

Eugene * Ballet

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Outline

01. Platform Comparison

02. Data Summary

03. Content Analysis



Platform comparison

August 28, 2024–November 26, 2024



	Size	Audience	Post Types	Key stats	Description	Goal
	33.1K followers 1,387 posts	82.7% Women 17.3% Men 23.4% women ages 25-34	Behind-the-scenes photos Marketing graphics Reels of previous show content Influencer Content	In the last 90 days 30 posts Average of 8% engagement on posts	More casual tone to appeal to slightly younger audiences. Ability to have stories and story highlights for previous shows.	More influencer content Convert engagement into ticket sales.
	5.8k likes 6.2k followers	82.6% women 17.4% men 21.7% women 35-44 19.9% women 45-54	Ticket links Show recaps Event advertisements Behind the scenes Press coverage	In the last 90 days: 43 posts Average of 6.3% engagement on posts Average of 72 link clicks per post	Most formal of all platforms. Utilizes the ability to include clickable links in posts by advertising ticket sale links and press coverage from other outlets.	Increase clickthrough rates. Reach younger audiences, particularly college students.

★ Data Summary ★



PRIMARY PLATFORMS

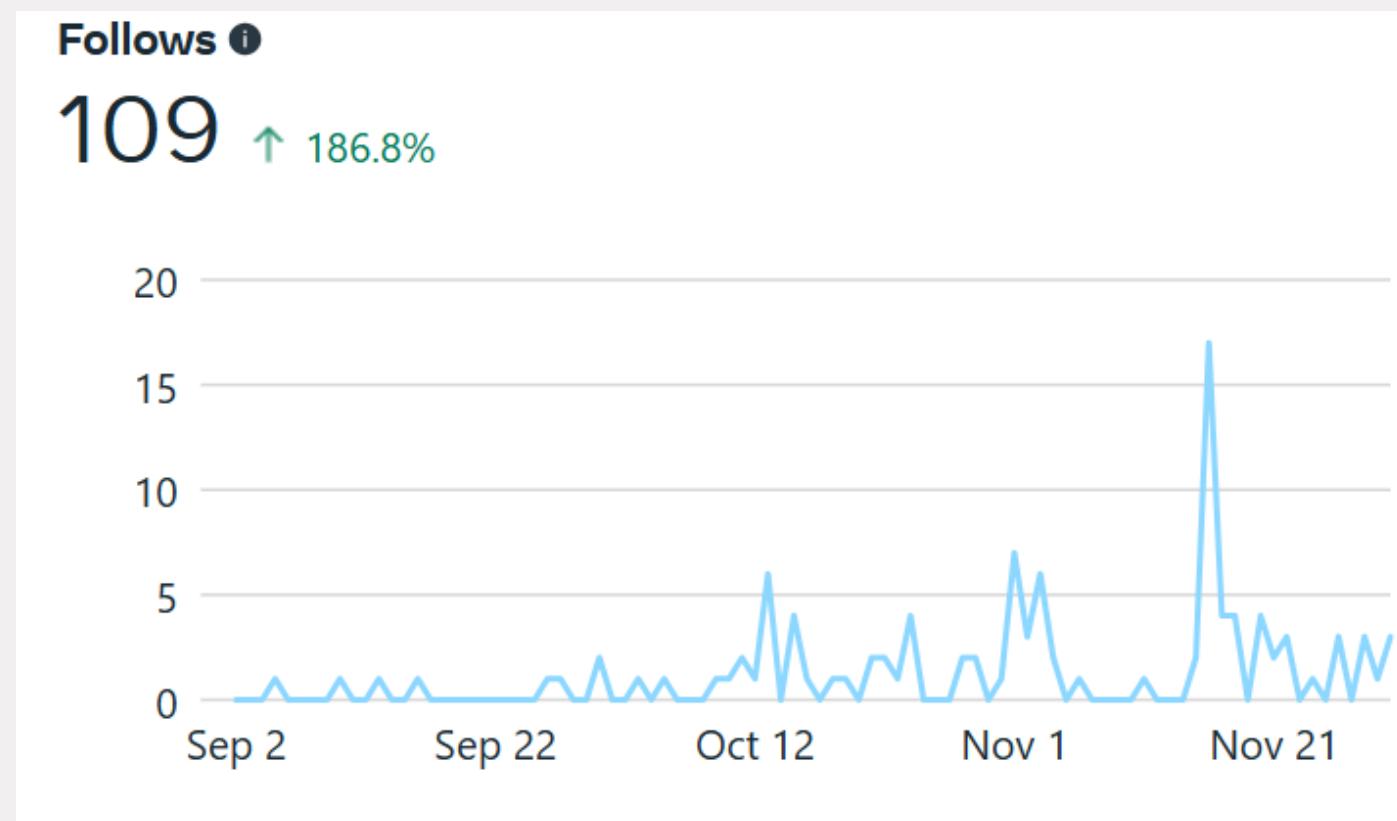


CHANGE IN FOLLOWERS

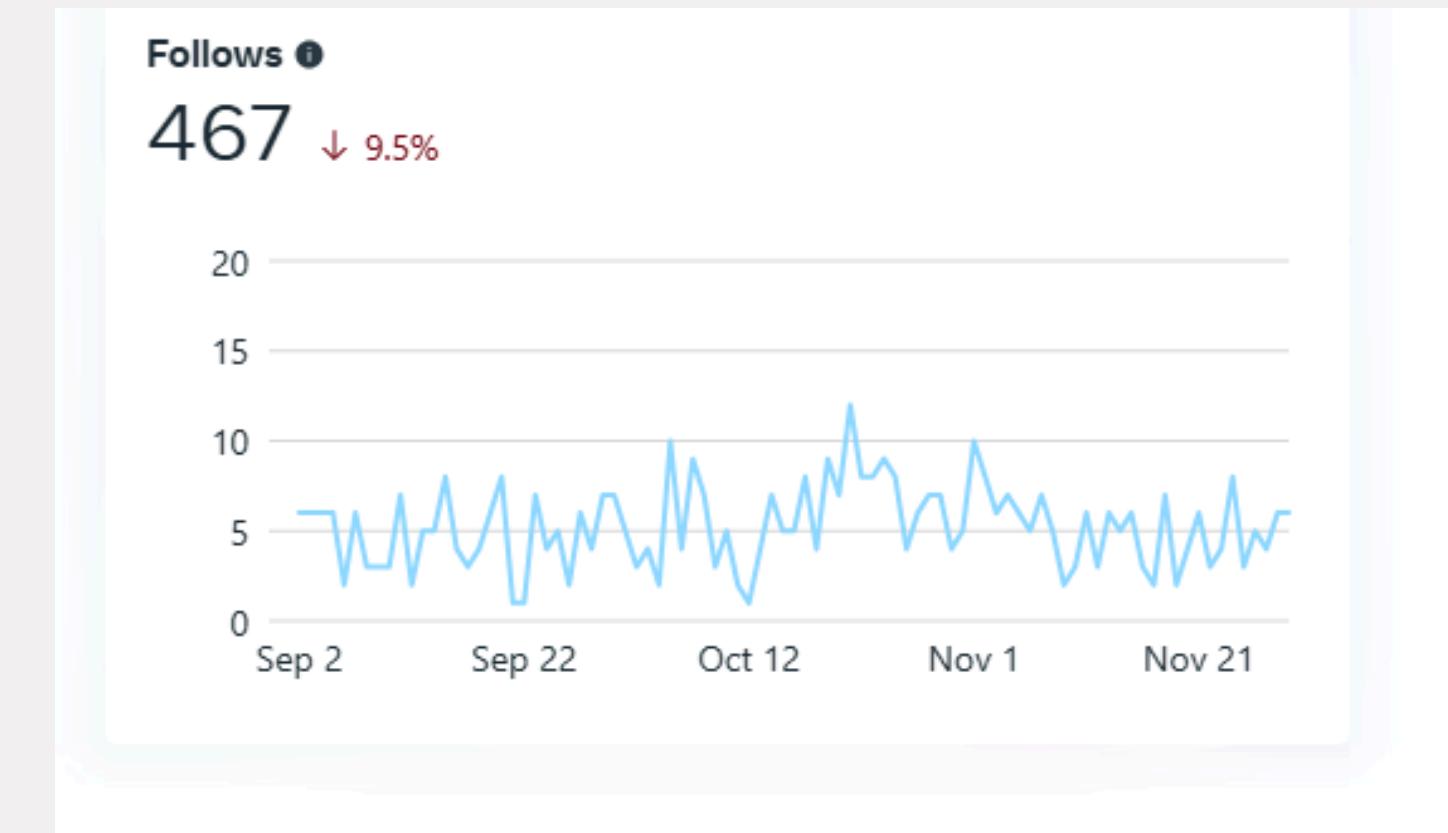
August 28-November 27 (90 days)



Facebook



Instagram



PAID VS ORGANIC REACH

August 28–November 27 (90 days)

Facebook



Reach breakdown ⓘ

Aug 28 – Nov 27

Total

87,973 ↑ 136.1%

From organic

25,845 ↑ 219.1%

From ads

69,043 ↑ 131.2%

Average Reach



Instagram



Reach breakdown ⓘ

Aug 28 – Nov 27

Total

29,120 ↓ 58.1%

From organic

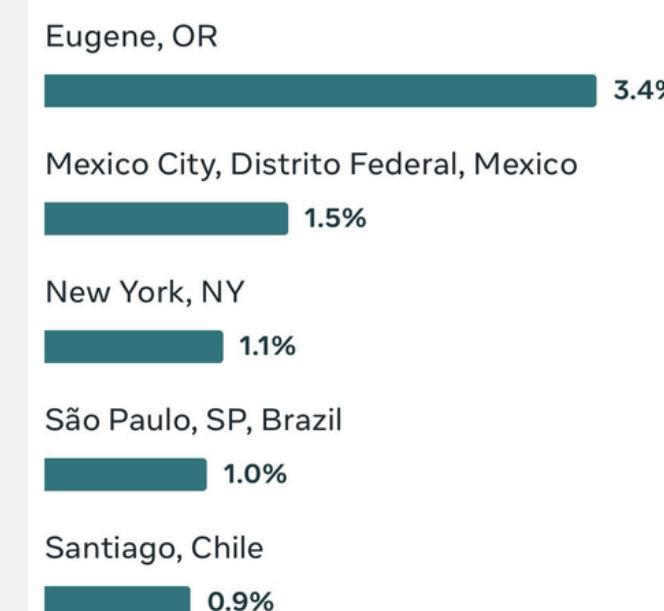
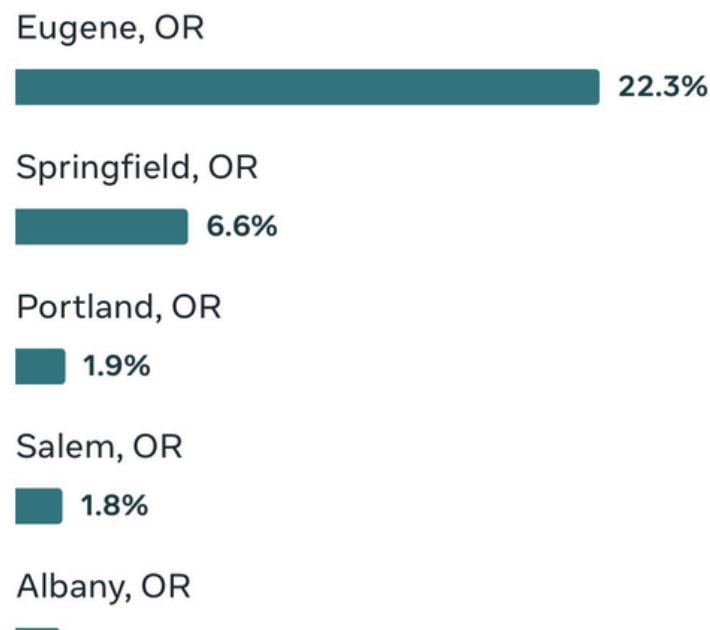
25,241 ↓ 63.7%

From ads

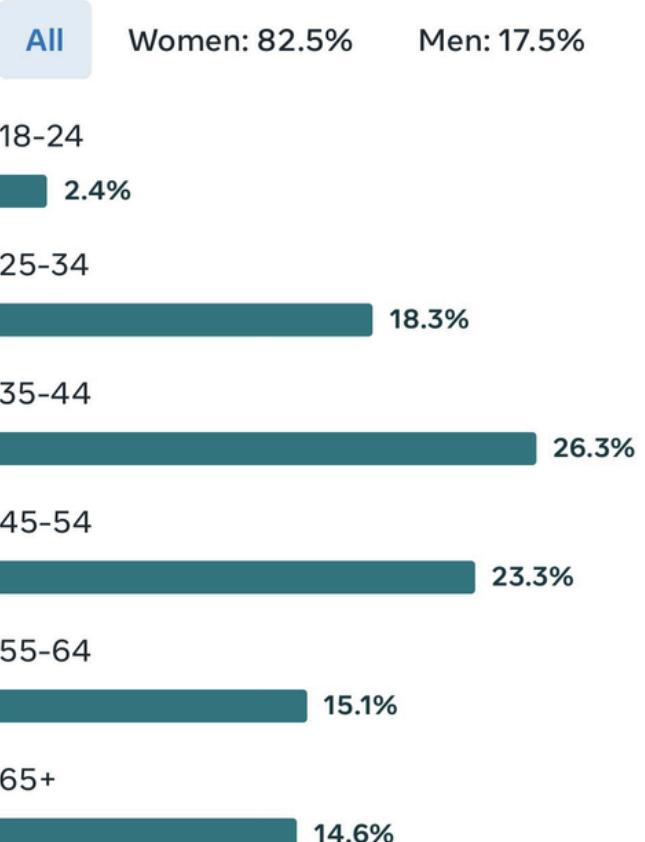
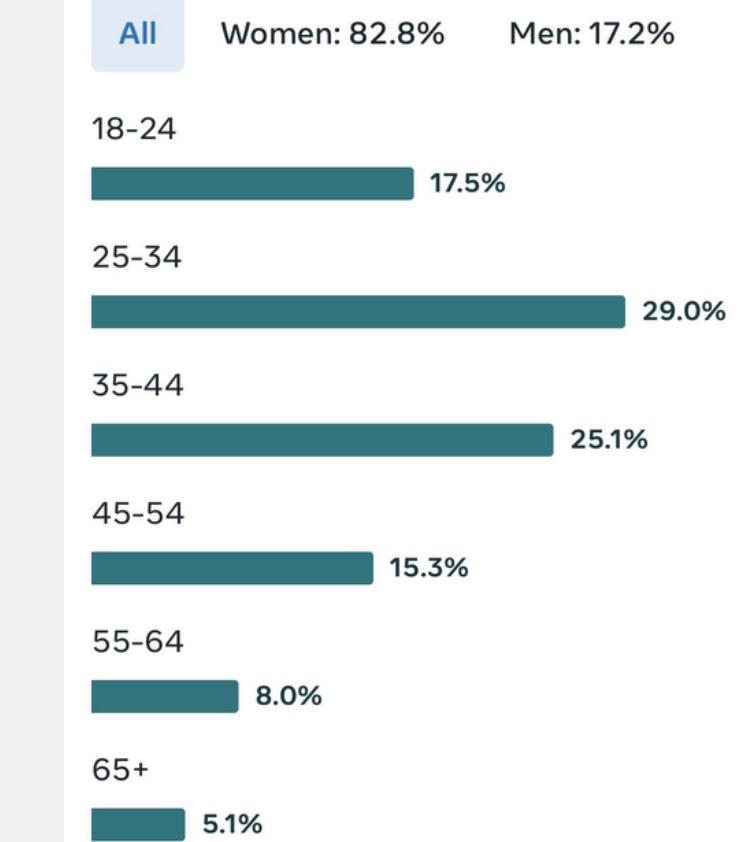
3,900 ↑ 100%

AUDIENCE DEMOGRAPHICS

Top Cities

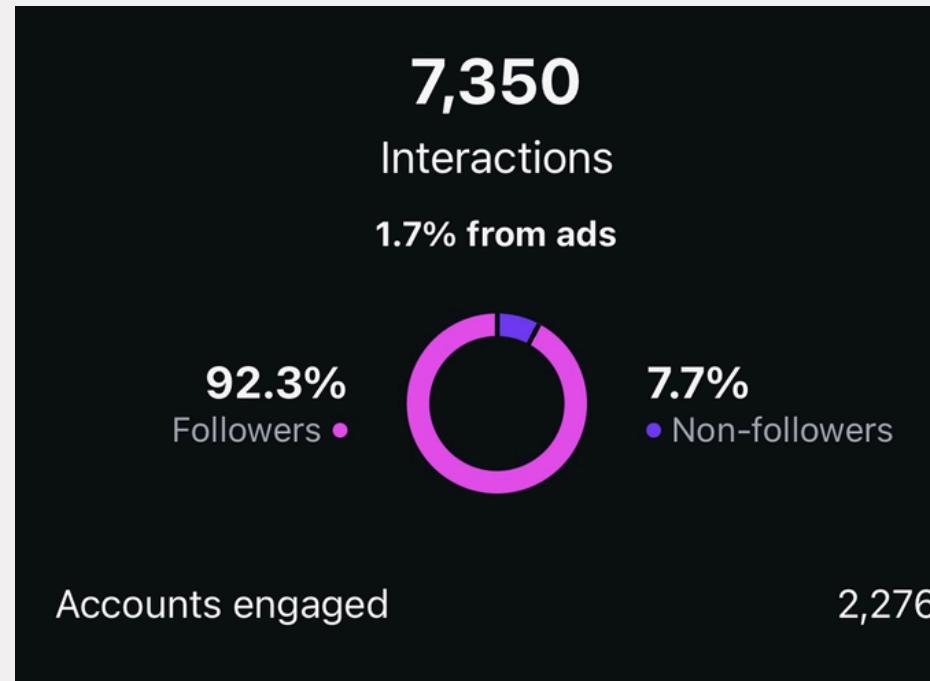


Age/Gender

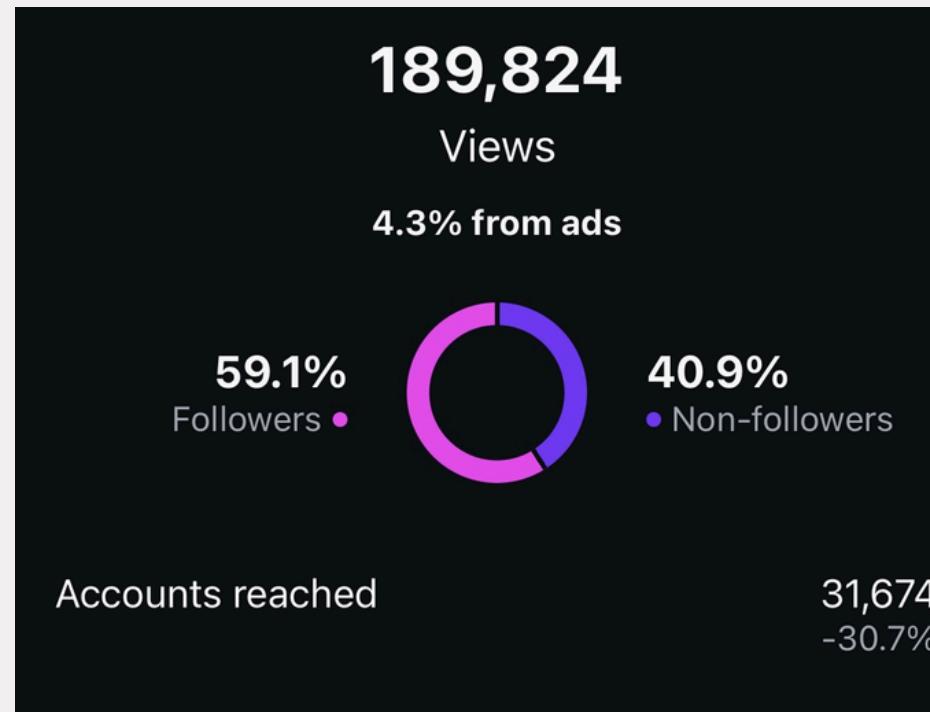
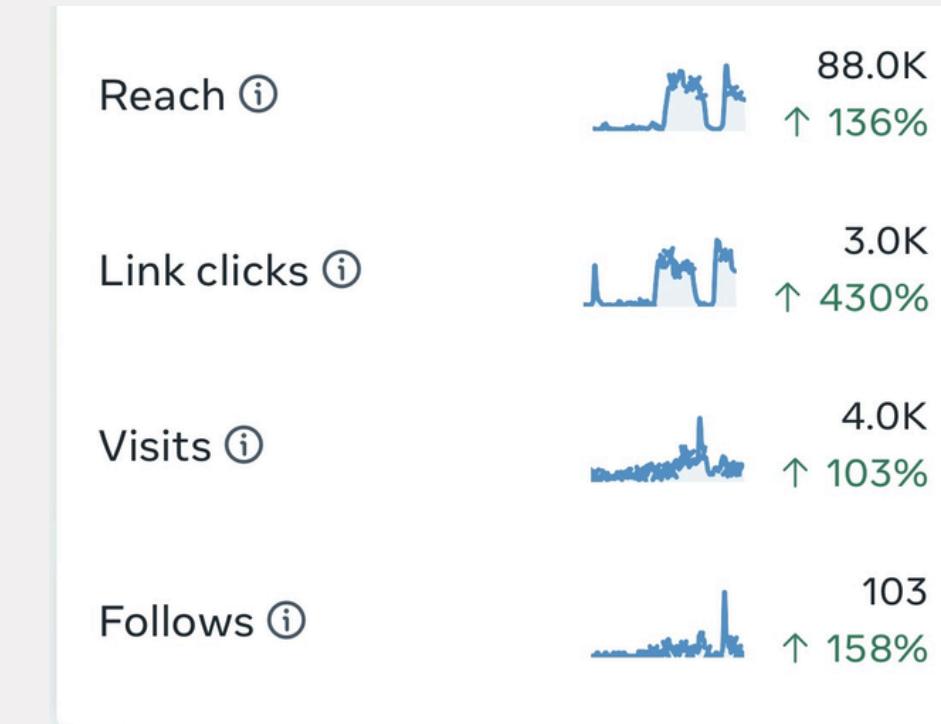


AVERAGE ENGAGEMENT

(Last 90 days)

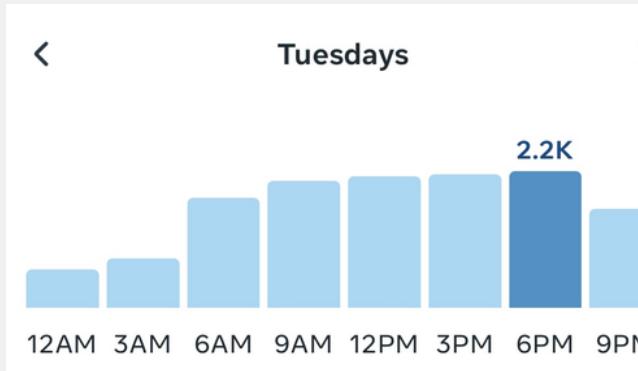
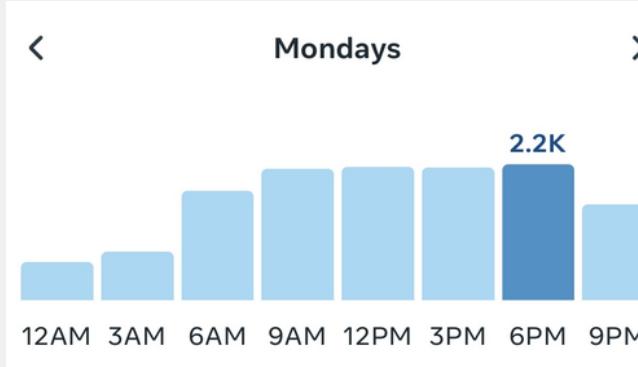


Facebook

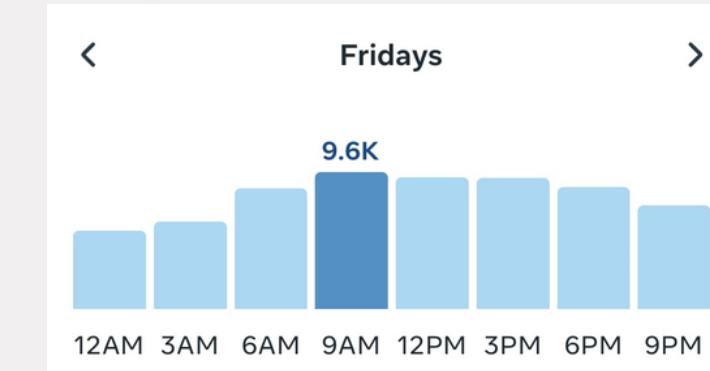
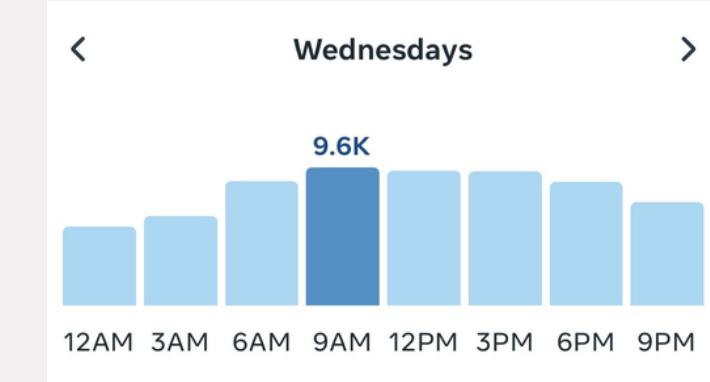


Instagram

MOST ACTIVE AUDIENCE



Facebook followers are most active around 6PM PST, prominently on Mondays and Tuesdays. Instagram followers are most active around 9PM PST, prominently on Wednesdays and Fridays. This data displays key posting times for both platforms examined.



Content Analysis



Key Content Topics

01

Behind The
Scenes

02

Performance

03

Marketing
Graphics

04

Photoshoot

05

Misc





Instagram

Behind The Scenes

Engagement: 9.55%

Reach: 19,808

**Total Likes, Comments,
and Shares: 1,830**

Highest engagement of all post types. The Silva Hall and monkey business posts performed very well. Posts of rehearsals seem to be popular.



Instagram

Performance

Engagement: 8.71%

Reach: 20,508

**Total Likes, Comments,
and Shares: 1,789**

**The post of The Sugar
Plum Fairy had the highest
overall impressions and
reach of all posts in the
last 90 days!**



Instagram

Marketing Graphics

Engagement: 5.93%

Reach: 1,263

**Total Likes, Comments,
and Shares: 145**

The post about the limited-time discount had the highest engagement, however, the post about the costume contest and other activities had the highest likes, shares, and comments. In the future, combining discount posts and promotion of fun or activities could increase all data.



Instagram

Photoshoot

Engagement: 7.36%

Reach: 14,046

**Total Likes, Comments,
and Shares: 1,085**

The video post of the peacock costume with the feathers and the ig carousel with the fun photos of the lion head and peering through the grass had more engagement. Using posts with vibrant costumes and more embodiment of the characters could continue to be beneficial.



Instagram

Miscellaneous

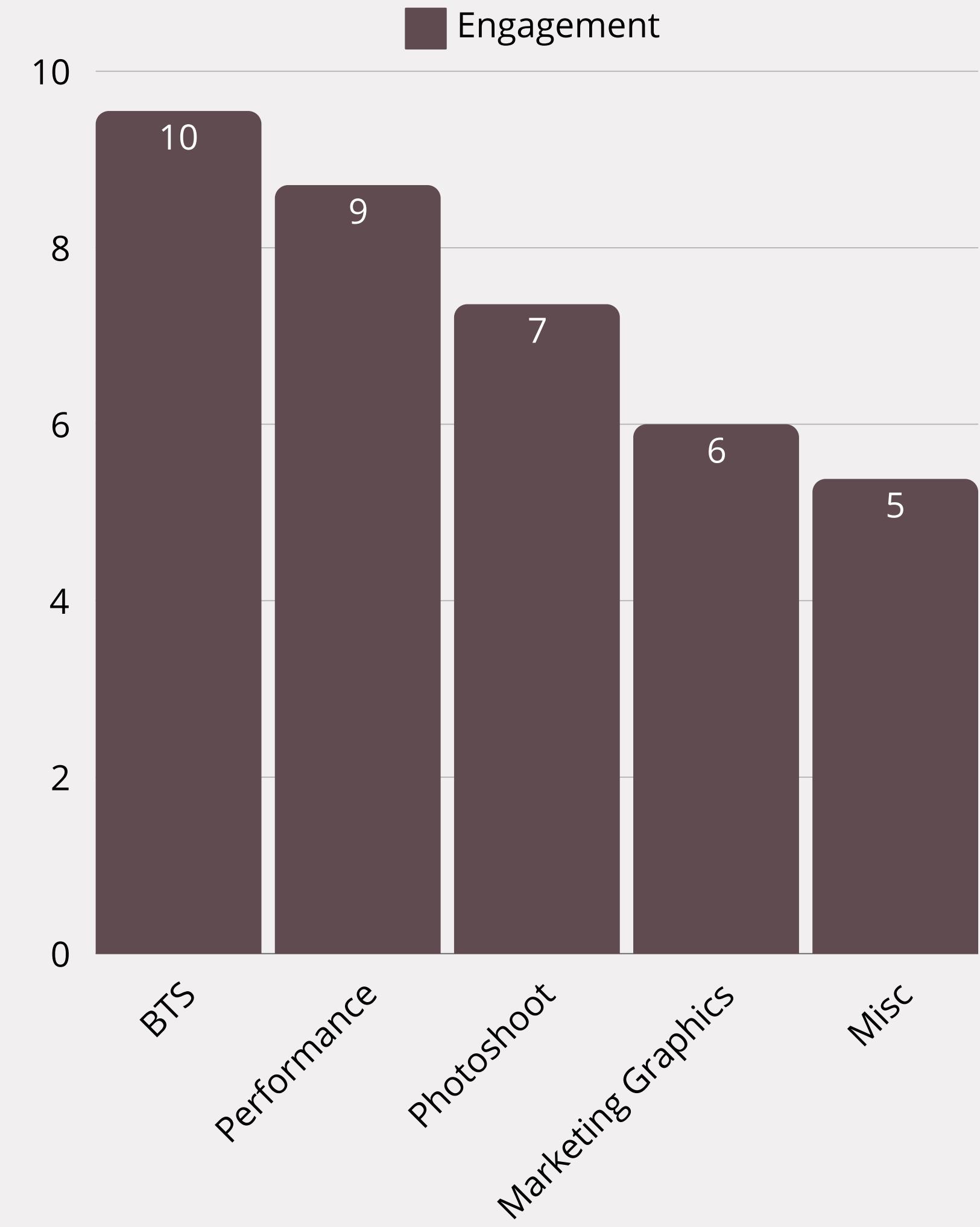
Engagement: 5.38%

Reach: 8,915

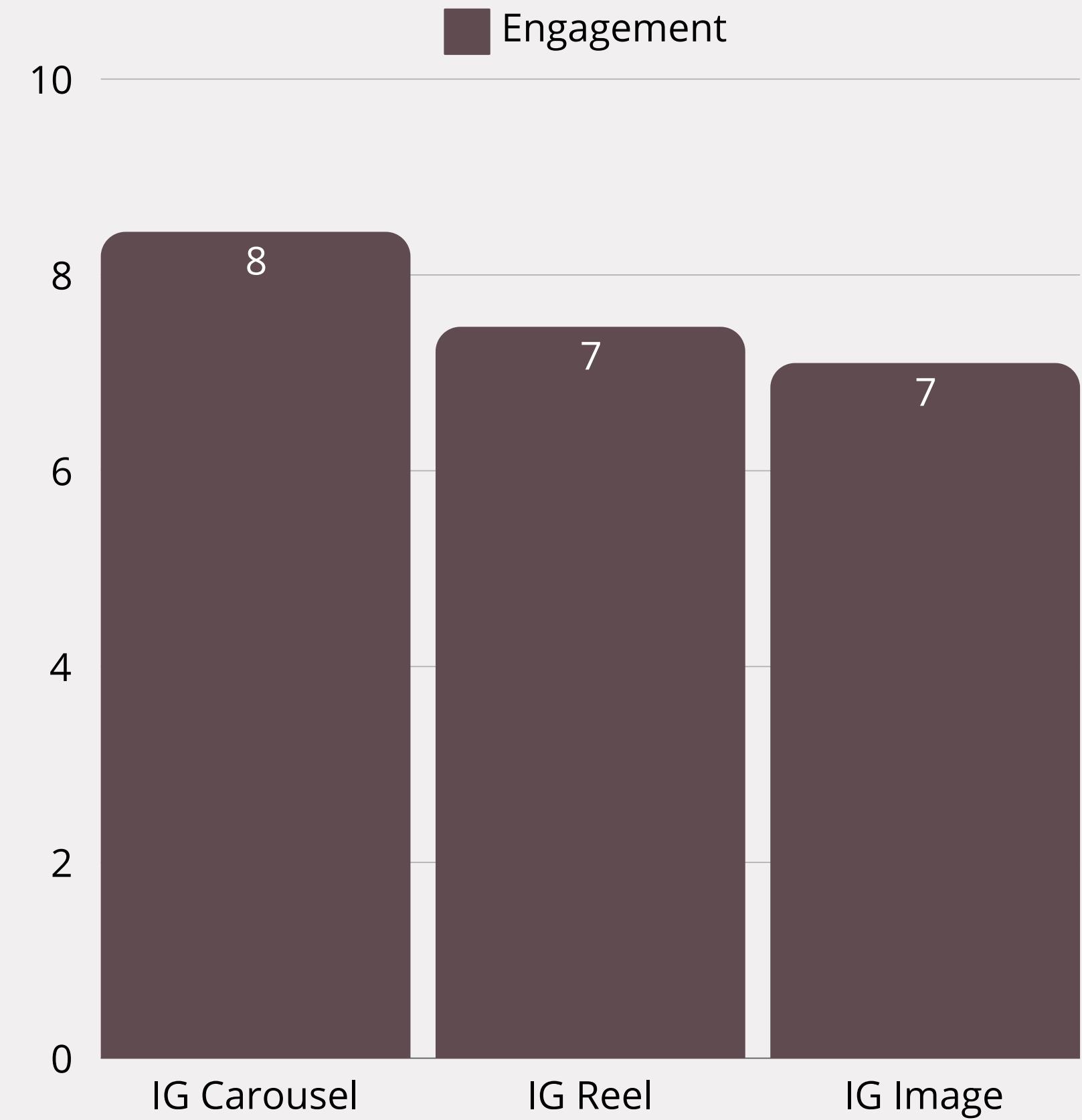
**Total Likes, Comments,
and Shares: 942**

The post by @zbexx had a phenomenal plays and like counts. Continued use of influencers could be beneficial.

Best Engagement by Topic on Instagram



Best Engagement by Post on Instagram





Frequency

August 28, 2024 - November 26, 2024:

- 29 posts in a span of 90 days (0.32 posts a day)
- Absence of posts from August 28- September 20 (23 days)
- Some periods of no posting for 4+ days, even weeks

Engagement

- Likes, Comments, and Shares: 5,791
- Engagement average: 7.386%

Takeaways

- Could implement a routine posting schedule to have a higher post rate
- Experiment with content types and increase the frequency
- Recommend more IG Carousels of Behind The Scenes as it gets high engagement



Ideas and Insights

Lowest Performing Key Content Topics

- **Miscellaneous** had the lowest engagement of the key content topics
- Of miscellaneous posts however, the post by zbexx had the highest likes and comments.
- **Marketing graphics** also had a low engagement rate.
- The **two lowest engagement posts** were from this topic.

Post Frequency

Moderately frequent but could improve.

Content Variation

IG Reels: 13

IG Image: 10

IG Carousel: 7



Facebook

Behind The Scenes

Engagement: 8.84%

Reach: 4,578

**Total Likes, Comments,
and Shares: 238**

**Feature on Toni Pimble had the
highest engagement of all
topics!**



Facebook

Performance

Engagement: 5.13%

Reach: 60,921

**Total Likes, Comments,
and Shares: 1,355**

**The Nutcracker video
got the highest reach
and reactions,
comments, and shares!**



Facebook

Marketing Graphics

Engagement: 6.53%

Reach: 21,500

**Total Likes, Comments,
and Shares: 213**

The Toni's tribute season post had little engagement and moderate reach. The Nutcracker graphic got the smallest reach. The audience seems to respond to photos and videos more than simple marketing graphics.



Facebook

Photoshoot

Engagement: 4.06%

Reach: 36,876

**Total Likes, Comments,
and Shares: 520**

**The Mowgli video ad
got the second highest
in reach!**



Facebook

Miscellaneous

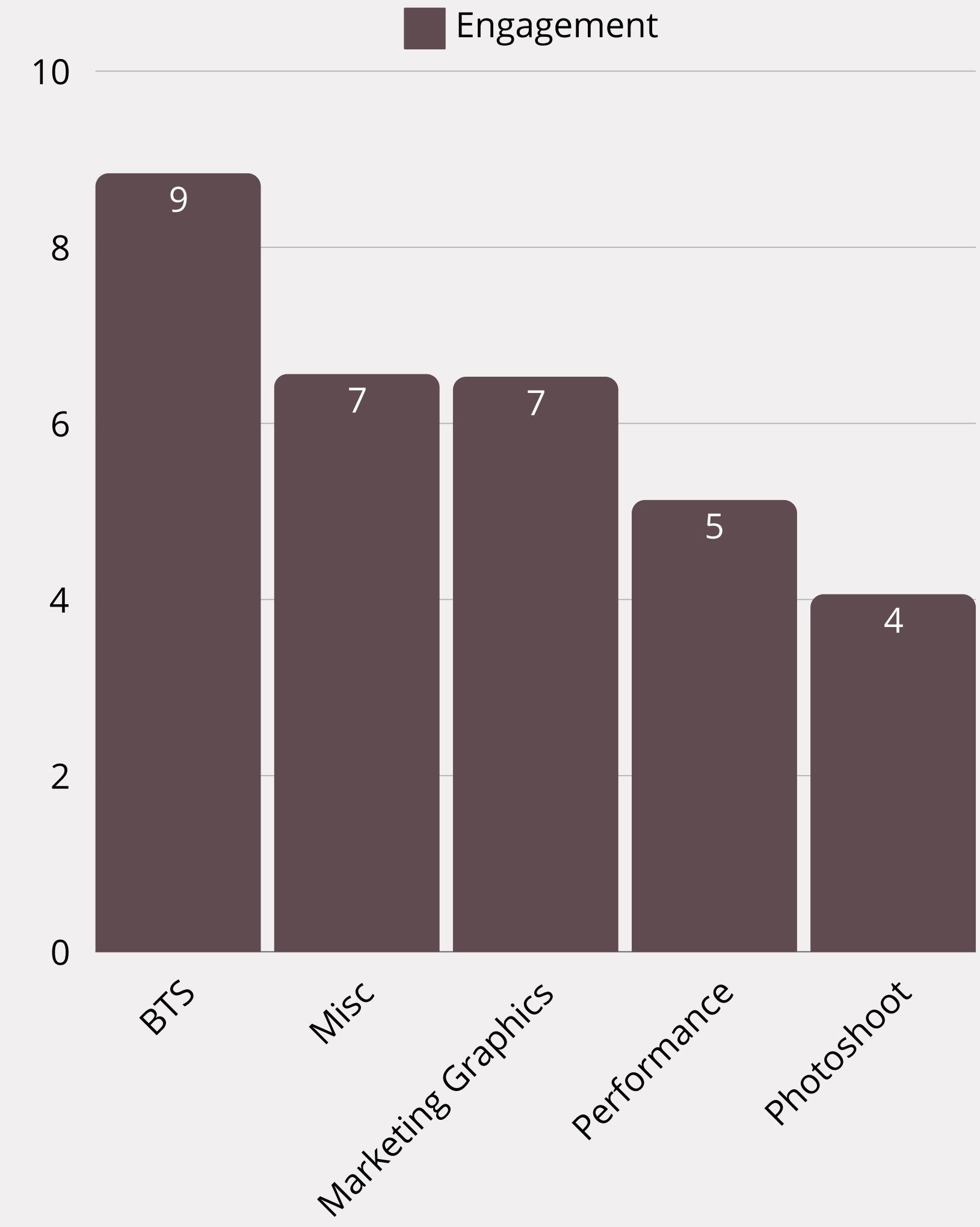
Engagement: 6.56%

Reach: 10,582

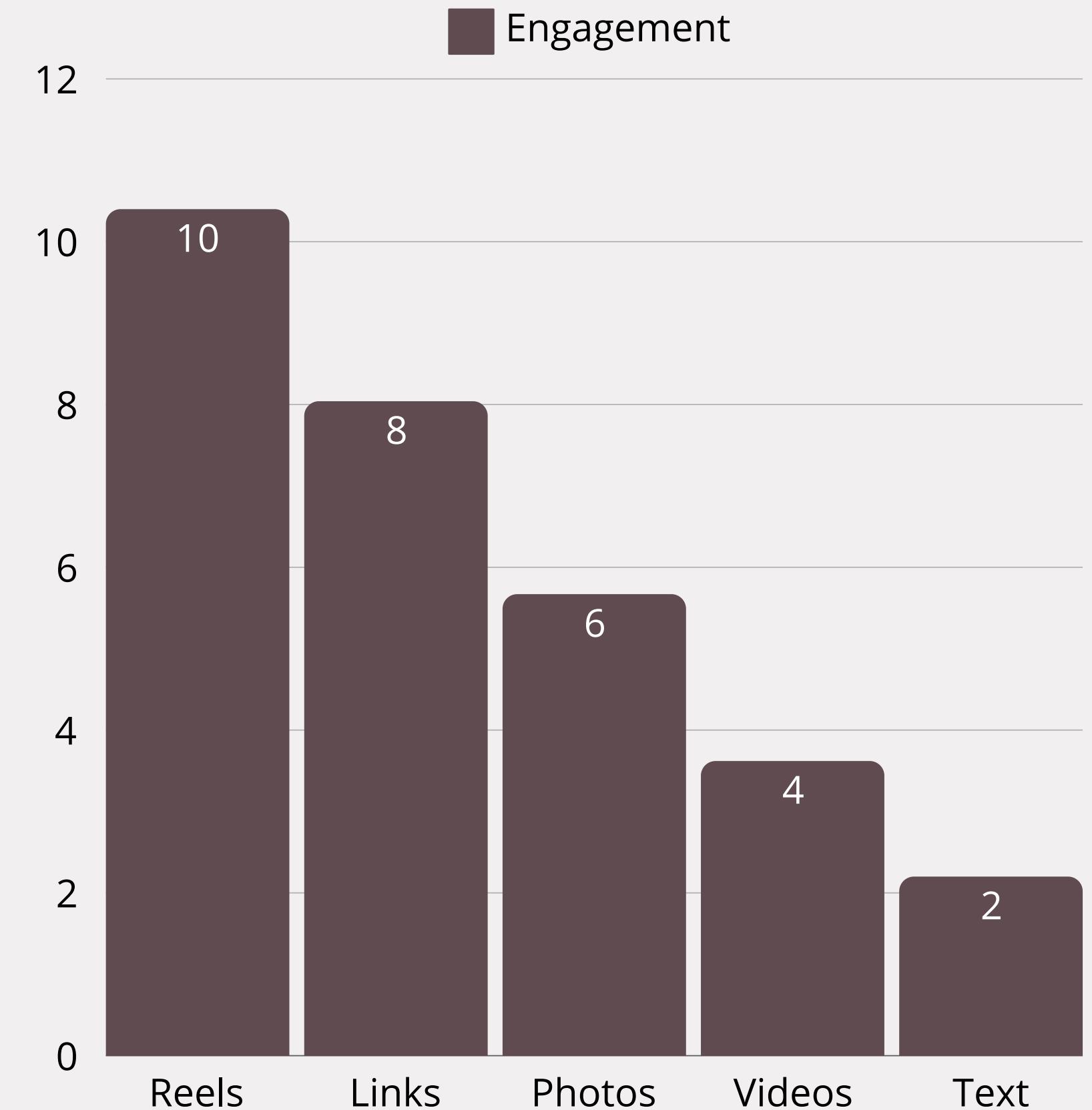
**Total Likes, Comments,
and Shares: 650**

**The misc text and links got the
lowest reactions, comments,
and shares out of all topics
while the QSL post had the
lowest engagement.**

Best Engagement by Topic on Facebook



Best Engagement by Post on Facebook





Frequency

August 28, 2024 - November 26, 2024

- 41 posts in a span of 90 days (0.46 posts a day)
- Longest time without posting was 17 days
- Shortest time was on 11/01 when there were 4 posts on one day

Engagement

- Likes, Comments, and Shares: 2,976
- Engagement Average: 6.22%

Takeaways

- Could implement a routine posting schedule to have a higher post rate
- Experiment with content types and increase the frequency
- Recommend more reels of Behind The Scenes as it gets high engagement



Ideas and Insights

Lowest Performing Key Content Topics

- Photoshoot and performance had the lowest engagement.
- Marketing graphics and behind the scenes had the lowest total likes, comments, and shares.
- Behind the scenes had the lowest reach.

Post Frequency

Moderately frequent but could improve.

Content Variation

Reels: 1

Links: 7

Photos: 26

Videos: 6

Text: 1



thank
you

