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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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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







18-34 years old

Bachelor degree or above

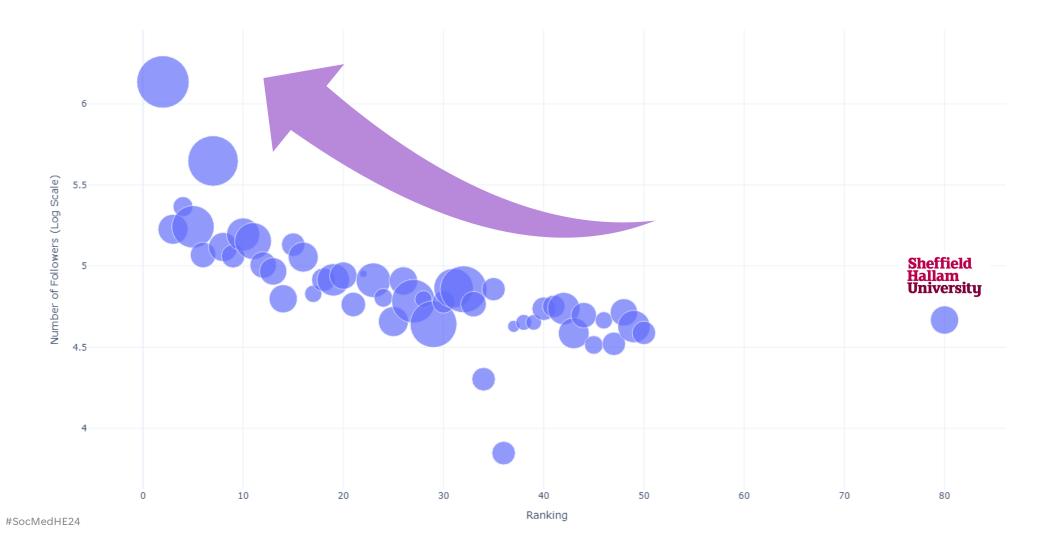
UK users



THE POWER OF THE GRAM

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

Sheffield Hallam University



3









Top 50

+

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Insights



Recommendations



Number of	Engagement	Number of	Posts Per Week
Students	Per Post	Followers	
Number of students enrolled in 2023/2024 academic year	The average number of likes and comments per post	<section-header></section-header>	Average number of posts per calendar week

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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



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

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Hashtag Per Post

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

Engagement Rate



Comments Per Post

The average number of comments per post Follower to Following Ratio

Number of followers divided by the following count



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



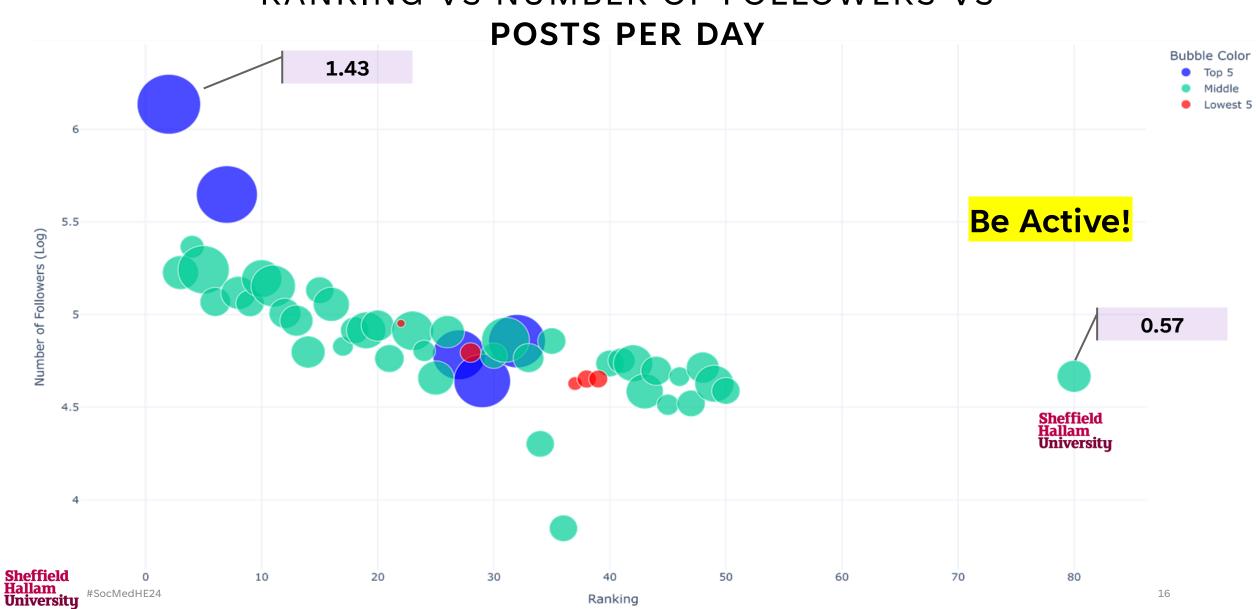




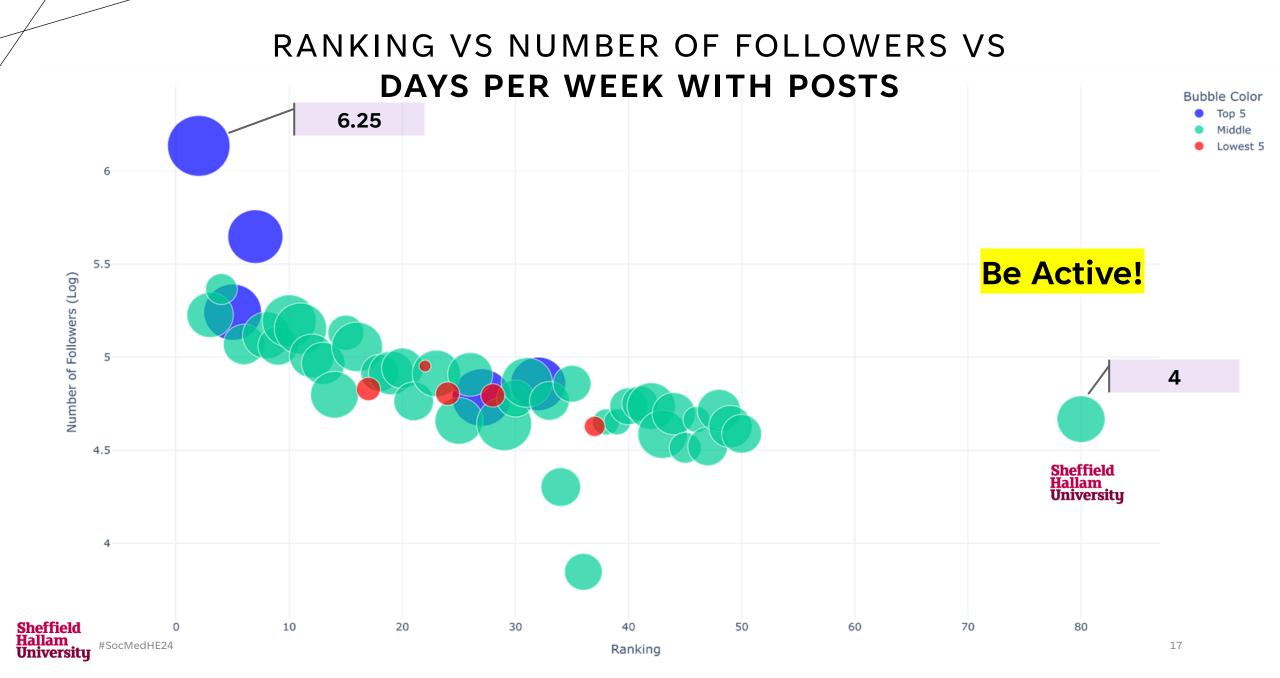
Posts Per Day

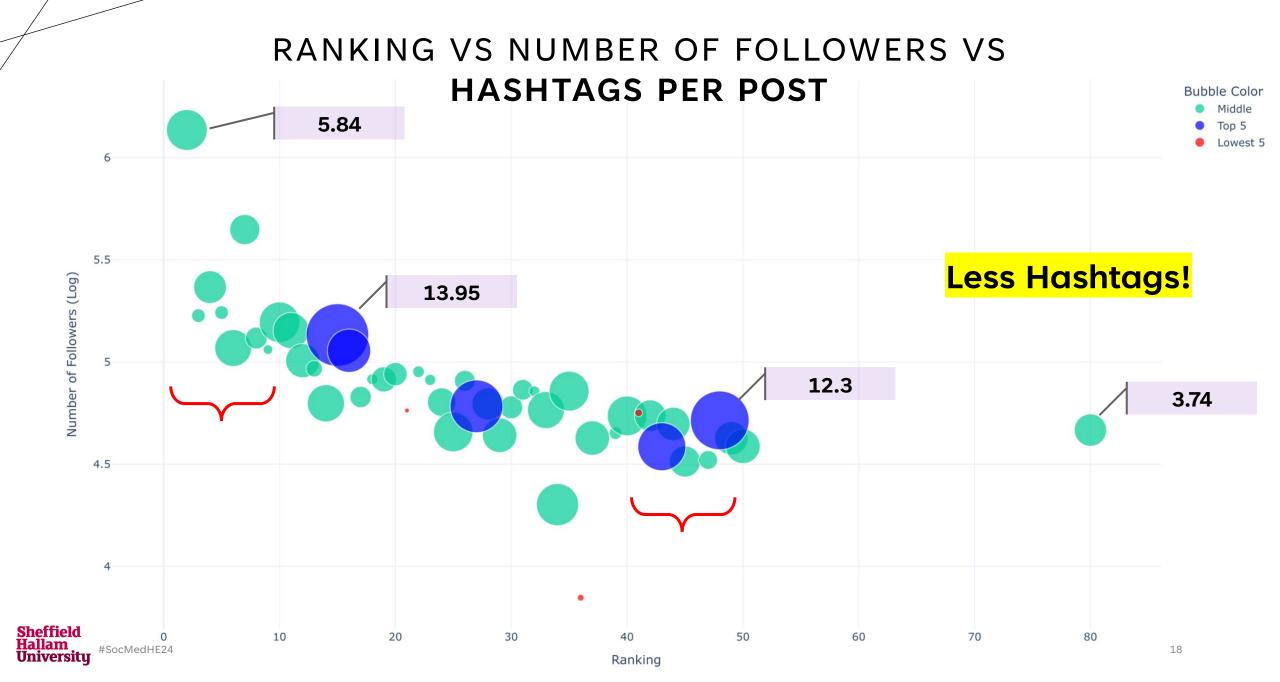
Days Per Week With Posts Hashtags Per Post

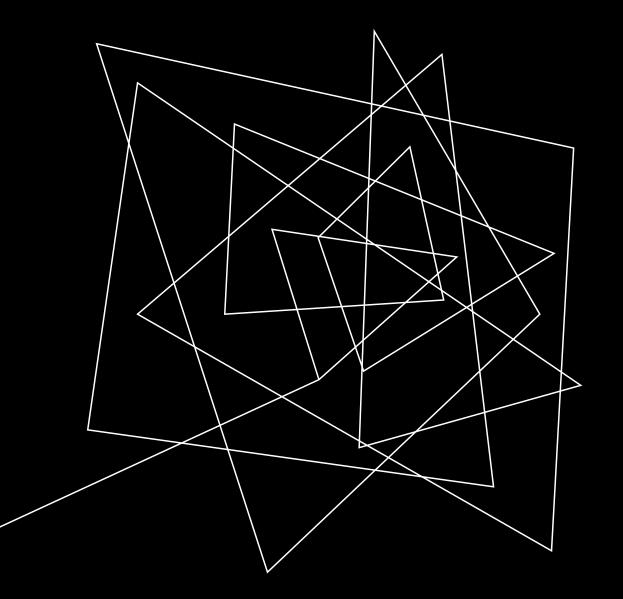




RANKING VS NUMBER OF FOLLOWERS VS







DATA DEEP DIVE

Correlation Heatmap of All Features

Ranking	1	-0.4511276	-0.5916727	-0.4233273	-0.2857455	-0.2818476	-0.2597811	0.05534953	0.193107	-0.4576629	-0.4202821
Total Students	-0.4511276	4	0.3948433	0.1071041	0.1204088	0.0721897	0.2607769	0.1595735	-0.1757077	0.4682382	0.199251
Engagement Per Post	-0.5916727	0.3948433	1	0.6198042	0.2643812	0.2726402	0.3137022	0.1197535	0.2896717	0.709605	0.6775861
Number of Followers	-0.4233273	0.1071041	0.6198042	1	0.4755186	0.5622708	0.4331673	0.1102002	-0.3340404	0.4194878	0.9189977
Posts Per Week	-0.2857455	0.1204088	0.2643812	0.4755186	Ĩ.	0.9582672	0.8867617	0.1557229	-0.2567883	0.1655712	0.4496338
Posts Per Day	-0.2818476	0.0721897	0.2726402	0.5622708	0.9582672		0.8946777	0.1370167	-0.289861	0.1327784	0.5185515
Days Per Week with Posts	-0.2597811	0.2607769	0.3137022	0.4331673	0.8867617	0.8946777	1	0.2381992	-0.1833528	0.2143566	0.4309971
Hashtag Per Post	0.05534953	0.1595735	0.1197535	0.1102002	0.1557229	0.1370167	0.2381992	1	-0.02837505	0.07644766	0.1838575
Engagement Rate	0.193107	-0.1757077	0.2896717	-0.3340404	-0.2567883	-0.289861	-0.1833528	-0.02837505	1	0.0947672	-0.2472504
Comments Per Post	-0.4576629	0.4682382	0.709605	0.4194878	0.1655712	0.1327784	0.2143566	0.07644766	0.0947672	1	0.5254601
Follower to Following Ratio		0.199251	0.6775861	0.9189977	0.4496338			0.1838575	-0.2472504	0.5254601	1
	Rank,	Total ing	Engag Students	Numt Rement Per	Posts Der of Follo Post	Posts Per Week Wers	D _{àys} Per D _{ày}	Hashi Per Week	Engau tag Per Pos with Posts	Comr Tement Ra	Follow Ments Per J

0.8

0.6

0.4

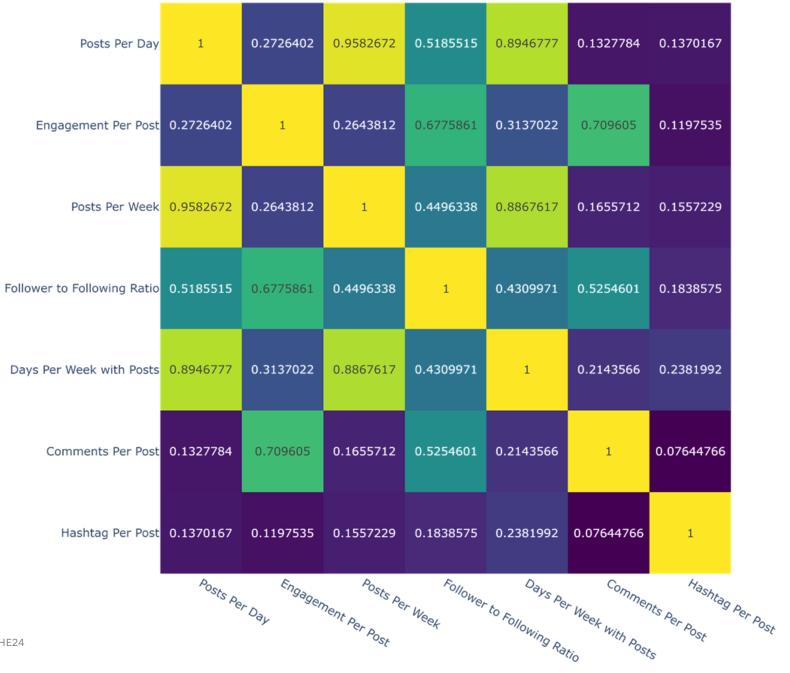
0.2

0

-0.2

-0.4

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0.9

0.8

0.7

0.6

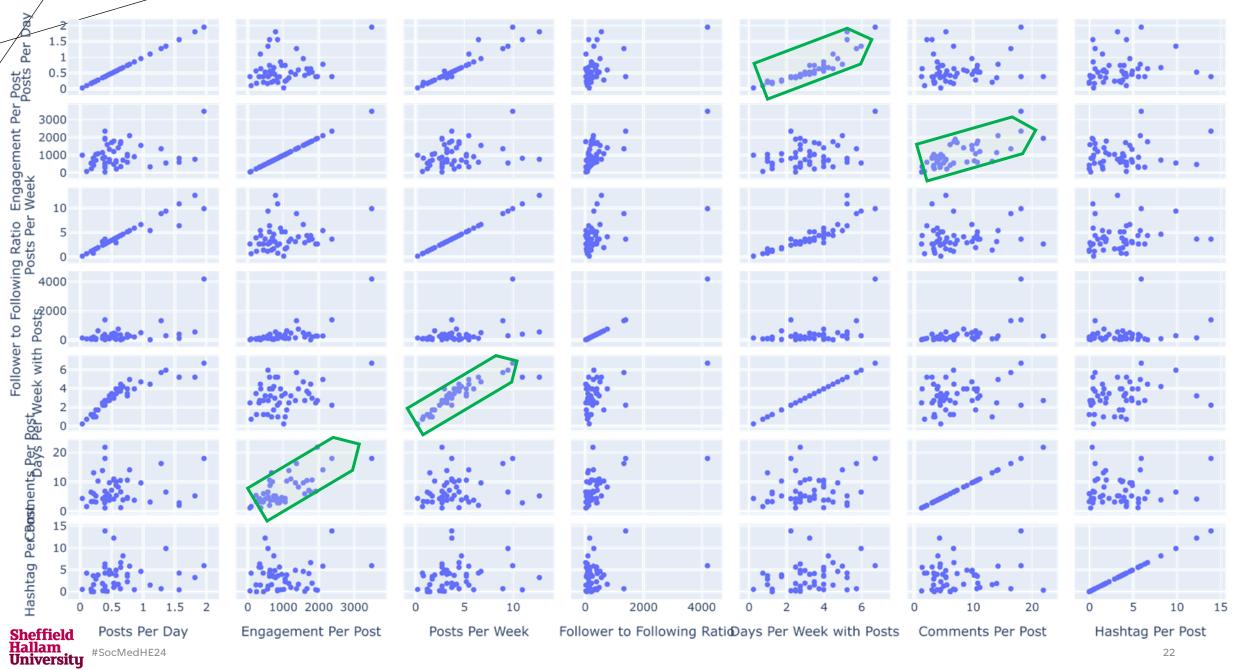
0.5

0.4

0.3

0.2

0.1



INSTAGRAM ENGAGEMENT KEY PERFORMANCE INDICATORS (KPIs)







Engagement Rate

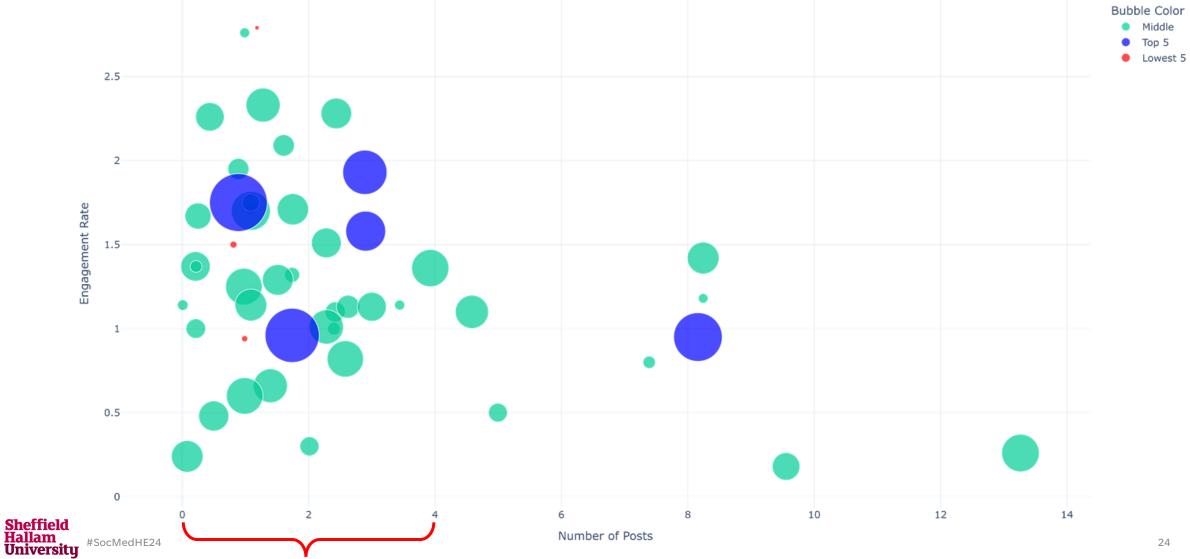
Engagement Per Post

Comments Per Post

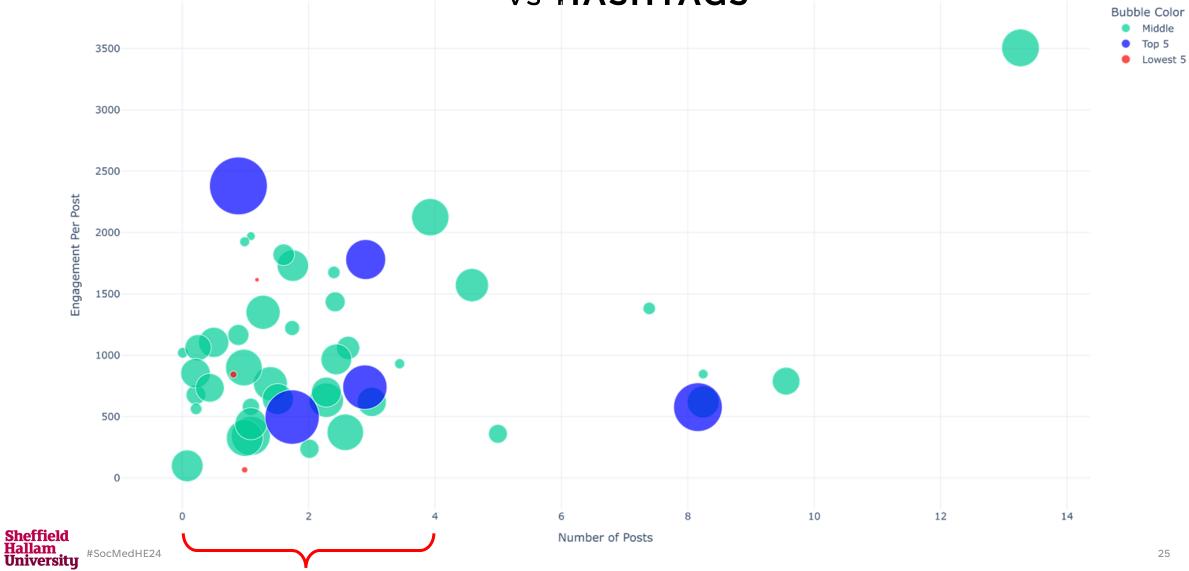
Number of Posts = Posts Per Day X Days Per Week With Posts



ENGAGEMENT RATE vs NUMBER OF POSTS vs HASHTAGS



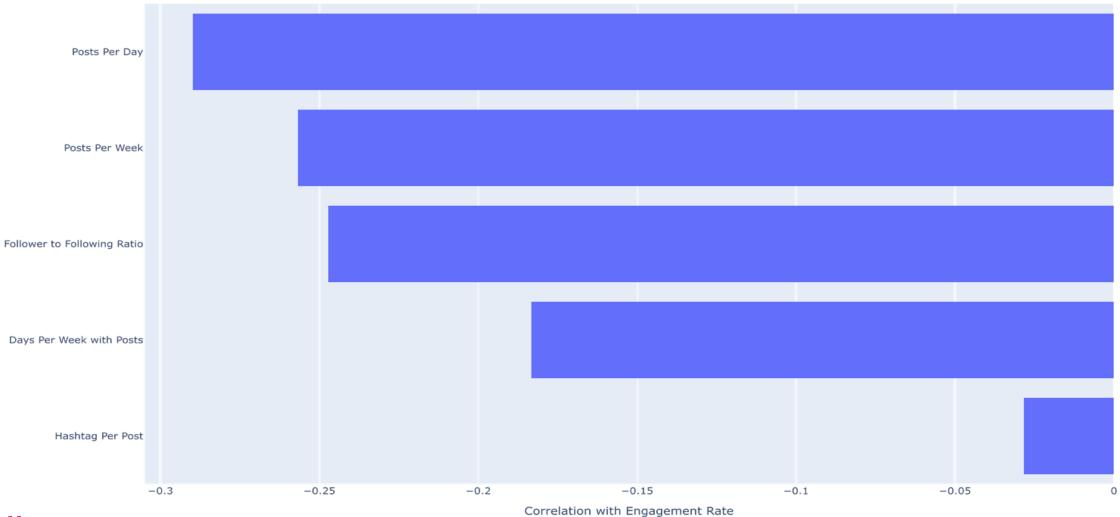
ENGAGEMENT PER POST vs NUMBER OF POSTS vs HASHTAGS



COMMENTS PER POST vs NUMBER OF POSTS vs HASHTAGS



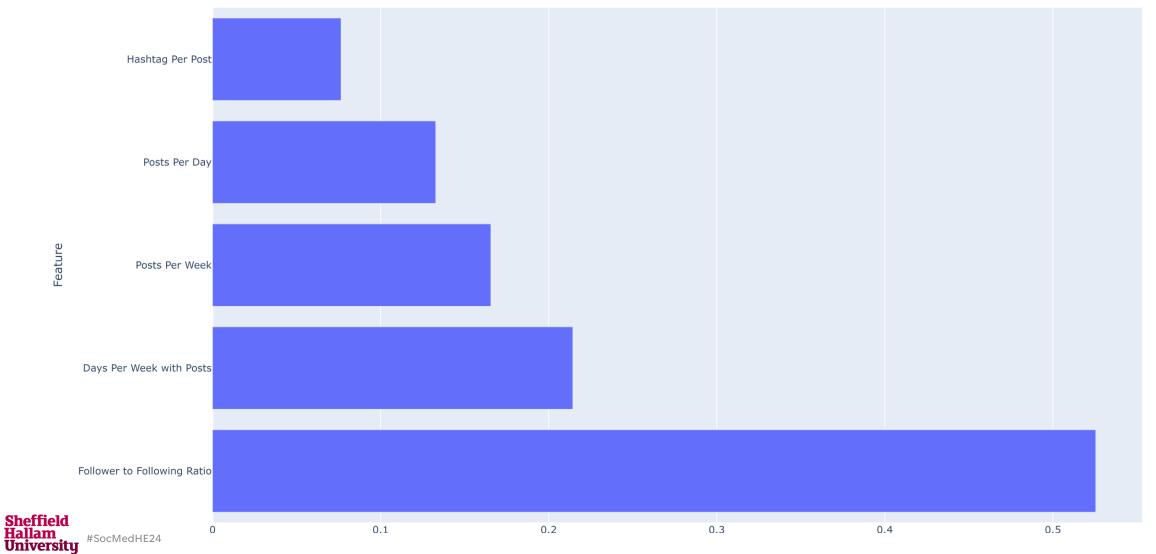
KEY FEATURES CORRELATION WITH ENGAGEMENT RATE



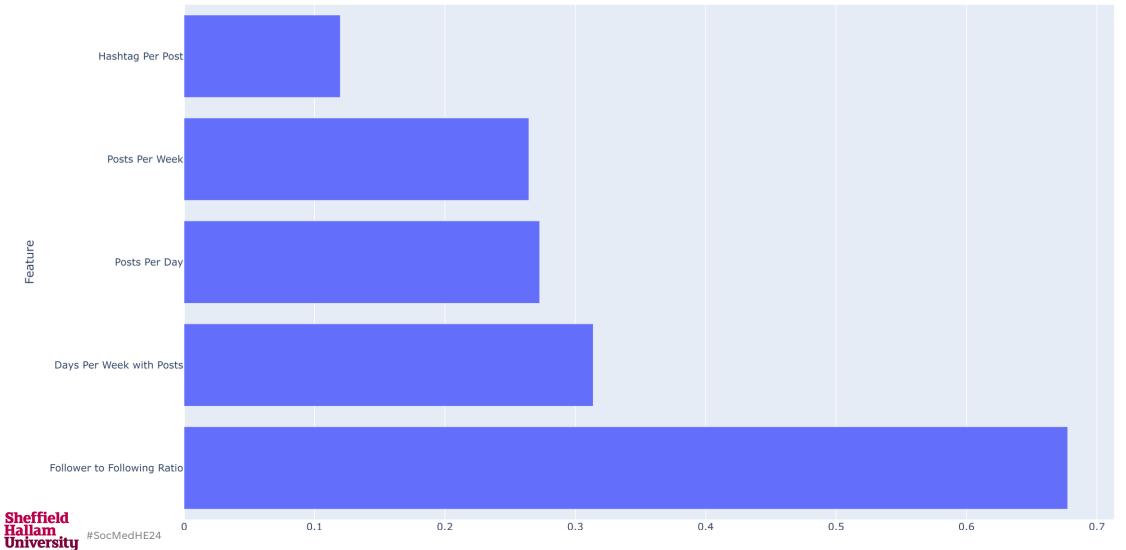
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Feature

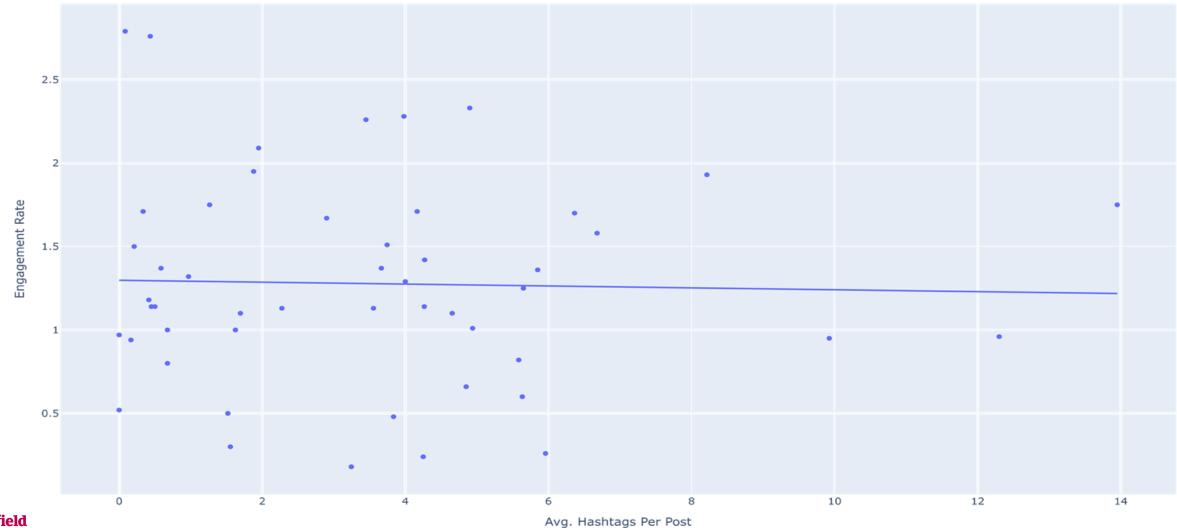
KEY FEATURES CORRELATION WITH COMMENTS PER POST



KEY FEATURES CORRELATION WITH ENGAGEMENT PER POST



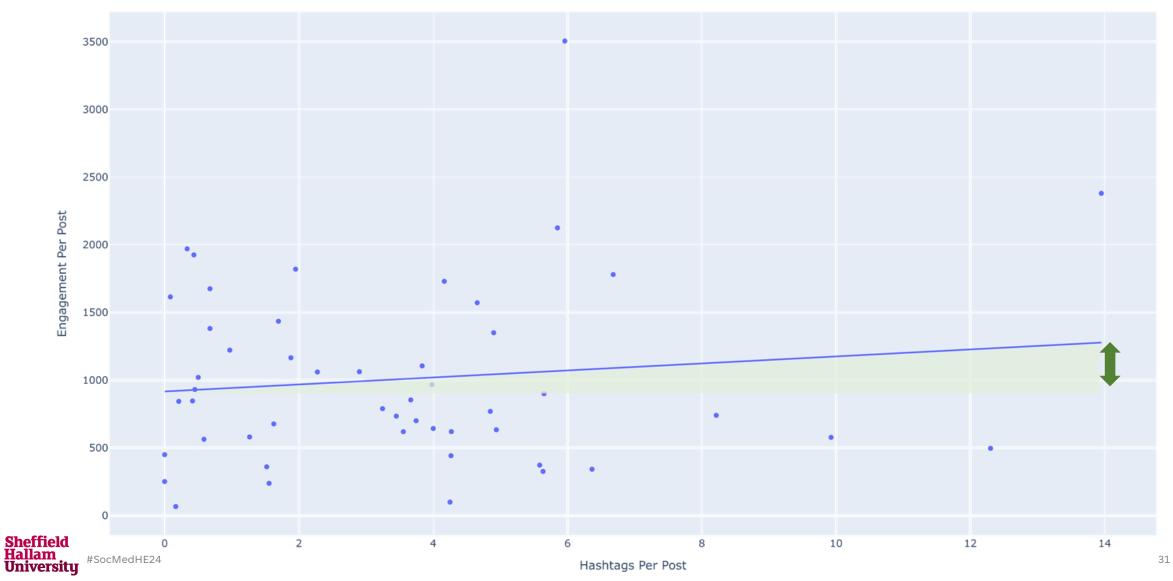
DO HASHTAGS PER POST IMPROVE ENGAGEMENT RATE?



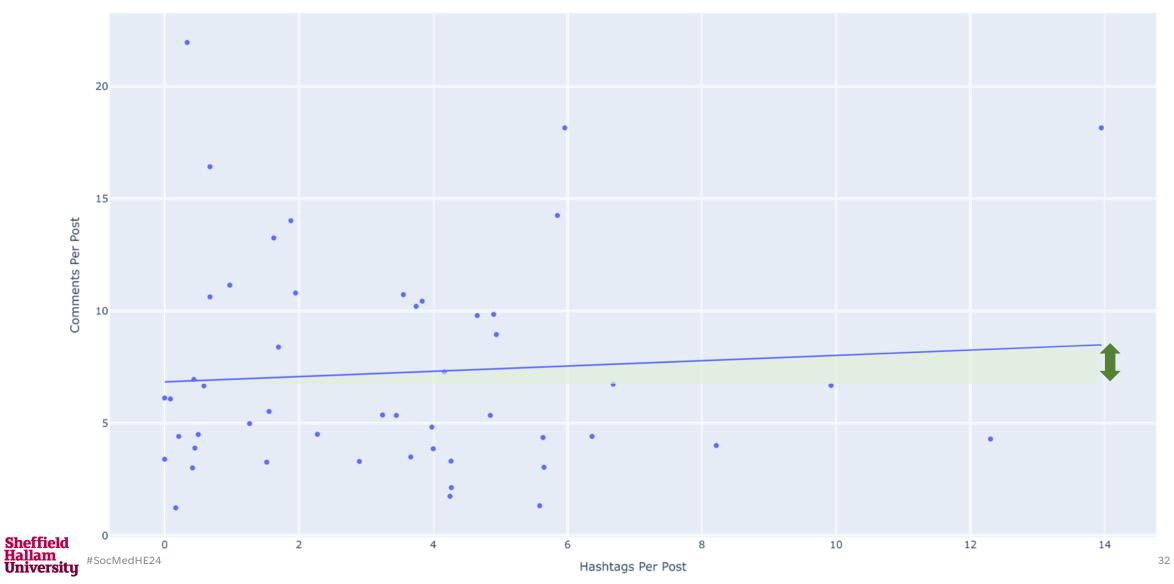
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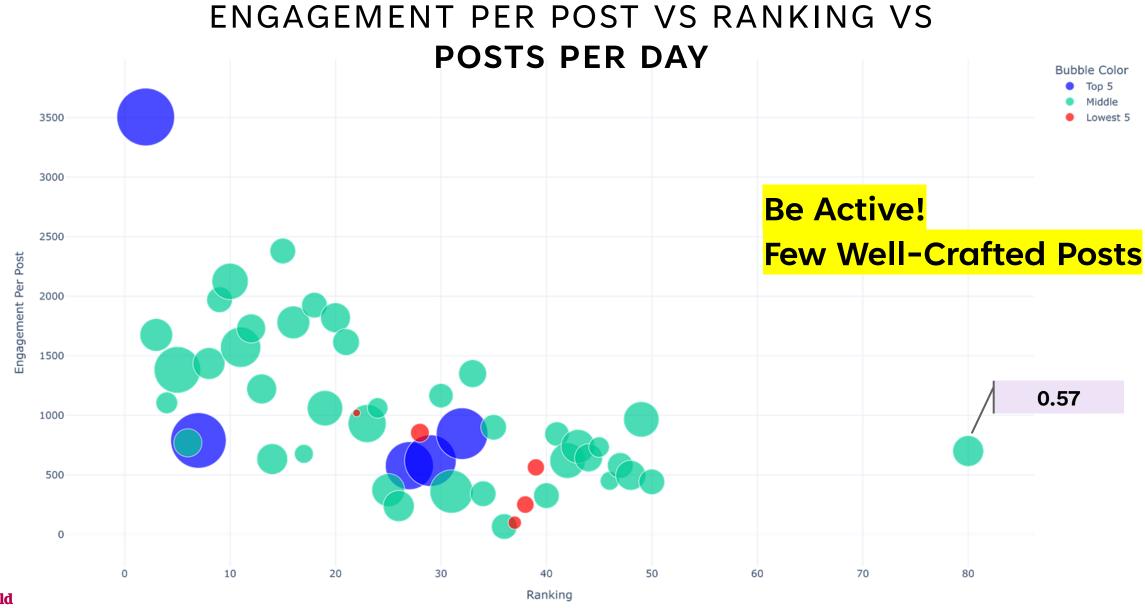
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DO HASHTAGS PER POST IMPROVE ENGAGEMENT PER POST?

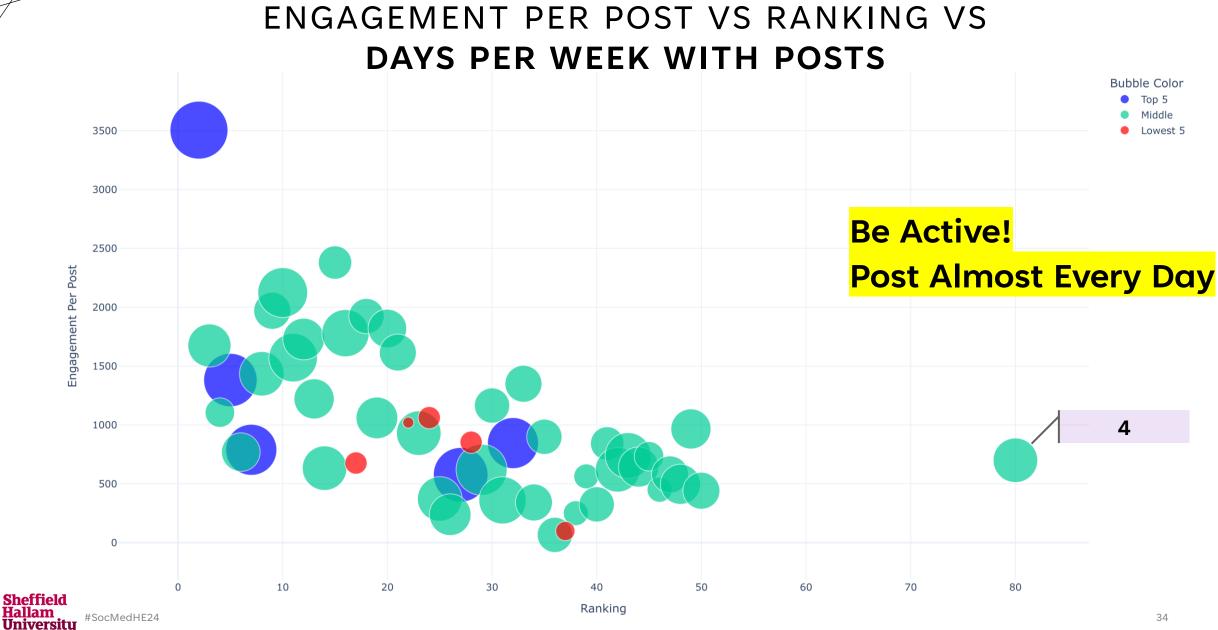


DO HASHTAGS PER POST IMPROVE COMMENTS PER POST?



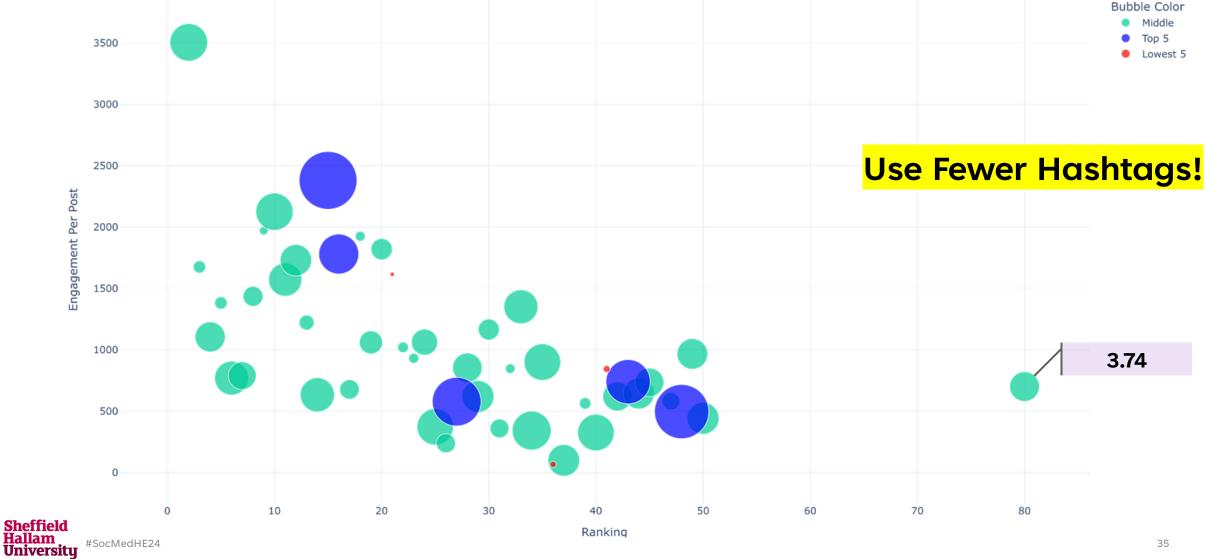


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Hallam

ENGAGEMENT PER POST VS RANKING VS **HASHTAGS PER POST**

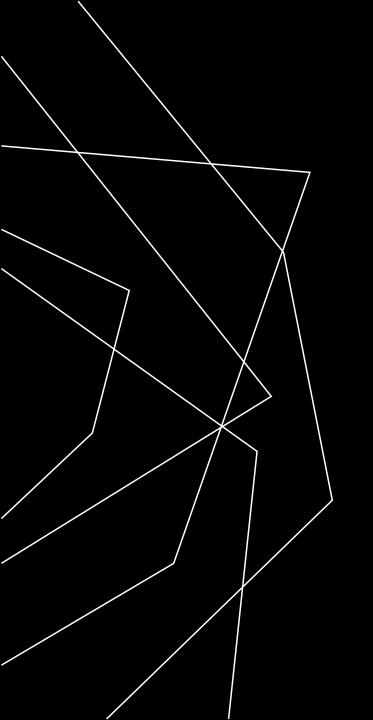


SUMMARY AND FUTURE WORK

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





THANK YOU

Dr Abdel-Karim Al-Tamimi

a.al-Tamimi@shu.ac.uk

School of Computing and Digital Technologies