

Social Media Assignment: Platform Research, Posts, and Analytics

Platform Research: Best Practices for YouTube & Instagram

YouTube Best Practices:

- Video Optimization: Use compelling titles, relevant keywords, and engaging thumbnails.
- Engagement Strategies: Encourage likes, comments, and subscriptions within the video.
- Call-to-Action (CTA): Direct viewers to follow social media accounts or visit a website.
- Hashtags & Tags: Utilize YouTube's tagging system to enhance discoverability.
- Length Consideration: Optimal video length is typically 7-15 minutes for maximum engagement.
- Analytics Focus: Key metrics include watch time, audience retention, and click-through rate (CTR).

Instagram Best Practices:

- Post Optimization: Use high-quality visuals, engaging captions, and relevant hashtags.
- Stories & Reels: Leverage Stories for quick engagement and Reels for broader discovery.
- Hashtag Strategy: Use a mix of popular and niche hashtags (e.g., #RareBeauty, #MakeupWithPurpose, #SelfLove).
- Timing & Frequency: Post during peak hours (morning & evening) and maintain consistency.
- Analytics Focus: Impressions, engagement rate, reach, and Story interactions.

Social Media Posts

YouTube Post

Title: "Redefining Beauty Standards | Rare Beauty's Impact"

Description:

"Beauty is more than skin deep. 🧴 ✨ Rare Beauty aims to break unrealistic beauty standards and promote self-love. This video explores how Selena Gomez's brand changes the industry through authenticity, inclusivity, and mental health awareness. Watch now to be inspired! 💕💕"

🔔 Don't forget to like, comment, and subscribe for more beauty insights!

#RareBeauty #MakeupWithPurpose #SelfLove #MentalHealthMatters"

📌 [<https://youtu.be/gOuxz9dRYUg>]

Instagram Post

Caption:

"💄 Beauty without boundaries. Confidence without comparison. 💕 Rare Beauty is more than just makeup—it's a movement. 🌍✨ Watch our latest video to see how @rarebeauty is redefining self-expression and mental health in the beauty industry.

🔗 Link in bio! #RareImpact #RareBeauty #BeautyForAll #MentalHealthAwareness"

Hashtags: #RareBeauty #MakeupWithPurpose #SelfLove #MentalHealthMatters #BeautyForAll

Story Post:

Slide 1: "💡 What if beauty wasn't about perfection but self-love?"

Slide 2: "💕 Watch our latest video to see how @rarebeauty is changing the industry! [Insert YouTube Link]"

Slide 3: "💬 What's your favorite Rare Beauty product? Drop it in the comments! 👉"

Social Media Analytics Research

Qualitative Data:

- Who will respond most? Likely beauty enthusiasts, makeup artists, and mental health advocates.
- Typical comments? Discussions on beauty standards, self-love, and audience experiences.
- Who will share it? Beauty influencers, Rare Beauty fans, and those passionate about mental health.

Quantitative Data:

- Expected Page Views: 1,000+ within the first week.
- Expected Engagement: 100+ likes, 50+ comments, 20+ shares per platform.
- Timing of Engagement: Higher engagement within the first 24-48 hours.
- Primary Audience Location: U.S., Canada, U.K., and other English-speaking regions.
- Anticipated Patterns: Peaks in engagement during weekday evenings and weekends.

Researching best practices for YouTube and Instagram highlighted the importance of platform-specific strategies. While YouTube requires strong optimization techniques and engaging content to retain viewers, Instagram demands a visual-first approach with frequent interactions via Stories and Reels. Additionally, studying social media analytics reinforced the importance of tracking qualitative and quantitative data to refine content strategies and improve audience engagement. Considering these insights, I tailored my posts to maximize reach and interaction across both platforms.