



WashU Social

TikTok
Mid-Year Analytics
Report





9,170,500

VIEWS ON VIDEOS
POSTED IN 2024

1,141,016
ENGAGEMENTS

74
VIDEOS POSTED

1,076,561

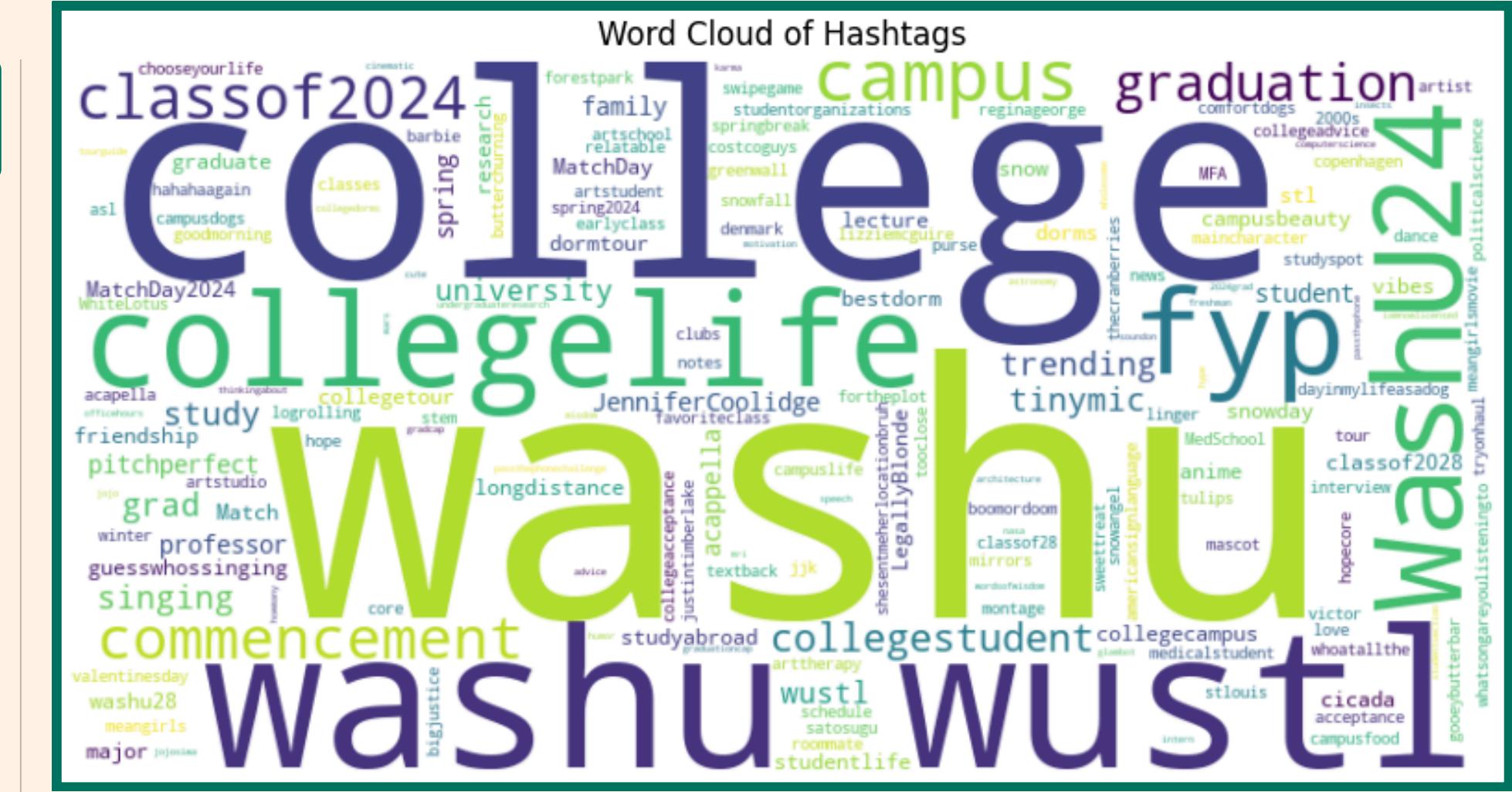
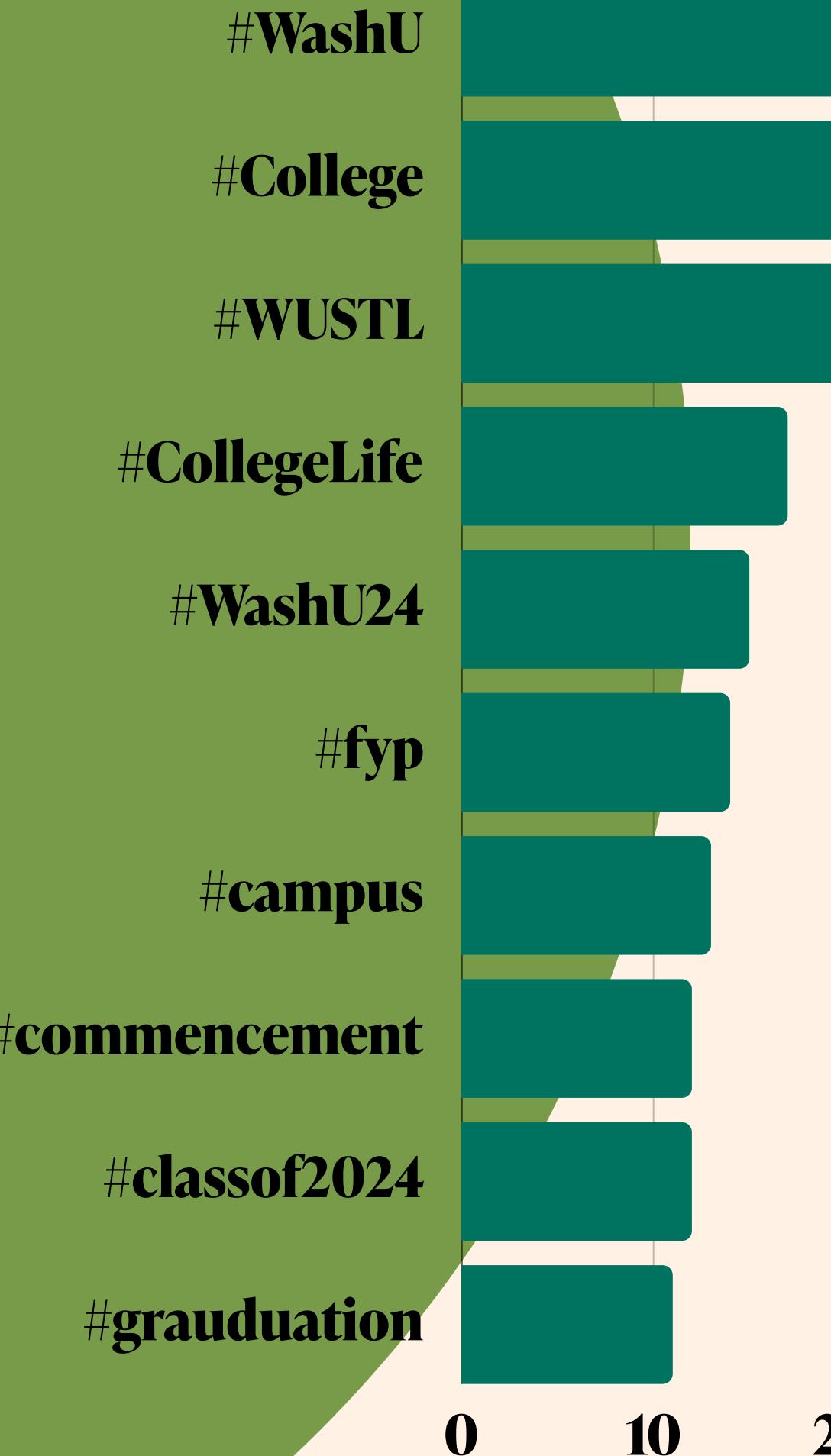
TOTAL
VIDEO
LIKES

6,204
Y-T-D NEW
FOLLOWERS

THE HOT HASHTAGS

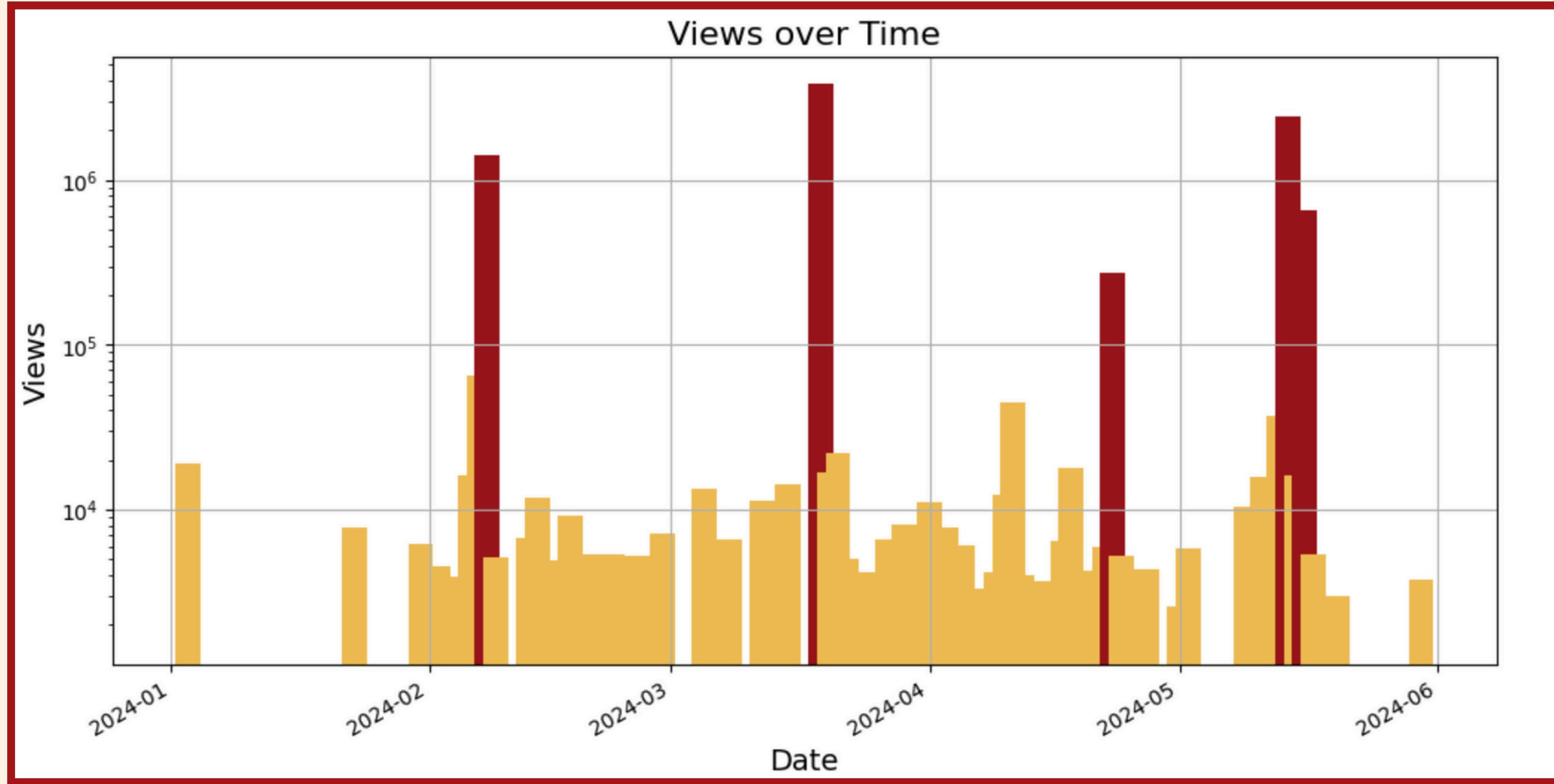
MID-YEAR 2024

■ Count



#WeKnowWhatWorks

While we continue to tie our brand and content to #WashU, it's no surprise that we have made an immense impact on #CommencementTok. Other hashtags gaining popularity in our content display the diversity of our student body, with #singing, #tinyMic, #studyabroad, and #forestpark



AVERAGE VIEWS

123,925

HIGHEST VIEWS

3.8M

AVG VIEWS (W/O OUTLIERS)

7.8K

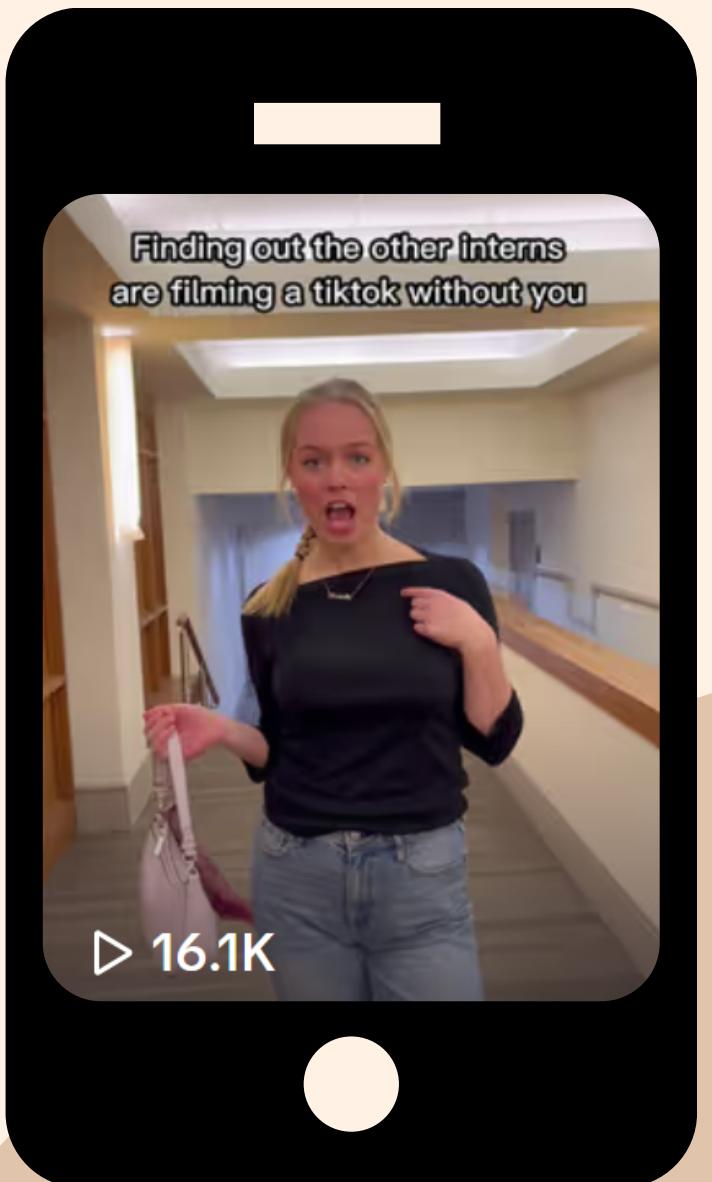
Our View Spikes*:

- The campus ambassador spirit takes over us 🌟
- With every match, a new chapter begins. ❤️⚽️💚
- Our second tour is with Elina in Shepley!
- @Jennifer Coolidge you look like the 4th of July 😍
- Next time you see her, call her Dr. @Jennifer Coolidge

* "View Spikes" are the darker red bars on the graph, and are defined as having greater than 100k Views

THE VIEW-TO-LIKE-RATIO

MID-YEAR 2024

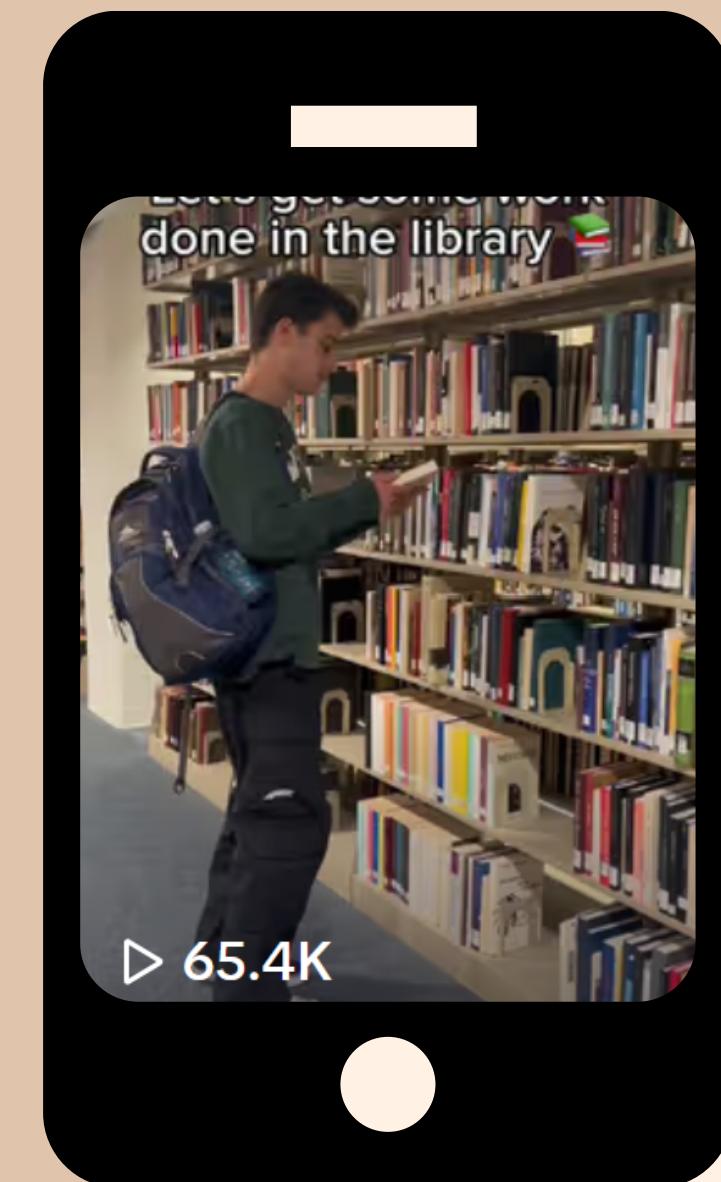
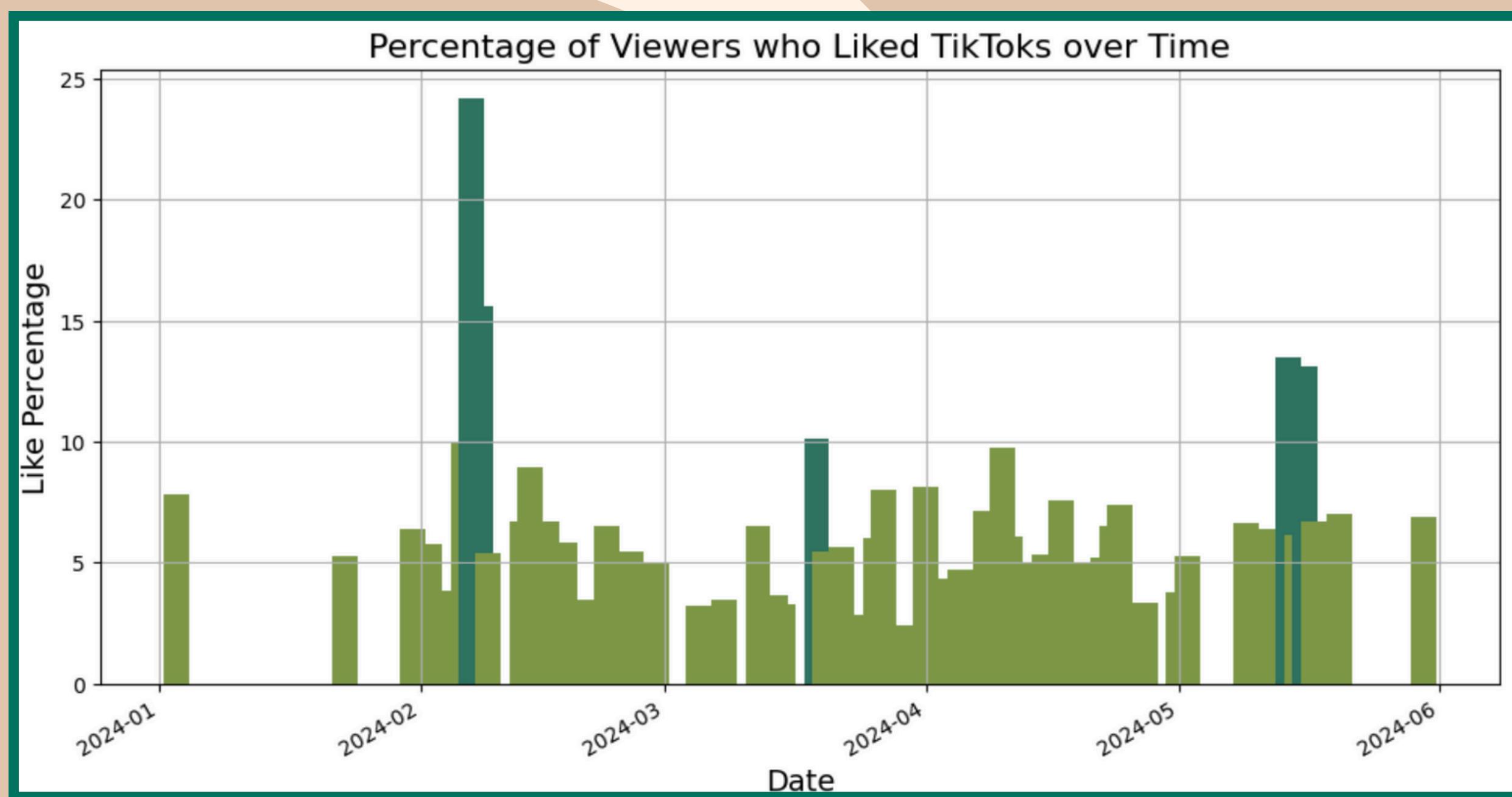


That was so fetch 🍁

This video tapped into Mean Girls Tok, right at the release of the musical movie. Not only did it feature all the social interns, but its quick and clever relevance to the trend was highly rewarding with likes and views!

What percentage of our viewers actually like our TikToks? These are how we locate our loyal fans and how we can recognize we nailed a trend.

For TikTok, a video can be determined as “performing well” if it is able to obtain Likes from 10% of the video’s viewers. In the graph below, the darker green spikes illustrate our viral videos via like percentage.



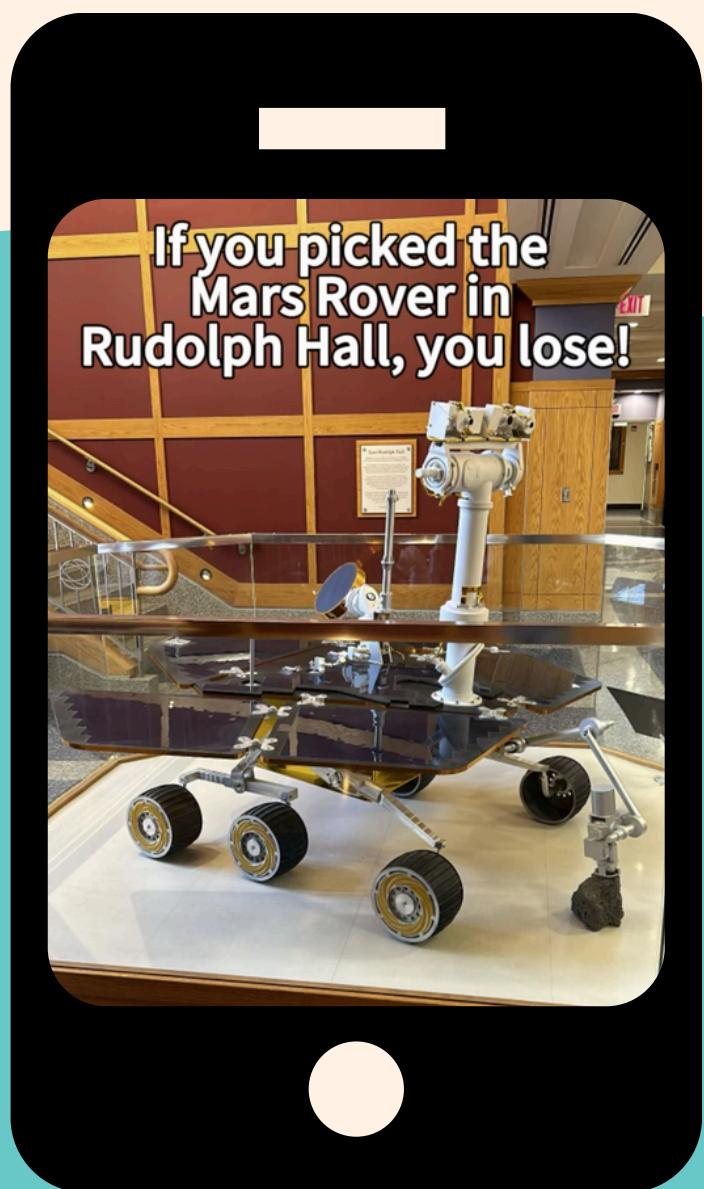
Where you go I go ❤️❤️

24% OF VIEWERS LIKED THIS VIDEO

Not only did this video match a structure previously done by @Duolingo, but it was our first #anime TikTok, which thrived in that realm!

MALE-TO-FEMALE VIEWER RATIO

MID-YEAR 2024



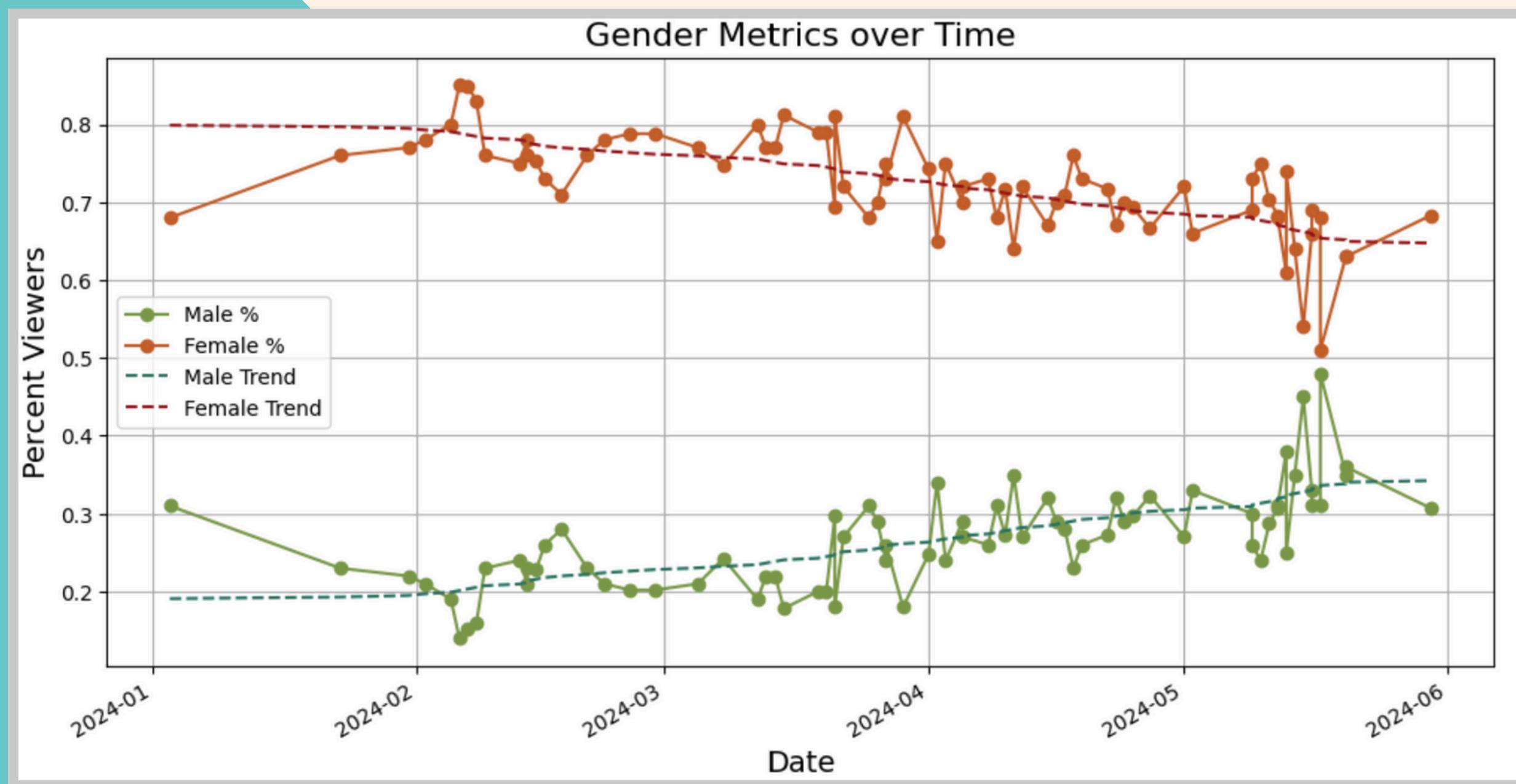
I'm always thinking about it



Using the popular “pick anything in the world” trend, we were able to tap into Space Tok, where we retained a third of viewers as male!

Women are typically more active on social media, so how have we been able to reach and maximize our male viewers?

As you can see by this graph, our reach in male viewers has increased by roughly 15% this year. Our goal as an institution is to try to reach every audience and we are doing just that!



The Student Section

48% OF VIEWERS WERE MALE

Masterfully combining a sports themed audio, with such a generally and widely celebrated milestone in ones life, perfectly conjured our highest male viewer % to date

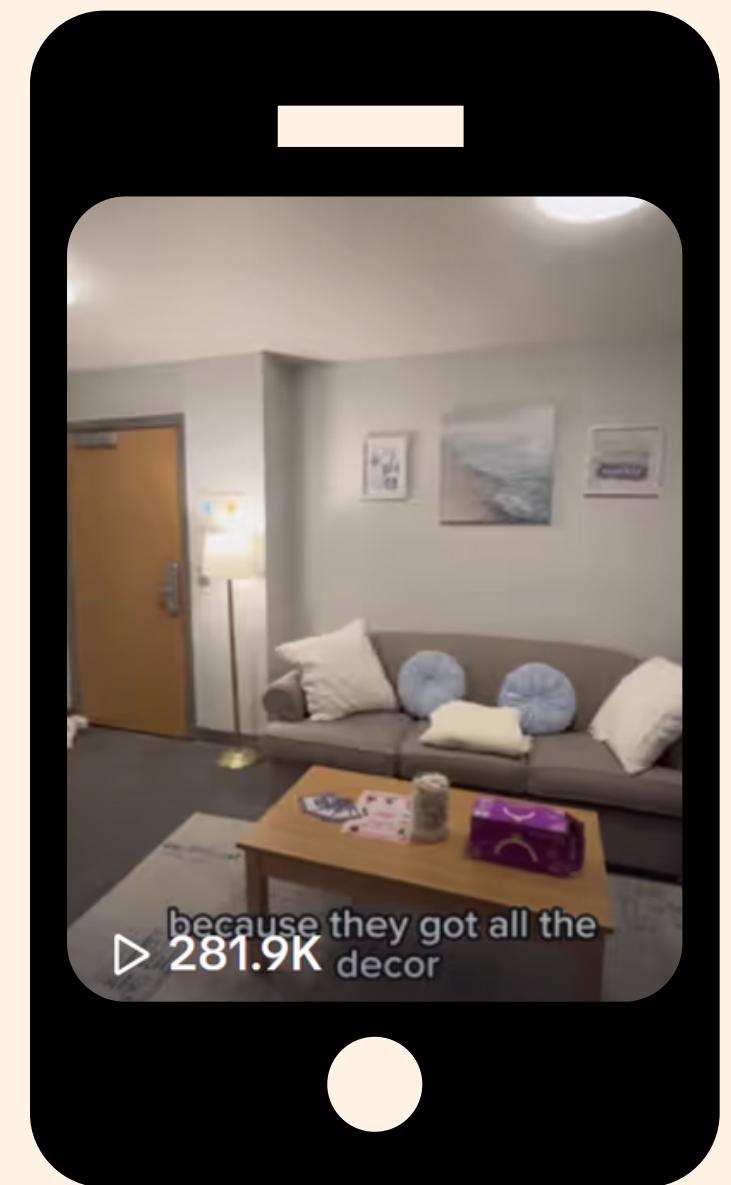
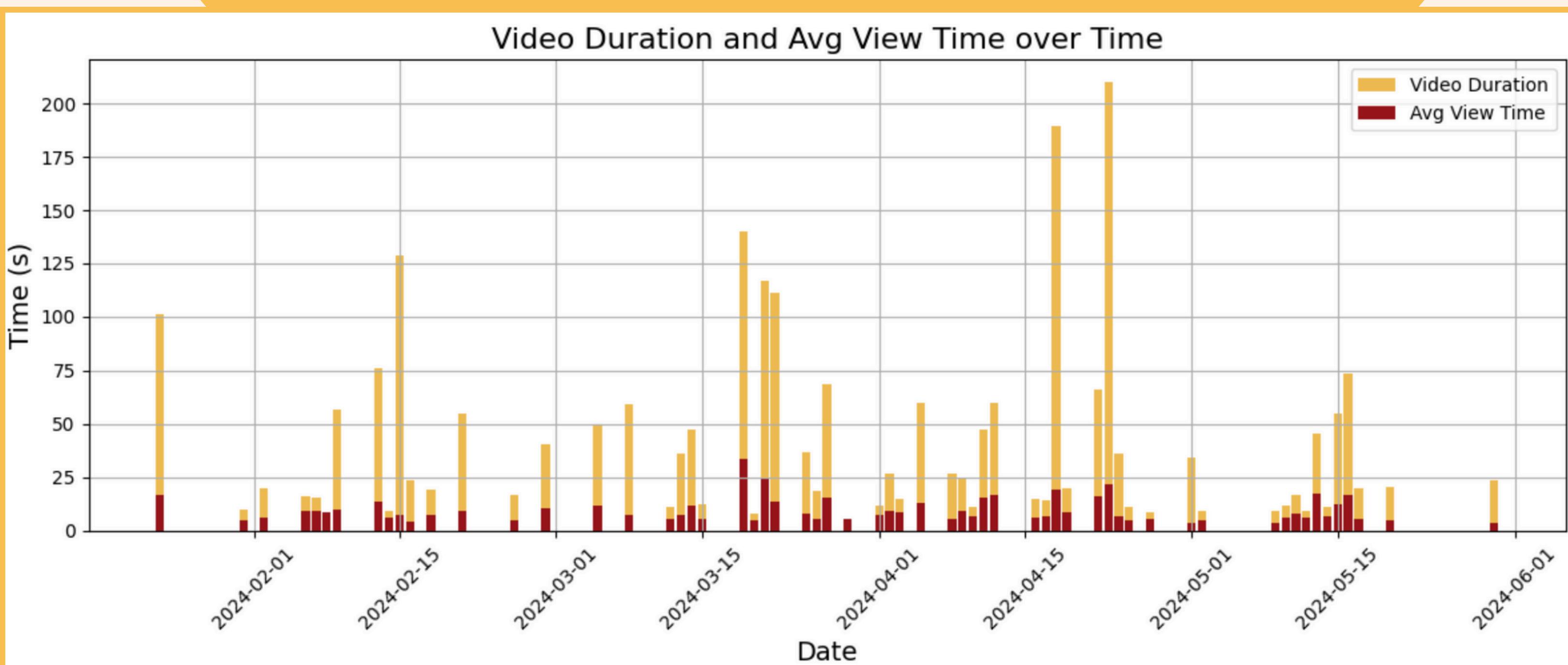
VIDEO DURATION AND AVERAGE VIEW TIME

MID-YEAR 2024

How do we gauge what length of content performs well on TikTok?

- Average Duration of Videos with 10k likes or more: **52.5s**
- Average View Time of Videos with 10k likes or more: **12.5s**
- Average Duration of All Videos: **39.75s**
- Average View Time of All Videos: **9.2s**

With this, we can determine that our longer videos with more extensive content have a higher chance of going viral!



Shepley Dorm Tour

LONGEST VIDEO
3.5 MINUTES

WashU thrived on DormTok this year, racking up 280k views and 18.4k likes on just this video alone!

NEW FOLLOWERS PER-VIDEO-POSTED

MID-YEAR 2024

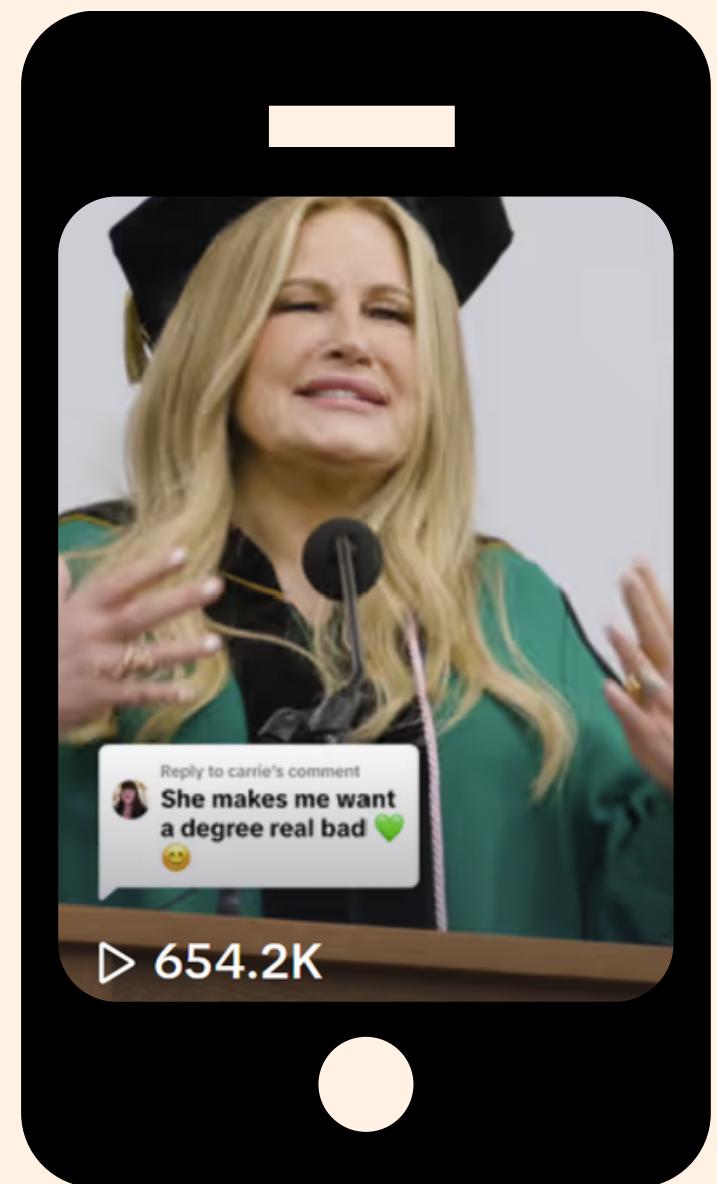
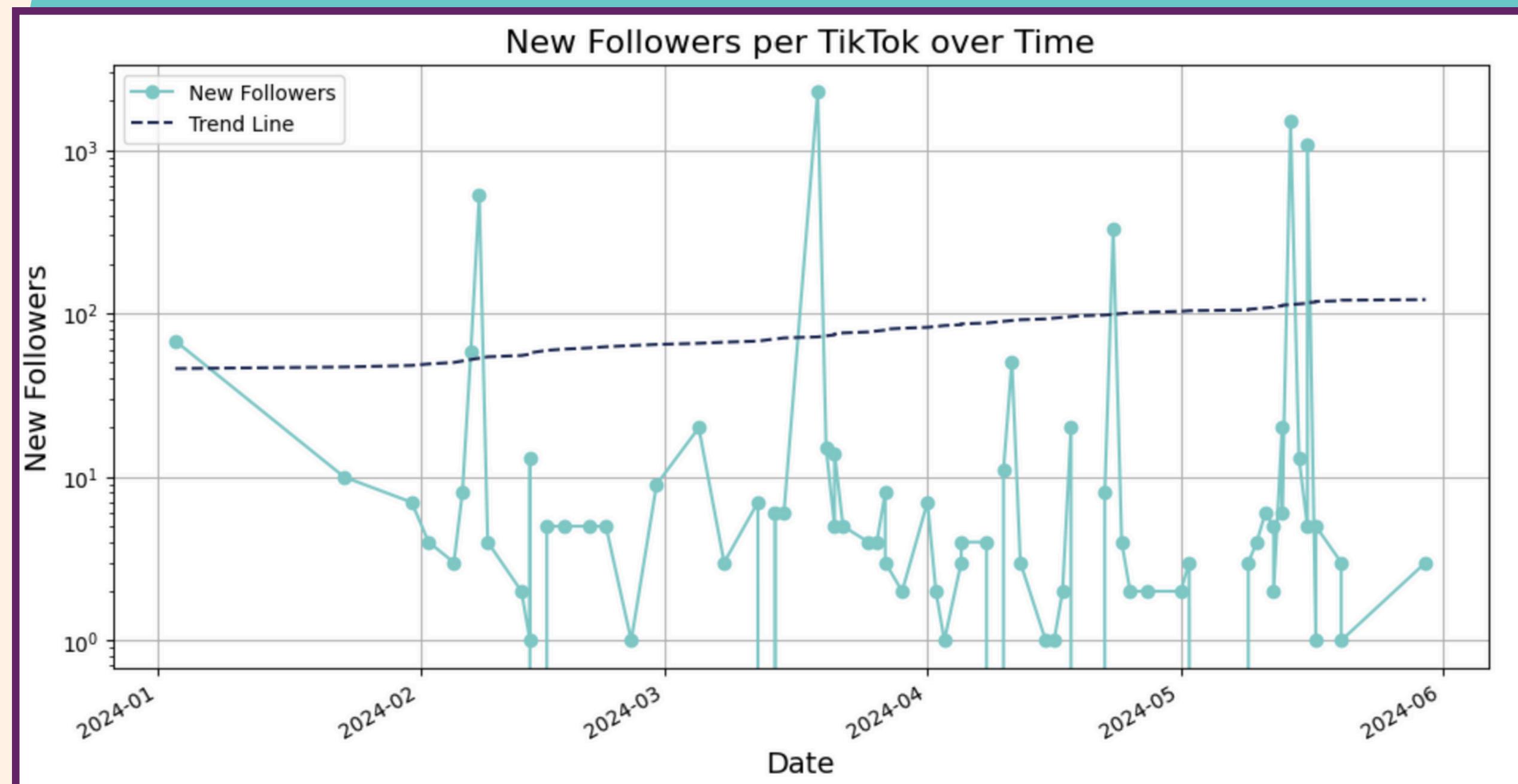


Boom or Doom Dining Hall

Adding our own creative twist on the infamous 'Costco Guys' trend, this video went viral and got us **51 new followers!**

We have seen a 165% increase in new followers for each video we've posted this year!

What does this mean? TikTok tracks how many users follow @washu coming directly from a specific video. If observing the trend line on the graph below, we start at an average of 46 new followers per TikTok, and have **grown to average at about 122 new followers per-video-posted!**



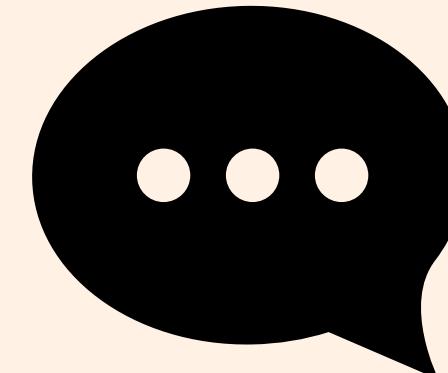
Commencement Speech

1,075 NEW FOLLOWERS

Using highlights from Jennifer Coolidge's commencement speech, along with utilizing the 'reply to comment' feature, maximized our success on TikTok.



**Cute
Comment
Break!**



Comments Likes Views ⚙️ X



ok

is this a sign to transfer 😊

1-3 Reply



mama mia 😇

dream school

1-3 Reply



isabella

the way i'm already applying to transfer pfft

2-7 Reply



janelle ☆

the transfer application looking realll nice rn

2-7 Reply



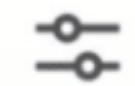
KillerKaneki

I think I know what university I'm gonna attend

Comments

Likes

Views



jackson :)

might have just convinced me to apply

2-9 Reply



University of Michigan ✅ · Friend

We are pupsessed with Bear and Brookie

2-19 Reply



tylerdayne.anderson

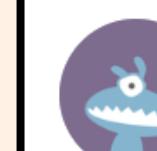
This is the most heartwarming match day video by far, the inclusion of the family and friends is 🏟️ 🏟️



jay

i can't wait till i attend washu

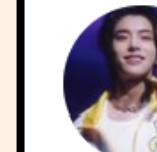
4-25 Reply



Courtney Reed

I was a fan. Now I'm a super fan. Congrats to the WashU Class of 2024!

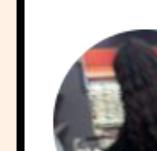
5-16 Reply



hat

an actual college posting this is absolutely hilarious

2-8 Reply



Jeralis

Damn maybe I should've applied to washu 😊

4-29 ❤️ 0 Reply



Our Very Own Comment Section Bit

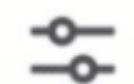


Jennifer Coolidge
helped put us on the map!
Literally... I think people were plugging us in
and calculating directions 😞

Comments

Likes

Views



Ryder

Jennifer Coolidge was a 45 minute drive from me
and no one told me?



Ben Garcia

Jennifer Coolidge was a 9 hour drive from me and
nobody told me?



josé

Jennifer Coolidge was an 18 hour drive from me
and nobody told me??!!



soph

ur telling me jennifer coolidge was 35 minutes from
me and i didn't even know



Jade Curtis

Jennifer Coolidge was a 10 hour flight from me and
nobody told me?



Lil ginger flame

Ur telling me Jennifer Coolidge was 35 hours away
from me and nobody told me!?



Lily

why did no one tell me Jennifer Coolidge was 1 day
and 16 hrs away from my house



Twigs

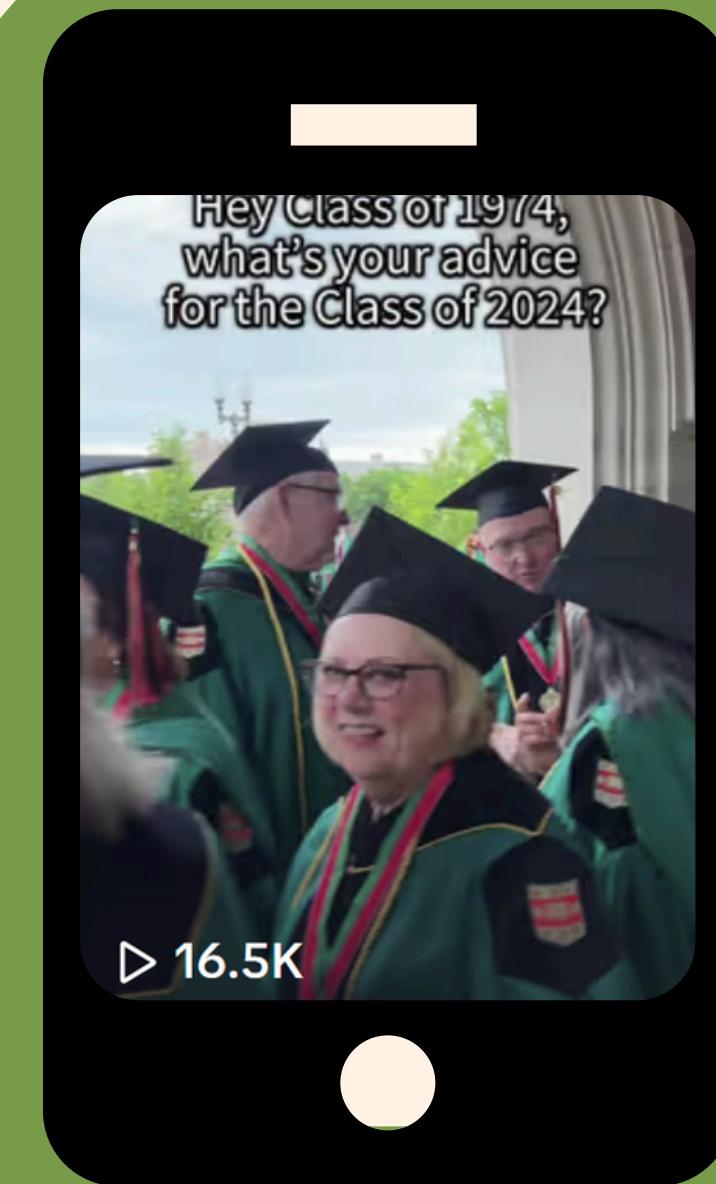
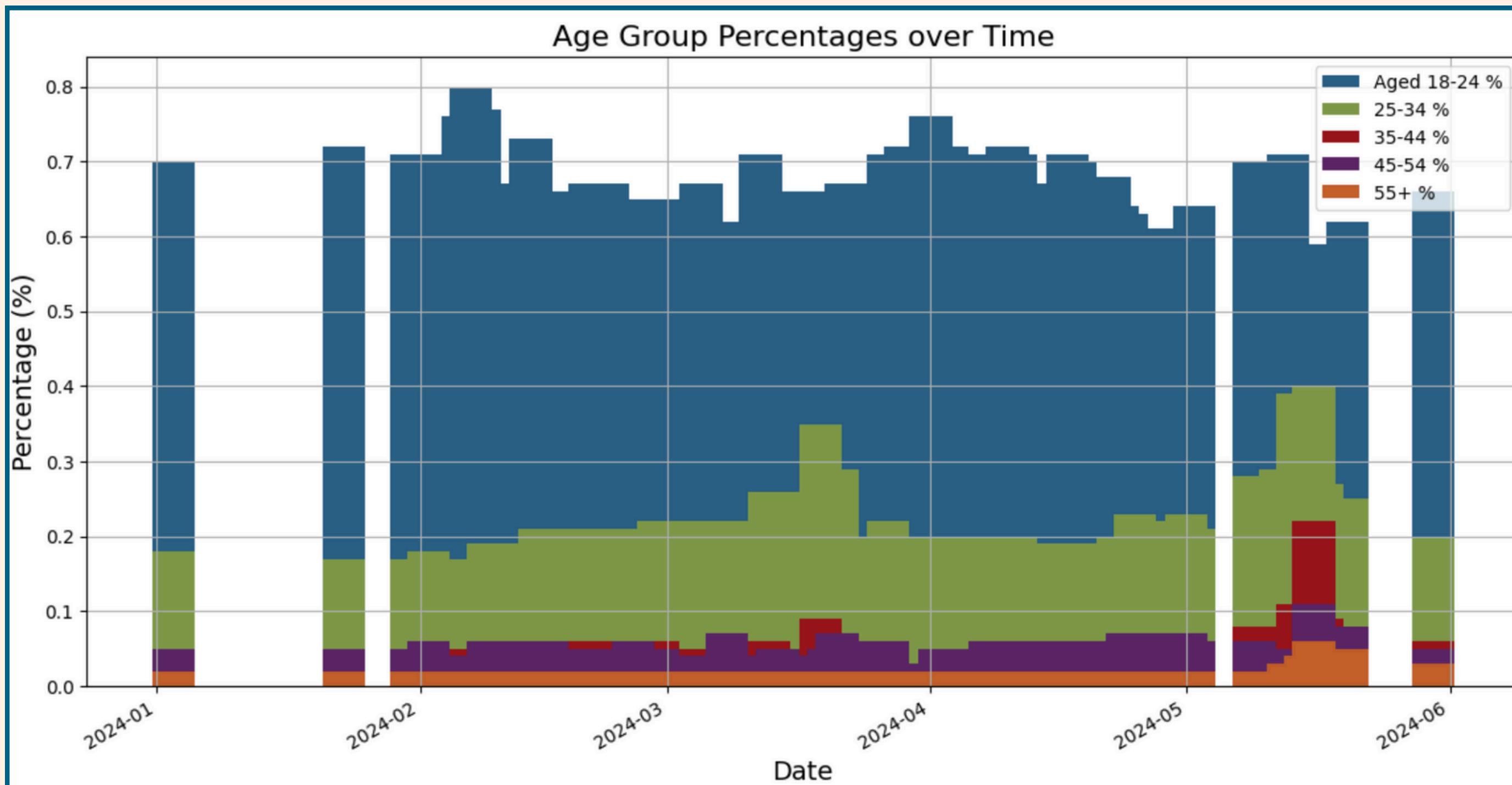
Jennifer Coolidge was a 4 day drive from me and
no one told me?

PERCENTAGE OF VIEWERS PER AGE GROUP

MID-YEAR 2024

There are two notable spikes in our timeline where we gain more viewers from higher aged groups:

- **WashU School of Medicine Match Day TikTok**
 - This is where we see entire families featured, and it marks the start of an incredible milestone for students
- **Commencement TikTok**
 - From featuring the class of '74, to showcasing our new grads, commencement brings together many families and generations of viewers!



Words of Wisdom
from the Class of 1974
to the Class of 2024 ❤️

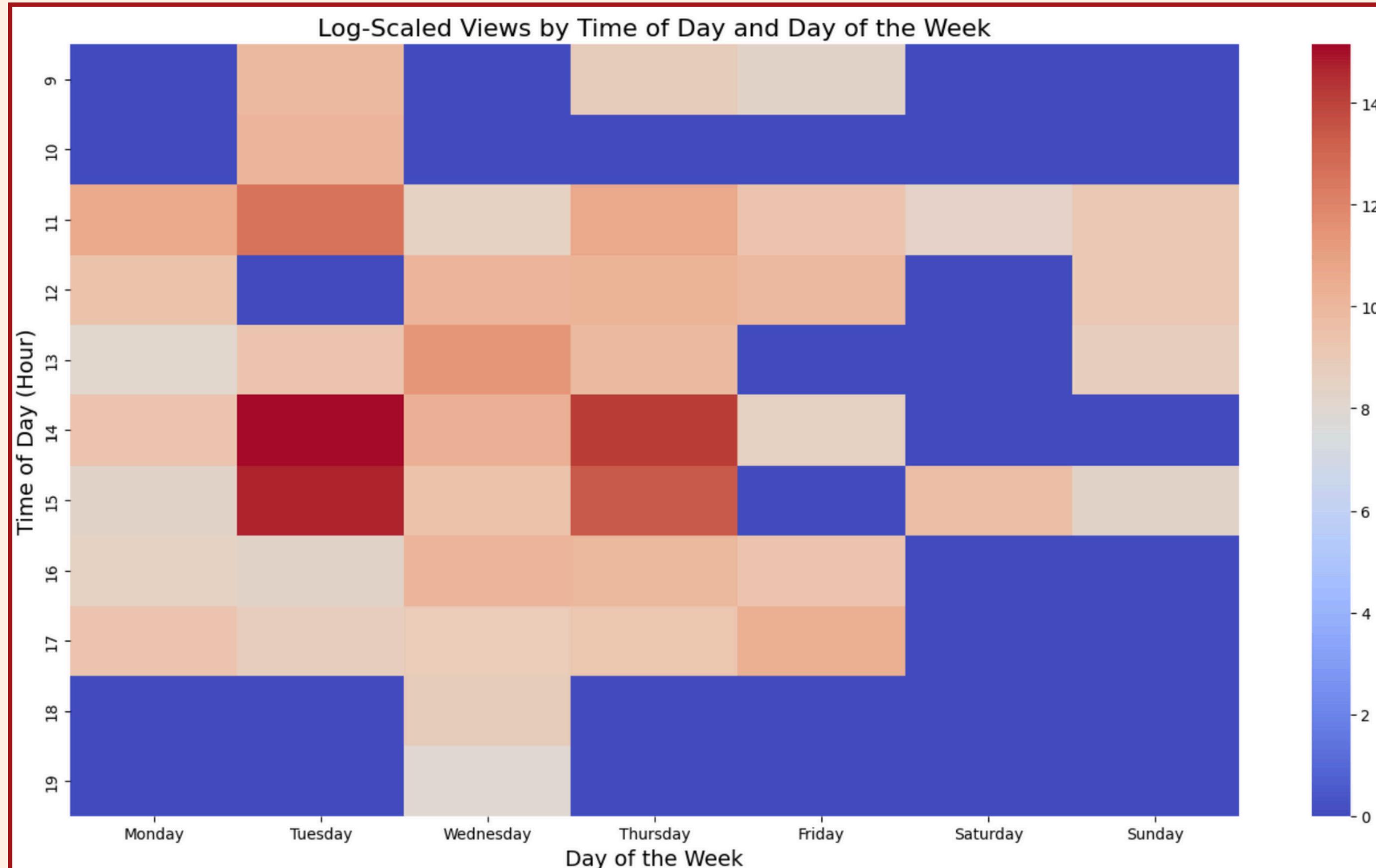


1/3 OF VIEWERS
ARE AGED 25-34

BEST TIMES TO POST PER-DAY-OF-THE-WEEK

MID-YEAR 2024

Below is a heat map that tracks the average views for each hour each day of the week:



Trendy Times:

- **Mondays** - Performed best at 11am
- **Tuesdays** - Well from 9-11am but also really well 2-3pm
- **Wednesdays** - 12pm-2pm
- **Thursdays** - Well from 11am-12pm but also really well 2-3pm
- **Fridays** - 12pm and 5pm worked best
- **Weekends** - Not enough data to determine.

CATEGORY POTENTIAL

MID-YEAR 2024

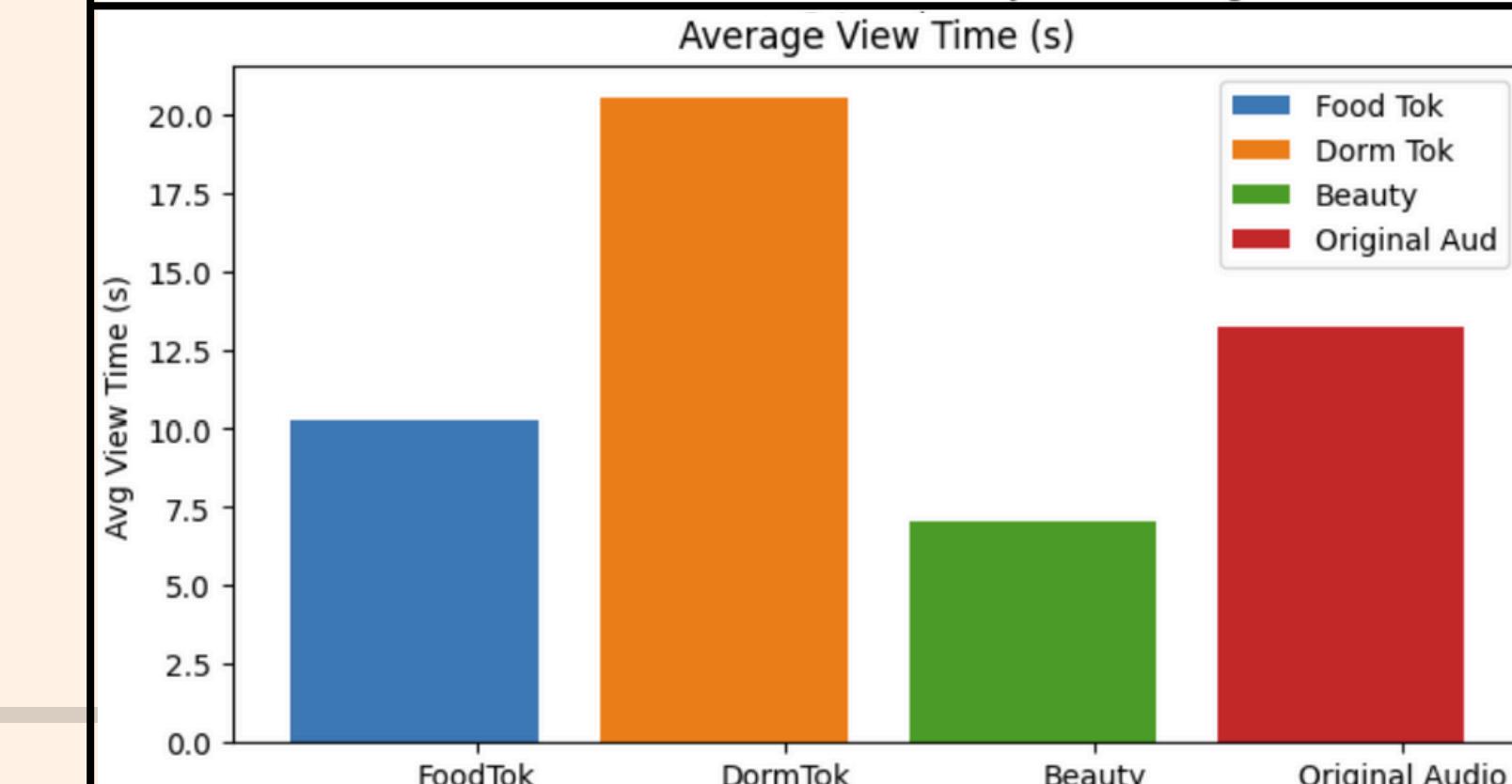
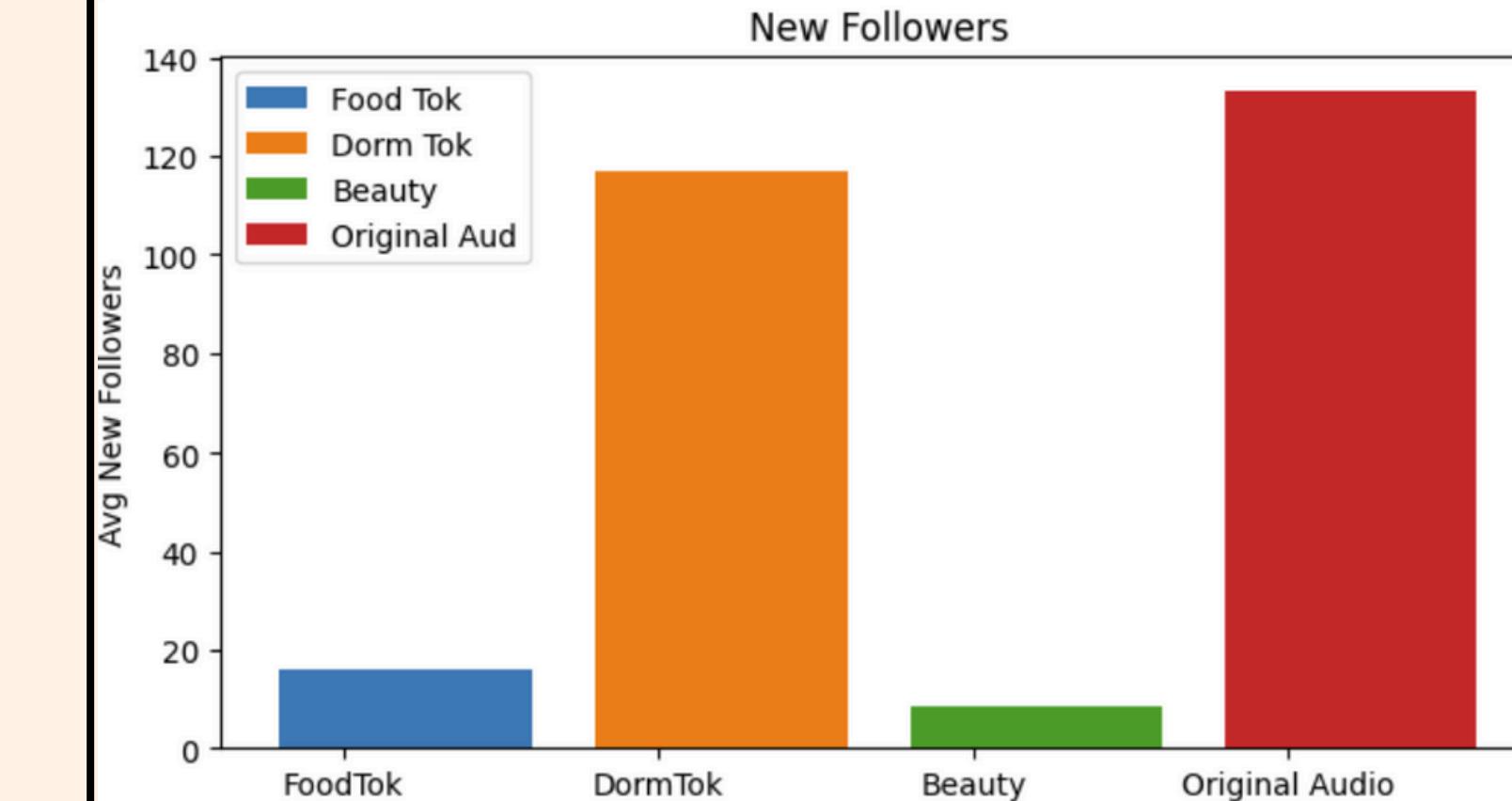
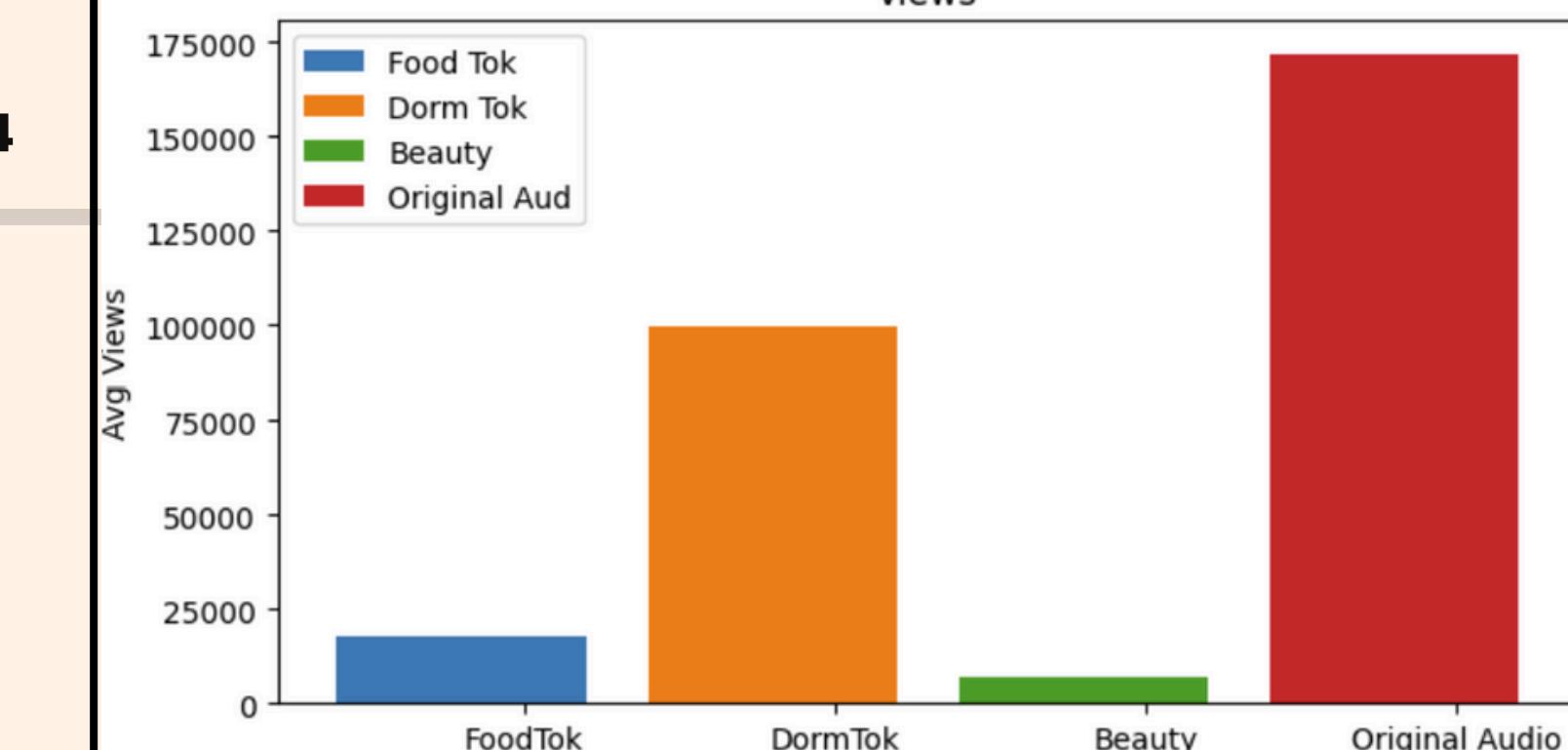
Over the course of the year, we have indulged in numerous projects with content categories that WashU typically thrives in:
Food, Dorms, Campus Beauty, and Original Audios/Tiny Mic's

Our highlights from this year so far span across interview-style or speech style original audios. This ranges from Dorm Tours to Tiny Mics to Match Day and Commencement Speech Content. However, we have really hit our niche with DormTok and continuing to do so will be incredibly beneficial.

On the other hand, FoodTok's still averaged above 15k views, meaning our dining halls still all match viral capabilities!



Koenig Dorm Tour



OUR TAKEAWAYS

MID-YEAR 2024

- Match Day, Commencement and Dorm TikToks performed really well for WashU this year! What we learn from this is the importance to implicate the raw human emotional student experience into our content, because we do well there.

- save Tuesday posts for videos we think will REALLY pop off.

- explore longer content with original audios on TikTok!

- don't be afraid to enter niche content sectors! comments stating "It's so funny how a university posted this" on a relatable TikTok is really good feedback, and helps us stand out. It is important not to limit to solely higher education areas.