

	Virginia Beach
Mira Sansone	United - Women's

The “Kinda Chic” trend uses repeated “kinda chic to...” statements over photos, carousels, or short-form video to playfully celebrate a team’s identity, culture, fans,

July 27–August 10, 2026; most prevalent on Instagram, especially in-feed carousels and Reels.

Category:**Answer (fill in this column)**

Brand/account (change the name of the tab to the brand name before submitting for grade)

URL of post

Platform

Post type (story, in-feed, ad, ect)

Image type

Has audio?

Day of week posted

Time of day posted

Hashtags?

URL included in post?

Views

Likes

Reshares

Comments

Emojis

Notes about the sentiment of comments

Notes about the the trend was customized

Notes about your opinion about how the trend was implimented

National Women's Soccer League (NWSL)

<https://www.instagram.com/p/DbwuQ4JjivN/>

Instagram

In-feed

Carousel / photo graphics

No / not required for carousel

Friday

Not publicly available

Yes — #TedLasso

No

Not publicly available

16.8k

96

53

Yes — ☐

Overall positive/enthusiastic. The post connects

The league changed the phrase to "kinda chic to

Very effective. It is timely, simple, on-brand, and

<These are drop down menus. Click on a cell, then use the dropdown menu to select an option.

Enter as number. Some of these metrics may not be available depending on platform

Tell me what you think worked or didn't work

Category:**Answer (fill in this column)**

Brand/account (change the name of the tab to the brand name before submitting for grade)

NJ/NY Gotham FC

URL of post

https://www.instagram.com/p/DbtQ2ASmi1_/

Platform

Instagram

Post type (story, in-feed, ad, ect)

In-feed

Image type

Photo / carousel

Has audio?

No / not required for carousel

Day of week posted

Thursday

Time of day posted

Not publicly available

Hashtags?

Not shown in indexed caption

URL included in post?

No

Views

Not publicly available

Likes

Not publicly available

Reshares

11

Comments

2

Emojis

No emoji shown in indexed caption

Notes about the sentiment of comments

The visible copy is upbeat and promotional, using

Notes about the the trend was customized

Gotham customized the trend into "kinda chic t

Notes about your opinion about how the trend was implimented

Effective because it turns a viral phrase into eve

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Tell me what you think worked or didn't work

Category:

Answer (fill in this column)

Brand/account (change the name of the tab to the brand name before submitting for grade)
URL of post
Platform

Clemson Women's Soccer
https://www.instagram.com/p/DbwYjnYmq4l/
Instagram

Post type (story, in-feed, ad, ect)
Image type
Has audio?
Day of week posted
Time of day posted
Hashtags?
URL included in post?

In-feed
Carousel / team photos
No / not required for carousel
Friday
Not publicly available
Not shown in indexed caption
No

<These are drop down menus

Views
Likes
Reshares
Comments
Emojis

Not publicly available
Not publicly available
Not publicly available
Yes — ☐ ☐

Enter as number. Some of these metrics may not be available depending on platform

Notes about the sentiment of comments
Notes about the the trend was customized

The tone is positive and team-proud. The format is
Clemson changed the trend to “It’s kinda chic to

Notes about your opinion about how the trend was implimented

One of the strongest examples for VBU because

Tell me what you think worked or didn't work

Category:**Answer (fill in this column)**

Brand/account (change the name of the tab to the brand name before submitting for grade)

URL of post

Platform

Post type (story, in-feed, ad, ect)

Image type

Has audio?

Day of week posted

Time of day posted

Hashtags?

URL included in post?

Views

Likes

Reshares

Comments

Emojis

Notes about the sentiment of comments

Notes about the the trend was customized

Notes about your opinion about how the trend was implimented

TCU Football

<https://www.instagram.com/p/DbqKrPrEXBP/>

Instagram

In-feed

Carousel / team photos and graphics

No / not required for carousel

Wednesday

Not publicly available

Not shown in indexed caption

No

Not publicly available

859

14

3

No emoji shown in indexed caption

The tone is confident, playful, and school-proud

TCU customized the trend with the phrase "Kind

Very effective. It is concise, recognizable, and hi

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menus

Enter as number. Some of
these metrics may not be
available depending on
platform

Tell me what you think
worked or didn't work

Category:	Answer (fill in this column)	
Brand/account (change the name of the tab to the brand name before submitting for grade)	Houston Dash	
URL of post	https://www.instagram.com/p/Dbob4MDCQb3/	
Platform	Instagram	
Post type (story, in-feed, ad, ect)	In-feed	
Image type	Carousel / game-day and team imagery	
Has audio?	No / not required for carousel	
Day of week posted	Tuesday	
Time of day posted	Not publicly available	
Hashtags?	Not shown in indexed caption	
URL included in post?	No	
Views	Not publicly available	
Likes	559	Enter as number. Some of these metrics may not be available depending on platform
Reshares	12	
Comments	2	
Emojis	Not publicly available	
Notes about the sentiment of comments	The post has an upbeat, community-focused tone	
Notes about the the trend was customized	Houston adapted the format around its own fan base	
Notes about your opinion about how the trend was implimented	One of the strongest examples for VBU. It uses the trend to promote a local team	

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Post type (story, in-feed, ad, ect)	
Image type	
Has audio?	
Day of week posted	
Time of day posted	
Hashtags?	<These are drop down menus
URL included in post?	
Views	
Likes	Enter as number. Some of these metrics may not be available depending on platform
Reshares	
Comments	
Emojis	
Notes about the sentiment of comments	
Notes about the the trend was customized	
Notes about your opinion about how the trend was implimented	Tell me what you think worked or didn't work

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Image type	
Has audio?	
Day of week posted	
Time of day posted	
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URL included in post?	
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Likes	Enter as number. Some of these metrics may not be available depending on platform
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Notes about your opinion about how the trend was implimented	Tell me what you think worked or didn't work