



Client Portfolio - Fall 2023

MC4326 - Advanced Social Media Analytics
School of Journalism and Mass Communication
Texas State University

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Client Overview



Alumni Association

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Objective

The Alumni Association serves to further foster Bobcat pride by providing activities, events, and engagement for alumni to partake in. The Alumni Association not only aims to strengthen the university's reputation and value through donation and advocacy, but allows for community beyond graduation.

Target Audience

The Alumni Association utilizes social media as a means to connect with Texas State alumni, recruit new members, share alumni stories, and to promote events. Their target audience being recent and past Texas State University graduates.

Facebook Analysis

Follower Count

The Texas State Alumni Association currently has 22,935 followers. They have gained 231 followers since August 1, 2023.

Post Frequency

The Texas State Alumni Association posted on Facebook a total of 116 times from August 1 to November 19. With the most being 70 post from October 1 to November 19.

Content, Tone, and Engagement

The top Facebook post from each analytical report were all highlighting Texas State pride in some way. The top post from analytical report three was highlighting an alumni with family history here at Texas State with a reach of 41,657. The post from the second report had the second highest reach with 39,765 with two kids dressed in Bobcat pride for a football game. This shows us that the audience likes content highlighting other Bobcats or events taking place at Texas State.

Trends

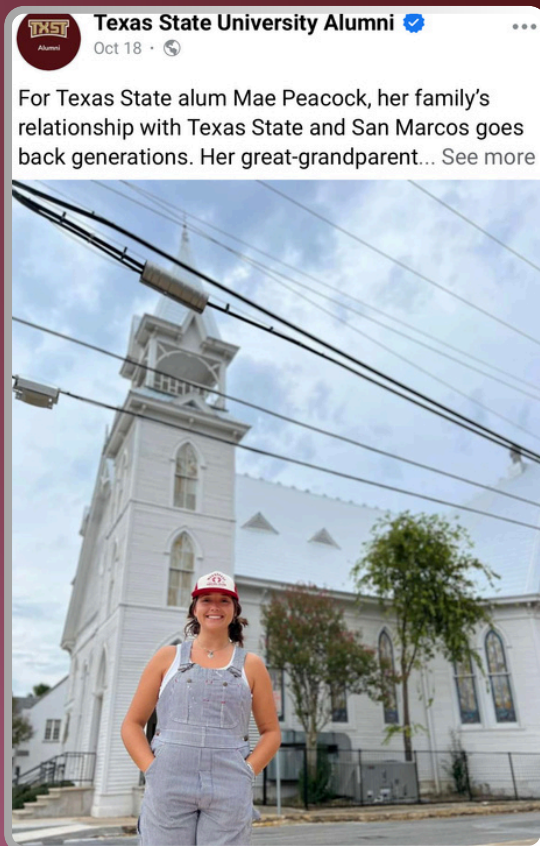
Overall engagement such as reach reactions, comments, and shares decreased between the months of October and November, but increased during August to September. September had the highest reaction at 120.9% and reach at 4588.1%. The amount of reactions had an overall decrease of 35.1% and reach had an overall decrease of 47.8% since the beginning of the semester.

Strengths & Weaknesses

Throughout Facebook we have noticed that the post with giveaways and Why Texas State post have received the most reactions and reach over any other social post. A weakness we have found through this social channel is that posts with call to actions have the least interactions, comments, and shares.

Top Performing Posts

This post had the largest engagement numbers with a reach of 39,765 and 1,058 reactions, picturing two kids showing Bobcat pride.



This post had the largest engagement numbers with a reach of 41,657 and 319 reactions, highlighting an alumni's family history at Texas State.

Instagram Analysis

Follower Count

The Alumni Association Instagram currently has 7,136 followers. They have gained 289 followers from August 1st to November 15th, 2023. This is a 4.2% increase during that time period.

Post Frequency

There were a total of 71 posts from August 1st to November 15th. This is about a 23.7 average number of posts for each report period. October 1st through November 15th was the period with the most posts at 44.

Content, Tone, and Engagement

The highest performing posts for each period were all announcements of some type. The post with the most reach, at 12,471, was a reel from the first period about the start of the tailgate season. The best performing posts from the following two periods both featured President Damphousse and garnered 515 and 620 likes. The first being the launch of the gold Boko hats and the last being the announcement homecoming game and tailgate news. This shows the audience likes and shares content about activities and things they can be directly involved in.

Trends

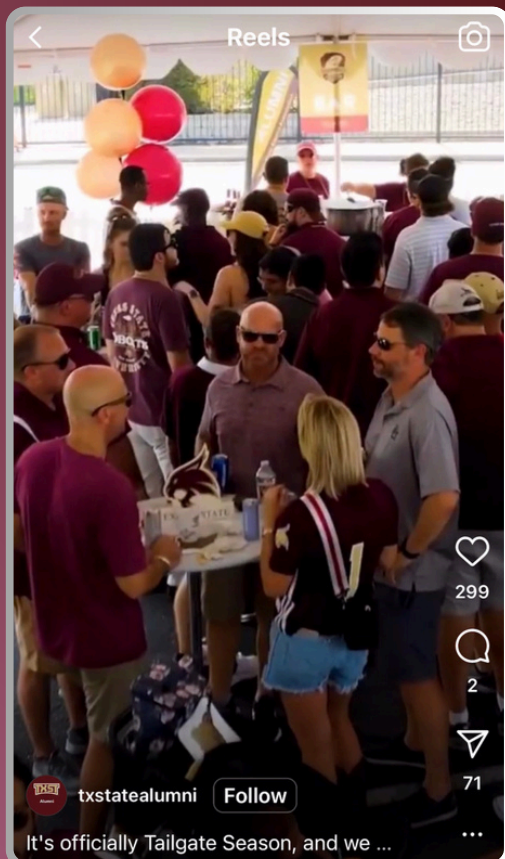
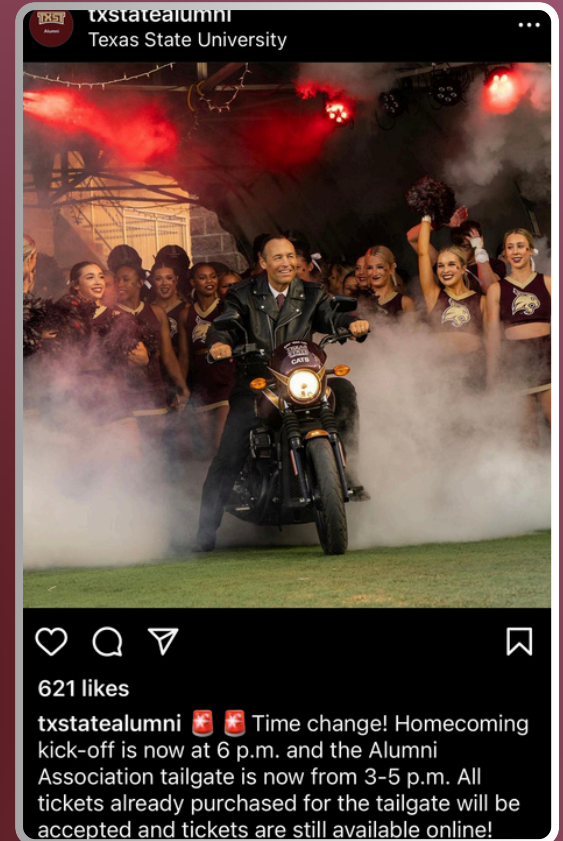
There was a drop off in engagement from the second period to the last. Likes had a 23.1% decrease, comments a 59.4% decrease, reach a 47.8% decrease and shares with a 33.1% decrease. This could be due to the number of posts increasing from 18 to 44 from period 2 to 3.

Strengths & Weaknesses

Overall it seems that reels and promotional type posts receive the most reach and engagement. Posts with graphics and congratulations posts featuring only one person seem to lead to the least amount of follower interaction. We also believe that less frequent posting and more reels would lead to less saturation and more engagement from followers.

Top Performing Posts

This was the best performing post of the semester, as it had the most likes, 620, and 78 shares. One reason for this is because it was an announcement relating to football, homecoming and tailgating. It was also a very cool picture of President Damphousse on a motorcycle which many students liked and shared with their friends.



This was the next best performing post of the semester, reaching the most people at 12,471. This was also an announcement type post for the beginning of football and tailgate season. We believe this post performed so well because it was a well made reel and posted at the beginning of football season when excitement was high.

Twitter Analysis

Follower Count

Currently the Texas State Alumni Association has 6,902 followers on Twitter. The account has gained 37 followers since September 1, 2023.

Post Frequency

From September 1 to November 15, the Texas State Alumni Association has posted an average of 36 tweets. Combined, the October 1 and November 19 period had the highest number of tweets posted at 60 tweets.

Content, Tone, and Engagement

It was found that September has the highest level of engagement with an average of 22.7 likes and 3.4 retweets per tweet. The content within this timeframe advertised events in a friendly, yet professional tone which allowed the audience to engage with the content positively. October and November were found to have the least levels of engagement with an average of 17.5 likes and 2.9 retweets per tweet. Content type was mixed with special event details, congratulations and community pictures.

Trends

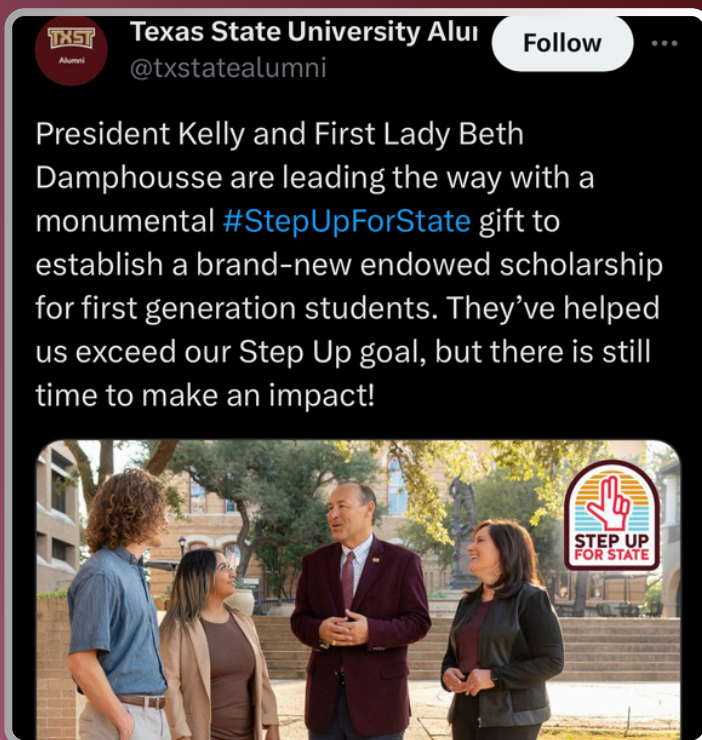
Observing the data collected from the Texas State Alumni Association Twitter account, it is found that the account is on a downward trend in engagement rate and likes. From September 1 to November 15 the likes per tweet decreased by 22.9% and the engagement rate decreased by 10.7%. Despite this the month of November ended with the highest follower count of the Twitter reports at 6,902 followers.

Strengths & Weaknesses

We have noticed that the best performing tweets since the beginning of September have centered around events such as the Texas State tailgate. Tweets that did not perform so well throughout the reports center around inspirational quotes.

Top Performing Tweets

This tweet had the largest engagement numbers with 62 likes, it promoted the tailgate for the Texas State vs. Baylor football game.



This tweet had the largest engagement numbers with 46 likes, showing President Kelly and his wife Beth Damphousse supporting a new scholarship opportunity for first generation college students.

FACEBOOK

ANALYTICS REPORT

August 1-31, 2023

TEXAS STATE[®]
ALUMNI ASSOCIATION



22,704

FOLLOWERS



13

POSTS



4130.5

AVERAGE REACH
PER POST



76.4

AVERAGE REACTIONS
PER POST



7.1

AVERAGE COMMENTS
PER POST



4.6

AVERAGE SHARES
PER POST

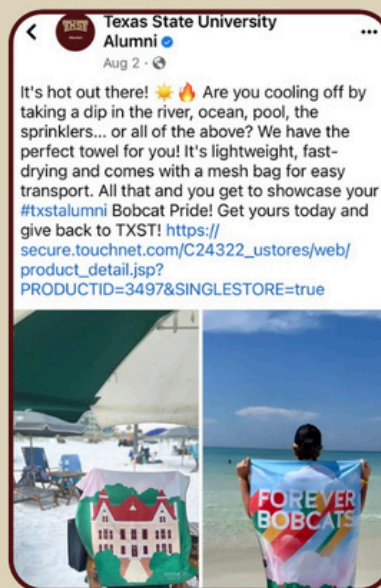
HIGHEST PERFORMING POST

REACH

10,409

REACTIONS

251



This post had the largest engagement numbers as it promotes Texas State University towels for those who want to show their Bobcat Pride.

INSTAGRAM

ANALYTICS REPORT

August 1-31, 2023

TEXAS  STATE
ALUMNI ASSOCIATION



6,847

FOLLOWERS



9

POSTS



3,318.2

AVERAGE REACH
PER POST



166.4

AVERAGE LIKES PER
POST



2.2

AVERAGE COMMENTS
PER POST



20.1

AVERAGE SHARES
PER POST

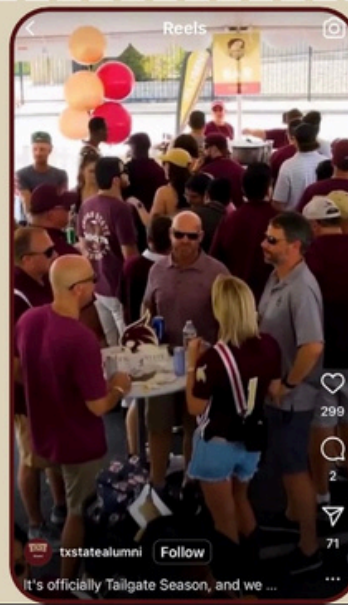
HIGHEST PERFORMING POST

REACH

12,471

LIKES

267



This reel had the highest engagement numbers as it announces the start of Tailgate Season to current and former Bobcats.

FACEBOOK

ANALYTICS REPORT

TEXAS  STATE
ALUMNI ASSOCIATION

SEPTEMBER 1-30, 2023



FOLLOWERS

22,813

+109 SINCE LAST REPORT



POSTS

33



AVERAGE REACH
PER POST

4588.1

11.1% INCREASE SINCE LAST REPORT



AVERAGE REACTIONS
PER POST

120.9

58.2% INCREASE SINCE LAST
REPORT



AVERAGE COMMENTS
PER POST

8.5

19.7% INCREASE SINCE LAST
REPORT



AVERAGE SHARES
PER POST

5.4

17.4% INCREASE SINCE LAST
REPORT

HIGHEST PERFORMING POST

THIS POST HAD THE
LARGEST ENGAGEMENT
NUMBERS AS IT SHOWS
TWO KIDS DRESSED IN
BOBCAT PRIDE

39,765

REACH

1,058

REACTIONS



INSTAGRAM

ANALYTICS REPORT

TEXAS  STATE
ALUMNI ASSOCIATION

SEPTEMBER 1-30, 2023



FOLLOWERS

7,058

+167 SINCE LAST REPORT



POSTS

18



AVERAGE REACH
PER POST

3124.0

-5.9% DECREASE SINCE LAST REPORT



AVERAGE LIKES PER
POST

160.4

-3.6% DECREASE SINCE LAST REPORT



AVERAGE COMMENTS
PER POST

3.2

42.5% INCREASE SINCE LAST REPORT



AVERAGE SHARES
PER POST

13.9

-30.9% DECREASE SINCE LAST REPORT

HIGHEST PERFORMING POST

THIS POST HAD THE
LARGEST ENGAGEMENT
NUMBERS AS IT PROMOTES
LIMITED EDITION BOKO
GOLD CAPS.

4,694
REACH

515
LIKES



TWITTER

ANALYTICS REPORT

TEXAS STATE[®]
ALUMNI ASSOCIATION

SEPTEMBER 1-30, 2023



FOLLOWERS

6,882



AVERAGE IMPRESSIONS
PER TWEET

2989.0



AVERAGE REPLIES
PER TWEET

0.2



TWEETS

12



AVERAGE ENGAGEMENT
RATE
PER TWEET

2.8%



AVERAGE LIKES PER
TWEET

22.7



AVERAGE RETWEETS
PER TWEET

3.4

HIGHEST PERFORMING POST



Texas State University Alumni

@txstatealumni

Follow

We're ready to #BeatBaylor! #EEUC

Map/details: alumni.txstate.edu/event/baylor-t...



THIS TWEET HAD THE
LARGEST ENGAGEMENT
NUMBERS AS IT
PROMOTED THE
TAILGATE FOR TEXAS
STATE VS. BAYLOR
GAME

62
LIKES

FACEBOOK

ANALYTICS REPORT

TEXAS  STATE[®]
ALUMNI ASSOCIATION

OCTOBER 1 - NOVEMBER 19, 2023



FOLLOWERS

22,935

+122 SINCE LAST REPORT



POSTS

70



AVERAGE REACH
PER POST

4098.3

10.7% DECREASE SINCE LAST
REPORT



AVERAGE REACTIONS
PER POST

78.5

35.1% DECREASE SINCE LAST
REPORT



AVERAGE COMMENTS
PER POST

6.0

29.4% DECREASE SINCE LAST
REPORT



AVERAGE SHARES
PER POST

2.8

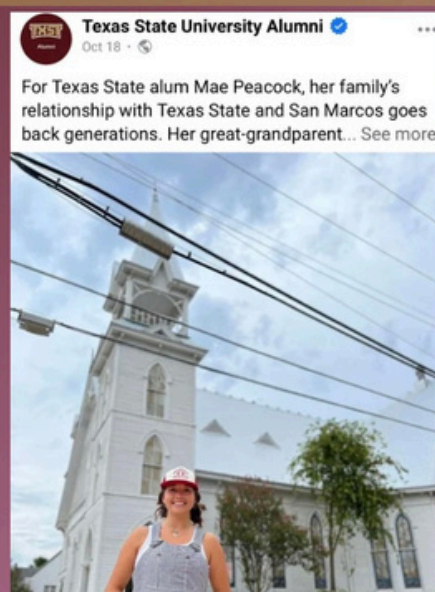
48.1% DECREASE SINCE LAST
REPORT

HIGHEST PERFORMING POST

THIS POST HAD THE
LARGEST ENGAGEMENT
NUMBERS AS IT
HIGHLIGHTS AN ALUMNI'S
HISTORY WITH TXST

41,657
REACH

319
REACTIONS



INSTAGRAM

ANALYTICS REPORT

TEXAS  STATE
ALUMNI ASSOCIATION

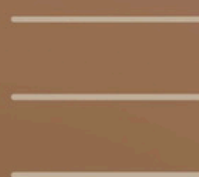
OCTOBER 1 - NOVEMBER 15, 2023



FOLLOWERS

7,136

+78 SINCE LAST REPORT



POSTS

45



AVERAGE REACH
PER POST

1629.4

47.8% DECREASE SINCE LAST REPORT



AVERAGE LIKES PER
POST

123.4

23.1% DECREASE SINCE LAST REPORT



AVERAGE COMMENTS
PER POST

1.3

59.4% DECREASE SINCE LAST REPORT



AVERAGE SHARES
PER POST

9.3

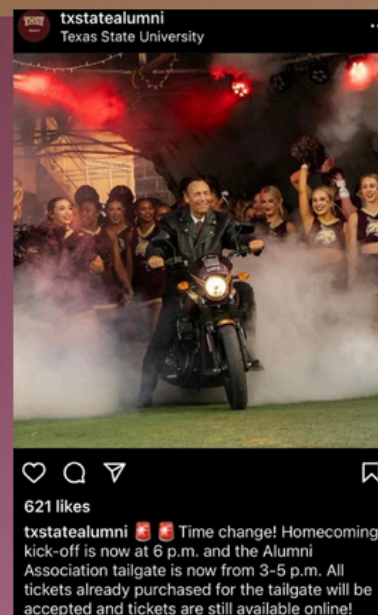
33.1% DECREASE SINCE LAST REPORT

HIGHEST PERFORMING POST

THIS POST HAD THE LARGEST
ENGAGEMENT NUMBERS AS IT
PROVIDES UPDATES ON THE
HOMECOMING KICK-OFF AND
ALUMNI ASSOCIATION
TAILGATE

4,010
REACH

620
LIKES



TWITTER

ANALYTICS REPORT

TEXAS STATE
ALUMNI ASSOCIATION

OCTOBER 1 - NOVEMBER 15, 2023



FOLLOWERS

6,902

+37 SINCE LAST REPORT



TWEETS

60



AVERAGE IMPRESSIONS
PER TWEET

2457.4

17.8% DECREASE SINCE LAST REPORT



AVERAGE LIKES PER
TWEET

17.5

22.9% DECREASE SINCE LAST REPORT



AVERAGE REPLIES
PER TWEET

0.3

50.0% INCREASE SINCE LAST REPORT



AVERAGE RETWEETS
PER TWEET

2.9

14.7% DECREASE SINCE LAST REPORT



AVERAGE ENGAGEMENT RATE PER TWEET

2.5%

10.7% DECREASE SINCE LAST REPORT

*AUDIENCE'S
INTERACTION
WITH
TWEETS*



Texas State University Alumni
@txstatealumni

Follow

President Kelly and First Lady Beth Damphousse are leading the way with a monumental [#StepUpForState](#) gift to establish a brand-new endowed scholarship for first generation students. They've helped us exceed our Step Up goal, but there is still time to make an impact!



HIGHEST PERFORMING TWEET

THIS TWEET HAD THE LARGEST ENGAGEMENT NUMBERS, IT SHOWS PRESIDENT KELLY AND FIRST LADY BETH DAMPHOUSSE SUPPORTING A NEW ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS

46
LIKES