2018

Instagram Influencer Engagement and the World of Social Media

Miranda Zangara
miranda_zangara@my.uri.edu

Follow this and additional works at: http://digitalcommons.uri.edu/srhonorsprog

Part of the Social Media Commons

Recommended Citation
http://digitalcommons.uri.edu/srhonorsprog/627

This Article is brought to you for free and open access by the Honors Program at the University of Rhode Island at DigitalCommons@URI. It has been accepted for inclusion in Senior Honors Projects by an authorized administrator of DigitalCommons@URI. For more information, please contact digitalcommons@etal.uri.edu.
Social media has become a driving force in today’s world by connecting people all over the globe in an instant. Instagram is one of the leading platforms in social media with almost one billion users to date. Instagram has become a tool that many individuals utilize when marketing a product, a brand, an organization, or themselves. It is key to understand how to use this platform, what variables affect your success, and what strategies can be implemented to reach your goals in creating a presence in the world of social media.

A thorough collection of observational data on 50 micro-influencer accounts along with a deep analysis was generated by coding 1,000 Instagram posts and capturing user engagement. The analysis was designed to identify factors with strong, positive relationships to follower engagement, which suggests these factors may be motivating follower behavior.

In discovering the key factors that influence engagement levels between Instagram influencers and their followers, we gain a better understanding on how to use Instagram as a platform to market oneself using social media. Based on the findings, Instagram influencers can better tailor their posts to optimize user engagement and grow their following, propel their social media presence, increase recognition and exposure, and strengthen their status as a human brand.

Acknowledgments

I would like to sincerely thank my sponsor, Dr. Christy Ashley, URI College of Business, Department of Marketing, for her instrumental role in making my project a success. Her valuable help and guidance throughout this journey in addition to her incredible knowledge and support were key in this endeavor and I am immensely grateful.