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University of Nevada, Reno

**Use of Images on Social Media and How That Effects Consumer Engagement for
Online-Only Clothing Brands: Lulu's, Nasty Gal, and Tobi**

A thesis submitted in partial fulfillment
of the requirements for the degree of

Bachelor of Science in Business Administration in Marketing and Honors Program

by

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prepared under our supervision by

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ABSTRACT

The purpose of this study is to research how each visual element affects consumer engagement of Lulu's, Nasty Gal, and Tobi's social media accounts, Pinterest and Instagram. The three companies chosen are online-only clothing brands that target fashionable young women. How do Tobi, Nasty Gal, and Lulu's visual communication strategies on Instagram and Pinterest affect consumer engagement on the image based social media websites?

Consumer engagement was measured by collecting "likes" and "repins" of posts on the social media websites Instagram and Pinterest. The visual elements analyzed were color, color tone, nature of picture, person present, sponsored posts, type of picture, and words present. Comparing the strategies of each company, this study concluded Lulu's had the most effective strategy for gaining consumer engagement and the overall social networking strategy of the three online-only clothing brands were effective at gaining consumer engagement.

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INTRODUCTION

Social media today are major part of modern marketing, “The desire to share our thoughts, opinions, and experiences is one reason social media and online social networks have become so popular” (Berger). My research began with reading a popular book on advertising, titled *Contagious: Why Things Catch On* written by Jonah Berger. This book is well respected in the field of advertising for having quality information on why certain advertising becomes popular. Popularity in this study and in other social media studies is determined by consumer engagement. Consumer engagement means, liking, sharing, and overall consumer interaction online on social media. The main idea behind this study is: “why do certain online companies succeed and others fail?” I hypothesize that social media is a major reason why certain online-only clothing companies succeed. Therefore, studying successful social media campaigns will show what elements encourage consumers to engage.

Social media is a tool for many companies to market their products. These companies use social media platforms that post images or words that contribute significantly to a company’s web presence. This thesis looks at three online-only clothing companies that target young women in their late teens to mid-twenties: Lulu’s, Nasty Gal, and Tobi. Specifically, this study examines online-only clothing companies that sell their own brand, along with other brands. The research focuses on two current social media platforms with images as the main form of communication: Pinterest and Instagram. The three online-only brands in this study use both social networks to build

their brand. Without social media strategies it would be difficult for online-only retail companies to be popular, this thesis asks: How do Tobi, Nasty Gal, and Lulu's visual communication strategies on Instagram and Pinterest affect consumer engagement level on the image based social media websites?

For online companies, creating a web presence is important for success. There is little research published about online-only clothing companies and what makes their social media websites successful. This study looks at visual social media strategies used by three similar and successful online-only companies, specifically the strategies used on the two main visual social networking sites today, Pinterest and Instagram. According to The Statistics Portal, Instagram ranks seventh in most popular social media website and Pinterest ranks eighth most popular social media website ("Social Media: U.S. Websites Ranked by Visits 2014"). Popularity is based on the share of visits on the social media websites as a whole. It is to be noted that Pinterest and Instagram are the two highest static visual social media websites.

Each website's social networking data was collected from January 4th- January 31st, a total of four weeks in the beginning of 2015. The data collected examined the frequency of posts, type of picture, color tone, color, person present, sponsorship, words, and nature of image. Information about the "likes" and "repins" of posts and of the social network followers were recorded throughout the study. The data were collected throughout the four weeks, then analyzed to see what visual communication strategy was the most effective at engaging consumers on Instagram and Pinterest.

LITERATURE REVIEW AND DEFINITIONS

To understand the parameters of this study, secondary data, and primary data collected, the terms and language used for this study must be defined. In order to understand what is discussed throughout the entire thesis, the definitions and explanations of the topics for the research are explained in depth. The literature review will define social network, social media, brand, and online-only clothing websites. It also provides background of the three websites; Nasty Gal, and Tobi. Background, similarities, and differences of the three websites are discussed to understand how the three are similar and why they were chosen for this study. The two static visual social media websites used in this study, Pinterest and Instagram, are also defined, and background information given.

Categories of visual elements were collected to analyze if certain strategies of visual social networking elements are more effective at promoting consumer engagement. The categories analyzed and collected were type of picture, color tone, color, nature of image, words in the image; also noted was whether an individual was included in picture- these categories will be further defined in the literature review. The frequency of posts throughout the data collection, number of likes, and number of repins were collected in order to compare which visual strategies are most effective at consumer engagement.

Social Networking Definition

Social network is used often throughout this study. A social network is, “the creation and maintenance of personal and business relationships online” (“Social Networking”). Social network is often commonly interchanged with the term social

media; however, they do have different meanings. Social networking is the action of posting and creating accounts for social media.

Social Media Definition

The definition for social media is “forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)” (“Social Media”). Therefore, social media is the website itself, and social networking is the postings and upkeep of the social media website. For this study the visual social media websites used were Instagram and Pinterest.

Brand Definition

Another important term used throughout the study is “brand”. A brand is “a category of products that are all made by a particular company and all have a particular name” (“Brand”). In this study, brand is used to describe the products that the websites sell and manufacture. For example “Wildfox” is a brand of sweater sold on Nasty Gal, but Nasty Gal also creates its own brand of sweaters under the brand “Nasty Gal”. Brand is also used when describing loyalty of customers. Brand loyalty describes the loyalty of the consumer to the website and brands sold.

Static Visual Social Media Website

A static visual social media website is a website that users mainly post still pictures, instead of videos. Pinterest and Instagram are both static visual social media websites. An example of a visual social media website that is not static would be YouTube, which is mainly used for videos.

Consumer Engagement

Consumer engagement is discussed at length in this study when describing what made a visual element determined to be effective or not. Consumer engagement is the amount of engagement on a particular image posted. How many likes or repins a post received, is the amount of engagement. The word consumer is used because these are online retailer's social media accounts. Therefore, the followers of the companies are the consumers who are engaging in the social media.

Online-only Clothing Websites

There are various reasons for studying Lulu's, Nasty Gal, and Tobi and their social media websites. Choosing websites that are already successful was important when looking at the consumer engaging social networking strategy of each website. These websites are deemed popular because of their large following on social media. All three websites also carry their own brand, along with a variety of other brands as well. The three websites target a similar market audience of young, fashion forward women.

Lulu's Background

One of the websites used in this study is lulus.com. Lulu's is an online-only apparel company that sells trendy clothes at moderate to low prices for young women. Part of their mission statement is as follows, "Lulu's started with the vision of providing the latest for the fashionably hip along with providing exceptional value, quality, and superb customer service" (About Us, Lulu's). Their mission statement shows that they are committed to quality clothing that is also trendy. Lulu's keeps up with the trends by buying limited quantities of clothing that sell quickly to keep up with the latest fashions.

“Our brands consist of emerging new designers and our buyers travel the world so that you can find a style to call your own. We buy in limited quantities as many of our items come fresh from our designers' studios” (About Us, Lulu’s). This is part of what defines Lulu’s as an online company.

Lulu’s social media base is very widespread. It has many social networks including: Facebook, Pinterest, Twitter, Tumblr, Instagram, and Google Plus. Lulu’s has links to these social networks on its website along with a quick link for users to sign up for a Lulu’s email subscription to receive 10 percent off the users next purchase. By providing social media the website is furthering its brand and relationships with customers.

Lulu’s was created in 1996 by a mother and daughter in Chico, California (Gascoyne). In 1996 Lulu’s was a brick and mortar shoe store. Today Lulu’s is an online-only apparel, shoe, and accessories website. The brick and mortar shoe store has been closed since the launch of lulus.com in 2005 (Gascoyne). On the Lulu’s website today it sells other clothing brands, as well as its own brand. In 2013 the website had 90 employees and shipped out about 1,000 orders daily (Gascoyne). The website has gained popularity as well, in 2010 Lulu’s shipped out 248,786 orders and in three years doubled to 503,539 orders in 2013 (Gascoyne). The website headquarters is a 15,000-square-foot building in Los Angeles, California, where its clothing is designed, manufactured, and shipped (Gascoyne). Other clothing brands Lulu’s sells are shipped out of the Los Angeles headquarters.

One interesting aspect of Lulu's is that the creators did not imagine that the company would be such a success. One of the founders, Debra Cannon, said "This is beyond what I ever imagined it would be" (Gascoyne). The mother and daughter pair have built the business to be the success it is today. Debra Cannon and Colleen Winter are still involved in the everyday process of running the online business.

Nasty Gal Background

Nasty Gal (nastygal.com) is the more well-known website in this study due to the recent publicity the website has received from the founder, Sophia Amoruso. While social media data were being collected (January 4th- January 31st, 2015), the founder Sophia Amoruso stepped down as CEO of the company (Shu). Amoruso stepped down as CEO on January 12th, 2015 (Shu). Amoruso wrote a book called *#GIRLBOSS* that made it on the *New York Times* Best Seller list in 2014. The book tells the story of Amoruso's life while also providing entrepreneurship advice (Amoruso). The founder of Nasty Gal's story is intriguing because she was a runaway teenager who spent her teens "hitchhiking, committing petty theft, and dumpster diving" (Amoruso). The first product Amoruso sold online was a stolen book, now she is the founder and former CEO of a \$100 million dollar plus online fashion retailer with about 200 employees. (Amoruso).

The online website's mission statement is as follows, "Nasty Gal is a global online destination for fashion-forward, free-thinking girls." (About Us, Nasty Gal). The focus on fashion-forward and being on trend is important to the Nasty Gal brand. The distinctive name of the website was inspired by Betty Davis. "The name was inspired by the song and album "Nasty Gal." Betty Davis, the patron saint of badass women, was

known for her unapologetically sexy funk music which comprises our vision of femininity” (About Us, Nasty Gal) This unique “About Us” helps describe the vision of the trendy and forward thinking website that Nasty Gal is today.

The founder, Sophia Amoruso, got her start in the online retail business on eBay with her own store called Nasty Gal Vintage in 2006 (About Us, Nasty Gal). Nasty Gal Vintage sold only vintage clothing on eBay and gave Amoruso the start she needed to start the Nasty Gal empire (About Us, Nasty Gal). In 2008, Amoruso moved Nasty Gal off eBay and to its own website: nastygal.com (Amoruso). Today, the website still sells a small section of vintage clothing, but focuses mainly on new clothing. The website offers clothing created from other brands, as well as its own Nasty Gal brand. The headquarters of Nasty Gal is located in Los Angeles, California with a fulfillment center in Shepersville, Kentucky (Perloth). From a company that started on eBay, Nasty Gal had nearly \$100 million in sales in 2013 (Perloth).

Nasty Gal got its start from using social media. Amoruso used to link her MySpace page to her website and also challenge fans on Facebook to come up with product names (Perloth). Today, Nasty Gal has a vast number of social media accounts including: Instagram, Twitter, Facebook, Tumblr, Pinterest, and a personal blog website. Nasty Gal actively engages in social media by posting almost daily on most accounts.

Tobi Background

The last of the three online websites analyzed is Tobi.com. Tobi is an online-only clothing, shoe, and accessory retailer based in San Francisco, California. Tobi designs and manufactures its own Tobi brand, as well as makes 51 other designers available on

their website as of January, 2015 (“TOBI Designers”). Its mission statement is, “Our concept is fashion at amazing prices. Our mission is to be the best at serving you, our customer. Our customers are our daily inspiration and we strive to serve them in ways never imagined. Our approach is: always serve, always build, always long term, always the beginning. (“TOBI”). The two main concepts from this mission statement are first, Tobi wants to have the latest fashion at affordable prices, and secondly to achieve this goal while having outstanding customer service.

Tobi has a unique way to entice first time online customers. Tobi.com offers 50 percent off the first purchase made on the website. Theoretically, this discount persuades first time buyers to try clothing they cannot try on or see before purchasing, which could add to Tobi’s success. Tobi is active on many social networks as well, furthering the reach of their brand. The website has accounts on Facebook, Twitter, Instagram, Pinterest, and Google Plus.

Similarities: Lulu’s, Nasty Gal, and Tobi

One of the main similarities among Lulu’s, Nasty Gal, and Tobi’s websites is their customer base; all three website’s main customer focus is a trendy, fashion-forward, young woman. Since the customer base is mainly women in their twenties, the prices are relatively similar and affordable. The websites have clothing designed and manufactured by the company itself, along with outside brands. A fact considerably important to this study is how the three websites all engage in over five social media websites, specifically on Instagram and Pinterest. The background on the websites shows that all are privately held businesses created between 2005 and 2008 in California, USA. The customers these

companies market to, the online presence, the brands of clothing sold, and background of formation are similar. These three companies were chosen to collectively analyze their visual social media strategy.

Differences: Lulu's, Nasty Gal, and Tobi

One main difference between Lulu's, Nasty Gal, and Tobi is the number of employees. Nasty Gal had 200 employees in 2014 (Amoruso). The latest data from Lulu's on its number of employees was 90 employees in 2012, a number that could have easily grown in the past three years. Listed on Chan's LinkedIn, the creator of Tobi, claims to have over 300 employees currently.

Store fronts also differentiate the companies. The husband of one of the founders of Lulu's husband created a brick and mortar clothing store in Chico, California that sells Lulu's clothing (Gascoyne). While the store is not called Lulu's, it is the only store where women purchase Lulu's brand clothing in person, along with other brands. It is unclear whether the store carries the same brands as LuLus.com, but the store has a different name and does not appear to affiliate with LuLus.com, even though it's operated by a family member of Lulu's (Gascoyne). Nasty Gal also has announced plans to create store fronts in California. Taking the online store to a brick and mortar store will happen during 2015 (Perloth). It is uncertain whether Tobi is planning to add store fronts. The important aspects to notice for the differences is that they do not necessarily affect the current social media strategies of the companies although important to understanding the companies as a whole.

Social Media Website Descriptions

Instagram and Pinterest social media websites were chosen to analyze for a variety of reasons. First, these websites are visual networking websites and are the focus of this study. This study looks at different categories of images and evaluates the social media strategies based on the images, among other factors. Instagram and Pinterest are both static visual social media with higher rates of use by women (Smith). Lulu's, Nasty Gal, and Tobi have active Instagram and Pinterest accounts. Defining how the two websites function is important to understanding why consumer engagement is significant to social networking of the three companies.

Pinterest (Repins and Likes)

Pinterest is an online social media website that creates a virtual pin board for users to access at any time. The website allows its users to “pin” and “like” any image that is posted on the website, as well as its own images to its virtual pin board. In the context of this study, repins and likes for each image, as well as the number of times per day the online retailer's Pinterest account posts a pin will be collected. Repins will be of higher importance because repins are posted to the users Pinterest board which individual pinners followers are able to view. Likes on the image posted were recorded, but due to the nature of Pinterest, likes do not carry as much significance. Pinterest likes are able to be seen by users and followers, but are not directly posted to a user's pin board. Since repins are the most powerful form of consumer engagement on Pinterest, repins will be compared as equal to a “like” on Instagram.

Pinterest appeals to businesses because the company can pin images and create a user base to follow and pin their product. Pinterest has a focus on products, which has gained the interest of online retailers and marketers (Bakhshi, et.al). The pins are often linked to the website, so Pinterest users can have the option to buy what they pin. Pinterest was likely chosen for Lulu's, Nasty Gal, and Tobi because of the high female user base. One study found that 68 percent of Pinterest accounts were female users and that image-based social media seems to be more popular among women (Smith). Further showing women are the predominate user of Pinterest, 42 percent of online women use the social media website, while only 13 percent of online men, according to Pew Research Center (Social Media Update 2014). Which is important to understanding why these online retailers, selling women's clothing, would chose to engage in social networking on Pinterest.

Instagram (Likes)

Instagram is a visual social media website that allows users to post photos to their account. The social media website is mainly a mobile application that users post pictures, and follow other Instagram accounts. Instagram has filters for your pictures before posting and allows users to comment and like other users pictures. A like or comment on are the two main ways of assessing consumer engagement on Instagram. This study will look at the followers, following, likes, and number of posts from Lulu's, Nasty Gal, and Tobi accounts on Instagram. This social media website was chosen because 28 percent of women in the U.S. between the ages of 18-29 have Instagram accounts, the largest demographic for the social network ("Instagram"). Women also make up 53 percent of

the websites user accounts, so women are slightly more represented on Instagram than men (Gray). Women are the main audience in both Instagram and Pinterest were important to deciding on these particular websites to collect visual data from. A like on Instagram will be compared to a repin on Pinterest, seeing as they are the two main ways a consumer engages with the audience on these social media websites.

Image Elements and Their Characterizations/Definitions

In analyzing how and why certain image elements add to engagement on social media, different image elements were collected along with data on engagement. To decide which elements of pictures to analyze the social media posts by, research was conducted on design elements. The picture elements recorded were type of picture, color tone (contrast), color, sponsorship, words, person present, and nature of picture. Research, further explanation, and examples of the image elements are discussed in the sections below.

Color Characterization Definition

The main color of the image posted was collected in the study. It is important to note most images posted have several colors, although only the main color of the image was collected. For example, if the post had a white background with a model wearing a red dress, red would be the recorded color in the data. The colors recorded and found in the study are green, blue, yellow, red, orange, purple, black, white, tan, pink, and grey. This color characterization section will discuss the most posted colors in the study.

There are many studies on color and what it means to people. Different colors can have different meanings to people depending on their experiences at that point in time

(Strauss, et al.). Based on research done on color, people's color experiences can explain why people like certain colors (Strauss, et al.). A study titled "Color preferences change after experience with liked/disliked colored objects" found that color experience did have an effect on whether a person liked or disliked a color. This can be colors seen on an everyday basis and how that effects the attitude towards certain colors. One study on why people like certain colors found, "to understand why people like certain colors, scientists have focused on evolution. The main theory is that we like colors that are tied to things that are healthy and promote survival" (Sohn).

For example, the color black with United States citizens is associated with expensiveness, fear, and grief (Aslam). The color white it can mean purity and truth, showing that people also associate the color white with positive experiences, (Aslam). An example of this would be blue, and how it indicates calm and nice weather, would why people across cultures tend to favor the color blue (Hurlbert, et al.). Also why in turn, people in general dislike yellow because it can remind them of human excretions or rotting food (Sohn).

An article on Discovery News discussed a study on why women tend to prefer red. This is important information for this study because Lulu's, Nasty Gal, and Tobi all market to women. The article discussed a theory that women prefer red because of an evolutionary response: women who would have "needed to spot red berries against the foliage in hunter-gatherer societies" (Sohn). The research on whether color preference is an evolutionary response or a response to experience is both studied, although data found that the two sides had similar outcomes (Strauss et al.). Women also prefer pink more

often than men, which also indicates an evolutionary response (Hurlbert, et al.). It is important to note that there is vast research on color theory, with many differing theories. It is difficult to know exactly what makes people prefer certain colors, although generalizations about color can be made. Pertaining to this study, white, black, red, pink, and blue based on research were found to be favorable.

Color Tone Characterization Definition

Color tone in this study was broken into three categories: warm, cool, and black and white. Tone and contrast are similar for looking at ways to define pictures. Robin Williams, the author of *The Non-designer's Design Book: Design and Typographic Principles for the Visual Novice*, states that “Contrast is one of the most effective ways to add visual interest” (Williams, page 65). Williams explains in depth what defines contrast and tone and why it is so important for satisfying images. Williams believes that the more contrast in the picture, the more satisfying it will be to the eye. Hypothesizing for this study that it will add to consumer engagement with likes and repins, if it catches the user’s eye.

Since contrast level is important, yet hard to measure in a picture, the tone of the images posted were recorded. Tone (contrast) data in this study were placed into three categories, warm, cool, and black and white. Examples of the images are posted below to reference each category. Tone has two main categories, warm and cool. Since black and white pictures are neither, they are collected in a separate category. Warm pictures are images that contain warm colors, while cool pictures are images that contain cool colors. As shown below, tan and yellow are warm colors in the Tobi Instagram example. The

example of the cool image is on Lulu's Instagram, shows how white and grey are cool colors. The Nasty Gal Instagram posts shows an example of a black and white image.

Figure 1. Example of Warm Image (Tobi Instagram post):



Figure 2. Example of cool image (Lulu's Instagram post):

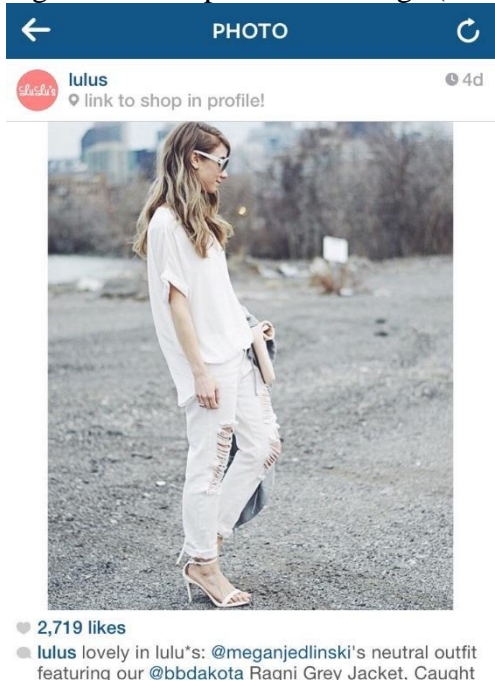
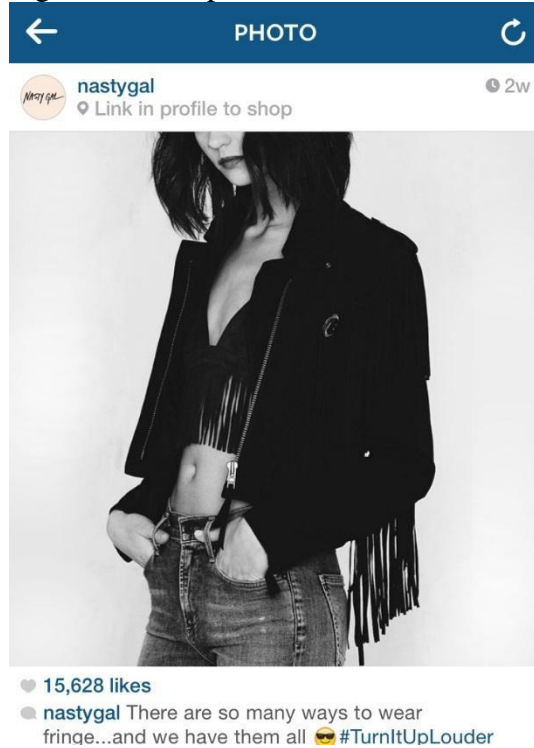


Figure 3. Example of black and white image (Nasty Gal Instagram post):



Nature of Picture Characterization Definition

The images in the raw data collected were collected in the category of amateur versus professional. The amateur photos collected were mostly of a more authentic and casual nature. These photos were more relaxed and un-staged. The professional category included the staged and posed type pictures. The professional pictures often had white backgrounds with models wearing the website's product. Professional category also included the promotional images posted that were mostly words and did not contain any product. The distinction between the two could be useful to see if a certain amount of either type of picture would be important to the level of consumer engagement of the post.

Figure 4.
Example of Amateur Image:



Figure 5.
Example of Professional Image:



Figures 4 and 5 shown above show the difference between an amateur post and a professional post. The amateur post is of lower quality, possibly taken by the individual in the photo, and casual in nature. The professional post is high quality and clearly taken in a studio environment.

Person Present Characterization Definition

One of the images elements recorded was whether a person was present in the photo. Literature review research was not conducted on whether a person in a photo affects consumer engagement on social media. Information on this topic for social media

use is limited. This study was partly aimed to do research on this, to see if a person in the photo had an effect on engagement on social media.

Sponsored Picture Characterization Definition

Sponsored picture data was only collected for Pinterest. This is because Instagram does not have an option to sponsor posts. Pinterest gives companies with Pinterest accounts the option to promote their pins. It costs money to promote pins as small logo under the image. The sponsored pins have the name and logo of the company on the bottom left corner of the pin. An example of a promoted pin from Nasty Gal’s Pinterest account is shown below. The post on the left circles what the sponsored post on Pinterest.

Figure 6.
Example Nasty Gal Sponsored Post:



Figure 7.
Example of Nasty Gal Unsponsored Post:



Type of Picture Characterization Definition

The type of picture that is posted is referring to what is in the image posted specifically. The categories of pictures were documented by lifestyle, clothing, accessories, make-up, promotion, and other. Lifestyle pictures refer to images of travel or interior design. Lifestyle pictures are images that have little to do with promotion of a product, but rather a certain lifestyle and brand that the company is trying to portray.

Although clothing and accessory image data were collected individually, throughout the study they had very similar data and images often contained accessories and clothing in images. Since it was hard to distinguish between clothing and accessories, the two categories will analyze throughout the study as “apparel”. Apparel will be clothing and accessories combined everywhere in the study except the raw data collected in the appendix.

The category “makeup” was hard to define as well, seeing as the websites do not sell makeup, although a significant portion of the images posted on all websites were of a person’s face enhancing the makeup only, not any apparel product. The websites also posted makeup products on their social media websites. Even though they do not sell makeup, they are building the brand base.

The promotion category of type of pictures has to do with if the image posted is of a deal on the website such as “50% off all clothing this week” for example, without the promotion of anything else. The promotion pictures usually had words on it, and were there to describe sale, not an item or lifestyle.

The other category of type of pictures is for if any images are posted that do not fit in the other categories. These usually were humorous posts geared towards the young women audience. The categories were selected based on previous research and studying the past social media efforts of Lulu’s, Nasty Gal, and Tobi. Examples of the five categories are shown below.

Figure 8.

Example Apparel Post (Tobi Instagram):



Figure 9.

Example Lifestyle Post (Lulu’s Pinterest):



Figure 10.
Example Makeup Post (Tobi Pinterest):



Figure 11.
Example Promotion Post (Nasty Gal Instagram):



Figure 12.
Example Other Post (Nasty Gal Instagram):



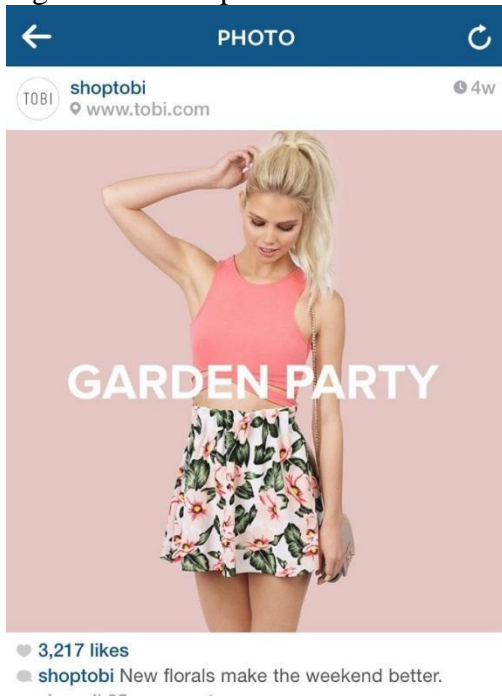
Words Present Characterization Definition

Part of the preliminary research done for defining image element categories was to study the previous social media of Lulu's, Nasty Gal, and Tobi. Most pictures posted did not have words. However, when the image did, the words were either decorative or promotional. This study looked at whether words on the image had an effect on the consumer engagement of the post. Examples of decorative versus promotional words on the image are posted below.

Figure 13. Example Promotional Word Post (Lulu's Instagram):



Figure 14. Example Decorative Word Post (Tobi Instagram):



RESEARCH METHODOLOGY

General Methods

Data was gathered from the two social media websites: Pinterest and Instagram and took place January 4th, 2015- January 31st, 2015. The data collected were from the images posted on Pinterest and Instagram. There are seven image elements of the posts that were recorded in order to accurately analyze the post and overall social networking strategy. The data collected over the month were organized in an Excel spreadsheet and elements of the posts from the websites were recorded daily.

Solely recording the image elements were not sufficient to answer which image elements had an effect on consumer engagement on Pinterest and Instagram. The number

of posts per day, likes, and repins were also collected for each company and post. The amount of engagement is important to the popularity of the posts. How many followers each website has in the beginning and end of month were recorded.

Once all the data were collected the results were analyzed and discussed. Which posts were more popular than others is important in determining what visual elements were most effective. The overall social networking strategy the companies was discussed. These networking strategies entice fashionable young woman as was found from the growth of consumer engagement and followers during the four week period. The research done on the three companies also indicates audience growth of Lulu's, Nasty Gal, and Tobi.

Below are the visual elements that were collected January 4th- January 31st, 2015:

Data Collection Segments

1. Frequency of posts
2. Number of repins (Pinterest only)
3. Number of likes (Instagram and Pinterest)
4. Type of picture:
 - a. Lifestyle, Clothing, Accessories, Makeup, Promotion, and Other
5. Tone (contrast) of picture:
 - a. Warm, Cool, or Black and White
6. Color of picture
7. Nature of Picture
 - a. Amateur vs. Professional
8. Words included in picture
 - a. No words, promotional words or decorative words
9. Person Present in Image or not

10. Image Sponsored (Pinterest only)

Summarized Steps for Research Method

1. Collect visual and engagement data from all of Lulu's, Nasty Gal, and Tobi's Instagram and Pinterest posts from January 4th-January 31st, 2015.
2. Total the number of posts for each social media account.
3. Calculate average likes on each post on Instagram and calculate the average repins on each post on Pinterest.
4. Create graphs comparing Lulu's, Nasty Gal, and Tobi's different image elements.
5. Analyze engagement (average likes or repins) compared to the amount of each visual element.
6. Conclude which visual elements were more effective at attracting consumer engagement.

Data Collection Key

The following data collection keys were used to analyze the raw data collected over the four-week time frame data was collected. The raw data were attached in the data analysis section of this thesis on pages 37-56. Numbers were chosen at random to represent the data. This was done because of the large amount of posts on the social media websites. Typing numbers added ease to collection of data in Excel. Numbers instead of words also added to the ability to easily count the amount of each visual element per company.

Data Key:

Posts: Number 1 for the picture described

Repins: Number of repins for the post

Likes: Number of likes for the post

Type: Type of picture is associated with numbers below

Lifestyle= 1

Clothing=2

Accessories= 3

Makeup= 4

Promotional= 5

Other= 6

Tone (Contrast): Overall tone of picture is associated with numbers below

Warm= 1

Cool= 2

Black and White= 3

Color: Main color of the picture is associated with numbers below

Green= 1

Blue= 2

Yellow= 3

Red= 4

Orange= 5

Purple= 6

Black= 7

White=8

Tan=9

Pink=10

Grey= 11

Nature of Picture: Nature of picture is associated with numbers below

Amateur= 1

Professional= 2

Words: Words on the picture itself associated with number below

No Words=1

Promotional= 2

Decorate=3

Individual: Whether there is a person in the post

Yes=1

No= 2

Sponsored: Whether there is the company's logo on the post

Yes=1

No=2

DATA ANALYSIS

Instagram Data Analysis

Lulu's Instagram Strategy Analysis

1. Posts on Instagram

In the time frame of January 4th-31st, 2015, LuLus.com posted 81 times on Instagram; an average of about three posts per day, the most compared to the other websites. Although they have a unique strategy where some days they did not post at all, and some days would post up to five times.

2. Likes on Instagram

The average likes on the Instagram posts were 5,343 likes per image. It is important to look at the number of likes compared to followers. Comparing this ratio looks at how many followers engage to "like" the post. Overall, 2.1% of Lulu's Instagram followers liked each post approximately. The website had 2.1% average consumer engagement on Instagram.

1. Type of Picture

The most common type of picture for Lulu's Instagram was an apparel post, with 67% of the total post containing clothing and accessories as the focus. The next largest category was "other" at 28% of the posts. The other posts were mostly humor related and that received a large amount of likes. Examples of apparel and other posts on Lulu's are shown below, which made up 95% of the type of pictures.

Data collected for Type of Picture category:

Apparel: 54 (66.8%)

Other: 23 (28.3%)

Lifestyle: 3 (3.7%)

Makeup: 1 (1.2%)

Promotion: 0

2. Color Tone

The overall color tone with warm versus cool with the picture were relatively similar. The number of warm color tone pictures was 36 and 34 cool tone pictures. The other 11 pictures were black and white. Color tone did not seem to have a significant effect on the amount of consumer engagement of the Instagram post.

Data collected for Color Tone category:

Warm: 36 (44.4%)

Cool: 34 (42%)

Black and White: 11 (13.6%)

3. *Color*

The main color of images posted on Lulu's Instagram were diverse, although had three main colors that were posted more often than others. Blue, black, and white were posted the most frequently making up about 75% of the main colors combined. 25% of the colors are fairly basic compared to other colors posted less frequently such as green, yellow, red, orange, purple, tan, pink and grey. As a whole the color used on Lulu's Instagram was focused on the apparel in the image because the majority of posts had white backgrounds.

Data collected for Color category:

Black: 25 (30.9%)

White: 19 (23.5%)

Blue: 17 (20.9%)

Pink: 9 (11.1%)

Grey: 5 (6.2%)

Green: 2 (2.5%)

Yellow: 2 (2.5%)

Red: 1 (1.2%)

Tan: 1 (1.2%)

Orange: 0

Purple: 0

4. Nature of Picture

As discussed previously, the nature of picture is whether the picture appears to be amateur and authentic, or a more professional and posed. The majority of Lulu's Instagram posts were professional, with 68 of the 81 posts being posed photographs.

Data collected for Nature of Picture category:

Professional: 68 (84%)

Amateur: 13 (16%)

5. Word in Image

The majority of Lulu's Instagram posts did not have words included in the actual image, 78% of the posts did not contain any words. 17% of posts that contained decorative words, usually having to do with the "other" category in the type of picture. The words used were quotes or humorous sayings. The last 5% of posts were promotional, usually announcing a sale or promotional tactic.

Data collected for Word in Image category:

No words: 63 (77.8%)

Decorative: 14 (17.3%)

Promotional: 4 (4.9%)

6. Person Present

The Lulu's Instagram posts mostly had an individual present in the photograph, however only by a small margin: 38 posts did not having a person present and 43 had a person in the post. The pictures without people were mostly either humorous posts in the "other" category or just had objects in the frame with no person present.

Data collected for Person Present category:

Person Present: 43 (53.1%)

No Person Present: 38 (46.9%)

*Nasty Gal Instagram Strategy Analysis***1. Posts on Instagram**

Nasty Gal's Instagram account had a total of 66 posts during the four weeks of data collection. This was the middle amount of posts of the three websites. The Instagram account had an average of 2.4 posts per day. The Instagram account had a steady amount of posts, posting one to three times per day throughout the four weeks.

2. Likes on Instagram

The average likes were much higher than the other websites, at 19,386 likes per image posted. Which is to be expected considering they have the most followers on the social media website at 1.5 million Instagram followers. Given that information, 1.3% of Nasty Gal's followers approximately liked each picture.

3. Type of Picture

Nasty Gal as a whole had diverse types of pictures on its Instagram account. Although they did have a majority of apparel like the other websites, they also had a variety of other types of pictures. Most of the pictures were more than just a white background and apparel, they were unique.

Data collected for Type of Picture category:

Apparel: 48 (72.7%)

Promotion: 7 (10.6%)

Other: 5 (7.7%)

Lifestyle: 4 (6%)

Makeup: 2 (3%)

4. Color Tone

The majority of the pictures posted were warm color tones at about 76 of the total. The nature of the photo posted and type of picture. The pictures had a wide range, not just a white background, and were often outside so it was bright, warm coloring.

Data collected for Color Tone category:

Warm: 50 (75.8%)

Cool: 13 (19.7%)

Black and White: 3 (4.5%)

5. Color

Color on the Nasty Gal Instagram was very diverse compared to the other websites Instagram's, unlike other websites where black was the most posted color.

Data collected for Color category:

Black: 16 (24.2%)

White: 10 (15.2%)

Pink: 10 (15.2%)

Red: 9 (13.6%)

Blue: 8 (12.1%)

Tan: 5 (7.6%)

Yellow: 3 (4.5%)

Grey: 2 (3.0%)

Orange: 2 (3.0%)

Green: 1 (1.5%)

Purple: 0

6. *Nature of Picture*

Nasty Gal Instagram had 21 posts of amateur pictures and 45 professional photos.

Data collected for Nature of Picture category:

Professional: 45 (69.7%)

Amateur: 21 (30.3%)

7. *Word in Image*

The majority of Nasty Gal's Instagram posts did not have words in the post. The four decorative posts were humorous posts without pictures. The promotional words described sales or current promotions on the website.

Data collected for Word in Image category:

No Words Present: 60 (90.9%)

Decorative: 4 (6.1%)

Promotional: 2 (3.0%)

8. *Person Present*

There was 44 posts which had people and 22 which did not. The posts without often had merchandise only or were lifestyle images. Posts with people present seemed to have more consumer engagement.

Data collected for Person Present category:

Person Present: 44 (66.7%)

No Person Present: 22 (33.3%)

Tobi Instagram Strategy Analysis

1. Posts on Instagram

In the four weeks data was collected from Tobi's Instagram account, from a total of 59 posts. The least amount compared to the other websites. There was an average of 2.2 posts per day.

2. Likes on Instagram

The average likes were 2,424 on each Tobi Instagram post. The website had 1.8% of followers like each Instagram posted. This was average compared to the other two websites data.

3. Type of Picture

Tobi had a repetitive strategy, 44 out of the 59 posts were clothing, mostly with white backgrounds directly from the website itself. Their posts did not have very much variety and were mostly outfits of clothing sold on the website.

Data collected for Type of Picture category:

Apparel: 48 (81.4%)

Lifestyle: 6 (10.6%)

Other: 5 (8.4%)

Makeup: 0

Promotion: 0

9. Color Tone

Tobi's Instagram had the majority of warm color tone posts, then cool tone posts, then the least amount of black and white.

Data collected for Color Tone category:

Warm: 38 (64.4%)

Cool: 18 (30.5%)

Black and White: 3 (5.1%)

10. Color

The colors posted for Tobi had a majority of black Instagram's, with 25 out of the 59 posts being mainly black. White, blue, and tan were also common colors posted.

Data collected for Color category:

Black: 25 (42.4%)

Grey: 7 (11.8%)

Red: 6 (10.1%)

White: 5 (8.5%)

Green: 4 (6.8%)

Blue: 4 (6.8%)

Tan: 4 (6.8%)

Pink: 2 (3.4%)

Yellow: 1 (1.7%)

Purple: 1 (1.7%)

Orange: 0

11. Nature of Picture

The majority of the pictures on Tobi's Instagram are professional pictures. This is to be expected from the type of picture category. The pictures posted had a low variety compared to the other websites Instagram posts.

Data collected for Nature of Picture category:

Professional: 56 (93.2%)

Amateur: 3 (6.8%)

12. Word in Image

About half of the posts on Tobi's Instagram had no words, about 40 percent of the posts had promotional words, and about 12 percent had decorative words. The promotional words were mostly the name of the company typed on the picture.

Data collected for Word in Image category:

No Words Present: 29 (49.2%)

Promotional: 23 (39%)

Decorative: 7 (11.8%)

13. Person Present

The majority of posts on Tobi's Instagram did not have a person in the picture. This is unusual compared to the other company's strategies on Instagram, most posts usually contain a person.

Data collected for Person Present category:

No Person Present: 38 (64.4%)

Person Present: 21 (35.6%)

Pinterest Data Analysis

Lulu's Pinterest Strategy Analysis

1. Posts on Pinterest

Lulu's Pinterest was the least active at social networking of the three websites accounts. They had significantly less posts during the time period than Nasty Gal and Tobi. Lulu's Pinterest had a total of 142 posts during the 4 weeks, with an average of 5 posts per day.

2. Repins and Likes on Pinterest

Lulu's had the highest average repins and likes for Pinterest accounts. The average number of repins per post was 191 and averages likes per post was 39. This study will examine the ratio of repins compared to followers, as repins on Pinterest are most similar to likes on Instagram. With an average amount of followers of 74,136, the consumer engagement was .26% of followers repining each post. This was the largest amount of Pinterest consumer engagement compared to Lulu's and Tobi.

3. Type of Picture

The majority of Lulu's Pinterest posts were apparel related. The next largest category is other posts, these were mainly humorous sayings or posts that were popular on the social media.

Data collected for Type of Picture category:

Apparel: 112 (78.9%)

Other: 13 (9.1%)

Make-up: 12 (8.5%)

Lifestyle: 5 (3.5%)

Promotion: 0

4. Color Tone

The color tone for posts on Lulu's Pinterest were mainly warm posts, with cool as the next category most posted. Black and white were the least common tone of picture, this is common compared to the other website's strategies.

Data collected for Color Tone category:

Warm: 79 (55.6%)

Cool: 61 (43%)

Black and White: 2 (1.4%)

5. Color

The main color Lulu's Pinterest posted was black, this was the similar to other websites. What differentiated Lulu's pattern of color was that they had concentrated use of color. With about 74% of the color concentrated in black, white, and tan.

Data collected for Color category:

Black: 50 (36.2%)

White: 30 (21.1%)

Tan: 23 (16.2%)

Blue: 15 (10.6%)

Grey: 8 (5.6%)

Red: 8 (5.6%)

Pink: 6 (4.2%)

Green: 1 (0.7%)

Yellow: 1 (0.7%)

Orange: 0

Purple: 0

6. *Nature of Picture*

The majority of pictures posted on Lulu's Pinterest were professional, with amateur pictures accounting for only 20 percent of the posts.

Data collected for Nature of Picture category:

Professional: 113 (79.6%)

Amateur: 29 (20.4%)

7. *Word in Image*

The majority of posts on Lulu's Pinterest had no words present in the picture. Only 11 of the posts had decorative, and two of the posts contained promotional words.

Data collected for Word in Image category:

No Words Present: 129 (90.8%)

Decorative: 11 (7.7%)

Promotional: 2 (1.5%)

8. *Person Present*

Lulu's Pinterest had mostly people in their posts, with 114 of the total posts featuring a person. Only 28 of the posts did not contain a person.

Data collected for Person Present category:

Person Present: 114 (80.2%)

No Person Present: 28 (19.8%)

9. Sponsored Post

The majority of all Pinterest posts from the three websites were not sponsored. Lulu's strategy was similar, with the vast majority of posts not sponsored.

Data collected for Sponsored Post category:

Not Sponsored: 112 (78.9%)

Sponsored: 30 (21.2%)

Nasty Gal Pinterest Strategy Analysis

1. Posts on Pinterest

Nasty Gal's Pinterest account had the most posts compared to the other three websites at 594 images posted during the four weeks. This is an average of 22 posts per day on Pinterest.

2. Repins and Likes on Pinterest

Nasty Gal's Pinterest pins had an average repin count of 65 and an average likes of 18. With an average amount of followers of 122,118, the consumer engagement was .05% of followers repining the post.

3. Type of Picture

The majority of Nasty Gal's Pinterest posts were apparel related. The next largest category was lifestyle posts and make-up. Nasty Gal had a diverse range of type of pictures compared to other company's strategies.

Data collected for Type of Picture category:

Apparel: 482 (81.1%)

Lifestyle: 45 (7.6%)

Make-up: 36 (6.1%)

Other: 31 (5.2%)

Promotion: 0

4. Color Tone

Nasty Gal's Pinterest posts were mainly warm tone. The cool tones and black and white were used, but significantly less than other websites.

Data collected for Color Tone category:

Warm: 379 (63.8%)

Cool: 142 (23.9%)

Black and White: 73 (12.3%)

5. Color

The color range was widespread on Nasty Gal's Pinterest account. Similar to the other websites, black was one of the most posted colors. However Nasty Gal's most posted color was red, unusual compared to the other website's data.

Data collected for Color category:

Red: 147 (24.7%)

Black: 136 (22.9%)

Purple: 87 (14.6%)

Grey: 57 (9.6%)

White: 51 (8.6%)

Blue: 47 (7.9%)

Green: 31 (5.2%)

Tan: 30 (5.1%)

Yellow: 8 (1.3%)

Orange: 0

Pink: 0

6. Nature of Picture

On Nasty Gal's Pinterest professional pictures were the most frequent posts. Nasty Gal's strategy was similar to the other websites with posed, high-quality pictures posted on Pinterest.

Data collected for Nature of Picture category:

Professional: 510 (85.9%)

Amateur: 84 (14.1%)

7. Word in Image

The large majority of pictures posted on Nasty Gal's Pinterest account did not have words on the picture. Promotional words and decorative words were only used for 38 posts out of 594 total Pinterest posts, a small amount compared to other websites in the study.

Data collected for Word in Image category:

No Words Present: 556 (93.6%)

Decorative: 23 (3.9%)

Promotional: 15 (2.5%)

8. *Person Present*

Nasty Gal's Pinterest account posted 210 pictures without a person present in the post. The website posted 384 pictures including a person, indicating a person present was the dominant post strategy.

Data collected for Person Present category:

Person Present: 384 (64.6%)

No Person Present: 210 (35.4%)

9. *Sponsored Post*

Nasty Gal's Pinterest account had a majority of non-sponsored posts during the data collection time frame. Sponsored posts accounted for 176 of the posts, while non-sponsored posts accounted for 418.

Data collected for Sponsored Post category:

Not Sponsored: 418 (70.4%)

Sponsored: 176 (29.6%)

Tobi Pinterest Strategy Analysis

1. *Posts on Pinterest*

Tobi had a total of 438 Pinterest Pins posted throughout the four week data collection period. This is an average of 16.2 posts per day on Pinterest.

2. *Repins and Likes on Pinterest*

Tobi's Pins had an average amount of Repins of about 10 per post and 3 Likes per post. Tobi's Pinterest had an average of 47,269 followers, with .02% of followers engaging with the post.

3. Type of Picture

Tobi had a repetitive strategy on Pinterest, with over 93 percent of images posted being apparel. The next largest categories of significance were lifestyle and other, accounting for about 3 percent of the posts each.

Data collected for Type of Picture category:

Apparel: 409 (93.3%)

Lifestyle: 15 (3.4%)

Other: 10 (3.2%)

Make-up: 4 (0.9%)

Promotion: 0

4. Color Tone

Color tone for Tobi was more even than other websites. Tobi had a majority of warm tone posts with 226 of the total. While the cool posts were just behind at 195 posts on Pinterest.

Data collected for Color Tone category:

Warm: 226 (51.6%)

Cool: 195 (44.5%)

Black and White: 17 (3.9%)

5. Color

The most common colors posted on Tobi's Pinterest were blue, black, white, and pink. This is typical compared to the other social media data.

Data collected for Color category:

Black: 133 (30.4%)

Blue: 86 (19.6%)

White: 63 (14.4%)

Red: 37 (8.4%)

Pink: 36 (8.2%)

Grey: 29 (6.6%)

Tan: 23 (5.3%)

Green: 16 (3.7%)

Yellow: 11 (2.5%)

Orange: 4 (0.9%)

Purple: 0

6. *Nature of Picture*

Almost all of Tobi's posts on Pinterest were professional.

Data collected for Nature of Picture category:

Professional: 430 (98.2%)

Amateur: 8 (1.8%)

7. *Word in Image*

The majority of Tobi's Pinterest posts have no words present in the image. If the post did have words, it was usually promotional, as there was only one decorative post.

Data collected for Word in Image category:

No Words Present: 416 (95%)

Promotional: 21 (4.8%)

Decorative: 1 (0.2%)

8. *Person Present*

The majority of the posts did not have a person in the Pinterest image.

Data collected for Person Present category:

Person Present: 426 (97.3%)

No Person Present: 12 (2.7%)

9. *Sponsored Post*

The majority of Tobi Pinterest posts were not sponsored/promoted pins.

Data collected for Sponsored Post category:

Not Sponsored: 423 (96.6%)

Sponsored: 15 (3.4%)

DISCUSSION OF DATA ANALYSIS

The section above, Data Analysis, showed the exact data collected and all of the information that was found. This section Discussion of Data Analysis discusses which image elements had the greatest effect on consumer engagement, thus answering the question of which visual communication strategies on Instagram and Pinterest affected the consumer engagement level on the image based social media websites the most. In order to decide which social media had the greatest consumer engagement, two components must be analyzed: first, the companies that had the greatest percent increase in followers during the time frame and second, the companies with the biggest ratio of

consumer engagement (ratio of consumer engagement meaning the amount of likes or repins compared to the followers of the social media websites).

How Overall Effective Consumer Engagement Was Measured

It is important for this study to discuss the percentage of followers who engaged in the post. The consumer engagement ratio of followers to amount of consumer engagement (amount of likes) was used to analyze overall success. The number of followers and likes overall were not taken into account for the overall consumer engagement. While total likes and followers is important to looking at the success of the brand, this study analyzes the effectiveness of visual communication strategies by analyzing consumer engagement. Therefore, the percentage of followers that liked each post is the best way to determine overall consumer engagement.

The overall success of each website's visual social media consumer engagement the order is as follows: Lulu's, Tobi, Nasty Gal. With Lulu's as the most successful, and Nasty Gal as the least successful. The only discrepancy is the comparison of Pinterest engagement between Tobi and Nasty Gal. Nasty Gal was more popular than Tobi by .03 percent. The margins between Tobi and Nasty Gal are small for deciding the effectiveness of consumer engagement.

Social Media Website Consumer Engagement

Table 1.

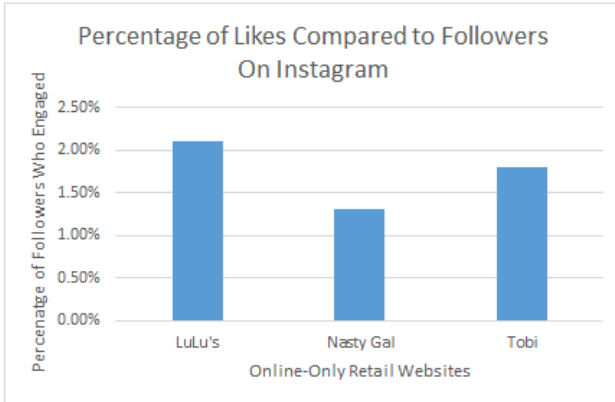
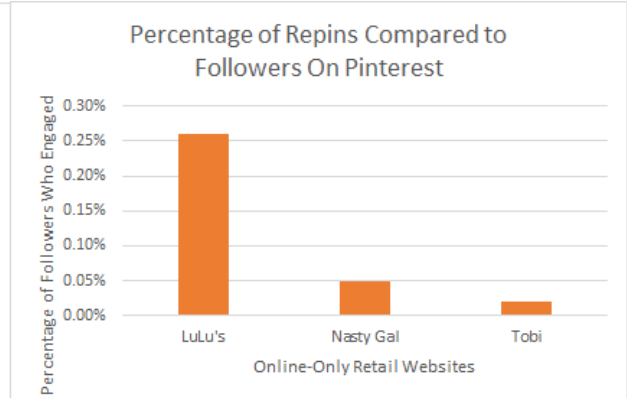


Table 2.



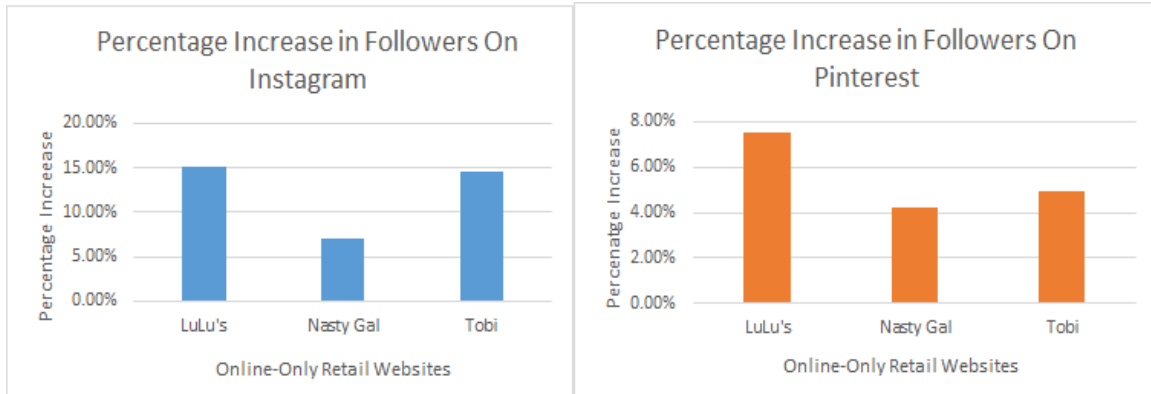
Perhaps more beneficial than looking at the increase in followers is the ratio of likes and repins of each post compared to the followers. Hypothesizing that the higher ratio of engagement, the more successful and popular the post. This was completed by calculating the average followers during the four week data collection compared to the average likes and repins on Instagram and Pinterest. On Instagram, Lulu’s was the most successful and Nasty Gal was the least successful, with Tobi in the middle. This is the same order of success as the social media website followers in the section above. On Pinterest however, Lulu’s was the most successful, but Nasty Gal was the second most successful with Tobi as the least successful.

Social Media Website Followers

The social networking strategy added to the popularity and success of the company. All three websites increased their social media followers in the time frame that data collected. For both Instagram and Pinterest percentage increase in followers Lulu’s had the highest increase, then Tobi, with Nasty Gal with the least increase in followers.

Table 3.

Table 4.



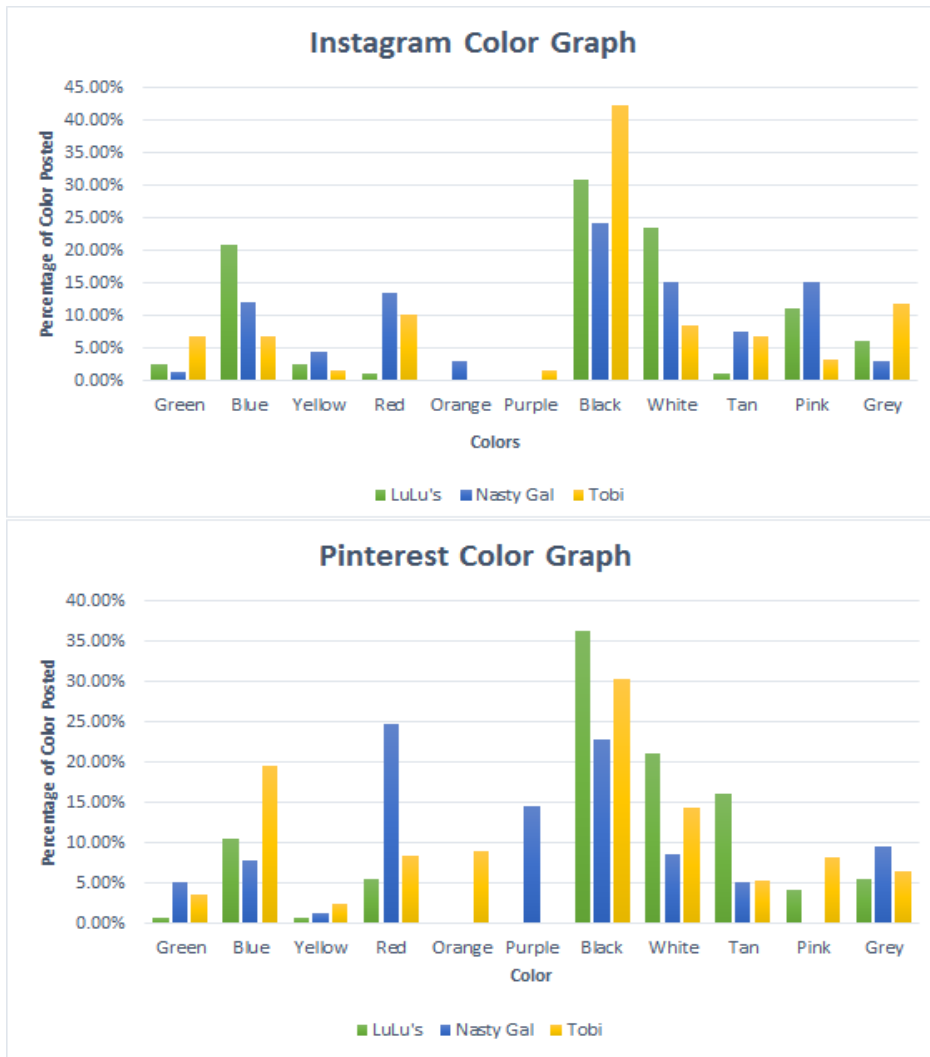
This shows how successful the website’s posts were in attracting a larger follower base on the social networks. Therefore Lulu’s was the most successful and Nasty Gal was the least successful.

Visual Communication Element Category Conclusions

Color Category Conclusions

The main color of the image appeared to have an effect on levels of consumer engagement. The most common colors posted were black, and white. As table 5 and 6 below show, the use of color was fairly similar for each website on both Instagram and Pinterest. Lulu’s and Tobi had low range of color, which in this study shows that followers liked consistency in color choice. Nasty Gal, the least popular had a wider range in color with lower percentages of each color individually. However, on Pinterest it shows that followers liked Nasty Gal more than Tobi, which could partly be because of the spike in use of mainly black and red in posts.

Table 5. and 6.



Tables 5 and 6 above show that the use of color on Instagram and Pinterest were similar for both websites and the three companies. Consumers on Instagram and Pinterest liked the colors white and black, and also consistency in colors posted. The colors black and white could have been popular for many reasons, as discussed in the literature review under color section.

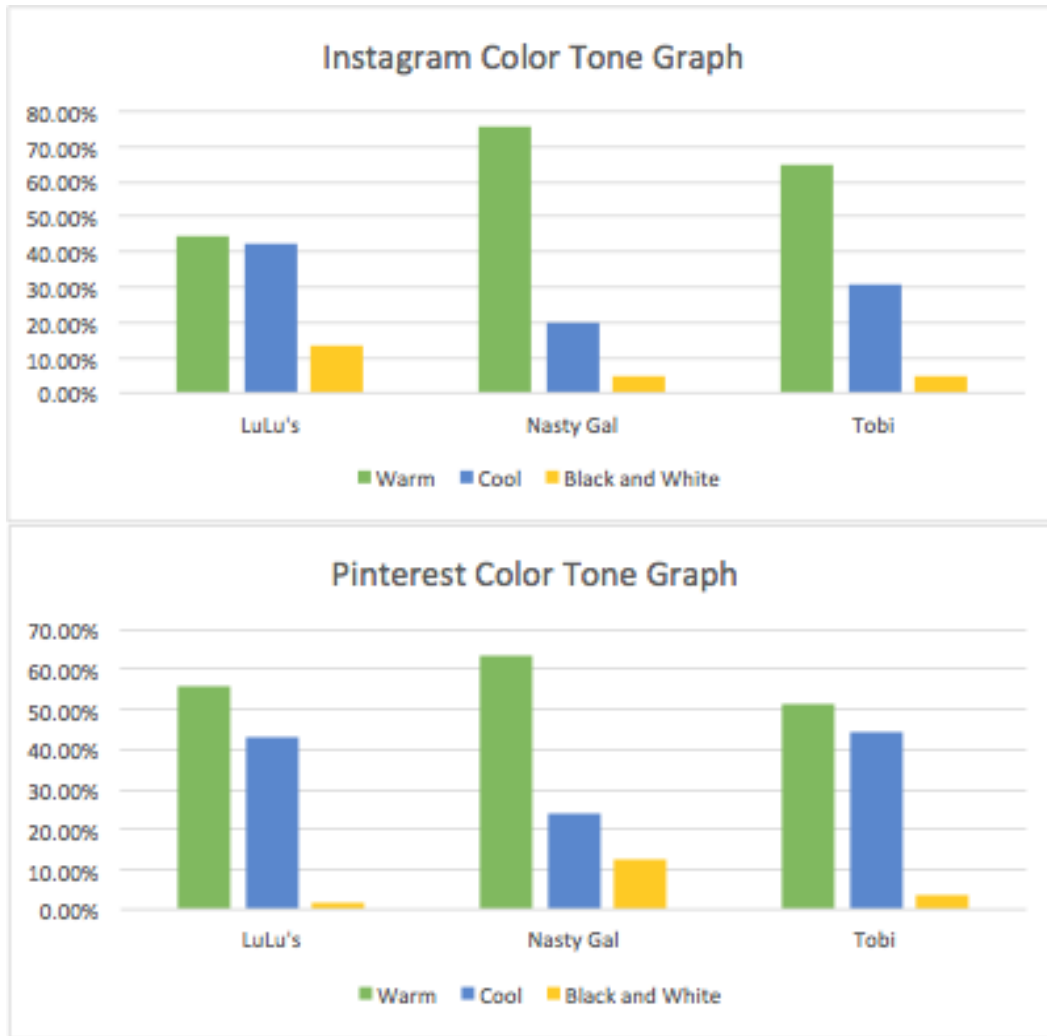
Color Tone Category Conclusions

The tone of the posts was divided into warm, cool, and black and white. Black and white pictures were the least used on all social media websites. This is interesting data considering color photos with mainly black and white clothing or background were the most popular, deducing that people like black and white coloring, just not solely a black and white picture. The color tone did not have that great of an effect on the consumer engagement according to the data collected.

On Instagram Lulu's was the most popular according to percentage of likes, and Lulu's posted an even number of warm and cool photos. Nasty Gal's Pinterest account had the widest range of cool and warm posts, deducing that followers liked a more even number of warm and cool posts. According to the graphs below, cool color tone would also be considered more effective at gaining consumer engagement. However, the data show a greater leaning towards even use of warm and cool being more effective.

On Pinterest the use of warm and cool tones was different for the websites. The most even use of warm and cool tones was by Tobi, which was the least successful Pinterest account according to consumer engagement. However, the most effective social media strategy was again Lulu's, and it still had a fairly even use of warm and cool tones. The discrepancies in data of warm and cool tones on Pinterest and Instagram show that warm, cool, and black and white did not have an effect on attracting consumer engagement.

Table 7. and 8.



Nature of Picture Category Conclusions

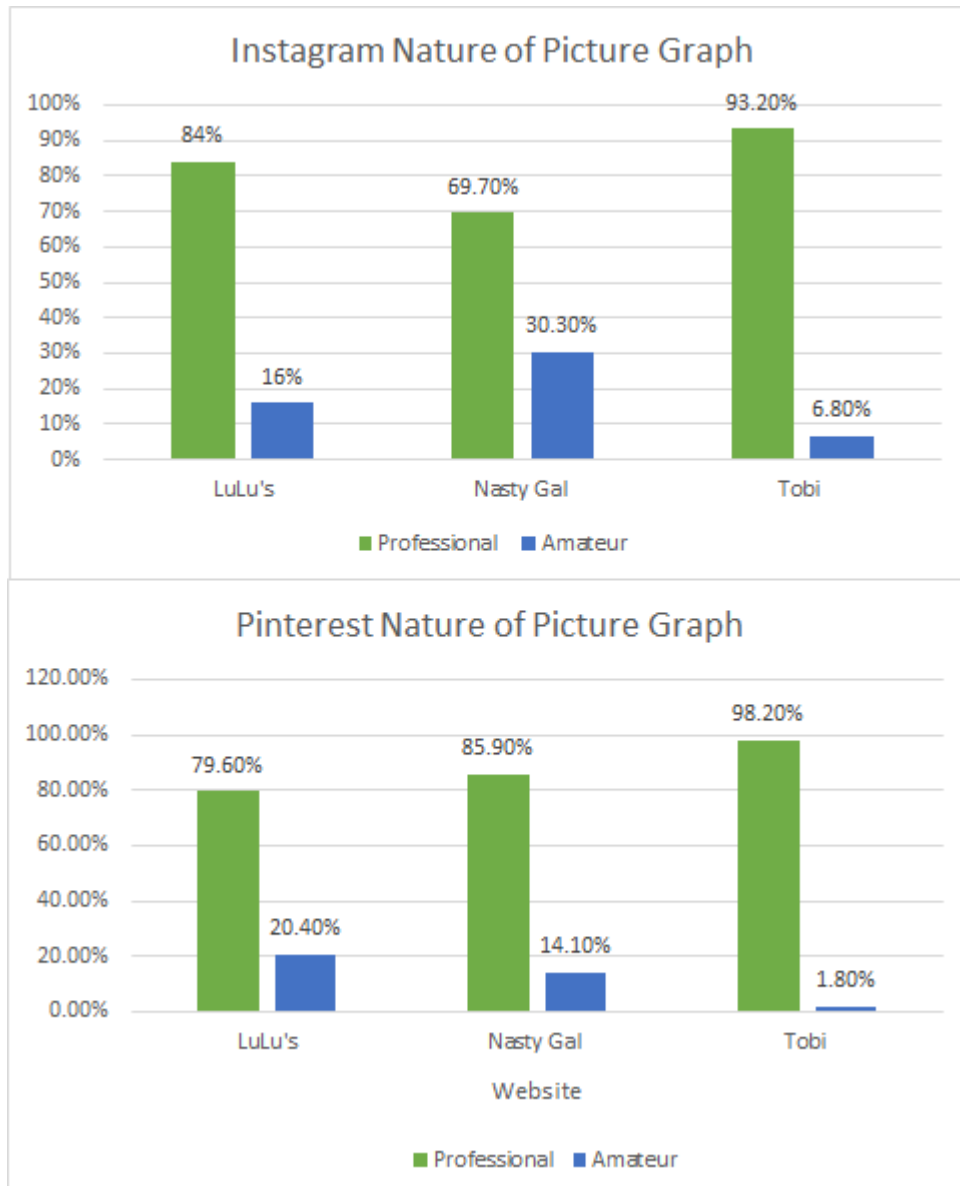
The nature of picture is important, whether the picture looks posed and professional is different than if the picture is relaxed and appears to be amateur. The difference between this changes the entire feel of the picture. The posed, professional pictures were often straight from the website and just contained the merchandise. The amateur, relaxed pictures looked like they could be on a personal Instagram account

instead of a company one. Overall, each company posted more professional pictures than amateur.

One strategy of the Instagram accounts was to post mainly professional pictures. Lulu's was the most effective at consumer engagement and posted professional type pictures 84 percent of the time. Tobi was the next effective and 93 percent of professional photos. Nasty Gal had the least amount of professional photos, at about 70 percent. This shows an inconsistency in effective consumer engagement and the nature of the picture. This indicates nature of picture did not have a great effect on Instagram consumer engagement.

On Pinterest Lulu's was the most effective at consumer engagement in form of repins. Lulu's had about 80 percent of posts that were professional. Tobi's Pinterest account had the least effective strategy with 98 percent professional photos. The most effective websites on Pinterest had the lowest amount of professional posts, while the least effective websites had the largest amount of professional photos.

Table 9. and 10.



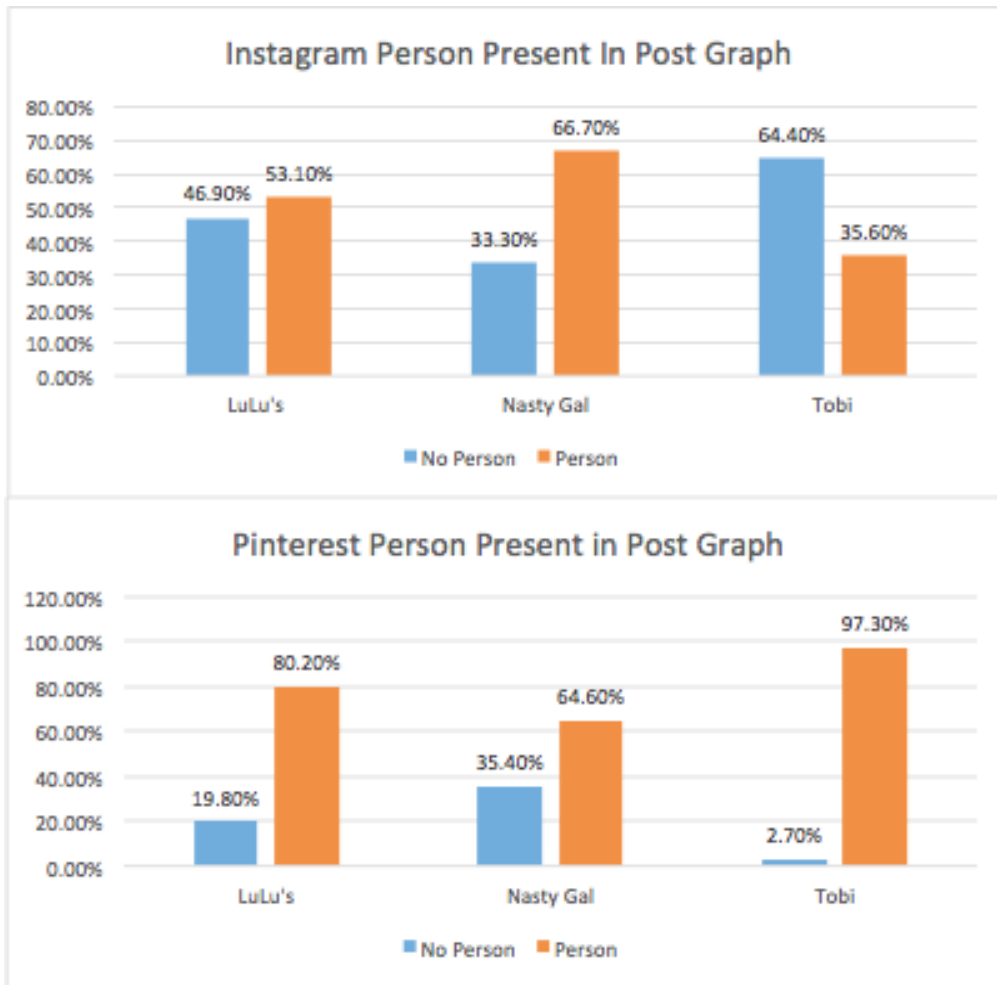
As the data in the graphs above prove, overall differences between professional photos and amateur photos did not have an effect at gaining consumer engagement on Instagram. On Pinterest however, amateur photos were more effective at gaining consumer engagement. Due to the type of website Pinterest is. Although they are both

visual social media websites, they do have differences as discussed in the literature review.

Person Present Category Conclusions

The strategies for whether a person was present in the post on Instagram or Pinterest had large variation depending on which company and social media website was used. The data showed that Nasty Gal had a similar strategy for posts with people or not, at about 65 percent of the time for both Pinterest and Instagram. Tobi had different strategies for Instagram versus Pinterest. On Tobi's Instagram account, they posted pictures without people 65 percent of the time, the only account that posted mostly pictures without people. However, on Tobi's Pinterest they posted pictures without people 3 percent of the time. The change in type of posts was significantly different depending on the social network used. Lulu's used people in posts more often than no person present on both Instagram and Pinterest, although Lulu's had a larger margin of people used on Pinterest.

Table 11. and 12.



Given the inconsistency of whether people in the post on Instagram or Pinterest accounts shown on the graphs above, whether a person was present did not have a great effect on engaging consumers.

Sponsored Category Conclusions

Whether the Pinterest post was sponsored or unsponsored was important to look at for the hypothesis that the unsponsored posts would be more effective at gaining consumer engagement. Tobi was the least effective at consumer engagement on Pinterest,

yet they had the least percentage of sponsored posts. That shows that sponsored posts were not a deterring factor for consumers to engage in the social media.

Table 13.

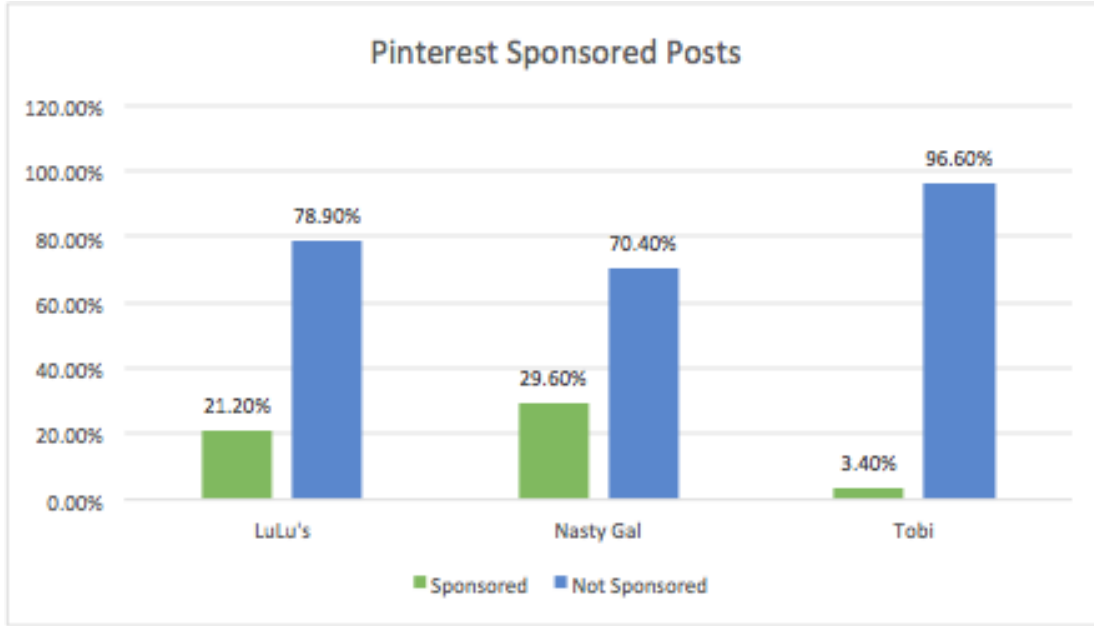


Table 13 above shows the sponsored versus not sponsored posts on Pinterest only.

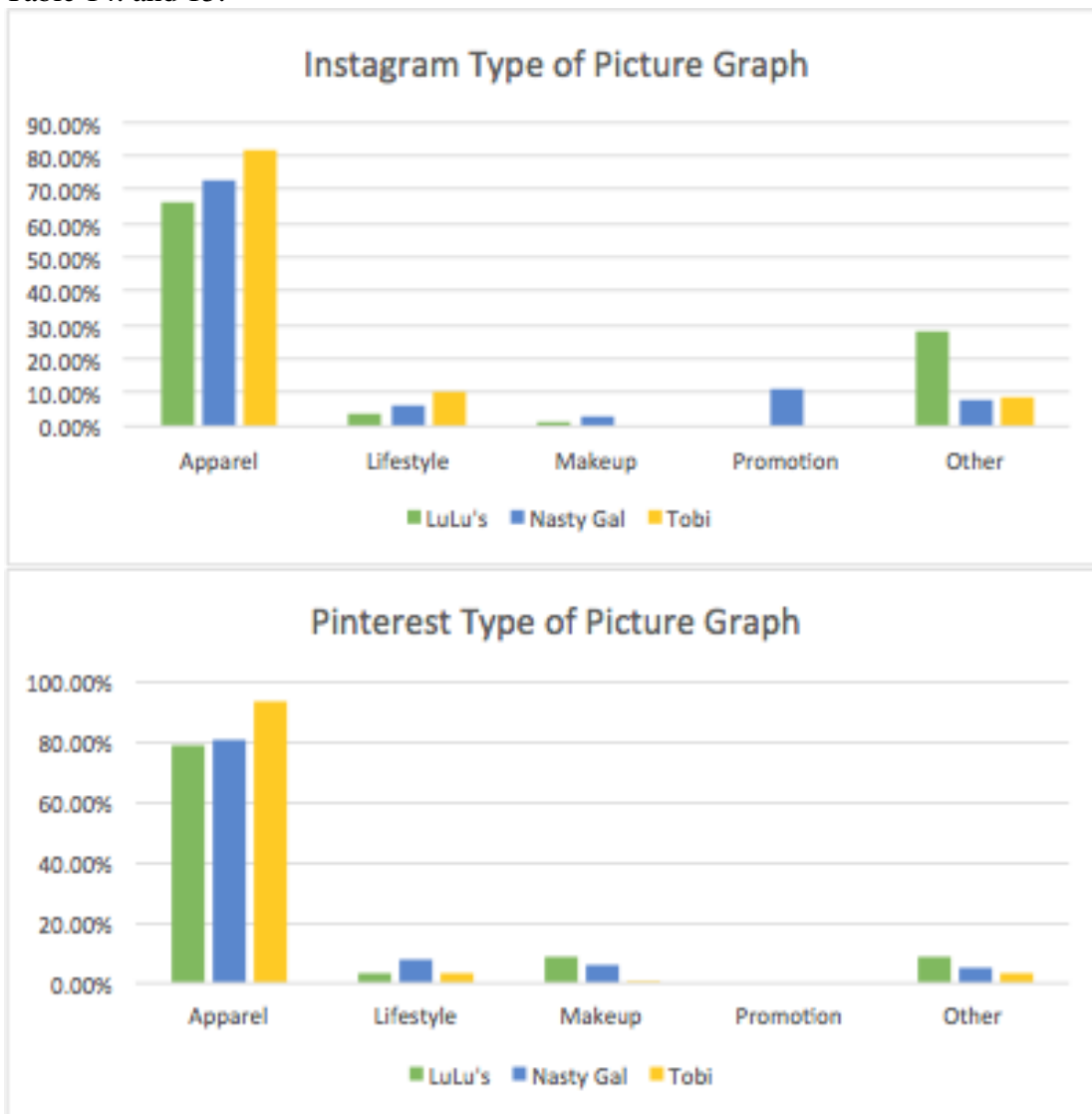
Type of Picture Category Conclusions

The majority of type of pictures posted on both Pinterest and Instagram were apparel posts. As mentioned earlier, apparel encompassed both clothing and accessories. A majority of apparel posts were expected because of the type of websites Lulu’s, Nasty Gal, and Tobi are. They are online-only clothing websites so mainly apparel posted on their social media is expected. The next categories that were posted were lifestyle and other posts. From the data collected in the graph below, the category other had an effect on consumer engagement. Lulu’s had the percentage of other posts on both Instagram and Pinterest. Other posts were mainly humorous in nature, leading to the posts being

entertaining for the follower. The humorous posts from the data shown below would lead to more consumer engagement.

Each website had an increase in followers during the data collected, showing the increasing popularity in the social media of the company. Therefore, posting mainly apparel posts has led to increased consumer engagement overall.

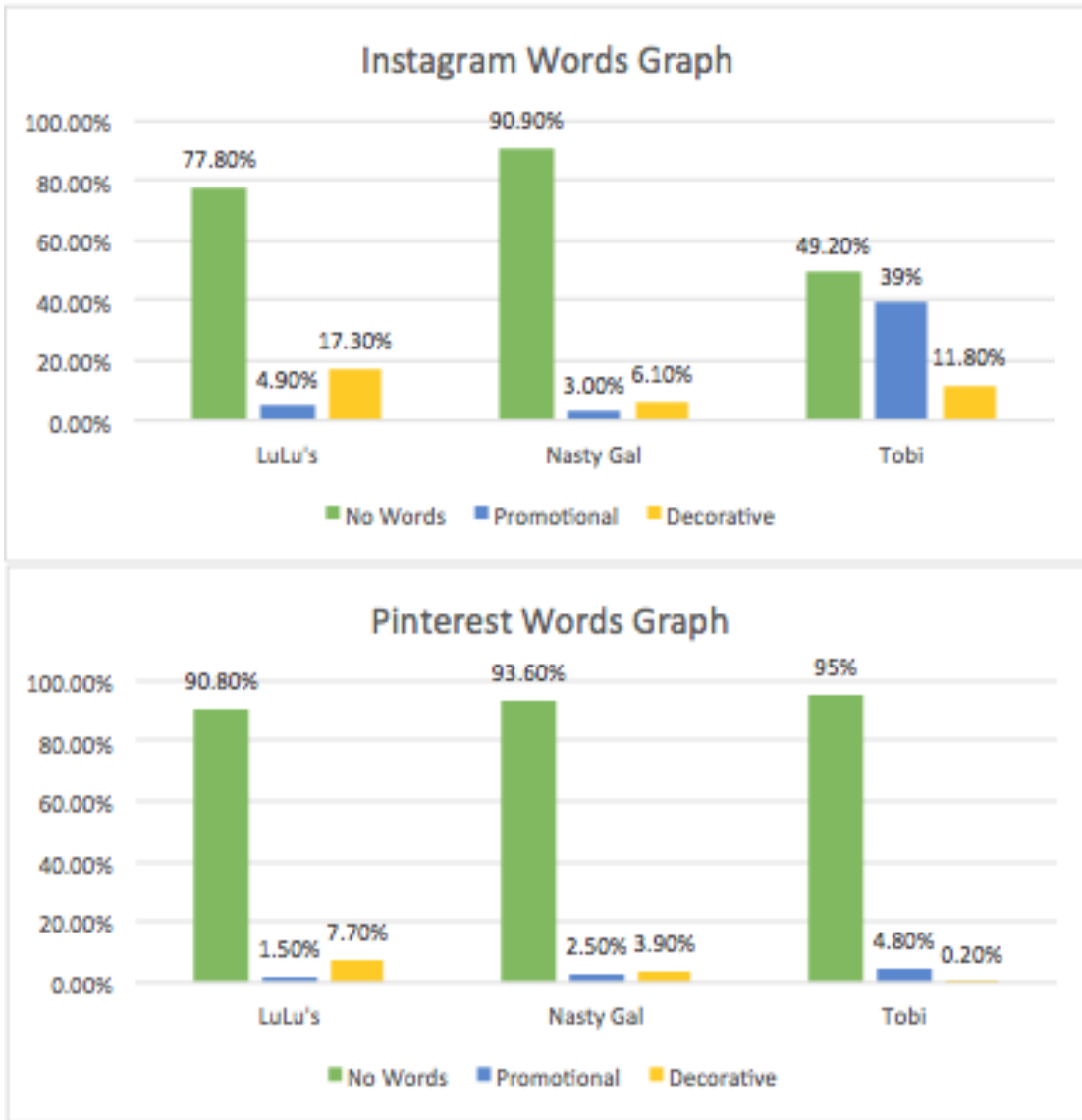
Table 14. and 15.



Words Present In Post Category Conclusions

The majority of posts on Instagram and Pinterest did not have words present on the post itself. This category is data collected on words specifically typed or written onto the image itself.

Table 16. and 17.



CONCLUSIONS

Summary of Conclusions from Data Analysis and Literature Review

Summarizing the data analysis above, there was a clear strategy used by each of the companies on Instagram and Pinterest. Since Lulu's, Tobi, and Nasty Gal are shown to be successful on their social media, the strategies of these companies would be useful to analyze for other online-only clothing brands targeting fashionable young women.

The data analysis found that color and type of picture were seen to have the greatest impact on consumer engagement. Looking at these specific elements when creating a social networking strategy would be useful to creating a successful social media account.

Uncontrollable Effects on Data Findings

After finishing the data collection and analyzing the findings, there are several uncontrollable elements that could have had an effect on the data collected. The consumer engagement on the social media websites could be attributed to quality fashion of the company on the website. This element is subjective, causing difficulties in determining which company has the more fashionable clothing.

Subjectivity of the Study

The way the data was collected, and data analysis were performed were highly subjective. When the data was collected the categories, like color tone, were subjective to what the researcher thought when looking at the posted image. Therefore, the data could be determined and analyzed differently, for each individual. Also the data analysis

portion of the study was subjective. Meaning, which visual elements were seen to be significant compared to consumer engagement.

Shortcomings of Data

The information collected during a four week time frame in January, to get more accurate and complete results from a social media study a longer time frame would be appropriate. To analyze the complete visual communication strategy of each company, a year data collection would be more effective at analyzing a complete strategy. Adding all the social media websites the company uses is effective in determining the entire social networking strategy.

The way the data were collected shows the average likes and repins for Instagram and Pinterest. The average consumer engagement was compared to the followers to understand what ratio of followers engaged in a post. The company with the most consumer engagement was used to determine which overall strategy was effective at gaining consumer engagement. To more accurately look at every element and its effect on engagement, each post was compared individually to the average engagement. Each post was then compared against each different visual element. For more accurate results, due to time restraints on data analysis, a smaller sample size would need to be used.

Looking at whether Lulu's, Nasty Gal, and Tobi held with their strategy from the beginning to the end of the data collection would be beneficial to analyze. Such an analysis would be difficult because the change of each post would have to be measured. Although it is not unlikely that the companies vary in strategy on social media throughout the year.

Significance of Study

The significance of this study is shown through the growth in social networking in today's market. Social media can be used to promote brands and companies. This study adds to the limited amount of research done on social media websites. Online-only websites were chosen for this study to capture how online-only website promotes an online presence. It would be difficult for websites to have website traffic without social media. Also young women are the highest users of Instagram and Pinterest, and the target market of Lulu's, Nasty Gal, and Tobi (Smith). Therefore their visual social networking strategies could be analyzed to see what type of images are successful for promoting consumer engagement.

Why use social media to promote a company? The answer to this is that it is growing rapidly, and is now key to companies engaging and building a loyal brand base. When companies promote their brand through social media, it creates brand loyalty with consumers. Consumers feel a connection to the company when they follow and interact on social media. Building brand loyalty profits the company.

Lulu's owner had a quote stating how it is difficult to create a website without people knowing about it. "The thing that people don't realize about online businesses is that they are extremely labor-intensive and eat a lot of money. There is getting started, and then the upkeep and the marketing" (Gascoyne). As Colleen says, you can have a great website with beautiful products on it, but if nobody knows about it nobody is going to shop on it. And that's because it's not a storefront where people are driving by

(Gascoyne). This further shows how an online company needs an online presence in order to succeed.

Analyzing the visual social media strategy of these three online-only clothing companies for young women, this study showed what types of posts are most successful in engaging the audience on visual social media websites, ultimately showing what young women are looking for in a social media website of an online company. An important part of looking at the social media strategy of these brands is looking at who the audience is. These online-only companies target young women ages 18-25. What these successful website's social media strategies showed is what young women are looking for in social media with products and online shopping experience.

The results of this study can be used when looking at strategies to make a successful online presence that appeals to this age demographic. With online marketing so heavily linked to social media today, it is the future of marketing. Understanding what makes a successful social media campaign will become necessary for companies in the future, even more so than today. Business insider predicts, "Social-media advertising spend will grow rapidly through 2018. It's up 40% this year (2014) and will top \$8.5 billion, growing to nearly \$14 billion in 2018, a five-year compound annual growth rate (CAGR) of 18%" (Hoelzel). This data is from specifically online advertisements, not social media campaigns. However, this shows that use of social media will only continue to rise in the future.

The book *Hey, Whipple Squeeze This!* and *Contagious*, discuss why certain advertising becomes popular, and how consumers look for something different in

advertising. This is what these online-only brands have created with their social media strategies. They have created a lifestyle through their brand and social networking. As Sullivan, the author of *Hey Whipple, Squeeze This* believes, “Don’t do an ad. Create an event. Create an experience.” (Sullivan). Creating a social media campaign for companies today is a part of the marketing and branding experience. While social media did not exist just a few years ago, today it is an essential part of the business world.

APPENDIX A

Social Media Website Followers Data

Instagram:

Clothing Website	Followers January 4 th , 2015	Following January 4 th , 2015	Followers January 31 st , 2015	Following January 31 st , 2015
Lulu's	238,000	340	274,000	349
Nasty Gal	1,400,000	853	1,500,000	869
Tobi	123,000	453	141,000	495

Pinterest:

Clothing Website	Followers January 4 th , 2015	Following January 4 th , 2015	Followers January 31 st , 2015	Following January 31 st , 2015
Lulu's	71,448	520	76,824	519
Nasty Gal	119,622	625	124,614	655
Tobi	45,063	480	47,269	483

Lulu's:

- Instagram followers increased by 36,000
- Followed 9 Instagram accounts
- Pinterest followers increased by 5,376
- Unfollowed one account on Pinterest
- 15.1% increase in Instagram followers
- 7.5% increase in Pinterest followers

Nasty Gal:

- Instagram followers increased by 100,000
- Followed 16 Instagram accounts
- Pinterest followers increased by 4,992
- Followed 30 accounts on Pinterest
- 7.1% increase in Instagram followers
- 4.2% increase in Pinterest followers

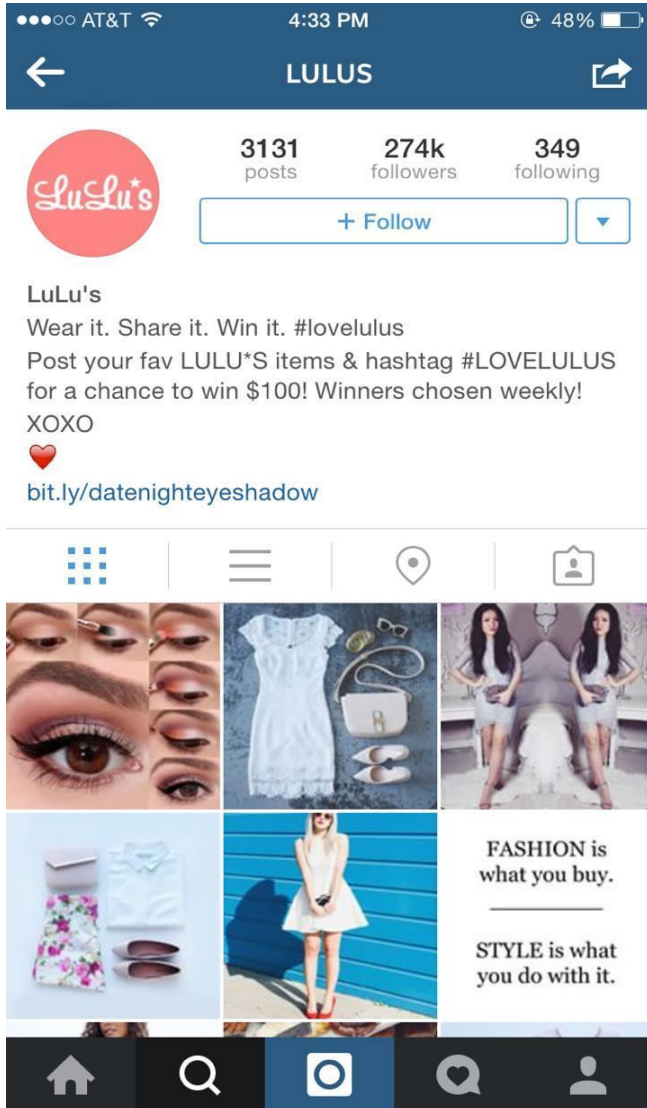
Tobi:

- Instagram followers increased by 18,000
- Followed 42 Instagram accounts
- Pinterest followers increased by 2,206
- Followed 3 accounts on Pinterest
- 14.6% increase in Instagram followers
- 4.9% increase in Pinterest followers

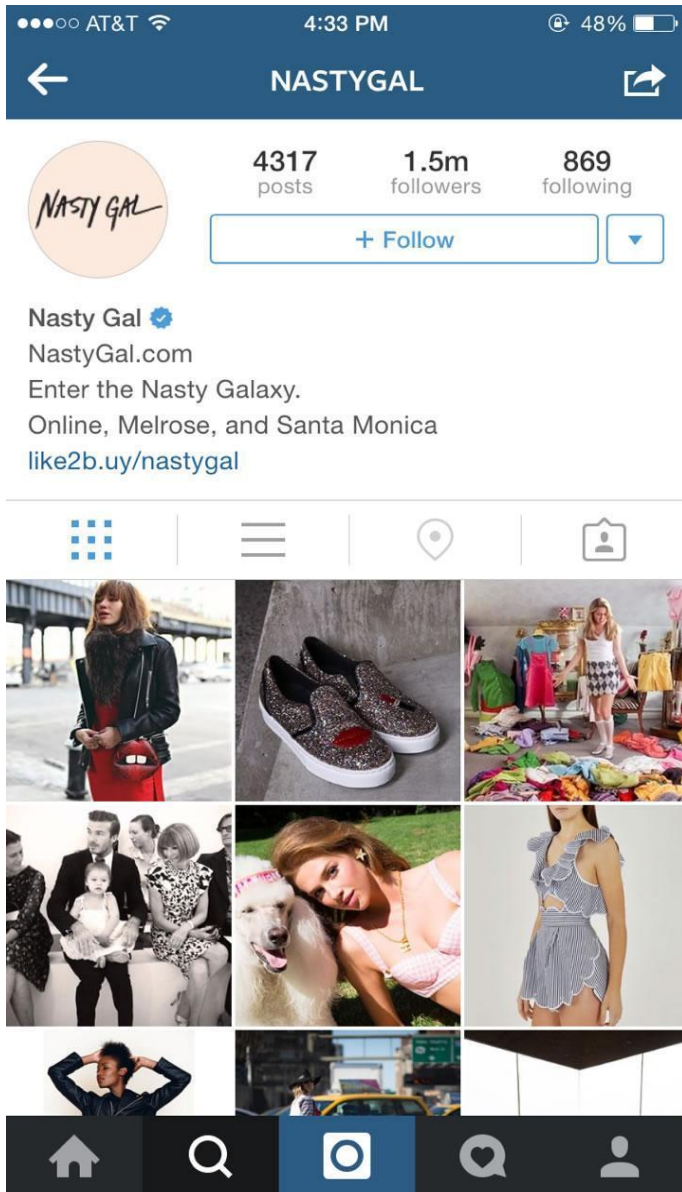
APPENDIX B

Social Media Account Screenshots

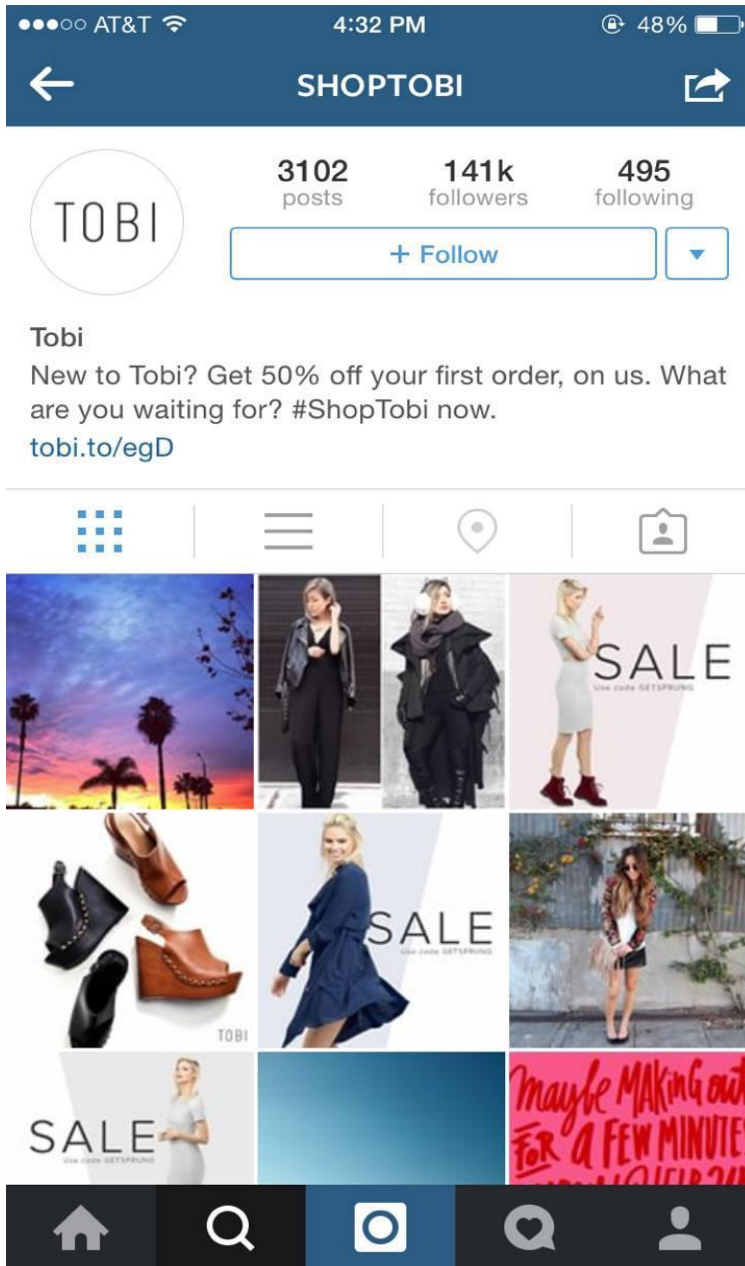
1. Lulu's Instagram Account



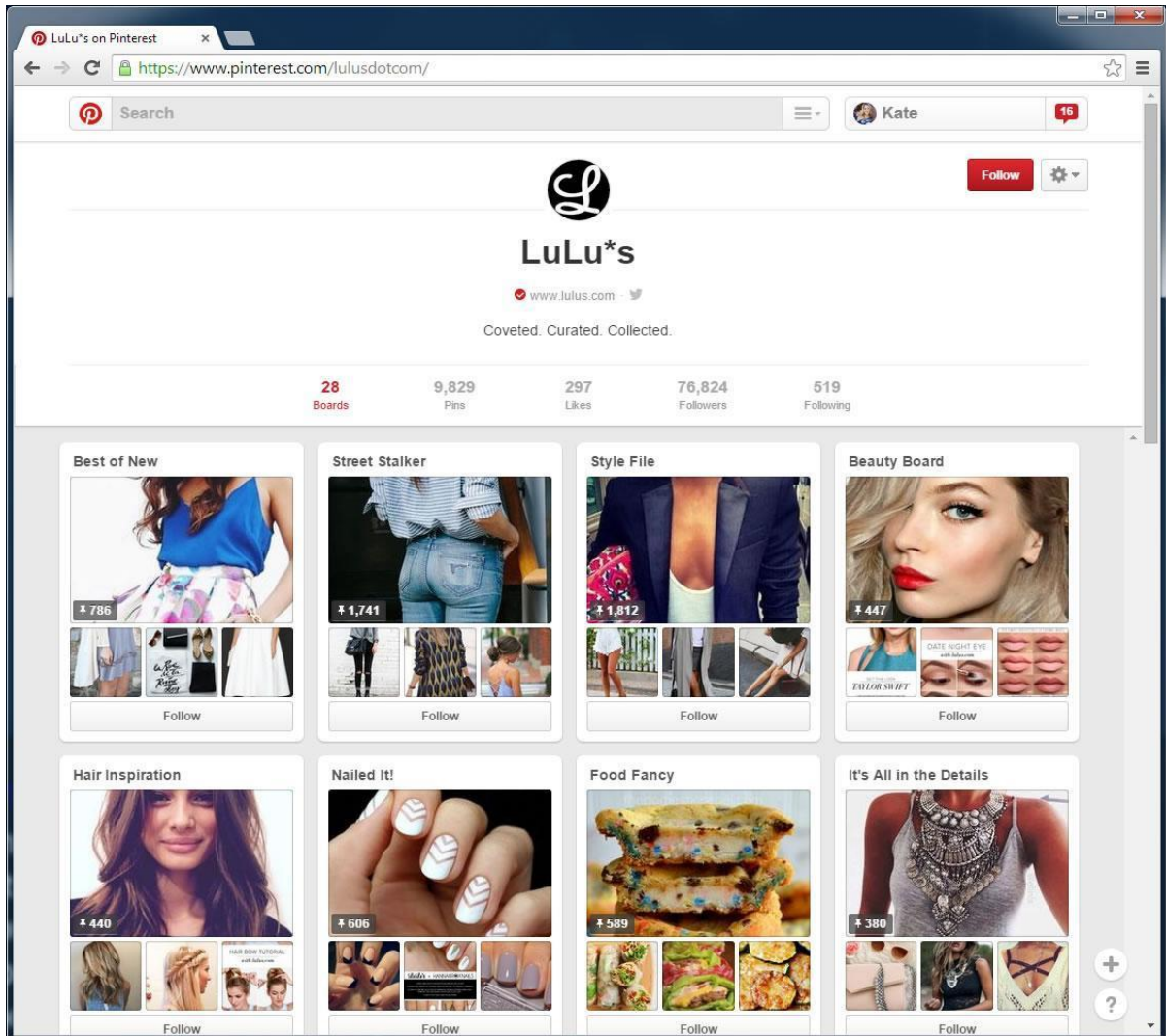
2. Nasty Gal Instagram Account



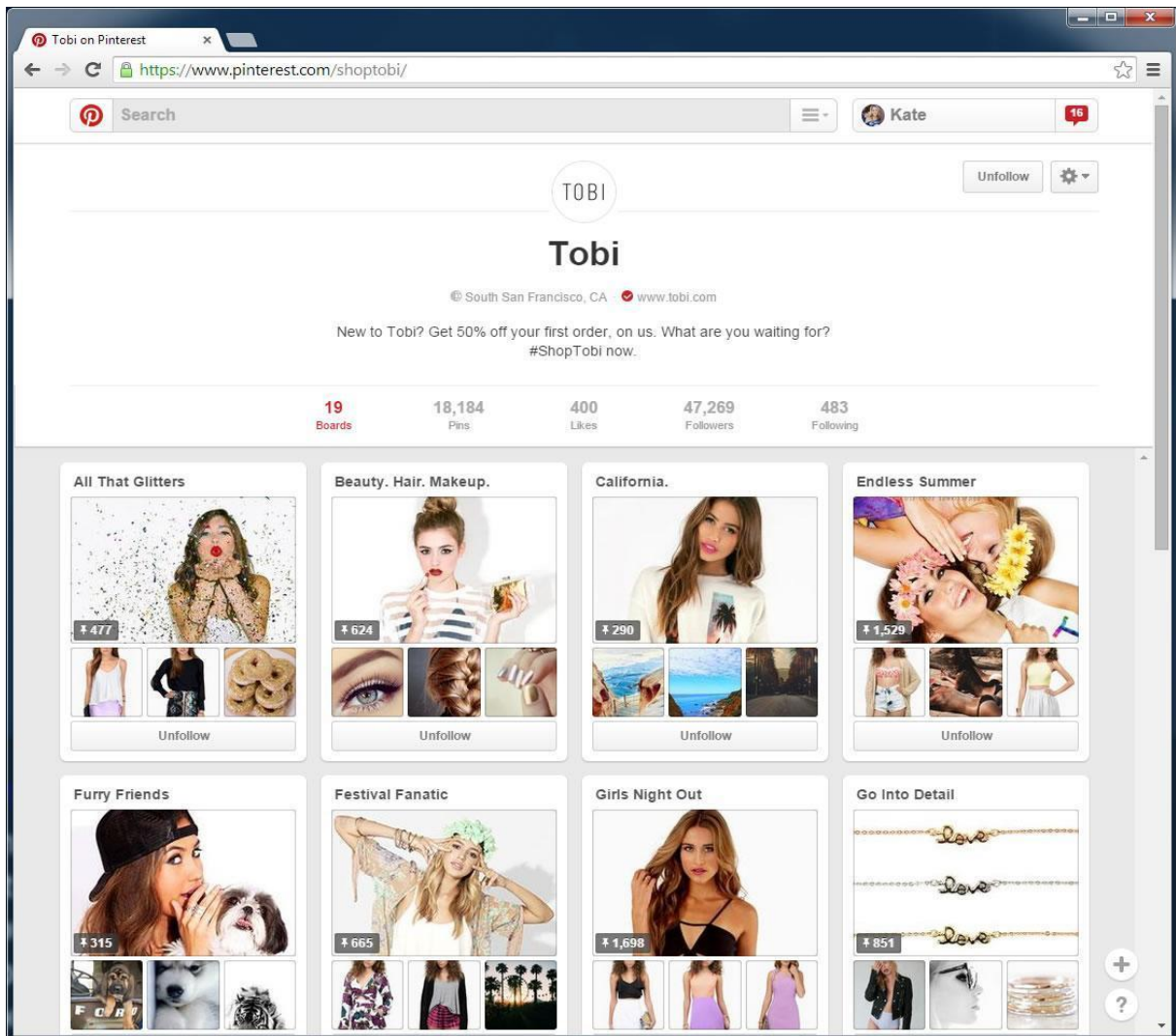
3. Tobi Instagram Account



4. Lulu's Pinterest Account



5. Tobi Pinterest Account



6. Nasty Gal Pinterest Account

The screenshot shows the Nasty Gal Pinterest profile page. At the top, the browser address bar displays "https://www.pinterest.com/nastyalgal/". The profile header includes the Nasty Gal logo, the name "NASTY GAL", and the location "Los Angeles". Below the header, statistics are listed: 57 Boards, 36,892 Pins, 1,978 Likes, 124,614 Followers, and 655 Following. The main content area features a grid of boards, each with a cover image, a pin count, and an "Unfollow" button. The boards are: "Lookbooks" (957 pins), "The Best Of What's New" (20,095 pins), "The Best of Vintage" (1,945 pins), "Nasty Gals Do It Better" (2,992 pins), "OMG, Shoes!" (740 pins), "Nasty Gal Shoes" (963 pins), "Wear It Out" (638 pins), and "Beauty Off Duty" (185 pins). A search bar and a user profile for "Kate" are visible at the top of the page.

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Instagram Nasty Gal	1/4/2015		1/5/2015	1/6/2015	
Amount of posts	1	1	1	1	1
Number of Likes	10923	25093	13369	14725	20589
Type of Picture	2	3	Flipagram	6	3
Tone	1	1		1	1
Color	9	8		10	8
Quality	2	2		2	2
Words	1	1		3	1
Person	1	1		2	1
Pinterest Nasty Gal	1/4/2015				
Amount of Posts	1	1	1	1	1
Amount of repins	126	132	104	302	70
Amount of Likes	25	19	23	84	13
Type of Picture	2	2	3	6	2
Tone	1	2	7	1	2
Color	7	7	2	8	2
Quality	2	2	1	2	2
Words	1	1	1	3	1
Person	1	1	2	2	1
Sponsored	2	2	2	2	2

	1/6/2015		1/7/2015			1/8/2015
1	1	1	1	1	1	1
17462	14179	10957	19541	11257	14395	19736
2	4	2	3	5	2	2
2	1	1	1	1	2	1
7	5	3	8	4	11	1
2	1	2	2	1	1	2
1	1	1	1	1	1	1
2	2	1	1	1	1	1
1	1	1	1	1	1	1
162	8	41	85	10	81	183
94	6	4	35	3	15	46
1	3	2	2	3	3	1
1	1	1	1	1	1	1
1	3	7	6	4	11	9
3	2	1	2	1	1	2
2	1	1	1	1	1	1
2	1	1	1	2	2	1
2	2	2	2	2	2	2

	1/9/2015		1/10/2015		1/11/2015	
1	1	1	1	1	1	1
26039	105598	19456	13392	29115	17468	10655
2	1	2	3	2	2	5
1	2	1	1	1	2	1
10	8	4	4	7	2	2
2	2	2	1	2	2	2
1	1	1	1	1	1	1
1	2	1	2	1	2	1
1	1	1	1	1	1	1
47	97	43	61	15	55	4
12	24	14	13	7	12	4
2	6	2	4	3	2	3
1	2	1	1	2	1	2
4	9	7	4	7	2	11
2	2	2	2	1	2	1
1	3	1	1	1	1	1
1	2	1	1	1	1	2
2	2	1	2	2	1	2

1/12/2015	1/13/2015			1/14/2015		1/15/2015
1	1	1	1	1	1	1
17510	16279	16622	21250	24296	16211	15176
2	2	1	2	3	2	2
2	1	1	2	2	1	3
2	8	5	7	2	10	7
2	2	1	1	2	2	2
1	1	1	1	1	1	1
2	1	2	1	1	2	1
					*	
1	1	1	1	1	1	1
18	250	167	101	16	27	48
7	63	38	18	13	8	17
3	3	4	2	2	2	2
3	1	3	1	1	1	1
7	9	7	4	6	6	4
2	2	2	2	2	2	2
1	1	1	1	1	1	1
2	1	1	1	1	1	1
1	2	2	2	2	2	1

1/16/2015			1/17/2015			1/18/2015
1	1	1	1	1	1	1
16651	28771	13810	18281	13501	23628	14649
3	5	1	3	2	2	2
1	1	1	1	2	1	1
9	7	3	4	2	10	2
1	1	2	2	2	2	1
1	1	1	1	1	1	1
1	1	1	2	1	1	1
*						
1	1	1	1	1	1	1
107	14	99	33	29	60	78
28	7	33	9	6	22	38
2	2	3	2	2	3	4
1	1	1	1	1	1	1
4	4	6	4	6	7	4
2	2	2	2	2	2	2
1	1	1	1	1	1	3
1	1	1	1	1	1	2
2	2	2	2	2	2	2

		1/19/2015		1/20/2015		
1	1	1	1	1	1	1
23170	14147	28550	23862	14755	20263	14269
2	2	1	2	2	3	3
1	1	1	1	2	1	1
7	3	9	4	7	8	2
2	2	1	1	2	1	2
1	1	1	1	1	1	1
1	1	1	1	1	2	2
1	1	1	1	1	1	1
51	5	33	96	34	114	45
11	0	7	27	9	35	9
3	2	3	1	2	1	3
2	2	2	1	1	2	2
11	8	2	4	4	1	11
2	2	1	2	2	2	2
1	1	1	1	1	1	1
1	1	2	2	1	1	2
2	2	2	2	2	2	1

1/21/2015	1/22/2015			1/23/2015		1/24/2015
1	1	1	1	1	1	1
14027	20669	15043	22302	18615	18965	24141
5	2	2	3	5	2	2
2	1	1	1	1	2	1
2	10	7	7	7	7	4
1	2	2	1	2	1	1
1	1	1	1	1	1	1
1	1	1	1	1	1	1
1	1	1	1	1	1	1
1	1	1	1	1	1	1
353	27	16	32	14	126	35
55	11	9	8	6	40	19
3	2	2	2	3	4	2
1	1	2	1	3	1	1
9	6	8	7	7	4	6
2	2	2	2	2	2	2
1	1	1	1	1	1	1
2	1	1	1	2	1	1
1	2	1	1	1	2	2

1/25/2015			1/26/2015			
1	1	1	1	1	1	1
19252	31870	14665	14537	13882	6920	17476
3	3	4	3	2	6	3
1	3	1	2	1	1	3
8	7	9	11	9	10	7
1	2	1	2	2	2	2
1	1	1	1	1	3	1
2	2	2	2	2	2	1
1	1	1	1	1	1	1
45	23	12	95	15	8	30
11	9	5	20	1	1	8
2	3	2	4	2	3	2
1	3	1	2	1	2	1
4	8	7	6	4	2	6
2	2	1	2	2	2	2
1	1	1	1	1	1	1
1	2	1	1	1	2	1
2	1	2	1	2	1	2

1/27/2015		1/28/2015				1/29/2015
1	1	1	1	1	1	1
17206	17910	16441	14760	11730	16827	12579
2	5	2	2	6	3	2
1	1	1	1	2	1	1
7	10	7	4	8	7	4
2	2	1	2	2	2	2
1	2	1	1	1	1	1
1	1	1	1	1	2	1
1	1	1	1	1	1	1
62	63	31	20	28	112	15
16	29	12	9	3	30	4
3	2	3	2	2	2	3
1	1	2	1	1	2	2
4	7	11	6	4	11	11
2	2	2	2	2	2	2
1	1	1	1	1	1	1
2	1	2	1	1	1	2
1	1	1	1	2	2	1

	1/30/2015			1/31/2015		
1	1	1	1	1		
25649	30755	18900	16324	18428		
2	5	2	6	2		
1	1	1	1	1		
10	10	8	10	4		
2	2	1	2	2		
1	1	3	2	1		
2	1	2	1	1		
1	1	1	1	1	1	1
19	98	47	4	275	11	36
6	21	11	1	64	9	9
1	3	2	2	3	2	3
1	3	1	1	3	3	3
11	7	8	7	7	8	7
1	2	2	2	2	1	2
1	1	1	1	1	2	1
1	2	1	1	2	1	2
2	2	2	2	1	2	1

1	1	1	1	1	1	1
67	34	110	32	66	25	28
4	10	37	10	26	4	11
3	3	1	2	3	2	1
3	3	1	1	1	1	1
7	7	4	1	4	4	6
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1	1	1	1	1	1	1
2	2	2	1	2	1	1
1	1	2	2	1	2	2

1	1	1	1	1	1
24	24	15	2	36	
6	10	5	1	5	
2	3	2	2	3	
1	2	1	1	2	
6	2	4	1	8	
2	2	2	2	2	
1	1	1	1	1	
1	2	1	1	2	
2	1	2	2	1	

Instagram LuLu's	1/4/2015			1/5/2015	
Amount of posts	1	1	1	1	1
Number of Likes	3845	2911	7676	3838	3974
Type of Picture	2	3	6	2	6
Tone	2	2	1	2	1
Color	2	7	3	8	8
Quality	1	2	1	2	2
Words	1	1	1	1	1
Person	1	2	2	2	1
Pinterest LuLu's	1/4/2015				
Amount of Posts	1	1	1	1	1
Amount of repins	227	126	33	237	241
Amount of Likes	87	26	13	37	43
Type of Picture	6	2	2	2	2
Tone	3	1	1	2	1
Color	7	9	9	8	9
Quality	1	2	1	1	1
Words	3	1	1	1	1
Person	2	1	1	1	1
Sponsored	2	2	1	2	2

	1/6/2015			1/7/2015		
1	1	1	1	1	1	1
3417	7146	3939	4694	4881	8772	3878
3	6	2	6	2	2	2
2	1	2	3	3	1	2
2	10	2	8	7	11	7
2	2	2	2	2	2	2
1	3	1	3	1	1	1
2	2	2	2	1	1	2
1/5/2015	1/6/2015					
0	1	1	1	1	1	1
	95	186	161	58	81	221
	32	32	34	16	17	39
	2	2	2	2	2	2
	3	2	1	2	2	2
	8	7	9	2	2	7
	2	2	2	2	2	2
	1	1	1	1	1	1
	2	1	1	1	2	1
	1	2	2	2	1	2

	1/8/2015			1/9/2015		
1	1	1	1	1	1	1
7283	5293	3384	8401	6650	4260	4235
6	3	6	2	4	3	2
3	2	2	2	1	1	1
8	1	10	10	7	10	10
2	2	2	2	2	2	2
2	1	3	1	1	1	1
2	1	2	2	1	1	2
			1/7/2015			
1	1	1	1	1	1	1
109	164	191	281	35	245	169
35	37	35	72	11	35	23
2	2	2	2	2	2	2
2	1	2	1	1	1	2
2	7	8	10	8	9	2
2	1	2	2	2	1	2
1	1	1	1	1	1	1
1	1	1	1	1	1	1
2	2	2	2	2	2	2

	1/10/2015				1/11/2015	1/12/2015	
1	1	1	1	1	1	1	1
4730	5652	2701	3874	4939	3567	7146	
6	2	2	2	2	2	6	
1	1	2	1	3	1	1	
8	10	7	4	7	2	7	
2	2	2	1	2	2	2	
1	1	1	1	1	1	3	
2	2	1	1	2	1	1	
				1/8/2015	1/9/2015	1/10/2015	
1	1	1	1	0	0	1	
148	54	195	137			112	
25	11	47	21			20	
2	2	2	1			2	
2	1	1	1			2	
8	7	7	9			7	
2	2	2	2			2	
1	1	1	1			1	
1	1	1	2			1	
2	1	2	2			2	

	1/13/2015			1/14/2015		
1	1	1	1	1	1	1
3456	4790	3417	7146	3939	4578	3278
2	2	2	2	2	6	3
2	1	3	1	2	3	2
2	8	7	11	7	8	1
2	2	2	2	2	2	2
1	3	1	1	1	2	1
2	2	1	1	2	2	1
			1/11/2015			
1	1	1	1	1	1	1
159	219	141	157	175	256	239
30	46	20	36	36	46	42
2	2	2	2	4	2	2
1	1	2	1	1	2	2
9	1	10	10	9	7	2
1	2	2	2	1	2	1
1	1	1	1	1	1	1
1	1	1	1	1	1	1
2	2	2	2	2	2	2

	1/15/2015			1/16/2015	1/17/2015	
1	1	1	1	1	1	1
7621	4694	4881	8772	3845	2911	7689
6	2	6	3	2	3	6
2	2	1	2	2	2	1
10	8	8	2	2	7	3
2	2	2	2	1	2	1
3	1	1	1	1	1	1
2	2	1	2	1	2	1
				1/12/2015	1/13/2015	
1	1	1	1	0	1	1
46	290	112	506		171	186
5	46	17	63		51	36
2	2	2	2		4	2
1	1	1	1		2	2
7	2	4	7		4	4
2	1	2	1		2	2
1	1	1	1		1	1
1	1	1	1		1	2
1	2	2	2		2	1

1/18/2015				1/19/2015		
1	1	1	1	1	1	1
3535	3789	3342	7820	4014	4734	4888
2	6	3	6	2	6	2
2	1	2	1	2	3	3
8	9	2	7	2	8	7
2	2	2	2	2	2	2
1	1	1	3	1	3	1
2	2	2	2	2	2	1
1/14/2015						
1	1	1	1	1	1	1
186	183	174	143	401	259	272
34	16	42	33	60	72	65
2	2	2	3	2	6	4
1	2	1	1	1	2	1
9	2	9	4	7	8	9
2	2	1	2	2	2	2
1	1	1	1	1	3	1
1	1	1	1	1	2	1
2	2	2	2	2	2	1

1/20/2015

1/21/2015

1	1	1	1	1	1	1
8799	3924	7219	5699	5436	7643	2927
2	2	6	6	2	2	6
1	2	1	1	1	2	1
7	7	10	3	2	7	2
2	2	2	2	1	2	2
1	1	3	1	1	1	1
1	2	1	1	1	1	1

1/15/2015

1	1	1	1	1	1	1
54	216	87	348	306	91	294
20	46	27	62	47	47	48
2	2	1	2	2	2	2
2	2	1	1	1	2	2
8	2	8	8	9	2	7
2	2	2	2	2	2	2
1	1	1	1	1	1	1
1	1	2	1	1	1	1
1	2	2	2	2	1	2

1/22/2015	1/23/2015			1/24/2015		
1	1	1	1	1	1	1
4589	9867	4901	3911	4447	4730	5655
3	2	1	2	2	2	6
2	2	1	2	2	2	3
7	9	8	2	7	2	8
2	2	2	1	2	2	1
1	1	3	1	3	1	1
1	1	2	1	2	2	1
1	1	1	1	1	1	1
146	39	124	221	182	159	252
27	9	27	61	34	35	53
2	3	4	4	2	2	2
2	2	1	1	2	2	2
7	7	7	9	8	7	2
2	2	2	2	2	2	1
1	1	2	1	1	1	1
1	2	1	1	1	1	1
2	1	1	2	2	2	2

	1/25/2015			1/26/2015		
1	1	1	1	1	1	1
2978	4012	5124	3677	8145	9087	4890
2	4	2	6	6	6	2
2	1	1	3	1	2	1
7	11	8	7	1	11	11
1	2	2	1	2	2	2
1	1	1	2	1	3	1
1	1	2	2	1	1	2
1/16/2015						
1	1	1	1	1	1	1
301	158	168	131	130	167	123
43	22	53	27	27	38	29
2	2	6	4	3	2	6
1	1	1	1	2	1	3
7	8	7	9	7	7	7
2	2	2	2	2	2	2
1	1	1	1	1	1	3
1	1	1	1	2	1	2
2	2	2	2	1	2	2

1/27/2015		1/28/2015			1/29/2015	
1	1	1	1	1	1	1
3511	6588	4290	5938	6537	8923	3678
2	3	2	2	1	2	3
1	2	1	2	2	1	2
7	8	2	2	2	7	10
1	2	2	2	2	2	2
1	1	1	1	1	1	1
1	1	1	1	1	1	1
						1/17/2015
1	1	1	1	1	1	1
232	58	175	166	327	53	90
40	8	38	28	55	9	23
2	2	4	2	2	2	2
1	1	1	2	1	1	2
7	9	9	8	7	2	7
2	2	2	2	1	2	2
1	1	1	1	1	1	1
1	1	1	1	1	1	2
2	1	2	2	2	1	1

1/30/2015

1	1	1
9826	7191	4672
6	2	2
3	1	1
8	7	7
2	1	2
3	2	1
2	1	1

1/31/2015

1	1
9837	6573
6	1
2	1
7	2
2	2
3	1
2	1

1/18/2015

1	1	1	1	1	1	1
164	370	98	197	436	134	330
26	102	30	44	119	25	68
2	2	6	4	2	1	2
1	2	3	1	2	1	1
11	8	7	4	8	8	11
2	1	2	2	2	2	1
1	1	3	1	1	1	1
1	1	2	1	1	2	1
2	2	2	2	2	2	2

						1/19/2015
1	1	1	1	1	1	0
320	100	112	278	170	288	
51	29	24	22	37	48	
2	2	4	2	3	2	
1	2	1	1	2	2	
7	7	4	7	11	11	
2	2	2	2	2	2	
1	1	1	1	1	1	
1	2	1	1	2	1	
2	1	2	2	1	2	

1/20/2015

1	1	1	1	1	1	1
203	129	316	120	215	154	375
64	37	42	15	40	29	52
4	6	6	2	2	6	2
2	1	1	1	2	3	1
11	3	9	10	11	8	7
2	2	2	2	2	2	1
1	3	1	1	1	3	1
1	1	1	1	1	2	1
2	2	2	1	2	2	2

1/21/2015

1	1	1	1	1	1	1
334	109	204	131	227	256	317
80	23	44	19	39	48	58
2	6	2	1	3	2	2
1	2	1	1	1	1	2
7	8	7	2	11	9	7
2	2	2	2	1	2	1
1	1	1	1	1	1	1
1	2	1	2	1	1	1
2	2	2	2	2	1	2

			1/22/2015	1/23/2015		
1	1	1	0	1	1	1
286	480	173		303	93	116
44	99	31		45	29	20
2	2	3		2	3	4
1	2	1		1	2	1
8	10	8		7	7	4
1	2	2		2	2	2
1	1	1		1	1	1
1	2	2		1	2	1
2	1	2		2	1	2

			1/24/2015		1/25/2015	1/26/2015
1	1	1	1	1	0	1
243	311	314	120	211		182
42	58	37	15	36		34
2	2	6	2	2		2
1	2	2	3	2		1
8	7	9	10	11		4
2	1	2	2	2		2
1	1	1	1	1		1
1	1	1	1	1		2
1	2	2	1	2		1

1/27/2015

1	1	1	1	1	1	1
188	182	166	132	225	122	378
32	15	40	31	84	33	86
2	3	2	3	6	2	2
1	2	1	1	2	2	1
8	2	7	2	7	9	7
1	2	1	2	1	2	2
1	1	1	1	3	1	1
1	1	1	1	2	1	1
2	2	2	2	2	2	2

1/28/2015

1	1	1	1	1	1	1
102	199	171	298	155	168	134
21	44	41	44	21	50	35
3	2	2	2	2	2	1
1	1	1	1	1	1	2
7	8	8	7	8	7	8
1	2	1	2	2	2	2
1	1	1	1	1	1	1
1	1	1	1	1	1	1
1	2	2	2	2	2	2

						1/29/2015
1	1	1	1	1	1	0
122	165	121	243	64	170	
33	45	41	49	12	48	
2	2	6	2	2	4	
2	1	3	1	2	1	
7	8	7	7	9	9	
2	2	2	2	2	2	
2	1	3	1	1	1	
2	1	2	1	2	1	
2	1	2	2	1	2	

1/30/2015

1	1	1	1
162	187	277	49
37	41	77	15
2	2	2	3
1	1	2	1
7	8	7	8
1	2	2	2
1	1	1	3
1	1	1	2
2	2	2	1

1/31/2015

1	1
230	188
32	29
2	2
2	2
9	7
1	2
1	1
1	1
2	2

1	1	1	1	1
111	231	189	122	234
43	41	56	31	91
2	6	2	3	2
1	3	1	1	2
2	7	7	8	7
2	2	2	2	1
1	3	1	1	3
1	2	1	1	1
1	2	2	1	2

Instagram Tobi	1/4/2015	1/5/2015			1/6/2015
Amount of posts	1	1	1	1	1
Amount of Likes	1601	2048	2277	1859	4093
Type of Picture	2	2	2	2	2
Tone	2	3	1	3	1
Color	8	7	9	7	11
Quality	2	2	2	2	2
Words	2	1	1	1	1
Person	1	2	1	2	2
Pinterest Tobi	1/4/2015				
Amount of Posts	1	1	1	1	1
Amount of Pins	4	12	12	8	6
Amount of Likes	2	4	4	5	1
Type of Picture	3	2	2	2	2
Tone	2	2	2	1	2
Color	2	8	2	10	2
Quality	2	2	2	2	2
Words	2	1	1	2	1
Person	2	1	1	1	1
Sponsored	2	2	2	2	2

		1/7/2015			1/8/2015	1/9/2015
1	1	1	1	1	1	1
1529	3985	1796	1279	2165	2972	2792
1	2	3	6	2	2	6
1	1	1	1	1	1	3
7	4	4	8	2	1	8
2	2	2	2	2	3	2
1	1	1	3	1	2	3
1	2	2	2	2	2	2
					1/5/2015	
1	1	1	1	1	1	1
13	4	6	22	13	4	12
3	3	1	6	6	2	4
2	2	2	2	2	3	2
1	3	1	2	2	2	2
4	8	9	7	7	2	8
2	2	2	2	2	2	2
1	1	1	1	1	2	1
1	1	1	1	1	2	1
2	2	2	2	2	2	2

		1/10/2015		1/11/2015		1/12/2015
1	1	1	1	1	1	1
2393	1648	1219	3477	3980	1379	1503
2	2	2	2	2	2	2
2	1	1	1	1	2	3
11	7	7	7	4	11	7
2	2	2	1	2	2	2
1	1	2	1	1	1	1
1	2	1	1	2	1	2
1	1	1	1	1		
12	8	6	13			
4	5	1	3			
2	2	2	2			
2	1	2	1			
2	10	2	4			
2	2	2	2			
1	2	1	1			
1	1	1	1			
2	2	2	2			

	1/13/2015		1/14/2015		1/15/2015	
1	1	1	1	1	1	1
1480	1699	1390	2853	5518	3005	1324
2	2	2	2	6	2	2
3	3	1	3	2	1	1
7	11	2	7	6	8	7
2	2	2	2	2	2	2
3	1	2	1	3	1	3
2	2	1	2	2	2	2

	1/16/2015		1/17/2015		1/18/2015	
1	1	1	1	1	1	1
1720	2882	3487	1721	2320	2001	1997
2	1	2	2	1	3	2
2	3	1	1	1	1	1
7	7	11	4	1	9	9
2	2	2	2	2	2	2
1	1	1	2	1	2	1
1	1	2	1	2	2	2

1/19/2015		1/20/2015		1/21/2015	1/22/2015	
1		1		1	1	1
1827		1594		2453	3888	2046
2		2		2	1	2
3		1		1	1	3
7		7		11	1	11
2		2		2	2	2
2		2		2	2	2
2		1		2	2	2

1/23/2015				1/24/2015		1/25/2015
1	1	1	1	1	1	1
1867	3599	2757	2595	3815	3234	2353
2	1	2	2	1	2	2
1	1	1	1	1	1	1
7	3	8	7	4	7	9
2	2	2	2	1	2	2
1	1	2	1	1	2	2
1	2	2	1	1	2	2

	1/26/2015	1/27/2015		1/28/2015		1/29/2015
1	1	1	1	1	1	1
1683	1724	2177	2456	3903	1875	1501
2	2	2	2	6	2	2
2	1	3	1	1	1	3
7	7	7	4	10	7	7
2	2	1	2	2	2	2
2	2	1	2	3	2	2
1	2	1	2	2	1	2

	1/30/2015		1/31/2015	
1	1	1	1	1
3634	3320	3508	2158	2270
2	6	2	2	2
1	1	1	1	3
2	10	2	1	7
2	2	2	2	2
1	3	2	1	2
1	2	2	1	2