

Texas State University

MC4326 – Advanced Social Media and Analytics

School of Journalism and Mass Communication

Texas State University

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Client Overview

Texas State's Marcomm - Social & Digital Team



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Client Overview

Texas State's Marcomm - Social & Digital Team



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Client Overview

Texas State's Marcomm - Social & Digital Team

Client Organization's Objective:

The Texas State Macromm is a team of marketing, communications, and PR professionals focused on elevating TXST's brand through strategic communications, campaigns, media relations, and digital content across a variety of media

How client uses social media to help client reach objective:

Texas State Macromm reaches its objective by utilizing students, alumni, and President Kelly Damphousse to showcase everything Texas State provides to the students and the San Marcos community.

Client Target Audience on Social Media:

Varies on social media

- Instagram/Twitter: more geared toward younger audiences (students, potential students, high school seniors, transfer students, etc)
- Facebook/LinkedIn: More geared toward alums, families, and people searching for jobs.

Analysis of Platforms

Facebook

Current Follower Count: 202,000

- Change from the Beginning of the Semester: **+2077** and percentage increase of **98%**

- Observation: The follower count has increased/decreased by **98%** since the beginning of the semester, indicating either successful engagement strategies or changes in user interest.

Data-driven Description of Posting Frequency

- Posting Frequency: the client typically posts **6 times a week**

- Analysis: Posts are usually made on weekdays, with a higher frequency during key events like move-in day, sports events, admission periods. Based on analytics, posting frequency correlates with higher engagement during these times.

Data-driven Overview of Content, Tone, and Engagement

- Content Type: Content includes a mix of university events, academic achievements, student life highlights, sports news, and admissions updates.

- Tone: The tone of posts is informal, informative, celebratory, community-oriented to connect with students, parents, alumni, and faculty.

Analysis of Platforms

Facebook

Engagement Insights:

- What works: Posts related to student achievements, major campus events, and university milestones tend to see the highest engagement.
- What doesn't work as well: Posts about administrative updates or less visually engaging content, such as policy changes or internal meetings, receive significantly lower engagement, often seeing a drop in interaction compared to more engaging content.

Data-driven Overview of Trends from Analytics Reports

● Trends Noticed:

- Seasonal Trends: Engagement peaks during the beginning of each semester and major sporting events, especially when tagged with relevant hashtags.
- Event-Based Engagement: Posts promoting large events like Homecoming, orientation, and campus tours lead to a substantial spike in interactions.
- Video Content Success: Video content, especially short clips from student life, university events, or sports highlights, tends to outperform other content types.

Analysis of Platforms

Facebook

Strengths and Weaknesses on Facebook

● Strengths:

- Strong engagement with community-building content, including student life, alumni success stories, and university events.
- The page is effective at using Facebook events and groups to foster engagement, particularly during orientation periods and recruitment drives.

● Weaknesses:

- Posts with academic-focused content (such as course updates or administrative news) may not resonate as strongly, leading to lower engagement.
- Inconsistent posting frequency during off-peak periods, which may lead to dips in engagement.

Selected Examples of Content

<https://www.facebook.com/share/p/19f5LHAoDe/>

<https://www.facebook.com/share/v/1B7Rdp15Hy/>

Analysis of Platforms

Instagram

Current Follower Count: 116,000

- Change from the Beginning of the Semester: +3,171 and percentage increase of 97%
- Observation: The Instagram account has seen an increase/decrease in followers by 97% since the semester began, possibly influenced by collaborations, Instagram ads and hashtag campaigns.

Data-driven Description of Posting Frequency

- Posting Frequency: roughly 3-5 posts during the week
- Analysis: The brand typically posts 3-5 times during the week. The highest engagement occurs with posts that align with audience activity trends.

Data-driven Overview of Content, Tone, and Engagement

- Content Type: Instagram posts mainly images, videos, reels, stories, with a focus on visual content, lifestyle images and influencer marketing.
- Tone: The tone on Instagram is light-hearted and trendy, designed to resonate with the audience's preferences for fun, educational and inspiring content.

Analysis of Platforms

Instagram

Engagement Insights:

- What works: Posts that highlight [user-generated content, collaborations, visually appealing product shots] generate higher engagement, with averages, likes, comments, and shares.
- What doesn't work as well: Posts without strong visual appeal or those that are too [generic, sales-heavy, wordy] tend to underperform, with engagement rates lowered compared to other posts.

Data-driven Overview of Trends from Analytics Reports

- Trends Noticed:
 - Peak Engagement Times: Posts shared in the evening during [X days of the week] see higher engagement, with a [X]% increase in interaction compared to morning posts.
 - Hashtag Use: Hashtags related to specific trend, location, or niche have shown an average increase in reach.
 - Reels Success: Reels content tends to receive significantly more engagement, averaging, views and more interaction than static image posts.

Analysis of Platforms

Instagram

Strengths and Weaknesses on Instagram

● Strengths:

- High engagement with visual content such as product photos, reels, user stories.
- Success with influencer partnerships, driving in traffic or interactions from tagged posts.

● Weaknesses:

- The brand may struggle with gaining organic reach for new posts, maintaining consistency with stories.
- The use of hashtags could be optimized for better discoverability.

Selected Examples of Content

https://www.instagram.com/p/DDVTXc-pF0g/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

https://www.instagram.com/p/DC61uybAKSw/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

Analysis of Platforms

LinkedIn

Current follower count: 244,000

□ How that changed from the beginning of the semester: at the beginning of the semester (analytic report 2) was 240,969 and the current followers are 244,000. There was 3,3031 increase in followers. 1.3% growth/percent change

Data-driven description of posting frequency:

Texas State University's LinkedIn page posts approximately **3 to 4 times a week**. For instance, during one recent week, the #TXST24 Commencement post was posted two days ago, the holiday ornament post was posted four days ago, and the Damon Sayles alumni feature was posted six days ago. The previous week featured four posts, including updates on twenty Texas State University public relations students, Small Business Saturday, Countdown to #TXST24 Commencement, and a festive Happy Thanksgiving, Bobcats message.

Analysis of Platforms

LinkedIn

Data-driven overview of content, tone and engagement:

On LinkedIn, the most successful posts are those that showcase Texas State University in a positive tone or highlight meaningful improvements on campus. Also, posts with the highest engagement typically feature visually appealing content.

What works? What doesn't do as well?

For example, the post announcing that the Wall Street Journal named Texas State University among the "Best U.S. Colleges" received 2,432 reactions and 260 reposts. The posts uplifting tone resonates with the audience who are alumni's, prompting comments like "I love this!" or "I'm proud to go here!" which further drive engagement.

However, posts that don't resonate with the audience, primarily alumni, tend to underperform. For example, the Enlighten Me episode discussing challenges nurses face in their industry received only 21 reactions and 2 reposts. This suggests the content didn't align with the interests of the majority of the audience, who likely aren't in the nursing field. Additionally, alumni may not have the time or an interest to listen to a podcast, further limiting engagement. As a result, the post failed to make a significant impact.

Analysis of Platforms

LinkedIn

Data-driven overview of trends you've noticed from analytics reports:

Data-driven trends from the analytics reports reveal a steady increase in followers. For instance, in September, Texas State University's LinkedIn account had 240,969 followers, which grew to 242,706 by November. This rise aligns with the fall season, a time when universities typically gain more followers due to events like Homecoming and football season, which draw alumni back to support their school. November, in particular, stands out as a peak month for new followers, driven by the excitement surrounding TXST Homecoming.

Data-driven and subjective overview of client's overall strengths and weaknesses on the platform:

As mentioned earlier, Texas State University's most successful LinkedIn posts are those that highlight the university in a positive light. For example, a particularly successful post celebrated Texas State's football team's victory over their rival, the University of Texas at San Antonio, with a score of 49-10. This post resonated strongly with alumni, receiving 2,776 reactions, 55 comments, and 265 reposts. The tone of pride and celebration contributed to its high engagement.

Analysis of Platforms

LinkedIn

In contrast, one of the client's weaknesses is the performance of posts promoting the university's podcast. For instance, the Enlighten Me episode exploring how voting became central to citizen participation received only 29 reactions, 2 comments, and 4 reposts. While the intent to promote the podcast is admirable, this content does not resonate with alumni, who primarily engage with posts that celebrate Texas State's achievements. Alumni are less likely to listen to podcasts and more interested in seeing the university's successes.

A more effective strategy would be to target the podcast promotion toward current students, who are more likely to benefit from the insights and resources shared in the episodes, as they are on campus and actively engaged with the university community.

2-3 select examples of content with data-driven context as to why you selected them:

To further illustrate, LinkedIn posts that highlight Texas State University's major achievements or significant milestones tend to perform exceptionally well. However, posts that don't focus on these impactful moments typically see lower engagement. For example, the post celebrating Texas State's record-breaking enrollment for the Fall 2024 semester received 1,604 reactions, 45 comments, and 104 reposts. This high engagement reflects the pride alumni feel when their school achieves a historic milestone, as it showcases growth and continued success, showing that Texas State is becoming bigger and better.

Analysis of Platforms

LinkedIn

Similarly, another post highlighting Texas State's \$450 million investment in new projects, including residence halls, a STEM building, and tech upgrades, also performed well. Posts like this resonate because they demonstrate the university's commitment to enhancing education and infrastructure, benefiting current and future students. Alumni are particularly proud when their school makes significant improvements, reinforcing their connection to the university's progress.

On the other hand, posts that don't emphasize major achievements or evoke pride in the audience tend to underperform. For instance, a post promoting the Enlighten Me podcast episode on ghosting received only 31 reactions and 1 comment. As mentioned earlier, such content is less likely to resonate with alumni, who may find the topic irrelevant or lack the time and interest to engage with a podcast. Alumni often prefer content that allows them to feel proud and connected to the university's accomplishments without requiring extensive time investment.

[https://www.linkedin.com/posts/texas-state-university_txst-activity-7248757662408982528-Y7Bs?](https://www.linkedin.com/posts/texas-state-university_txst-activity-7248757662408982528-Y7Bs?utm_source=share&utm_medium=member_desktop)

[utm_source=share&utm_medium=member_desktop](https://www.linkedin.com/posts/texas-state-university_txst-activity-7248757662408982528-Y7Bs?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/texas-state-university_txst-activity-7247576301526491136-CR11?](https://www.linkedin.com/posts/texas-state-university_txst-activity-7247576301526491136-CR11?utm_source=share&utm_medium=member_desktop)

[utm_source=share&utm_medium=member_desktop](https://www.linkedin.com/posts/texas-state-university_txst-activity-7247576301526491136-CR11?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/texas-state-university_without-a-trace-the-ghosting-phenomenon-activity-7241517506648047616-gwer?](https://www.linkedin.com/posts/texas-state-university_without-a-trace-the-ghosting-phenomenon-activity-7241517506648047616-gwer?utm_source=share&utm_medium=member_desktop)

FACEBOOK

ANALYTICS REPORT: August 1st-31st, 2024

TEXAS  STATE
UNIVERSITY

FOLLOWERS

199,923

NEW POSTS

24

AVERAGE REACTIONS
PER POST

280.4

AVERAGE COMMENTS
PER POST

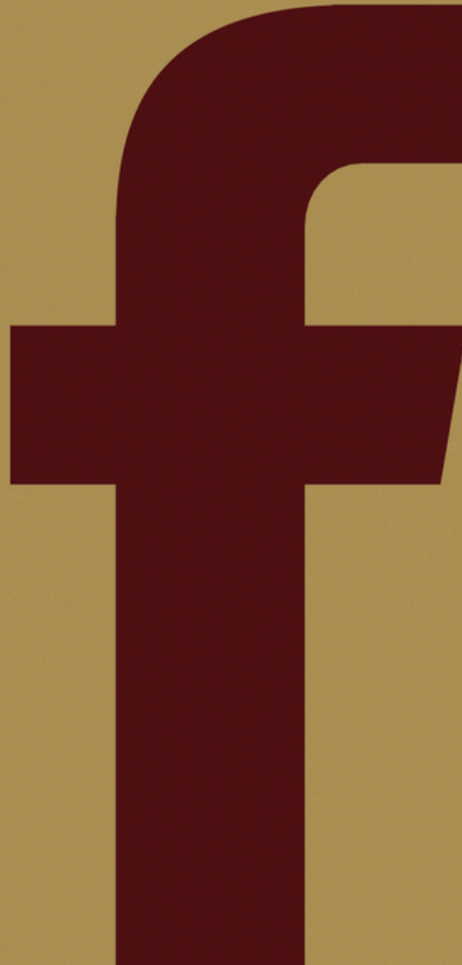
32.3

AVERAGE REACH
PER POST

13,621.3

AVERAGE SHARES
PER POST

21.8



BEST PERFORMING POST

 1,173 likes

 17,582 reach



This post did well because President Damphousse and his wife warmly engage with their audience, offering both a welcoming presence and uplifting words and getting followers ready for their first day back on campus.

INSTAGRAM

ANALYTICS REPORT: August 1st-31st, 2024

FOLLOWERS

112,829

NEW POSTS

14

AVERAGE LIKES PER POST

3,142.9

AVERAGE COMMENTS PER POST

9.8

AVERAGE REACH PER POST

28.2

AVERAGE SHARES PER POST

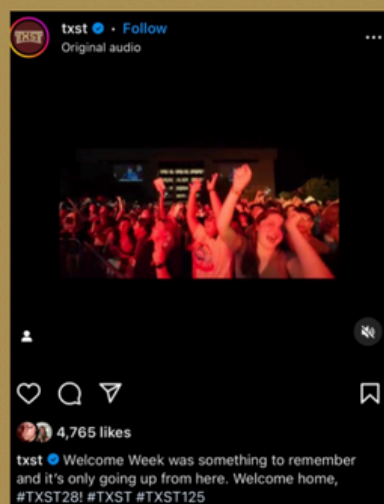
117.9



BEST PERFORMING POST

★ 4,742 likes

★ 553 shares



This is the best performing post because it shows parents of the class of 2028 their child's recent college experience. The post also serves to remind alumni of the fun memories they have experienced during their welcome week. Lastly, the class of 2028 includes approximately 40,000 first-year students, who are likely to engage with the post as well.

FACEBOOK

ANALYTICS REPORT: September 1st-30th, 2024

TEXAS STATE UNIVERSITY

Followers

200,514.

591 increase since last report

New Posts

21.

More post since last report

Average Reactions
Per Post

6574

134.5% increase since last report

Average Comments
Per Post

60.6

87.6% increase since last report

Average Reach
Per Post

24,044.6

76.5% increase since last report

Average Shares
Per Post

84.5

287.6% increase since last report



BEST PERFORMING POST

★ 2,700+ Reactions

★ 459 Shares



This post performed well because it highlights a win from th Texas State football team against our rival. University of Texas San Antonio, and includes stellar photos and a catchy caption

INSTAGRAM

ANALYTICS REPORT: September 1st-30th, 2024

TEXAS  STATE
UNIVERSITY

Followers

113,960

1,131 Increase since last report

New Posts

12.

More post since last report

Average Reach

Per Post

32,064.8

0.51% increase since the last report

Average Comments

Per Post

17.2

75.5% Increase since last post

Average Likes

Per Post

2,809.9

10.6% decrease since last report

Average Shares

Per Post

183.3

55.5% increase since last report



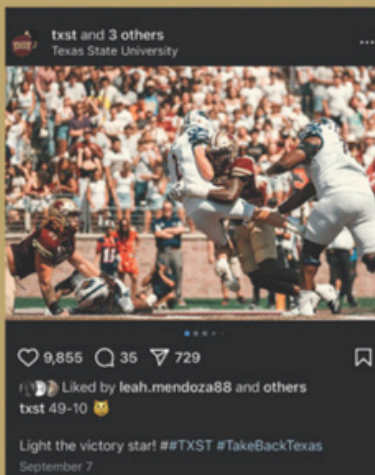
BEST PERFORMING POST



9861 Likes



729 Shares



This is the best performing post because it highlights an outstanding victory against the University of Texas at San Antonio, a rival school of Texas State University. Many of those who engaged with the post are likely alumni, faculty, staff and current students of Texas State University showcasing immense school spirit.

LINKEDIN

ANALYTICS REPORT: September 1st-30th, 2024

TEXAS  STATE
UNIVERSITY

Followers

240,969.

Average Engagement
Per Post

5.5

Average Impressions
Per Post

25,013.

Average Reactions
Per Post

588.2

New Posts

43.

Average Comments
Per Post

124

Average Reposts
Per Post

484



BEST PERFORMING POST



2,773 Reactions



265 Repost



This was the highest performing post because it shows the victory against Texas State's rival school. The University of Texas at San Antonio which includes amazing pictures of the player and fans celebrating to victory.

FACEBOOK

ANALYTICS REPORT: October 1st-31st, 2024



Followers

201,728.

1,214 increase since last report

New Posts

31.

Since last report

Average Reactions
Per Post

1954

70.3% decrease since last report

Average Comments
Per Post

47.2

22.1% decrease since last report

Average Reach
Per Post

10,447.4

56.5% decrease since last report

Average Shares
Per Post

31.

63.3% decrease since last report



BEST PERFORMING POST



749 Reactions



148 Shares



The majority of the audience for this post are likely to be parents of Texas State students, particularly those with daughters. President Damphousse's quick response could potentially have helped ease parents' anxieties and reassured them of the university's commitment to student safety. His actions demonstrate that the university takes incidents seriously and is dedicated to preventing similar occurrences in the

INSTAGRAM

ANALYTICS REPORT: October 1st-31st, 2024

Followers
115,860.

1,900 Increase since last report

Average Reach
Per Post
35,530.28

10.81% Increase since the last report

Average Likes
Per Post
2,460.79

1242% Decrease since last report

New Posts
29.

More post since last report

Average Comments
Per Post
30.79

79.1% Increase since last post

Average Shares
Per Post
226.28

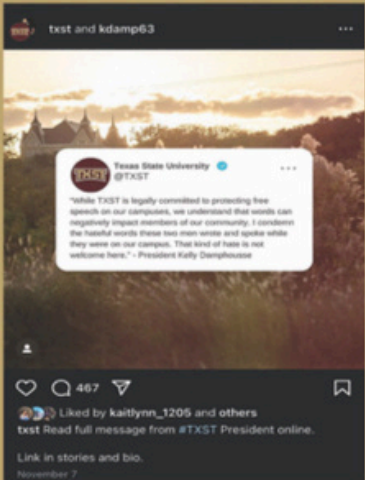
2345% Increase Since last report



BEST PERFORMING POST

★ 8414 Likes

★ 1580 Shares



This post highlighted President Damphousse's powerful response to a group of men holding signs that read "women are property" and "homosexuality is sin." In his statement, Damphousse made it clear that such hateful rhetoric "isn't welcome here." The post quickly garnered widespread attention and saw significant engagement across all analytics, as the incident drew considerable media coverage. People were eager to hear from President Damphousse, the public face of Texas State, on how the university would address such messages.

LINKEDIN

ANALYTICS REPORT: Ocotober 1st-31st, 2024

TEXAS  STATE
UNIVERSITY

Followers
242,706.

441 increase since last report

Average Engagement
Per Post
0.06

40% decrease since last report

Average Impressions
Per Post
11766.69

Since last report

Average Reactions
Per Post
22444

10.19% increase since last report



New Posts
43.

More post since last report

Average Comments
Per Post
6.30

042% increase since last report

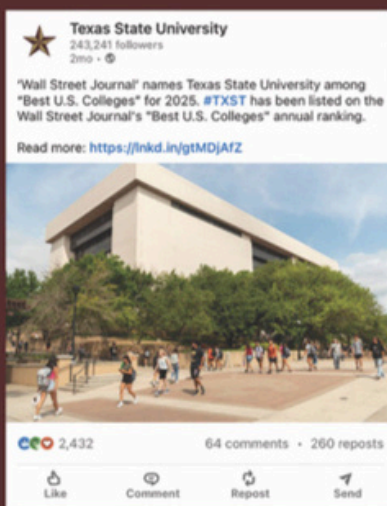
Average Reposts
Per Post
17.88

4.57% increase since last report

BEST PERFORMING POST

 **2,432 Reactions**

 **260 Repost**



This was the highest performing post because it shows the how Texas State is building themselves up to become one of the more prestigious schools in the world.