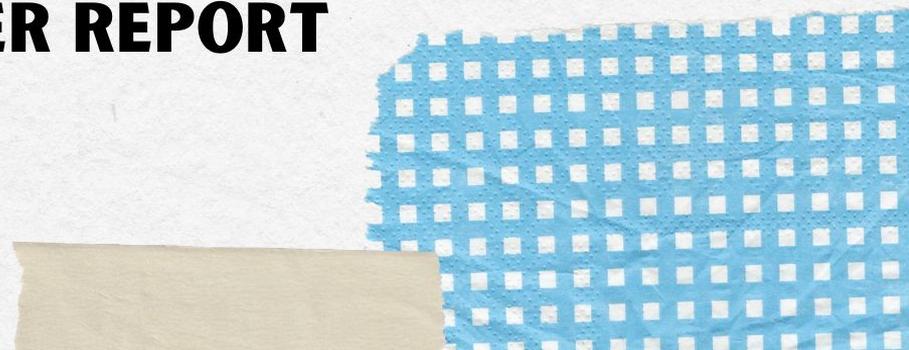# STRATEZINE

SUCCESS

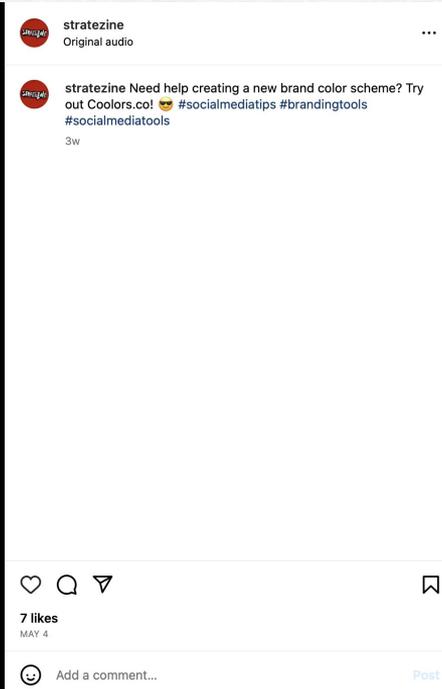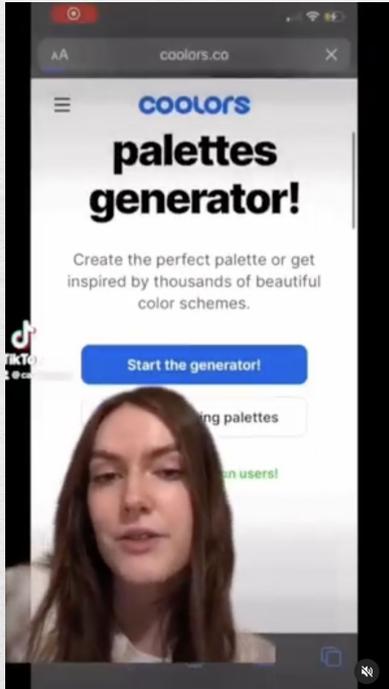## MID-SEMESTER REPORT

LinkedIn
Reactions: 0
Comments: 0
Reposts: 0
Impressions: 6
Clicks: 0
Views: 4

TikTok
Likes: 2
Comments: 0
Shares: 0
Saves: 1
Viewers: 25

Color Analyzing Tool

- Useful information about a helpful social media and branding tool

Instagram
Likes: 7
Comments: 0
Shares: 0
Saves: 1
Accounts reached: 50

Facebook
Reactions: 0
Comments: 0
Shares: 0
Impressions: 12
Reach: 9 people
Clicks: 2

coolors.co

COOLORS

palettes generator!

Create the perfect palette or get inspired by thousands of beautiful color schemes.

Start the generator!

ing palettes

n users!

stratezine
Original audio

stratezine Need help creating a new brand color scheme? Try out Coolors.co! 😎 #socialmediatips #brandingtools #socialmediatools
3w

7 likes
MAY 4

Add a comment...   Post

Analyzing Emilie Kiser

stratezine
Original audio

stratezine We analyzed @emiliekiser 's content strategy! Why do you think she is so popular?

#contentstrategy #socialmediamarketing #influencermarketing

3w

maryvholm I love her!
3w   1 like   Reply

View replies (1)

lori.dalling Two queens in one post!!! I ❤️ Emilie AND Mary!!!
3w   1 like   Reply

View replies (1)

Liked by **baileyannray** and **others**
MAY 8

Add a comment...   Post

Instagram
Likes: 8
Comments: 4
Shares: 0
Saves: 0

Facebook
Likes: 0
Comments: 0
Shares: 0
Saves: 0

LinkedIn
Reactions: 0
Comments: 0
Reposts: 0

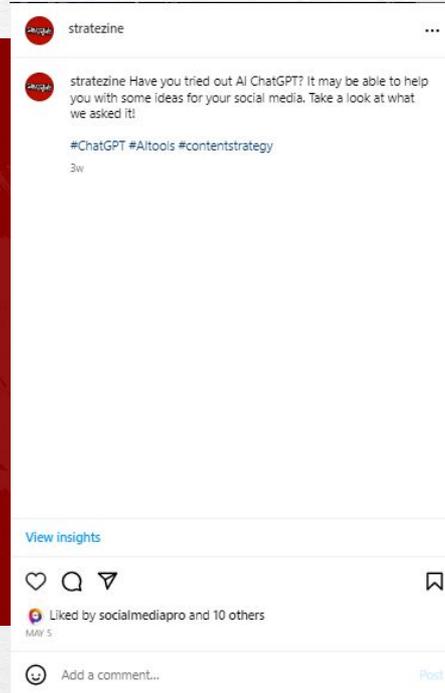Twitter
Likes: 0
Comments: 0
Retweets: 1
Saves: 0

⭐ Top Reach

- Relevant
- Shows face
- Popular figure

ChatGPT Strategy

Carousel

stratezine

stratezine Have you tried out AI ChatGPT? It may be able to help you with some ideas for your social media. Take a look at what we asked it!

#ChatGPT #AItools #contentstrategy

3w

ChatGPT Helped Us With Our Social Media Strategy…

View insights

Liked by socialmediapro and 10 others

MAY 5

Add a comment...

Post

Instagram
Likes: 11
Saves: 0
Shares: 0
Comments: 0

Facebook
Impressions: 13
Likes: 0
Saves: 0
Shares: 0
Comments: 0
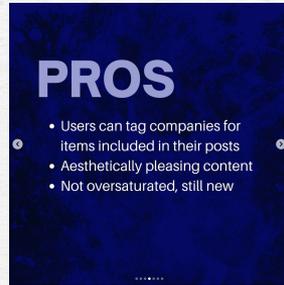
Twitter
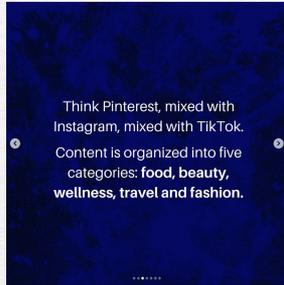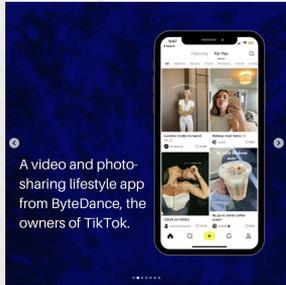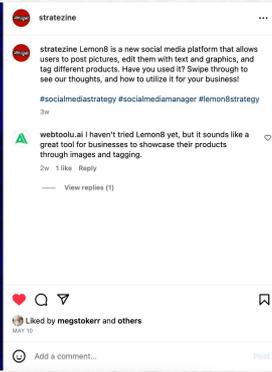Impressions: 26
Likes: 0
Retweets: 0
Comments: 0

LinkedIn
Impressions: 15
Likes: 0
Saves: 0
Shares: 0
Comments: 0

Tiktok
Impressions: 237
Likes: 6
Saves: 0
Shares: 0
Comments: 0

WHAT IS LEMON8?

stratezine

stratezine Lemon8 is a new social media platform that allows users to post pictures, edit them with text and graphics, and tag different products. Have you used it? Swipe through to see our thoughts, and how to utilize it for your business!

#socialmediastrategy #socialmediamanager #lemon8strategy

3w

webtoolu.ai I haven't tried Lemon8 yet, but it sounds like a great tool for businesses to showcase their products through images and tagging.

2w   1 like   Reply

View replies (1)

Liked by megstokerr and others
MAY 10

A video and photo-sharing lifestyle app from ByteDance, the owners of TikTok.

Think Pinterest, mixed with Instagram, mixed with TikTok.

Content is organized into five categories: **food, beauty, wellness, travel and fashion.**

PROS
- Users can tag companies for items included in their posts
- Aesthetically pleasing content
- Not oversaturated, still new

CONS
- No monetization yet
- Harder to be discovered
- Less "authentic"

WHAT TO DO
So far, we haven't seen many businesses utilize Lemon8. This means its YOUR turn to jump in! Here are some ideas we have that you can use:

- show your product in an aesthetic way
- use influencer collaborations
- breakdown the process of making your product
- breakdown the benefits of your product
- show consumers with your product

Instagram
Likes: 10
Comments: 2
Shares: 0
Saves: 0

Facebook
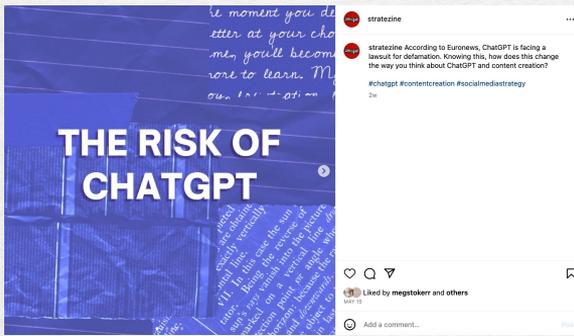Likes: 0
Comments: 0
Shares: 0
Saves: 0

LinkedIn
Reactions: 1
Comments: 0
Reposts: 0

Twitter
Likes: 0
Comments: 0
Retweets: 0
Saves: 0

2nd Best Engagement

- About a new platform, relevant for social media managers
- Saveable, good for people to look back at
- Helpful information, giving actionable ideas

11 total accounts engaged, 53 accounts reached, 4 profile visits

Hootsuite Scheduling Tool - Reel

Instagram
Impressions: 63
Likes:4
Saves: 0
Shares: 0
Comments: 0

Facebook
Impressions: 257
Likes: 1
Saves: 0
Shares: 0
Comments: 0

Twitter
Impressions: 23
Likes: 0
Retweets: 0
Comments: 0

LinkedIn
Impressions: 9
Likes: 1
Saves: 0
Shares: 0
Comments: 0

Tiktok
Impressions: 15
Likes: 1
Saves: 0
Shares: 0
Comments: 0

LinkedIn
Reactions: 0
Comments: 0
Reposts: 0
Clicks: 1
Impressions: 19

Twitter
Likes: 0
Comments: 0
Retweets: 0
Impressions: 26
Engagements: 5

TikTok
Likes: 5
Comments: 0
Shares: 0
Saves: 0
Viewers: 80

Analyzing "We're Not Really Strangers"

⭐ 2nd Best Reach

Instagram
Likes: 2
Comments: 0
Shares: 0
Saves: 0
Accounts reached: 181

Facebook
Reactions: 0
Comments: 0
Shares: 0
Impressions: 15
Reach: 191 people
Clicks: 2

- Gives ideas for different/new social media strategies

stratezine
Original audio

stratezine What do you think about @werenotreallystrangers social strategies? Would you change or add anything?

#contentstrategy #socialmediastrategies #branding

1w

2 likes
MAY 19

Add a comment...   Post
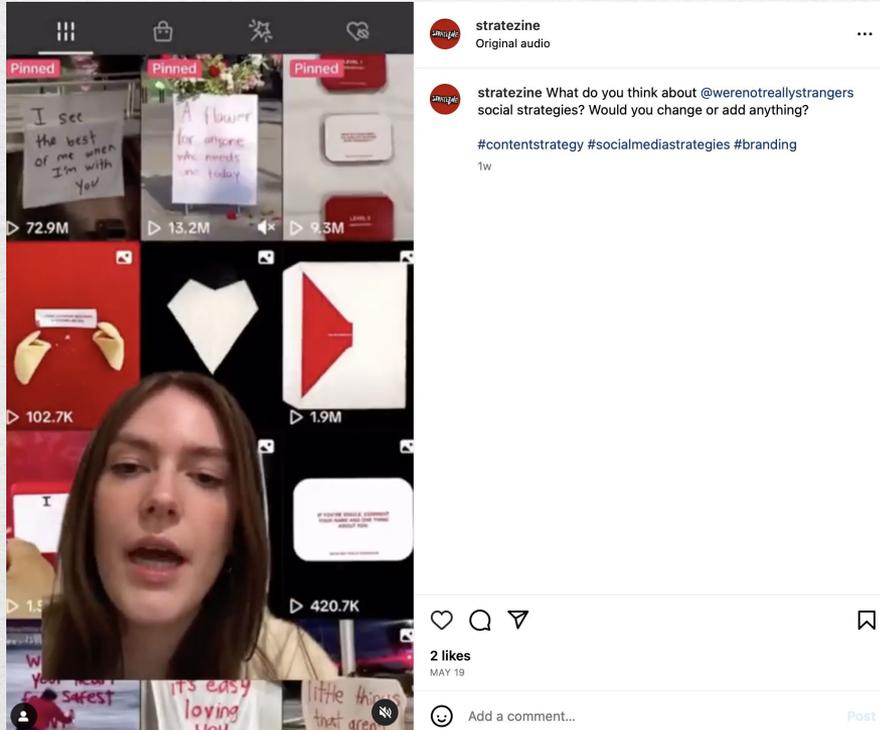
When should you use retargeting ads?

WHEN SHOULD
I BE USING
RETARGETING ADS?

SITE VISITORS

If someone has visited your website but hasn't yet made a purchase, retargeting ads on Instagram can keep your brand top of mind and encourage them to return to your site.

ENGAGED USERS

If someone has visited a product page on your website but didn't make a purchase, retargeting ads on Instagram can showcase the product they viewed and encourage them to make the purchase.

PAST CUSTOMERS

Retargeting ads can also be used to reach people who have purchased from you in the past. You can show them ads for complementary products or services or offer them a loyalty discount to encourage repeat purchases.

Instagram
Likes: 2
Comments: 0
Shares: 0
Saves: 0

Facebook
Likes: 0
Comments: 0
Shares: 0
Saves: 0

LinkedIn
Reactions: 0
Comments: 0
Reposts: 0

Twitter
Likes: 0
Comments: 0
Retweets: 0
Saves: 0

Lowest engagement/reach

THE RISK OF CHATGPT

ChatGPT is risking a lawsuit against them for defamation.

When looking up "Brian Hood", ChatGPT states that he is a convicted criminal.

However, the truth is the Brian was never convicted, but was the whistleblower for the crime.

If ChatGPT doesn't correct their mistake, they will be sued for around $269,360

This makes us think:
How often should you use ChatGPT for content? Where is the line with using AI tools?

Instagram
Likes: 5
Comments: 0
Shares: 2
Saves: 0

Facebook
Likes: 0
Comments: 0
Shares: 0
Saves: 0

LinkedIn
Reactions: 0
Comments: 0
Reposts: 0

Twitter
Likes: 0
Comments: 0
Retweets: 0
Saves: 0

Analyzing Emily Mariko - Reel
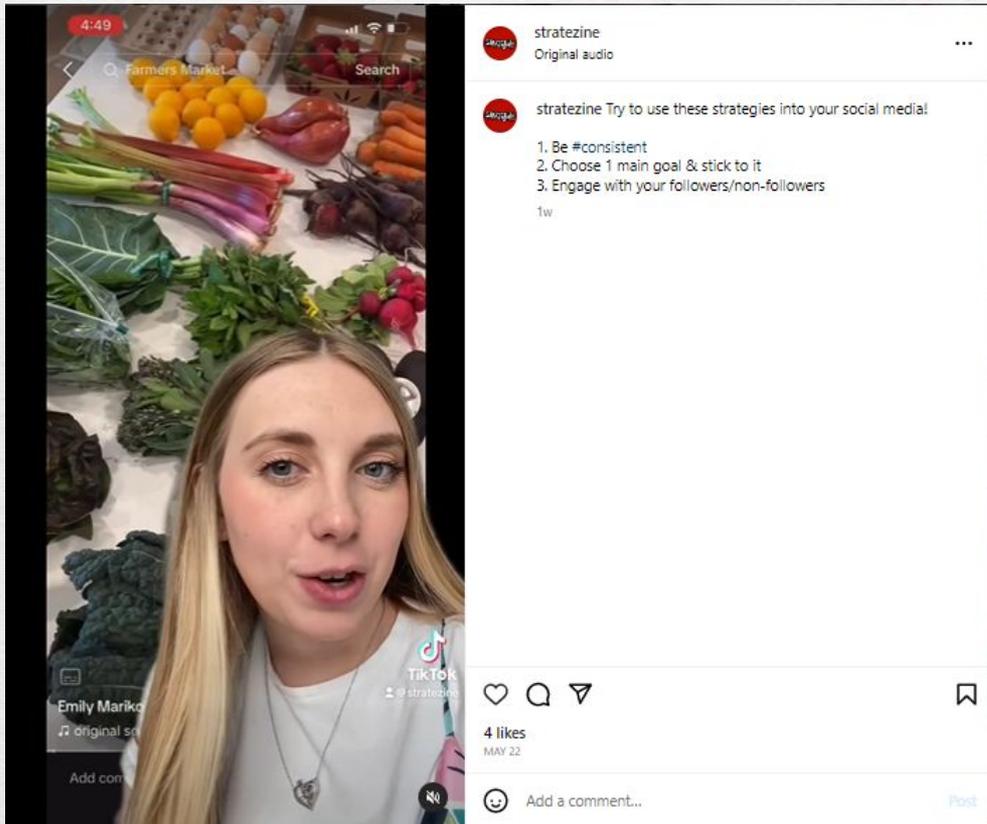
Instagram
Impressions: 51
Likes: 4
Saves: 1
Shares: 0
Comments: 0

Facebook
Impressions: 264
Likes: 5
Saves: 0
Shares: 0
Comments: 0

Twitter
Impressions: 14
Likes: 0
Retweets: 0
Comments: 0

LinkedIn
Impressions: 4
Likes: 0
Saves: 0
Shares: 0
Comments: 0

Tiktok
Impressions: 43
Likes: 1
Saves: 0
Shares: 0
Comments: 0

Instagram Down News

Instagram
Likes: 3
Comments: 0
Shares: 0
Saves: 0

Facebook
Likes: 0
Comments: 0
Shares: 0
Saves: 0

LinkedIn
Reactions: 0
Comments: 0
Reposts: 0

Twitter
Likes: 0
Comments: 0
Retweets: 0
Saves: 0

Creator Source Reel
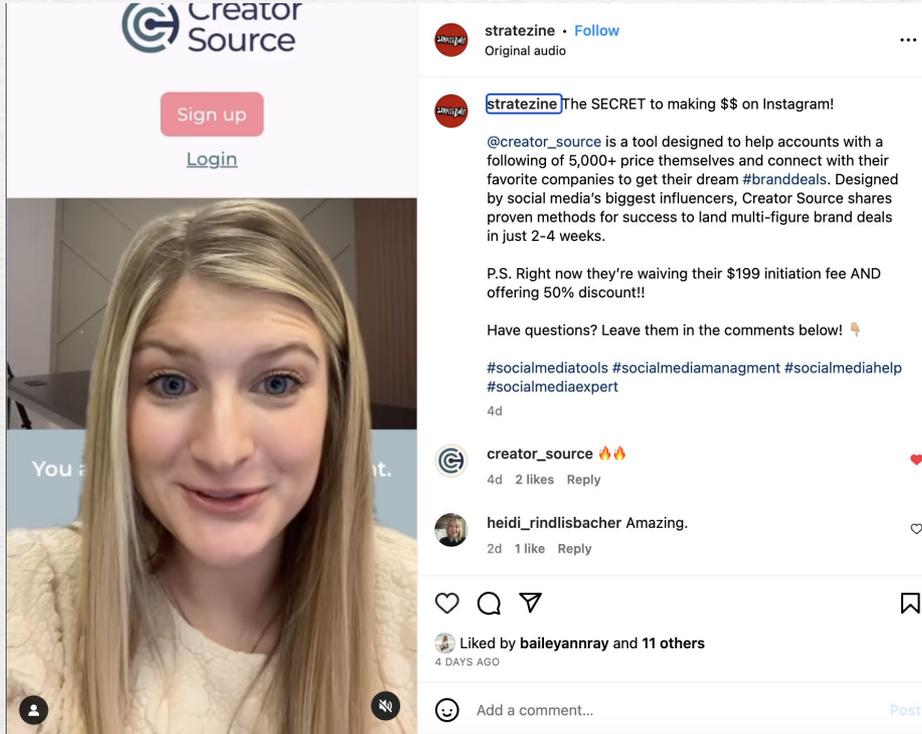
Facebook
Reach: 451
Likes: 1
Comments: 0
Shares: 5 (to FB Groups)
Saves: 0

LinkedIn
Impressions: 20
Reactions: 0
Comments: 0
Reposts: 0

Twitter:
Impressions: 13
Likes: 0
Comments: 0
Retweets: 0
Saves: 0

TikTok
Impressions: 114
Likes: 3
Saves: 0
Shares: 0
Comments: 1

Instagram:
Reach: 192
Plays: 210
Likes: 12
Comments: 3
Shares: 0
Saves: 4

Best Engagement

- 3rd overall reach (192 accounts)
- 2nd best engagement overall (16.3% ER)
- Longer caption that provides additional information
- 4 saves
- Reached 153 non-followers vs 39 followers

Performance & KPIs

Primary Goal: Increase Engagement by at least 2% throughout all of Stratezine's account.

Secondary Goal: Create a loyal following that finds our content valuable.

We have reached +4,133% more accounts compared to the previous month. Now that we have that reach, we need to implement more engagement to reach our goal of a 2% increase.

Overall ER

Engagement Rate vs. Months
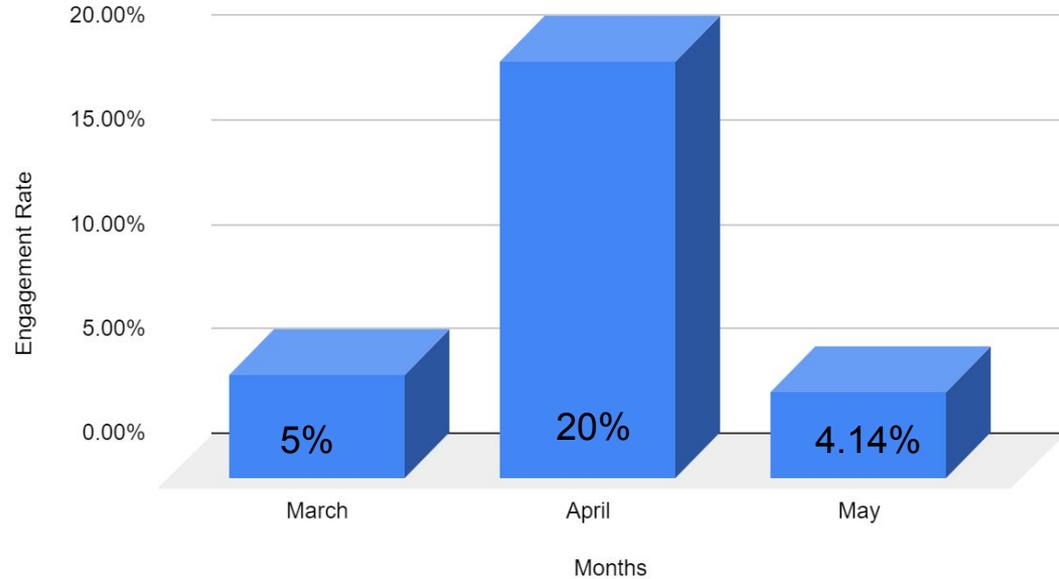
Content performance based on ER%

Which Content Topics Drive the Most ER%

Average ER % based on Content Medium
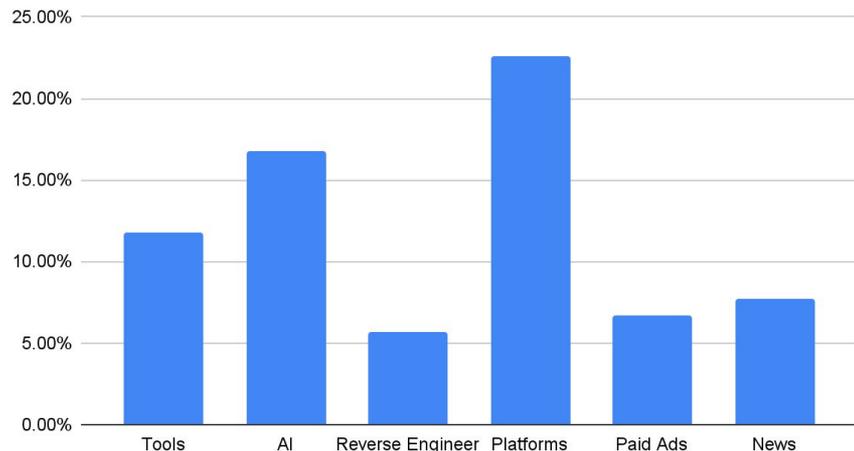
Disclaimer: this is not including any posts before tags were added to them.

This is not filtering in the number of posts per each content topic. Ex. There was only one platform post, but it's showing as the largest engagement rate compared to tools & reverse engineer which have 3 posts in them.
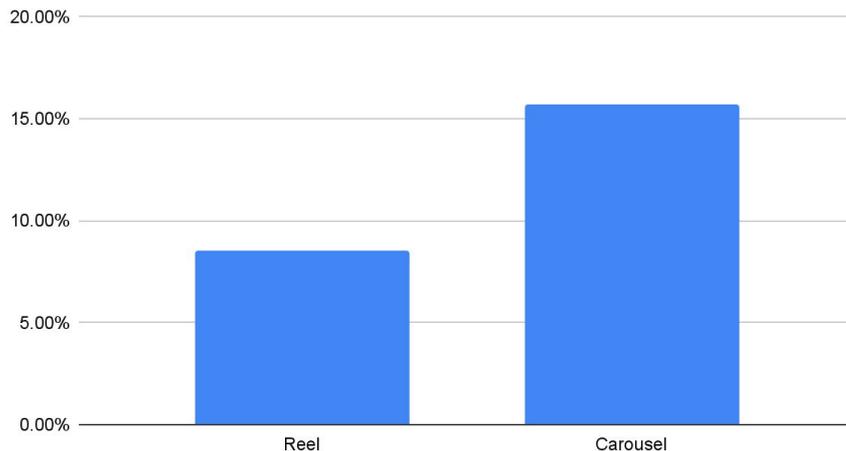
Carousel posts perform better when it comes to engagement per reach. Reels are made for reach thus the engagement rate per reach will be lower for these kinds of posts. So if your goal is engagement carousels are better, but if the goal is reach then reels are better. Overall both reach and engagement are important and needed on the channel.

Content performance based on ER%

Average ER% by Reel Length

E.R.% per reach vs. Caption Word Count
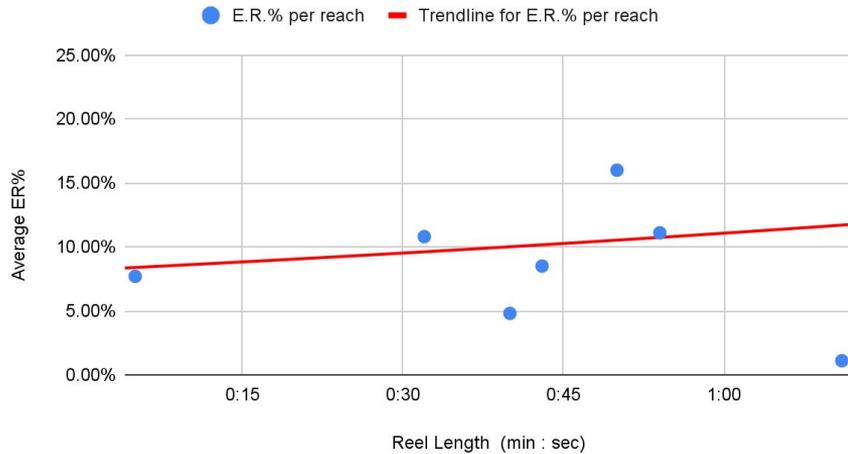
Between 30-50 seconds is our best reel length by engagement. However, we haven't had very many short reels under 30 seconds. This could be a potential opportunity for growth.
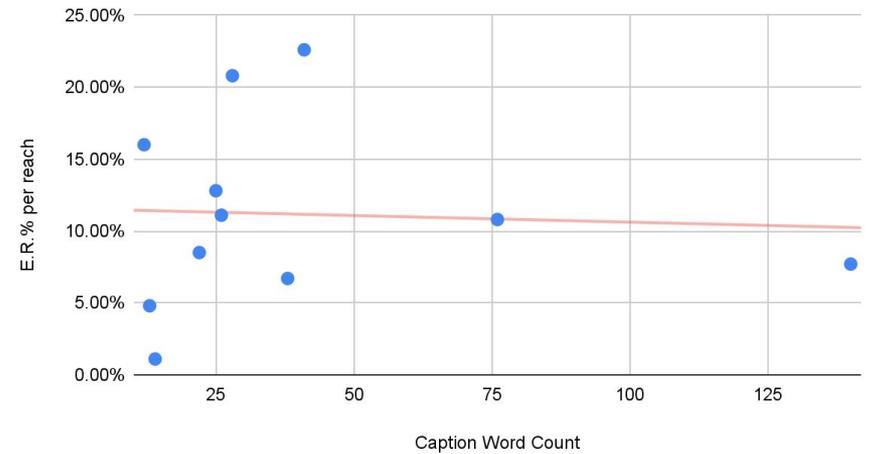
Captions between 25-50 words have the best engagement rate per reach. This is because the longer the caption the more opportunity you have to include keywords. We haven't really explored writing captions with 50+ words. However, this is an opportunity for us to explore and see if it is more effective.

Major Wins

- We created 3 of the top 4 posts with best reach
- Engagement went up 181% more accounts than March 21- April 23
- We got 154 profile visits

Opportunities

- Create more creator tool and how-to videos
- Reaching out to other social media creators to ask to collaborate
- Use longer captions with more keywords
- Creating reel under 30 seconds

Instagram Community Engagement

Creator Source Video

Emilie Kiser Video

Lemon8 Carousel

TikTok Community Engagement

Creator Source Video

FB Community Engagement

Results? Top performing posts

		Post reach	Engagement	
	The secret to making $$ on Facebook! @creator_source is a tool designed to help accounts with a following of 5,000+ price themselves and connect with their favorite companies to get... Fri, May 26	**451**	**--**	Boost post
	Did you see that Instagram went down? On Sunday, May 21 in the late afternoon, many Instagrams users noticed that their feed stopped loading and that many profiles failed to load.... Wed, May 24	**363**	**--**	Boost post
	Your #socialmediaportfolio can really make or break getting your dream job! Including a solid introduction, case studies, visual examples, testimonials, and avoiding links are great... Mon, May 29	**34**	**22**	Boost post

Facebook Reach
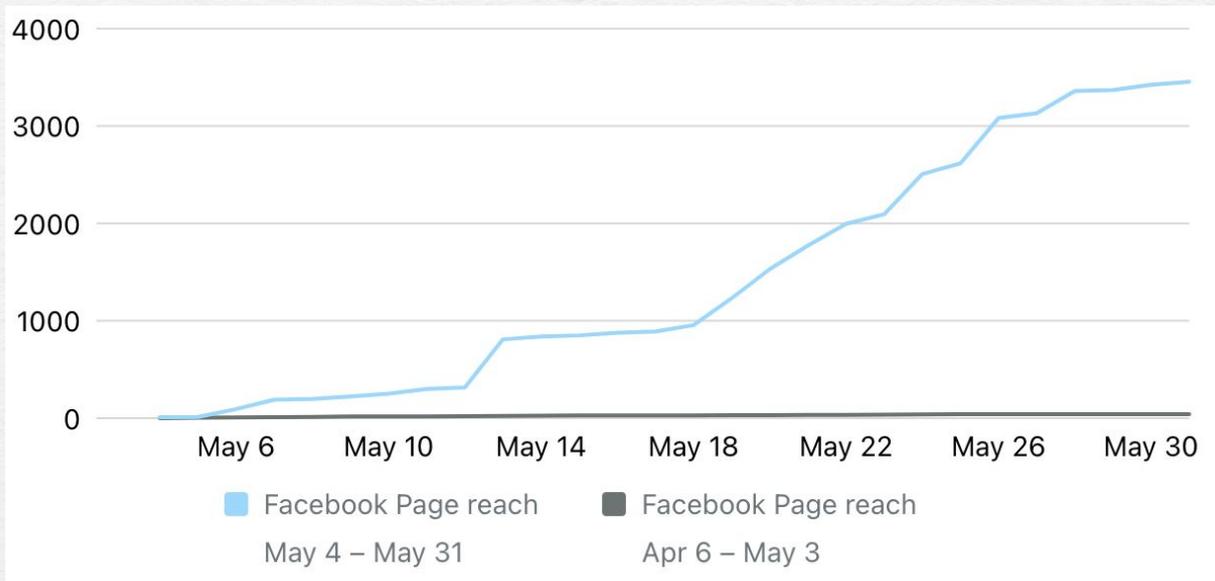
Platform Performance: LinkedIn

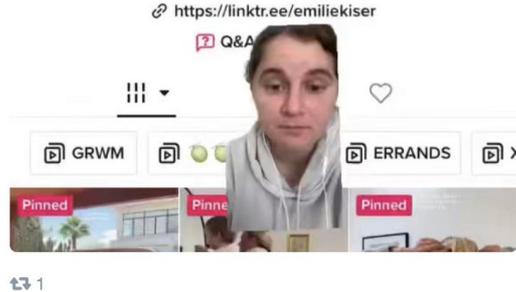**Engagement Rate: 9.09%**

Community Engagement: LinkedIn

Platform Performance

Top Tweet earned 378 impressions

We analyzed influencer Emilie Kiser's content strategy! Have you heard of her? Why do you think she is so popular?

#contentstrategy #socialmediamarketing #influencermarketing
pic.twitter.com/bUQDdsFONx

2. Choose 1 main goal & stick to it
3. Engage with your followers/non-followers

Tweets	Tweet impressions	Profile visits	Mentions	Followers
15	1,558 ↑3,145.8%	216 ↑129.8%	1	17

Community Engagement: Twitter

Top Performing Engagement

Road Blocks

- We are having a hard time getting reach and getting to the right target audience. There's no growth without first getting reach.
- Is our content good enough? There are so many ideas and things to try, but testing to find best practices takes time. Time that we don't have much of since this is only a 3 month class.
- Agorapulse is not reliable for getting things approved and posted