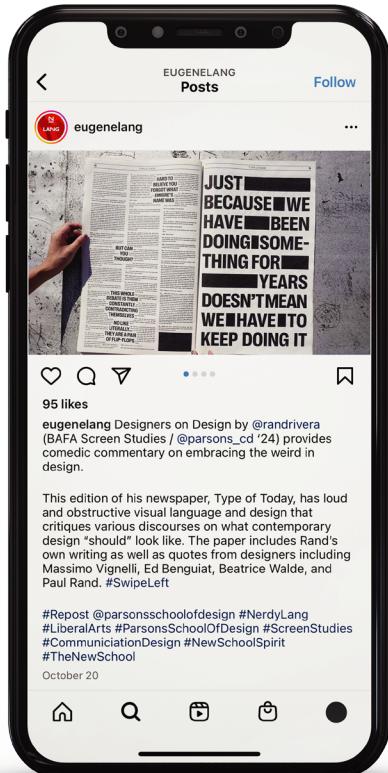


SOCIAL MEDIA REPORT

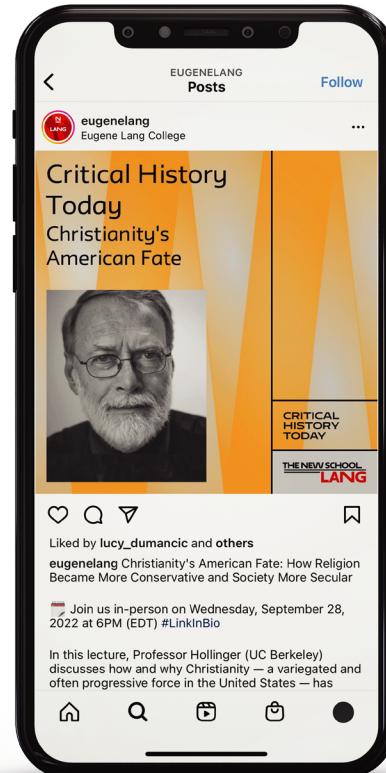
Fall 2022

STATISTICS

Most liked post: **95 likes**



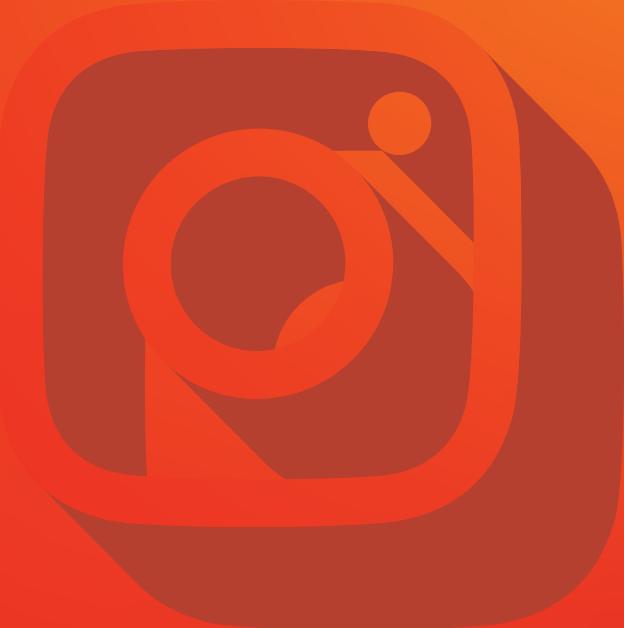
Most engaged post: **12.3%**



SEMESTER OVERVIEW OCT 1 - DEC 10

Channel	Total # of posts	Average impressions	Average engagement	Best single post
Instagram	24	689 per post	6.21 %	36.7 %
Twitter	228	2.5K per day	1 %	6,041 impressions
Facebook	68	90 per post	<1 %	151 impressions

INSTAGRAM



PLAN

Strategy: think about who is the audience (students - prospective, current, and alumni).

Priority: visually appealing and engaging photos that relate to students in any way.

Content from: archives, reposts of Lang community on IG, content banks of student awards and faculty news. User generated content from student's POV (POV = student's physical or philosophical perspective).

Metrics:

	Followers	Engagement rate*	Average impressions*
Total	3,605	11 % including Oct anomaly	6.21 % excluding Oct anomaly
Change Oct - Dec	↑ ~ 100	↓ 4.87 %**	↓ 1.68 %**

*Averages are calculated from the month of November, engagement is calculated as likes/impressions.

**Change from Oct-Nov.

GROWTH AND WINS

BEST PERFORMING POST



What worked:

- visually appealing
- obvious connection to Lang
- snapshots from student's POV
- communicates Lang community's character and vibe

Insights:

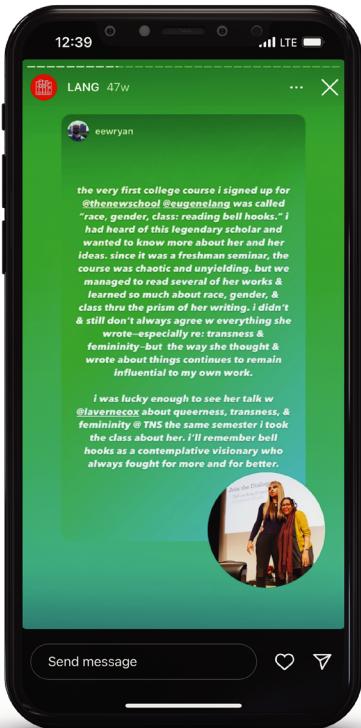
- Post with nature, outdoor, landscape, travel.
- Student as lens: aesthetic-pleasing images taken by students, implied sense of spontaneity (not overly stylized), feels like a student is involved or creator.
- Exceptional student work with timely concepts.
- Users with a lot of followers shared and commented, the student has a good amount of followers and shared the post.

INSTAGRAM STORIES



STORIES PERFORMANCE

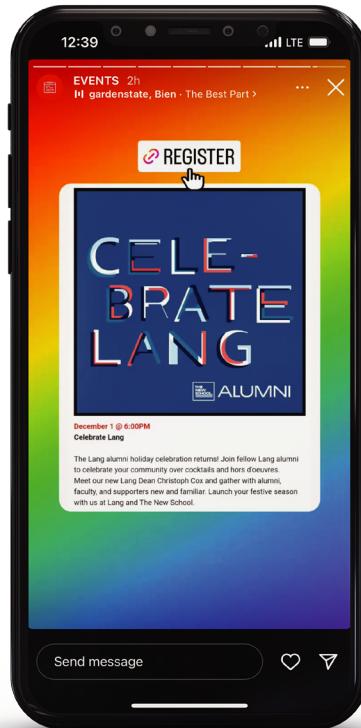
163 views, **35** votes,
21% engagement



138 views, **18** votes,
13% engagement



215 views, **39** votes,
18% engagement



PLAN

Current strategy: lean in to the short term nature of stories.

- daily posting of upcoming events
- sharing of new posts to story
- reposting in tagged stories, especially within the university
- weekly “climate poll” to gage community interaction and current experiences

Highlights are used with the assumption that new visitors will be looking through them (the events highlight is always upcoming events, Lang highlight is timely to community, etc.)

Try to make stories visually appealing (go to technique is GIFs, especially those that direct an action - aka link in bio, new post, coming soon, etc.)

Insights:

- Stories have more consistent impressions (200-400 views), but smaller audience than in-feed posts.
- Using climate polls to gage investment in stories shows a 20% engagement rate (but this is just one very skewed way of measuring engagement).
- Highlights should always reflect current Lang students’ lives. This is seen now with a COVID-19 highlight, among more typical DHS, First Year, and CESJ highlights.

TWITTER



PLAN

Strategy:

Frequent scheduled posts, content consists of:

- faculty and alumni news
- community wide information
- cross posting from Instagram in threads (using thread tool)

Large amounts of content posted at regular intervals so that Lang shows up in followers' feeds.

Insights:

- Regular scheduled posting = dramatic increase in impressions.
- Increased variety in types of content: cross posting from IG, more frequent articles from alumni and faculty.

Metrics:

	Followers	Daily impressions*	Engagement rate*	Likes per month*
Total	4,373	2.5K	1%	94
Change Oct - Dec	11	↑ 2,020	No change	↑ 55

*As of December 10, 2020.

**For November 2020.

FACEBOOK



PLAN

Current strategy:

Regular (majority scheduled) posting of varied content:

- faculty/alumni news
- Lang community events
- important Lang news/communications/milestones

Content veers towards more “official” events and university news for non-students.

Why/reasoning:

- Should have a substantial amount of content so prospective students and parents can get a general “feel” for the college.
- Scrolling through the FB feed gives a glimpse into the student body and experience at Lang, like a digital brochure.

Insights:

Facebook functions as more of a collection of major milestones for students and the university rather than snapshots of daily life. Facebook is more Institutional vs. Instagram, which is student focused.

Suggested use: Good for commencement, college news that needs to be shared widely, public relations.t

Good question to ask before posting: “Would parents and alumni care about this?”

KEY LEARNING & TAKEWAYS

What worked?

- scheduling posts
- rely on and feature posts from Lang banks of content
- consistent and frequent posting
- tailoring content to each platform

What didn't work?

- non-intentional, random posting
- text based photos

This was an exploratory phase, lots of numerical growth occurred this semester.

Opportunities and suggestions:

- Continue to spend time on finding student projects that echo TNS/Lang values (see capstone post).
- Build out bank of content even more - archive, faculty news, student work outside of awards.
- Creation of new content keeping platforms in mind, further curation and tailoring of content.

Instagram:

- For text posts, use an image in a carousel followed by the text image (obviously with exceptions).
- In spite of dips in engagement, continued consistent posting of content will result in sustained increase in engagement rate.

Twitter:

- Obvious jump in impressions and engagement when frequency of tweets increased.
- To explore: How did impressions/engagement change after increasing the frequency and amount of daily tweets?