

Instagram Performance Report

November



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01 Nov 25 – 30 Nov 25

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November performance summary



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



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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6938

Followers

60

Followers
balance

23
(+0)

Total content



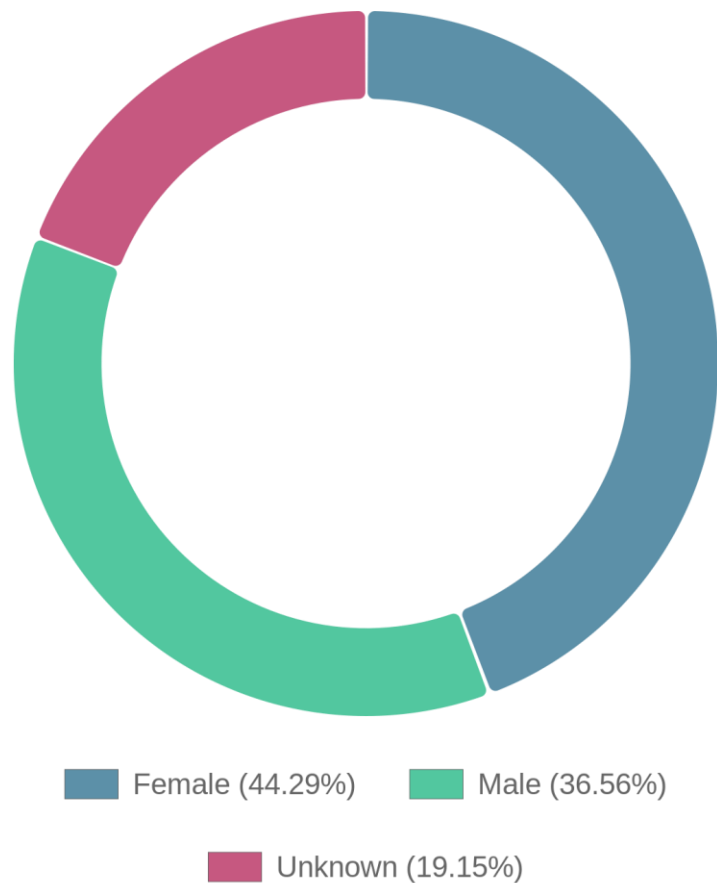
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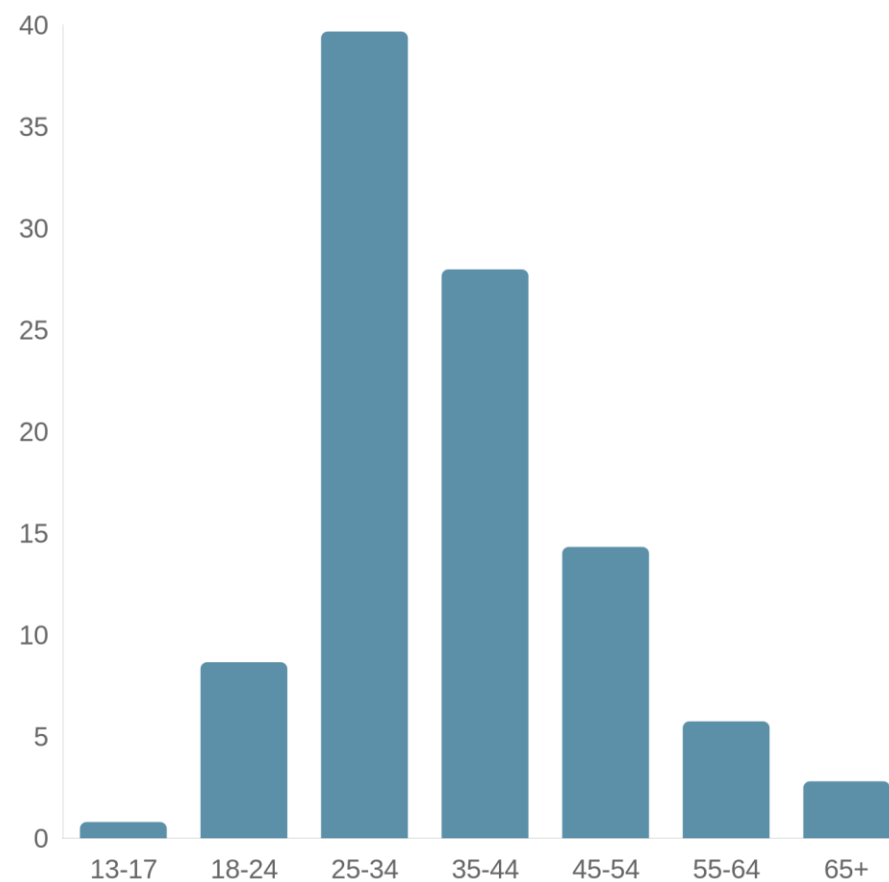
Demographics: gender and age (followers)

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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

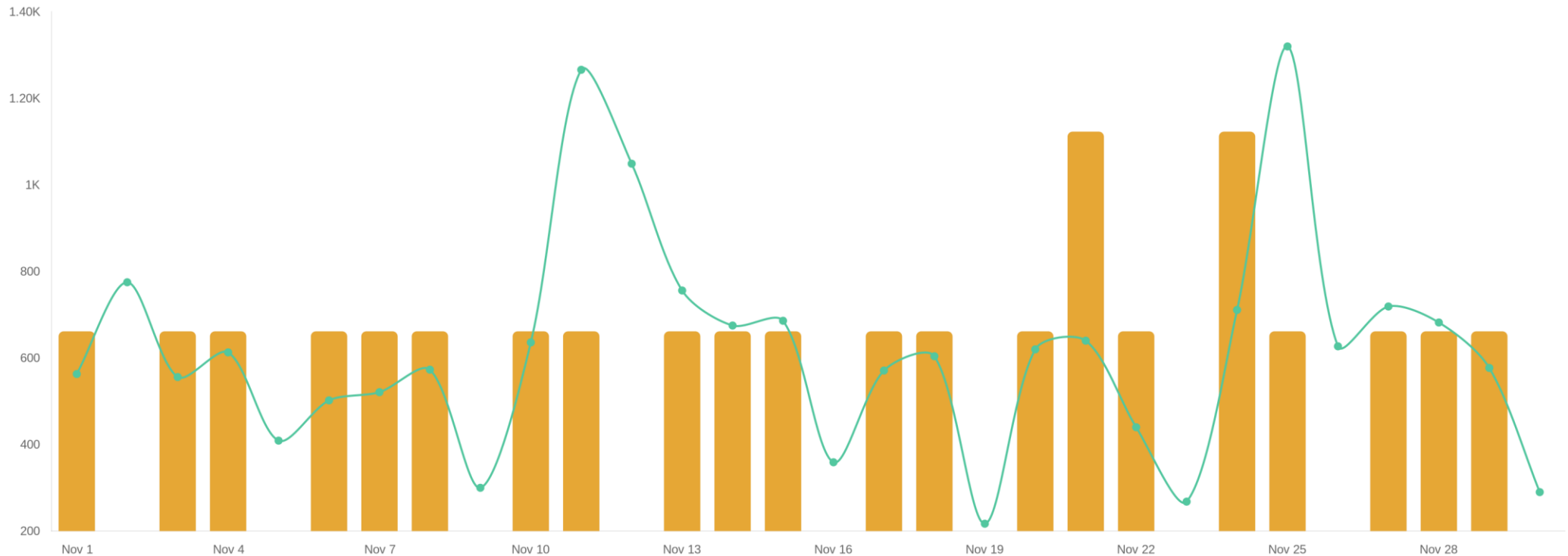
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617.50

Average reach
per day

23
(+0)

Total content



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Posts published in period

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7.95

+14.15%

Engagement

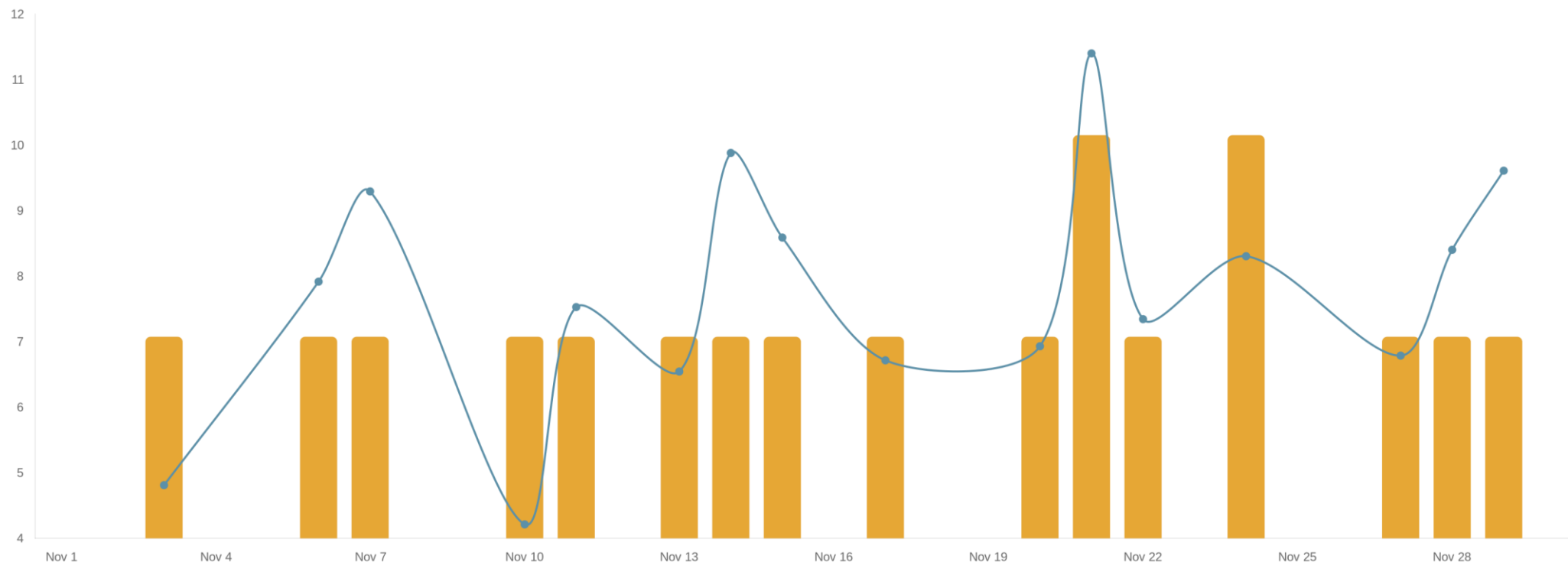
18

(+2)

Posts

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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765.11

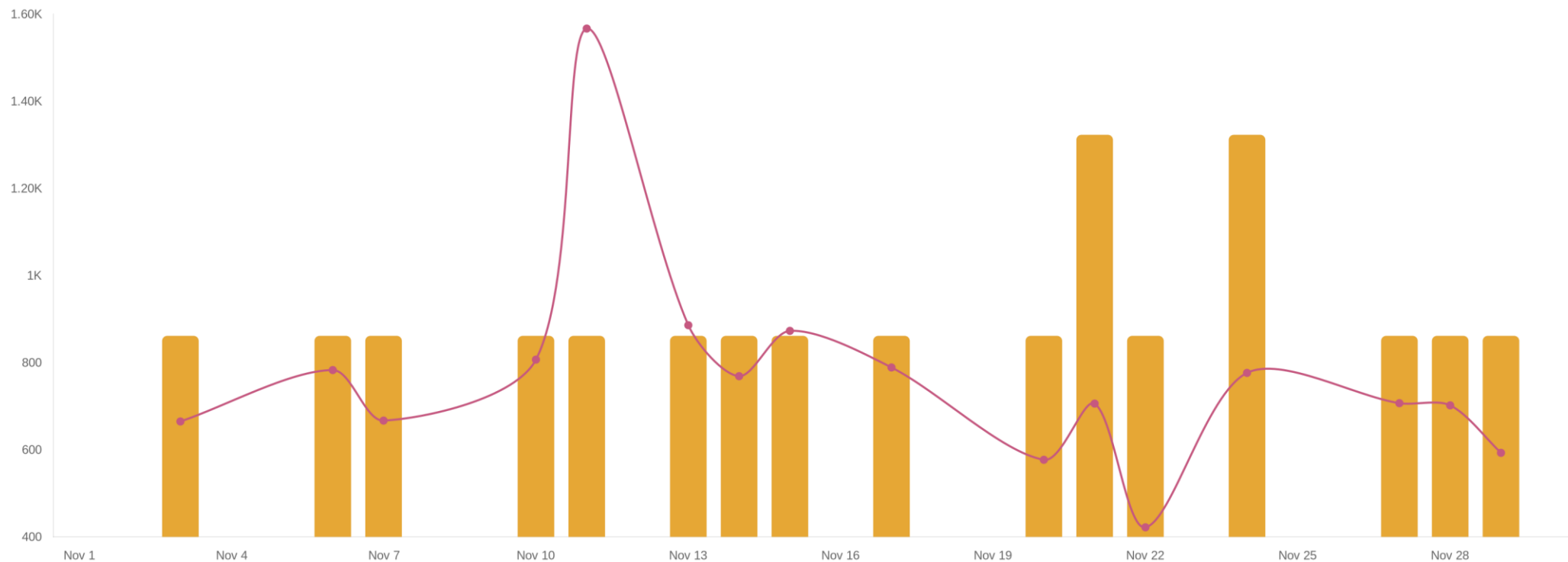
-19.18%

Avg reach per
post

18

+12.50%

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

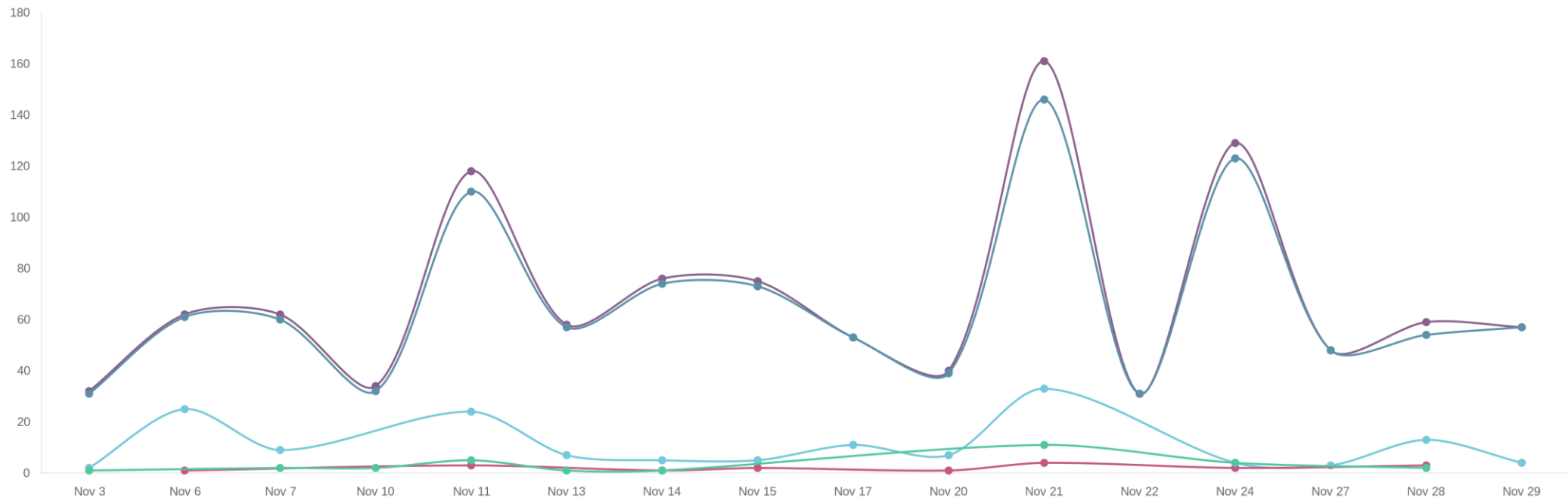
+19.69%

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!ao! 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 Birthdaysyyyyyy 🎂🎂🎂 ...	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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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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9.11

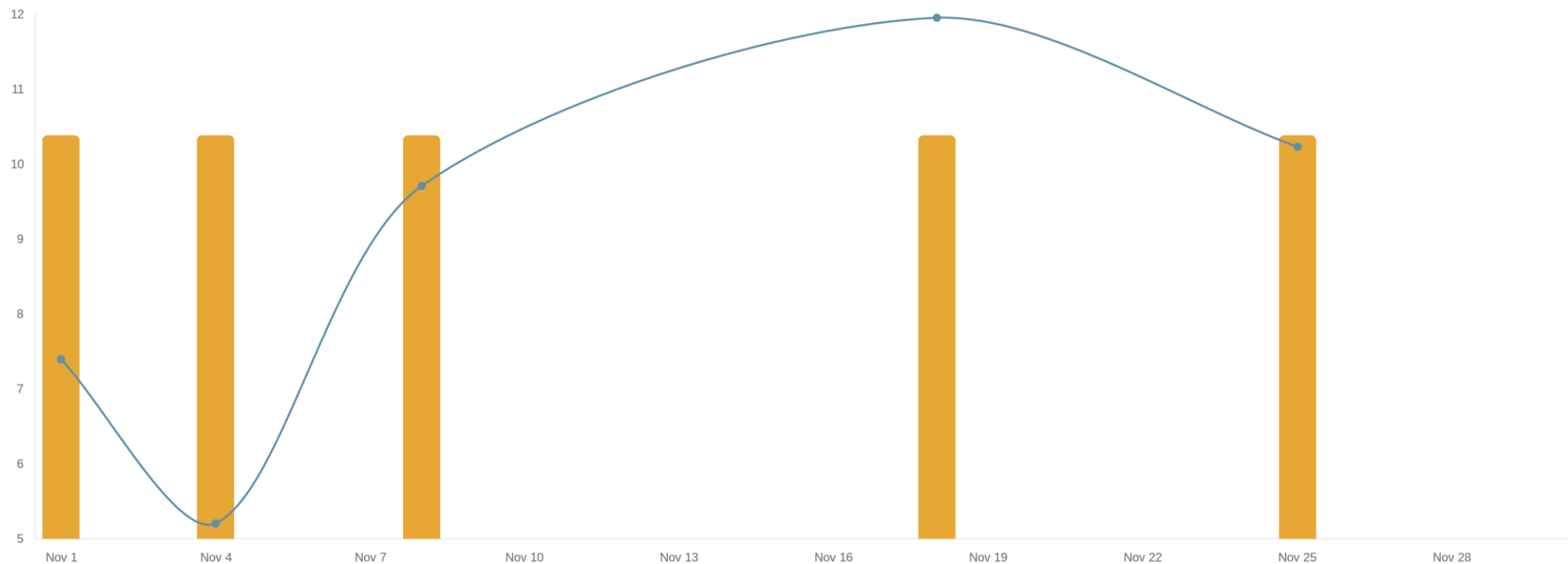
+18.53%

Engagement

5

-(2)

Reels



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Reach of published reels

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1139.60

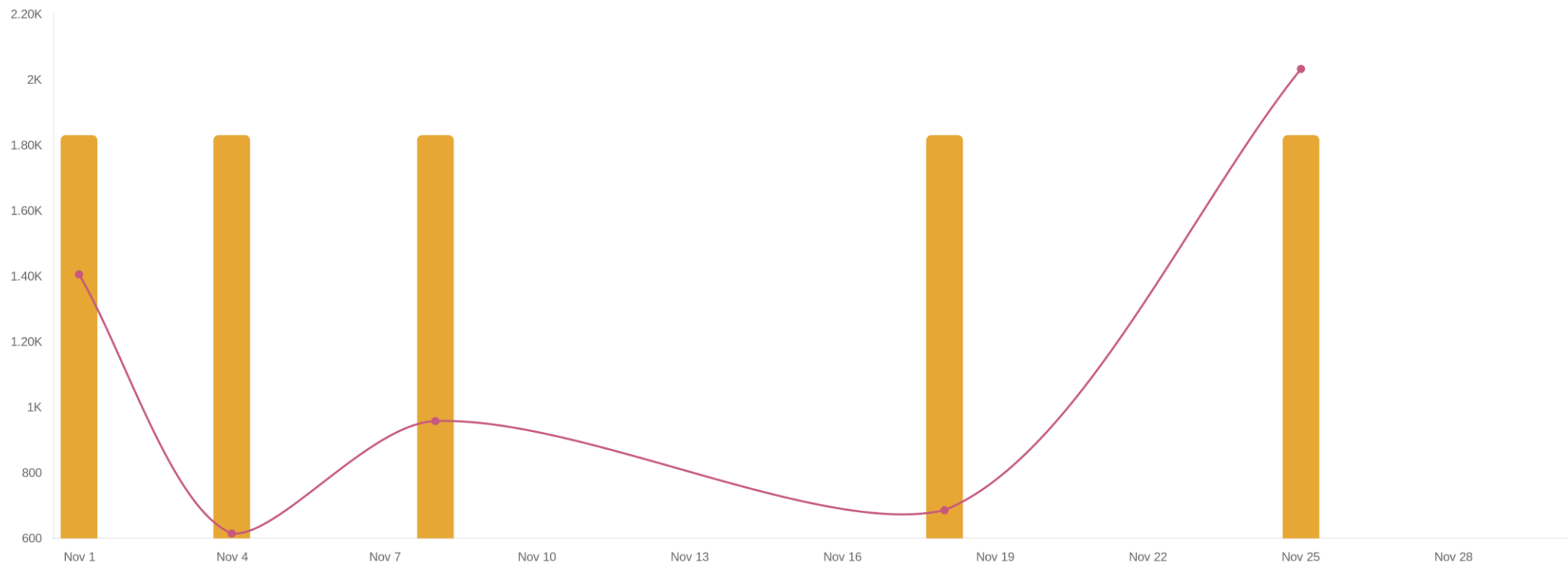
+4.61%

Avg reach per
reel

5

(-2)

Reels

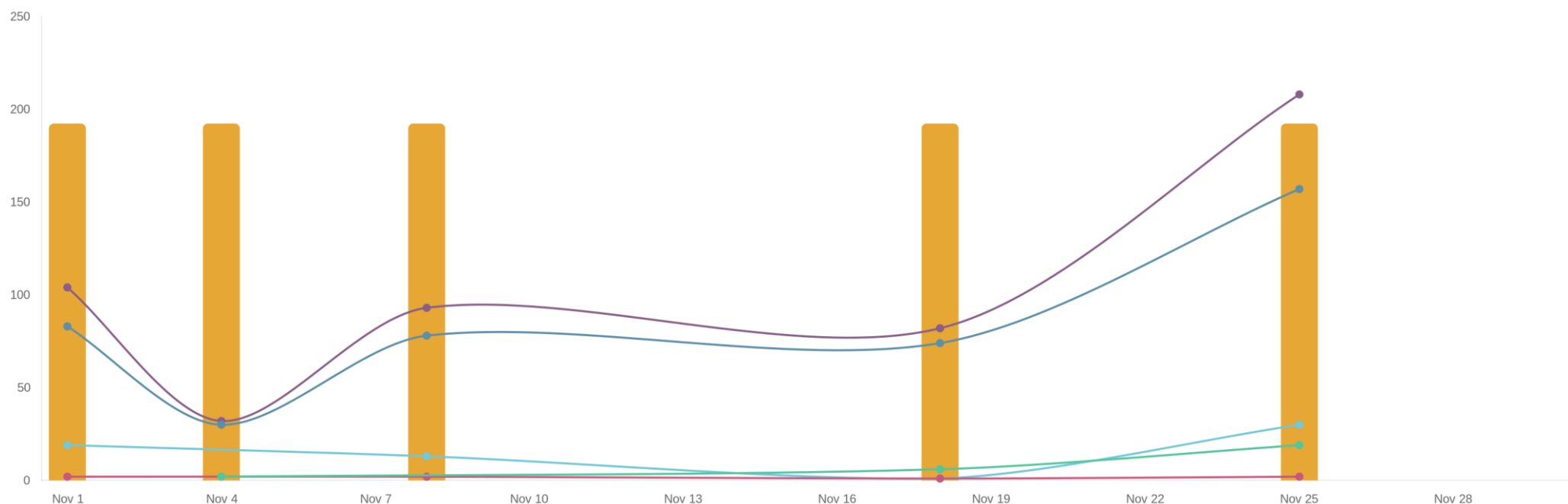
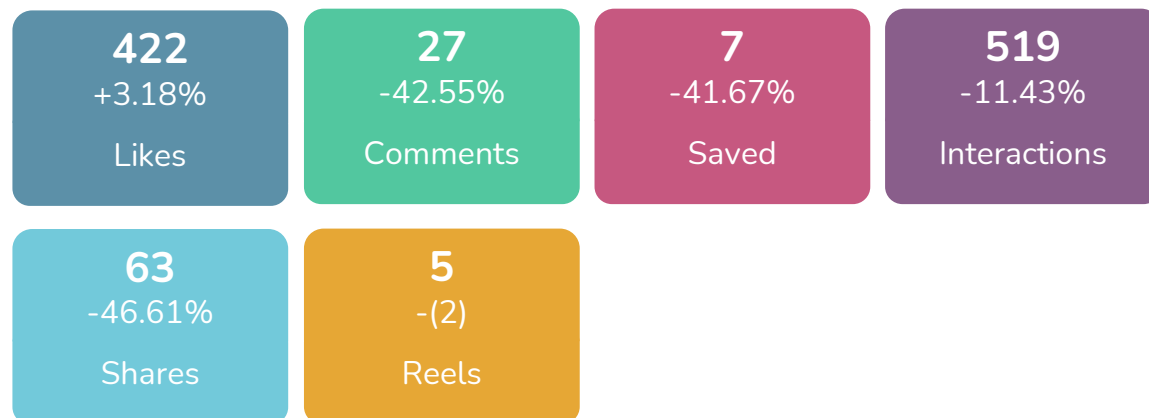


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Interactions of published reels

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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, Tha...	Go	1176	615	30	0	2	0	5.2

Data-driven insights



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



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

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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



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

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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



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