SPRING 2022 CLIENT REPORT

GRADUATE COLLEGE

TEXAS STATE UNIVERSITY
MC4326- ADVANCED SOCIAL MEDIA AND ANALYTICS
SCHOOL OF JOURNALISM AND MASS COMMUNICATION

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CLIENT OVERVIEW

The Graduate College

TEXAS ★ STATE ®
THE GRADUATE COLLEGE

Objective: The mission of The Graduate College is to provide vision, leadership and direction for excellence in graduate education at Texas State University with the aim of providing the appropriate infrastructure and learning environment for the training of innovative and successful scholars, teachers and professionals.

Target audience: current and potential students, families, faculty, staff

Client reaches objective by: promoting the highest standards of quality in graduate education, maintaining an environment conducive to successful graduate education, supporting programs' to foster a diverse student population, aiding in student recruitment and engaging in research on graduate education.

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INSTAGRAM ANALYTICS

FOLLOWER COUNT

The Texas State Graduate College Instagram account gained 45 followers from January st1 to April 15th. The current follower count is 1,253.

POST FREQUENCY

There was a total of 53 posts from January 1st to April 15th. The period of March 1st to April 15th had the highest number of posts, it topped the previous reports with a total of 32 posts. It is in that period a 100% difference in comments from report two can be seen, as well as a 15.4% difference in shares.

CONTENT, TONE, & ENGAGEMENT

The client's content consists of primarily informative graphics and student highlights. Their overall tone is informative and professional. The content is easy to understand and gives viewers the chance to engage or grab their attention with a jab. Based on previous analytics reports, the posts that worked best in getting high engagements were those that highlighted a student experience or those that prompted an action, like a giveaway.

TRENDS

By maintaining informative posts, student highlights, and opportunities for students, they establish recognizable content with which viewers can quickly become familiar. Based on the Analytics report two and three findings, there was a 41.6% difference in reach per post and a 139.4% difference in likes per post. We can assume this trend is due to the type of content that made up this posting period, and it was the Graduate Student Appreciation Week content.

INSTAGRAM ANALYTICS

STRENGTHS & WEAKNESSES

The client received high engagement on posting the feature students, whether that is a reel or a photo. Continuing to post this type of content will go a long way in maintaining and increasing engagement overall. One area of weakness is infographics. This type of content typically has low engagement because there is not much to engage with. Finding a way to push informative information in a more interesting way will be beneficial.

- The GSAW post is a great example of the type of content that maintains higher engagement. The post on the right is the infographic that did not do as well, but with a change in strategy, has the potential to better grab viewers attention.
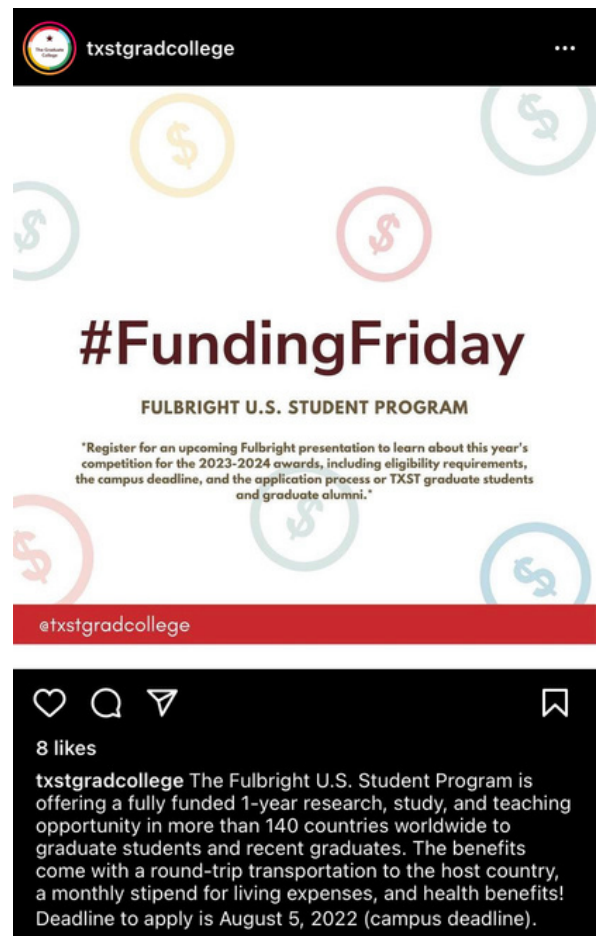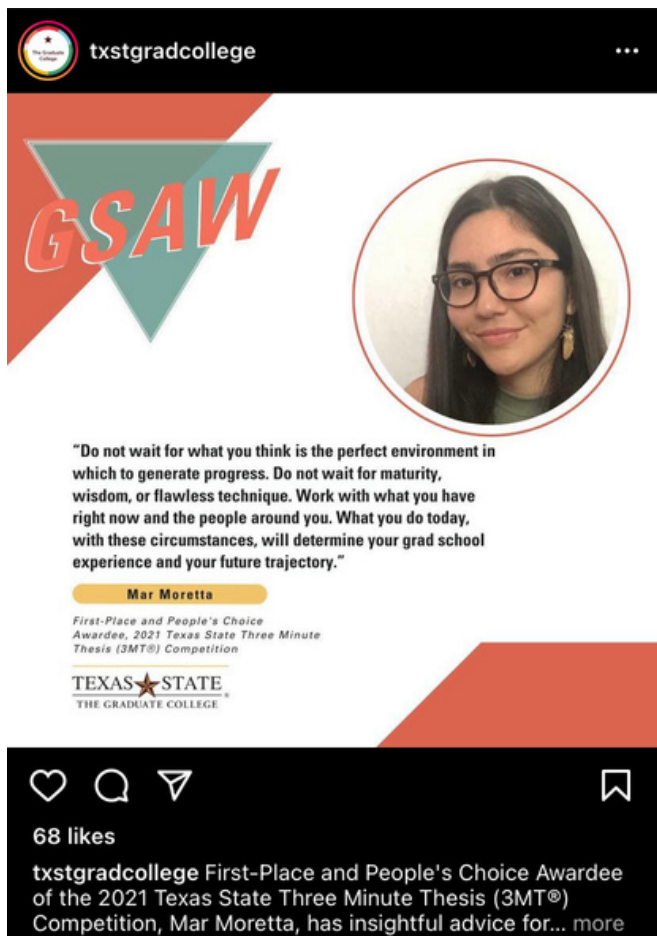
TWITTER ANALYTICS

2635 FOLLOWERS

FOLLOWER COUNT:

The Graduate College is up 43 followers from January 1st.

POST FREQUENCY

The Graduate College tweeted 105 times from January 1st to April 15th with the most frequent and consistent tweeting done during the months of March and April. There was an average of about one tweet per day from January 1st to April 15th, however, these numbers are a bit deceptive because many tweets were made on the same day and later in the semester.

CONTENT, TONE, & ENGAGEMENT

The Graduate College does a really good job of putting out informational tweets as well as highlighting unique and exceptional graduate students on their Twitter. Informative and testimonial tweets performed the best overall with the highest reach and engagements.

TWITTER ANALYTICS

TRENDS:

Follower count is increasing and should continue especially during graduation, awards, and as more students enter the graduate college.

STRENGTHS AND WEAKNESSES

The Graduate College does exceptionally well at keeping its followers up to date on events and providing them with information. Consistency in posting frequency might be beneficial as well as including more student highlights and testimonials to make graduate school seem more achievable for undergraduate students considering applying.

TWITTER ANALYTICS

The Graduate College
@TXSTGradCollege

Join the @TXST_CJC at the "So, What Else Do You Do With a Ph.D.?" virtual panel discussion where panelists will discuss a variety of topics. This virtual panel discussion will be held on Zoom, Wednesday, April 6 from 2 - 3:20 p.m.
Attend via Zoom: ow.ly/s1Os50Iwe7o

This was the top performing tweet for the third analytics report. This was likely the top performing tweet because it provided important information regarding an upcoming event.
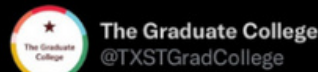
The Graduate College
@TXSTGradCollege

The Academic Success for International Graduate Students: Panel Event has been rescheduled to Thursday, March 3 from 3:30 – 5 p.m. Transitioning to the U.S. education system has challenges, & this event aims to address that!
Click here to register: ow.ly/UTpJ50I2xam

This was the top performing tweet for the second analytics report. The tweet performed so well because it addressed the rescheduling of an event.

FACEBOOK ANALYTICS

2264 FOLLOWERS

Follower Count

- The Graduate College at Texas State's main target audience is all current students and alumni who are interested in furthering their career by continuing their college education and completing their masters and doctorates degree. On Analytics report one, we discovered that The Graduate College had 2,246 followers and on Analytics report two, this amount increased by 18, making the official count for The Graduate College Facebook page 2,264 followers.

Average Posts Per Report Period

- The Graduate College at Texas State's goal is to provide updates for events and to promote higher education. One way The Graduate College does this is by posting informative reminders for their current students about calendar events and deadlines and posting photos of events they have hosted or participated in. Even though Facebook is more commonly used by an older audience, students find The Graduate College's Facebook page very helpful. Over the course of Analytics Reports two and three, on average there was one post per report period.

TRENDS

- After extracting data from The Graduate College's Facebook page, we used this information to form Analytics Report two and three and found that for both reports, comments totaled 0.1 each time, but there was a 36.7% increase in Reach and a 33.3% increase in shares. This showed us that even though there was no difference in number of comments, there was an increased rate in engagement between the months of February and April, t resulting in 79 additional followers since Analytics report two.

FACEBOOK ANALYTICS

STRENGTHS

- **The Graduate College uses upcoming dates as a way to create posts as reminders and to inform their followers about deadlines and events a few days in advance. This allows their followers who view their posts to prepare for those dates. In addition, The Graduate College provides fun and helpful tips for their students and upload photos of events so that students who could not attend can stay updated with the rest of their class.**

WEAKNESSES

- **In correspondence to the strengths that The Graduate College's Facebook page displays, there are opportunities for improvement when it comes to important dates. A great way to get a higher reach for posts about deadlines is to implement a countdown with at least two posts in advance from the deadline date and to post about it consistently on their facebook stories.**

FACEBOOK ANALYTICS

The Graduate College at Texas State University
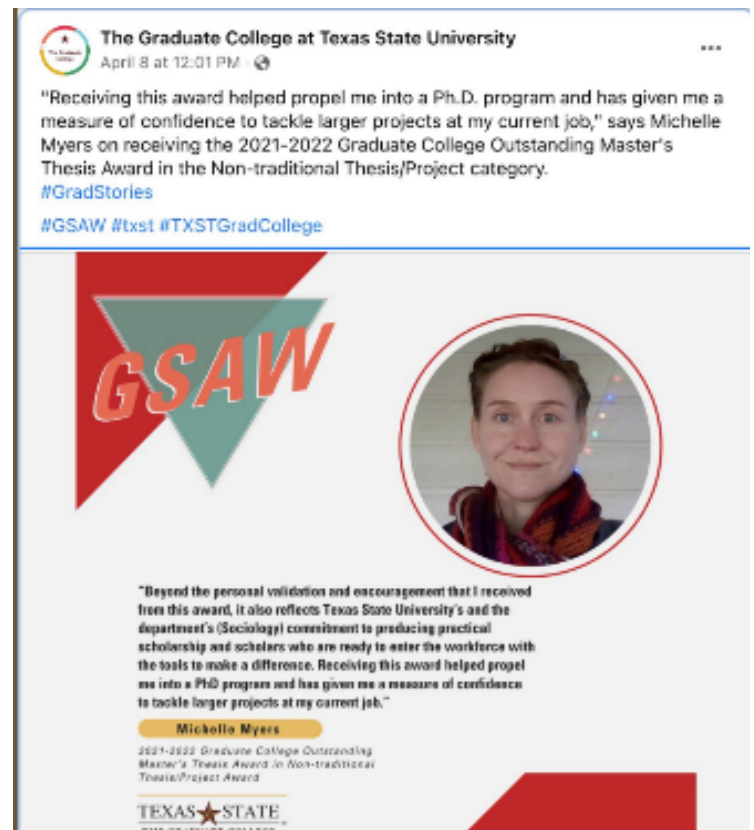Feb 24 · 🌐

The Academic Success for International Graduate Students: Panel Event has been rescheduled to Thursday, March 3 from 3:30 – 5 p.m.! The Graduate College and International Students and Scholar Services invites new international graduate students to attend this virtual event and hear panelists talk about tips and resources for being successful in grad school.
Click here for more information & to register: http://ow.ly/V8z450I2x0V

In Analytics report one, this is the highest performing post that reached 195 viewers, got 7 reactions, 1 comment and 1 share. This post was important because it updated their audience of a rescheduled date for an event.

In Analytics Report two, this was the highest performing post that reached 436 people, received 15 reactions, had one comment, and one share. This post highlighted the recipient of the Outstanding Master's Thesis Award, which is likely why it gained so much traction

The Graduate College at Texas State University
April 8 at 12:01 PM · 🌐

"Receiving this award helped propel me into a Ph.D. program and has given me a measure of confidence to tackle larger projects at my current job," says Michelle Myers on receiving the 2021-2022 Graduate College Outstanding Master's Thesis Award in the Non-traditional Thesis/Project category.
#GradStories
#GSAW #txst #TXSTGradCollege

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TOTAL FOLLOWERS 1,191

10 POST

Highest Performing Post

REACH
PER POST
386.7

LIKES
PER POST
39.2

COMMENTS
PER POST
89

SHARES
PER POST
1.6

txstgradcollege ...

162 likes

txstgradcollege 🚨 GIVEAWAY TIME!!!! 🚨

This post was a giveaway to kick off the spring semester. Users had the opportunity to interact with the post. It reached 803 unique viewers, recieved 162 likes, and accumulated 86 comments.

TOTAL FOLLOWERS   2,592

18 TWEETS

Highest Performing Tweer

IMPRESSIONS
PER TWEET
988.3

LIKES
PER TWEET
4.94

REPLIES
PER TWEET
0.44

RETWEETS
PER TWEET
1.39

The Graduate College
@TXSTGradCollege

Happy New Year! Don't forget to set new goals for yourself and for this upcoming semester! You got this!

#txst #txstgradcollege

This post likely did well because of its timing and use of hashtags. This post had the highest level of engagement with 22 likes, 2 replies, and 1 retweet. Its impressions landed at 3,557.

TOTAL FOLLOWERS   1,204

DIFFERENCE   13

11 POSTS

REACH
PER POST
263.2
% DIFFERENCE
-123.6%

LIKES
PER POST
10.4
% DIFFERENCE
-28.8%

COMMENTS
PER POST
0
% DIFFERENCE
-89.9%

SHARES
PER POST
2
% DIFFERENCE
0.4%

HIGHEST PERFORMING POST

This post was a reminder saying it was the last day to register for The Gradute college. It had the highest reach (435), and was the second post with the most likes (15).

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ANALYTICS REPORT
TWITTER
FEBRUARY 1-28

TOTAL FOLLOWERS   2,605

DIFFERENCE   13

25 TWEETS

IMPRESSIONS
PER POST
390.3
% DIFFERENCE
-60.5%

LIKES
PER TWEET
2.5
% DIFFERENCE
-48.9%

REPLIES
PER TWEET
0
% DIFFERENCE
-100%

RETWEETS
PER TWEET
1.4
% DIFFERENCE
0%

ENGAGEMENT RATE
2.5%

Although a 2.5% engagement rate sounds low, according to Rival IQ, the industry average for higher education is 0.07%. This means that the Texas State Graduate College's engagement rate was over 189% better than the industry average.

HIGHEST PERFORMING TWEET

Tweet

The Graduate College
@TXSTGradCollege

The Academic Success for International Graduate Students: Panel Event has been rescheduled to Thursday, March 3 from 3:30 – 5 p.m. Transitioning to the U.S. education system has challenges, & this event aims to address that!
Click here to register: ow.ly/UTpJ50I2xam

11:01 AM · 2/24/22 · Hootsuite Inc.

3 Retweets 6 Likes

Tweet your reply

This tweet received 712 impressions, 3 retweets, and 6 likes. The tweet addressed the rescheduling of an event for the Academic Success for International Graduate Student's which is likely the reason it gained attention.

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TOTAL FOLLOWERS   2,246

20 POSTS

HIGHEST PERFORMING POST

REACH
PER POST
127

REACTIONS
PER POST
1.4

COMMENTS
PER POST
.1

SHARES
PER POST
.3

> The Graduate College at Texas State University
> Feb 24 · 🌐
>
> The Academic Success for International Graduate Students: Panel Event has been rescheduled to Thursday, March 3 from 3:30 – 5 p.m.! The Graduate College and International Students and Scholar Services invites new international graduate students to attend this virtual event and hear panelists talk about tips and resources for being successful in grad school.
> Click here for more information & to register: http://ow.ly/V8z450I2x0V

The highest performing post reached 195 viewers, 7 reactions, 1 comment, and 1 share.

Total followers: 1,236

Difference from previous report: +32

32 posts

Reach per post
372.6
% difference from previous report:
41.6%

Likes per post
24.9
% difference from previous report:
139.4%

Comments per post
0.7
% difference from previous report:
100%

Shares per post
3
% difference from previous report:
15.4%

HIGHEST PERFORMING POST
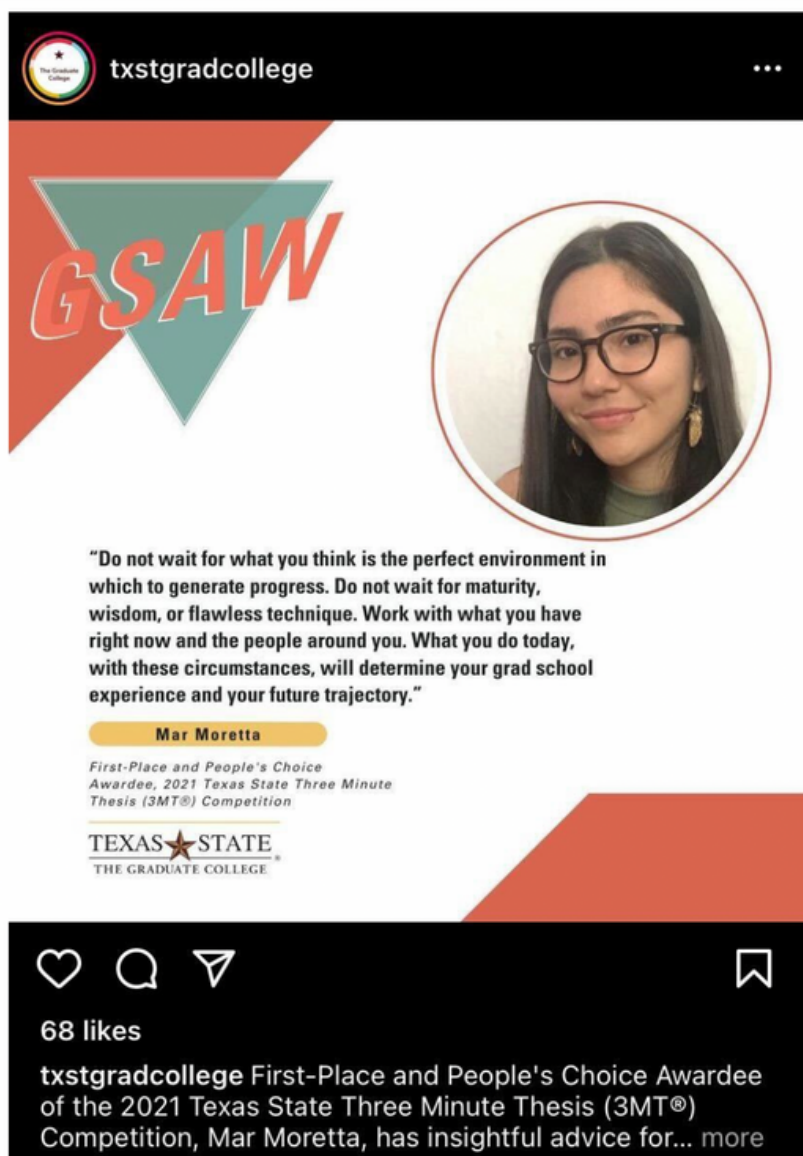
This highest performing post had a like count of 68, a reach of 522, 13 comments and 22 shares. This post gained the most traction because it featured a student that recieved the People's Choice Award.

Total followers: 2,633

Difference from previous report: +28

62 tweets

Impressions per tweet
538.3
% difference from previous report:
37.9%

Likes per tweet
3.7
% difference from previous report:
48%

Replies per tweet
0.1
% difference from previous report:
100%

Retweets per tweet
1.7
% difference from previous report:
21.4%

HIGHEST PERFORMING TWEET

This was the highest performing tweet receiving 9 retweets, 1 reply, and 19 likes. This tweet probably performed the best because it included important information regarding an upcoming event at the graduate college.

With a Ph.D.?" virtual panel discussion where panelist will discuss a variety of topics. This virtual panel discussion will be held on Zoom, Wednesday, April 6 from 2 - 3:20 p.m.
Attend via Zoom: ow.ly/s1Os50Iwe7o

The School of Criminal Justice and Criminology at Texas State University Presents:
So, What Else Do You Do With A Ph.D.?

Engagement rate: 2.8%

A 2.8% engagement rate is quite impressive compared to the industry average for higher education, which is 0.07%, according to Rival IQ. Texas State Graduate College's engagement rate is 300% better than the industry average.

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Analytics Report Facebook March 1 – April 15

Total followers: 2,264

53 posts

Reach per post
173.5
% difference from previous report:
36.7%

Reactions per post
1.8
% difference from previous report:
28.6%

Comments per post
0.1
% difference from previous report:
0%

Shares per post
0.4
% difference from previous report:
33.3%

HIGHEST PERFORMING POST

The Graduate College at Texas State University
April 8 at 12:01 PM · 🌐

"Receiving this award helped propel me into a Ph.D. program and has given me a measure of confidence to tackle larger projects at my current job," says Michelle Myers on receiving the 2021-2022 Graduate College Outstanding Master's Thesis Award in the Non-traditional Thesis/Project category.
#GradStories

#GSAW #txst #TXSTGradCollege

GSAW

"Beyond the personal validation and encouragement that I received from this award, it also reflects Texas State University's and the department's (Sociology) commitment to producing practical scholarship and scholars who are ready to enter the workforce with the tools to make a difference. Receiving this award helped propel me into a PhD program and has given me a measure of confidence to tackle larger projects at my current job."

Michelle Myers
2021-2022 Graduate College Outstanding Master's Thesis Award in Non-traditional Thesis/Project Award

TEXAS ★ STATE
THE GRADUATE COLLEGE

The highest performing post reached 436 people, recieved 15 reactions, had one comment, and one share. This post highlighted the recipient of the Outstanding Master's Thesis Award, which is likely why it gained so much traction.