

## Key Questions for Social Media Analysis

We are analyzing @\_\_\_\_\_’s Instagram post from \_\_\_\_\_ [date].

<b>W H A T</b>	1. What’s in the foreground of the image? The background? How is it framed? Is it a selfie?	Photo <input type="checkbox"/> Video <input type="checkbox"/>
	2. Describe the colors, lighting, & clothing (if relevant).	
	3. What does the caption say and what hashtags are used?	
	4. How is the caption written (consider style, tone, & grammar)?	
<b>W H Y</b>	5. Why do you think this was posted?	
<b>W H O</b>	6. What is the account holder’s personal background? (age, gender, race, history)	
	7. Who else could have created this post?	
<b>W H O  E L S E</b>	8. [Look at the comments.] Who is the audience for this post? (age, gender, race)	
	9. What audiences won’t see this post, or be interested in it? Why?	
<b>G O  D E E P</b>	10. What messages does this communicate about this person’s lifestyle & beliefs?	
	11. What values are embedded in those messages?	

Name: \_\_\_\_\_

Date: \_\_\_\_\_

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