

TEXAS  STATE<sup>®</sup>  
ALUMNI ASSOCIATION



**Texas State University  
School of Journalism  
& Mass Communication  
Fall 2023**

**MC 4326**

**Advanced Social Media and Analytics**

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**Objective:** To create a community of alumni, students and friends with a commitment to invest in the future of our university.

**Use of Social Media:** The Alumni Association uses social media to tell stories of what's going on at Texas Sate University to former graduates of Texas State University.

**Target Audience:** The target audience of the Alumni Association are soon to be, recent, and prior graduiates.

## FOLLOWERS

Current Followers: 22,935  
The number of Facebook followers has increased by 231 since August 1st. That's just over a 1.0% gain.

## POSTING FREQUENCY

From August 1 to November 15, our client posted an average of 1.1 times a day. October and November saw the most activity, with 70 of the 116 total posts taking place in those months.

## CONTENT, TONE & ENGAGEMENT

**What works?** September had the highest overall engagement with an average of 8.5 comments and 5.4 shares per post. Popular posts were merchandise related.

**What Doesn't?** October and November had the steepest decline in overall engagement, including a 48.1% decline in shares and a 29.4% decline in comments. The most popular of these posts were about university Alumni, but the increased post frequency seemed to bring down overall engagement.

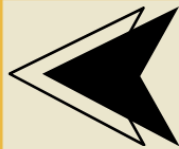
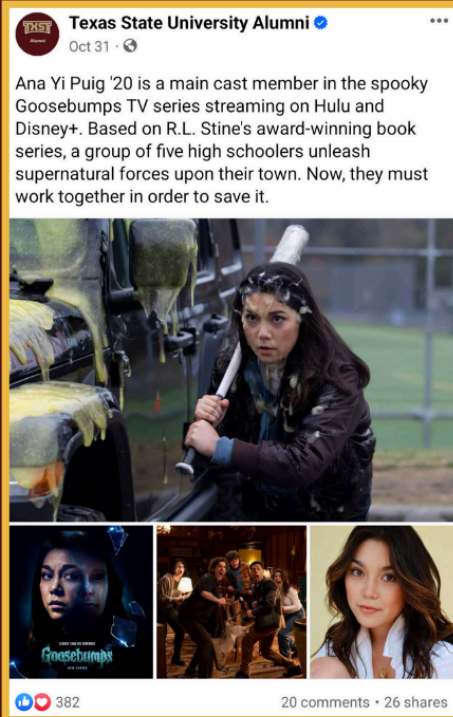
## TRENDS

Although the Alumni Association had the least engagement during October and November, this time period did see the largest increase in followers. The amount of followers overall increased by 1.0%. The overall frequency of posts per week increased by 262.2%.

## STRENGTHS & WEAKNESSES

With all three reports we have noticed that posts promoting merchandise and showcasing interesting and successful Bobcats do well. A weakness we have noticed is the inconsistent number of posts across each report, with too many posts taking away from engagement on this platform.

## Content Examples



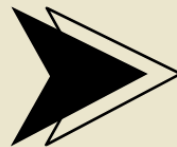
### Best Performing Post October & November

This post had the highest engagement during the lowest period overall with 509 impressions, 29 comments, and 26 shares.

This post showed a notable Texas State Alumni after graduation



### Best Performing Post Overall



This post was the highest performing post across all analytics reports. This post had 1,508 reactions, an 86.9% increase from the next highest overall.

This post was so popular because it was cute and advertised tailgating.

## FOLLOWERS

Current Followers: 7,136

The number of Instagram followers has increased by 289 since August 01, 2023. That's a 4.1% gain.

## POSTING FREQUENCY

In August and September, the number of posts combined for only 27 posts, then in October and November it nearly doubled to 44 posts overall.

As sports and other activities increased, so did the posts.

## CONTENT, TONE & ENGAGEMENT

**What works?** September had 18 posts in total and saw the highest comments overall with an average of 3.2 per post. Posts that received the most comments were about merchandise and a fun bit on the local news.

**What Doesn't?** October and November had the most posts with an average of 6.7 per week. This report also saw a 54.9% decline in comments. While some posts were popular, the increased frequency of posts brought down overall engagement.

## TRENDS

Since August, overall trends for engagement rates have consistently declined. Net changes include decreases in reach (-50.9%), likes (-26.8%), comments (-40.9%), and shares (-53.7%).

Despite the overall decline, posts in August and September maintained an average reach over 3,000.

## STRENGTHS & WEAKNESSES

The average reach overall has been 2,690.5, and the average shares overall have been 14.4. Since August 1, these numbers have remained consistently productive.

The steep increase in the number of posts in October and November has resulted in lower engagement overall, specifically in likes and comments.

### Content Examples



### Best Performing Post September

This post had the highest engagement during September, and the second highest likes overall. With a reach of 4,694, this post achieved 515 likes and 64 shares, and the second highest comments overall, at 12. This post advertised the football watch parties for alumni in Houston and San Antonio.



### Best Performing Post Overall



This post had the most likes overall at 620, and the second most shares overall at 76. While this post had some of the highest engagement, it was shared during the lowest engagement period. This post was popular because it kicks off the homecoming season with President Damphousse.



## FOLLOWERS

Current Followers: 6,902  
The number of Twitter followers has increased by 37 since September 1st. That's just over a 0.5% gain.

## POSTING FREQUENCY

From September 1 to November 15, our client posted an average of 0.95 times a day. October and November saw the most activity, with 60 out of 72 total posts in these months.

## CONTENT, TONE & ENGAGEMENT

**What works?** Consistently across both reports, scholarship fundraiser and funding posts and posts about football events tend to have the highest performance regardless of the number of impressions.

**What Doesn't?** The lowest performing tweets are those posted without a photo and on Saturdays at or before 10 AM. Most tweets meeting these criteria achieve under 1,000 impressions and 3 or fewer likes with 0 replies or retweets.

## TRENDS

Despite an overall decrease in likes, replies, and impressions across both reports, engagement only dropped by 0.2% and the average rate of replies to tweets increased by 50%. This implies that the 225% increase in the number of posts per week didn't have as much of an impact at it did on other platforms.

## STRENGTHS & WEAKNESSES

Across both reports we have noticed that posts about football and fundraising consistently have the highest engagement overall. Posts about interesting and successful alumni members and posts made on the same day often do poorly compared to other platforms.



## Content Examples



### Best Performing Post Overall

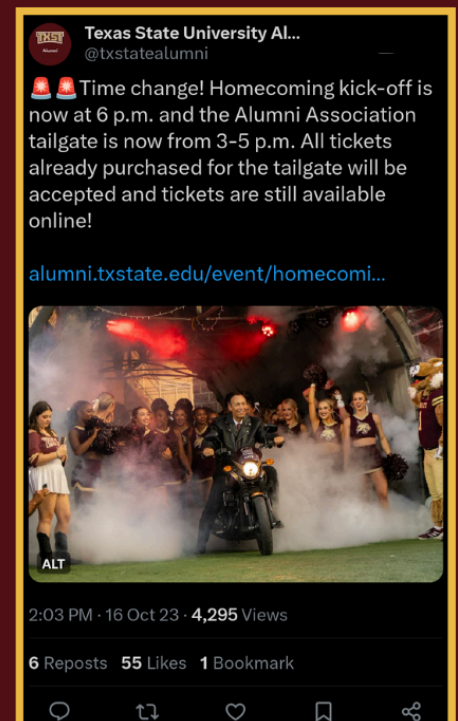
This tweet had the highest engagement at 6.9%, and the most likes at 61 overall. The impressions were the second highest in September at 6,179. This tweet was popular because it hyped up football fans for the Texas State vs. Baylor game.



### Best Performing Post October & November



This tweet was the most popular in October and November and the second most popular overall. This tweet achieved the sixth highest impressions at 4,262, but had the most likes at 55. This Tweet was so popular because President Damphousse looks so cool!



SEPTEMBER 1-30, 2023

## FOLLOWERS

**22,813**

**+109**

INCREASE SINCE  
LAST REPORT

## NEW POSTS

**33**



## AVERAGE REACTIONS PER POST

**120.9**

**58.3%**

INCREASE SINCE  
LAST REPORT

## AVERAGE COMMENTS PER POST

**8.5**

**19.7%**

INCREASE SINCE  
LAST REPORT

## AVERAGE REACH PER POST

**4588.1**

**11.1%**

INCREASE SINCE  
LAST REPORT

## AVERAGE SHARES PER POST

**5.4**

**17.4%**

INCREASE SINCE  
LAST REPORT

## BEST PERFORMING POST

THIS POST HAD THE HIGHEST REACH, REACTIONS AND COMMENTS COMPARED TO ALL OTHER POSTS. THE POST ACCUMULATED 39,765 VIEWS IN REACH, 1,058 IN REACTIONS, AND 45 COMMENTS.



SEPTEMBER 1-30, 2023

## FOLLOWERS

7,014

+167

INCREASE SINCE  
LAST REPORT

## NEW POSTS

18



## AVERAGE REACH PER POST

3,124

5.9%

DECREASE SINCE  
LAST REPORT

## AVERAGE LIKES PER POST

160.4

3.6%

DECREASE SINCE  
LAST REPORT

## AVERAGE COMMENTS PER POST

3.2

45.5%

INCREASE SINCE  
LAST REPORT

## AVERAGE SHARES PER POST

13.9

30.9%

DECREASE SINCE  
LAST REPORT

## BEST PERFORMING POST

THIS POST HAD THE THIRD HIGHEST REACH AT 4,694 VIEWS, HAD 515 LIKES, NEARLY 30% MORE THAN THE NEXT HIGHEST POST, 12 COMMENTS, AND 64 SHARES, MORE THAN DOUBLE THE SHARES OF ANY OTHER POST. THIS POST PERFORMED WELL BECAUSE IT OFFERED ALUMNI THE OPPORTUNITY TO PURCHASE A LIMITED EDITION BOBCATS LOGO BASEBALL CAP DURING GAME SEASON.



SEPTEMBER 1-30, 2023

**FOLLOWERS**

**6,865**

**NEW TWEETS**

**12**

**AVERAGE  
IMPRESSIONS  
PER TWEET**

**2,989**



**AVERAGE  
REPLIES  
PER TWEET**

**0.2**

**AVERAGE  
LIKES PER  
TWEET**

**22.7**

**AVERAGE  
RETWEETS  
PER TWEET**

**3.4**

**AVERAGE  
ENGAGEMENT  
RATE PER  
TWEET**

**0**

## BEST PERFORMING POST

**THIS POST HAD THE MOST ENGAGEMENT COMPARED TO THE OTHER POSTS. IT HAD THE MOST LIKE, THE SECOND MOST IMPRESSIONS, AND THE FOURTH MOST RETWEETS. IT WAS RELATED TO THE TEXAS STATE VS BAYLOR GAME, WHICH WAS ONE OF THE BIGGEST WINS IN PROGRAM HISTORY, SO THAT MOST LIKELY HAS SOMETHING TO DO WITH THE INCREASED ENGAGEMENT.**



# Facebook

## Analytics Report

October 1 - November 15,  
2023



**22,935**

TOTAL FOLLOWERS

+122 SINCE LAST REPORT



**70**

NUMBER OF NEW POSTS



**4,098.3**

AVERAGE REACH  
PER POST

-10.7 % SINCE LAST REPORT



**78.5**

AVERAGE REACTIONS  
PER POST

-35.1 % SINCE LAST REPORT



**6.0**

AVERAGE COMMENTS  
PER POST

-29.4 % SINCE LAST REPORT



**2.8**

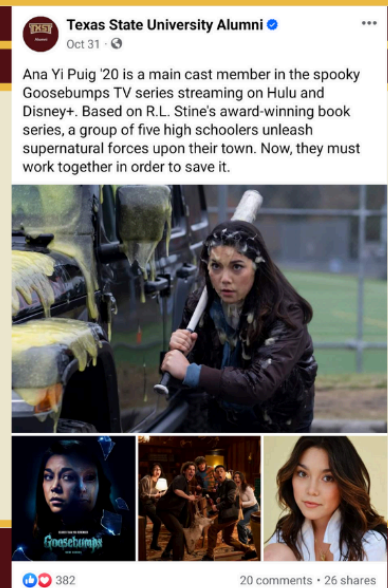
AVERAGE SHARES  
PER POST

-48.1 % SINCE LAST REPORT

## Highest Performing Post

This post had the second highest reach at 27,525 unique views. It also had the most reactions at 509 and the most shares at 26.

This post performed so well because it shows a Bobcat alumni in the spotlight on the TV adaptation of a popular book series.



# Instagram

Analytics Report

October 1 - November 15,  
2023



**7,136**

TOTAL FOLLOWERS

+122 SINCE LAST REPORT



**44**

NUMBER OF NEW POSTS



**1629.4**

AVERAGE REACH  
PER POST

-23.1 % SINCE LAST REPORT



**123.4**

AVERAGE LIKES  
PER POST

-23.1 % SINCE LAST REPORT



**1.3**

AVERAGE COMMENTS  
PER POST

-59.4 % SINCE LAST REPORT



**9.3**

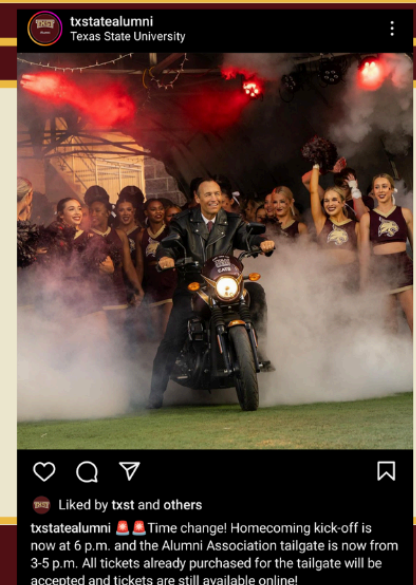
AVERAGE SHARES  
PER POST

-33.1 % SINCE LAST REPORT

## Highest Performing Post

This post ad the second highest reach at 4,010. It also had the most likes at 621 and the most shares at 76.

This post performed so well because it's an exciting shot of President Damphousse looking good on a motorcycle for Homecoming.



# Twitter

Analytics Report  
October 1 - November 15,  
2023



**6,902**

TOTAL FOLLOWERS

+37 SINCE LAST REPORT



**60**

NUMBER OF NEW TWEETS



**2,457.4**

AVERAGE IMPRESSIONS  
PER TWEET

-17.8% SINCE LAST REPORT



**17.5**

AVERAGE LIKES  
PER TWEET

-22.9 % SINCE LAST REPORT



**0.3**

AVERAGE REPLIES  
PER TWEET

+50.0 % SINCE LAST REPORT

**0.0%**

AVERAGE ENGAGEMENT  
PER TWEET



**2.9**

AVERAGE RETWEETS  
PER TWEET

-14.7% SINCE LAST REPORT

## Highest Performing Post

This tweet had 28,729 impressions, the most out of every tweet for this report. This tweet also had 46 likes, 1 reply and 9 retweets making it one of the most liked and retweeted posts.

This post performed so well because it's announcing a new scholarship for first generation students and giving alumni a way to do more.

