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# Social Media Analysis

Presented by Kiahna Thomson, 1030855

DDX219



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Instagram



# Background, Characteristics and User Engagement

Instagram, founded in 2010 by Kevin Systrom and Mike Krieger, is a visually-driven social media platform focusing on photo and video sharing. It has become immensely popular since the Meta Platforms, the parent company of Facebook purchased the platform in 2012 (Eldridge, 2023).

Instagram is the second most popular social media network in the world with over 2 billion active monthly users. It is a hub for sharing visual media as well as allowing users to network with anyone from friends and family to big brands (McLachlan, 2019).

Instagram has many ways in which users can interact and share with others, some of these include, Reels, Stories, IGTV, hashtags, photo posts that can be in the form of a carousel or singular, filters, highlights, Instagram live and boomerangs (Thakur, 2023).



(Shatov, 2021b)

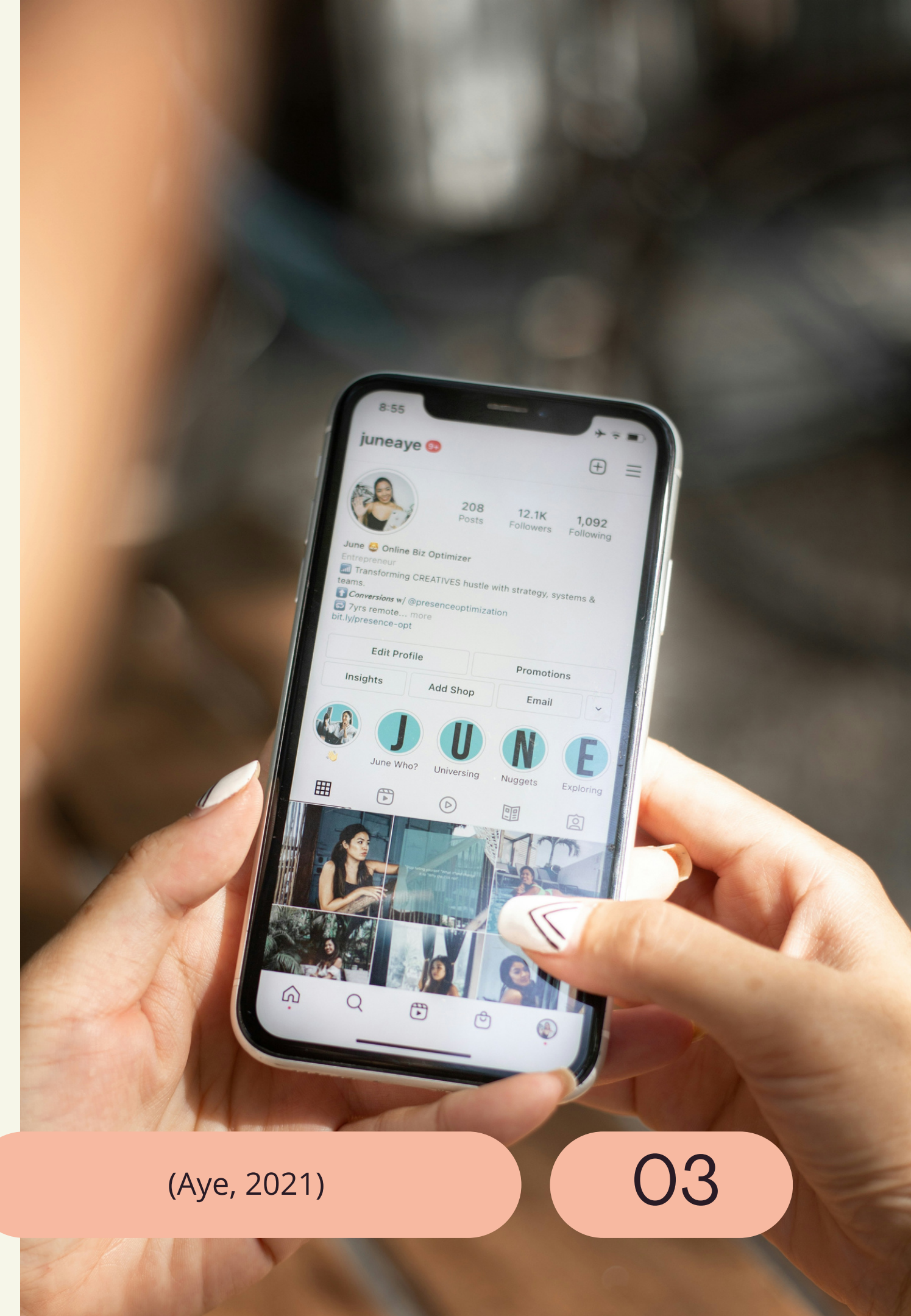
02



# Ethical Considerations

Instagram allows users to connect over visual media and direct messaging thus it has the responsibility to control:

- **Buying and selling instagram accounts and bot followers:** These are scams to get your money and even if you do receive bot followers or a new instagram account with a following instagram has its security and these accounts are often flagged and banned (ezra, 2023).
- **Copyrighted material:** Instagram has no measures to ensure that copyrighted material is not used by users who do not own it. This leads to a lot of original creators of an image, artwork or even a trend not getting credit for it (Santa Clara University, 2013).
- **Abuse and Harassment:** Users can hide behind the screen and make nasty comments and DMs which can be harmful to creators. Instagram has features where users can be blocked/reported and comments can be hidden but it still doesn't prevent the damage from being done (Study Corgi, 2024).



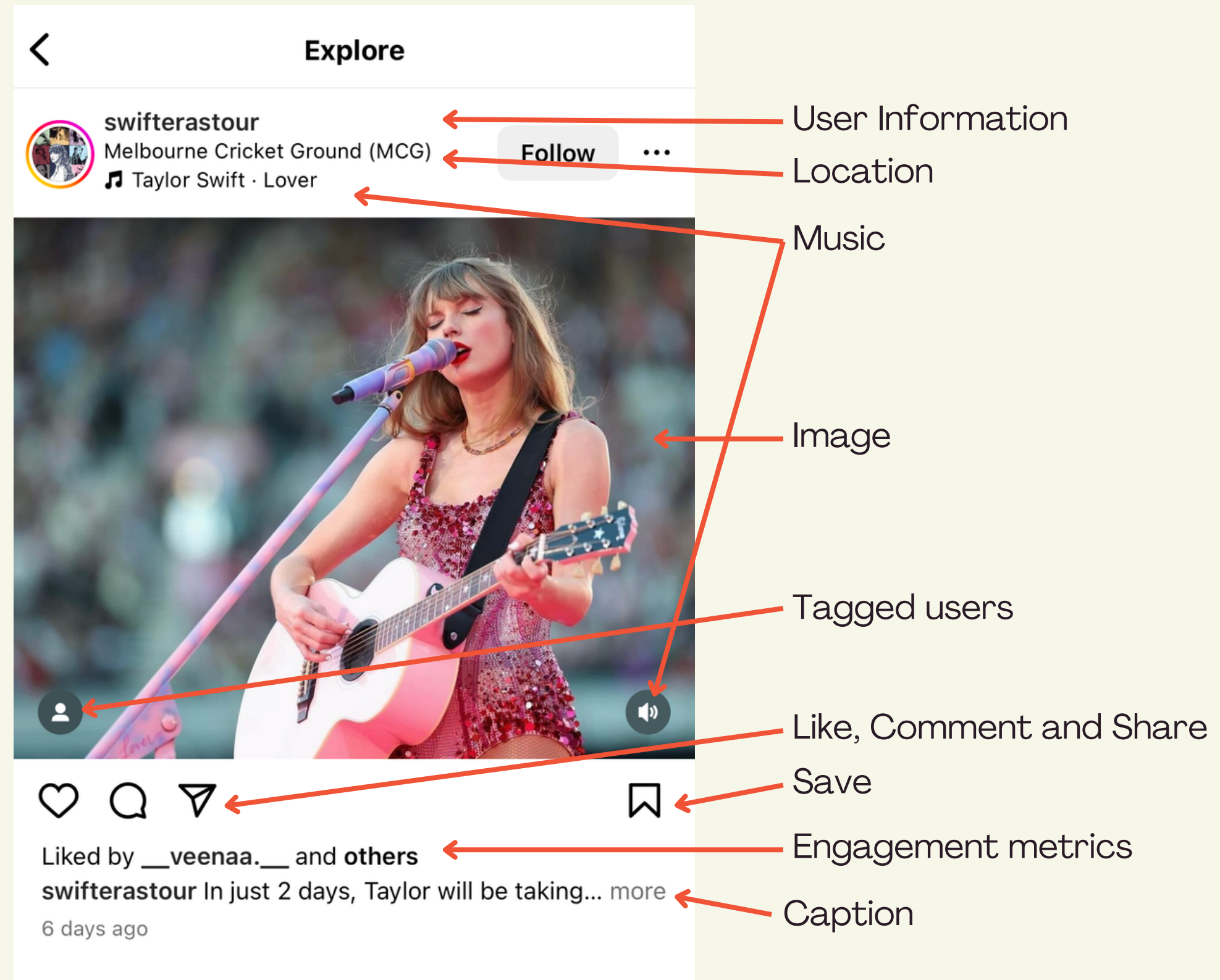
(Aye, 2021)

03



# Standard Post

Instagram's posts include a text caption, 1 to 10 photos or videos, music, and the ability to tag other creators and the location. This is the perfect way to share what you have been up to or created recently. The comments and likes below allow users to engage and support each other. There is also the option to save the post for later.



(swifterastour, 2024)

# Standard Post

Instagram also has Reels which is their short-form content. These allow for video content up to 90 seconds. Reels are “more than half of the content reshared in messages, and it is considered the best way to provide value and connect with your audiences (McLachlan, 2019).



Captions and Titles

Video up to 90 seconds

Like, Comment and Share

User Information

Caption

Music

Sound, Tagged users and Location

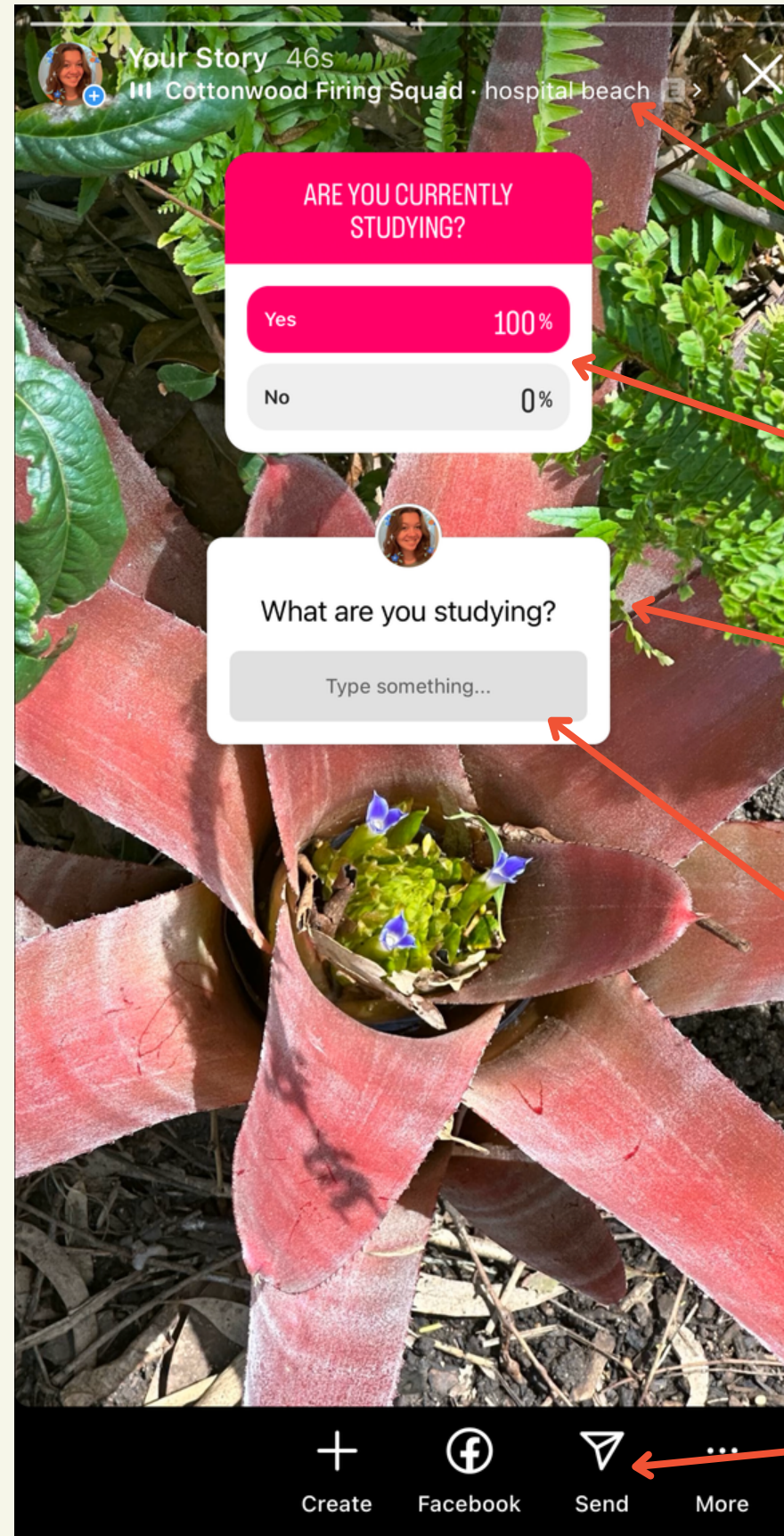
(definitely\_not\_kayleeeeeee, 2024)

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# Standard Post

Stories are another popular feature of Instagram. This is where a video, image or post can be shared for 24 hrs. Allowing creators to let their audience know what they are up to but it also allows them to interact with their audience due to the poll and questionnaire features.



Music

Poll

Photo or video

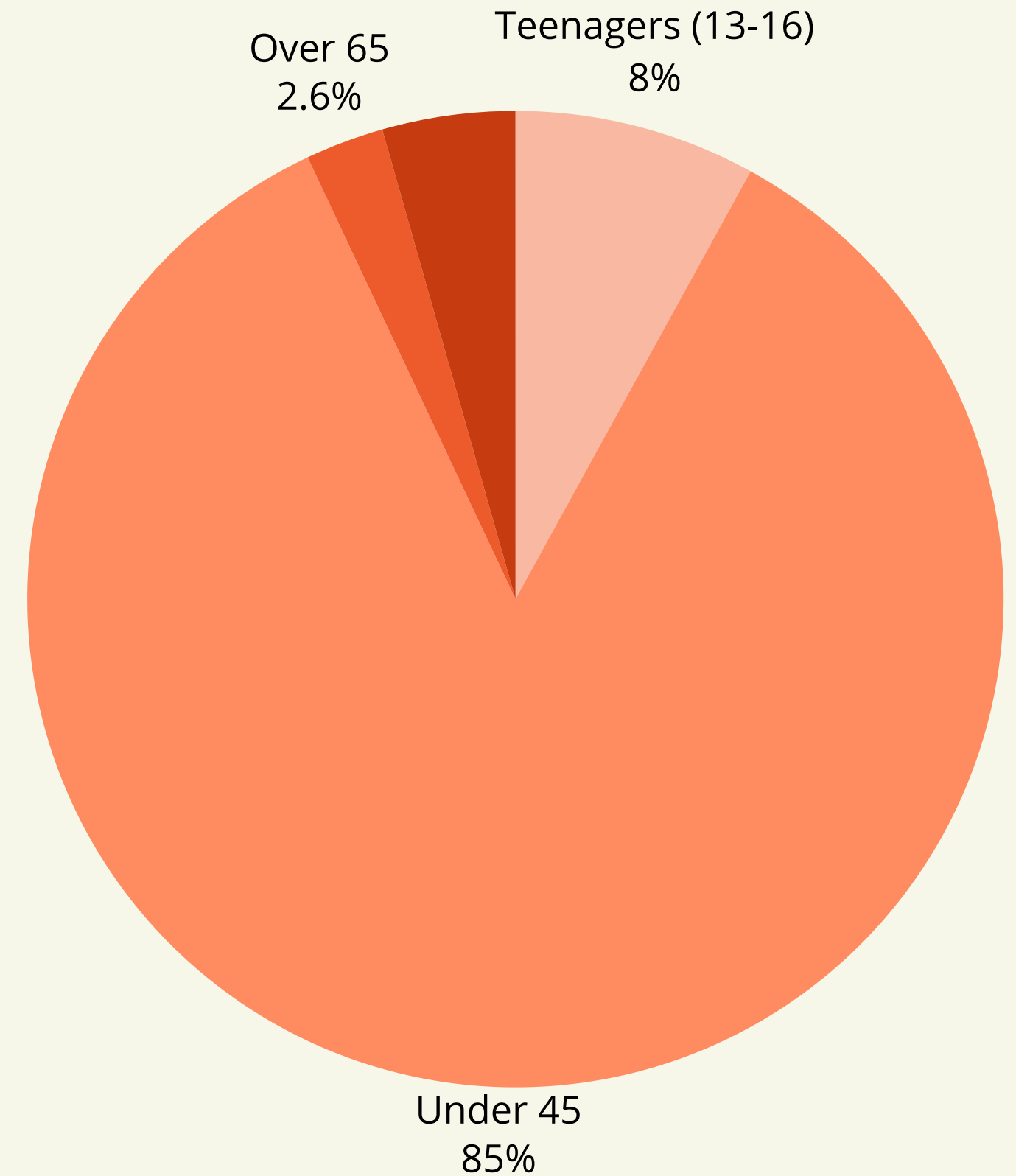
Question box

Share

# Target Audience

Instagram has a youthful audience with almost 85% of them being younger than 45, making this the perfect platform to reach Gen Z and millennials. One-third of these users are from the Asia-Pacific region with India being the main contributor due to the TikTok ban in 2020 (McLachlan, 2019). India has the largest advertising audience with a reach of 223 million, followed by the United States with 143 million users (McLachlan, 2019).

Instagram not only hosts the general public but has many well-known brands with 97.6% of marketers using the platform. Instagram allows users to connect with brands and build more meaningful relationships, “2 out of 3 active users” agreed with this statement (McLachlan, 2019).



(McLachlan, 2019)





(Kleen, 2020)

### About the User

Mark Wesley is a clever and creative marketing professional. He is tech-savvy, socially active, and love to explore. Mark is a passionate hiker and loves to vlog and document his experiences.

### Problems/Challenges

- Moved away from lots of his friend and family hence he needs a way to connect and keep up to date on what they are up too.
- Has very limited hikes left.
- Is lonely

<b>Name</b>	Mark Wesley
<b>Age</b>	29 years old
<b>Occupation</b>	Marketing Specialist
<b>Location</b>	Mumbai, India
<b>Relationship:</b>	Dating

### Personality

- Inquisitive
- Creative
- Problem Solver
- Adventurous

### Social Media Accounts

- TikTok
- Instagram
- Youtube
- Facebook
- Discord
- X

### Goals and Needs

- Needs new friends, preferably that like hiking.
- A way to connect with family and friends.
- Needs a way to share experience and make a community who can share new hikes with him.

# Audience Experiences\*

Benefits	Challenges	Postives	Negtives
Can sell and buy through the Instagram app. Can also tag these products in other posts.	Scam advertisements which cause users to distrust legit businesses.	Allows for social networking so you can create a customer base and keep in contact with others in the industry.	Highly addictive, with endless scrolling
Can create a business or creator account depending on what stage your brand is at that allows for different metrics and insights.	Image stealing, in which users steal content from others and pose as them.	Free platform with the option of paying to promote content.	Bullying and Harassment
Instagram's interface allows for more eye catching and aesthetic profiles that draw the audience in.	Unclear algorithm	Lots of ways to create content	Many young users use platforms like instagram as their main source of news, this becomes a big issue as there is a large amount of false information on this platform

\*(Thakur, 2023)





Youtube

# Background

YouTube is a video-sharing social media platform that was founded in 2005 by Steve Chen, Chad Hurley, and Jawed Karim when they wanted a way to share "home videos" (Hosch, 2023). The platform gained immense popularity and was acquired by Google Inc. in late 2006. This caused a shift in the platform as Google introduced copyright laws to regulate the use of copyrighted materials in the content shared on YouTube (Hosch, 2023). Today, YouTube is the second most visited website in the world (McLachlan, 2019).



(Eyestetix Studio, 2022)

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# Characteristics and User Engagement

YouTube is a very customisable platform that allows users to connect to their existing Google accounts, users can personalise their profiles, profile pictures, banners, watermarks, bio, and handle names. Creators can upload two types of media to YouTube, the more traditional long-form videos and YouTube shorts which are short-form content ranging from 15 to 60 seconds. In the last few years, Shorts have become one of the most popular ways to grow on YouTube gaining 6.5 billion daily views (McLachlan, 2019). The platform also allows its users to create thumbnails to attract attention in search results and on their channel. Additionally, YouTube uses tags to allow for content discoverability. Users can choose to publish videos publicly, privately, or unlisted, offering flexibility in content visibility (McLachlan, 2019).

YouTube facilitates user engagement through various features. Before content is published it is checked for copyrighted content, ensuring users adherence to copyright laws. Creators can make playlists to organise content and this allows for an auto-play feature, maximising views by seamlessly transitioning to the next video. Channel trailers are also a good way to connect with audiences, providing a sneak peek into the channel. With billions of daily views, YouTube is the perfect place to engage and interact with a global audience (McLachlan, 2019).

(CardMapr.nl, 2019)

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# Ethical Considerations

Ethical concerns to consider when content creating for YouTube:

- **Profiting from Harm:** There is a huge issue among creators where accounts are profiting off other people's or their own harassment and harm. Examples of this are prank accounts in which they commit sometimes "offensive or embarrassing pranks" to completely unsuspecting people, and it can leave them feeling harassed or uncomfortable. Additionally a very popular genre of videos called Mukbang includes creators eating large amounts of food for the viewer's enjoyment. YouTube allows this type of content to be monetized even though it is at the "expense of the content creator" (Santa Clara University, 2023).
- **Consent and Privacy:** like most social media platforms anyone can be filmed without their consent and shown to millions of viewers. This can lead to people criticising them and often these users do not consider the negative effects of their comments (Dabarera, 2019).
- **Disgusting Content:** there are many cases of inappropriate content found on YouTube including suicide attempts, hate crimes, fights, sexual harassment and the unauthorized filming of culturally significant areas, which are often seen by millions of people before YouTube takes the highly inappropriate and "disgusting" content down (Dabarera, 2019).

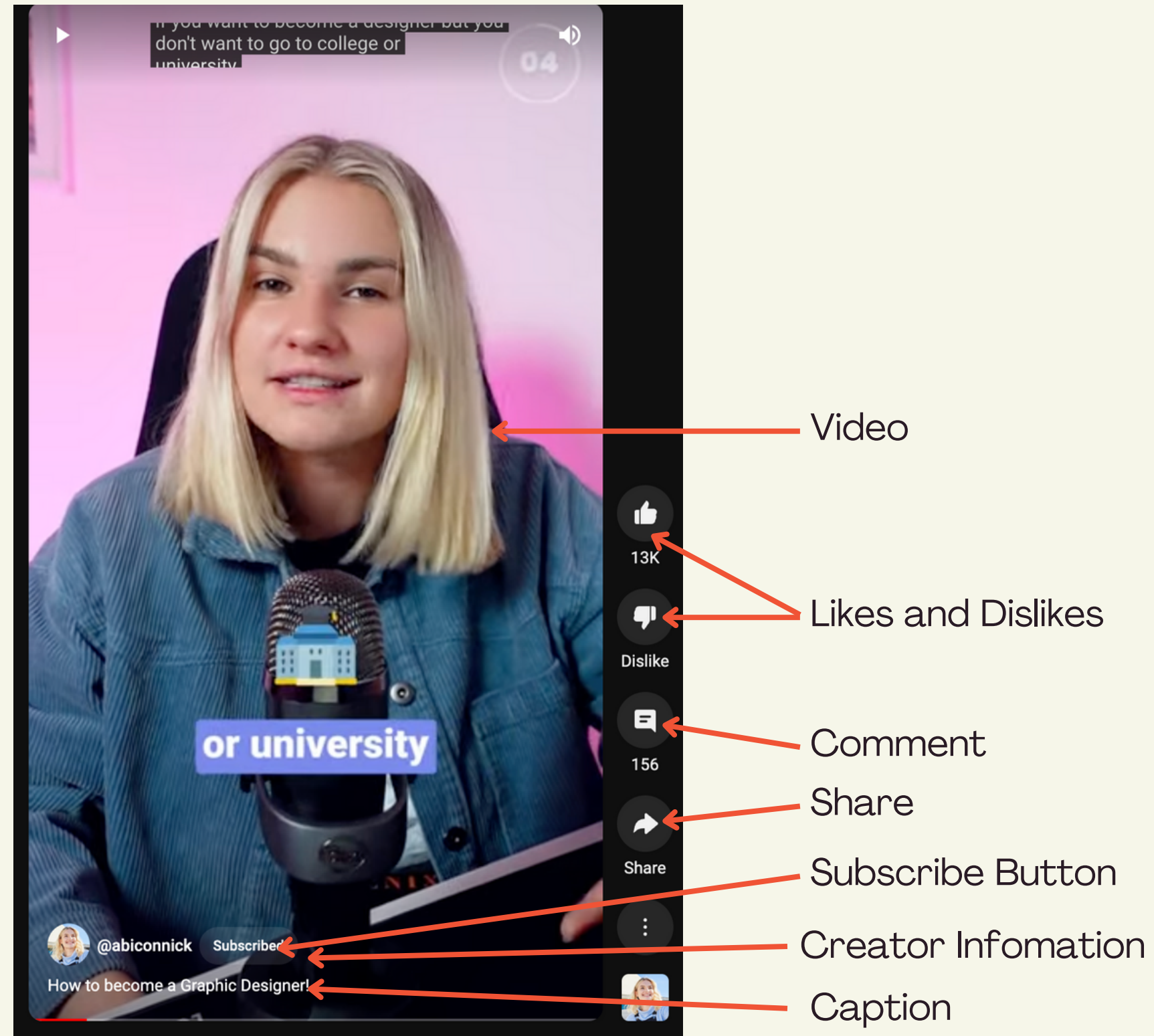


(Kal Visuals, 2021)



# Standard Post

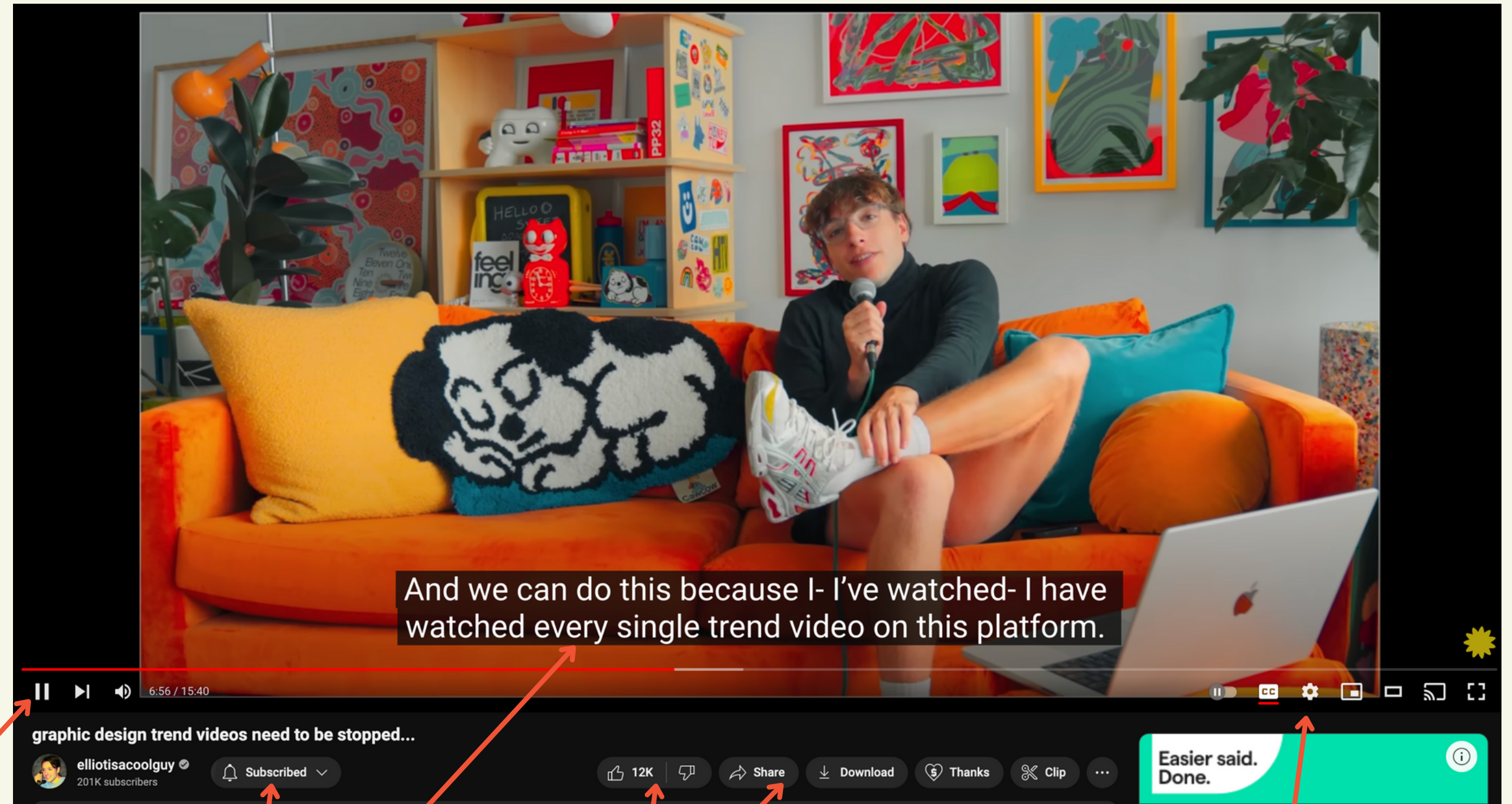
YouTube's Shorts allow users to share short-form content ranging from 15 to 60 seconds. This is the perfect form of content to share a quick snapshot of your otherwise longer content. Users can engage by liking or disliking, tailoring their content to them. Then can also share these with others across platforms and comment to start conversations with the creator and other users.



(Connick, 2020)

# Standard Post

YouTube Videos are long-form content that allows creators to connect more intimately with their audiences. Users can like and dislike content as well as comment to engage with the creator and community. Many video settings allow users to control the playback speed, quality, size and if there is captions.



Pause, Play, Skip  
and Volume

Creator Information

Subscribe Button

Captions

Like and Dislike button

Share

Video Settings

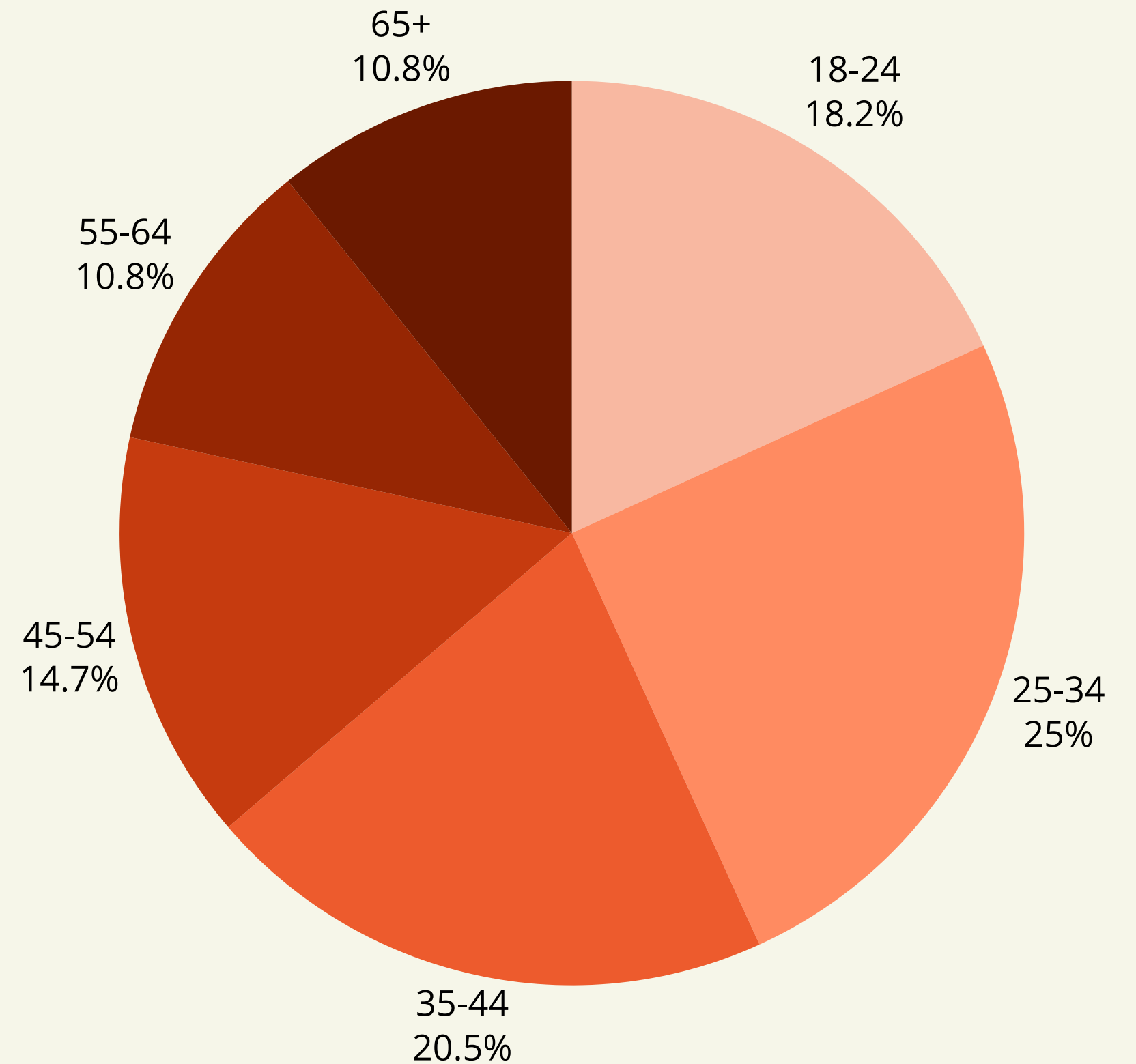
(elliotsacoolguy, 2024)

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# Target Audience

YouTube has a massive audience with 1.7 billion users every month. Over 60% of those users visit YouTube daily (McLachlan, 2019). Youtube has a total of 2.49 billion users. Of these India holds the title of most amount of users “estimated at 462 million” which is followed by the USA at 239 million users. 54.4% of YouTube’s users are male whereas females make up the other 45.6%. Over half, 50.6%, of these users are Gen Z and millennials. YouTube is most popular in India, USA, Brazil, Indonesia and Mexico. In the USA a study showed that YouTube is popular among high earners with “90% of those earning \$75,000 or more” stating they use YouTube (Dean, 2021).



(Dean, 2021)

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(Cook, 2019)

### About the User

Emma Thompson, beyond her professional pursuits, loves exploring Los Angeles and finding new cafes. She's a foodie at heart and she loves eating out. Not only that, but she loves to cook, finding many cooking channels on YouTube.

### Problems/Challenges

- Due to her constant exploring Emma runs out of places to visit.
- Emma still struggles to cook more complex meals.

<b>Name</b>	Emma Thompson
<b>Age</b>	25 years old
<b>Occupation</b>	Engineer
<b>Location</b>	Los Angeles, California
<b>Relationship:</b>	Single

### Personality

- Patient
- Creative
- Problem Solver
- Passionate
- Adventurous

### Social Media Accounts

- TikTok
- Instagram
- Youtube
- Facebook
- Snapchat

### Goals and Needs

- Needs a way to find new places to explore.
- Needs a way to further her cooking knowledge and skills.



# Audience Experiences\*

Benefits	Challenges	Postives	Negtives
Lots of how-to videos allowing users to learn new skills and knowledge.	Constant advertisements	Perfect learning platform	Disgusting content
Large audience easy to connect with communities	Navigating Copyright laws and guidelines	Monetisation of videos allows creators to profit and make it a career.	Harassment and bullying
Opportunities to promote brands in long form content	Oversaturated platform	Multiple ways to engage with your audiences. (Shorts, Livestreams, and videos)	Advertisements that cannot be skipped. Often lasting between 15-20 seconds, multiple per video. This deters and annoys users.

\*(Santa Clara University, 2023).



Discord

# Background, Characteristics and User Engagement

Discord is an application created by Jason Citron and Stan Vishnevsky which was originally designed as an in-game feature to allow for communication among users during gameplay. They then developed it into the app we know today. Discord has a strong focus on fostering communities, thus is free to download, and it doesn't have advertisements. It also aims to protect users and does not sell or share customer data to third-party advertisers.

The platform is a server-based communication platform that allows users to create their servers in which they can communicate with others through text, video calls or voice chats. Users can create and join private or public discord servers to connect and discuss a range of topics. Discord gained popularity during the lockdowns in July 2020, leading to a 47% increase in users. Originally focused on gaming, Discord has expanded to include various community servers catering to diverse interests (Wishpond, 2022).

Discord has a range of features that allows for community building including, customizable servers, event hosting, real-time conversations, metrics and insights, and sharing of a range of media types (text, images, videos, gifs, and memes) (CJ&CO, 2023).



(Shatov, 2021a)

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# Ethical Considerations

Ethical issues within the discord platform:

- **Security:** All messages and voice calls are stored in Discord's servers which can, like anything on the internet, fall prey to a security breach. Thus users are encouraged to be careful with what they share online (Morrison, 2021).
- **Age-inappropriate content:** As Discord has user-generated servers and communities there is no restriction on the type of content they share, including 18+ media, graphic language and other inappropriate content. Thus this platform could be dangerous for younger children as nothing is stopping them from clicking the "I am 18 or older" verification button when trying to join one of these servers (Common Sense Media, 2024).
- **Toxicity online:** Discord, like many other forms of social media and communication apps, sometimes allows users to harass or share inappropriate content. These toxic behaviours can harm other users. This is particularly an issue with Discord as the administrator monitors the servers and they must actively do so to ensure their community is "healthy" (Redaction Team, 2023).



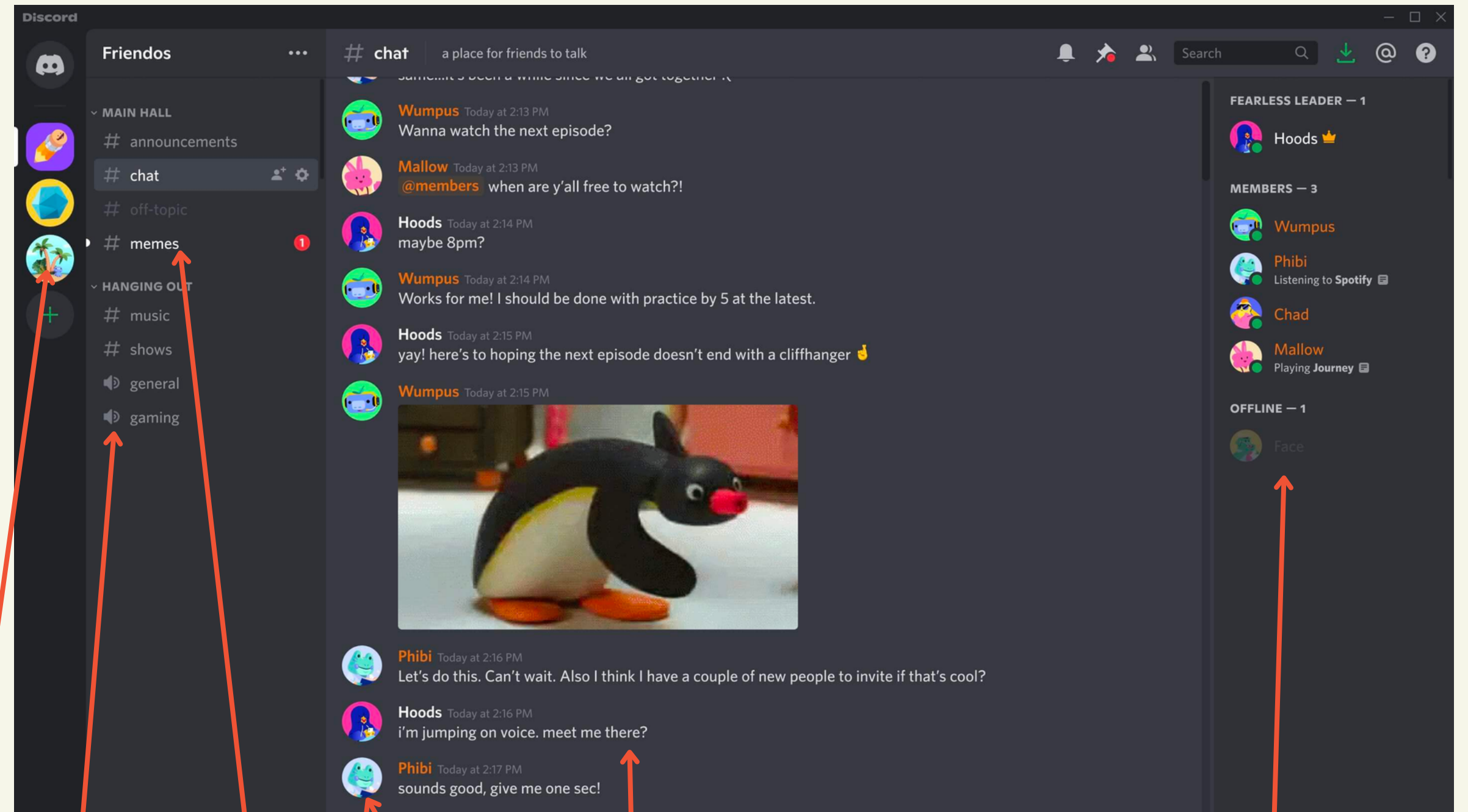
(Don, 2021)

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# Standard Post

Discord servers provide many features in which users can connect with each other and build a community. Members can communicate through text threads, voice channels and video calls. The creator can also assign roles and permissions to users to suit their communities. Additionally Discord also allows users to integrate other platforms such as Twitch, Youtube, and Spotify for easy content sharing (Redaction Team, 2023).



Servers

Text treads

Voice channels

Users profile

User texts and photos

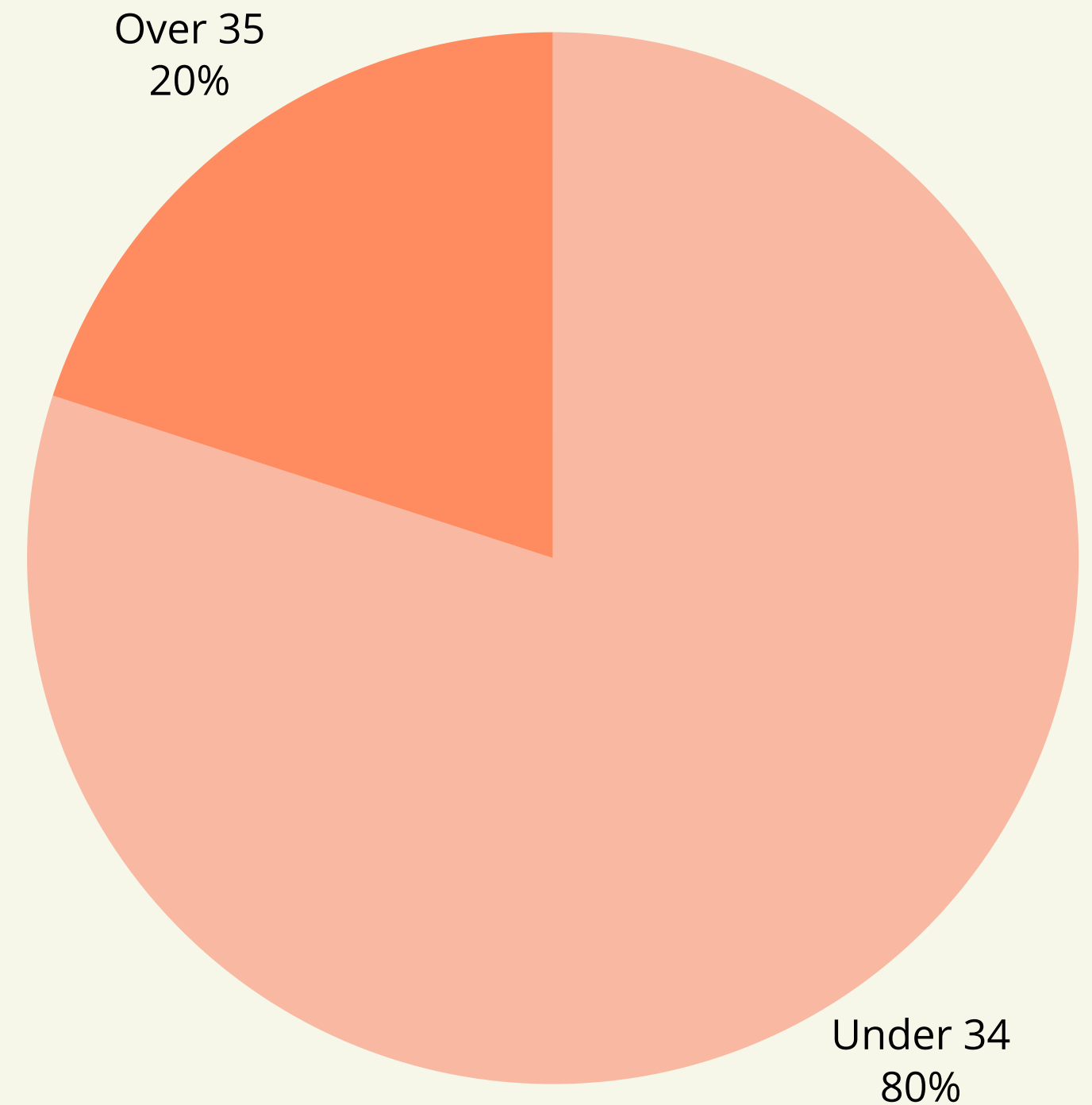
Member organisation

(Pearson, 2022)

22

# Target Audience

Discord has 150 million users every month, with most users spending over 4 hours a day on the platform. In the last few years Discord's target audience has moved away from the gaming origins and now includes a large and diverse audience, with many different servers ranging from hobbies to brands. 80% of their users are under 34 which means Discord is the perfect platform to find Gen Z and millennial users (CJ&CO, 2023).



(CJ&CO, 2023)

23



(Dera, 2017)

### About the User

Alex is a passionate gamer who has been playing video games since childhood. He loves to hang out with his friends and has been an active member in gaming communities.

### Problems/Challenges

- Finding a way to connect with like minded people
- Avoiding platforms with constant advertisements
- Finding a way to communicate freely through multiple modes

<b>Name</b>	Jordan Maverick
<b>Age</b>	30 years old
<b>Occupation</b>	Software Developer
<b>Location</b>	London, England
<b>Relationship:</b>	Married

### Personality

- Problem Solver
- Competitive
- Introverted
- Open

### Social Media Accounts

- Instagram
- Youtube
- Facebook
- Discord
- X

### Goals and Needs

- Stay connected with like-minded gamers and updated on gaming trends, strategies, and releases.
- Find gaming buddies
- A platform with little to no advertisements

# Audience Experiences

Benefits	Challenges	Postives	Negtives
Discord is completely free and includes “unlimited message history, video calls for up to 25 people and unlimited storage” (CJ&CO, 2023).	Take a little time to understand how to join and create servers if the user is not used to a server based platform (Redaction Team, 2023).	Has a wide range of communities which allows for anyone to find something for them whether it be gaming, study or hobbies.	Users should be careful what they share on Discord as their information is stored on servers which can fall prey to security breaches (Redaction Team, 2023).
Allows for personalisation, as users can create and design their own channels, assign roles and permissions to suit their communities (Redaction Team, 2023).	The video call feature is limited on the free version (Redaction Team, 2023).	Flexible communication methods allowing for video, voice or text communication with the communities (Redaction Team, 2023).	The servers do have a history of going down which can be frustrating for users that use this platform as a main source of communication (Redaction Team, 2023).
Can connect with audiences in real time	Interface suited better for desktop use (Redaction Team, 2023).	Can be used via the application or on the web.	Harassment and toxic behaviour can be found as the servers are self monitored by owners (Redaction Team, 2023).



# The Client

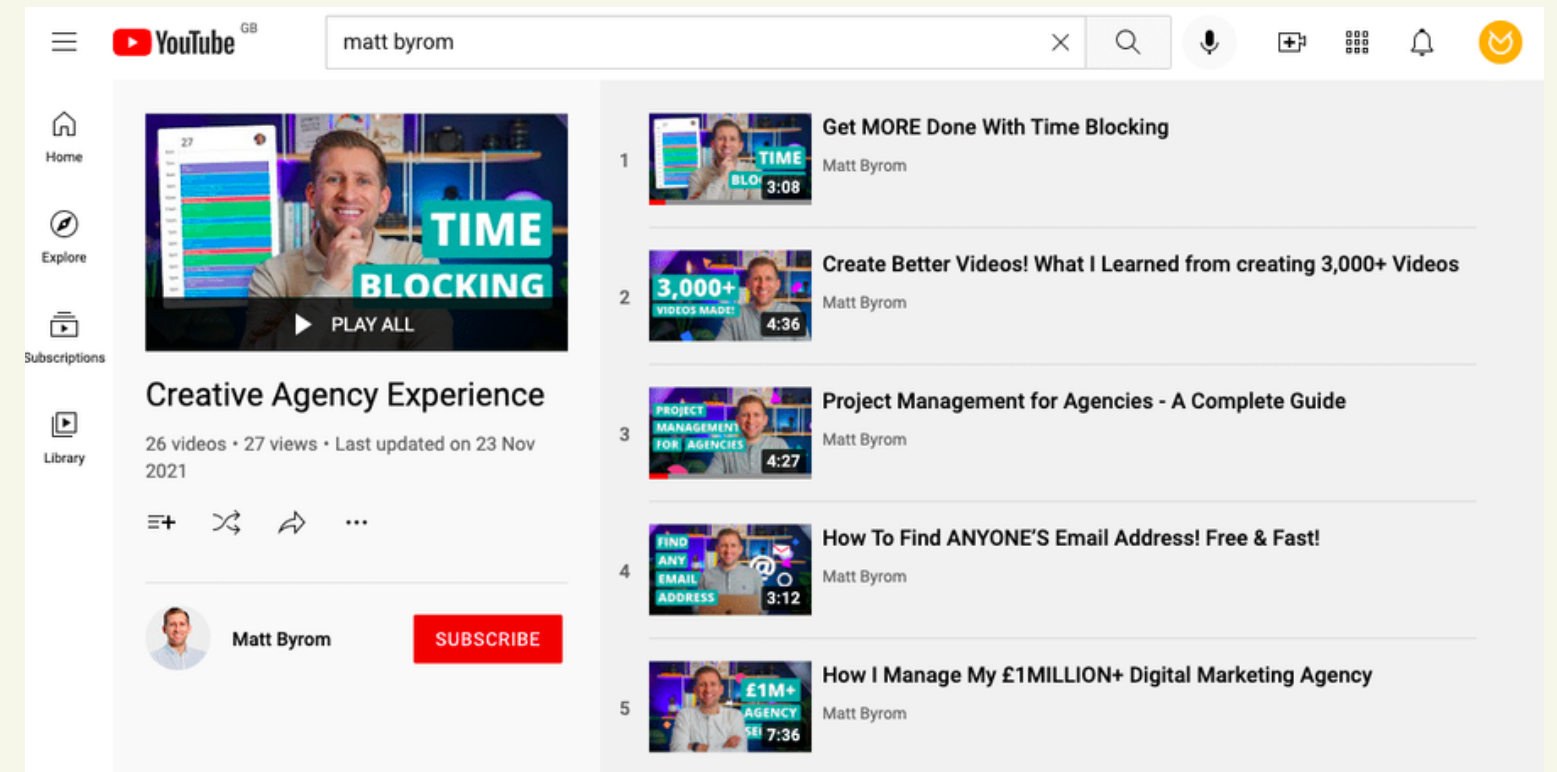
# Comparison

Instagram	YouTube	Discord
<p>Audience: Under 45, Gen Z and Millennials (McLachlan, 2019).</p>	<p>Audience: Over half of the users are Gen Z and millennials. With more male viewer than female (Dean, 2021).</p>	<p>Audience: Under 34, Gen Z and millennial users (CJ&amp;CO, 2023).</p>
<p>Uses visual media (reels, posts and stories) in which users can engage by liking, sharing or commenting</p>	<p>Users create video media (Shorts and Long form video) which viewers can engage with by sharing, liking, disliking or commenting.</p>	<p>Uses text channels, voice chats and video calls to engage the audience.</p>
<p>The range of different ways to engage with other users on this platform draws users in (Reels, Dms, comments, likes, posts and stories). The visual media focus and aesthetic profiles encourages users to create their own content. The constant bot accounts and scam advertisements make audiences become distrustful of the business communities of instagram causing brands to take their advertisements else where.</p>	<p>The large quantity of long form content for free on YouTube to explore draws in audiences. However the constant advertisements that cannot be skipped, often multiple times a video, can frustrate users and cause them to not use the platform as much.</p>	<p>The free and advertisement free environment on Discord draws users in, as they can connect with communities in real time without interruption. However users can be discouraged by abusive behaviour within self monitored servers and server outages which cause miss-trust within the audiences.</p>

# Malcolm

The client that I am focusing on for this project is self-improvement and self-growth YouTuber Malcolm Naicker. YouTube is the perfect platform to get yourself out there and build an audience due to it being the second most popular social media platform in the world (McLachlan, 2019).

There are quite a few key features that Malcolm is missing from his YouTube page that would boost views and cause more engagement with his content. Firstly he is not using a playlist. Granted Malcom is still building up his content library, but by placing similar videos in these playlists, the auto-play feature would be enabled. Thus, allowing the next video to play, maximising the channel's views (McLachlan, 2019). He also is not taking advantage of shorts, a major downfall for his channel. This is due to the fact that short-form content is becoming one of the most popular ways to grow, with shorts gaining 6.5 billion daily views (McLachlan, 2019). The client is also missing a channel trailer which is a good way for viewers to get a sneak peek into your content and values, this short introduction to the account could entice viewers to engage with more (McLachlan, 2019).



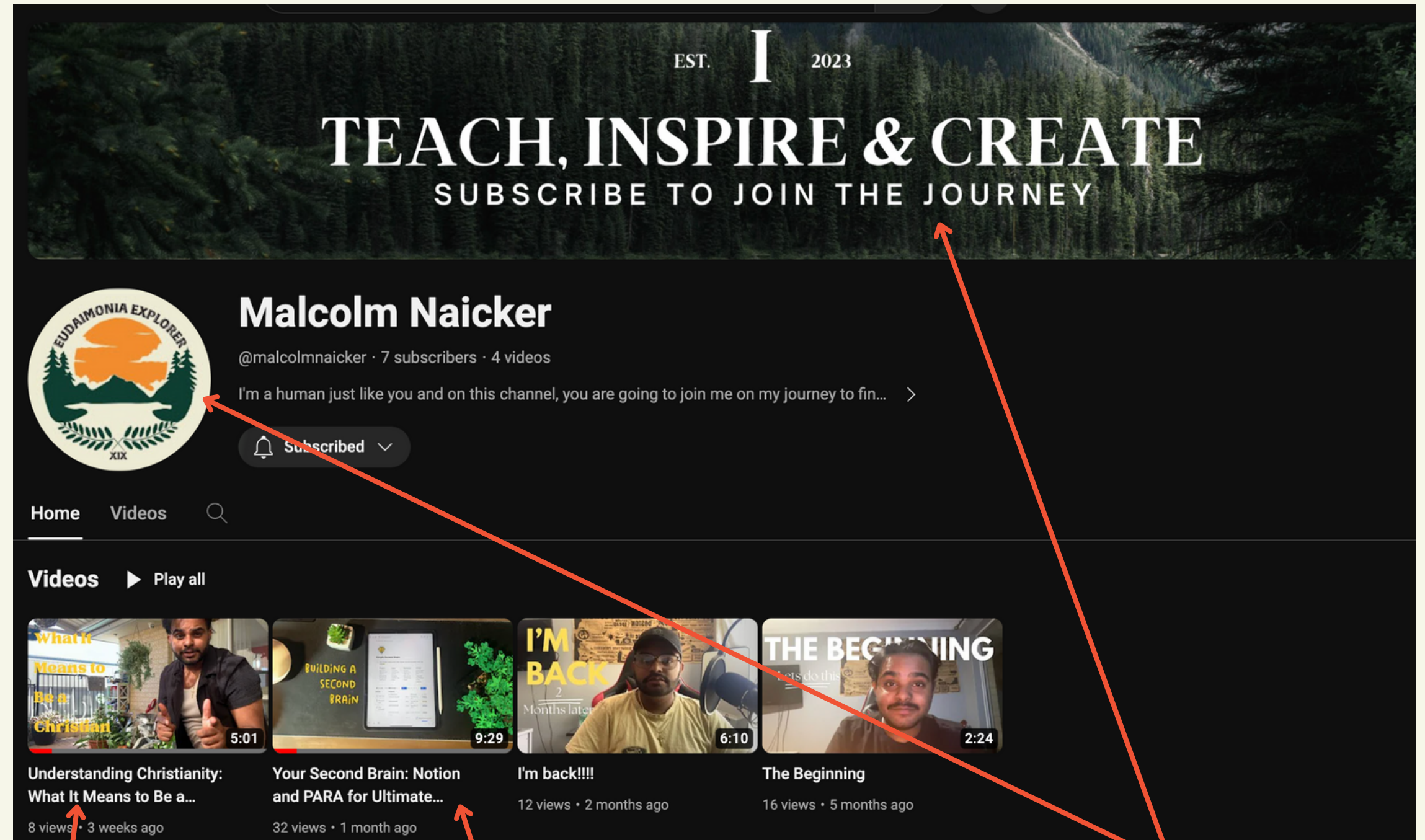
(Parker, 2023)





# Malcolm

Regardless of these areas of improvement Malcolm Naicker has consistently used customisable options including the profiles, profile pictures, and banners to create his brand identity through the images, colour palette and type used. (McLachlan, 2019). He also makes use of eye-catching and exciting thumbnails that draw the viewer's eyes and also contribute to the building of the brand with consistent use of typefaces and colours (McLachlan, 2019). Malcolm has created a "how to" video which is a great way to gain views and engagement as YouTube is considered a place to learn and is popular among many students, this is evident as this is the most viewed video on his channel (Santa Clara University, 2023).



Eye-catching consistent thumbnails

"How to" video

Consistent branding across the banner, thumbnails and profile picture.

(Naicker, 2016)

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The image features a central dark blue rounded rectangle containing the text "Thank You" in white. The background is a light peach color with abstract white and orange shapes, including two large orange semi-circles at the top and bottom.

Thank You