

Interactive | Social Media | Brand Marketing Consultant for:
The Black Women Film Network
This report is presented by Leslie M Greene,



Black Women Film Summit Instagram Social Media Report:

I am super excited to share our social media statistics.

The specific objectives set were to:

1. Increase Followers
2. Connect with Sponsors
3. Encourage & drive interactive engagement

At the start of 3/5/15 Thursday morning we had 323 Instagram followers by Saturday 3/7/15 we had more than doubled our number of followers and as of 3/14/15 we are at 939 followers with at minimum 5/6 new followers daily.

A few Notable followers gained:

- | | |
|---|--|
| 1. Centric TV | 16. Pose Magazine |
| 2. Actress Singer V Bozeman | 17. Celebrity Manager
Monica Payne |
| 3. Entrepreneur Shante Bacon | 18. Caesar Mitchell - the
President of the city of
Atlanta council |
| 4. Civil Rights Activist Elisabeth Omilami | 19. Key from Pretty
Hustle 14k followers |
| 5. Selma the Movie | 20. TV Aspire |
| 6. TV Host Egypt Sherrod | 21. Hue films |
| 7. Actress Entrepreneur Brelyn Evans | 22. Web series |
| 8. Moguldom studios | 23. The people Talk show |
| 9. Super Bowl celebrity gospel celebration | 24. Gabe - singer 53k
followers |
| 10. Heather H – Producer Will Packer's wife | 25. Actor Darrin Henson |
| 11. Upscale Magazine | |
| 12. April McRae of vh1 12k followers | |
| 13. Actress Radio Host Rashan Ali | |
| 14. Actress Monica Coleman 106k followers | |
| 15. Shayla Cowan – Assistant to Will Packer | |

In addition we have now a plethora of up and coming male and female film makers, actors and actresses and comedians, entrepreneurs, such as web series creators, small online and paper magazine companies just to give you an idea of who is now looking at all BlackWomenFilm posts on Instagram.



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Below is a quick summary of # posts and reposts, although there are post from the event that did not use any of the below #'s. Some connected by @blackwomenfilm to connect or just used the BWFN name in a mention.

Hashtag	Approximate # of posts
#BWFNSummit15	410
#BlackWomenFilmSummit	263
#BWFN	146
#BlackWomenFilmnetwork	66
#BWFNSummit2015	37
#BlackWomenFilmFestival	23
#BWFNSummitt15	14
#BlackWomenFilmSummit2015	12
#BlackWomenFilm	9
#BlackWomenFilmNetworkSummit	2
#BWIF	2
Total	984



Last updated on **March 10th, 18h09**.
 ... Refresh in progress ...
 You'll get notified by email as soon as the update is complete

297 MEDIA	3,931 LIKES RECEIVED	902 FOLLOWERS
283 COMMENTS RECEIVED	306 FOLLOWINGS	

[Summary snapshot](#)

Overview

- Rolling month analysis
- Content
- Engagement
- Optimization
- Community

Last 7 days

ROLLING MONTH DETAILS

NEW FOLLOWERS 39	LOST FOLLOWERS 3	FOLLOWERS GROWTH
		+36
Full list		Tweet this

Your scores

<p>LOVE RATE</p> <p>This is about follower engagement and how much they like your media.</p>	<p>TALK RATE</p> <p>This is also about follower engagement and how much they comment your media.</p>	<p>SPREAD RATE</p> <p>This is about engagement beyond your followers. How much of the likes you receive come from people who don't follow you.</p>
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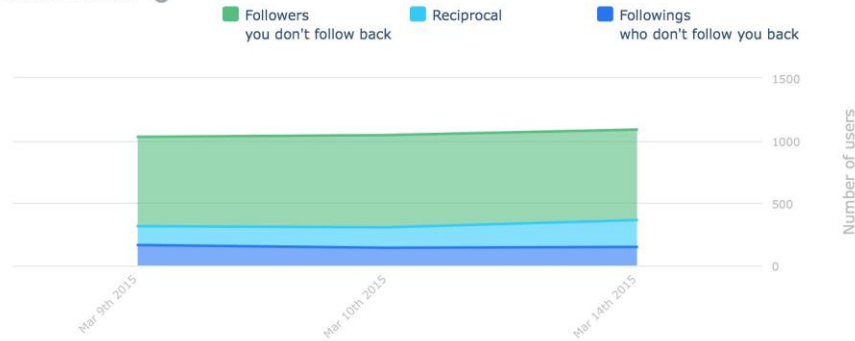
Updated on **Mar. 14th, 8h51**.
 Next update in about 24 hours.
 Notify me by email

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Typology

Followers 940	Followers you don't follow back 724
Followings 364	Reciprocal relationship 215
	Followings who don't follow you back 149

COMPARATIVE GROWTH





Updated on Mar. 14th, 8h51.
Next update in about 24 hours.

Notify me by email

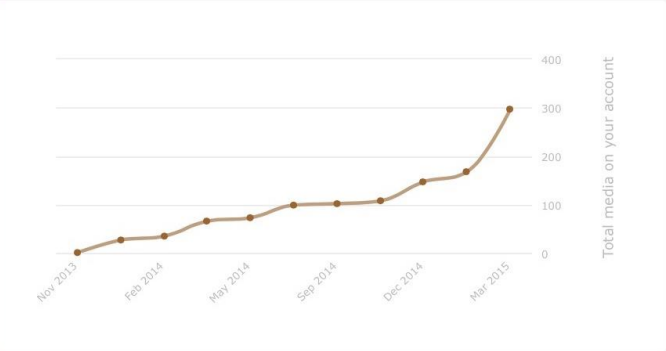
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Post history



I posted my first media
November 25th, 2013

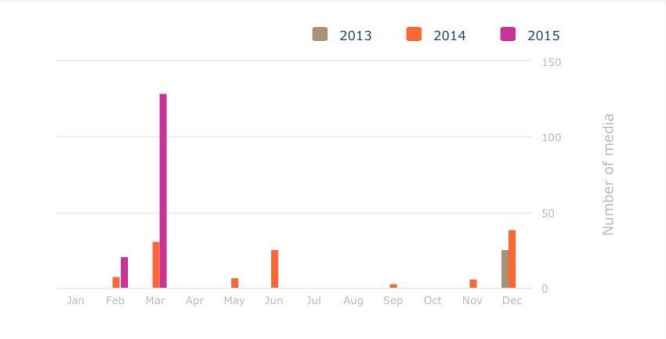
[Snapshot](#)
[Tweet this](#)



DISTRIBUTION

2013	27
2014	120
2015	150

[Month by month](#)
[Week by week](#)



Density

BY DAY

Mon Tue Wed Thu Fri Sat Sun

[Tweet this](#)

BY HOUR

00h 4h 8h 12h 16h 20h 24h

► See how to adapt to your community schedule

Filter usage

MOST USED Ludwig

NEVER USED
1977, Apollo, Brannan, Earlybird, Gotham, Inkwell, Lomo-fi, Lily, Lord Kelvin, Nashville, Poprocket, Rise, Sierra, Sutro, Toaster, Walden, X-Pro II, Willow, Mayfair

Tag usage

MOST USED #blackwomenfilmsummit

Tagged: 97.31%
No tag: 2.69%

► View details and optimize tagging