I Support the Girls: Social Media Audit

I Support the Girls (ISTG) collects and distributes essential items, including bras, underwear and menstrual hygiene products, allowing women and folx experiencing homelessness, impoverishment or distress to stand tall with dignity.

Key for types of posts:
- Informational: short-term knowledge (that people need to know only for a day/week), for example, postponing a workshop.
- Educational: long-term knowledge, e.g. information about why consent is important.
- Promotional: promotion of events, workshops and any anything else the organization is doing.
- Entertainment: aimed to entertain and engage the audience, e.g. pictures from workshops.

INSTAGRAM

Handle: @isupportthegirls

Followers: 29.2K
Following: 1,718

Total number of posts: 1,742

Target Audiences: Generation Z, Generation Y

General Analysis:
Instagram is one of the most used social media platforms by I Support the Girls (ISTG). It posts every single day. There is a lot of effort to engage the audience by incorporating different types of posts, reposting images and videos and also using hashtags. However, there is no clear strategy for types of content, times of posting, design or layout on the profile. The majority of posts are educational and entertainment.

The organization's content trends reveal a clear divide in performance. Controversial and feminist news topics stand out as the most successful, garnering significant attention, likes and comments from the audience. Conversely, posts centered around promotions and goals tend to fall flat, with progress updates every other week failing to elicit a strong response. The material is a blend of diverse news and topics, lacking a unified theme. The optimal posting time is absent, which could be a valuable area for maximizing audience reach and impact.

The following is the audit of eight months of Instagram posting for I Support the Girls.

January: 43 Posts

- **Informational: 23 posts (54%)**
    - Informational posts with the most engagement are:
        - Jan. 4 - About the Ins and Outs of 2023 - 129 likes, 0 comments
        - Jan. 13 - The Day of Divine Feminity - 502 likes, 9 comments
        - Jan. 16 - New website Live - 131 Views, 3 comments
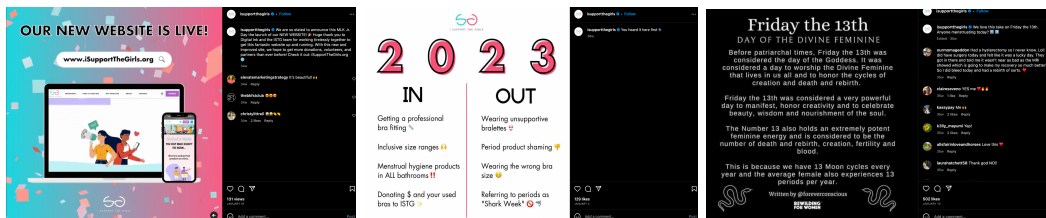
- **Educational: 7 posts (16%)**
    - Educational posts with the most engagement are:
        - Jan. 5 - Donation for bras - 173 likes, 0 comments
        - Jan. 11 - Human Tracking Awareness - 115 likes, 1 comment
        - Jan. 24 - Choices - 393 likes, 23 comments
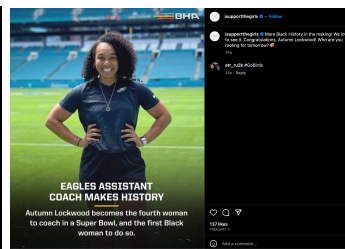
- **Entertainment: 10 posts (23%)**
  - Entertainment posts with the most engagement are:
    - Jan. 10 - Tampons - 5,808 likes, 102 comments
    - Jan. 13 - All boobs are good boobs - 1016 likes, 11 comments
    - Jan. 18 - Car - 708 likes, 18 comments

- **Promotional: 3 posts (7%)**
  - Promotional post with the most engagement is:
    - Jan. 19 - Collab with Maurices - 156 likes, 5 comments

Content Type:

Photo: 36 posts (82%)

Reels: 7 posts (18%)

Frequency:

I Support the Girls posts on Instagram every single day in January (usually one post per day; sometimes even two posts per day). The posts are not planned in advance, and there are a lot of posts about feminist news and reels that correlate with the organization. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design.

Engagement:

Likes on average: 300

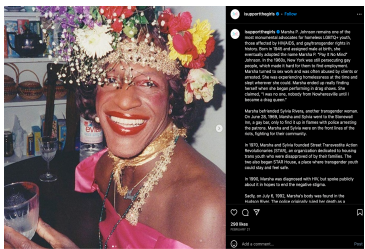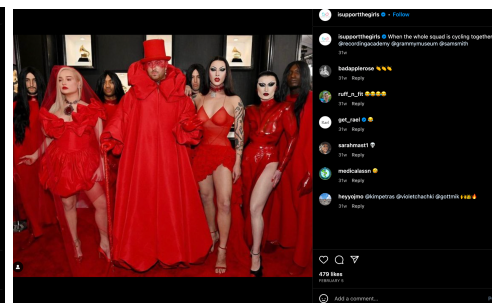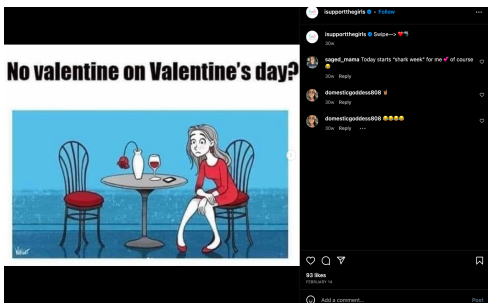Comments on average: 6

February: 22 Posts

- **Informational: 4 posts (18%)**
  - Informational posts with the most engagement are:
    - Feb. 24 - Tampons - 208 likes, 4 comments.

- **Educational: 9 posts (41%)**
  - Educational posts with the most engagement are:
    - Feb. 11 - Black History - 137 likes, 1 comment.
    - Feb. 12 - Female History - 726 likes, 7 comments.
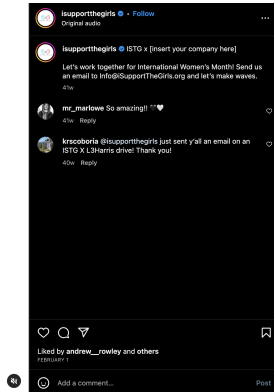   - Feb. 21 - Marsha P. Johnson - 290 likes, 2 comments.
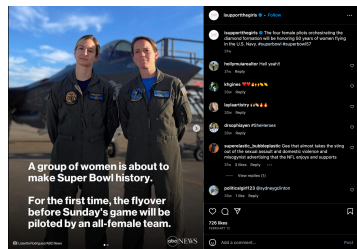
- **Entertainment: 7 posts (32%)**
  - Entertainment posts with the most engagement are:
    - Feb. 5 - Grammys - 479 likes, 6 comments.
    - Feb. 14 - Valentine's Day - 93 likes, 3 comments.

- **Promotional: 2 posts (9%)**
  - Promotional post with the most engagement is:
    - Feb. 1 - Collaboration - 69 likes, 2 comments.

Content Type:
Photo: 19 posts (86%)
Reels: 3 posts (14%)

Engagement:
Likes on average: 130
Comments on average: 2

Frequency:
I Support the Girls posts on Instagram every other day in February (sometimes two posts per day). The posts are not planned in advance and there are a lot of posts about feminist news and reels that correlate with the organization. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design.

March: 29 Posts

- ## Informational: 9 posts (31%)
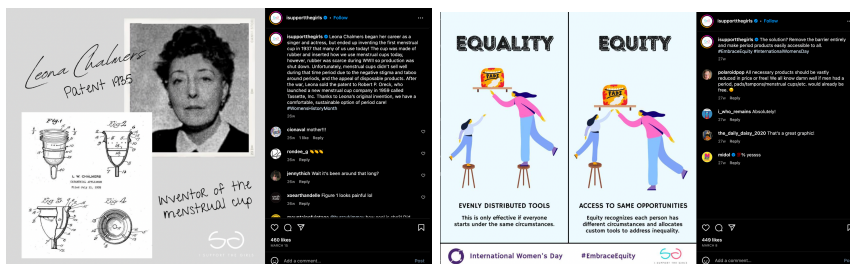 - Informational posts with the most engagement are:
    - March 1 - Women's History Month - 102 likes, 2 comments
    - March 6 - Women's History Month - 1223 likes, 9 comments
    - March 10 - Women's History Month - 202 likes, 1 comment

- ## Educational: 8 posts (27%)
  - Educational posts with the most engagement are:
    - March 8 - Equality and Equity - 449 likes, 4 comments
    - March 15 - Menstrual Cup - 460 likes, 6 comments
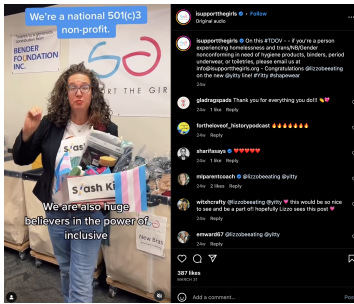   - March 25 - Menstrual Product - 786 likes, 45 comments

- ## Entertainment: 6 posts (21%)
  - Entertainment posts with the most engagement are:
    - March 11 - Pop Tart Reference - 802 likes, 6 comments

- **Promotional: 6 posts (21%)**
  - Promotional post with the most engagement is:
    - March 31 - Collaborate with Lizzo - 387 likes, 18 comments
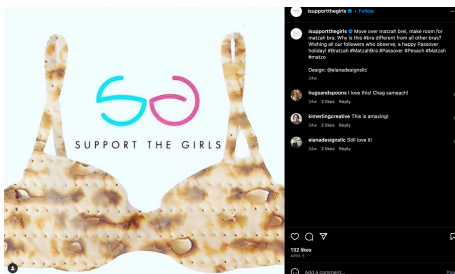

Engagement:
Likes on average: 308
Comments on average: 7.6-8

Frequency:
I Support the Girls posts on Instagram almost every day in March (sometimes two posts per day). The posts are not planned in advance and there are a lot of posts in March about Women's History Month. The organization posts at least once or twice about Women's History Month in a day. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design. Most of the posts in March did not receive a lot of likes and engagements. The most engagement for March relies on repost on controversial news, "advocating for collaboration" with a celebrity and reposting graphics. The promotional post for the organization did not receive a lot of engagements except the Lizzo on the last of March.
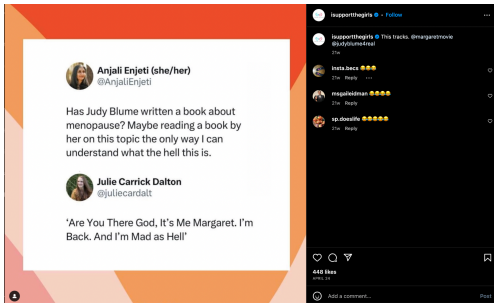
April: 9 posts

- **Informational: 3 posts (33.3%)**
  - Informational post with the most engagement is:
    - April 5 - Passover - 132 likes, 3 comments

- **Educational: 1 post (11.1%)**
  - Educational post with the most engagement is:
    - April 20 - Period - 113 likes, 5 comments
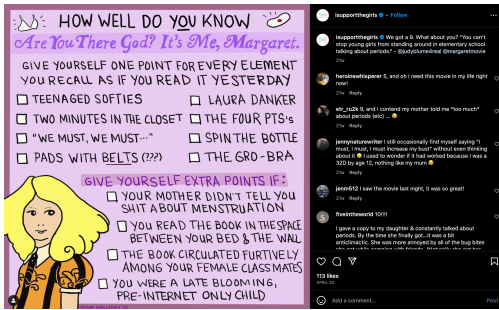
- **Entertainment: 2 posts (22.2%)**
  - Entertainment post with the most engagement is:
    - April 24 - Margaret Movie - 448 likes, 3 comments

- **Promotional: 3 posts (33.3%)**
  - Promotional post with the most engagement is:
    - April 19 - Product in Philippines - 75 likes, 2 comments

Engagement:
Likes on average: 123-124
Comments on average: 1-2

Frequency:
I Support the Girls posts on Instagram irregularly (sometimes three times per day and did not post for a week). The posts are not planned in advance and there are mainly posts about informational and promotional content in April. When ISTG posts about an endemic or holiday, it is not clear and does not correlate to the organization. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design. Most of the posts in April did not receive a lot of likes and engagements.

<u>May:</u> 13 posts

- **Informational: 1 post (8%)**
  - Informational post with the most engagement is:
    - May 14 - Mother's Day - 181 likes, 1 comment

- **Educational: 2 posts (15%)**
  - Educational post with the most engagement is:
    - May 9 - Mammogram - 235 likes, 14 comments

- **Entertainment: 1 post (8%)**
    - Entertainment post with the most engagement is:
        - May 9 - Diva Cup - 150 likes, 8 comments

- **Promotional: 9 posts (69%)**
    - Promotional posts with the most engagement are:
        - May 13 - Brandi Carlile - 190 likes, 6 comments
        - May 24 - Pride Volunteer - 255 likes, 3 comments
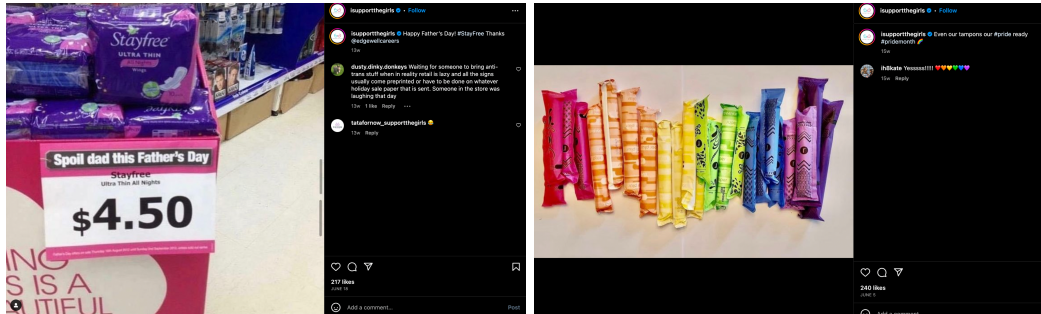

Engagement:

Likes on average: 131-132
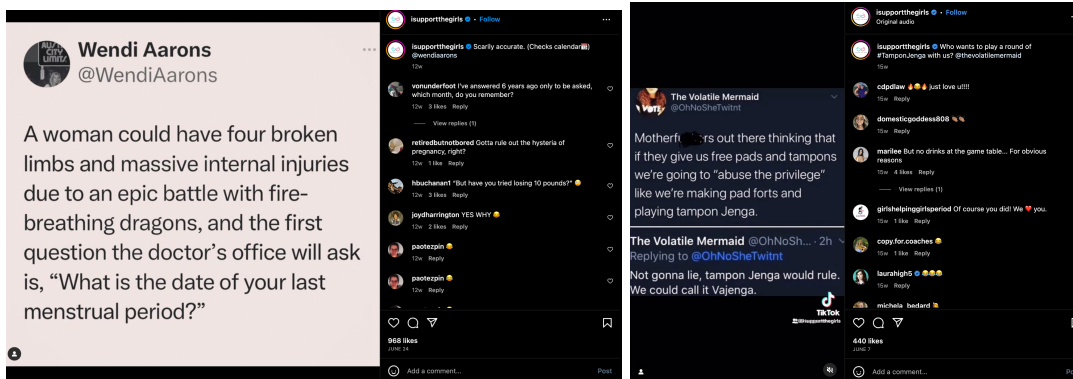
Comments on average: 4-5

Frequency:

I Support the Girls posts on Instagram irregularly (sometimes three times per day and did not post for a week). The posts are not planned in advance and there are mainly posts about promotional content in April. When ISTG posts about an endemic or holiday, it is not clear and does not correlate to the organization. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design. Most of the posts in May did not receive a lot of likes and engagements.

June: 16 posts

- **Informational: 4 posts (25%)**
    - Informational posts with the most engagement are:
        - June 5 - Pride Month - 240 likes, 1 comment
        - June 18 - Father's Day - 217 likes, 2 comments

- **Educational: 0 posts (0%)**

- **Entertainment: 5 posts (31%)**
    - Entertainment posts with the most engagement are:
        - June 7 - Tampon Janga - 440 likes, 9 comments
        - June 24 - Joke - 968 likes, 26 comments

- **Promotional: 6 posts (44%)**
    - Promotional posts with the most engagement are:
        - June 15 - Comedy Show - 175 likes, 3 comments
        - June 28 - KITH - 103 likes, 3 comments

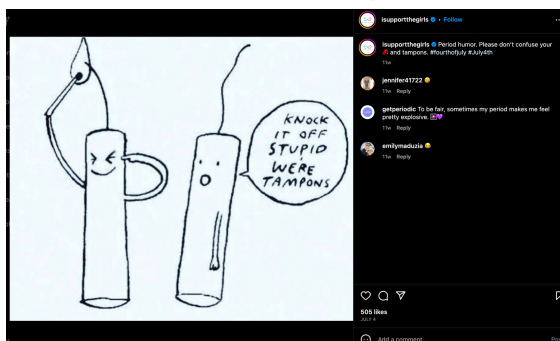

Engagement:

Likes on average: 180-181

Comments on average: 3-4

Frequency:

I Support the Girls posts on Instagram regularly at the beginning of the month. It started slowing down later in the month. The posts are not planned in advance and there are mainly posts about promotional content about the Pride Parade. When ISTG posts about an endemic or holiday, it is not clear and does not correlate to the organization. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design.
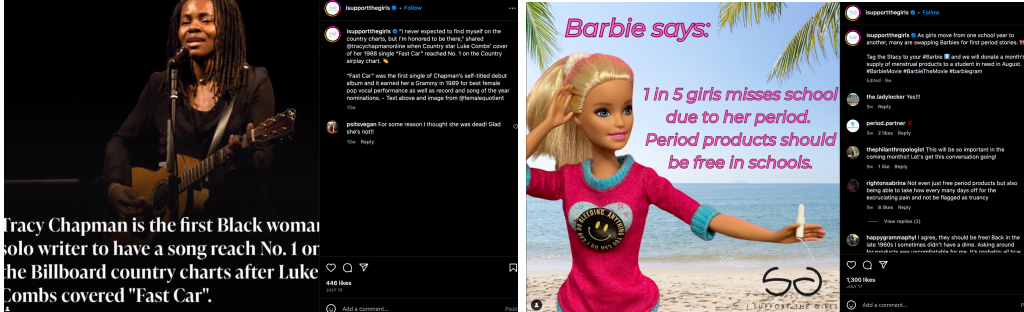
<u>July</u>: **24 posts**

- **Informational: 5 posts (20%)**
    - Informational post with the most engagement is:
        - July 4 - Fourth of July - 505 likes, 3 comments

- **Educational: 3 posts (13%)**
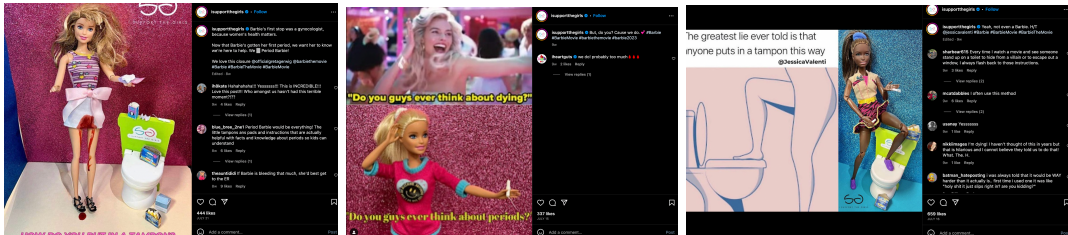 - Educational posts with the most engagement are:
    - July 10 - Tracy Chapman - 446 likes, 1 comment
    - July 17 - Barbie Periods - 1,300 likes, 19 comments

- **Entertainment: 12 posts (50%)**
  - Entertainment posts with the most engagements are:
    - July 15 - Barbie Periods - 337 likes, 2 comments
    - July 16 - Tampons - 659 likes, 25 comments
    - July 21 - Barbie Periods - 444 likes, 13 comments

- **Promotional: 4 posts (17%)**
  - Promotional post with the most engagements is:
    - July 28 - BusT - 165 likes, 15 comments
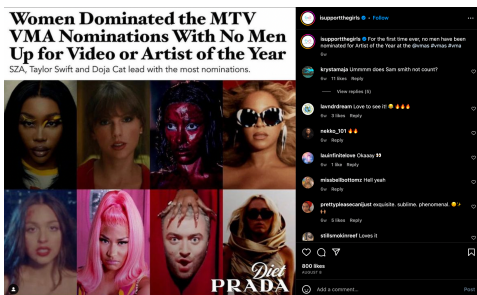
Engagement:
Likes on average: 233-234
Comments on average: 5-6

Frequency:
I Support the Girls posts on Instagram started posting every other day at the beginning of the month, but slowly shifted to posting every single day. The posts are not planned in advance and there are mainly posts about the Barbie movie. The Barbie content is incorporated with the organization's goals and purposes. Some Barbie posts did well and some did not. It can be excessive. However, this month's average likes increased because ISTG followed the Barbie trend in July. When ISTG posts about an endemic or holiday, it can be seen as unclear. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design.

<u>**August:**</u> **11 posts**

- **Informational: 1 post (9%)**
    - Informational post with the most engagement is:
        - Aug. 1 - BusT - 90 likes, 2 comments

- **Educational: 0 posts (0%)**

- **Entertainment: 4 posts (36%)**
    - Entertainment post with the most engagement is:
        - Aug. 8 - MTV VMA - 800 likes, 16 comments

- **Promotional: 6 posts (55%)**
    - Promotional post with most engagement is:
        - Aug. 10 - Donate - 114 likes, 2 comments

Engagement:
Likes on average: 161-162
Comments on average: 7.6-8

Frequency:
I Support the Girls posts on Instagram only posted a few days in the beginning of the month and had a huge gap between mid-August and the end of August. The posts are not planned in advance. When ISTG posts about an endemic or holiday, it can be seen as unclear. There is no clear strategy or pattern for posting in terms of the types of posts, timing or design.