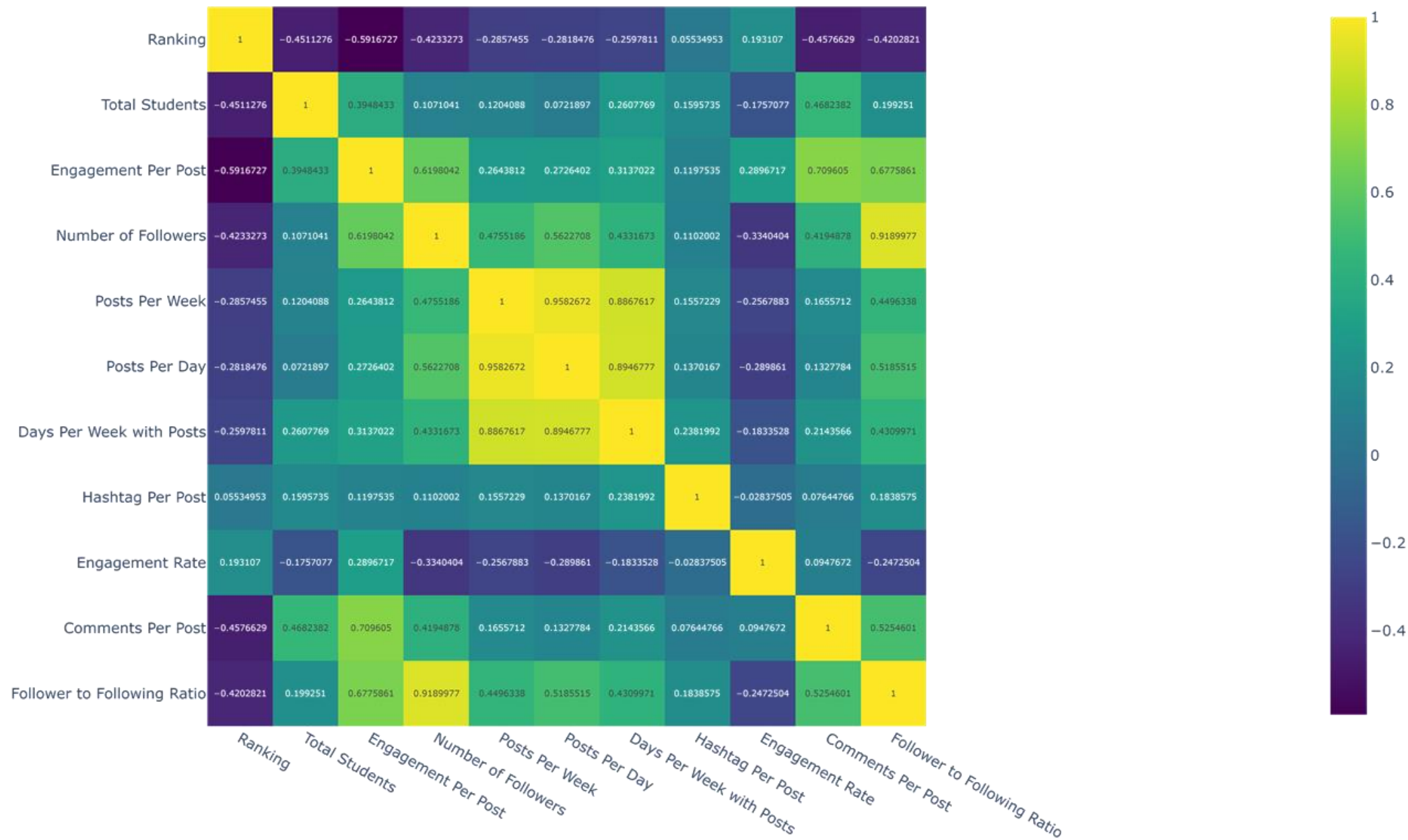
RANKING VS NUMBER OF FOLLOWERS VS HASHTAGS PER POST



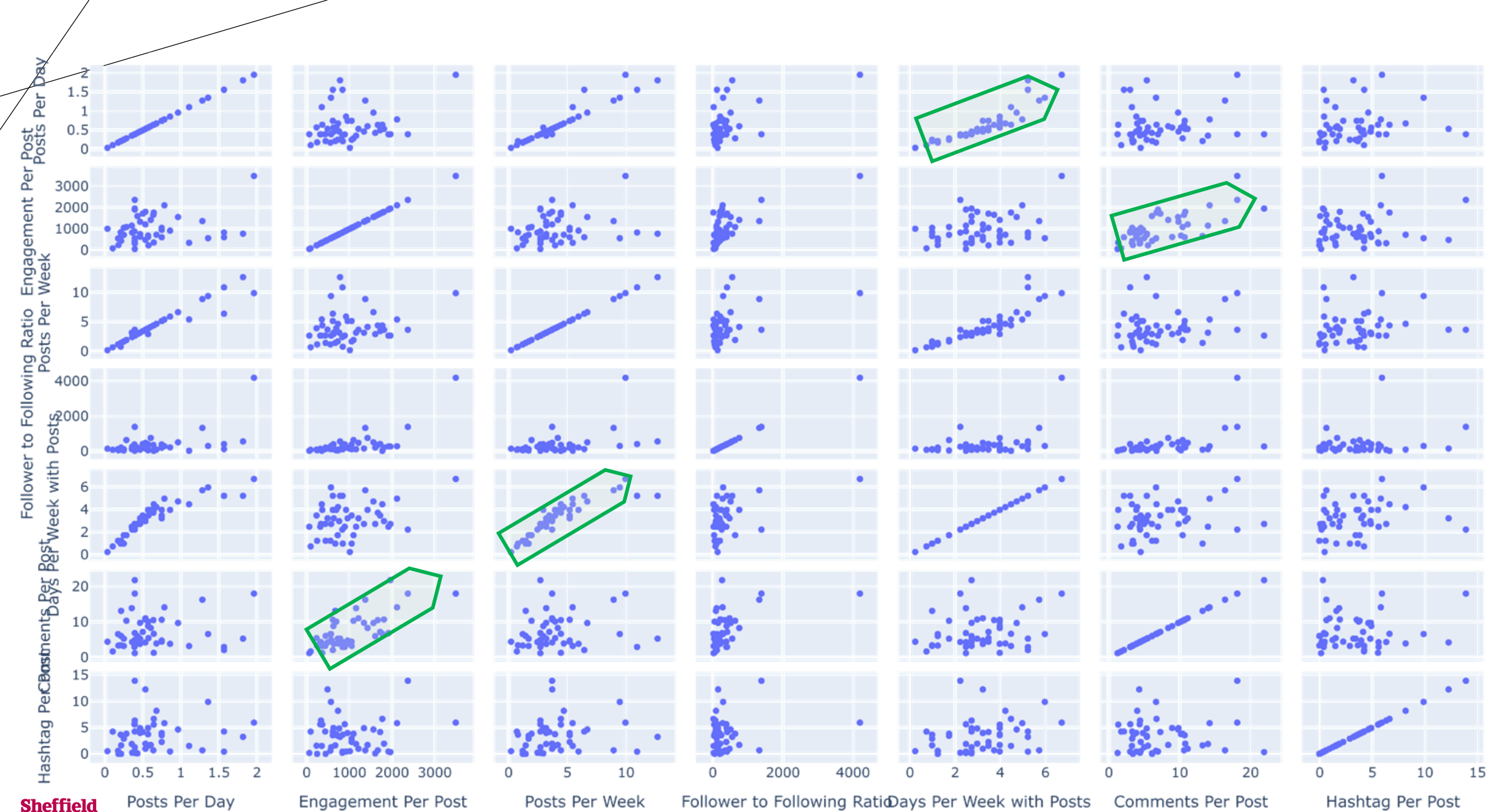


DATA DEEP DIVE

Correlation Heatmap of All Features







INSTAGRAM ENGAGEMENT KEY PERFORMANCE INDICATORS (KPIs)



Engagement Rate



Engagement Per Post

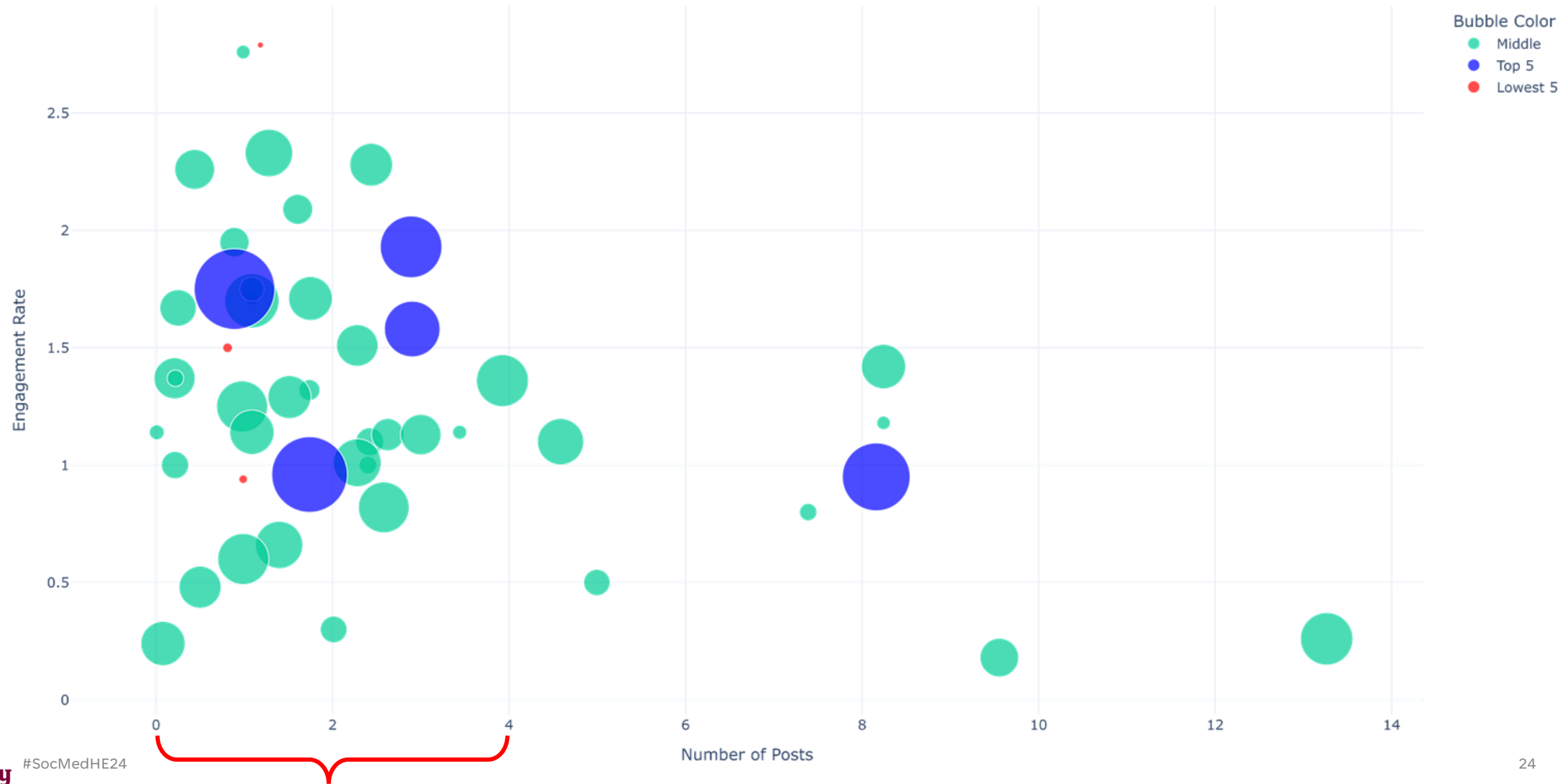


Comments Per Post

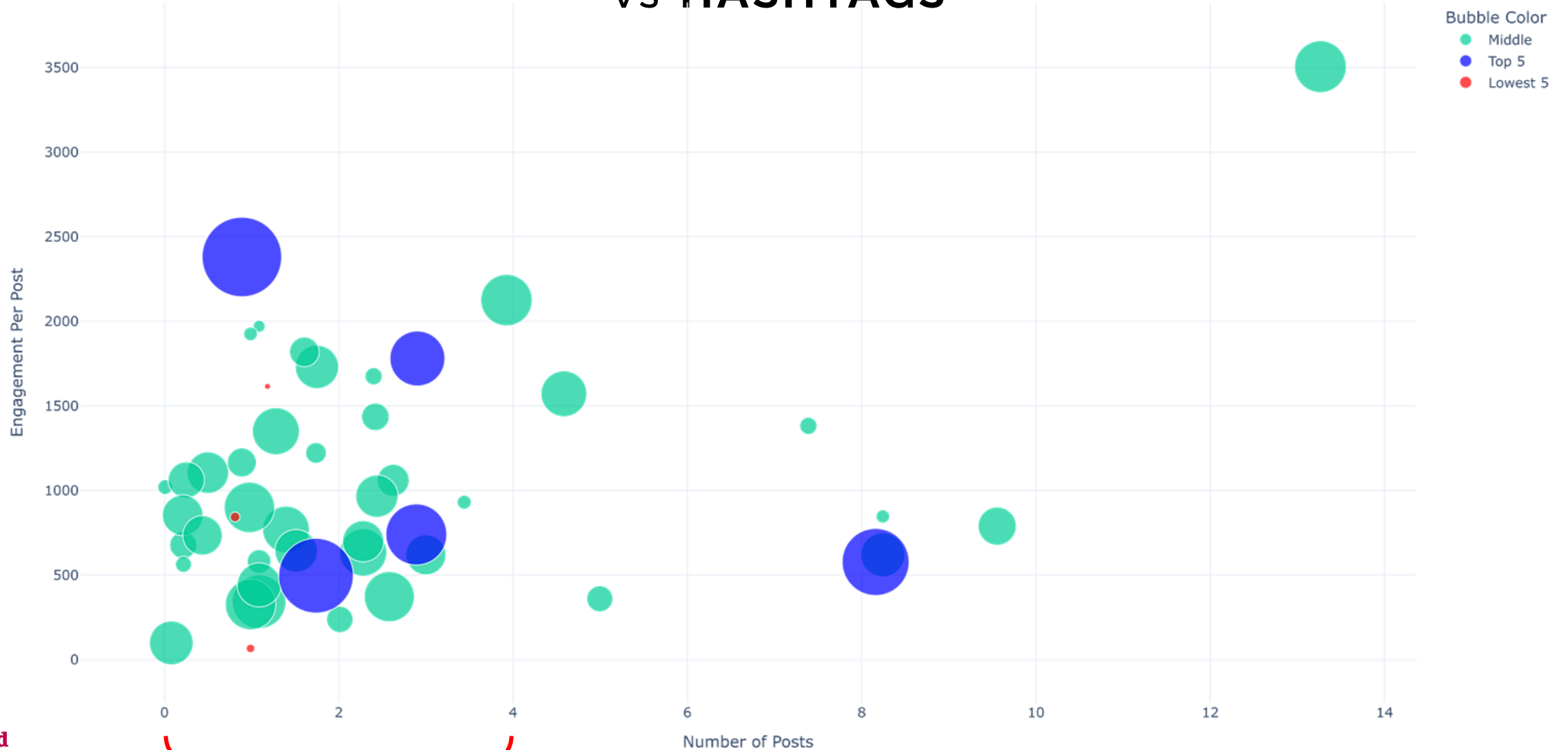
Number of Posts = Posts Per Day ✖ Days Per Week With Posts

ENGAGEMENT RATE vs NUMBER OF POSTS

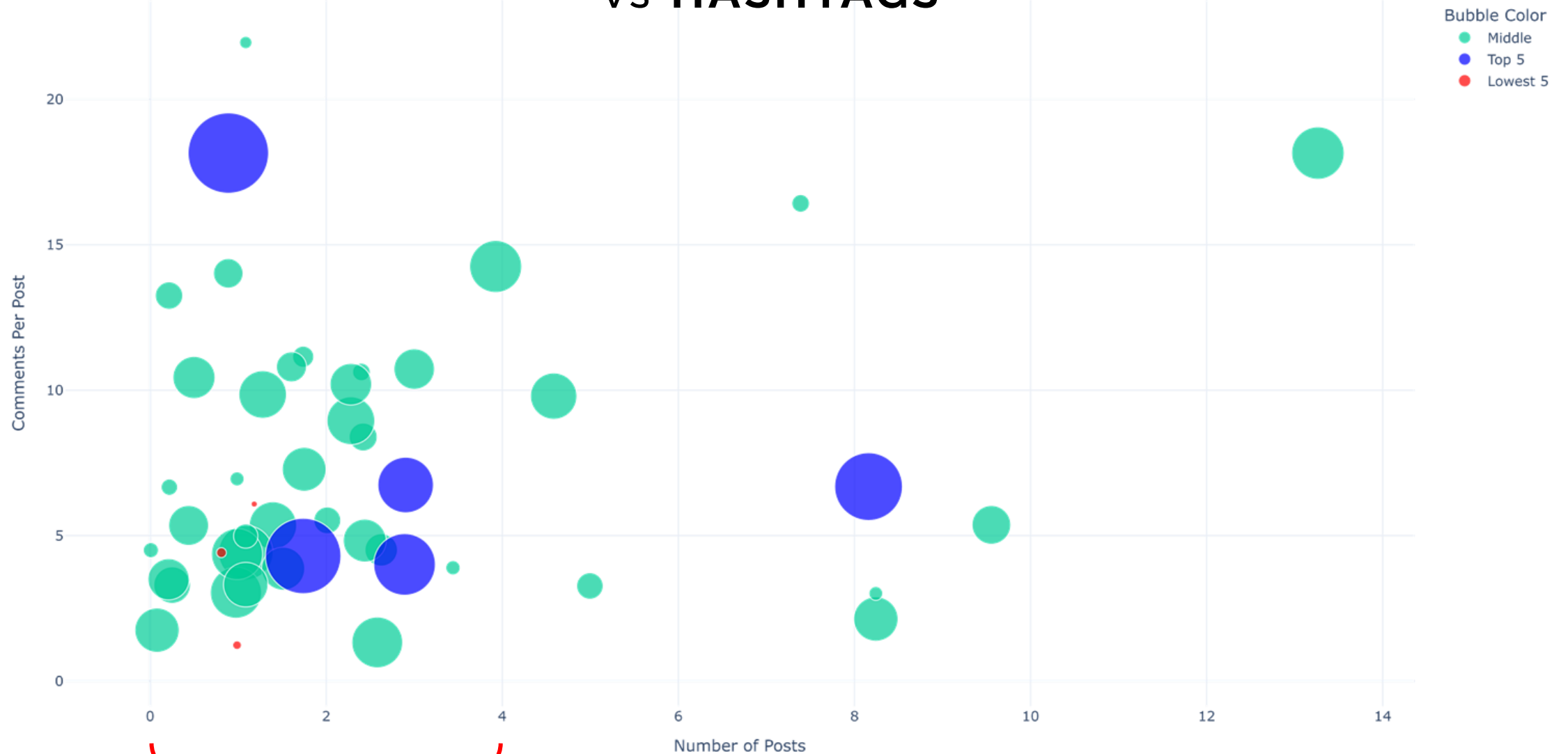
vs HASHTAGS



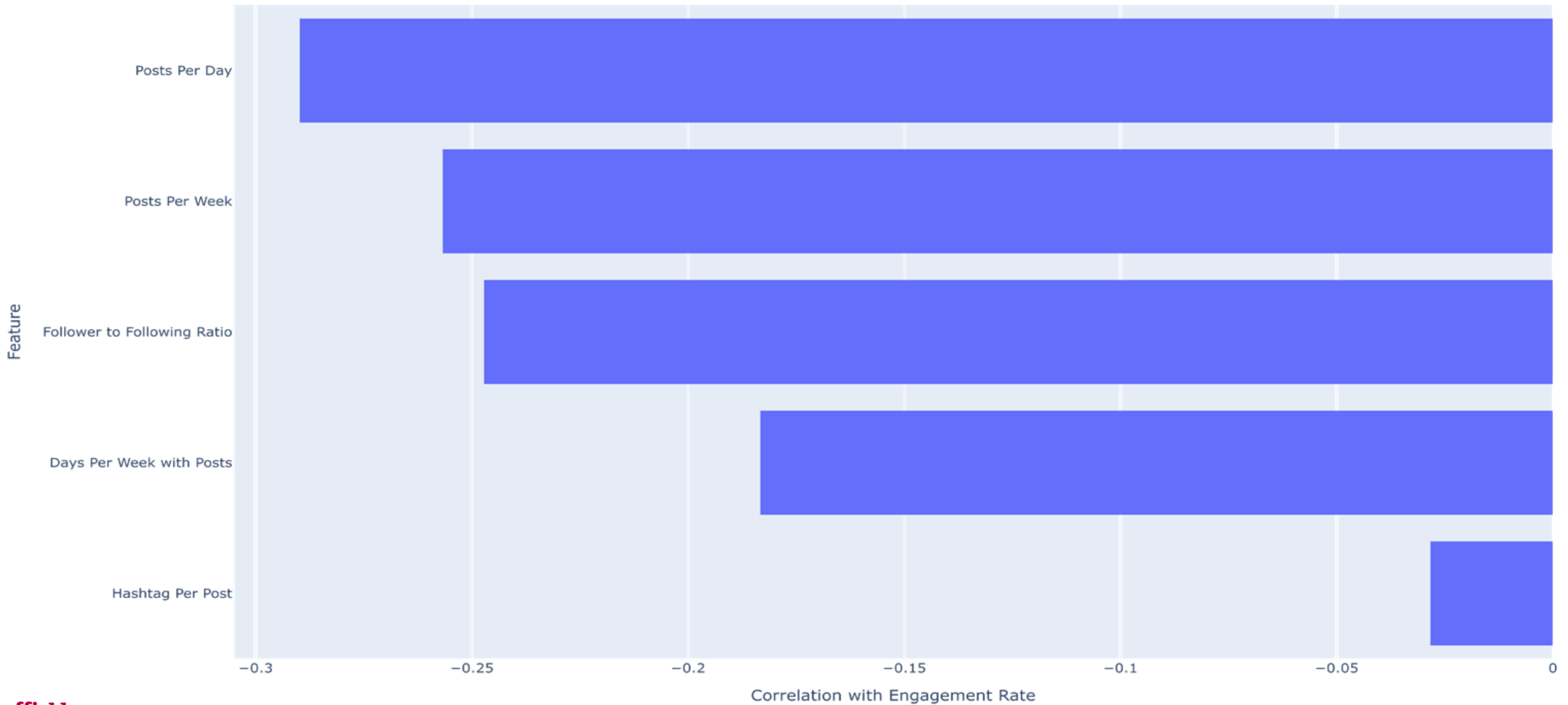
ENGAGEMENT PER POST vs NUMBER OF POSTS vs HASHTAGS



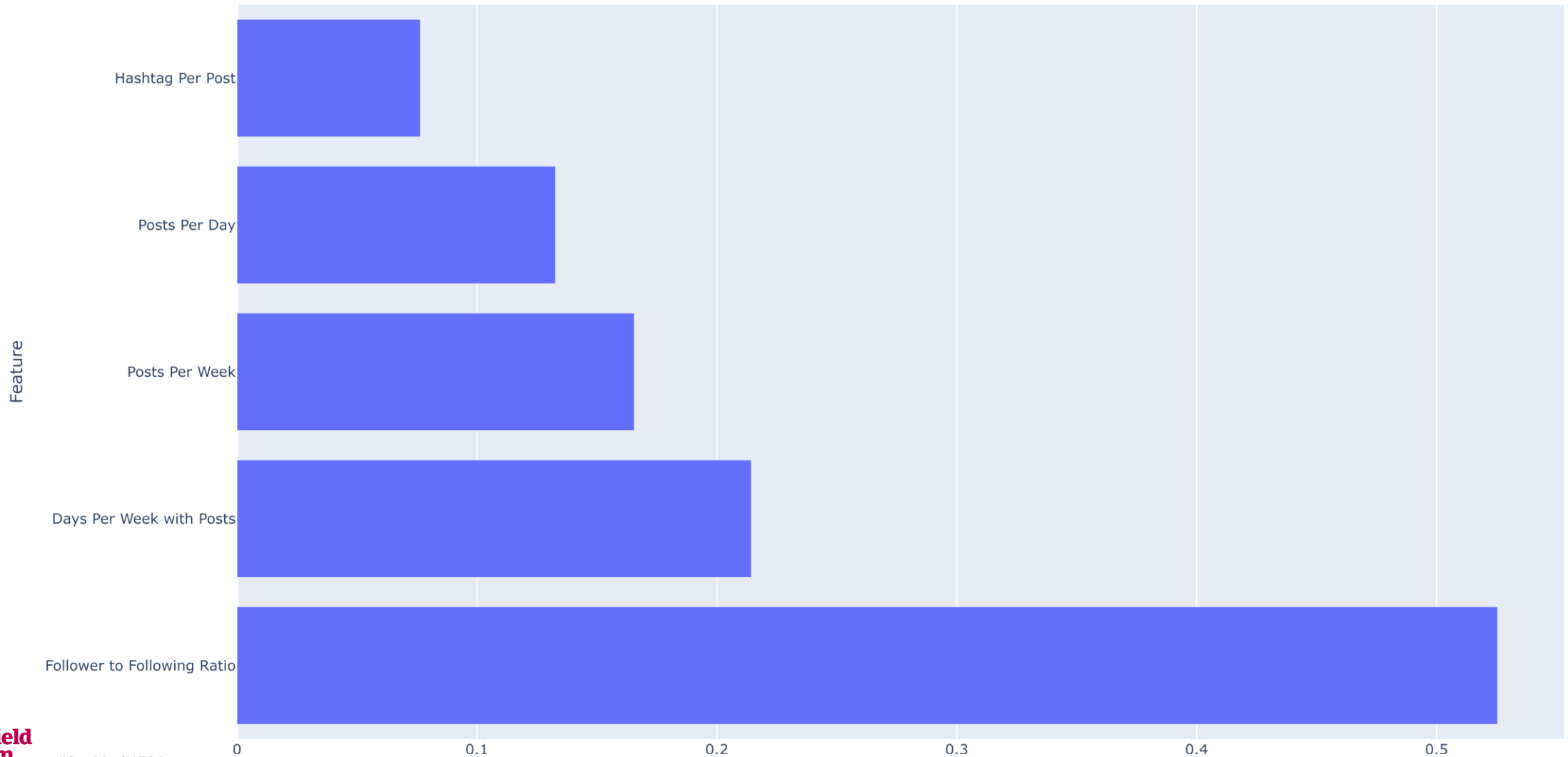
COMMENTS PER POST vs NUMBER OF POSTS vs HASHTAGS



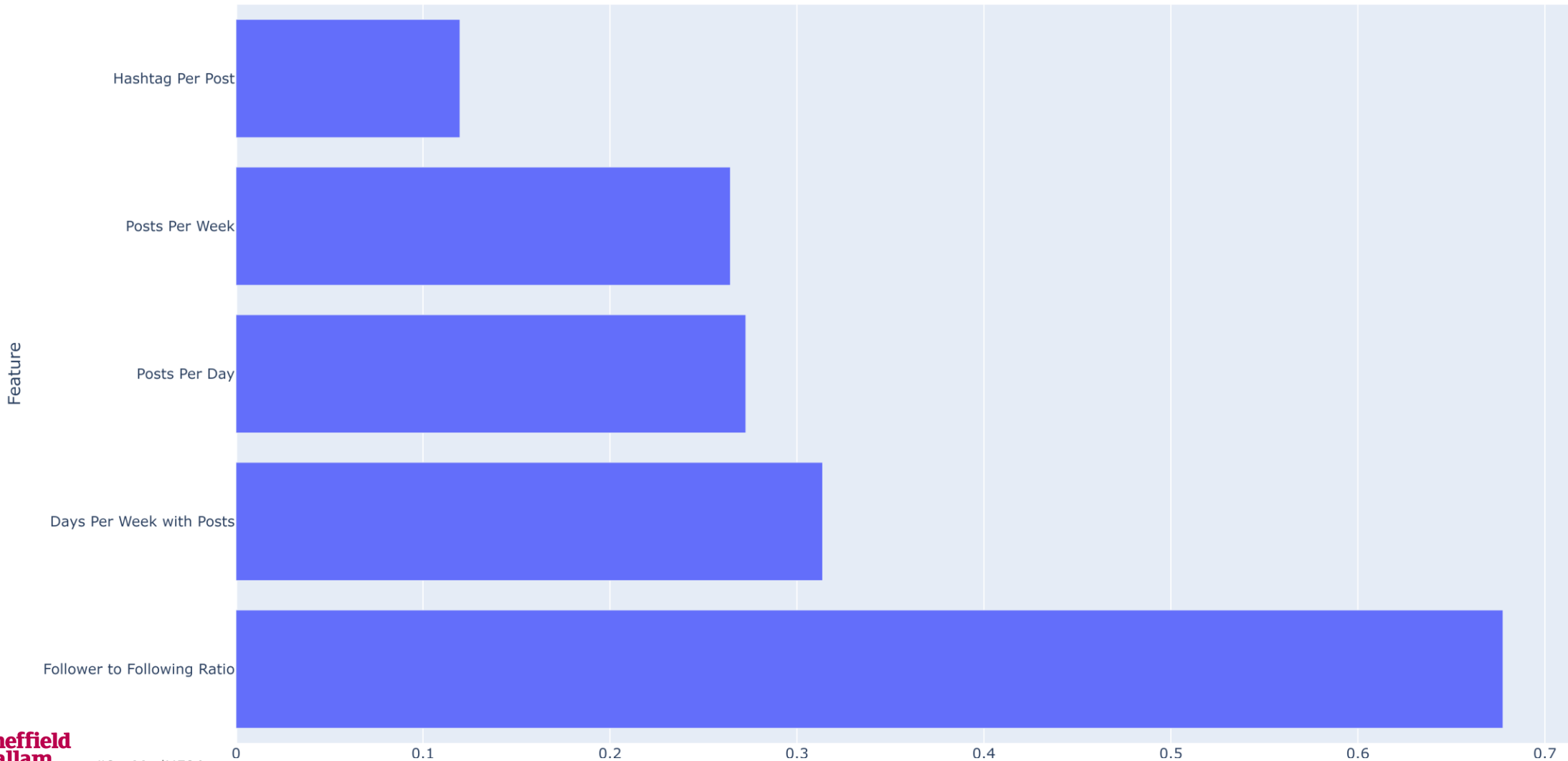
KEY FEATURES CORRELATION WITH ENGAGEMENT RATE



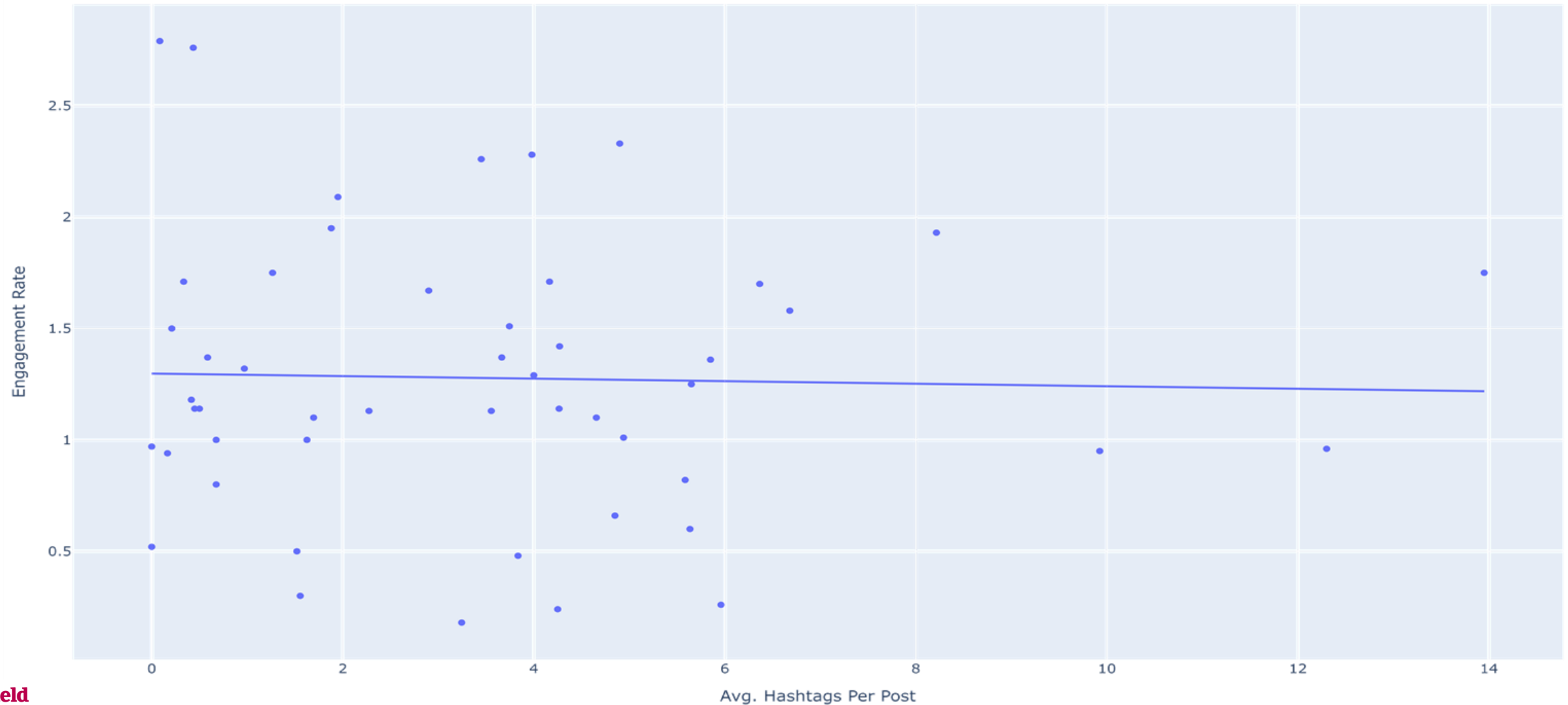
KEY FEATURES CORRELATION WITH COMMENTS PER POST



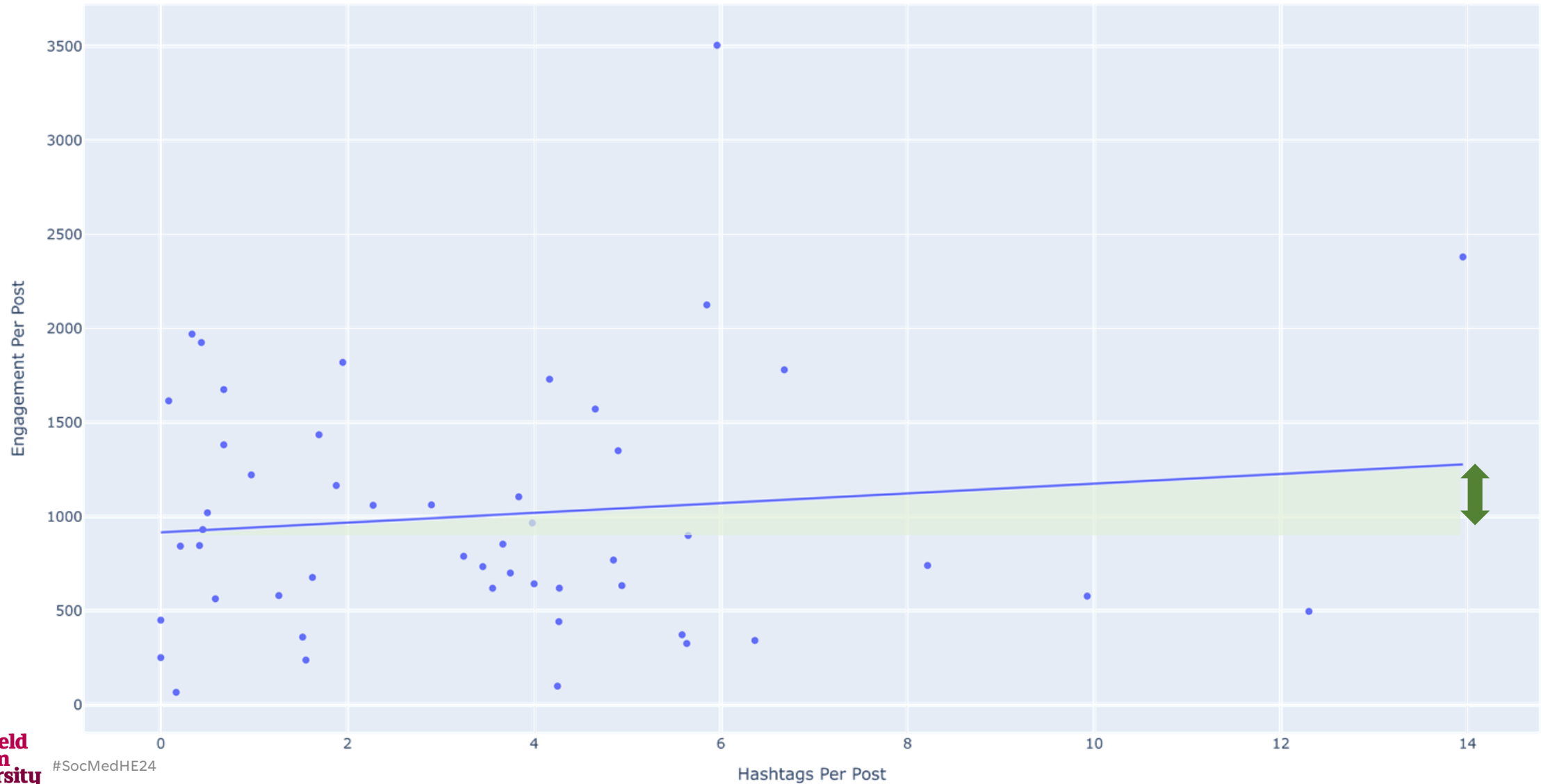
KEY FEATURES CORRELATION WITH ENGAGEMENT PER POST



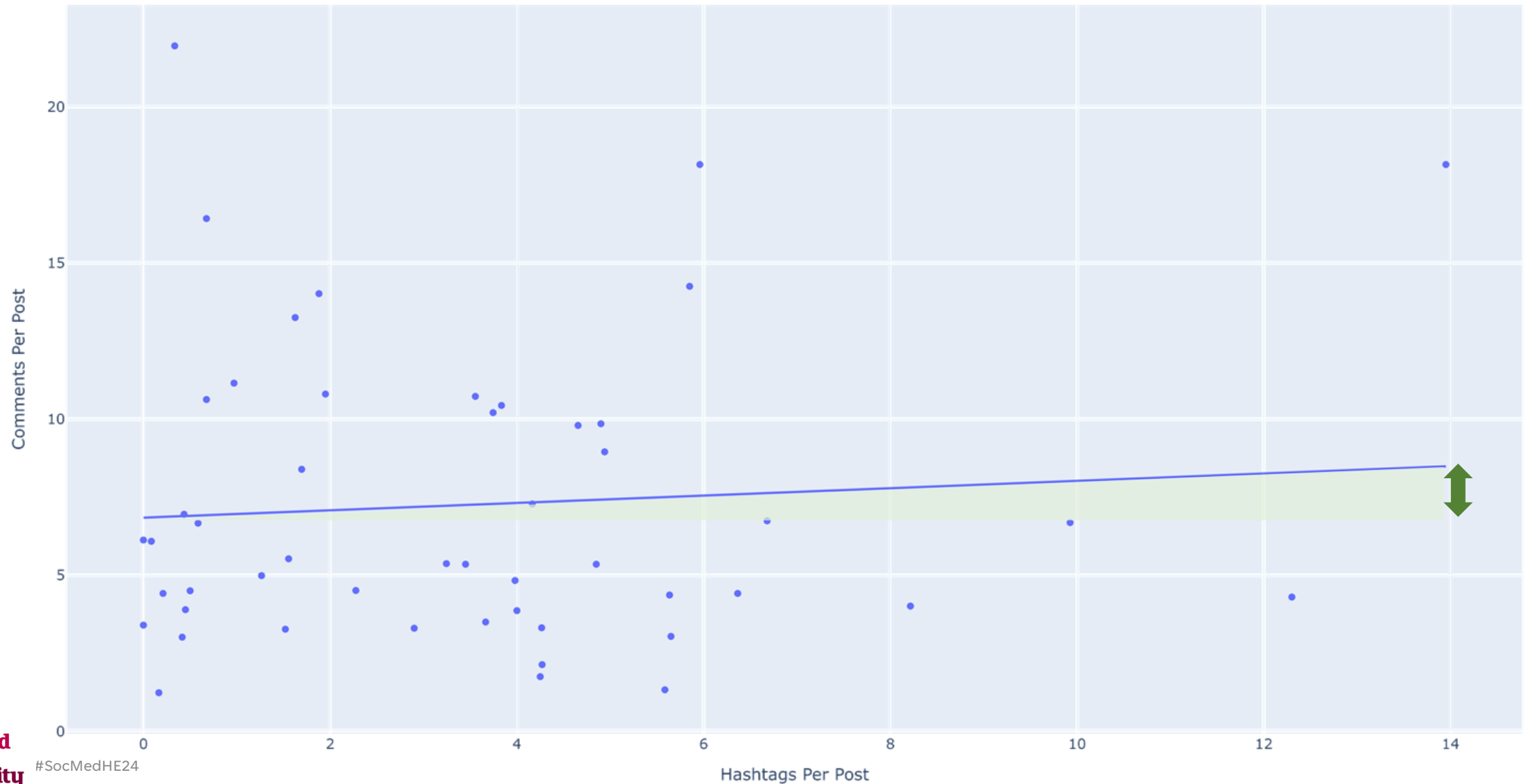
DO HASHTAGS PER POST IMPROVE ENGAGEMENT RATE?



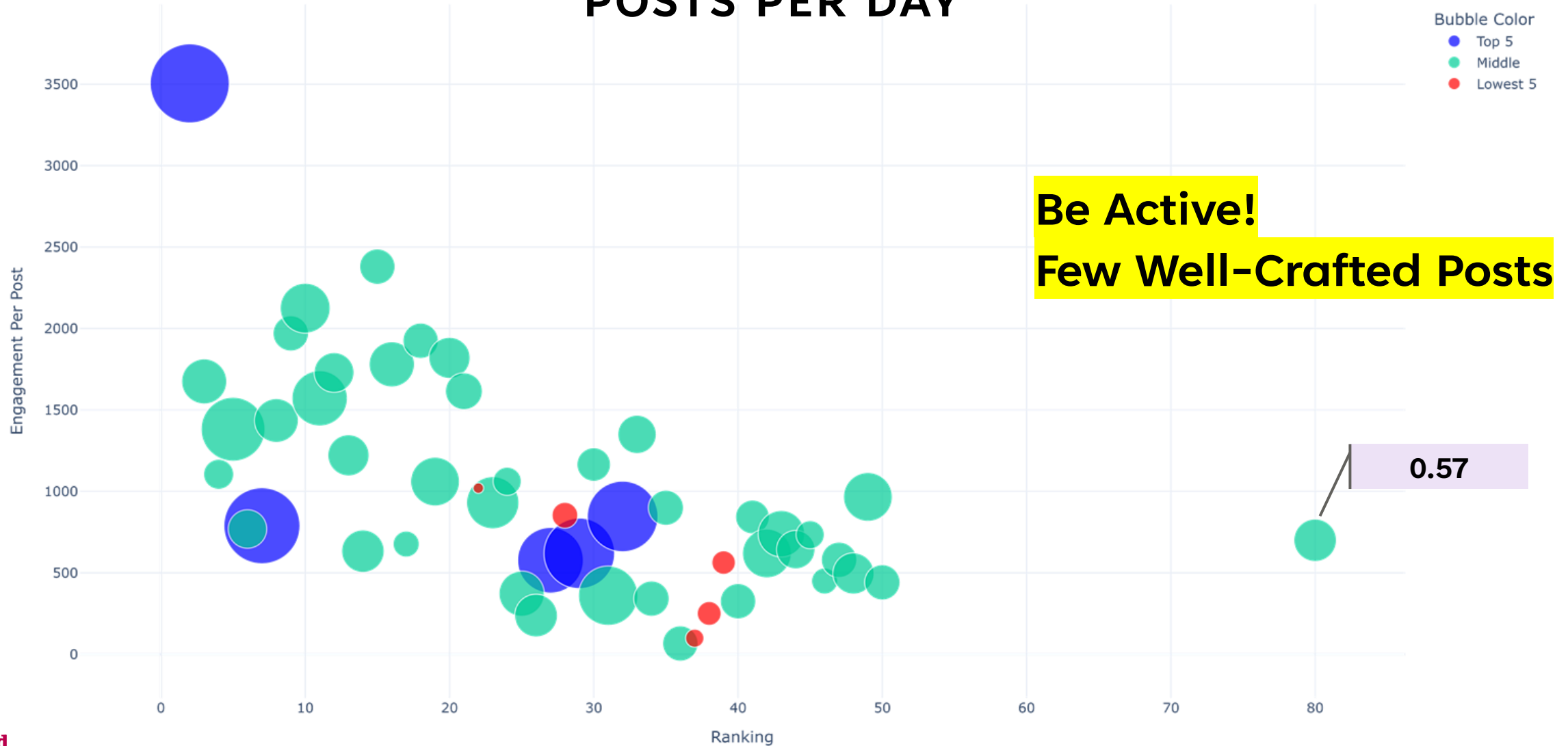
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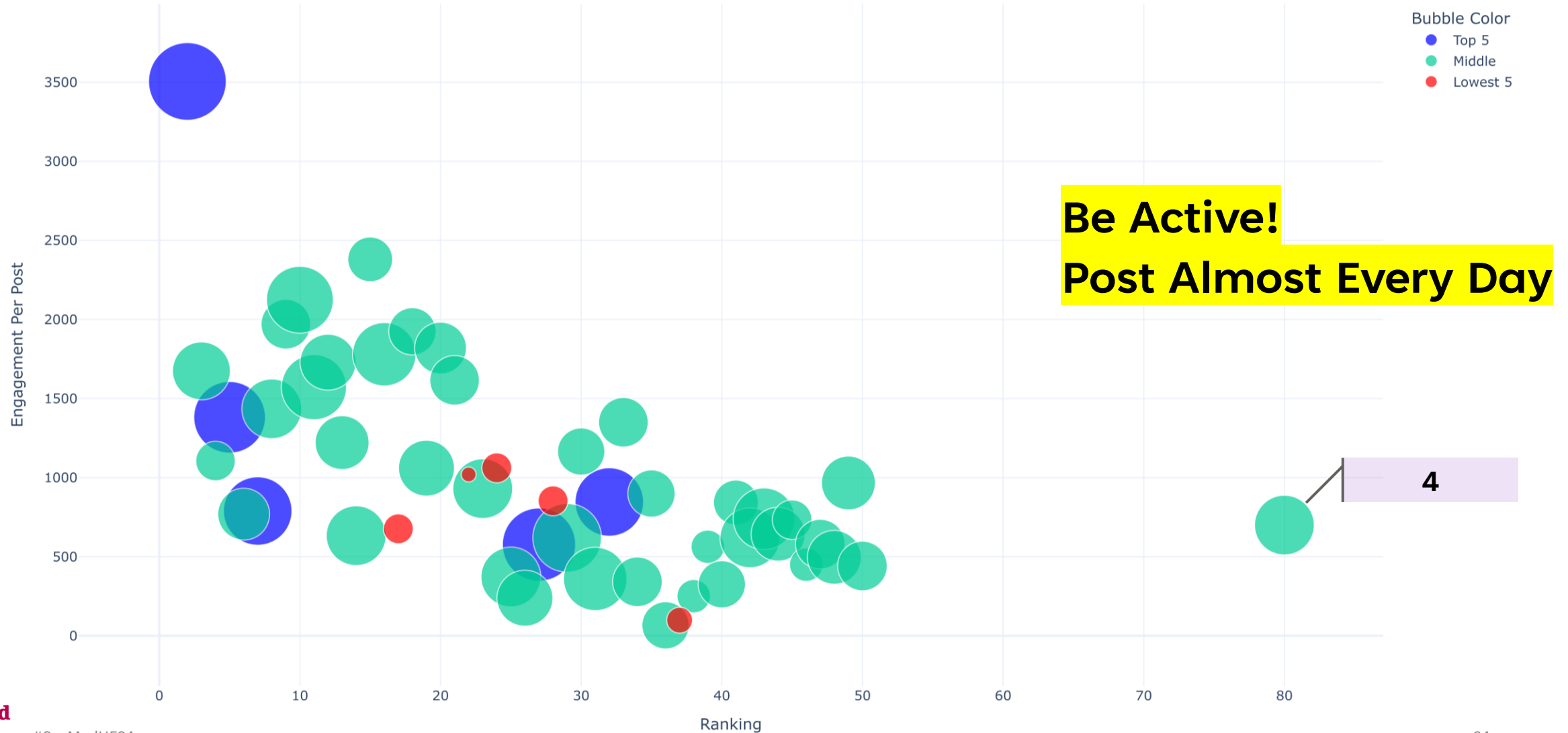
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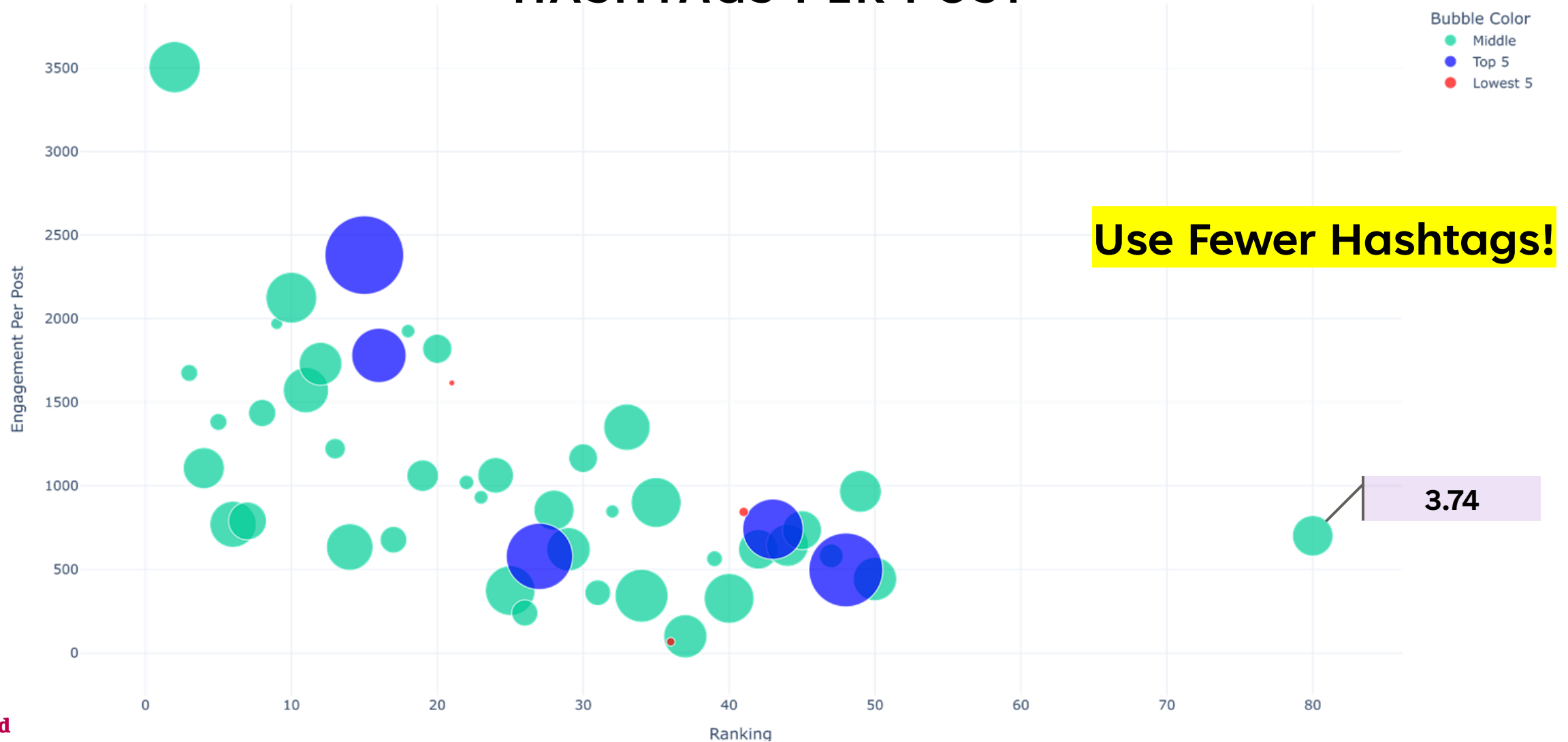
ENGAGEMENT PER POST VS RANKING VS POSTS PER DAY



ENGAGEMENT PER POST VS RANKING VS DAYS PER WEEK WITH POSTS



ENGAGEMENT PER POST VS RANKING VS HASHTAGS PER POST



SUMMARY AND FUTURE WORK

- ❑ Current trends recommend **posting daily**, prioritising **quality** over quantity for key posts
- ❑ **Selective** and impactful **hashtags** are more effective than excessive use
- ❑ **SHU** has the opportunity to improve its engagement as Instagram is the second most effective platform for driving traffic to SHU's website
- ❑ **Future Work:** Conduct a deeper analysis to identify the most effective post types (content, media types, ...etc) and hashtags

A series of white, overlapping geometric lines and polygons on a black background, located on the left side of the slide.

THANK YOU

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School of Computing and Digital Technologies