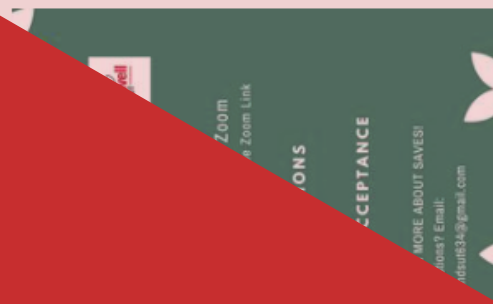
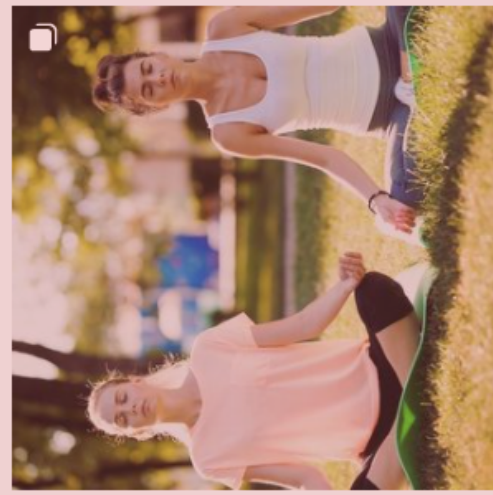
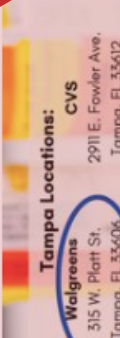


# Best Practices in Social Media to Increase Awareness and Mobilization: The Case of Live Well UT



# Table of Content

Research Problem .....	Page 2
Research Objectives .....	Page 3
Secondary Research .....	Page 4-7
Methodology .....	Page 8
Quantitative Results .....	Page 9-13
Qualitative Results .....	Page 14-16
Discussion .....	Page 17
Recommendations .....	Page 18
Conclusion .....	Page 19-20
References .....	Page 21-22
Appendix .....	Page 23-24



# Research Problem

Live Well UT has low visibility and a fair engagement on social media platforms, especially on Instagram. The organization's posts hardly ever surpass 76 likes and rarely receive comments. There have been some effective attempts at creating engaging posts, and only a few had had 70-100 likes, which corresponds to a significant disparity among the several others with 30-46 likes. However, these efforts are not very frequent. These posts have yet to significantly affect turnout because Live Well UT needs to have a posting schedule and a better digital marketing strategy to increase its engagement steadily. **Notwithstanding, this weak presence online ultimately leads to a lack of mobilization of students joining the organization or attending events.**

According to an article published on Scrunch, a low engagement rate varies from 0 to 1.64%. Using Phalanx ER online calculator, **Live Well UT's ER is 1.09%** and their average of likes is 14 likes, which affirms a poor performance and visibility of the organization.



Addressing this problem will contribute to understanding how social media marketing can leverage the performance of different businesses. Furthermore, analyzing this research problem will provide practical benefits for Live Well UT when suggesting strategies to boost its vanity metrics and suggest actions that can be implemented to mobilize students in the University of Tampa to interact with the organization.

# Research Objective

The primary objective of this research is to identify the reasons for Live Well UT's low visibility and engagement on Instagram. With that said, we want to find ways of improving the organization's online performance, and mobilize the targeted audience to take action towards what is posted, such as joining the organization or participating in the events. Therefore, this research will investigate sufficient awareness and engagement strategies to increase Live Well UT's likes, comments, followers, and social media interactions as a whole. Furthermore, this work will provide an understanding of how students identify with wellness programs in higher education institutions through social media, and how these programs can influence students to interact with them.

## Research Questions

- **RQ1:** What types of interactions (likes, comments, shares, and saves) appear the most?
- **RQ2:** Referent to RQ1, why are these types of interactions the ones more prevalent? What could be implemented to stimulate other types of interactions? And how?
- **RQ3:** How effective is the actual content at influencing the target audience?
- **RQ4:** Why do people engage more with a particular type of content?
- **RQ5:** How do people resonate with the organization?
- **RQ6:** What are the most effective communication strategies for increasing mobilization among students at UT?



# Secondary Research

The secondary research report was an essential part of the research, as it provided beneficial information that can be used by the client to analyze the best practices to expand their social media awareness and increase action and engagement. As part of this report, **news and social media search about wellness in higher education institutions was conducted.** In order to perform a news search, keywords such as wellness, education, health, and college were gathered to assist with the research. By narrowing the search to wellness and education, the most popular theme of the news was the implementation of new wellness institutes in universities such as Oakland University (Oakland, 2019) and Kutztown University (Wallace, 2021). Another theme that appeared in the research was the new measures universities were taking in regards to the wellness of their student body, for example, the wellness days at Syracuse University, in which students and faculty will have a day off to rest. When researching “health” and “college”, the news theme was mostly about the university's concern for student's health, especially anxiety and depression. The combination of these two keywords generated useful results for the research, as it demonstrates the wellness concerns in higher education institutions, and examples of how people are dealing with them.

Overall throughout the news search, the **news sentiment was positive.** It is safe to say that people are more aware of wellness, especially now during the pandemic. The awareness of mental health and general wellness definitely grew during the past year, and the number of news reports conveys that. The outlets that conveyed the articles were mostly state websites, university websites, and newspaper websites.

After conducting the news search, a social media search was conducted using Social Searcher, which is a social media listening platform. To gather information, the keywords used were the same as the ones used in the news search. When searching for “wellness” mentions, common themes and keywords, such as health, self-care, motivation, fitness, healing, and healthy lifestyle were found. The same results applied when using “health” as the main keyword.

When talking about health and wellness, the news sentiment is mostly positive, with a total of 55%, being 7% negative mentions and 41% neutral. **The most popular social media services when it comes to discussing wellness and health are Instagram and Twitter.** In particular, Twitter is a platform that holds several wellness mentions, according to Social Searcher. The mentions in this social media were status posts, photos, and links. For Instagram, photos were the most used media to refer to wellness. **Overall, the most popular sources used when mentioning wellness and health were photos (38%), videos (22%), links (28%), and status (12%).**

Live Well UT uses Instagram as their main social media channel, as well as their website. In order to better understand their common topics, keywords, and engagement, twenty posts were analyzed. The most popular themes of the twenty posts analyzed were events and meetings, reminders and introductions of their organizations such as Watch Your Bac, Disjointed, Wise Women, RX Factor, UTRC, Financial Wellness, Active Minds, and Breath Easy UT. The least popular topic of the posts was COVID-19 awareness. From twenty posts, only three addressed the coronavirus and safety measures. The keywords most used on LiveWell’s posts were Spartan Shield, Live Well UT, and health. Also, on every post caption, the brand made sure to include the hashtag #livewellut.

Maggie Bunting, the marketing coordinator at Live Well UT, provided information regarding Instagram analytics to cooperate with the engagement research. **Live Well’s Instagram received a total of 7 comments, 8 saves, and 45 shares in the past month (December and January), as well as 11 story interactions.**



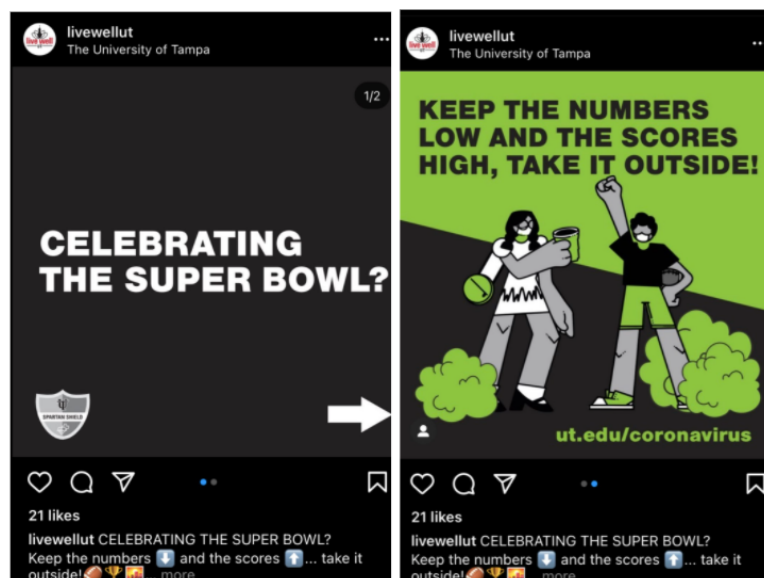
The screenshot displays Instagram analytics for the last 30 days. It shows a total of 513 interactions, which is a 307.1% increase compared to the period from December 24 to January 22. The data is broken down into Post Interactions (502 total, a 301.6% increase) and Story Interactions (11 total, a 1,000% increase). Post interactions include 442 likes, 7 comments, 8 saves, and 45 shares. Story interactions include 7 replies and 4 shares.

Category	Total Interactions	Change vs Dec 24 - Jan 22
<b>Content Interactions</b>	<b>513</b>	<b>+307.1%</b>
<b>Post Interactions</b>	<b>502</b>	<b>+301.6%</b>
Likes	442	
Comments	7	
Saves	8	
Shares	45	
<b>Story Interactions</b>	<b>11</b>	<b>+1,000%</b>
Replies	7	
Shares	4	

Lastly, according to Bunting, their top three posts this month were the “COVID-19 campaign” on January 22nd, the Active Minds post on February 5th, and Eddie and Sam’s fundraising on February 9th. Once the news and social media search were performed, secondary research was done to collect some key insights. **The first insight was regarding SEO and short-form content.** Live Well UT’s most utilized communication method being Instagram, it is crucial to take advantage of Search Engine Optimization and Reels. By adding the phrase “University of Tampa” in the Live Well UT bio, the search engine would more readily recognize the page when someone begins searching for anything to do with the University of Tampa. Reels contribute significantly to organic Instagram exposure because social media consumers as a whole are moving more toward short-form video content. **It’s proven that more social media consumers are looking for new content quickly, and reels deliver just that (Jenkins, 2021).** By using reels the client’s page is more likely to be discovered not only by those in the university but also by other publics within the Tampa Bay community. Another short-form content is Tik Tok videos, which are targeted to those primarily aged 18 to 25, which can be another way to increase awareness and action for Live Well UT.

Also, hashtags are imperative to connect and reach the target demographic of university students and the surrounding community. By adding hashtags to Live Well UT’s posts, the posts are more likely to be seen by more users on Instagram (Newberry, 2021). This is in part due to the fact that individuals can follow and search for hashtags themselves.

**The second key insight was regarding engagement, more specifically, ambassadors and the algorithm.** Higher educational institutions still had the largest engagement rate among other categories on Instagram in both feed posts and stories (Freehan, 2021). This is important to note because engagement on Instagram, Facebook, and Twitter has been on a decline recently with the rise of short-form content (Jenkins, 2021). This goes along with Tik Tok and the rise of Instagram Reels. Carousel posts had the highest engagement of the three types of posts on Instagram, including videos and single-shot photos (Freehan, 2021). This proves true even in Live Well UT’s posts, as some of the posts with the highest engagement rates were carousel posts, for example, the “Covid-19 Campaign” post.





Engagement is key to building awareness, and while word-of-mouth remains to be the largest driver, influencers or brand ambassadors can help this cause (Hutchinson, 2020). By using campus ambassadors that post regularly on their personal pages for Live Well UT as a whole the client could see an increase in traffic to the account, reach, and engagement from existing and new followers.

Lastly, Instagram’s algorithm favor engagement when showing suggested posts to other users but Instagram’s algorithm, in particular, is confusing and frustrating regarding reach. **As Brent Barnhart states the best way to get ahead of the algorithm so that it works in the client's favor is to create consistently high-quality content (Barnhart, 2021).** This can be done by stepping up photo quality, utilizing hashtags, and creating call-to-action initiatives in each post. This can also mean posting at peak times when followers are most active. Instagram’s top global engagement times are Wednesdays at 11 a.m. and Fridays at both 10 a.m. and 11 a.m. (Barnhart, 2021). **By implementing tactics that could cause Live Well UT’s Instagram page to be seen more by more active followers it is expected to increase both awareness and action.**

All things considered, the data gathered in the news/social media search, and the secondary research can benefit the client in several ways. The information can be useful for the client as they are now able to see how other universities approach wellness, what their students and UT students have in common, what are some themes that they are failing to address or over addressing, as well as some of the key insights they should take into consideration when creating their social media strategy.





# Methodology

This research project will use **qualitative analysis and quantitative content analysis** to identify the reasons for Live Well UT's low visibility and engagement on Instagram. The primary goal of this project is to find ways of improving the organization's online performance and mobilize the targeted audience to take action towards what is posted, such as joining the organization or participating in the events. With that said, members will code and analyze a random sample of 40 Instagram posts and conduct interviews with other UT's students to identify Live Well UT's perception in the campus and recognize the organization's marketing deficiencies on their Instagram profile.

Quantitative content analysis will be useful to examine the publications' formats as for their captions to see whether they encourage mobilization or not. The content analysis looks directly at communication via texts or transcripts and hence gets at the central aspect of social interaction. (Colorado State University, n.d.). Several variables and categories will be established in order to perform the quantitative content analysis. 40 publications from Live Well UT's Instagram will be coded and inserted the data on an Excel table **to identify these posts' engagement (number of likes and comments), sentiment analysis, and the publications' purposes**. Aside from counting the number of likes, comments and identifying the presence of tags, hashtags, and emojis, the categorization of each post will derive from (1) Type of post (e.g., flyer, pictures of people, video, boomerang, etc.). (2) Type of action (e.g., join us, tag, learn more, check out, etc.). (3) Purpose (e.g., community, action, inspirational, informational, action.). (4) Sentiment Analysis of the comments (e.g., positive, negative, question, none.).

One group member will code the 40 publications independently, and the inter-coder reliability will be done by a discussion with the other members so that the final result follows a common agreement. **Content analysis is increasingly effective when combined with other research methods such as interviews. (Columbia Public Health, n.d.)** For this reason, two members of the group will be responsible for conducting two in-depth interviews as a qualitative research method. A non-probability sample will be utilized to target individuals who have experience with social media and overall knowledge of marketing and business topics. Thus, the interviewees will be students of Business Management, Marketing, and other Communications majors at the University of Tampa.

# Quantitative Results

*RQ1: What type of interaction (likes, comments) appear the most?*

*RQ2: Referent to RQ1, why are these types of interactions the ones more prevalent? What could be implemented to stimulate other types of interactions? And how?*

To answer RQ1 and RQ2, researchers used quantitative content analysis. The majority of the coded publications do not exceed 20 likes per image, yet **"likes" are still higher than comments, making it the most recurrent type of interaction.** However, "likes" still correspond to a meager number on average.

Few publications have reached more than 40 likes due to the lack of consistency and interaction that these publications provide.

The number of publications that received comments corresponds to **12.5%** of the total sample, meaning only five from the 40 publications coded, but this is still trivial because any post surpassed one comment. This result reinforces Live Well UT's poor engagement online.



The crosstab below shows that 87.5% of coded publications have up to 20 likes. With this crosstab, we can identify that the publications with the least number of likes are "flyers," which coincidentally constitute the majority of Live Well UT's publications. **When the profile chooses to vary its publications using photos of people, food (identified as "Other"), boomerang, and videos, these publications receive a more significant amount of likes.** When comparing the "boomerang" and "other" columns with the flyer column, we can observe that they occupy the row of 51-60 likes. Therefore, these are the only formats with the maximum number of likes, while the "flyers" had 0 % in this category.

Count of Like Interval	Column Labels					Grand Total
Row Labels	boomerang	flyer	other	People	video	
0 to 10	0.00%	17.50%	0.00%	0.00%	12.50%	30.00%
11 to 20	0.00%	45.00%	0.00%	2.50%	10.00%	57.50%
21 to 30	0.00%	2.50%	0.00%	0.00%	2.50%	5.00%
41 to 50	0.00%	0.00%	0.00%	2.50%	0.00%	2.50%
51 to 60	2.50%	0.00%	2.50%	0.00%	0.00%	5.00%
<b>Grand Total</b>	<b>2.50%</b>	<b>65.00%</b>	<b>2.50%</b>	<b>5.00%</b>	<b>25.00%</b>	<b>100.00%</b>

Figure 1 Crosstab illustrating Content Format VS Likes Intervals

Figure 2 depicts the same situation in the crosstab. Yet, the chart gives the impression that the "flyer" format corresponds to the most interactive content type but that it is not valid. The only reason for the flyers seems to perform superiorly is that most of the Live Well UT feed is made up of flyers, and even so, they correspond to the type of content with less engagement than the others. In reality, it would be highly effective to use other content than flyers, such as food or people pictures, videos, and other resources offered by Instagram.

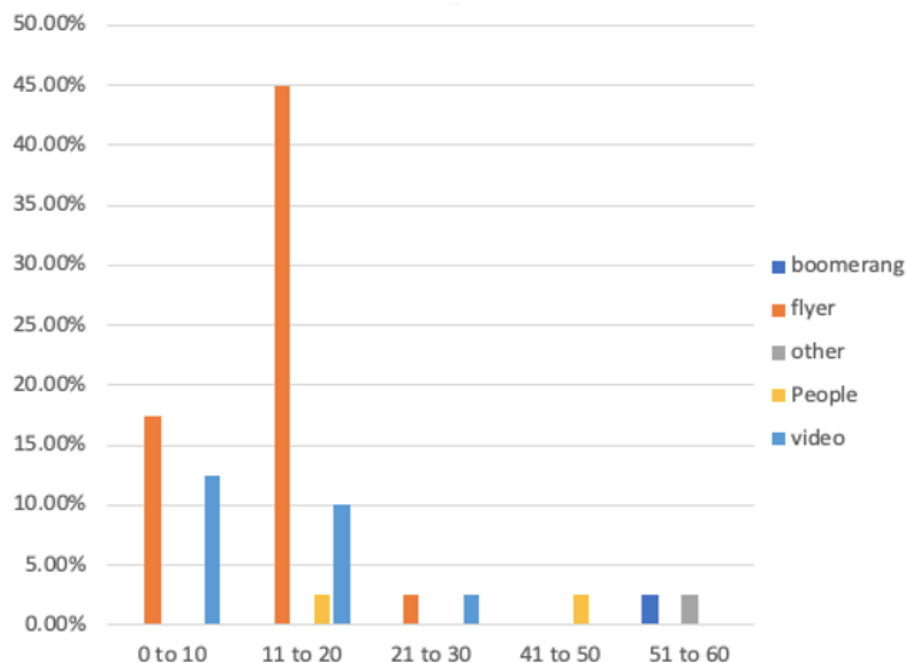


Figure 2 Bar-Chart illustrating Content Format VS Likes Intervals

Only 27.5% of posts included hashtags, 75% of posts contained tags, and 100% of the posts had emojis in their captions. Although those numbers do not show critical influence over the page's engagement, the use of hashtags could be more frequent in order to enrich Live Well UT's online views by ultimately directing more users to the page.

*RQ3: How effective is the actual content at influencing the target audience?*

The graph below correlates the purpose of the post with the sentiment analysis of each comment (if there is a comment), and it was used to answer RQ3. We can observe that out of 40 publications, 35 of them received no comments at all, but five from this sample received positive comments. Yet, this still insufficient to confirm whether the content influences the target audience or not.

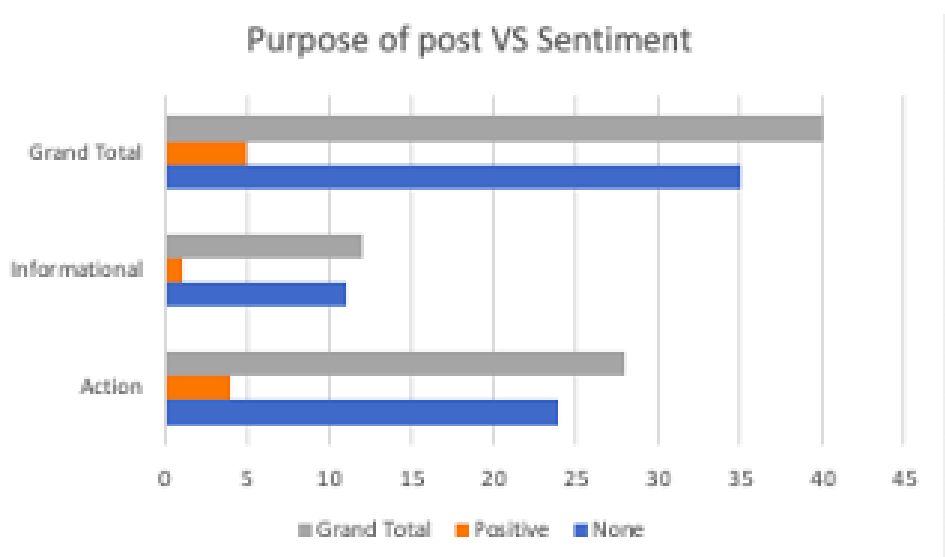


Figure 3 Chart Illustrating Purpose of Post VS Comments' Sentiment

In addition, among five categories of post purposes, **70%** were identified as "action" purpose publications, and **30%** as informational. Considering that the "action" category means "the type of publication that instigates the audience to take action," these posts should have had a much more significant number of comments to ultimately indicate influence over the target audience. However, this did not happen and again suggests their lack of interaction and appeal to the audience.

### THE MOST PREVALENT CONTENT FORMAT

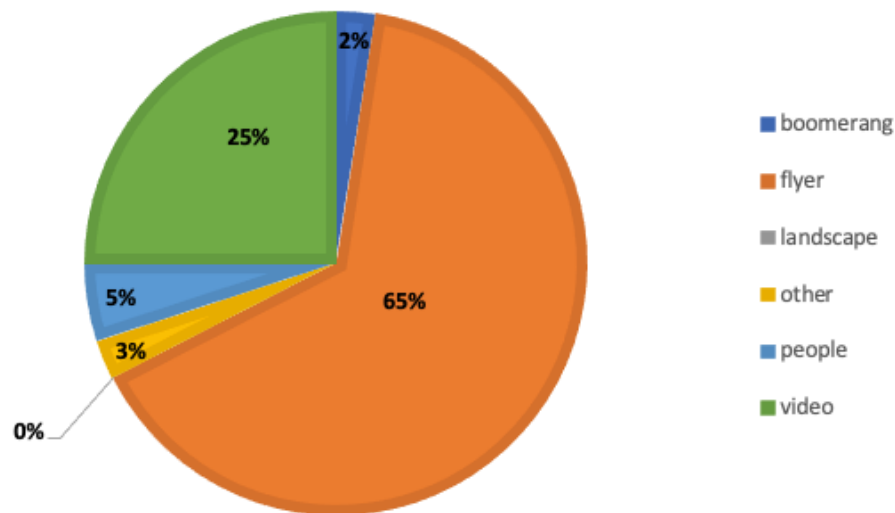


Figure 4 Chart Illustrating The Most Prevalent Content Format

The graph above shows the meager variety of content posted in Live Well UT's feed. As observed, the percentage of flyers is highly predominant in the chart **(65%)**, whereas all the other variants do not even achieve half of the flyers number. It is essential for a business account on Instagram to have different content types to surprise the audience and keep them interested. Diversification can be key in content creation. The controversy is that the flyers correspond to 65% of total likes. However, that does not mean that the flyers are the best type of publication to generate engagement because they are still generating the least number of likes compared to the other format. With that said, we cannot assume that flyers have a chief contribution to the total of likes because 65% of Live Well UT's feed is composed of flyers. Hence they are the primary source of likes but not necessarily the most efficient.

RQ6: What are the most effective communication strategies for increasing mobilization among students at UT?

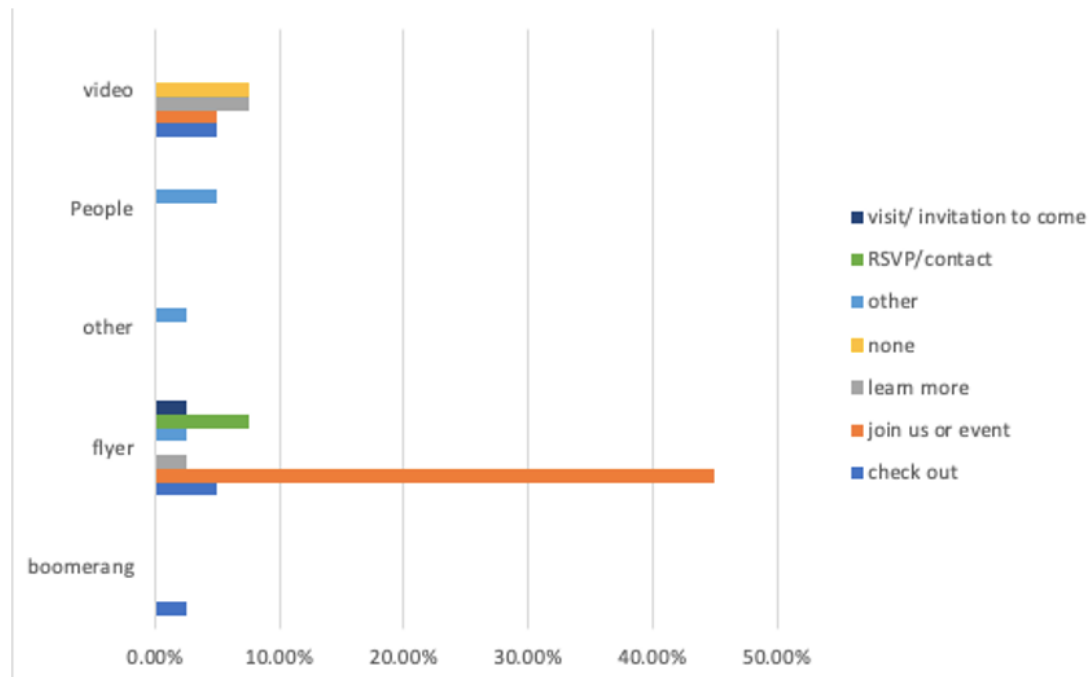


Figure 5 Chart Illustrating Content Format VS CTA

According to Figure 5, we can see that among all the different call-to-action, the most recurrent is encouraging the **“join-us,”** identified by the color orange and found in **45%** of flyers. Through this chart, researchers assumed that Live Well UT adopted “join-us” as its primary communication strategy. However, it was not successful because, as already seen in the previous graphics, “the flyer” type of content does not perform well in terms of engagement. A compelling call to action that could have been more utilized is “learn more,” identified by the color gray, which was only mentioned in flyers and videos. That is, only two types of content addressed this call to action, and these two attempts correspond to less than 10%. Overall, all of the five call-to-actions did not appear in more than 10% of the publications coded, apart from “join us”. Not to mention, we can see an alarming difference when comparing the “join us” bar (orange bar) to the rest.

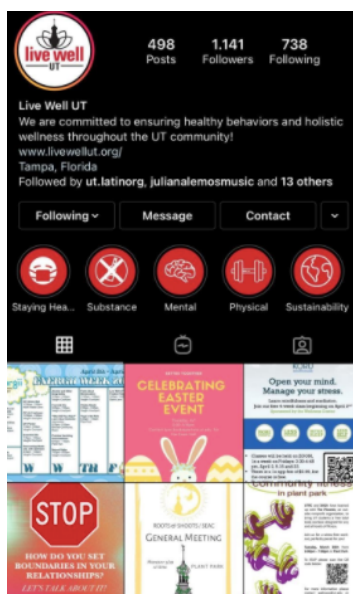
Conclusively, Live Well UT needs a communication strategy that uses other means of communicating and interacting with the public and not simply asking their target audience to join the organization or particular events. Followers like to chat, tag other users in the comments, and read something interesting in the captions. It is not adequate for all content to be asking users to take action because, for most people, social media is seen as a place to interact and pass the time. People already have too many responsibilities on a day-to-day basis, so the last thing they want is someone else asking them to participate in something all the time.



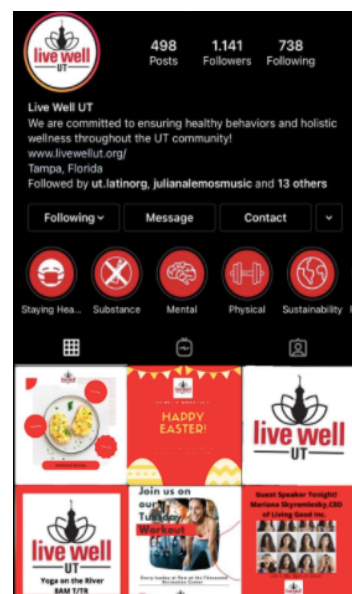
# Qualitative Results

For the qualitative portion of the research, researchers conducted two interviews with UT students in order to have a better understanding of their thoughts regarding Live Well UT's Instagram and organization as a whole. The people interviewed were Bruno Juhasz, an International Business major senior at The University of Tampa, and Meghan, an Advertising and PR junior at UT. They were asked general questions about Live Well UT, their Instagram, how they felt about it, and researchers also conducted A/B testing to see which of the two presented options was the preferred among the interviewees.

At first, the goal was to learn their opinion regarding their previous knowledge of the organization, and whether they follow them on Instagram or not. Both students denied following Live Well's account, and one of them even said that they have never heard of the organization before this interview. After dealing with the introductory questions, the **A/B testing** was conducted, with A being a picture of the actual Instagram (as seen below), and B being a modified version of the client's Instagram feed. Both Bruno and Meghan choose the B version, as they believe the original feed is all over the place and very inconsistent. **They also pointed out that they preferred B because of the consistent color scheme and less amount of text.**



A- Control



B - Modified

Finally, researchers asked key and ending questions that helped to understand the interviewee’s main thoughts of the client’s Instagram content and effectiveness on instigating action and mobilization. To gather the main themes heard through the interviews and the responses, an open, axial, and selective codes table was put together, as seen below.

## Open

## Axial

## Selective

Color Scheme	Students enjoy a consistent color scheme and less text on the posts, as well as more real-life images and less clutter content.	Students prefer to engage with Instagram profiles that follow a visual sense of unity, meaning, a specific color scheme, short and engaging captions as well as interactive and humanized short-term content.
Consistency		
Excessive Text		
Humanized Posts		
Relevant Content	Provide interactive and relevant content, such as giveaways and conversations, with engaging captions that mobilize followers.	
Engaging Captions		
Short-Term Content	Posts with visually appealing and shorter content such as reels and stories please students more compared to long content posts and polluted designs.	
Visually Appealing Content		

Some of the common themes addressed throughout the interviews, as shown in the codes above are the **lack of a consistent branding** of the Instagram page, meaning the color scheme is all over the place and some posts have excessive text, which makes it unappealing. Another common opinion between the interviewees was regarding the content of the posts, as both believe the client should focus on producing more **short-term content** such as reels, that are visually appealing and relevant. The interviewees believe the current posts do not engage and promote action as much as they should. Bruno suggested that Live Well UT makes its posts more interactive by asking more questions and creating shorter content with more calls to action, such as stories with polls. Megan suggested that the organization should host more **giveaway** posts as a way to promote mobilization since UT students are more likely to interact with those. She also mentioned that she would enjoy it if the content was humanized, so more pictures of students, and the events instead of flyers. This information is useful to answer RQ4, which questions the reasons why people engage more with certain content.

The RQ3 revolves around the effectiveness of the actual content in influencing people. Based on some of the responses learned throughout the interviews, researchers are more likely to believe that the current Instagram content is not as effective as it could be. Both Megan and Bruno suggested changes to the current content, which possibly shows that it is not as eye-catching and engaging as it can be. At the same time, in order to have a conclusion regarding the effectiveness of the content, researchers need to analyze the content analysis results to have a more accurate response.

Another research question that researchers wanted to answer with the interviews was RQ5, which questions how people resonate with Live Well UT. There were two different responses to this question, which is very interesting to notice since, even though the client wants to reach the entire student body, some people will not be interested in their content, regardless of how their social media page looks like. Meghan said that she resonates positively with Live Well UT as she believes the organization is a good idea and she would like to attend their events. Bruno, on the other hand, said he is not into it. He believes the organization is important based on the content they share, but it is not something he would follow on social media.

Overall, **the interviews allowed researchers to have more humanized results as they interacted with a part of the client's target audience.** It is important to observe that both interviewees did not have previous knowledge of the organization or their Instagram, which enabled researchers to fully understand whether they would take action on the posts or not. Since the researchers showed them Instagram at the moment of the interview, they did not have time to actually look at it and engage accordingly. The interview was clarifying in some aspects, but not fully accurate in others, and to provide the best responses to the research, it is important to acknowledge this. Thus, the qualitative portion of the studies provided important data that will help tremendously during the conclusions, discussions, and especially our suggestions analysis.

# Discussion

Based upon the quantitative and qualitative analysis results, the research suggests that in order to gain more awareness and engagement throughout social media a number of steps regarding aesthetics and content creation can be taken. Based on the results and data Live Well UT could benefit from more consistency when looking at the appearance of posts. Using the same consistent visual messages can help make the brand more recognizable (Adweek). This is imperative for Live Well UT as it is such a large umbrella for smaller organizations.

The current posts on the page are not effective when speaking about action-based engagement. According to the interviewees Live Well UT's posts are not as engaging whether it be through comments, likes, shares, or saves. By creating more shareable content, Live Well UT will be able to reach beyond its core audience. Shareable content can lead to up to 7 times more traffic on any page and is a clear signal of audience excitement. (Tucker Hall) Live Well UT is not alone in its reach for better engagement as many in the social media industry are trying to further their engagement rates. (DMA Course) Creating content that is appealing and less text-heavy was something critical mentioned when speaking to the interviewees.

Creating posts that are more visual instead of text-heavy is important for Instagram as the algorithm not only favors accounts that have high engagement rates, it also favors those that are aesthetically appealing. By moving most of the information into a well-written caption the audience is more likely to slow down scrolling and then begin to look at the post for more information. Captions are a main source of engagement. (Twenty Three) This is also apparent when looking at the quantitative results as the captions are not as strong or do not have a call to action and therefore do not garner much engagement.

Concerning the number of likes and comments specifically on "flyers", it is not surprising that the number for both is low. According to Georgia Tech, social media posts with faces are 38% more likely to get likes. (GA) By creating more posts that include human faces the account becomes more humanized and according to the qualitative data will bring more engagement.

# Conclusion

This paper critically analyzed the Live Well UT Instagram page in order to examine **how effectively their interaction with students online is, and the reason behind the lack of mobilization.**

Most of Live Well UT Instagram feed is composed of a confused mixture of flyers. These publications do not follow an aesthetic pattern, which we identified as one reason why the organization lacks engagement. According to information collected on the interviews, especially using the A/B testing, people find it more visually appealing feeds that stick to consistent aesthetics, such as color schemes, tone, and voice.

In addition, researchers found out that followers also enjoy content variety in social media. The problem identified is that 65% of Live Well UT's content are flyers, which denotes a small effort when experiencing the different features provided by the Instagram app. Qualitative results confirmed that people are likely to interact with short-term contents like stories and reels and publications that instigate a conversation or present a giveaway. Live Well UT's requires those types of content. Also, findings pointed out that users identify with humanized content, such as pictures of food, people, and animals. These are topics that everyone sees on a day-to-day basis, so it makes them more relatable.

Our study noticed the overall lack of variety proved to be the root of the page's poor engagement. Through the quantitative analysis, we found that 70% of the posts are classified as "action" purpose and 30% as "informational" purpose, which means that only 50% of the purposes were addressed, leaving "community" and "inspirational" with 0% of occurrences. Qualitative findings also indicate that users enjoy authentic and interactive content online, but Live Well UT is primarily prompting actions to people instead of engaging with them.

Despite this research limitation with time, our data analysis suggests enough support that Live Well UT's lack of engagement is originated from their deficiency of content strategy. A content strategy provides a framework for interactions; thus, it encompasses the: posting schedule, content formats, intended audience, publications' purposes, and captions. Our study concludes that Live Well UT does not have an efficient content strategy because the imbalance of their publications is evident. Essentially, we concluded that the lack of content variety and the absence of humanized (relatable) content restrict a good performance online.

# Suggestions

Based on all of the research performed, some suggestions for new social media tactics arose. The sole purpose of the research was to understand the best ways and practices for Live Well UT to increase its mobilization on Instagram. With the results from the quantitative analysis and qualitative analysis, the group was able to come up with recommendations that will most likely increase action among followers of the client's page, and possibly increase the number of followers as well.

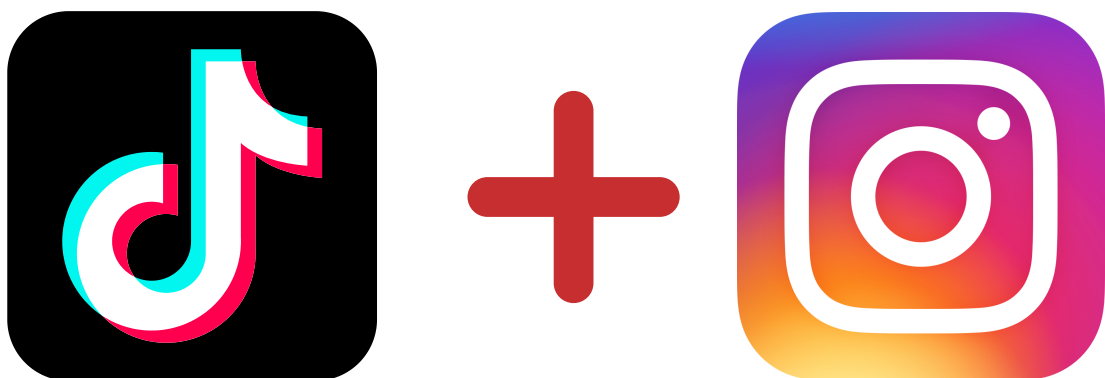
The first suggestion to the client is to create a **consistent color scheme**, in order to keep the feed consistent and establish a consistent branding to the Instagram page and the organization. This suggestion is supported by the qualitative results, in which the interviewees participated in the A/B testing, proving that the consistent feed (option B), was the preferred among them. This theme also came up when discussing things they would improve on the Instagram page. Both mentioned that they would be more likely to follow if the feed was more organized and uniform, and not as it currently is, as described by them "all over the place". Color is very important in branding and marketing because it is where first impressions of customers are based. Also, color is the secret to producing a good identity for a company. Colors are more than just a visual aid because colors convey emotions, feelings, and experiences. (Why Is Color Important to Your Brand, 2016)

The second suggestion is to focus on creating more **humanized content**, as well as **short-term content** such as reels, stories, and boomerangs. Live Well UT's content revolves mostly around flyers. However, based on the quantitative analysis, the posts that received fewer likes were the flyers. Boomerangs, on the other hand, was the type of content that received the highest likes in the posts analyzed. As seen in the qualitative results and the secondary research, people prefer short and interactive content as oppose to flyers with excessive text. It is essential for the client to create humanized content, involving students, for example, that is interactive and short. A great tool for doing so it's reels, there are several trends out there that can be easily replicated and adapted based on the information the client wants to communicate to the audience. All in all, based on the results of the research, researchers believe that by creating short content involving people, so making it more humanized and personal to the students, the audience is more likely to take action.



The third suggestion is for Live Well UT to invest in more **action-oriented posts and captions**. Based on both the content analysis results, the most recurrent CTA used its “join us” but it is showing not to be as effective since the engagement rates are low for the posts analyzed. At the same time, the qualitative analysis proved that people like seeing questions and engaging captions, which motivates them to mobilize towards something. Another aspect that is important to notice is that students enjoy posts that involve some type of action, such as **giveaways**. The giveaways allow for more students to meet the client’s page as others will tag them, generating more comments, action, and visibility to the page. Also, the idea of having **campus ambassadors** can also be beneficial to the client, since it provides more humanized day-to-day content to the followers, which are more likely to interact if they feel like they are being talked to. One interviewee also suggested that the client should take advantage of all of the Instagram interactive tools, such as polls and questions on the stories. This allows for more personal interaction between the client and the audience, possibly stimulating more action and engagement.

Lastly, based on the secondary research and confirmed by our qualitative results, the last suggestion would be for the client to expand its social media efforts to **Tik Tok** in order to increase reach and mobilization. As said before, not every person in the target audience is an active user of Instagram, but they might be a Tik Tok user. It is important to diversify because just posting their content on one platform might not be enough to reach the most people of the student and faculty body as the client wants. It would be easy for the client to keep up with both platforms because the short-term content created for Instagram would be the same posted on Tik Tok. To increase reach on both platforms, the client should consider adding “The University of Tampa” to both bios in order to appear in more searches based on the **SEO**.



# References

- Barnhart, B. (2021, February 24). How to survive (and outsmart) the Instagram algorithm. Retrieved February 26, 2021, from <https://sproutsocial.com/insights/instagram-algorithm/>
- Ciuksys, M. (2020, December 14). 21 social media data points for 2021. Retrieved February 26, 2021, from <https://www.socialbakers.com/blog/21-data-points-for-2021>
- Freehan, B. (2021, February 16). 2021 social media industry benchmark report. Retrieved February 26, 2021, from <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>
- Hutchinson, A. (2020, May 06). New survey looks at how marketers and consumers view social media engagement. Retrieved February 26, 2021, from <https://www.socialmediatoday.com/news/new-survey-looks-at-how-marketers-and-consumers-view-social-media-engagemen/577534/>
- Jenkins, L. D. (2021, December 1). Social media marketing trends For 2021: Predictions from the Pros : Social Media examiner. Retrieved February 26, 2021, from <https://www.socialmediaexaminer.com/social-media-marketing-trends-2021-predictions-from-pros/>
- Newberry, C. (2021, February 01). The 2020 Instagram Hashtag Guide-how to use them and get results. Retrieved February 26, 2021, from <https://blog.hootsuite.com/instagram-hashtags/>
- Oakland University Magazine. (2019, August 01). Retrieved February 26, 2021, from <https://oakland.edu/oumagazine/news/recwell/making-health-a-priority-at-ou>
- Staff, T., Myree, T., Sessa, M., Kaylor, A., & Dabbundo, A. (2021, February 23). Video: Here's what Syracuse students think of SU'S Wellness Days. Retrieved February 26, 2021, <http://dailyorange.com/2021/02/video-syracuse-students-university-wellness-days/>
- State of social media - benchmark REPORT 2021. (2020, December 02). Retrieved February 26, 2021, from <https://influencermarketinghub.com/social-media-benchmark-report-2021/>
- Statista Research Department (Feb 9, 2021), Digital advertising in the U.S. Retrieved March 01, 2021, from <https://www.statista.com/topics/1176/online-advertising/>
- The Keystone News. (2021, February 19). KU holds the first Official Wellness Day. Retrieved February 26, 2021, <https://thekeystonenews.com/2021/02/22/ku-holds-first-official-wellness-day/>
- What is a good engagement rate on Instagram? (n.d.). Retrieved March 23, 2021, from <https://scrunch.com/blog/what-is-a-good-engagement-rate-on-instagram>
- What the Wellness center will offer. (2021, February 23). Retrieved February 26, 2021, from <https://www.stmarynow.com/news-local-business/what-wellness-center-will-offer>
- 36 essential social media marketing statistics to know for 2021. (2021, February 03). Retrieved March 01, 2021, from <https://sproutsocial.com/insights/social-media-statistics/>

# References

- Business Research Methodology. (n.d.). Interviews. Retrieved 03 31, 2021, from <https://research-methodology.net/research-methods/qualitative-research/interviews/>
- Colorado State University. (n.d.). Advantages of Content Analysis. Advantages of Content Analysis. Retrieved 03 31, 2021, from <https://writing.colostate.edu/guides/page.cfm?pageid=1318&guideid=61>
- Columbia Public Health. (n.d.). Advantages of Content Analysis. Content Analysis. Retrieved 03 31, 2021, from <https://www.publichealth.columbia.edu/research/population-health-methods/content-analysis>
- Lannutti, P. J. (2020). Strategic Communication Research Methods. [VitalSource Bookshelf]. Retrieved from <https://bookshelf.vitalsource.com/#/books/825701A/>
- Why is Color Important to Your Brand. (2016). Retrieved May 3, 2021, from <http://www.keycolour.net/blog/color-important-brand/#:~:text=Color%20is%20very%20important%20in,convey%20emotions%2C%20feelings%20and%20experiences.>
- 2019 Media Marketing Report. (2019, May). Retrieved May 3, 2021, from <https://dmacourse.com/wp-content/uploads/2020/06/IndustryReport2019.pdf>
- Georgia Institute of technology. (2014, March 20). Retrieved May 04, 2021, from <https://news.gatech.edu/2014/03/20/face-it-instagram-pictures-faces-are-more-popular>
- Morrison, K. (2015, June 05). 5 ways to maintain BRAND cohesion on social Media [infographic]. Retrieved May 03, 2021, from <https://www.adweek.com/performance-marketing/5-ways-to-maintain-brand-cohesion-on-social-media-infographic/>
- Shareable content: What is it? & Why is it so important? (2021, February 17). Retrieved May 04, 2021, from <https://tuckerhall.com/shareable-content-important/>
- Social media video marketing Tips: Slow the Scroll and...: TWENTYTHREE™. (n.d.). Retrieved May 04, 2021, from <https://www.twentythree.net/blog/social-media-video-marketing-tips-slow-the-scroll-and-capture-clicks>

# Appendix 1

## Codebook

Coding Instagram posts from Live Well UT account

The purpose of this content analysis is to categorize 30-40 posts of @LiveWellUT in order to identify why they lack engagement and mobilization. The conclusion of this content analysis will indicate what are the reasons for the poor interactions, and also present to us what are the best types of content to generate engagement. We decided to do a content analysis because it is an excellent research technique that helps communication professionals better understand existing messages, which then informs their decision about ongoing and future message strategies (P. J, Lannutti 126).

### Research techniques:

This content analysis is a quantitative research method that will be done manually. Coders will analyze 30-40 posts that were selected by a non-probability sample because we are looking for a convenient sample due to the short period.

### Textual analysis to identify:

- Post interactions (likes and comments)
- Posts captions (emoji, hashtag, tags)
- Content format (a picture depicting people, flyer, quote, video or boomerang)
- Post Purpose

### Variables for the quantitative content analysis (Instagram Posts)

- Content format: a picture depicting people, picture of a landscape, flyer, quote, video or boomerang.
- # of likes
- # comments
- Is there any emoji on the caption?: Yes or No
- Are there any Hashtags on the caption?: Yes or No
- Are there any Tags on the caption?: Yes or No
- Type of Action: This type of publication prompts actions to the readers toward a call to action. It will be divided into four subcategories: learn more, join us (event or meeting), tag us (contest or tagging a friend), or checking something out (amplifying their own content or from others).
- Type of Comments: This unit analyzes the posts' comments and not captions. Comments can be positive, negative, question or tag.
- Purpose of the post:

- 1. Information (one-way communication):** Sharing general information or opinions that may catch the reader's attention. The purpose of this type of publication is exclusively to inform and not to trigger any action.
- 2. Community (two-way communication):** promotes conversations and engagement.. This post triggers an action or thought. They are usually questions and recommendations.
- 3. Action:** This type of publication prompts actions to the audience toward a call to action.
- 4. Inspirational:** This type of post stimulates or induces people to think about a particular thing or way. Examples are quotes, memes, funny jokes. This type of content provokes emotions.

# Appendix 2

## **Link to the Excel (Content Analysis):**

<https://drive.google.com/file/d/15lt2wK19Vc07hbHufL9NAhXLQLDW5mDc/view?usp=sharing>

# Appendix 3

## **Link to the Interviews:**

[https://docs.google.com/document/d/10FOXsV8g8OQvsg\\_kJmyMssndLbSTZCU00IX2On5IU\\_M/edit?usp=sharing](https://docs.google.com/document/d/10FOXsV8g8OQvsg_kJmyMssndLbSTZCU00IX2On5IU_M/edit?usp=sharing)

