

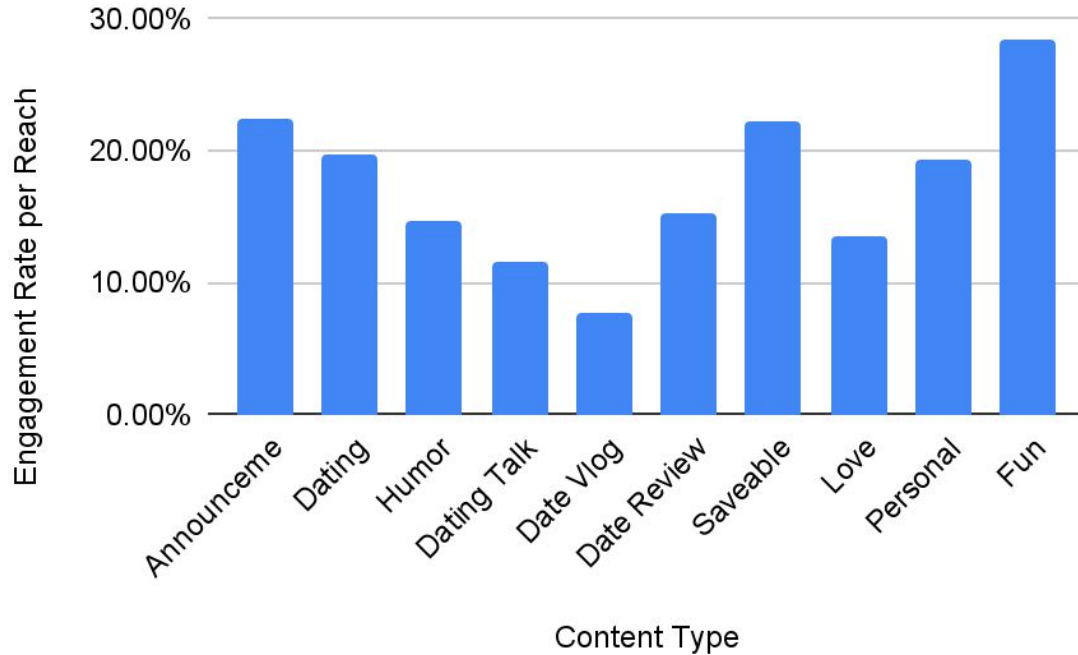
Dating in Rexburg

Mid-Semester Report

Analytics & Performance

Instagram

Average Engagement Rate per Content Type

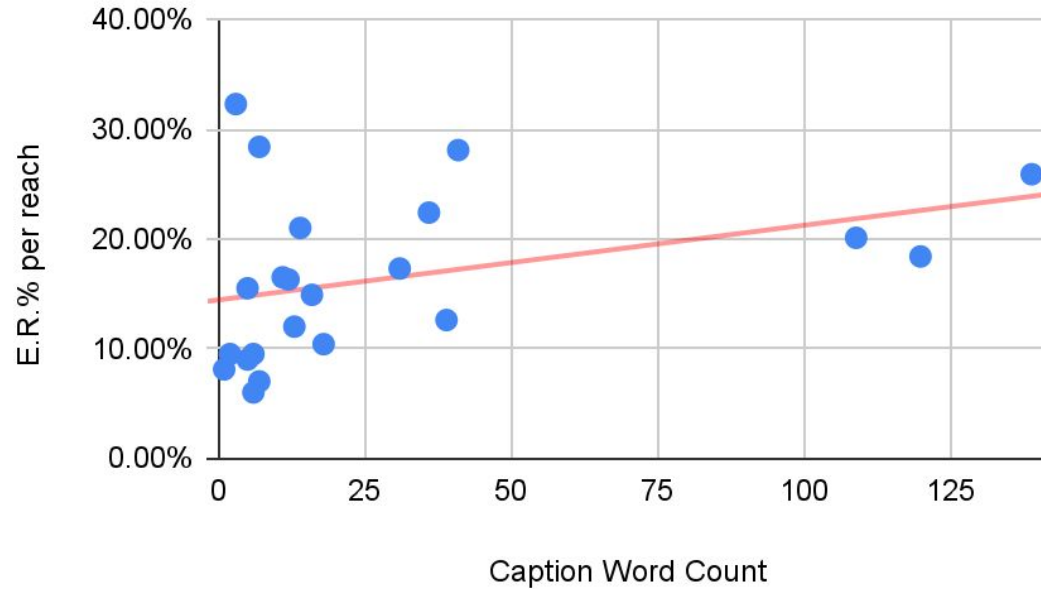


The topic with the highest engagement rate per reach was fun. There was one post done and it didn't get a lot of reach but the accounts that saw it loved it!

Saveable advice gets great engagement because people often share and save it.

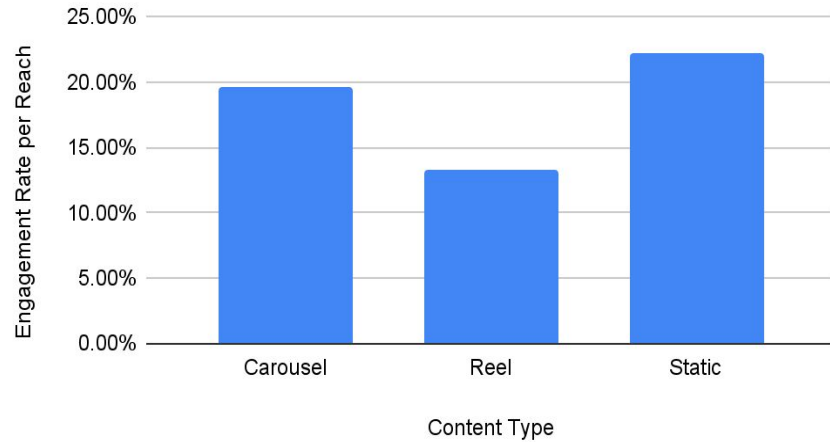
The date vlog topic does the worst because it's the least informative and least entertaining.

E.R.% per reach vs. Caption Word Count

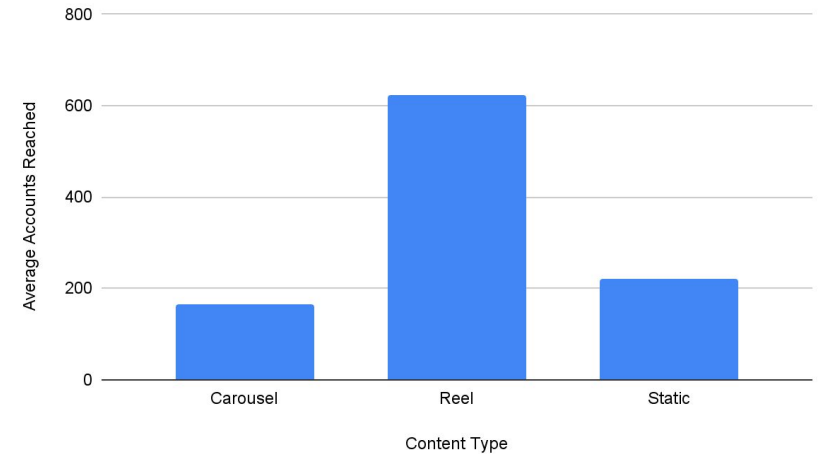


Most of my captions lie between 5-45 words, but the trend line shows that the more words in the caption, the higher the engagement rate. This is something I can use in the future by writing longer captions.

Average Engagement Rate per Content Type



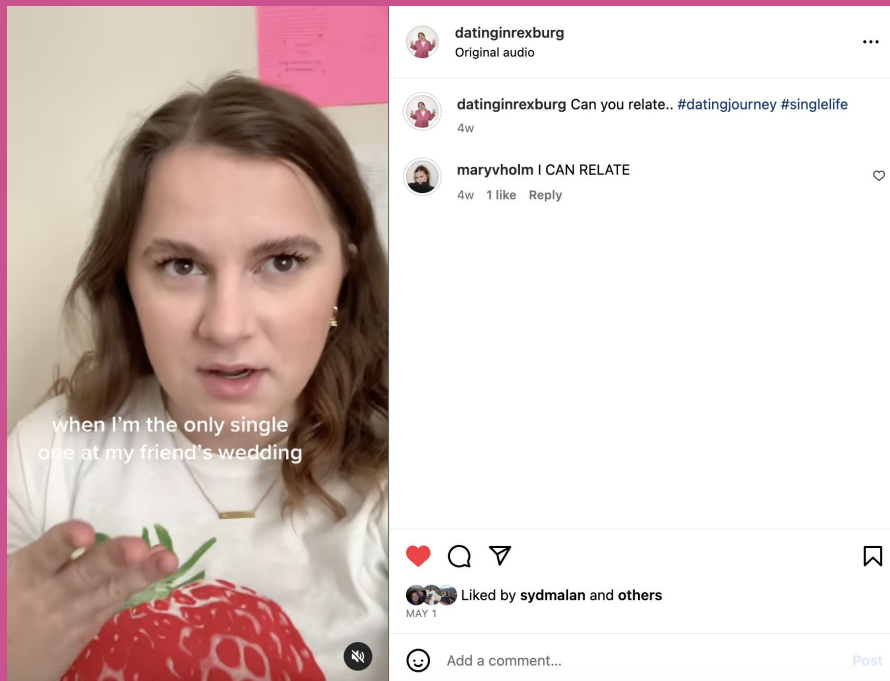
Average Reach per Content Type



These graphs help break down how the three different content types perform. From these graphs, it shows that reels get the most reach, but the lowest engagement. This is common for most social media content; the higher the reach the lower the engagement. I have only done two static posts, and one got a lot of engagement. This sways the average engagement per reach graph. Considering everything, continuing a mixture of content types will help provide reach and engagement, getting me toward my goal KPI's.

Content

Instagram



Top Performing

2780 plays

865 likes

1 share

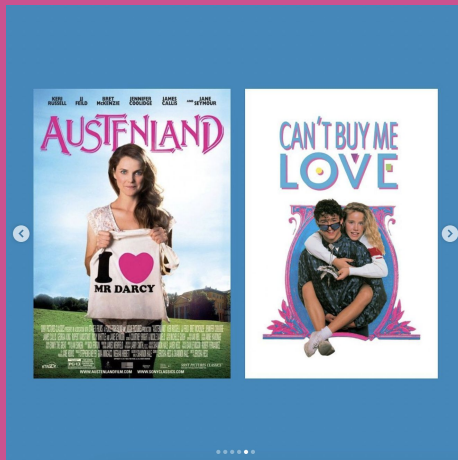
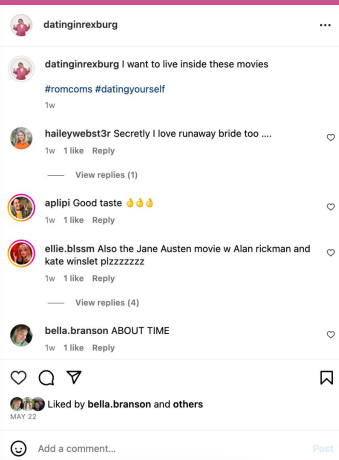
10 saves

Engagement Rate Per Reach:

32.3%

my favorite ROMANCES

from rom-coms to dramas
(but yeah mostly rom-coms)



2nd best engagement rate

190 accounts reached

41 likes

13 comments

4 saves

Engagement Rate Per Reach:
28.40%



datinginrexburg

Tyler, The Creator - See You Again (feat. Kali Uchis)



datinginrexburg We accidentally thrifted a prank puzzle...

#dateideas #cheapdates

3w



Liked by **a.m.b.e.r.l.y_** and others

MAY 6



Add a comment...

Post

2nd best reach

1,833 accounts reached

110 likes

9 saves

5 shares

Engagement Rate Per Reach: 6%



datinginrexburg ...

datinginrexburg Hi! I'm Mary, and I've never had a boyfriend. I don't say this for pity or anything like that, I say it because I want you to understand why I have this account. I want to show you that it's okay.
I was a bridesmaid three times last year. Which I loved!! But it's not the easiest thing to watch all of your friends find people while you stand alone. Not having success is discouraging. And lonely. And sad.
But I have found JOY in dating myself. Life isn't all about romantic relationships. There is so much more.
BUT dating can be so fun and it's fun to talk and joke about. So this account is for all of it. The jokes, the dates I go on, my advice for you, and learning to love and date yourself. Enjoy.
1w

asilneromu hii Mary, I'm lisa👩🏻. it is nice to e-meet you💕

1w 1 like Reply

toronto.sariah AMEN sista- love what you do here!!!

1w 1 like Reply

haileywebst3r I sure love you.

👍 🗨️ 🚩

Liked by **haileywebst3r** and others
MAY 20

😊 Add a comment... [Post](#)

3rd most accounts engaged

251 accounts reached

61 likes

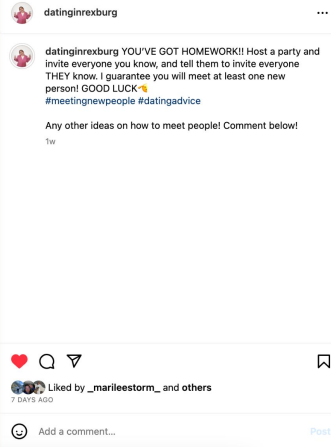
4 comments

1 save

1 share

Engagement Rate Per Reach:
25.90%

how to
**MEET NEW
PEOPLE**



- Country dancing
- Library
- Hosting parties
- Clubs
- Social media
- Blind dates
- Community gatherings
- Church
- Classes

what else?

YOUR HOMEWORK:

MEET SOMEONE NEW! Host a party and ask people to bring their friends. Network! A simple game night or movie night will do the trick! Plan it a week ahead so you have plenty of time to get the word out.
YOU'VE GOT THIS!

3rd best engagement rate

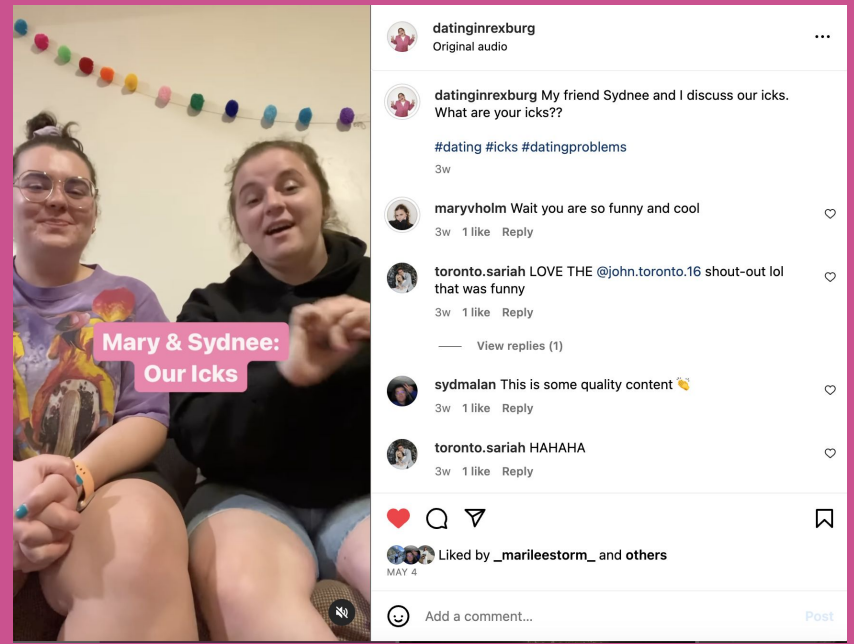
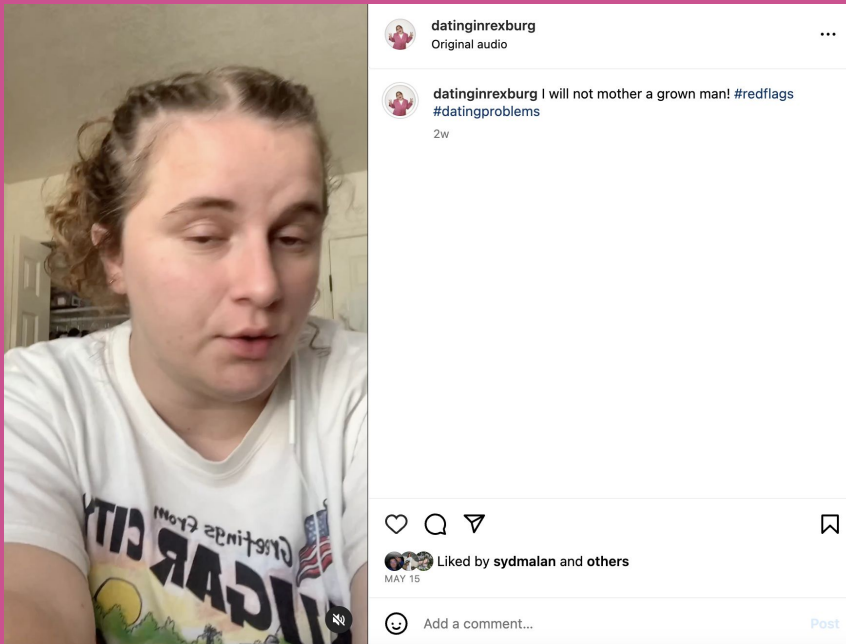
135 accounts reached

38 likes

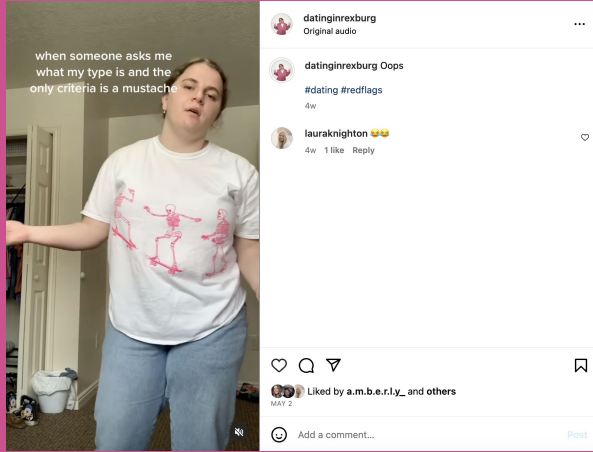
1 save

Engagement Rate Per Reach:

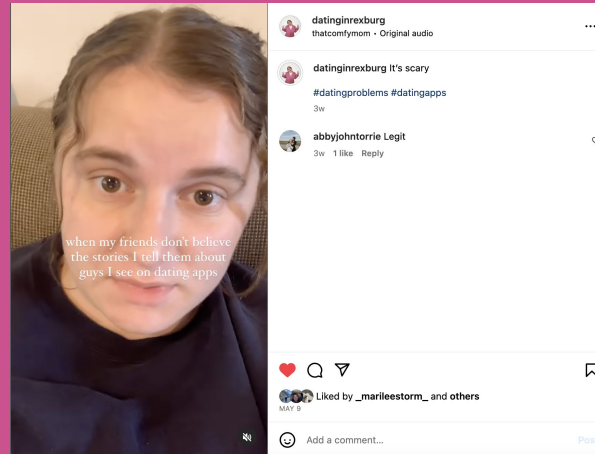
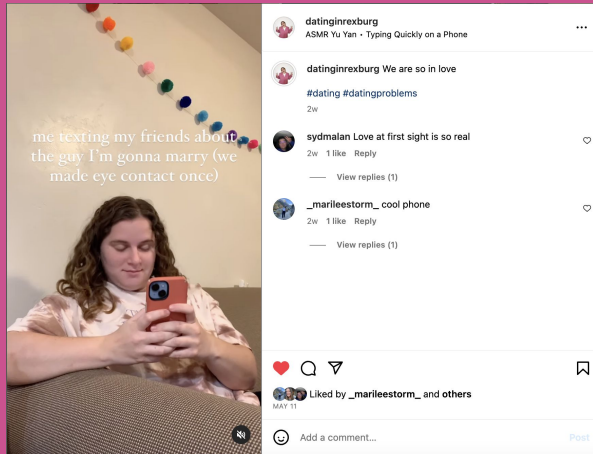
28.10%

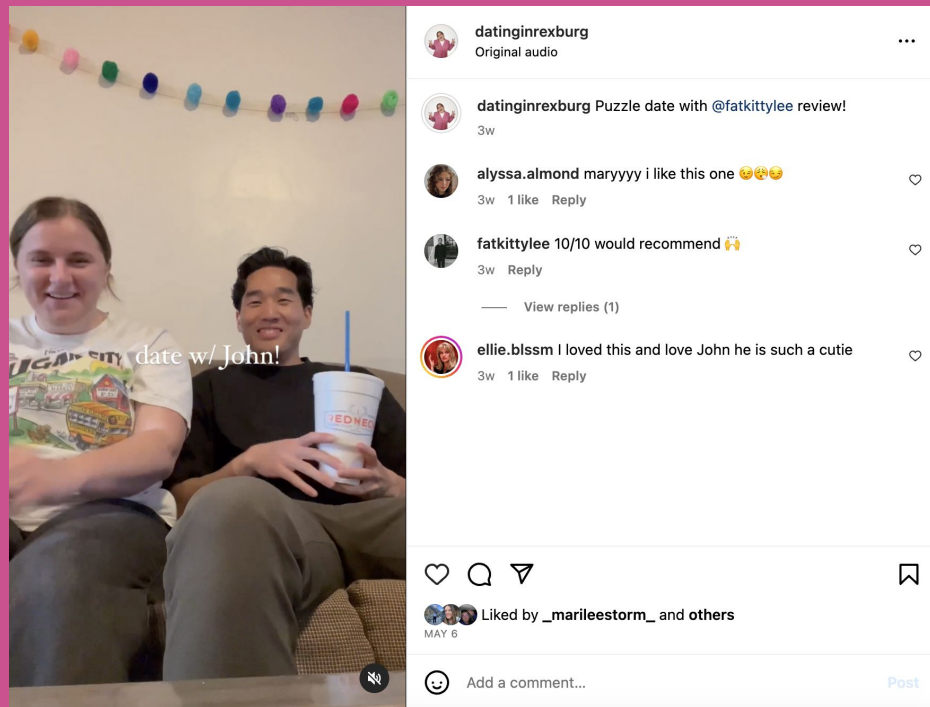


These are videos where I talk about all things dating, like icks and red flags. As you can see, when I include my roommate it does better. This is because we are pretty funny and awesome. Going forward, I will try to do more talking videos with her and not just myself.

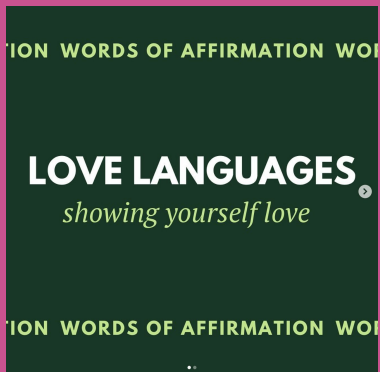


These are my humorous videos with trending sounds. They have not done as well as other videos. I have learned that unless it is REALLY funny it isn't worth it most of the time. Focusing on the dating yourself content and dates I go on will be more successful.





Date reviews do well on Instagram! My followers love to debate who is the best for me, and it makes me giggle.



This series doesn't get a lot of reach or comments, but gets many saves. This means people find it useful and want to be able to look at it later.



what is
DATING YOURSELF?

FINDING JOY IN BEING ALONE

DATE IDEAS
affordable and fun

TRY THESE IDEAS:

- Make cookies blindfolded
- Press flowers
- Visit the Human Animal Shelter
- Chalk art
- Teach each other a skill
- Farmers market
- Explore the city by following a color
- Follow a TikTok recipe

OTHER CONTENT!

This is other content I made that just did fine. I will continue to do things like this since they are vital to the brand.

GETTING TO KNOW YOURSELF

TAKING YOURSELF ON DATES

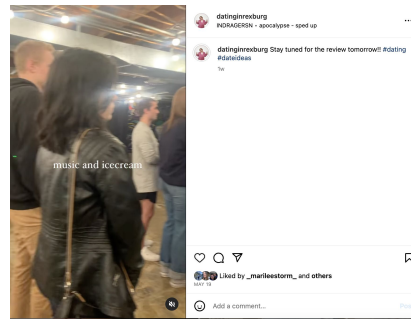
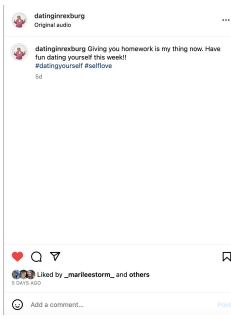
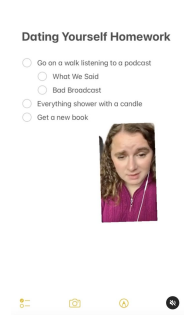
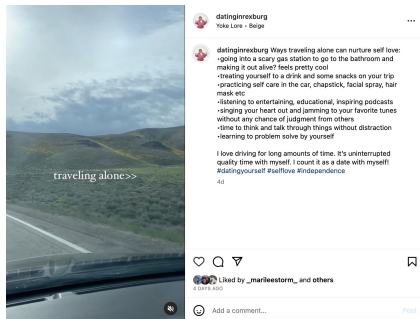
hi!



I'm back.

NEW GOALS

This time around, we are going to do things a little different. Every other week I will go on a date and review it, and the other weeks I will be going on a date with myself. I want to show you how you can date yourself and enjoy it. I want us to learn how to take control of our dating lives, and to keep dating fun and humorous. Let's have some fun!



Analytics & Performance

TikTok

Video views

1,535,197

+1,535,197 (>999%) ↑

Profile views

258,454

+258,454 (>999%) ↑

Likes

193,022

+193,022 (>999%) ↑

Comments

2,376

+2,376 (>999%) ↑

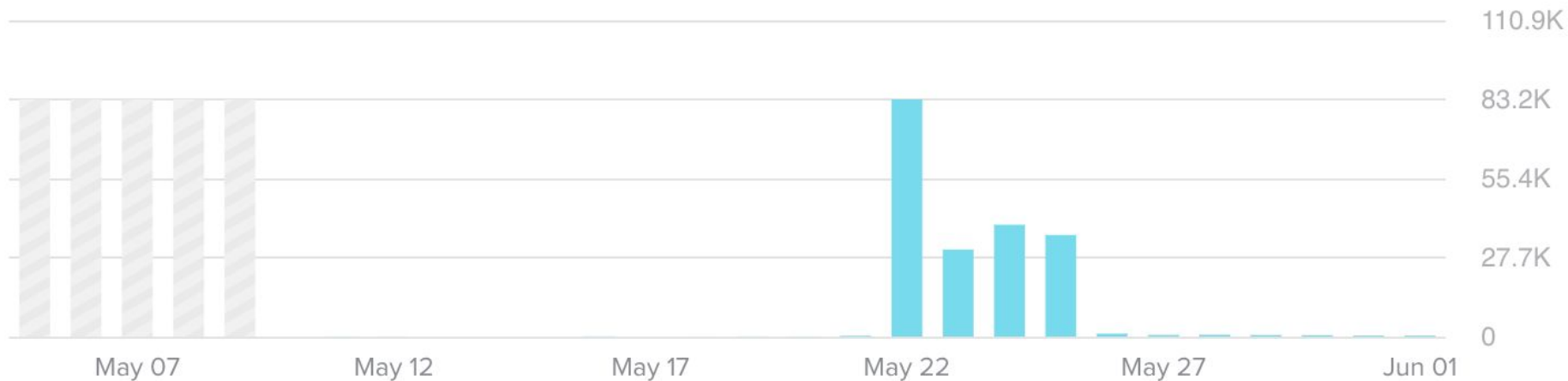
Shares

1,935

+1,935 (>999%) ↑

Likes ⓘ

May 05 - Jun 01



Followers

[View more >](#)

Last 7 days

Last 28 days

Last 60 days

Custom ▾

22,232 in total ⓘ

Net NaN (May 05 - Jun 01)

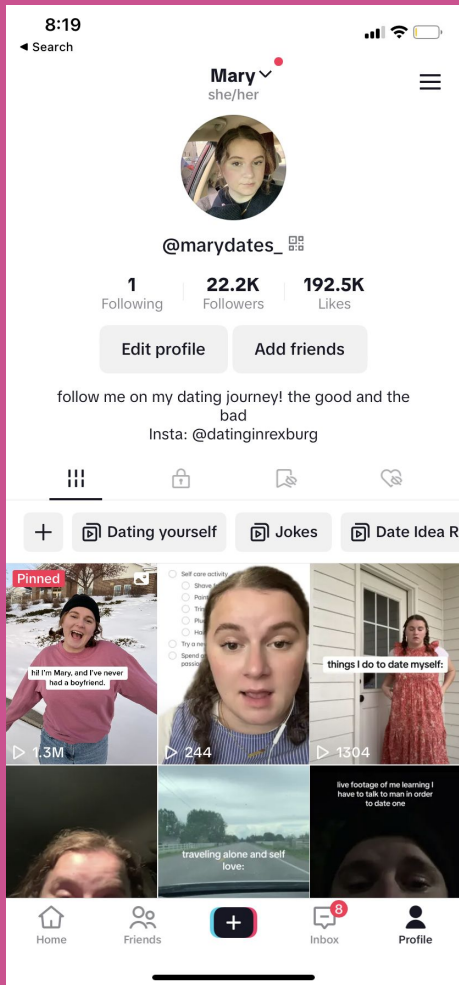
Growth rate -- (vs. Apr 07 - May 04)

May 05 - Jun 01



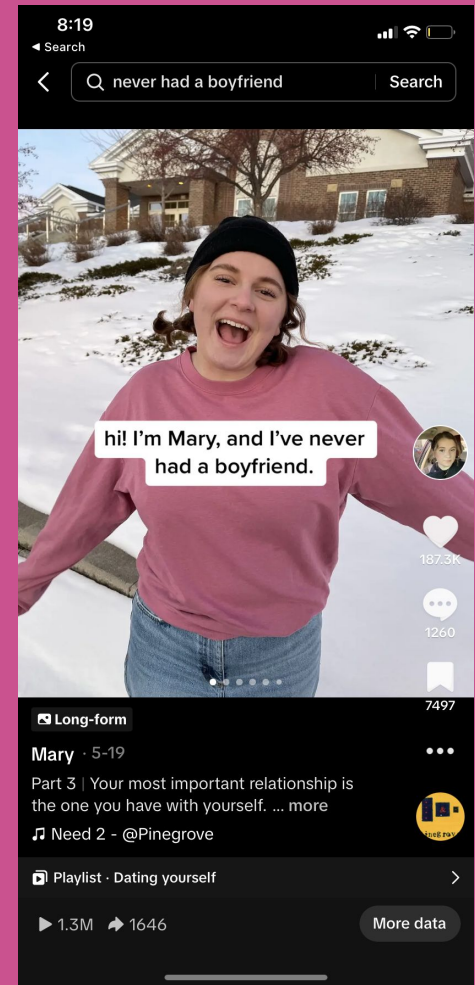
Content

TikTok



For the first few weeks my TikTok account did not do well at all. Then this video on the right went viral! I went from 6 followers to 22.2K. This video did well because it has a great hook, shows my personality, and is a vulnerable and relatable message.

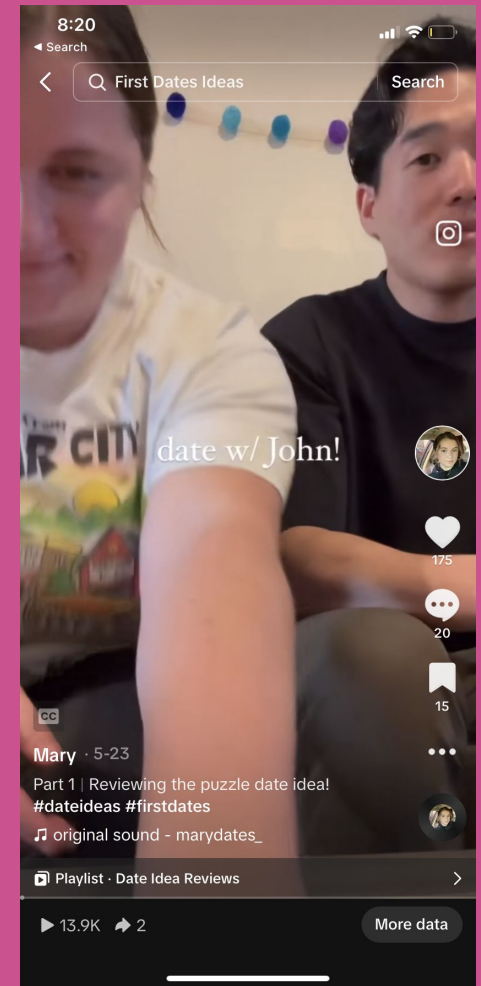
Normally when a video goes viral, you gain a few followers but not a ton. I gained a lot because my account has a niche directly related to the viral video. People went to the account and saw more of what they loved from the video. This made them want to stay and see more of my content.

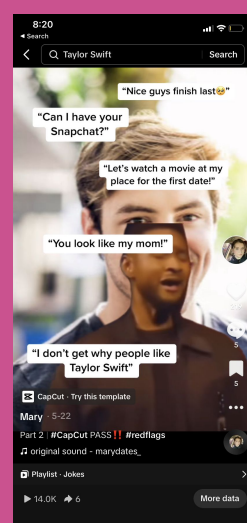
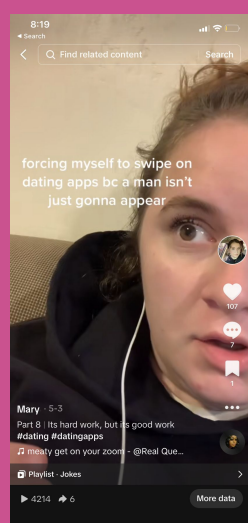
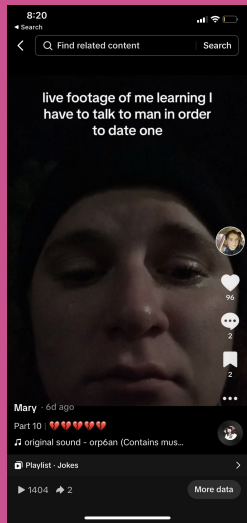
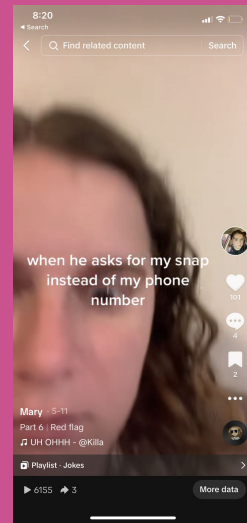
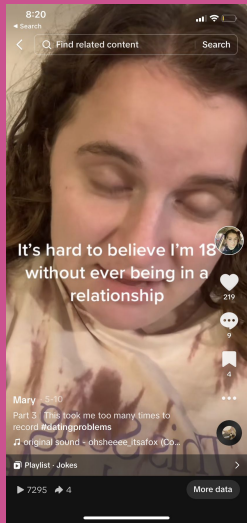
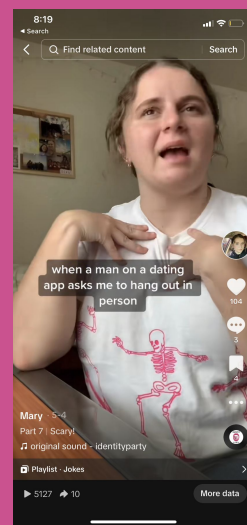
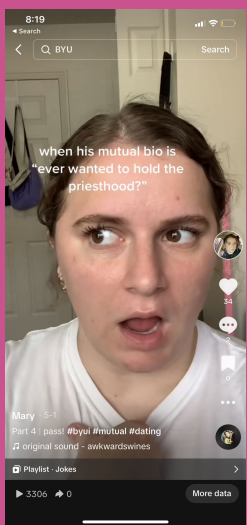




The people of TikTok ate the date reviews UP! My followers, who have become loyal to me and are invested in my journey, really love seeing these and want more. The review on the left received more attention than my followers. I think it did well because Devon and I have great chemistry, and it is just a fun concept!

I want to start adding a hook to the beginning of these videos to see how well they do.





Humor

The slide before this shows the humor videos I posted. This is what I mainly did at the beginning of my account. That is what I thought would do well. These all did fine, but once I started posting videos about dating myself, that is what really did well.

This is because humor is fun to watch, but you kind of just giggle and move on. The “dating yourself” content inspires and moves people, and gets them to actually do something.

8:20

Search

Find related content

pop. finally leaning into your true self and the loneliness fades away

Mary · 5:21

Part 2 | You are you for a reason! #datingyourself

🎵 Silver Soul - @Beach House

Playlist · Dating yourself

▶ 21.1K 🔥 2 More data

8:20

Search

Find related content

Reply to katie's comment

"i've never been in love" yes you have. there is love in so many places other than with a partner. with your friends. your cats. buy yourself flowers.

Mary · 5:22

Part 1 | Replying to katie 🇺🇸 seeing everyone relate and supporting each other has been so heartwarming. This is exactly what I wanted when I started this. L... more

🎵 original sound - dominic_piazza

Playlist · Dating yourself

▶ 15.1K 🔥 4 More data

8:20

Search

Find related content

traveling alone and self love:

Mary · 4d ago

Part 7 | Traveling alone helps build independence, confidence, and self... more

🎵 original sound - kissounds

🚫 Participating in this activity could result in you or others getting hurt.

Playlist · Dating yourself

▶ 1057 🔥 1 More data

8:20

Search

Find related content

Mary · 1d ago

prioritize yourself! #selflove #datingyourself

🎵 little miss sunshine (Contains music fr...

Playlist · Dating yourself

▶ 589 🔥 0 More data

8:20

Search

Find related content

Taking Myself On A Date

things I do to date myself

Mary · 1d ago

Part 6 | The more time you spend with yourself, the more you get comforta... more

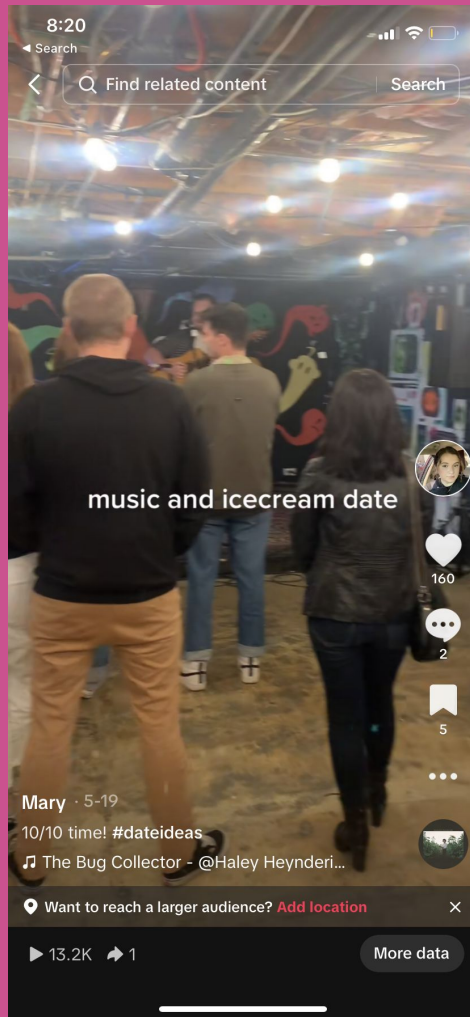
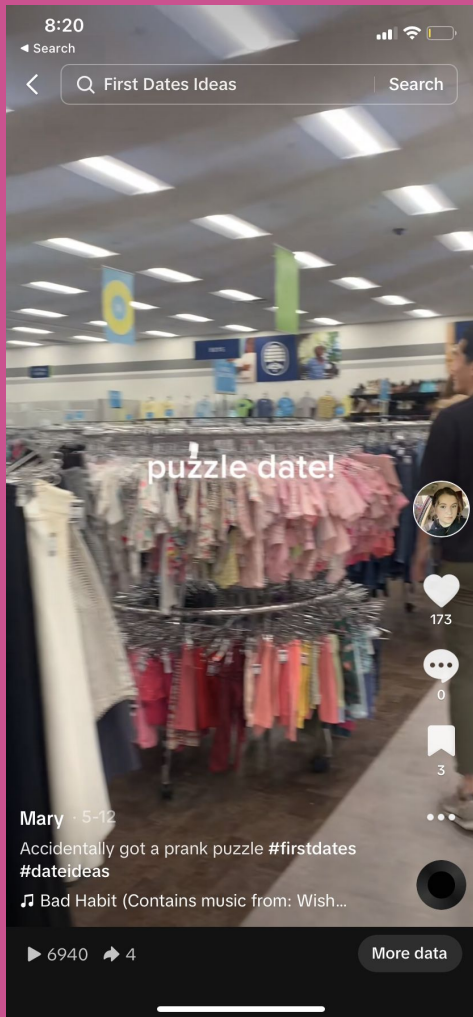
🎵 roslyn - @...

Playlist · Dating yourself

▶ 1304 🔥 0 More data

Dating Yourself

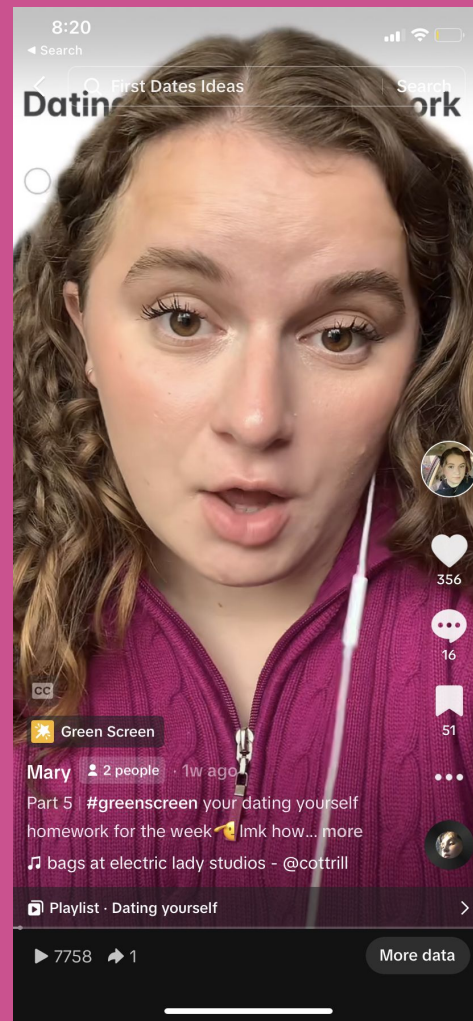
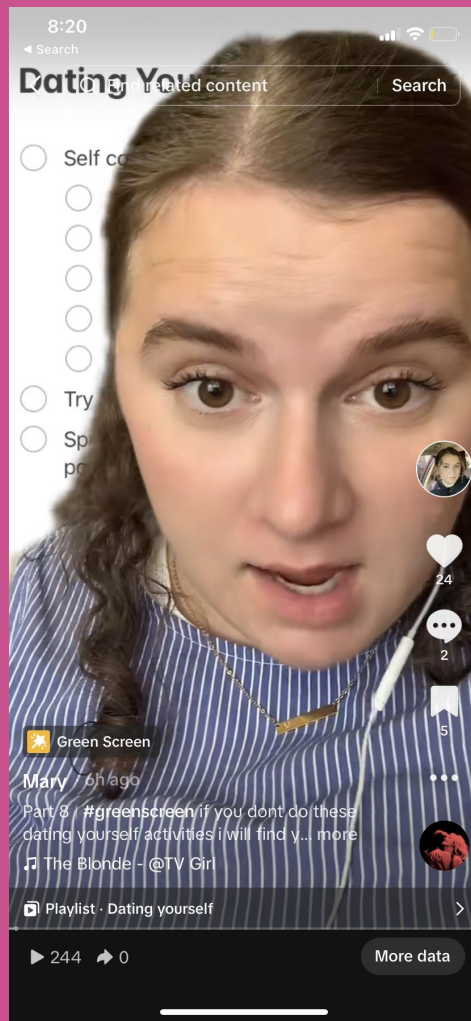
The slide before this shows the “dating yourself” content. As you can see, these perform so much better. As stated in a previous slide, this is because it is actionable and has a message. People don’t just want to laugh anymore when consuming content; they want to feel emotion.

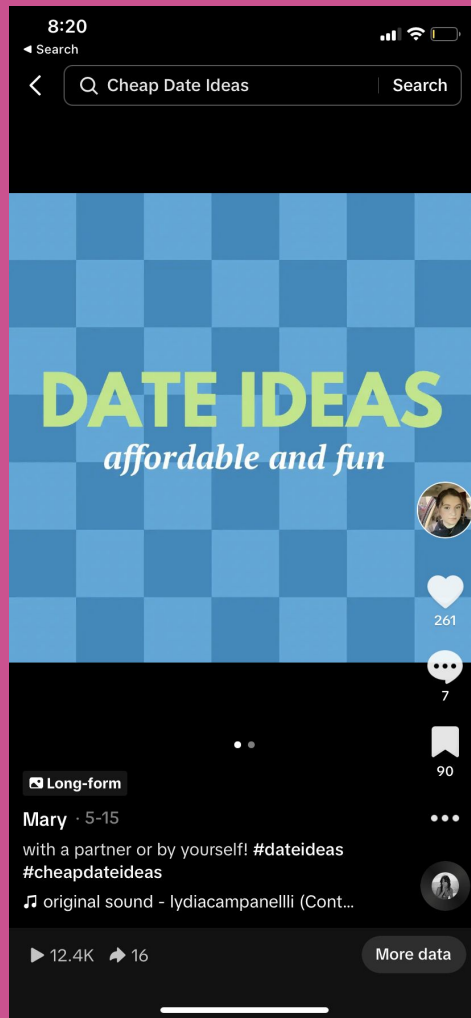
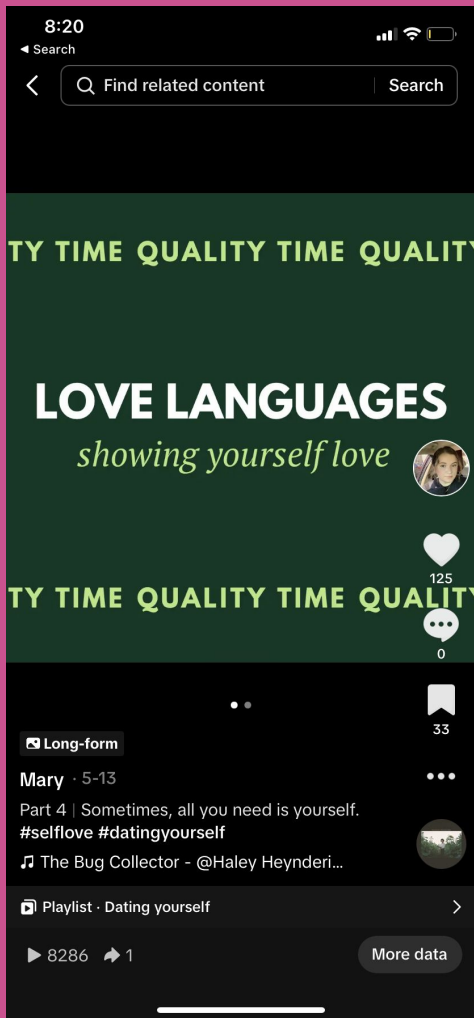


When I go on a date, I make a vlog style video of it. I put clips together and use that as a video. These do okay. I think they don't do as well as the others because they are not actionable, and don't really show my face.

I can help these do better by showing my face and my date's face more. This will help personalize the videos.

Once I saw people liked the “dating yourself” content, I thought of a new series. It is called “Dating Yourself Homework”. Once a week I write down three things my followers and I will do to show ourselves love. They are performing pretty well so far! This is because I show my face and personality, it’s actionable, and it makes the consumer feel connected with me. I can’t wait to do more of these!





These type of videos are really just repurposed carousels from my Instagram. They don't get a ton of reach, but they get a LOT of saves. This is because they are actionable and people want to reference to them later.

I will continue to do this, but it won't be my main content for TikTok.

What Now?

From everything I have found in this report, this is the plan for the next few weeks of content:

- Show my face in almost every single video
- Create longer captions on Instagram
- Focus more on “dating yourself” content
- Add hooks to the beginning of videos
- Try more static posts on Instagram to see how they do

I LOVE this account. It is so amazing that I get to help people learn to love themselves, and create a community of people like me. I can't wait to see how my new plan helps bring me even more success!

YAY FOR LOVE AND DATING YOURSELF!