For my personal social media audit I chose to analyze my Instagram account ([@___lou3](#)). My personal account is a public account on Instagram mainly aimed at keeping my family and friends up to date on my life. Content ranges from selfies, couples' posts, and school related experiences and milestones. For the most part my audience is friends from school and family. This SWOT analysis highlights the strengths, weaknesses, opportunities, and threats to my profile in relation to its overall engagement.

SWOT Analysis:

Strengths	*Weaknesses*
High Quality Images	Consistent Engagement (post-to-post)
Collaborations	Username
Tagging Influential Accounts	Bio

| *Opportunities*	*Threats*
Adding a Theme to My Feed (filter/trend)	Hacking
Matching Cover Images for Highlights	
Call-To-Action	

Strengths:

A [Hopper HQ](#) blog highlighted the importance of high quality images. Posting bright, clear, high definition images are proven to receive higher engagement than dark, blurry, low-quality images or videos.

[Quara.com](#) defines collaboration on Instagram as, "when one Instagram user teams up with one or more Instagram users for promotion and increasing their audience/reach." Therefore, on a basic level, posting pictures with my boyfriend (and tagging him) would be considered a collaboration. By monitoring my posts engagement, I have noticed that posts that tag him do considerably better than those that don't. His account, [@bucketsburke](#), has 1,161 followers and an engagement rate of 22.35%, according to [Phlanx.com](#). As a division 1 college basketball player, his posts and stories gain a lot of attention and engagement.
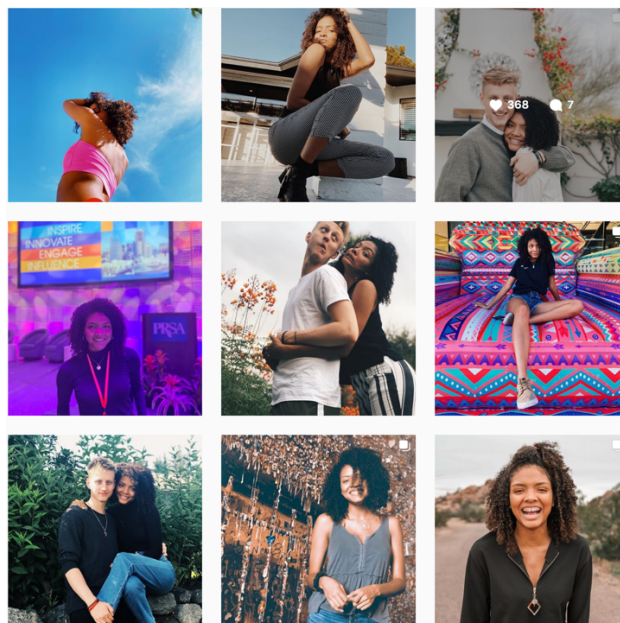
The image above depicts the most recent 6 posts on my Instagram feed. Out of 50 photos the top right image is my most engaging post, receiving 368 likes and 7 comments. I believe this carousel post did so well because of my boyfriend's (@bucketsburke) presence and quality of the images.

A tip to build engagement on Instagram from Hopper HQ, was tag your content with relevant accounts such a s products, brands, influencers or people I thought would genuinely be interested. In the same way that I tag my boyfriend for extra exposure I also tag major brands and people that are relevant to each of my posts. Whether it be the brand of the clothes I am wearing, the stylist that does my hair, or the celebrity I mention in my caption I tag them directly on my picture. In the following image I tagged: @madewell, @pacsun, @goldenruletattoo, @bucketsburke, @johnkrasinski, and @rainnwilson. I tagged @bucketsburke because he was in the photo, @madewell and @pacsun reflected my outfit, @goldenruletattoo highlighted the tattoo shop where my boyfriend got his tattoo, and @johnkrasinki and @rainnwilson linked back to my caption (an Office reference), "Bears. Beets. Battlestar Galactica."
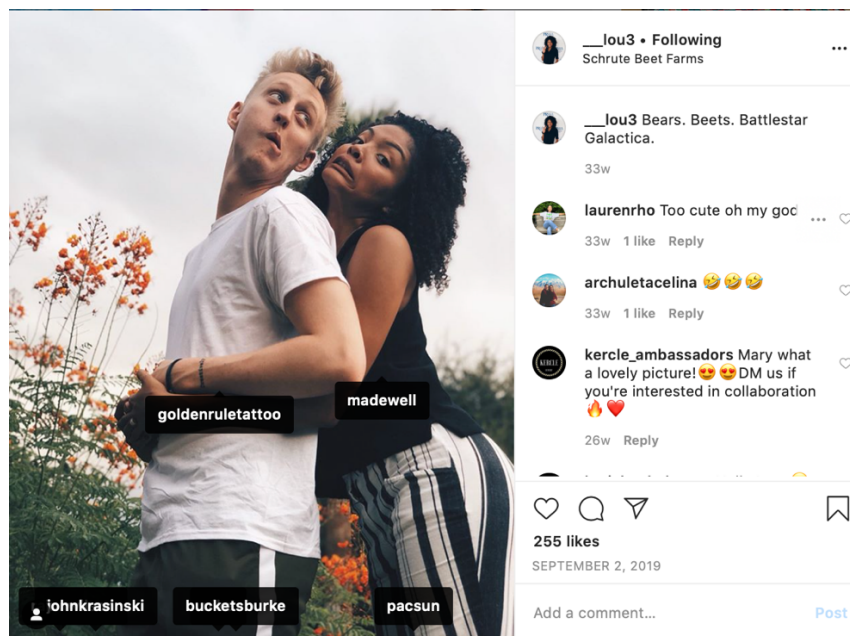

Weaknesses:

Although I have an engagement rate of 23% (according to Phlanx), I struggle to maintain the same amount of likes and comments, from post-to-post. My irregularity in posting is the main culprit of this issue. The Hopper HQ blog promotes the importance of posting at the right time for your audience, and usually when I post I only try to avoid posting late at night. In order to overcome this, I could analyze my audience's peak engagement times throughout the week and specific time on each day.

My username @___lou3, was designed to be difficult to find, at first. When I first got my Instagram, my goal was to connect with friends and family, but not really anyone else. So, for that reason I didn't want strangers or people I didn't want to follow me, being able to simply find my account. However today this doesn't help me in my goal to gain followers and overall

engagement. The three underscores at the beginning of my username are often forgotten and make it difficult for people to tag me quickly or find my account for the first time.
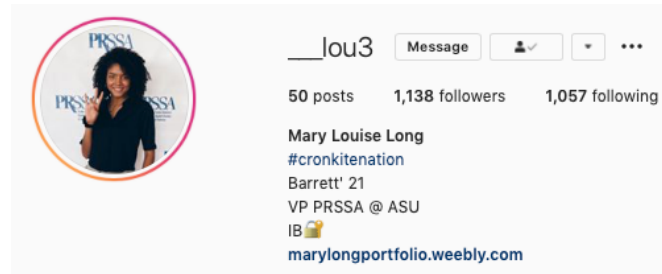
A [Buffer](#) blog told readers that writing a killer bio was one of four ways to enhance an Instagram profile. They describe a great bio as one that: explains who you are and what you do, appeals to your audience, and uses the brand tone and voice. While I think I do a sufficient job of telling who I am and what I do, I don't think I necessarily appeal to my audience or use a consistent brand tone or voice. I think including a quote or motto that helps describe my personality (i.e. my brand).

Opportunities:

[SocialMediaToday.com](#) argues that following a style or theme can truly elevate the engagement of an Instagram profile. A style/theme could be as simple as applying the same preset to all posts, or as intricate as a seasonal theme that runs throughout the entire feed. Below is an example of an effective theme applied to a friend of mines personal account. I think the retro rainbow lines offer a cohesive aesthetic to this portion of his feed. Not only does it set his profile apart, it also showcases his personality and design talents. If I was to try something like this it is likely to improve my engagement and overall following, if promoted correctly.
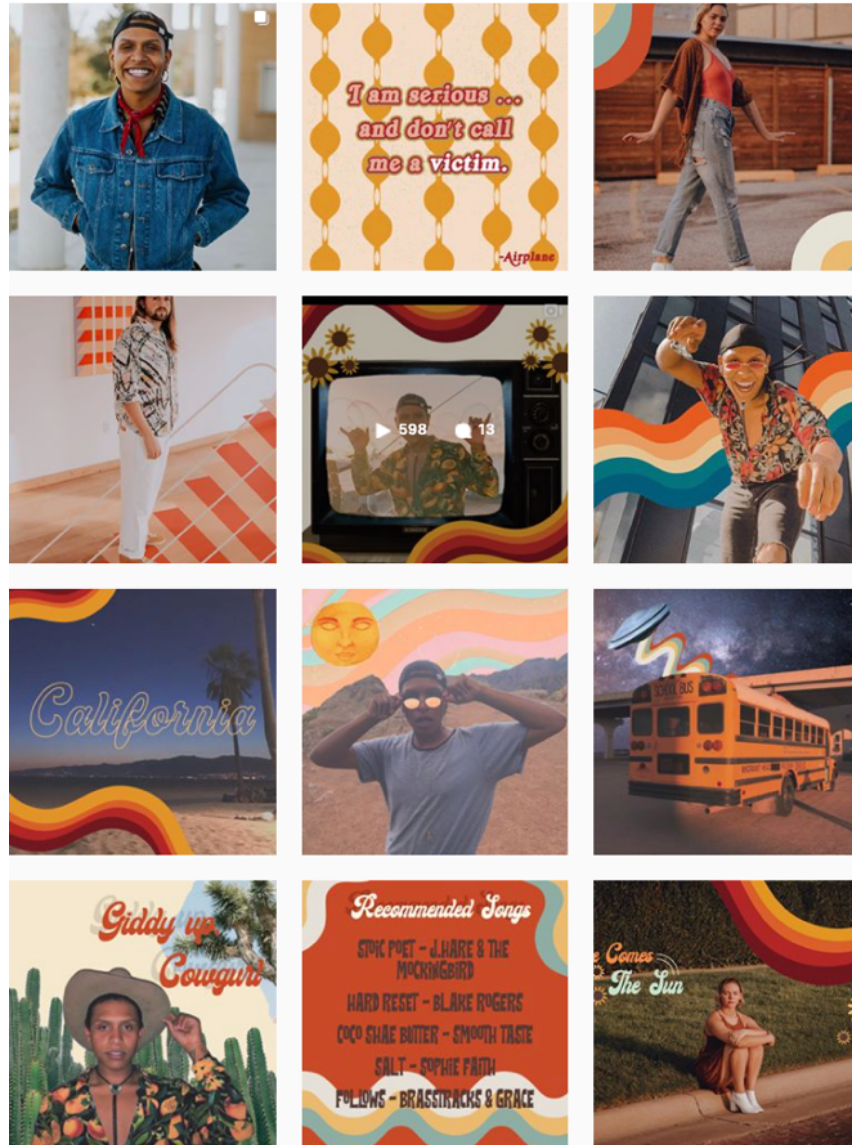
([@j.e.r.b.e.a.r](#))

I currently host three highlights on my page– one for PRSSA, my relationship, and the third for a music group I work with ([@ZeroDegrees](#)). All of the cover images are simply the first thing posted to each highlight. In order to improve the presentation of my profile I could design a branded cover image for each one. The design could be as simple as choosing a color palette like the example below, or more complex images that represent each highlight.
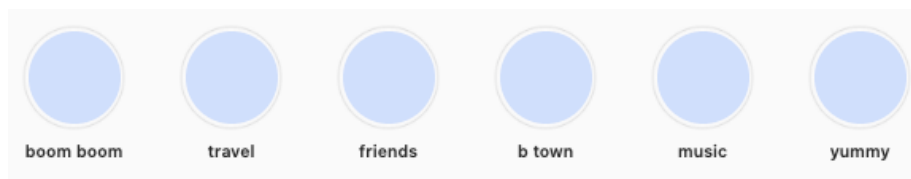
([@alex.lebel](#))

[SocialMediaToday.com](#) suggests that if you want more followers, why not just ask for them. By writing simple call-to-action's in the caption of my photos, like "like this please!" I could potentially increase my average likes. A less blatant ask would be to repost my regular post on my Instagram feed, as well, in order to increase exposure.

Threats:

I had a difficult time thinking of a threat to my personal account, however a threat that any user has is hacking. This can appear in a variety of ways, but typically it shows up in direct messages or complete post take overs. If my account were to be hacked, I would most likely have to delete my profile and start from scratch.

Moving forward I need to consider applying a theme to my account, updating my bio and following the peak posting times for my audience. I believe the best way to avoid the threat of hacking is to be mindful of the direct messages I open and the accounts I interact with. If the opportunity to collaborate with brands in an influencer or ambassador capacity I should outline a clear brand personality, but until then I plan to continue utilizing my account for fun and not for profit.