

Uncovering Libraries
Instagram Engagement

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BACKGROUND:

With Instagram being a pivotal tool for many academic institutions in the modern era, the Binghamton University Libraries sought to uncover the nuances of what makes their posts engaging. Many often-overlooked factors could play a role in engagement, ranging from the user's demographics and content type to external factors such as psychological or emotional aspects.

METHODS:

- 1. Created a qualitative survey to determine factors that influence engagement
- 2. Collected survey data from approximately 100 subjects across various demographics
- 3. Analyzed findings
- 4. Identified correlations between responses
- 5. Compared survey results to existing data from 2023 – 2024 Libraries' Instagram engagement

EXPECTED RESULTS:

- Younger users (18-24) will have the most engagement on Instagram
- The most engaging content will be entertainment across all ages
- Older users will find news-based content most engaging



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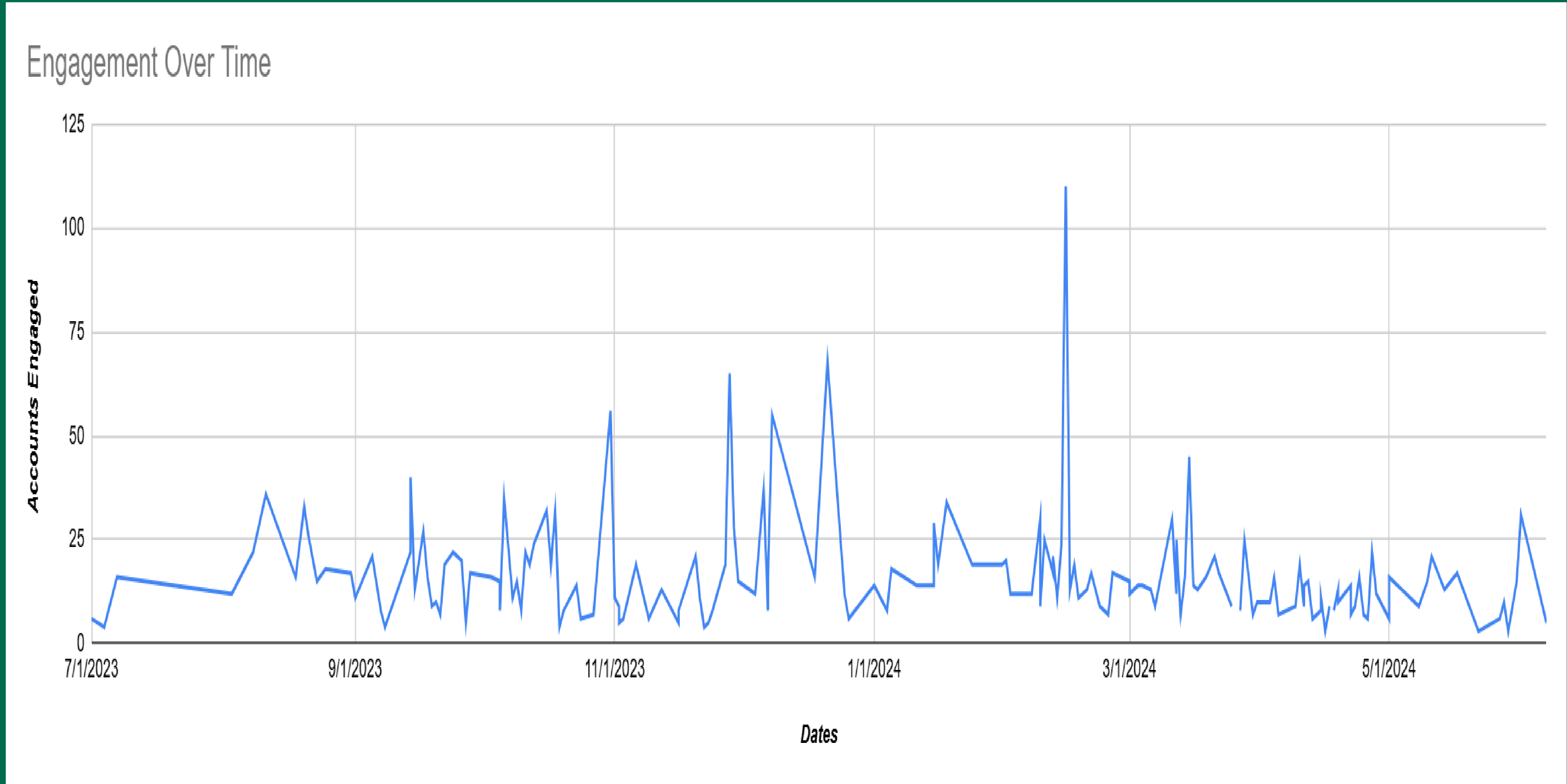
What factors influence
Instagram engagement?

Demographics
Age?
Gender?

Content
Entertainment?
News?

External Factors
Psychological?
Emotional?

Binghamton University Libraries' 2023 – 2024 Instagram engagement over time



Scan to view
full data set



<https://tinyurl.com/5n88czsr>

Engagement: All of the ways that users can interact with your content — through likes, comments, shares, and saves.

Reach: The number of people who have seen your content in the Discover tab, feed, tagged posts, location, or hashtag search.

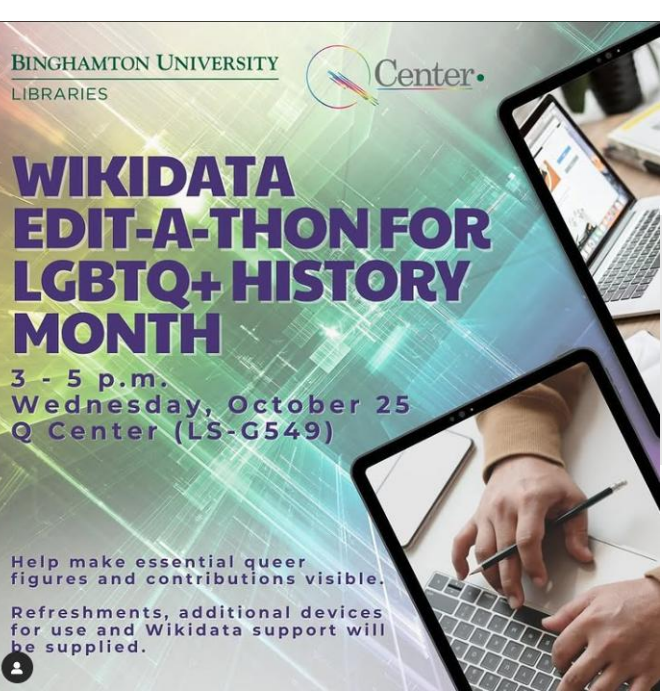
Conversion: The process of turning a social media user into a customer by encouraging them to take a specific action.

Top 5 Engaged posts
2023 – 2024



1. Secret Poetry Room
2. Library Research Scholars
3. Stress-free event
4. Happy Halloween
5. Library Wrapped

Top 5 Reached posts
2023 - 2024



1. Secret Poetry Room
2. Wiki-data-edit-a-thon
3. Library Research Scholars
4. Stress Free at Libraries
5. Happy Pride Month

Top 5 Converted posts
2023 - 2024



1. Secret Poetry Room
2. Library Research Scholars
3. New Hire Spotlight
4. Graduating Student Employees
5. Stenger x Flo from Progressive

Literature Review



<https://tinyurl.com/2s3bmubh>