

Instagram Performance Report

November



metricool

01 Nov 25 – 30 Nov 25

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November performance summary

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Biggest Wins

Follower growth increased significantly to **+60 followers (+0.87%)**, compared to **+7 in October**, confirming stronger content-to-follower conversion.

Engagement quality improved across formats:

- **Post engagement rate: +14.15%**
- **Reel engagement rate: +18.53%**

Community-driven content (student groups, cultural celebrations, birthdays, arrivals) consistently outperformed other formats, reinforcing a **human-first content strategy**.

Biggest Drops

Average reach per post declined by -19.18%, indicating reduced algorithmic distribution despite stronger engagement from viewers.

Reel interaction volume dropped by -11.43%, driven mainly by:

- Lower reel output (**5 reels vs 7 in October**)
- Significant decline in shares (**-46.61%**)

What This Means

November content connected better with viewers who saw it, but **distribution volume needs to be rebuilt** through higher reel output and stronger sharing signals.

November performance summary

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What Worked

Posts featuring **large student groups, cultural moments, and daily student life** reached **1,100–1,567 users**, outperforming the account average.

These posts worked well because they:

- Show authentic, relatable experiences
- Reflect the IH Cape Town community and lifestyle
- Encourage identification (“I want to be there”)

The top-performing reel, “**THE BRAAI MASTER**”, reached **2,033 users**, proving that **personal storytelling and recognisable characters** drive maximum visibility.

What Didn't Work

Content without a strong human focus or clear interaction prompt generated lower reach and fewer comments.

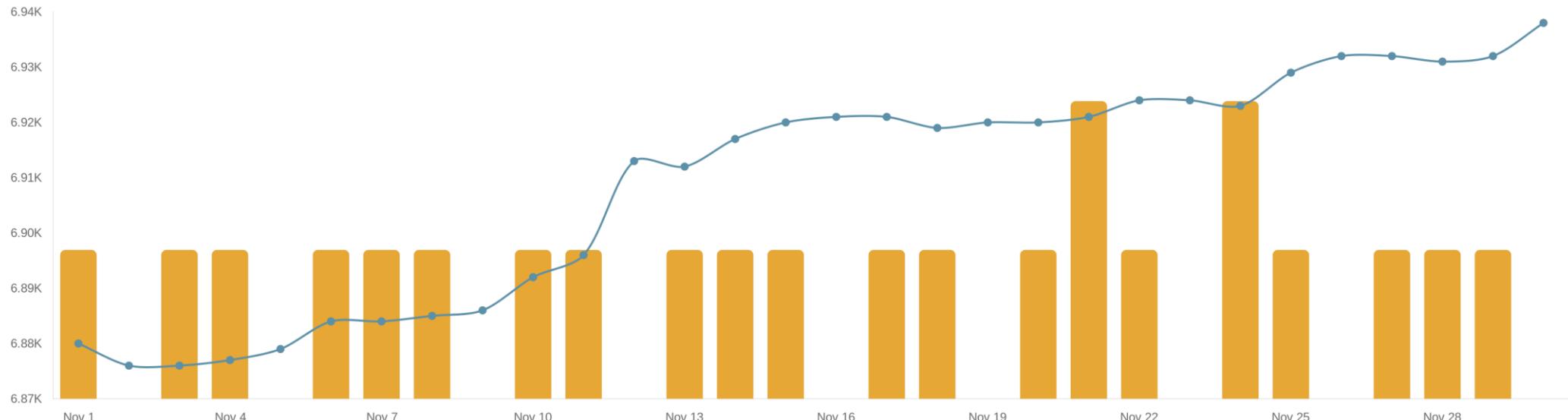
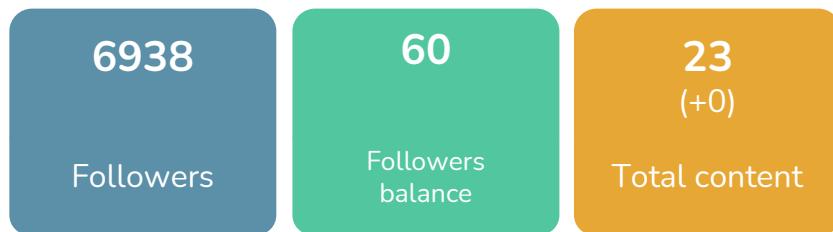
Posts and reels with **weak calls-to-action** resulted in fewer saves and shares — two key signals for Instagram distribution.

Strategic Takeaway

Content performs best when it feels **personal, social, and experience-driven**, rather than informational or observational.

Community growth

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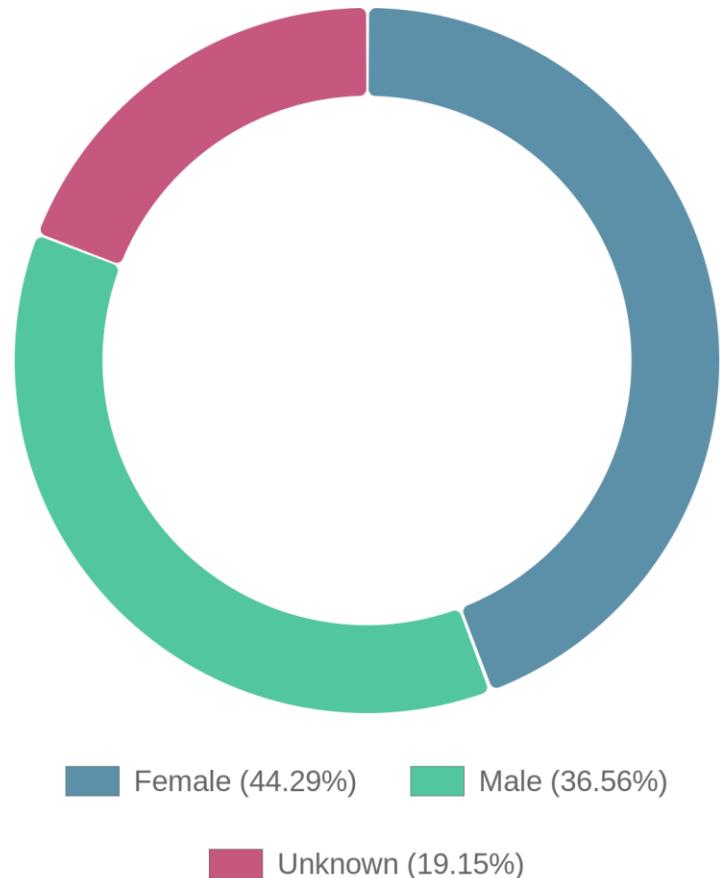
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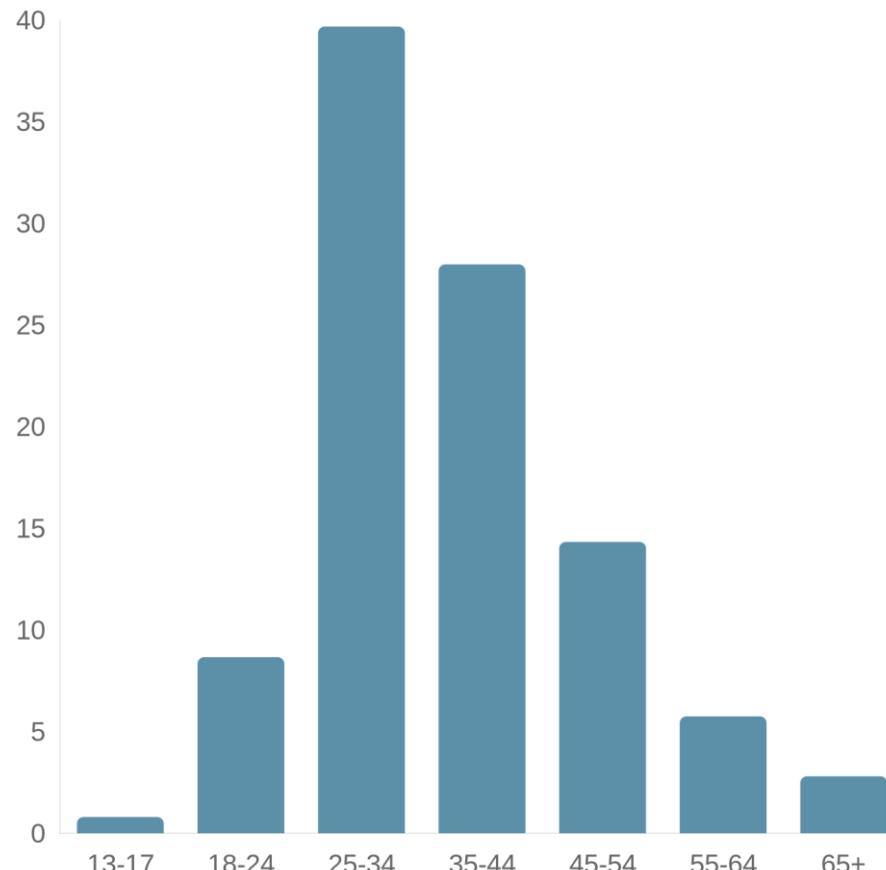
Demographics: gender and age (followers)

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Gender



Ages



Demographics: countries and cities (followers)

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Top 10 countries

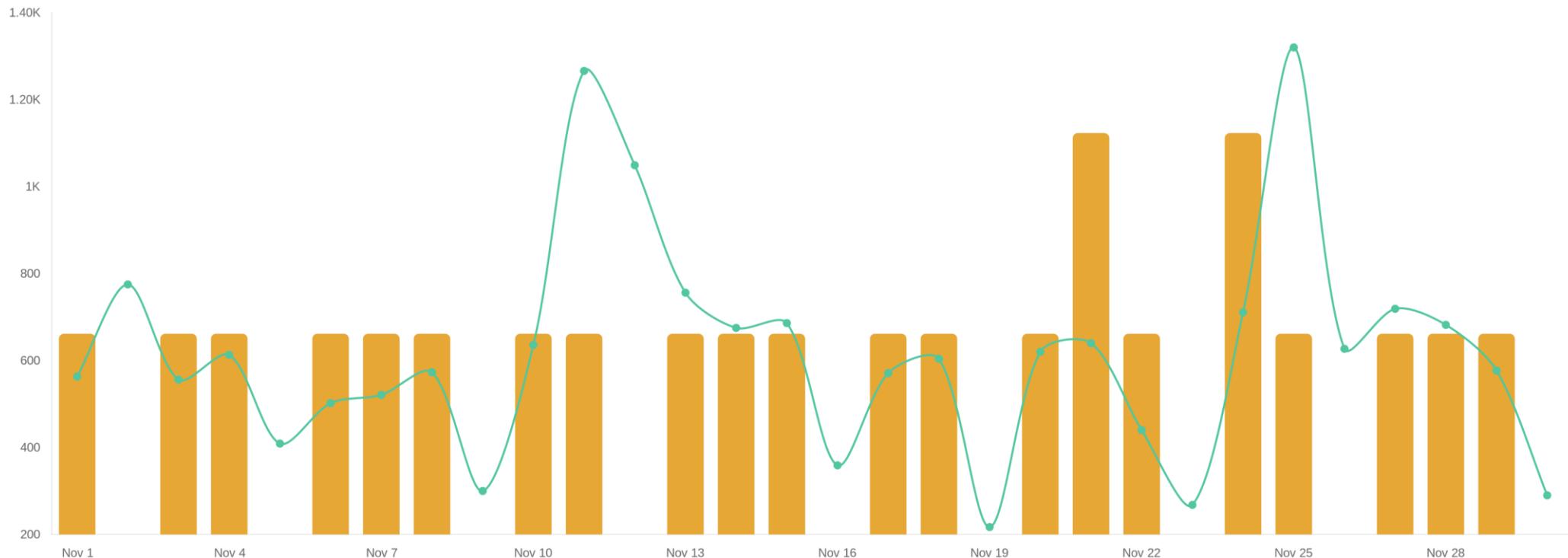
| | |
|----------------|---------------|
| Brazil | 39.08% |
| Saudi Arabia | 13.70% |
| South Africa | 11.80% |
| Angola | 5.85% |
| Turkey | 2.97% |
| United Kingdom | 2.50% |
| United States | 2.14% |
| Italy | 1.77% |
| Germany | 1.75% |
| Portugal | 1.66% |

Top 10 cities

| | |
|--|--------------|
| Cape Town, Western Cape | 8.50% |
| São Paulo, São Paulo (state) | 6.87% |
| Jeddah, Makkah Region | 5.12% |
| Riyadh, Riyadh Region | 3.71% |
| Luanda, Luanda Province | 2.63% |
| Rio de Janeiro, Rio de Janeiro (state) | 2.30% |
| Belo Horizonte, Minas Gerais | 1.34% |
| Mecca, Makkah Region | 1.15% |
| Talatona, Luanda Province | 1.12% |
| Curitiba, Paraná | 1.00% |

Average reach per day

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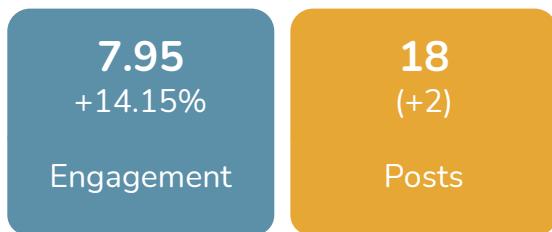


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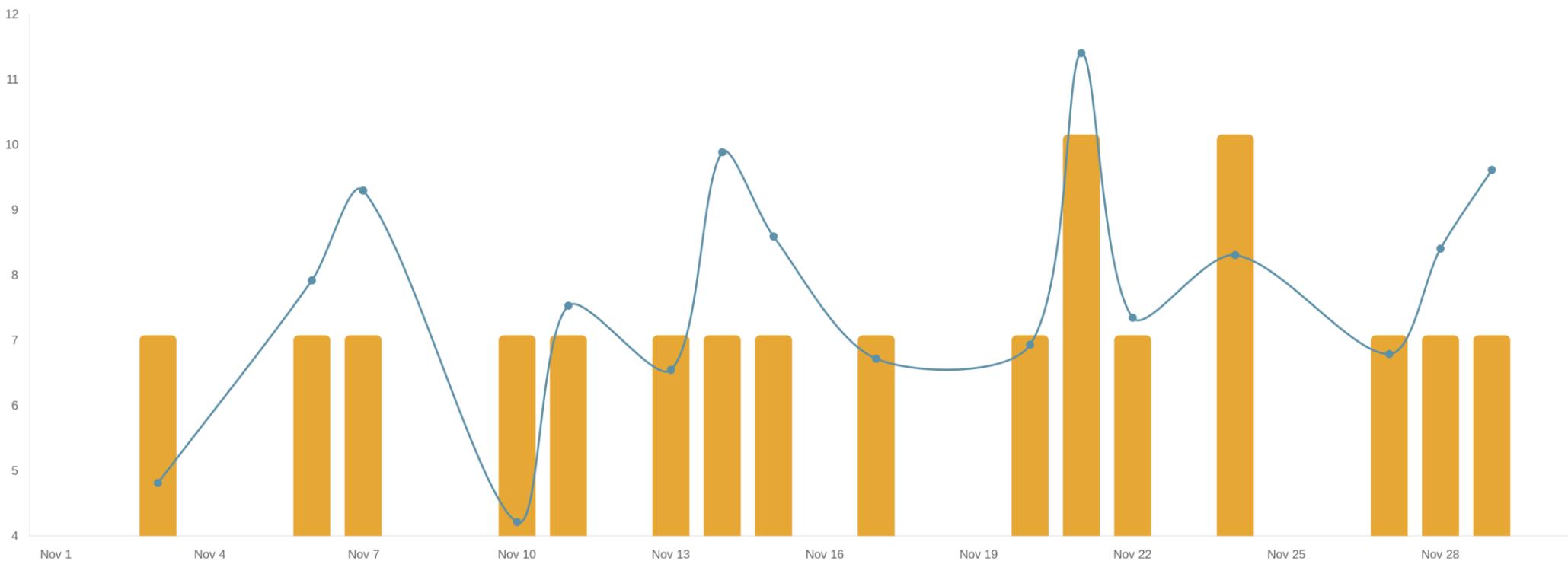
Posts published in period

ihcapetown



Engagement: The engagement rate is interactions received by each 100 people reached (total interactions / total reach x 100).

Percentages compared to previous month (October).

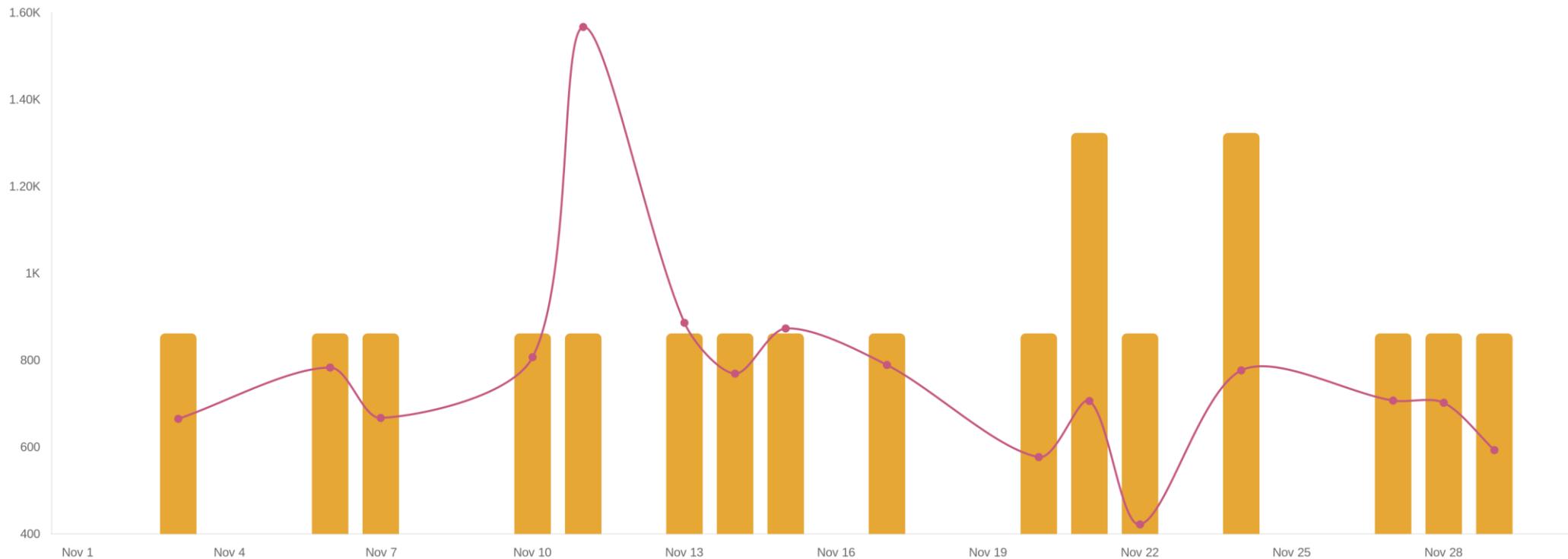
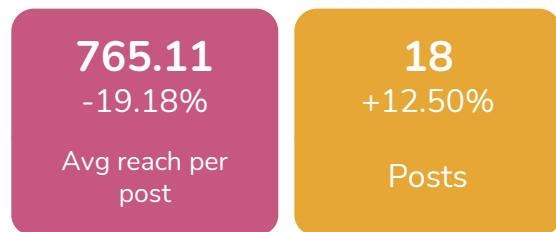


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Reach of published posts

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Interactions of published posts

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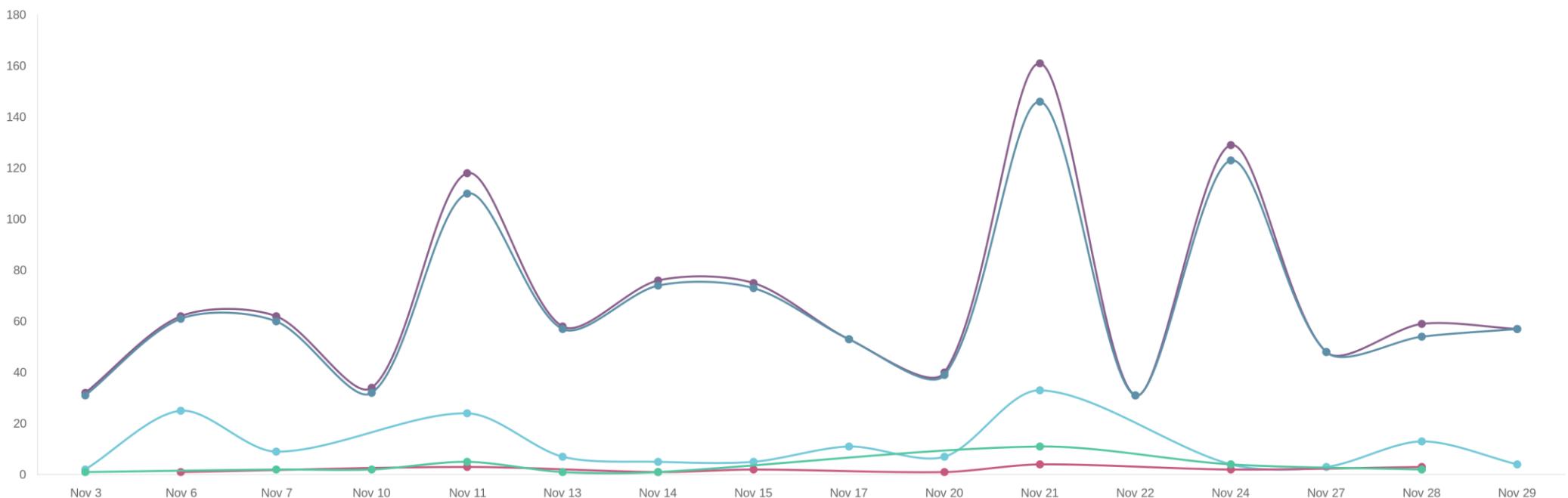
1049
+4.48%
Likes

29
+7.41%
Comments

17
-29.17%
Saved

152
+19.69%
Shares

1095
+3.79%
Interactions



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Ranking of posts

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Showing 18 posts sorted by reach

| Published | Type | Text | Views | Reach | Likes | Comments | Saved | Engagement |
|---|---|---|-------|-------|-------|----------|-------|------------|
| Nov 11, 2025 5:10 PM |  | Happy Angolan Independence Day! We celebrated... Go | 6363 | 1567 | 110 | 5 | 3 | 9.06 |
|  | | | | | | | | |
| Nov 13, 2025 6:01 PM |  | Throwing it back to our Coffee & Talk Tuesdays 🍵! ... Go | 5214 | 886 | 57 | 1 | 0 | 7.34 |
|  | | | | | | | | |
| Nov 15, 2025 5:45 PM |  | Running and walking always bring the best energy! 🏃... Go | 4828 | 873 | 73 | 0 | 2 | 9.16 |
|  | | | | | | | | |
| Nov 24, 2025 4:13 PM |  | MARIA... MARIAAAAAA 🎉! Happy Birthday!!!!!! 🎉 🎉 🎉 ... Go | 4210 | 816 | 93 | 3 | 2 | 12.25 |
|  | | | | | | | | |
| Nov 10, 2025 4:12 PM |  | Cape Town called — and you answered! 🎉 Welcome to... Go | 4369 | 807 | 32 | 2 | 0 | 4.21 |
|  | | | | | | | | |
| Nov 17, 2025 5:23 PM |  | Happy first day to our Spanglish group from Russia... Go | 4446 | 789 | 53 | 0 | 0 | 8.11 |
|  | | | | | | | | |

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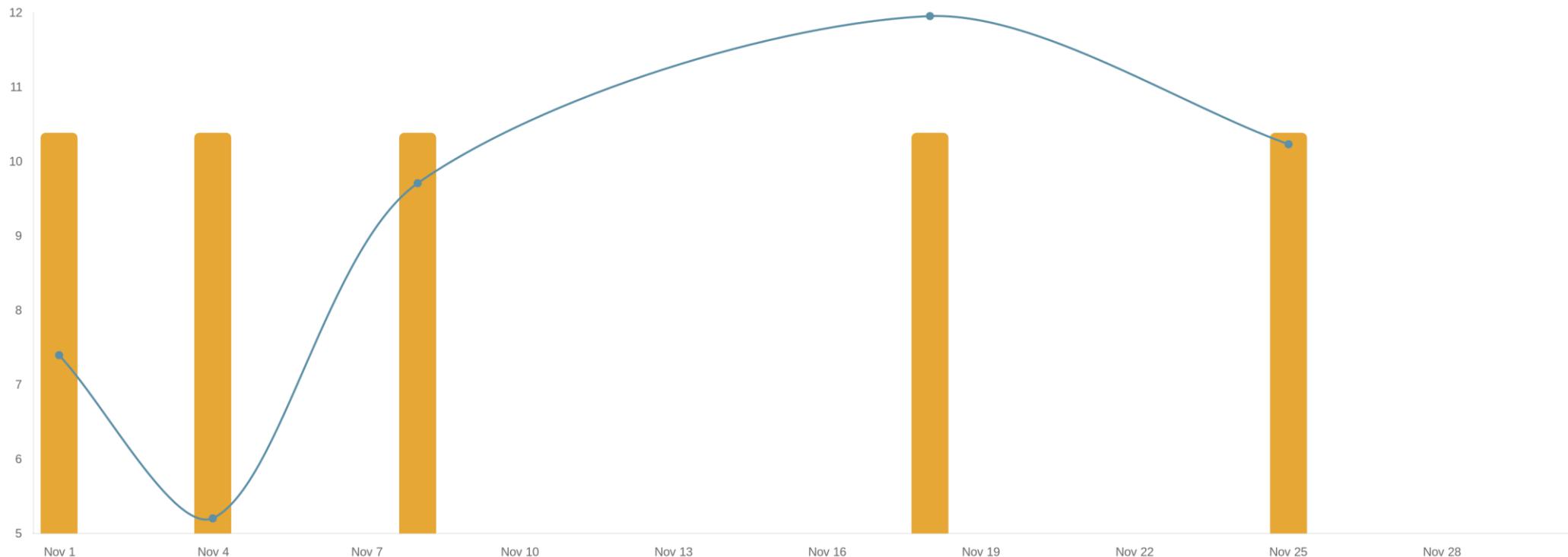
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| Published | Type | Text | | Views | Reach | Likes | Comments | Saved | Engagement |
|----------------------|---|---|--------------------|-------|-------|-------|----------|-------|------------|
| Nov 6, 2025 5:50 PM |  | Throwback to last Sunday's Table Mountain adventur... | Go | 5025 | 783 | 61 | 0 | 1 | 11.11 |
| Nov 14, 2025 5:39 PM |  | Friday moments worth celebrating 🎓! Today we... | Go | 4960 | 769 | 74 | 1 | 1 | 10.53 |
| Nov 21, 2025 7:50 PM |  | Looking back at graduation with full hearts 🎓. You... | Go | 4624 | 738 | 69 | 3 | 1 | 13.96 |
| Nov 24, 2025 6:25 PM |  | Calling all new students! 🎓 Tell us what you're ... | Go | 3124 | 737 | 30 | 1 | 0 | 4.48 |
| Nov 27, 2025 5:20 PM |  | Last week we explored the streets of Langa with ou... | Go | 3655 | 707 | 48 | 0 | 0 | 7.21 |
| Nov 28, 2025 5:35 PM |  | From day one to done — today we celebrated every s... | Go | 3127 | 702 | 54 | 2 | 3 | 10.26 |
| Nov 21, 2025 5:06 PM |  | Happy happy birthday, Tarryn! 🎉🎈🎂🎉! It's your f... | Go | 3552 | 674 | 77 | 8 | 3 | 13.5 |
| Nov 7, 2025 5:51 PM |  | A beautiful ending and a bright new beginning! 🌟 ... | Go | 5681 | 667 | 60 | 2 | 0 | 10.64 |

| Published | Type | Text | | Views | Reach | Likes | Comments | Saved | Engagement |
|-------------------------|---|---|--------------------|-------|-------|-------|----------|-------|------------|
| Nov 3, 2025 5:27 PM |  | A fresh vibe is in the air — and it starts with ou... | Go | 4065 | 665 | 31 | 1 | 0 | 5.11 |
| Nov 29, 2025 4:10 PM |  | #LookingBack A night under the stars we won't forg... | Go | 3239 | 593 | 57 | 0 | 0 | 10.29 |
| Nov 20, 2025 5:38 PM |  | Throwback to an awesome afternoon at @bloc.11 🍻! ... | Go | 3560 | 577 | 39 | 0 | 1 | 8.15 |
| Nov 22, 2025 5:03 PM |  | We're trying to make 21 November last as long as p... | Go | 2512 | 422 | 31 | 0 | 0 | 7.35 |

Reels published in period

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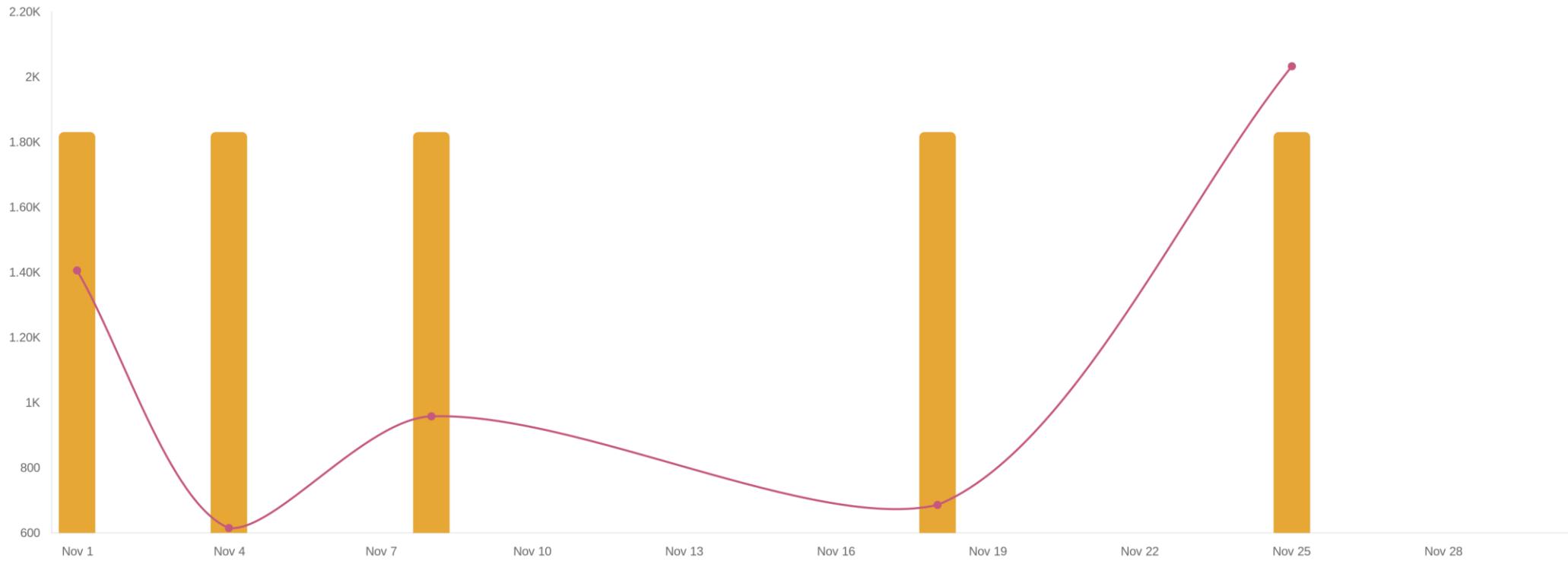


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Reach of published reels

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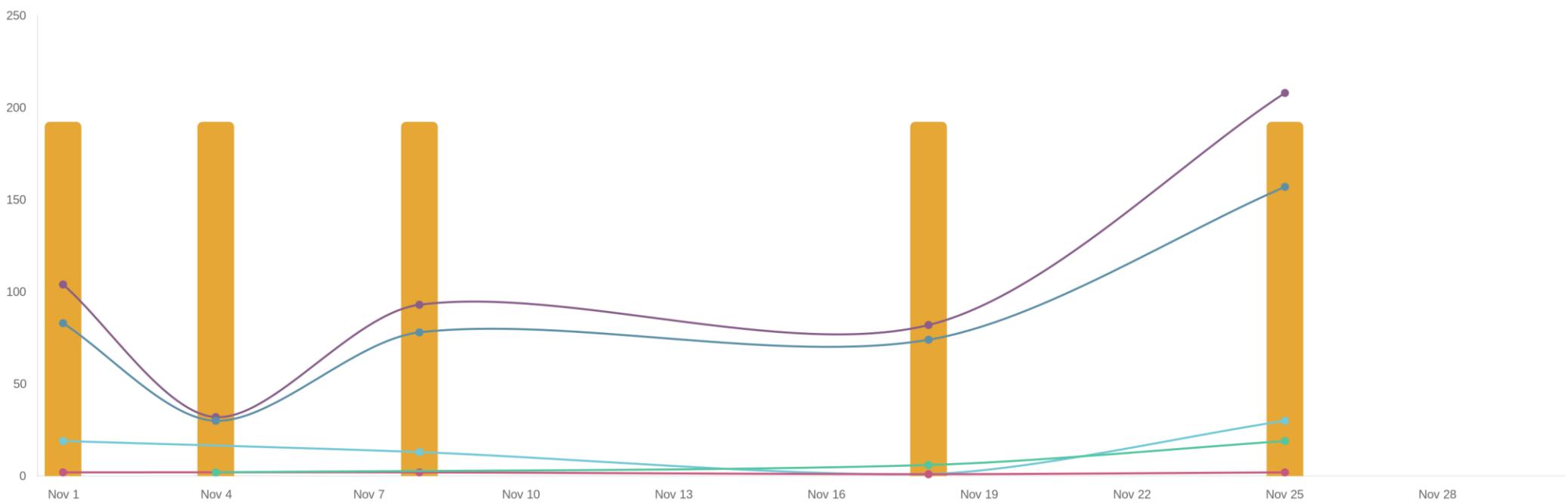
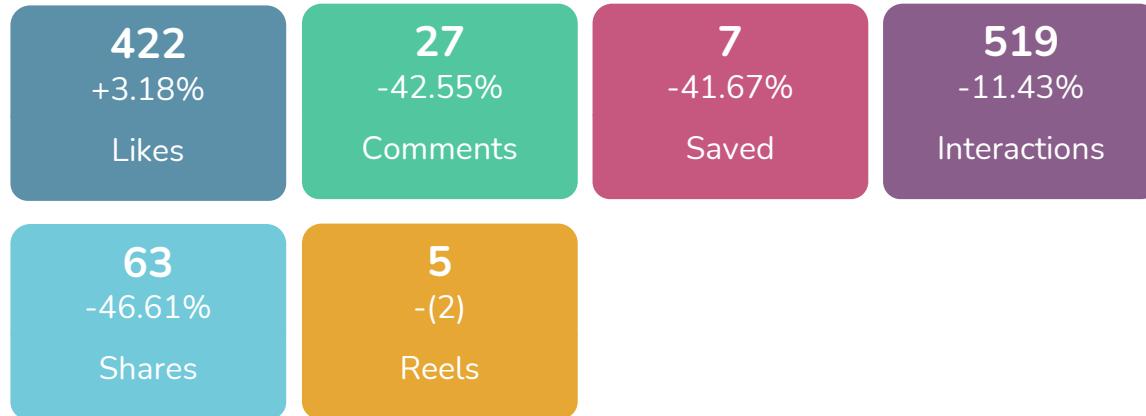


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Interactions of published reels

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Ranking of reels

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Showing 5 posts sorted by reach

| Published | Text | Views | Reach | Likes | Saved | Comments | Shares | Engagement |
|----------------------|--|-------------------------|-------|-------|-------|----------|--------|------------|
| Nov 25, 2025 3:40 PM |  DRUM ROLL 🥁 ... You all know him as THE BRAAI MASTER?... | Go 3496 | 2033 | 157 | 2 | 19 | 30 | 10.23 |
| Nov 1, 2025 5:31 PM |  Cape Town — the city that captures hearts! ZA💙 ... | Go 2239 | 1406 | 83 | 2 | 0 | 19 | 7.4 |
| Nov 8, 2025 5:57 PM |  A true taste of Africa za✨ 14 dishes, djembe dr... | Go 1737 | 958 | 78 | 2 | 0 | 13 | 9.71 |
| Nov 18, 2025 5:42 PM |  Franck wasn't just a student at our school. He was... | Go 1388 | 686 | 74 | 1 | 6 | 1 | 11.95 |
| Nov 4, 2025 4:56 PM |  Travel Tuesday Throwback! ✨ One year ago, Thal... | Go 1176 | 615 | 30 | 0 | 2 | 0 | 5.2 |

Data-driven insights

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Engagement Increased Despite Lower Reach

- Post engagement rate increased to **7.95% (+14.15%)** while average reach per post dropped.
- This shows **strong content quality**, but weaker algorithm amplification.

Reels Drive Reach — But Volume Matters

- Average reach per reel increased to **1,139.6 (+4.61%)**
- Total reel interactions fell **-11.43%** due to reduced output (**5 reels**).
- Fewer reels = fewer total discovery opportunities.

Community Content Converts Best

- Posts celebrating birthdays, arrivals, and cultural events consistently ranked highest.
- These posts reinforce brand warmth, belonging, and trust — key drivers for enquiries.

Audience Remains International

Top countries remain:

- Brazil (39.08%)**
- Saudi Arabia (13.70%)**
- South Africa (11.80%)**

Strong secondary presence from **Angola (5.85%)**, **Turkey (2.97%)**, **Italy (1.77%)**, and **Portugal (1.66%)**.

Awareness & enquiry impact

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Higher engagement rates signal stronger relevance, improving **brand recall** among prospective students. Community-focused visuals help potential students:

- Visualise life at IH Cape Town
- Build emotional trust before visiting the website

Reels act as the **primary discovery tool**, introducing IH Cape Town to new audiences beyond current followers. Improved follower growth indicates that profile visitors increasingly see the page as **valuable and credible**.

Conclusion:

Stronger engagement + personal content = higher awareness, stronger intent, and better enquiry potential — provided conversion pathways are clear.

Demographics: Growth & Visibility Opportunities

 [ihcapetown](https://www.instagram.com/ihcapetown/)

Why This Region Matters

IH Cape Town's audience is already international, and recent **visa relaxations and digitalisation (2025–2026)** create new opportunities to increase visibility in **Eastern & Southern European markets**.

Visa Developments Supporting Growth

South Africa has recently:

Expanded **visa-free access (up to 90 days)** for several European countries

Announced the rollout of a **digital visa / ETA system**, simplifying applications

Newly visa-free European countries include:

Bulgaria, Lithuania, Slovakia, Hungary, Slovenia, Romania, Latvia, Estonia, Croatia

These changes lower entry barriers and support short-term stays, exploratory visits, and future study planning.

Demographics: Growth & Visibility Opportunities

 [ihcapetown](#)

Countries to Target for Growth & Visibility

Based on:

- English-learning demand
- Improved travel access
- Alignment with IH Cape Town's lifestyle and affordability

Recommended focus markets:

- **Eastern & Southern Europe:** Bulgaria, Romania, Hungary, Croatia
- **Emerging Latin America:** Colombia, Mexico, Chile
- **Regional Africa:** Mozambique, Namibia

These markets show strong potential for:

- English immersion demand
- Experience-driven study decisions
- Increased mobility to South Africa

Recommendations

 [ihcapetown](https://www.instagram.com/ihcapetown/)

Increase Reel Output to 8–10 Reels

- Reels deliver the highest reach and discovery.
- More reels = more algorithmic opportunities.

Double Down on Community-Led Content

Prioritise:

- student groups
- Cultural celebrations
- Arrivals, birthdays, graduations

These formats consistently outperform averages.

Recommendations

 [ihcapetown](#)

Strengthen Calls-to-Action

- Encourage comments, saves, and shares explicitly.
- Example: questions, prompts, “tag a friend”.

Target Emerging Markets Strategically

Maintain focus on core markets while testing **1 - 2 targeted content pieces per month** for Eastern & Southern Europe, using:

- Student testimonials
- Lifestyle-focused reels
- Subtitles and culturally relevant storytelling

This supports long-term visibility and future enrolment growth.

Improve Conversion Pathways

- Update highlights (currently outdated)
- Refresh link in bio to guide enquiries clearly
- Ensure profile supports next-step actions