TEXAS STATE ®
ALUMNI ASSOCIATION

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School of Journalism and Mass communcation

MC 4326 - Advanced Social Media and Analytics

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Clients objective is to build up Bobcat pride post graduation through alumni involvement. The core principles are building relationships, a standard of excellence, leadership, and partnership. Our client uses socials to keep the public up to date with timely stories about Texas State alumni, and to connect with the current alumni. Their audience is ages young and old as long as it is a Texas State graduate.

FACEBOOK

Followers : 22,324

-380 since September

Post Frequency

From September 1, 2023 - November 14, 2023, our client posted an average of 37 post per month.

what works

The overall content is fun, family-focused, and shows off bobcat pride. The top performing post shared a multigenerational bobcat‘s story. High quality images and high quality stories or posts that elicit emotion do well and tend to out do strictly information posts.

trends

Based on the analytic reports from this semester we noticed October had the highest engagement and had the highest reach with an average of 4,588. October had 33 posts and there was an avergae of 120.9 reactions.

FACEBOOK

Strengths and where to improve

Our client's strengths are in creating personable and human forward content that involves alumni's stories. Shorter videos out perform longer, informational ones and all family-forward posts had increased engagement.

Examples



Boko Cap
This post allowed people to engage with a link and a right hook telling them to get it before it is gone. This circulated 22 comments from questions about the cap to proud new cap owners announcing, "bought mine!"



Alumni Success Story
Showcasing one of the many successful alumni is a strong suit of our client. This post highlighting a recent graduate received 29 comments, 26 shares, and 509 reactions.

INSTAGRAM

Followers : 7,260

+ 413 since September

Post Frequency

September 1, 2023 - November 14, 2023, our client posted an average of 4.7 posts per week.

what works

The overall content is keeping up with the current events, showcasing alumni success, and highlighting Bobcat Spirit. Post that see less traffic tend to include a link. Football reels and tailgate related posts do well and high engagement rates.

trends

Instagram had the highest reach during the month of September with an average reach of 3318.2. This month included our client's reel which promoted tailgate season.

INSTAGRAM

Strengths and where to improve

The strength of our clients are reels. Our client has a serious tone on instagram could strengthen their fun personable content. Reels get great engagement and more reach than many posts and the client has quality reels.

Examples



Tailgate Time

This post got people excited about the football season tailgate. The tailgate tends to trend and since it was the first post of the year anticipation was high. This post recieved 275 likes and 12,471 reach.



Step Up

Reels get great engagement. This reel promoted the Step Up for State donation to help support faculty. The challenge elicited a big response and great engagement.

Twitter

Followers : 6,209

+ 36 since September

Post Frequency

September 1, 2023 - November 14, 2023, our client posted an average of 36 tweets each month and an average of 7 posts per week.

what works

Septmeber had the highest engagement rate with an average of 22.67 likes per tweet. Tweets that did well included highlighting school spirit during football season and promoting events. November had an average of 13.6 likes per tweet. Tweets that perfrom best include graphics.

trends

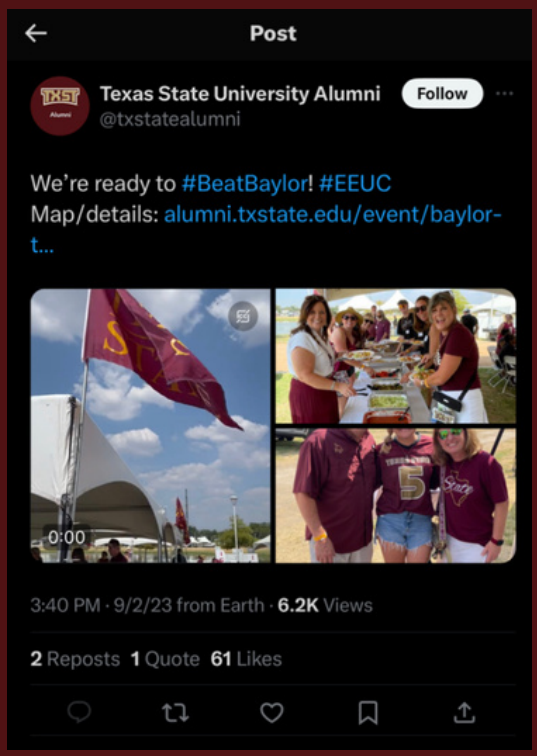
Based on trends, we had the most engagement in september even with only 12 tweets. Impressions and engagement for September is more than remaining months combined.

Strengths and where to improve

The best performing tweets with strong results included high quality photos that captured bobcat spirit. On average these tweets did better than tweets with no images as well as qouted tweets.

Examples





Cajun Field

This tweet had the highest likes with 61 likes. This shows enthusiastic alumni heading to support their school in the Ragin Cajuns and Texas State Football game.

#Beatbaylor

This tweet had the highest likes and engagement rate, with 62 likes and an engagement rate of 6.96%. The tweet highlights photos and videos of alumni gathered for the game with #beatbaylor to show school spirit and elicit impressions.

Analytic Reports

Analytic Reports

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TEXAS STATE ALUMNI ASSOCIATION

INSTAGRAM



BEST PERFORMING POST
INSTAGRAM

REACH

THIS POST REACHED THE MOST VIEWERS

12,471.0

LIKES

THIS POST RECIEVED THE MOST LIKES

267.0

This tailgate season reel caught traction with 28 shares and 1.6X more likes than average.

INSTAGRAM

TOTAL FOLLOWERS
6,847

ANALYTICS REPORT
AUGUST 1 - 31, 2023

TOTAL POSTS
8

AVERAGE REACH
PER POST

3318.2

AVERAGE COMMENTS
PER POST

2.2

AVERAGE LIKES
PER POST

166.4

AVERAGE SHARES
PER POST

20.1

INSTAGRAM

TEXAS STATE
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FACEBOOK



BEST PERFORMING POST

IT'S HOT OUT THERE!

BEST PERFORMING POST
FACEBOOK

REACH

THIS POST REACHED THE MOST VIEWERS

10,409.0

REACTIONS

AND RECEIVED THE MOST REACTIONS

251.0

This post showcased a new bobcat towel that was was a hit! With the hashtag #txstalumi and 31 comments this one blew the rest out of the water.

TOTAL FOLLOWERS
2,274

ANALYTICS REPORT
AUGUST 1 - 31, 2023

TOTAL POSTS
13

AVERAGE REACH
PER POST

4130.5

AVERAGE COMMENTS
PER POST

7.1

AVERAGE REACTIONS
PER POST

76.4

AVERAGE SHARES
PER POST

4.6

TEXAS STATE
ALUMNI ASSOCIATION

TOTAL FOLLOWERS
7,014
+ 1 6 7 FOLLOWERS

ANALYTICS REPORT
SEPT 1 - 30, 2023

TOTAL POSTS
18

AVERAGE REACH
PER POST

3124.0

DOWN 5.9% SINCE LAST REPORT

AVERAGE COMMENTS
PER POST

3.2

UP 45.5% SINCE LAST REPORT

AVERAGE LIKES
PER POST

1 60.4

DOWN 3.6% SINCE LAST REPORT

AVERAGE SHARES
PER POST

13.9

DOWN 30.8% SINCE LAST REPORT

INSTAGRAM



BEST PERFORMING POST
INSTAGRAM

REACH

THIS POST REACHED THE MOST VIEWERS
10,050

LIKES

THIS POST RECIEVED THE MOST LIKES
227

This post anticipates the football season and tailgating is a great social event for alumni to meet.

INSTAGRAM

TEXAS STATE
ALUMNI ASSOCIATION

TOTAL FOLLOWERS
22,813
+110 FOLLOWERS

ANALYTICS REPORT
SEPT 1 - 30, 2023

TOTAL POSTS
33

AVERAGE REACH
PER POST

4588.1

UP 11.1% SINCE LAST REPORT

AVERAGE COMMENTS
PER POST

8.5

UP 85.8% SINCE LAST REPORT

AVERAGE REACTIONS
PER POST

120.9

UP 58.2% SINCE LAST REPORT

AVERAGE SHARES
PER POST

5.4

DOWN 23.6% SINCE LAST REPORT

FACEBOOK
FACEBOOK
FACEBOOK
FACEBOOK



BEST PERFORMING POST
FACEBOOK

REACH

THIS POST REACHED THE MOST VIEWERS

39,765

REACTIONS

THIS POST RECIEVED THE MOST REACTIONS

1,058

The incorporation of kids made viewers comment how cute the kids were and tag others to show

TEXAS STATE
ALUMNI ASSOCIATION

TOTAL FOLLOWERS
6,865

ANALYTICS REPORT

SEPT 1 - 30, 2023

TOTAL POSTS
12

AVERAGE IMPRESSIONS
PER TWEET

2989.0

AVERAGE REPLIES
PER TWEET

0.17

AVERAGE LIKES
PER TWEET

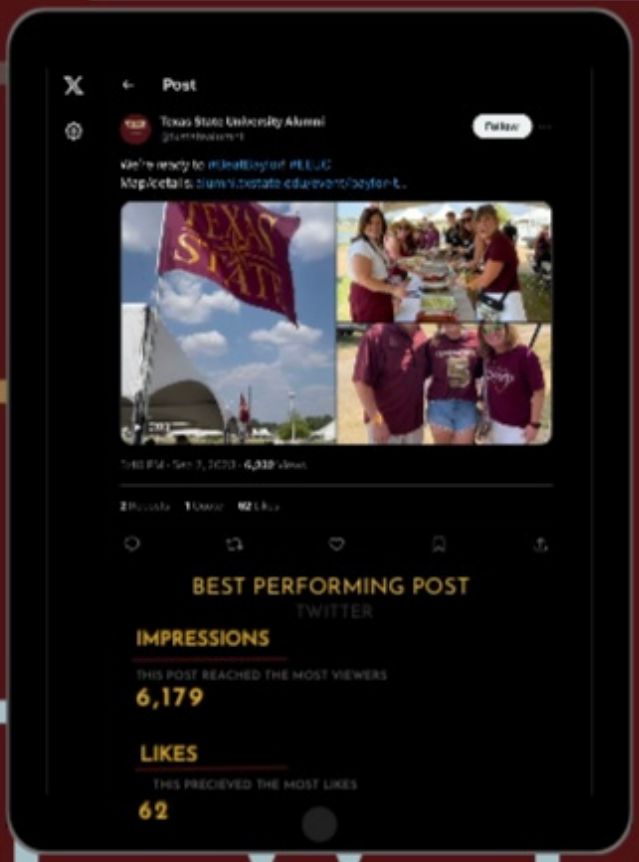
22.67

AVERAGE RETWEETS
PER TWEET

3.42

AVERAGE COMMENTS
PER TWEET

0.0



This post showed photos and videos of alumni gathering and preparing for the game against Baylor and used hashtag #BeatBaylor which elicited alumni impressions

TEXAS STATE
ALUMNI ASSOCIATION

TOTAL FOLLOWERS
7,136
+122 FOLLOWERS

ANALYTICS REPORT
OCT 1 - NOV 15 2023

TOTAL POSTS
44

AVERAGE REACH
PER POST

3124.0

DOWN 47.8% SINCE LAST REPORT

AVERAGE COMMENTS
PER POST

1.3

DOWN 60.9% SINCE LAST REPORT

AVERAGE LIKES
PER POST

123.4

DOWN 23.1% SINCE LAST REPORT

AVERAGE SHARES
PER POST

9.3

DOWN 33.1% SINCE LAST REPORT

INSTAGRAM



BEST PERFORMING POST
INSTAGRAM

REACH

THIS POST REACHED THE MOST VIEWERS
4,010

LIKES

THIS POST RECIEVED THE MOST LIKES
620

The post featured president Kelly Damphausse on his motorcycle, which will always do well. Also it offered homecoming kickoff information

TEXAS STATE
ALUMNI ASSOCIATION

TOTAL FOLLOWERS
22,935
+122 FOLLOWERS

ANALYTICS REPORT
OCT 1 - NOV 15 2023

TOTAL POSTS
70

AVERAGE REACH
PER POST

4098.3

DOWN 1012.4 % SINCE LAST REPORT

AVERAGE COMMENTS
PER POST

6.0

DOWN 41% SINCE LAST REPORT

AVERAGE REACTIONS
PER POST

78.5

DOWN 54% SINCE LAST REPORT

AVERAGE SHARES
PER POST

2.8

DOWN 91% SINCE LAST REPORT

FACEBOOK



BEST PERFORMING POST
FACEBOOK

REACH

THIS POST REACHED THE MOST VIEWERS

41,657

REACTIONS

THIS POST RECIEVED THE MOST REACTIONS

319

This post showcases a multi-generational Bobcat family. It tells the story of Mae Peacocks family it's origins at Texas State, and tells her Bobcat story. Then utilizes a hook.

TEXAS STATE
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ANALYTICS REPORT

OCT 1 - NOV 15 2023

TOTAL FOLLOWERS
6,902
+37 FOLLOWERS

TOTAL POSTS
60

AVERAGE IMPRESSIONS
PER TWEET

2457.4

DOWN 18% SINCE LAST REPORT

AVERAGE REPLIES
PER TWEET

0.3

UP 76% SINCE LAST REPORT

AVERAGE LIKES
PER TWEET

17.5

DOWN 23% SINCE LAST REPORT

AVERAGE RETWEETS
PER TWEET

3.0

DOWN 14% SINCE LAST REPORT



ENGAGEMENT RATES

0.0

BEST PERFORMING POST
TWITTER

IMPRESSIONS

THIS POST REACHED THE MOST VIEWERS
2,552

LIKES

THIS PRECIEVED THE MOST LIKES
61

This post performed well because it shows older alumni on their way to the Ragin Cajuns and Texas State football game