TEXAS STATE CAREER SERVICES

MC 4326 - Advanced Social Media and Analytics

School of Journalism and Mass Communication

Texas State University

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Facebook

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CLIENT OVERVIEW

TEXAS STATE®
CAREER SERVICES

MISSION

Career Services empowers the diverse Texas State community to develop their full potential and enhance their personal excellence an professional marketability by providing strategic career guidance and opportunities to connect with employers worldwide.

SERVICES

- Career Counseling and Advising
- Career Closet
- Jobs4Cats
- Resume and Cover Letter Reviews
- Career Fairs
- Podcast

TARGET AUDIENCE

- Texas State Students and Alumni 18-24+

CLIENT OVERVIEW

SOCIAL MEDIA PRESENCE

PLATFORMS:

- Instagram
- Facebook
- Twitter
- LinkedIn

SOCIAL MEDIA KEY PLAYERS

- Shelby Jimenez
- Adam Hernandez

GENERAL OVERVIEW

INSTAGRAM

- Visually more appealing to college students and alumni.
- Uses graphics to show student achievements, helpful resources, upcoming events and so on.
- Uses interactive stories as an engagement tactic like posting polls and questions to catch their attention.

CLIENT OVERVIEW

FACEBOOK

- Not very active compared to other socials as it's currently inaccessible.
- Aimed towards students but receives more engagement from alumni and parents.
- Very informative when it comes to important announcements and alumni events.

TWITTER

- Audience are mainly students and alumni who are looking for resources.
- Intended to create posts that are fun and relevant to students.
- Content includes any coming up reminders and events.

LINKEDIN

- Aimed towards recent graduates and those searching for a job.
- Provides students with important resources regarding their career choice.
- Great platform to build connections and connect with employers.

PLATFORM ANALYSIS

AUDIENCE AND COMMUNITY OVERALL

- Career Services main audience are students, alumni and parents are their secondary audience.
- Their community consists of students looking for tips to build work connections and any opportunity for employment.

CONTENT

- Most posts are informative infographics relating to upcoming events and important updates.
- They use a lot of pictures of students and staff to try and engage more with their audience.

TONE

- Career Services is very school spirited and they are very positive online.
- When promoting their services they are very friendly and professional.
- Their content will seem playful at times in order to interact with students.

FREQUENCY

- Career Services only posts around 2 - 3 times a week.
- Depending on the event they will post more consistently.
- There will be times where they only have 1 post per month.

ENGAGEMENT

- There isn't much engagement besides the decent likes and few comments.
- Most of the time there will way more likes than comments.
- A lot of their content will barely reach 10 comments, its rare if it goes above that.
- When receiving comments they tend to be positive and kind.

PLATFORM ANALYSIS

STRENGTHS

- Their infographics are very informative and it helps spread the word.
- Most of their content shows dedication to Texas State by including many pictures of their many students and staff.
- When promoting events or services they always include a picture of students interacting with their services in some way.
- Their content ranges from photos to reels.

WEAKNESSES

- Not visually appealing to audience.
- Despise their many followers, not many engage with their content.
- A lot of their content is just infographics and it makes the page look bland.
- Posting schedule is inconsistent, they post at most 3 times a month.

OPPORTUNITIES

- Creating a better posting schedule would help with their engagement.
- Partnering with influencers or brands and doing giveaways may influence them to engage more.
- Using the live and story features to promote content and get more views that way.
- Creating content with interactive polls and questionnaires to catch the attention of the audience.

FUTURE RECOMMENDATIONS

GOAL

- The goal is for Career Services to be able to grow and promote their services without overwhelming their audience.

STRATEGIES

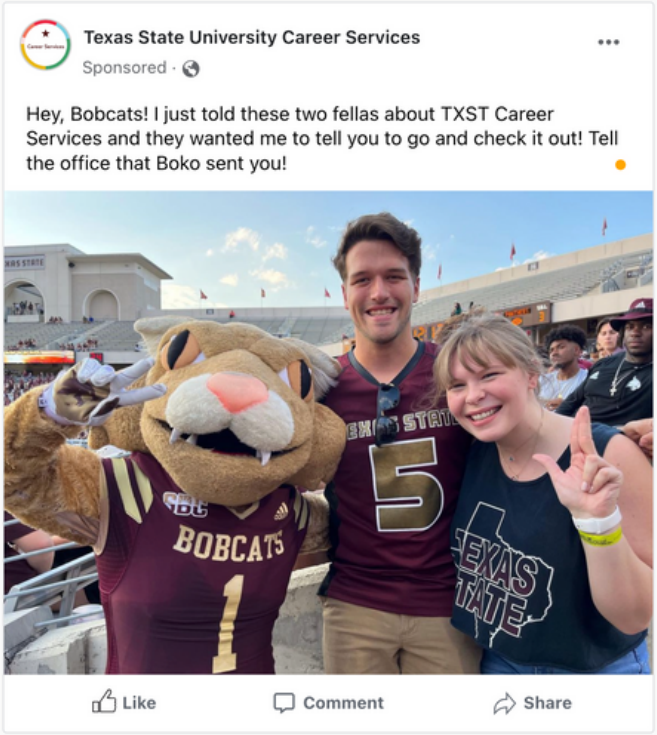
- Posting on a consistent schedule will help students stay on top of important events and reminders.
- Creating content with a specific theme will get the attention of their audience.
- When making those infographics they can simply summarize them and use more pictures so their audience doesn't feel overwhelmed.
- Content with interactive polls and questionnaires will help engage in views.
- Engaging with other creators and influencers can help a lot with their engagement.

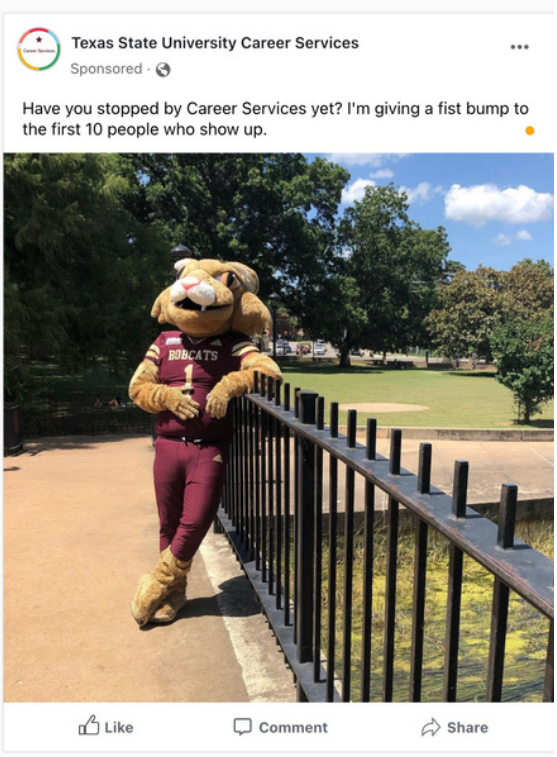
INFLUENCER RECOMMENDATION

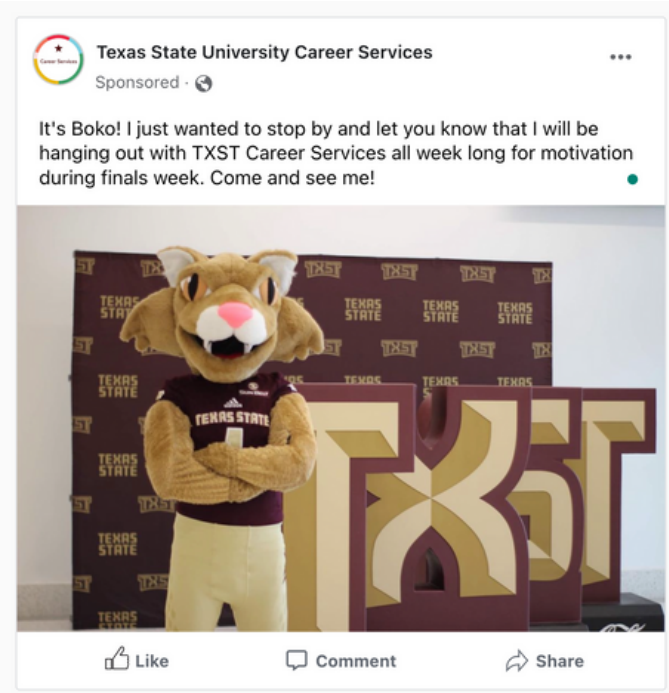
- We believe that Texas State Career Services should partner up with more known businesses and food places such as Torchy's Tacos and Chipotle. For their sponsor we think Boko the Bobcat would be a great fit!
- As the school mascot he is a fun and playful character, the perfect candidate to spread word about Career Services especially if he's around these small businesses.
- It's a win win for both parties because having Boko work with these companies will bring in more promotions for these businesses, as well as good-standing collaborations for Career Services.

FUTURE RECOMMENDATIONS

SAMPLE POSTS







ANALYTICS REPORT

Career Services

Facebook Analytics Report

Jan 1 - Jan 31, 2022

Engagement

Follow

Number of Followers: 4,537

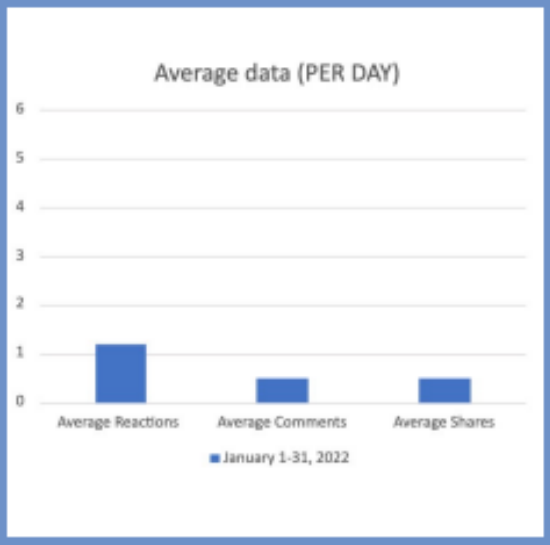
Average Shares per day: 0.5

Share

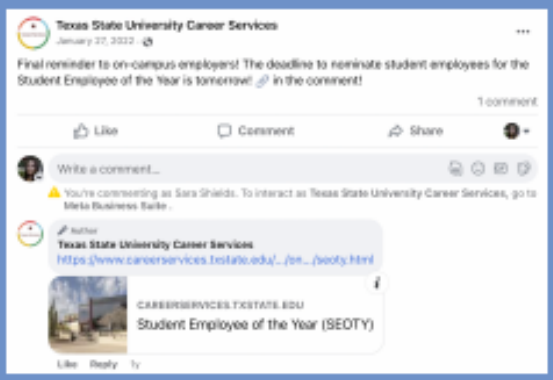
Number of posts: 6

Average Comments per day: 0.5

Average Reactions per Day: 1.2



Top Performing Post



based on reach
392

This post was a final reminder for on-campus exployees about the coming up deadline to nominate student employees for the Student Employee of the Year!

COMPETITOR ANALYSIS

COMPETITOR OVERVIEW

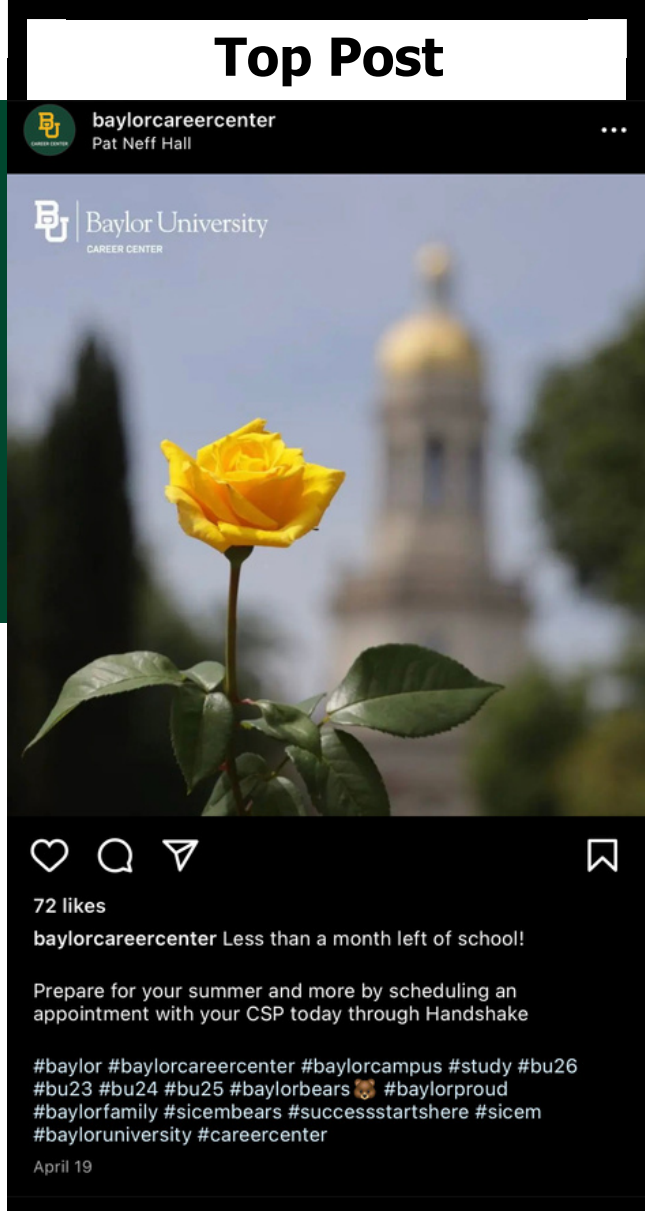
Our competitor analysis is completed by observing three separate university's own versions of career services and comparing that information with Texas State's Career Services. The three accounts all have different qualities that set them apart. For Baylor University, the content is very similar to how Texas State Career Services works, but there is a much clearer theme that allows the viewers to easily select the topic they are interested in. UT's account has a much lower follower count but has a closer focus on their post habits. Most of the services they offer consist of conversational topics and typical resume-building exercises. Texas A&M University's account has a much higher follower count and good engagement. They have a very clear theme and utilize still photography to help show what their events actually look like. However, they do not post as much, which may have viewers perceiving them as unreliable.

COMPETITOR ANALYSIS 1

Baylor University

Handle: Baylorcareercenter
Followers: 2,029
Posts in April: 8
Average Likes: 49

Top Post



Content-Type: Infographics, tips and tricks, and advice on how to access their services.

Overview

Our first competitor, Baylor's Career Center, is an account that prioritizes infographics revealing information about services that they offer. The main services that they advertise are their interview tips, resume building, and overall info on their upcoming events. If they spent more time trying to engage in the comment section with students, their account will be even more successful.

COMPETITOR ANALYSIS 2

TEXAS
The University of Texas at Austin

Handle: cnscareers
Followers: 1,294
Posts in April: 3
Average Likes: 15

Top Post

Content-Type: Infographic style, career events, skill-building events.

Overview Our second competitor, University of Texas at Austin is an account that utilizes infographics to share career events and guest speaker events in specific fields. The main services they offer are ted talk style events in specific fields, general career events and internship opportunities. I would suggest, they host more large scale career exploration events and more engagement with the student body and also posting more frequently would help the account grow.

COMPETITOR ANALYSIS 3

TEXAS A&M UNIVERSITY

Handle: tamucareercenter
Followers: 5,541
Posts in April: 2
Average Likes: 157

Content-Type: Live photography, tips and tricks, and promotional photos

Top Post

Overview: This account has almost three thousand more followers than anything other account linked above. They prioritize actual photography showing students at their events. This seems to lend them more followers because the students can visualize themselves working with TAMU Career Services. The only downside to this account is that they have a loose post schedule, and sometimes almost go through a whole month before posting again.