

1. Appendix

1.1 Appendix 1: Instagram Data

Date	Total Instagram Media	Total Instagram Followers	Total Instagram Media
January 2019	1547	86871	1547
February 2019	1566	88182	1566
March 2019	1578	90010	1578
April 2019	1601	92190	1601
May 2019	1625	93556	1625
June 2019	1649	94672	1649
July 2019	1696	95978	1696
August 2019	1742	100179	1742
September 2019	1794	107089	1794
October 2019	1848	118216	1848
November 2019	1892	123399	1892
December 2019	1914	124379	1914
January 2020	1945	127084	1945
February 2020	1983	129978	1983
March 2020	2012	132827	2012
April 2020	2039	134637	2039
May 2020	2065	140857	2065
June 2020	2102	149463	2102
July 2020	2139	160855	2139
August 2020	2198	171507	2198
September 2020	2256	181793	2256
October 2020	2339	191387	2339
November 2020	2348	197567	2348
December 2020	2368	198337	2368
January 2021	2392	198696	2392
February 2021	2413	199335	2413
March 2021	2450	200176	2450
April 2021	2469	214248	2469
May 2021	2352	219889	2352
June 2021	2417	223569	2417
July 2021	2497	225047	2497
August 2021	2543	226364	2543
September 2021	2601	230975	2601
October 2021	2676	238282	2676

November 2021	2729	238681	2729
December 2021	2766	241688	2766
January 2022	2793	243643	2793
February 2022	2808	244321	2808
March 2022	2830	246678	2830
April 2022	2851	249820	2851
May 2022	2855	251150	2855
June 2022	2844	252010	2844
July 2022	2818	253399	2818
August 2022	2814	252910	2814
September 2022	2836	253186	2836
October 2022	2848	253729	2848
November 2022	2879	253865	2879
December 2022	2897	254308	2897
January 2023	2914	254842	2914
February 2023	2921	254467	2921
March 2023	2929	254531	2929
April 2023	2939	255197	2939
May 2023	2947	255363	2947
June 2023	2967	255805	2967
July 2023	2989	258006	2989
August 2023	2999	259876	2999
September 2023	3019	261848	3019
October 2023	3045	262033	3045
November 2023	3028	262126	3028
December 2023	3043	262363	3043

Date	Weekly follower gain	Weekly Media Upload
07/01/2019	401	4
14/01/2019	314	2
21/01/2019	210	4
28/01/2019	97	4
04/02/2019	138	5
11/02/2019	2	2
18/02/2019	740	3
25/02/2019	498	2
04/03/2019	919	4
11/03/2019	623	2
18/03/2019	511	5

25/03/2019	119	4
01/04/2019	168	7
08/04/2019	162	5
15/04/2019	260	4
22/04/2019	247	4
29/04/2019	368	5
06/05/2019	270	1
13/05/2019	382	4
20/05/2019	121	3
27/05/2019	89	3
03/06/2019	136	5
10/06/2019	-88	7
17/06/2019	113	6
24/06/2019	189	10
01/07/2019	825	16
08/07/2019	109	11
15/07/2019	508	5
22/07/2019	810	8
29/07/2019	489	5
05/08/2019	471	4
12/08/2019	1243	13
19/08/2019	1563	1
26/08/2019	1218	7
02/09/2019	526	5
09/09/2019	7528	21
16/09/2019	1344	19
23/09/2019	611	6
30/09/2019	419	6
07/10/2019	980	6
14/10/2019	2038	5
21/10/2019	1140	21
28/10/2019	462	7
04/11/2019	179	1
11/11/2019	275	8
18/11/2019	248	5
25/11/2019	197	4
02/12/2019	113	3
09/12/2019	961	4
16/12/2019	556	4
23/12/2019	324	13
30/12/2019	496	6

06/01/2020	363	8
13/01/2020	747	11
20/01/2020	619	7
27/01/2020	433	5
03/02/2020	532	7
10/02/2020	609	1
17/02/2020	486	4
24/02/2020	770	10
02/03/2020	547	8
09/03/2020	466	8
16/03/2020	494	2
23/03/2020	222	4
30/03/2020	225	4
06/04/2020	452	3
13/04/2020	1054	3
20/04/2020	1200	5
27/04/2020	1442	6
04/05/2020	1870	10
11/05/2020	1038	5
18/05/2020	1433	10
25/05/2020	2633	11
01/06/2020	1702	4
08/06/2020	2705	9
15/06/2020	2496	8
22/06/2020	1887	10
29/06/2020	2915	7
06/07/2020	1937	9
13/07/2020	2458	10
20/07/2020	2071	14
27/07/2020	1828	10
03/08/2020	1877	14
10/08/2020	1684	6
17/08/2020	1476	4
24/08/2020	1136	7
31/08/2020	3874	34
07/09/2020	1529	12
14/09/2020	1670	9
21/09/2020	2238	26
28/09/2020	1913	17
05/10/2020	2393	18
12/10/2020	1915	6

19/10/2020	1305	0
26/10/2020	783	0
02/11/2020	343	0
09/11/2020	244	1
16/11/2020	124	5
23/11/2020	175	5
30/11/2020	132	5
07/12/2020	167	4
14/12/2020	23	4
21/12/2020	27	4
28/12/2020	70	5
04/01/2021	174	4
11/01/2021	279	4
18/01/2021	100	5
25/01/2021	84	4
01/02/2021	67	3
08/02/2021	34	4
15/02/2021	43	9
22/02/2021	425	11
01/03/2021	212	10
08/03/2021	248	6
15/03/2021	132	8
22/03/2021	980	2
29/03/2021	6115	0
05/04/2021	2270	2
12/04/2021	3792	-138
19/04/2021	-1038	5
26/04/2021	2041	8
03/05/2021	-940	5
10/05/2021	2139	14
17/05/2021	372	8
24/05/2021	115	12
31/05/2021	870	20
07/06/2021	341	6
14/06/2021	235	15
21/06/2021	381	19
28/06/2021	136	19
05/07/2021	267	21
12/07/2021	346	24
19/07/2021	236	4
26/07/2021	289	3

02/08/2021	92	3
09/08/2021	163	2
16/08/2021	326	5
23/08/2021	446	18
30/08/2021	1697	18
06/09/2021	2449	21
13/09/2021	2350	16
20/09/2021	1877	16
27/09/2021	421	13
04/10/2021	-63	12
11/10/2021	7	10
18/10/2021	347	10
25/10/2021	89	12
01/11/2021	24	10
08/11/2021	460	9
15/11/2021	948	8
22/11/2021	481	8
29/11/2021	631	8
06/12/2021	420	8
13/12/2021	306	6
20/12/2021	285	6
27/12/2021	452	4
03/01/2022	331	2
10/01/2022	224	0
17/01/2022	103	3
24/01/2022	215	2
31/01/2022	-132	0
07/02/2022	271	14
14/02/2022	354	3
21/02/2022	990	4
28/02/2022	416	2
07/03/2022	798	7
14/03/2022	441	6
21/03/2022	506	3
28/03/2022	557	3
04/04/2022	533	4
11/04/2022	388	0
18/04/2022	338	4
25/04/2022	155	3
02/05/2022	163	-7
09/05/2022	-546	4

16/05/2022	-104	-17
23/05/2022	-521	0
30/05/2022	-603	0
06/06/2022	1319	0
13/06/2022	161	-33
20/06/2022	71	0
27/06/2022	-99	2
04/07/2022	-59	0
11/07/2022	-158	-1
18/07/2022	-81	0
25/07/2022	-94	1
01/08/2022	-25	1
08/08/2022	-63	0
15/08/2022	7	2
22/08/2022	234	8
29/08/2022	209	5
05/09/2022	-60	3
12/09/2022	-161	3
19/09/2022	839	6
26/09/2022	-27	2
03/10/2022	79	1
10/10/2022	-43	4
17/10/2022	-46	6
24/10/2022	11	3
31/10/2022	39	7
07/11/2022	460	10
14/11/2022	104	8
21/11/2022	36	2
28/11/2022	81	2
05/12/2022	-13	3
12/12/2022	-14	2
19/12/2022	48	3
26/12/2022	241	1
02/01/2023	162	8
09/01/2023	-57	3
16/01/2023	-76	4
23/01/2023	-87	2
30/01/2023	-66	-1
06/02/2023	-88	0
13/02/2023	-34	1
20/02/2023	99	4

27/02/2023	104	2
06/03/2023	-52	2
13/03/2023	-61	1
20/03/2023	-54	3
27/03/2023	165	3
03/04/2023	163	2
10/04/2023	-28	1
17/04/2023	61	2
24/04/2023	62	1
01/05/2023	49	-1
08/05/2023	172	1
15/05/2023	85	4
22/05/2023	39	15
29/05/2023	183	4
05/06/2023	-46	1
12/06/2023	110	4
19/06/2023	855	6
26/06/2023	619	7
03/07/2023	524	0
10/07/2023	450	14
17/07/2023	406	-3
24/07/2023	518	4
31/07/2023	196	0
07/08/2023	600	1
14/08/2023	425	-1
21/08/2023	290	0
28/08/2023	425	23
04/09/2023	222	1
11/09/2023	88	20
18/09/2023	-32	17
25/09/2023	-84	2
02/10/2023	20	3
09/10/2023	-59	2
16/10/2023	-15	2
23/10/2023	7	-35
30/10/2023	158	8
06/11/2023	42	5
13/11/2023	90	3
20/11/2023	26	4
27/11/2023	95	3
04/12/2023	-69	3

11/12/2023	288	3
18/12/2023	13	3
25/12/2023	-146	3

1.2 Appendix 2: Twitter Data

Date	Total Twitter Followers
January 2019	1590
February 2019	1599
March 2019	1594
April 2019	1611
May 2019	1622
June 2019	1623
July 2019	1618
August 2019	1634
September 2019	1645
October 2019	1647
November 2019	1639
December 2019	1637
January 2020	1637
February 2020	1633
March 2020	1632
April 2020	1627
May 2020	1625
June 2020	1622
July 2020	1619
August 2020	1624
September 2020	1618
October 2020	1615
November 2020	1611
December 2020	1612
January 2021	1609
February 2021	1612
March 2021	1608
April 2021	1606
May 2021	1610
June 2021	1600
July 2021	1589
August 2021	1587
September 2021	1583

October 2021	1579
November 2021	1579
December 2021	1575
January 2022	1573
February 2022	1582
March 2022	1578
April 2022	1572
May 2022	1571
June 2022	1570
July 2022	1570
August 2022	1573
September 2022	1574
October 2022	1569
November 2022	1567
December 2022	1564
January 2023	1561
February 2023	1559
March 2023	1553
April 2023	1553
May 2023	1550
June 2023	1547
July 2023	1543
August 2023	1536
September 2023	1528
October 2023	1528
November 2023	1527
December 2023	1522

Date	Weekly Twitter Follower Gains
07/01/2019	2
14/01/2019	3
21/01/2019	4
28/01/2019	0
04/02/2019	4
11/02/2019	1
18/02/2019	5
25/02/2019	-4
04/03/2019	0
11/03/2019	1

18/03/2019	-1
25/03/2019	0
01/04/2019	1
08/04/2019	5
15/04/2019	6
22/04/2019	8
29/04/2019	-2
06/05/2019	2
13/05/2019	3
20/05/2019	-1
27/05/2019	0
03/06/2019	-1
10/06/2019	1
17/06/2019	4
24/06/2019	-3
01/07/2019	-1
08/07/2019	-1
15/07/2019	-1
22/07/2019	3
29/07/2019	4
05/08/2019	3
12/08/2019	3
19/08/2019	1
26/08/2019	-2
02/09/2019	8
09/09/2019	1
16/09/2019	1
23/09/2019	-1
30/09/2019	2
07/10/2019	2
14/10/2019	-1
21/10/2019	0
28/10/2019	1
04/11/2019	-3
11/11/2019	-2
18/11/2019	-3
25/11/2019	-2
02/12/2019	-2
09/12/2019	2
16/12/2019	2
23/12/2019	-1

30/12/2019	0
06/01/2020	-1
13/01/2020	0
20/01/2020	-2
27/01/2020	1
03/02/2020	-2
10/02/2020	0
17/02/2020	-2
24/02/2020	-3
02/03/2020	0
09/03/2020	3
16/03/2020	-1
23/03/2020	0
30/03/2020	0
06/04/2020	-7
13/04/2020	0
20/04/2020	-1
27/04/2020	0
04/05/2020	-2
11/05/2020	4
18/05/2020	-3
25/05/2020	-2
01/06/2020	-1
08/06/2020	2
15/06/2020	-2
22/06/2020	-3
29/06/2020	2
06/07/2020	-1
13/07/2020	0
20/07/2020	-1
27/07/2020	2
03/08/2020	1
10/08/2020	1
17/08/2020	2
24/08/2020	-1
31/08/2020	0
07/09/2020	-3
14/09/2020	-4
21/09/2020	0
28/09/2020	1
05/10/2020	0

12/10/2020	-1
19/10/2020	0
26/10/2020	-3
02/11/2020	-6
09/11/2020	3
16/11/2020	1
23/11/2020	-1
30/11/2020	2
07/12/2020	1
14/12/2020	0
21/12/2020	-1
28/12/2020	0
04/01/2021	-2
11/01/2021	0
18/01/2021	-2
25/01/2021	1
01/02/2021	3
08/02/2021	0
15/02/2021	1
22/02/2021	-1
01/03/2021	1
08/03/2021	-4
15/03/2021	0
22/03/2021	-1
29/03/2021	0
05/04/2021	0
12/04/2021	-1
19/04/2021	1
26/04/2021	-2
03/05/2021	3
10/05/2021	-1
17/05/2021	0
24/05/2021	1
31/05/2021	-2
07/06/2021	-4
14/06/2021	-3
21/06/2021	-8
28/06/2021	-2
05/07/2021	2
12/07/2021	-2
19/07/2021	0

26/07/2021	-2
02/08/2021	0
09/08/2021	1
16/08/2021	0
23/08/2021	0
30/08/2021	-1
06/09/2021	-2
13/09/2021	0
20/09/2021	0
27/09/2021	-1
04/10/2021	0
11/10/2021	-2
18/10/2021	0
25/10/2021	0
01/11/2021	0
08/11/2021	-1
15/11/2021	0
22/11/2021	0
29/11/2021	-1
06/12/2021	0
13/12/2021	-2
20/12/2021	0
27/12/2021	0
03/01/2022	-1
10/01/2022	0
17/01/2022	-1
24/01/2022	0
31/01/2022	5
07/02/2022	2
14/02/2022	1
21/02/2022	-4
28/02/2022	0
07/03/2022	0
14/03/2022	-1
21/03/2022	0
28/03/2022	-1
04/04/2022	0
11/04/2022	0
18/04/2022	-2
25/04/2022	0
02/05/2022	0

09/05/2022	0
16/05/2022	-2
23/05/2022	0
30/05/2022	-1
06/06/2022	1
13/06/2022	0
20/06/2022	-2
27/06/2022	-1
04/07/2022	0
11/07/2022	0
18/07/2022	0
25/07/2022	2
01/08/2022	0
08/08/2022	1
15/08/2022	0
22/08/2022	-1
29/08/2022	1
05/09/2022	0
12/09/2022	1
19/09/2022	0
26/09/2022	-2
03/10/2022	0
10/10/2022	-3
17/10/2022	0
24/10/2022	2
31/10/2022	-3
07/11/2022	1
14/11/2022	-1
21/11/2022	1
28/11/2022	0
05/12/2022	2
12/12/2022	-4
19/12/2022	-2
26/12/2022	-2
02/01/2023	1
09/01/2023	0
16/01/2023	-2
23/01/2023	-1
30/01/2023	-1
06/02/2023	0
13/02/2023	0

20/02/2023	1
27/02/2023	-1
06/03/2023	-3
13/03/2023	-3
20/03/2023	0
27/03/2023	0
03/04/2023	0
10/04/2023	0
17/04/2023	0
24/04/2023	0
01/05/2023	1
08/05/2023	-1
15/05/2023	-2
22/05/2023	-2
29/05/2023	-2
05/06/2023	0
12/06/2023	0
19/06/2023	0
26/06/2023	-1
03/07/2023	-1
10/07/2023	-2
17/07/2023	-1
24/07/2023	-2
31/07/2023	-2
07/08/2023	-4
14/08/2023	0
21/08/2023	-3
28/08/2023	3
04/09/2023	-1
11/09/2023	6
18/09/2023	0
25/09/2023	0
02/10/2023	0
09/10/2023	0
16/10/2023	1
23/10/2023	0
30/10/2023	-2
06/11/2023	-7
13/11/2023	0
20/11/2023	-1
27/11/2023	0

04/12/2023	-2
11/12/2023	-1
18/12/2023	-1
25/12/2023	-2
01/01/2024	-1