

Summer 2026 Community Management Highlights

Jaychele Nicole Schenck



TOTAL IMPACT

[As of Friday, Aug 14, 2026]

4.36M TOTAL ENGAGEMENTS

498 Total Posts | 8,752 Avg / Post

Top-tier content drove massive scale, led by **20 IG posts that breached 50K+ engagements** each and **15 IGB posts surpassing 1K**.

While IGB represented **57.2% of overall output**, its strategy prioritized steady B2B touchpoints over viral reach.

Main handle outbounds captured **98.3% of total engagement**, demonstrating the impact of tapping into pop culture moments, trending content, and creator interactions.

INSTAGRAM

OBs PUBLISHED: 213

TOTAL ENGAGEMENT: 4,282,430

AVERAGE ENGAGEMENT (likes + comments): 20,105

INSTAGRAM FOR BUSINESS

OBs PUBLISHED: 285

TOTAL ENGAGEMENT: 75,911

AVERAGE ENGAGEMENT (likes + comments): 266

RTSDs

RTSDs PUBLISHED: 3

TOTAL ENGAGEMENT: 11,478

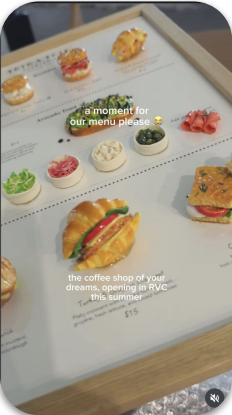
AVERAGE ENGAGEMENT (likes + comments): 3,826

OUTBOUNDS

Week 1
June 9 – 12, 2026

OVERVIEW: The strongest-performing outbounds centered on relatable, everyday moments and lighthearted observations. During my first week, I published 6 outbounds across Instagram and Instagram for Business, generating 8,187 total engagements (IG: 4 posts / 7.7K+ | IGB: 2 posts / 395).

OUTBOUNDS: 6	TOTAL ENGAGEMENT: 8,187
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 **instagramforbusiness**  creativity served fresh ✨

8w 195 likes Reply ...

 **instagramforbusiness**  manifesting this level of support for every small business owner 🥰

8w 199 likes Reply ...



 **instagram** valedictorian of vibes 🎧

6-12 Reply ... 7511

 Amari R.
YEAHHHH!!! Matter of fact he was top 5 of his class!! 🥰

6-12 Reply ... 48

OUTBOUNDS

Week 2
June 15 – 19, 2026

OVERVIEW: Humorous, conversational outbounds performed strongest this week, especially comments that played off the joke or added to the moment. I published 50 outbounds, generating 341,759 total engagements (IG: 28 posts / 332K+ | IGB: 22 posts / 615).

OUTBOUNDS: 50	TOTAL ENGAGEMENT: 333,572
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 **instagram** the method was unconventional

7w 60,986 likes Reply

 **dressymesss** @instagram but effective 🤔

7w 11,197 likes Reply

 **instagram** everybody say thank you Kulture

6-18 Reply

♡ 140.9K

— View 262 replies ▾



 **instagram** business is business

6-16 Reply

♡ 9576

— View 17 replies ▾



 **instagram** his intrusive thoughts won

7w 43,142 likes Reply

 **theretriever.family** @instagram ok this comment is going on Sunny's resume 🤔

7w 2,819 likes Reply



 **instagram** this scratched an itch

7w 31,452 likes Reply

— View replies (14)



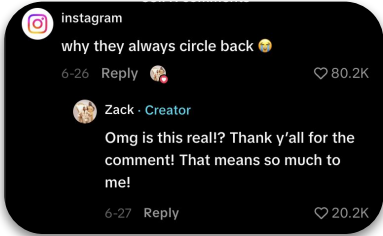
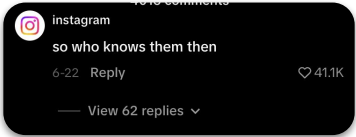
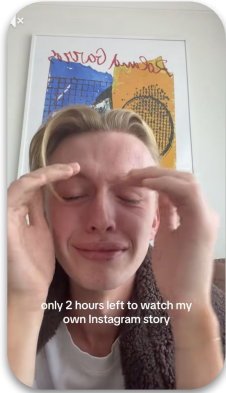
OUTBOUNDS

Week 3
June 22 – 26, 2026

OVERVIEW: The strongest-performing outbounds focused on ultra-relatable user habits and lighthearted observations, alongside targeted support for IGB’s Cannes coverage. I published 55 outbounds, generating 316,023 total engagements (IG: 24 posts / 315K+ | IGB: 31 posts / 919).

OUTBOUNDS: 55

TOTAL ENGAGEMENT: 316,023



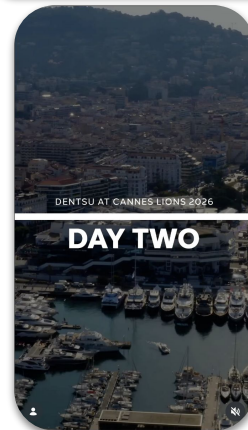
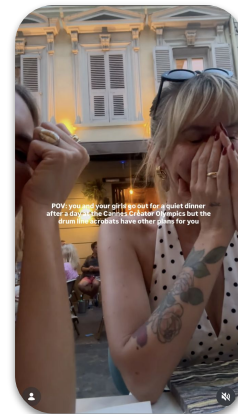
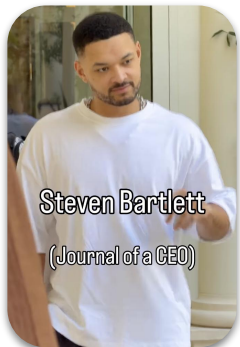
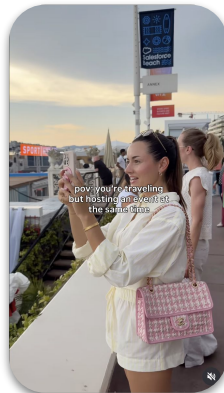
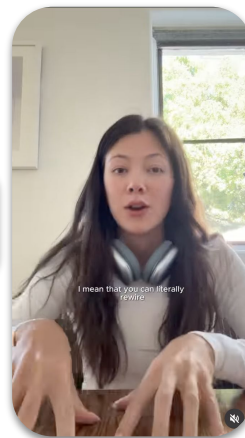
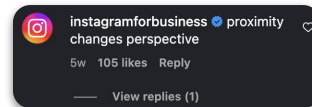
OUTBOUNDS

IGB 6/22-6/30: Cannes

OVERVIEW: Creator-led posts drove the highest engagement throughout our Cannes coverage, especially when highlighting founder insights and festival networking. Outbounds that leaned into supportive banter around actionable business advice and standout event moments resonated best with the audience.

OUTBOUNDS: 37 (6/22 - 6/30)

TOTAL ENGAGEMENT: 275



OUTBOUNDS

Week 4
June 29 – July 3, 2026

OVERVIEW: As Cannes wrapped up, the strongest-performing outbounds centered on dry, observational humor across popular animal, travel, and creator content while continuing to build out Instagram for Business engagement. I published 71 outbounds, generating 662,452 total engagements (IG: 28 posts / 652K+ | IGB: 43 posts / 10.4K+).

OUTBOUNDS: 55	TOTAL ENGAGEMENT: 662,452
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 **instagram** the comment section never disappoints

5w 530,714 likes Reply

View replies (959)

 **instagram** the comment section never disappoints

5w 530,714 likes Reply

View replies (959)



 **instagram** they got gru emotional

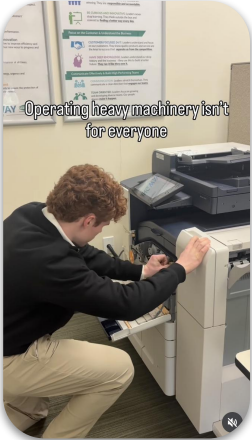
5w 44,170 likes Reply

View replies (17)



 **instagramforbusiness** this requires a supervisor nearby

5w 2,742 likes Reply



 **instagram** zero return on investment

5w 15,033 likes Reply

 **carlinjeff** @instagram fact

5w 642 likes Reply



OUTBOUNDS

Week 5

July 6 – 10, 2026

OVERVIEW: The strongest-performing outbounds resonated through short, funny commentary on animal videos and celebrity lookalikes, alongside lighthearted office humor on Instagram for Business. I published 77 outbounds, generating 701,991 total engagements (IG: 36 posts / 693.5K+ | IGB: 41 posts / 8.5K+).

OUTBOUNDS: 77

TOTAL ENGAGEMENT: 701,991



instagram the final boss of good boys

4w 107,342 likes Reply

View replies (53)



instagramforbusiness from fan to employee in 0.2 seconds

4w 3,127 likes Reply



kovateam i think the boss wanted to watch with us 🤔🤔🤔

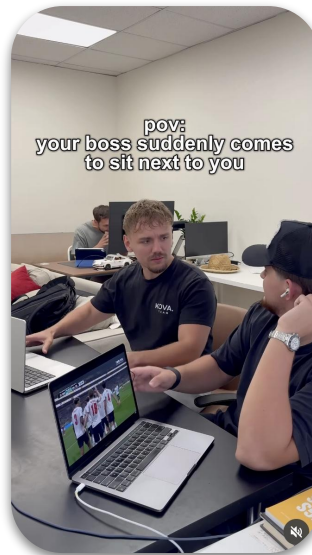
4w 602 likes Reply



instagram the bloopers are always better

4w 67,645 likes Reply

pov:
your boss suddenly comes to sit next to you



she almost formed a thought



instagram so close

4w 227,181 likes Reply



rhubarbthedoggo
@instagram closer everyday 🐾

4w 44,424 likes Reply



instagram can't believe they cast your doppelgänger

4w 76,540 likes Reply

View replies (91)



OUTBOUNDS

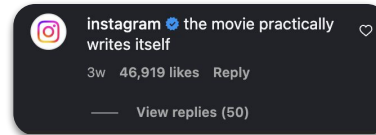
Week 6

July 13 – 17, 2026

OVERVIEW: The strongest-performing outbounds drove top engagement by playing off famous figures, trending sports content, and dramatic video moments. I published 67 outbounds, generating 1,250,878 total engagements (IG: 23 posts / 1.22M+ | IGB: 44 posts / 30.9K+).

OUTBOUNDS: 67

TOTAL ENGAGEMENT: 1,250,878



OUTBOUNDS

Week 8

July 27 – 31, 2026

OVERVIEW: The strongest-performing outbounds resonated through short, dry commentary reacting to Spider-Man pop culture moments, funny user habits, and small-business food content. I published 39 outbounds, generating 672,247 total engagements (IG: 15 posts / 667.9K+ | IGB: 24 posts / 4.4K+).

OUTBOUNDS: 39

TOTAL ENGAGEMENT: 672,247



instagram no wifi no problem

1w 231,720 likes Reply

— View replies (269)



instagram no cgi required

1w 146,659 likes Reply

— View replies (178)



instagram they prob never saw this coming

1w 136,617 likes Reply

— View replies (198)



instagram didn't even need the screen

1w 78,750 likes Reply

— View replies (17)



instagramforbusiness that donut found its person

1w 1,663 likes Reply

— View replies (4)



OUTBOUNDS

Week 9
August 3 – 7, 2026

OVERVIEW: The strongest-performing outbounds centered on quick, observational jokes about Spider-Man movie moments, dramatic and quirky cooking content, and everyday work humor on Instagram for Business. I published 45 outbounds, generating 194,641 total engagements (IG: 20 posts / 184.3K+ | IGB: 25 posts / 10.3K+).

OUTBOUNDS: 45

TOTAL ENGAGEMENT: 194,641

 **instagram** give the cameraman his suit too

1d 22,645 likes Reply

— View replies (43)



 **instagramforbusiness** he's still on hospital wifi

5d 6,245 likes Reply

— View replies (16)



 **instagram** not enough dramatic pantry staring

6d 25,364 likes Reply

— View replies (13)



 **instagram** is this the post credit scene

5d 66,213 likes Reply

— View replies (97)

 **instagram** the sandwich passed inspection

4d 53,337 likes Reply

— View replies (79)



OUTBOUNDS

Week 10

August 10 – 14, 2026

OVERVIEW: In my final week, the strongest-performing outbounds centered on quick, observational humor, standout creator moments, and relatable workplace content across Instagram and Instagram for Business. I published 88 outbounds, generating 218,185 total engagements (IG: 35 posts / 208.8K+ | IGB: 53 posts / 9.3K+).

OUTBOUNDS: 88

TOTAL ENGAGEMENT: 218,185

COMING
SOON

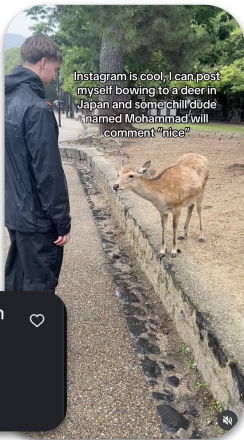
IG HIGHLIGHTS



 **instagram**  no wifi no problem

1w 231,720 likes Reply

— View replies (269)



 **instagram**  the comment section never disappoints

5w 530,714 likes Reply

— View replies (959)

 **instagram**

everybody say thank you Kulture

6-18 Reply

— View 262 replies



 **instagram**  no cgi required

1w 146,659 likes Reply

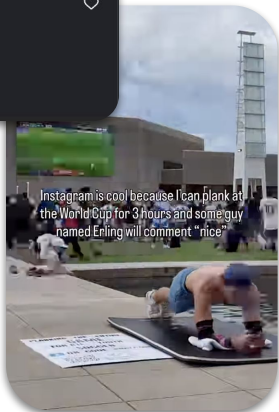
— View replies (178)



 **instagram**  mission accomplished honestly

3w 571,119 likes Reply

— View replies (345)



 **instagram**  so close

4w 227,181 likes Reply

 rhubarbthedoggo
@instagram closer everyday

4w 44,424 likes Reply

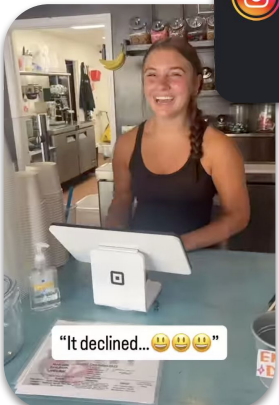


 **instagram**  airplane mode unlocked

3w 359,113 likes Reply

— View replies (137)

IGB HIGHLIGHTS



instagramforbusiness mission accomplished... kinda
3w 9,950 likes Reply
View replies (8)

"It declined... 🤔🤔🤔"

POV: You trying to badge into your apartment after a long 12hr night shift

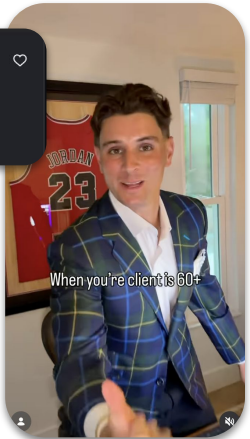


01/01/2024 08:10:50 EDT

instagramforbusiness he's still on hospital wifi
6d 7,136 likes Reply
View replies (16)

instagramforbusiness knowing your audience pays off
3w 2,058 likes Reply
View replies (3)

instagramforbusiness this requires a supervisor nearby
5w 2,742 likes Reply



When you're client is 60+

instagramforbusiness now that's stopping the scroll
5d 3,370 likes Reply
View replies (7)



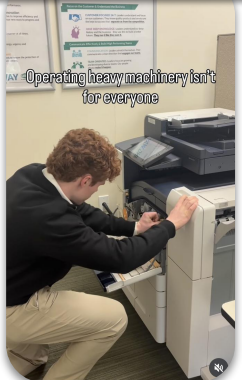
realmrpatty Este chorizo de queso 🍔



POV: your boss suddenly comes to sit next to you



Operating heavy machinery isn't for everyone

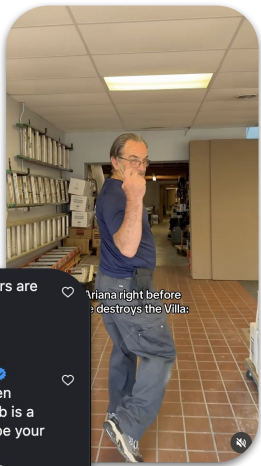


instagramforbusiness from fan to employee in 0.2 seconds
4w 3,127 likes Reply

kovateam i think the boss wanted to watch with us 🤔🤔🤔
4w 602 likes Reply

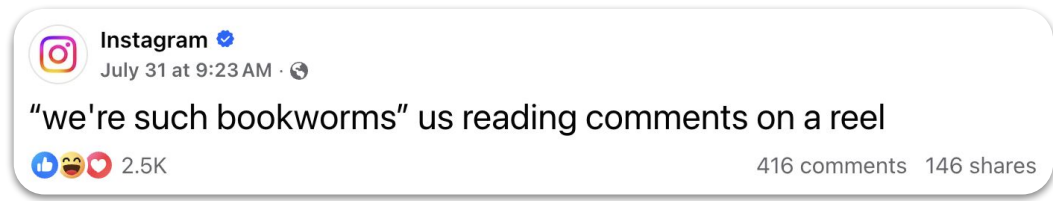
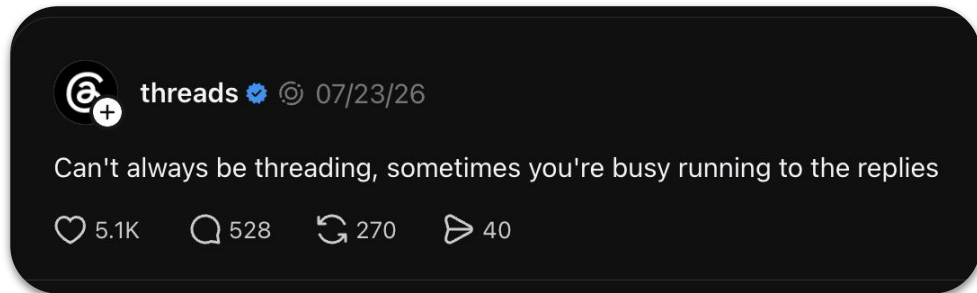
instagramforbusiness stars are born every day
5w 1,742 likes Reply

macsconstruction @arianamadix ... even instagram thinks Bob is a star, he's going to be your new co-star & we promise... he ISN'T a worm with a mustache
5w 164 likes Reply

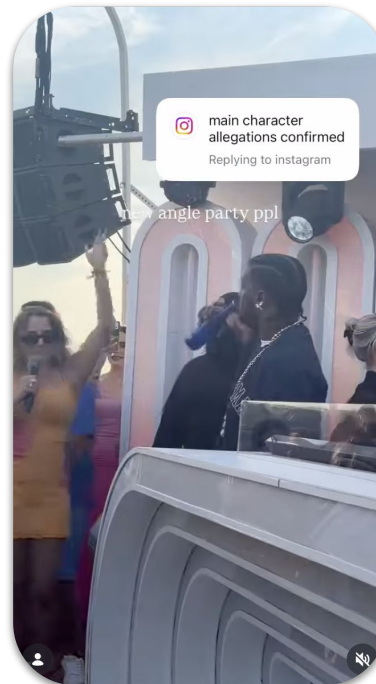
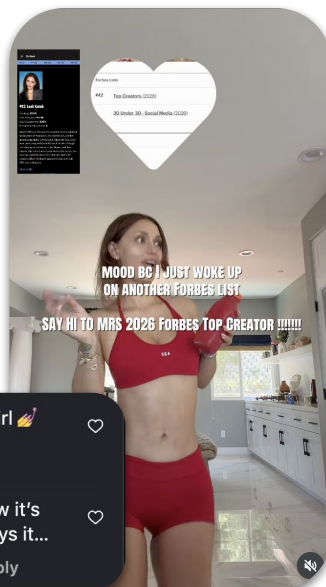
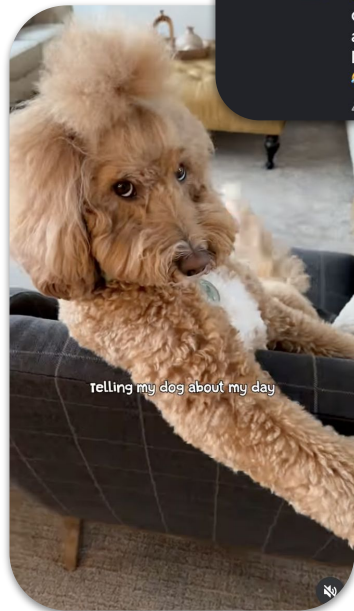


Ariana right before she destroys the Villa:

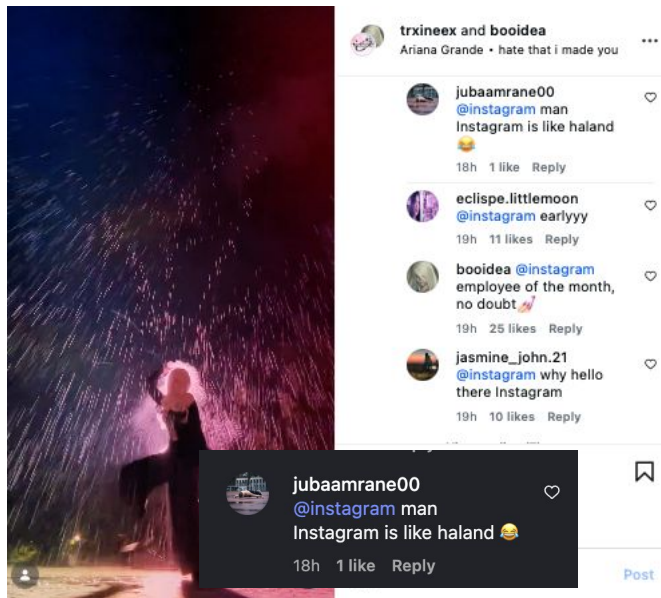
RTSDs

[illegible]

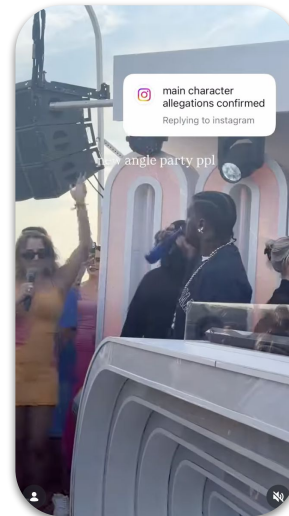
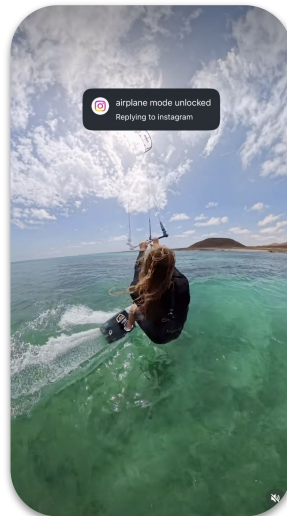
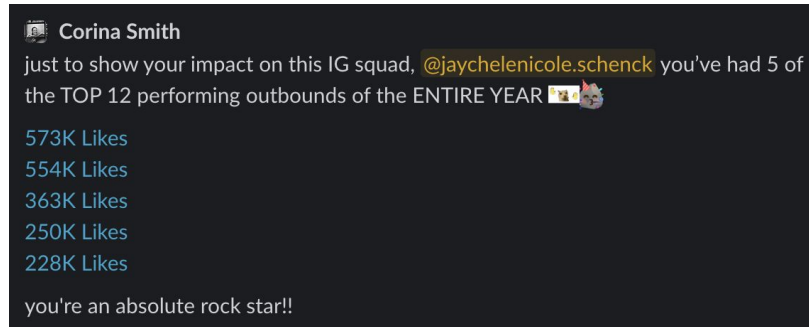
CM Wins



CM Wins



Instagram - "Instagram is like haland" comment is a CM win because they mean that we are showing up everywhere in the comment section. Fan praise; positive sentiment



Thank You! Questions?

