



TEXAS STATE ALUMNI ASSOCIATION

CLIENT PORTFOLIO

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

MC4326: ADVANCED SOCIAL MEDIA
AND ANALYTICS

SPRING 2022

PREPARED BY: KAYLA GUTIERREZ, KENDALL CLARK, AARON PERALTA & LEVI LONG



TABLE OF CONTENTS



3	Client Overview
4	Twitter Analysis
6	Instagram Analysis
8	Facebook Analysis
10	Analytics Reports



CLIENT OVERVIEW

ALUMNI ASSOCIATION



Kristi Troxel

Director
Development of Alumni &
Engagement



kt22@txstate.edu



Emma Carberry

Digital Communications Manager
University Advancement



ecarberry@txstate.edu

THE CLIENT OBJECTIVE

The Texas State University Alumni Association provides networking resources for past and current students, and staff. Recognizing the importance of staying connected, the Alumni Association offers many opportunities for Bobcats to expand their circle and celebrate the university.

REACHING OUR OBJECTIVES

The Alumni Association has created a platform of specific networks for Bobcats from all walks of life to strengthen connections and engage around shared experiences. Showcasing pride for all the things that make Texas State University special, the Alumni Association reminds us that even after graduation you'll forever be apart of the Bobcat family.

OUR TARGET AUDIENCE

The Alumni Association targets their presence towards past and current students, faculty and their families.

Twitter Analysis

CONTENT

OVERVIEW

From January 1 until the end of April, the Alumni Association **tweeted 49 times**. Tweets that **presented info related to university news and events performed well** on the platform, probably because students can **easily refer back** to it when necessary and **feel more connected** to the university when they're aware of what's going on.

POSTING FREQUENCY

The Alumni Association was **overall consistent** with keeping active on Twitter, averaging **about 2 to 4 tweets every week**, with several instances of **multiple tweets** on the **same day** and/or **consecutive days**.

HIGHLIGHTS

The Alumni Association is really great at tweeting about **particular news related to both the university and the local community**. Intertwining the **values of school life and personal life** is a reliable way to **generate a positive response** from the audience, presumably because **people tend to gravitate towards content that they feel a connection to**. The Alumni Association always **includes a photo or link** in every tweet, which is a great way to **catch people's attention**.

FOLLOWER

COUNT

The Alumni Association **gained** a total of **57 new Twitter followers** from January 1 until April 28, and currently has **6,778 followers**. Most of the accounts that follow the Alumni Association's page look to be made up of **current and preceding Bobcats**, as well as **faculty** and other universities who want to **remain in the loop**.

REPORT TRENDS

Amongst the analytics reports, there was a **decrease in overall engagement**. In report 2, Twitter displayed an average of 4,086.6 impressions / post. This was a 166% increase since report 1. Comparing the trends from report 2 to report 3, we see that there was a decrease in engagement.

CHALLENGES

The **biggest challenge** the Alumni Association faces on Twitter would be potentially **tweeting routinely when possible** instead of so irregularly. There were some weeks that had only one tweet, and other weeks that had several. Another idea to **drive engagement** is to **take part in more hashtag trends** on Twitter. The #WeMetAtTXST trend performed really well amongst the audience, but there really **weren't many other instances of trends** that involve **audience participation**.

twitter Analysis

CONTENT EXAMPLES



This tweet from report 2 spotlights George Strait, a TXST alumni famously known as The King of Country. The former Bobcat turned country star generated positive engagement from the audience, with over 10,000 impressions, 32 likes and 4 RT's.

Featuring information about the annual Bobcat Pause Memorial Service, this tweet received the most engagement from report 3. The sense of a supportive community from this event within the university is likely what sparked 6 retweets and 13 likes from the audience.

Instagram Analysis



CONTENT

OVERVIEW

From the beginning of February to the end of April, the Alumni Association posted **7 new photos** to their Instagram feed. The content that **performed the strongest** amongst the audience were those that included a **call to action** and expressed a **sense of community**. This is likely because Bobcats within the audience enjoy having the opportunity to **interact with** content that they **can relate to**.

POSTING FREQUENCY

The Alumni Association was off to a slow start this semester with their first post in over 2 months highlighting the hashtag #WeMetAtTXST. **Overall sporadic posting** among the spring semester of 2022, however, three posts were made in a row from February 9th - 11th.

HIGHLIGHTS

The Alumni Association's **ability to effectively collaborate** with other pages, keep their Bobcat followers **up-to-date** on university news and events, and establish a healthy **sense of community** within their audience were the three **strongest contributing factors** to their positive social media presence in Instagram for this semester.

FOLLOWER

COUNT

The Alumni Association **gained** a total of **127 new Instagram followers** from February 1 through April 30, and currently has **5,534 followers**. The Alumni Association's Instagram community likely consists mostly of alumni, current students and faculty who're interested in staying up-to-date with university news and trends on social media.

REPORT TRENDS

Between both reports, there was an average of **1886.15 impressions**. The trend from the first IG report showed a **decrease in overall engagement**. This can be better told with a look at the average shares of the last report of 10.5 which is a **47.0% decrease** from the previous report.

CHALLENGES

The **biggest challenge** the Alumni Association has on Instagram is establishing a **consistent routine** to post content. With a **lack of content** naturally comes a **lack of interaction**, leaving the page to be "forgotten" by users who follow their feed. It would likely be beneficial to have an organized schedule for future content.

Instagram Analysis

CONTENT EXAMPLES



This post from report 3 highlights information about the release party and details on how to claim a Fiesta Medal. The audience showed a positive response to the post, with 148 likes and 18 shares. People tend to react favorably to content they can win things from.

With nearly 400 likes, the #WeMetAtTXST post from report 2 is a perfect example of what performs best on the Alumni Association's IG page. It lists a specific call to action that attracts their audience to their website for a chance to win cool prizes.

facebook Analysis

CONTENT

OVERVIEW

The Alumni Association posted to Facebook **23 times** from January 1 through April 19. When assessing the data gathered from the reports, **posts presenting unique or new information related to the university seem to spark the most interest from the audience.** This is likely because people engaging with this content are **expressing pride for all Bobcat accomplishments.**

POSTING FREQUENCY

There was a **lack of posting** in the beginning of the semester but began to **increase frequency** throughout the weeks, resulting in **more interactions over time.** Report 3 had **the most posts** accompanied by **high interactions, a great improvement** when compared to the four posts from report 1.

HIGHLIGHTS

The Alumni Association is **great** at focusing on **posting about exciting news and events** within the university.

People who follow the Alumni Association's Facebook page are **looking for reliable outlets of information** to receive **Texas State updates**, and their feed is full of **helpful and informative details** to give you the **scoop** on everything important on and off campus.



FOLLOWER

COUNT

From the first of January until the 19 of April, the Alumni Association **gained a total of 86 new Facebook followers.** They currently have a **total of 20,431 followers**, probably mostly made up of alumni, students, faculty and their families looking to stay connected to university news and events.

REPORT TRENDS

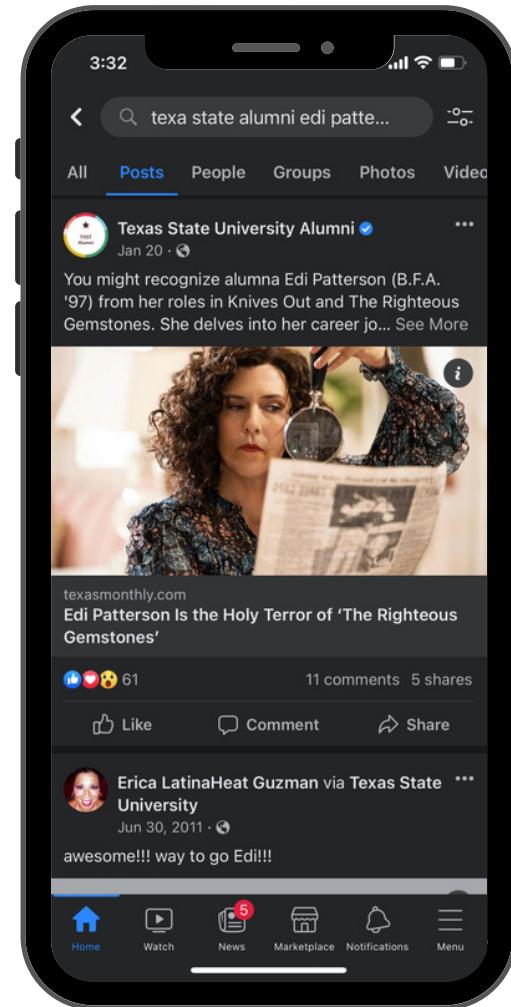
The **reach proved to be dependent** on how many **shares and reactions** each post had overall. **Higher interaction rates allowed for more accounts to be reached.** Between the 3 reports, the account had a **reach avg. of 4,074.9**, which is **consistent** with the **previous reports.**

CHALLENGES

There could be **improvement in increasing engagement** on a consistent basis. This can be done by potentially **creating more relatable content** to catch the eye and would be appropriate for an **audience** to want to **share amongst their peers.** Shares greatly affect the **spread content** may have on a platform such as Facebook, and would **drive more traffic** to the Alumni Association's posts.

facebook Analysis

CONTENT EXAMPLES



The #1 performing post was from report period 2, about a brand new collection coming to Alkek that garnered the highest rates of engagements in every category. The media and informing copy was interesting and exciting leading the audience to share, react, and comment at a high rate.

The post about TXST alumni actress Edi Patterson from report 1 excelled on FB early on. This is likely due to the fun and exciting content of the post, earning it the most comments, reach, and reactions in the month of January and the title of top performing post for report 1.

Facebook Analytics Report

January 1 - 31, 2022



4715.3

AVERAGE
REACH
PER POST

45.3

AVERAGE
REACTIONS
PER POST

5.0

AVERAGE
SHARES
PER POST

6.3

AVERAGE
COMMENTS
PER POST



**4 NEW POSTS
20,345 FOLLOWERS**

BEST PERFORMING POST

Texas State Alumni Association •
January 20 at 8:39 AM ·

You might recognize alumna Edi Patterson (B.F.A. '97) from her roles in Knives Out and The Righteous Gemstones. She delves into her career journey and playing Judy Gemstone in this great interview with [Texas Monthly!](#)



TEXASMONTHLY.COM
Edi Patterson Is the Holy Terror of 'The Righteous Gemstones'
The Texas City native and star of the hit HBO comedy series talks Judy Gemstone, ham slices, a...

60

11 Comments 5 Shares

This post spotlights TXST alumna Edi Patterson who's recognized for her roles in "Knives Out" and "The Righteous Gemstones." The interview generated a positive response among many past and current students who were excited to learn more about the former Bobcat turned actress. The post received a total of 72 reactions, 15 comments and 5 shares.

Twitter Analytics Report

January 1 - 31, 2022



@TxStateAlumni



10 NEW POSTS
6,721 FOLLOWERS

BEST PERFORMING POST



This tweet had the most engagement, totaling 15 likes, 3 retweets and 1 reply. The audience was drawn to the tweet likely because it included valuable information about the 2022 Distinguished Alumni and Rising Star awards. The tweet was seen across the feeds of 2,385 individual users.

1535.8

AVERAGE
IMPRESSIONS
PER POST

4.8

AVERAGE
LIKES
PER POST

0.9

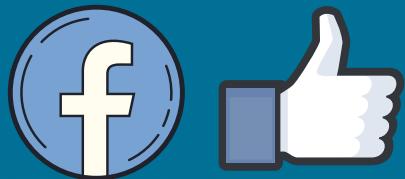
AVERAGE
REPLIES
PER POST

0.6

AVERAGE
RETWEETS
PER POST

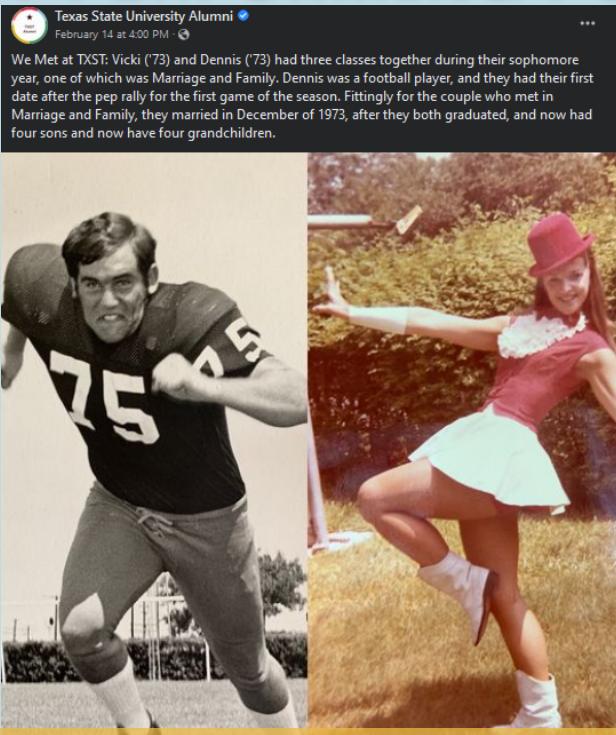
Facebook Analytics Report

February 1 - 28, 2022



7 NEW POSTS
20,360 FOLLOWERS
+ 15 SINCE LAST REPORT

BEST PERFORMING POST



This post had the top performance for the month because it acknowledges the story of a former Texas State football player and Strutter who ultimately got married and started a family. It had a reach of 5,814 with 102 reactions, putting it at the very top of the hashtag trend "We Met At TXST."

2440.3

AVERAGE REACH
PER POST

48.2% DECREASE
SINCE LAST REPORT

35

AVERAGE REACTIONS
PER POST

22.7% DECREASE
SINCE LAST REPORT

1.9

AVERAGE COMMENTS
PER POST

70.2% DECREASE
SINCE LAST REPORT

1.8

AVERAGE SHARES
PER POST

61.1% DECREASE
SINCE LAST REPORT

Twitter Analytics Report

February 1 - 28, 2022

@TxStateAlumni



**18 NEW POSTS
6,747 FOLLOWERS**
+ 26 SINCE LAST REPORT

BEST PERFORMING POST



A screenshot of a Twitter post from the account @txstatealumni. The post features a video thumbnail showing a rocket launching from a launch pad. The video has 13K views and is 1:30 long. The tweet reads: "Who else cheered when they saw @txst alum @GeorgeStrait (B.S. '79) on their TV during the #SuperBowl last night? #txstalumni". A reply from H-E-B (@HEB) follows, mentioning George Strait's love for snacks from H-E-B. The timestamp at the bottom left is 9:20 AM · Feb 14, 2022 · Twitter Web App.

This tweet stood out amongst the rest because it highlights George Strait, a TXST alumni who is famously known as the King of Country. Many current students and alumni responded favorably to this post, which received a total of 10,058 impressions, 32 likes and 4 retweets.

4086.6
AVERAGE IMPRESSIONS

PER POST

166% INCREASE
SINCE LAST REPORT

12.5
AVERAGE LIKES
PER POST

37% INCREASE
SINCE LAST REPORT

0.6
AVERAGE REPLIES
PER POST

31% DECREASE
SINCE LAST REPORT

1.9
AVERAGE RETWEETS
PER POST

224% INCREASE
SINCE LAST REPORT

Instagram Analytics Report

February 1 - 28, 2022



5 NEW POSTS
5,407 FOLLOWERS

BEST PERFORMING POST



txstatealumni • Follow

txstatealumni #WeMetAtTXST was a fan favorite last year, and we're so excited to share more Bobcat love stories with you next week! If you haven't told us your story yet, there's still time. Head to our website (link in bio) to submit your story. All submissions will be entered for the chance to win one of many @txst and SMTX prizes, like @grinsrestaurantx gift cards, @txstatemb tickets, and even these amazing #WeMetAtTXST blankets from @creedsandcrests.

Edited - 3w

janethagedorn Love

387 likes FEBRUARY 9

The Instagram post, "We Met At TXST," received the most engagement from its audience because it lists a call-to-action that attracts people to go to the TXST Alumni website for a chance to win cool prizes. The post had a reach of 3,555, 386 likes, 18 comments and 71 shares.

@TXSTALUMNI

1913.8
AVERAGE
REACH
PER POST

141.4
AVERAGE
LIKES
PER POST

4.8
AVERAGE
COMMENTS
PER POST

19.8
AVERAGE
SHARES
PER POST

TOP PERFORMING POST

The post featured below had the highest engagement on the platform, reaching 11,111 people and receiving 24 comments. The audience from this post was drawn to it because it confirmed the news of Texas State's 10th president Dr. Damphousse. It also had 137 reactions and 14 shares.



facebook ANALYTICS REPORT

March 1 - April 15, 2022

12 NEW POSTS

20,431 FOLLOWERS

+71 SINCE LAST REPORT

AVERAGE REACH

PER POST

4959.6

103.2% INCREASE

SINCE LAST REPORT

AVERAGE REACTIONS

PER POST

118.9

239.7% INCREASE

SINCE LAST REPORT

AVERAGE COMMENTS

PER POST

12.2

542.1% INCREASE

SINCE LAST REPORT

AVERAGE SHARES

PER POST

11.6

544.4% INCREASE

SINCE LAST REPORT

twitter ANALYTICS REPORT



March 1 - April 15, 2022

21 NEW TWEETS
6,789 FOLLOWERS

+42 SINCE LAST REPORT

AVERAGE IMPRESSIONS
PER TWEET

2237.9

*45.2% DECREASE
SINCE LAST REPORT*

AVERAGE LIKES
PER TWEET

7.7

*38.4% DECREASE
SINCE LAST REPORT*

AVERAGE REPLIES
PER TWEET

0.2

*66.7% DECREASE
SINCE LAST REPORT*

AVERAGE RETWEETS
PER TWEET

1.9

*0.0% CHANGE
SINCE LAST REPORT*

TOP PERFORMING POST

The annual Bobcat Pause Memorial Service will be held this Thursday, April 7 at 6:00 p.m. in the @lbjsc. All members of the university community are invited to attend and may also submit tributes to the honorees in the online guest book. More information: ...dation.studentinvolvement.txstate.edu/events/bp.html

BOBCAT PAUSE
MEMORIAL SERVICE

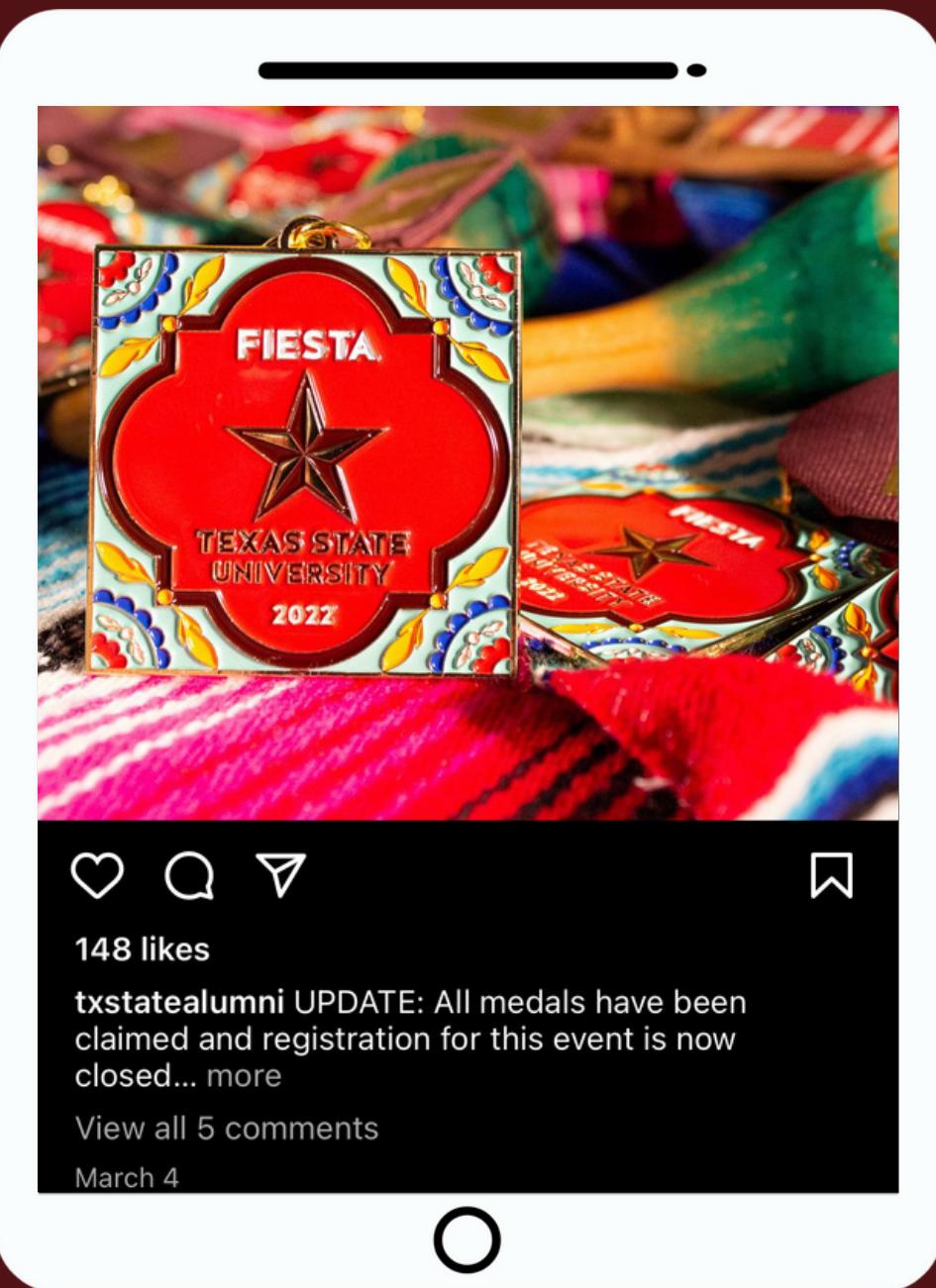
Once a Bobcat. Always a Bobcat

10:03 AM · Apr 5, 2022 · Twitter Web App

This tweet had the most engagement, totaling 6 retweets, 13 likes and an engagement rate of 6. It attracted an audience because it includes information regarding the annual Bobcat Pause Memorial Service which gives students and staff the space to honor recently lost loved ones. The tweet was seen across the feeds of 3,960 users.

TOP PERFORMING POST

This post had 148 likes, 5 comments and 18 shares making it the highest performing of this report. The audience was drawn to this post because it includes information about the release party and to claim a Fiesta Medal through a “link in bio” call to action. This post had a reach among the feeds of 2,193 users.



Instagram ANALYTICS REPORT

March 1 - April 15, 2022

2 NEW POSTS

5,489 FOLLOWERS

+82 SINCE LAST REPORT

AVERAGE REACH

PER POST

1858.5

2.89% DECREASE

SINCE LAST REPORT

AVERAGE LIKES

PER POST

117.5

16.9% DECREASE

SINCE LAST REPORT

AVERAGE COMMENTS

PER POST

3.0

37.5% DECREASE

SINCE LAST REPORT

AVERAGE SHARES

PER POST

10.5

47.0% DECREASE

SINCE LAST REPORT