



Social Media Report

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Executive Summary

W&J CIS has work to do in improving its social media presence. The primary problem facing the department is a lack of outreach to the rest of campus, and a limited presence compared to other computing departments in different schools.

To improve the social media presence the CIS department should:

- Create an Instagram.
- Assign a student worker/hire someone specifically for curating content.
- Move away from Facebook and towards Twitter/Instagram.
- Reaffirm that W&J is at CIS by engaging with other departments and sticking to the Branding of the college
- Continue to promote events and posts that connect CIS with the rest of campus.

Goals and Objectives

The main goal for the CIS Department is to improve its presence on social media. This main goal also encapsulates various other goals that also seek to improve the social media presence but are more specific. There are also goals that can be accomplished through social media, but also help to branch out the improvement of the CIS department in non-social media contexts.

The rest of these goals include:

- **Generate interest** in the social media department.
- **Reinforce the brand image** of W&J to acknowledge that CIS is at W&J. Specifically within the Facebook presence, reconnect it with the brand image of the college.
- **Increase engagement** with the department via social media, meaning how often people interact with the department.
- **Increase student participation** in CIS-related events.
- **Increase the audience** for CIS on social media. Should be particularly focused on twitter as it is a public account as opposed to Facebook which is a group.
- **Develop a sense of community** within the CIS department.
- **Develop a sense of connection** to the rest of the college.
- **Keep a strong connection with CIS alumni.**
- **Highlight the department's achievements** through consistent acknowledgement of them.

Constituencies

The constituencies are demographics who we expect will interact with our social media content when we post. Through determining these, we can target specific groups of people of which we expect to interact.

The constituencies of the W&J CIS social media presence are:

Primary Constituents:

- **Students at W&J:** Students who are already enrolled in W&J. Can help increase the sense of community between CIS students and the rest of the student population.
- **CIS Majors/Minors:** Students who are already CIS students. Increasing student participation in CIS events can be reinforced by those who already have an interest in CIS.
- **Prospective students:** Individuals who are considering becoming W&J students and potentially CIS students.
- **Students interested in a CIS major/minor:** Individuals who have interest in becoming a CIS major/minor. Generating interest in the CIS department can help push students towards declaring a program within the department.

Secondary Constituents:

- **Parents/guardians:** The parents/guardians of current students and prospective students. Increasing the department's audience to potential and current students can also introduce opportunities to branch the audience to their relatives.
- **Alumni:** Former W&J students, and former CIS students. We can ensure that a strong alumni connection is kept through reaching alumni on social media.
- **Employers:** Potential employers of CIS students. Highlighting the department's achievements as well as individual CIS student achievements creates a strong look for employers considering hiring from W&J.

Metrics

The important metrics for W&J's social media presence are **Branding, Impressions, Engagements, and Audience.**

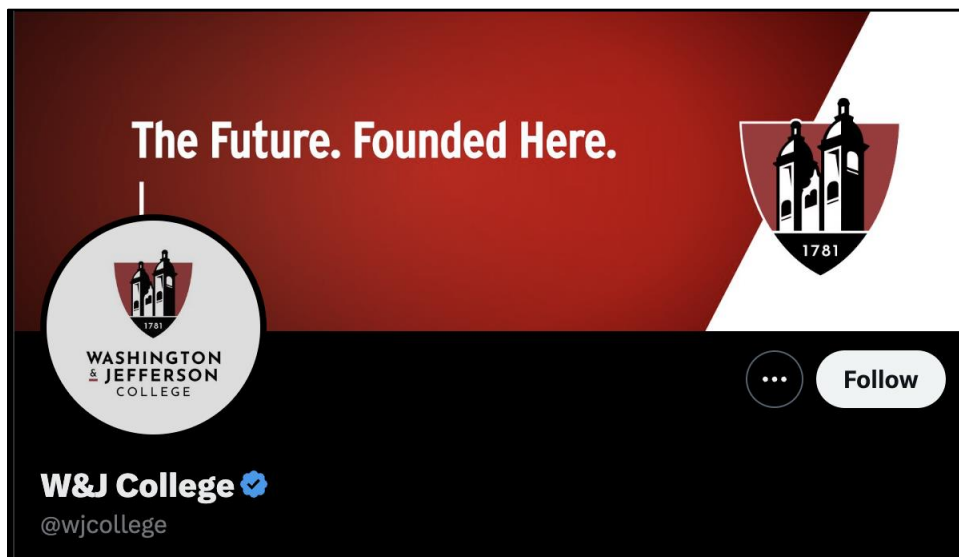
Branding

Branding is, “the promotion of a particular product or company by means of advertising and distinctive design” (Oxford Dictionary). W&J also has brand guidelines file that is to be followed when producing content related to the college.

Following these guidelines is important because it creates the connection between content produced by the CIS department with the college.

Between the banner on the CIS twitter page, and the home page of the CIS Facebook group, there is visual contrast: the Twitter banner includes branding of college and the college logo, while the Facebook group has no visual confirmation of the W&J branding.

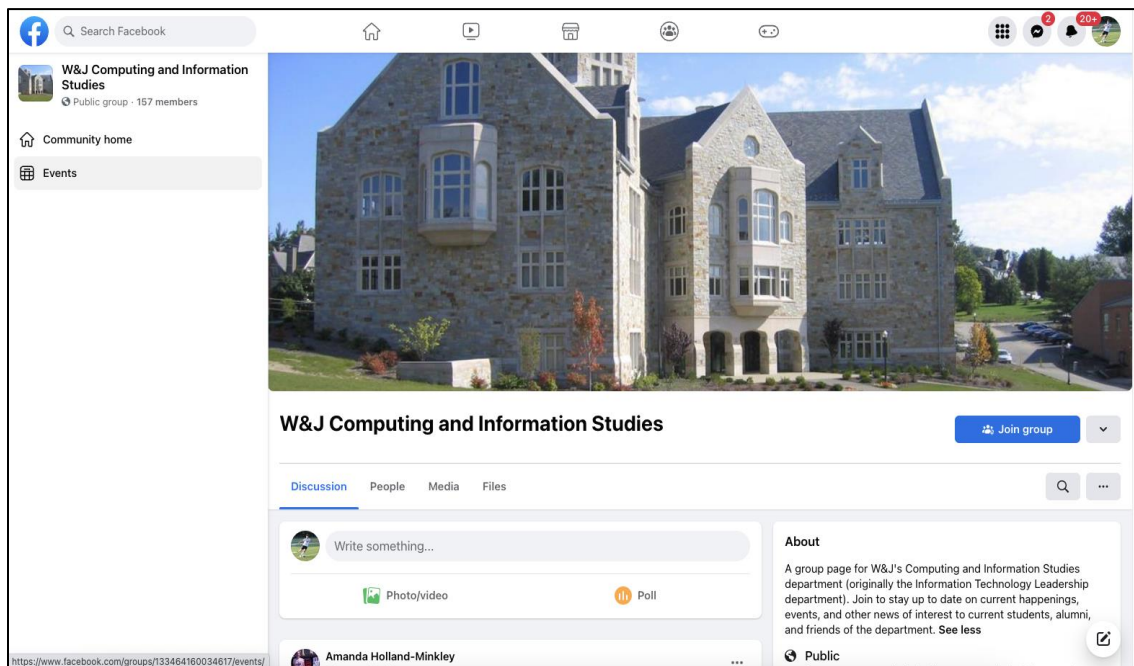
W&J College Twitter Banner:



CIS Twitter banner:



Facebook CIS group home page:

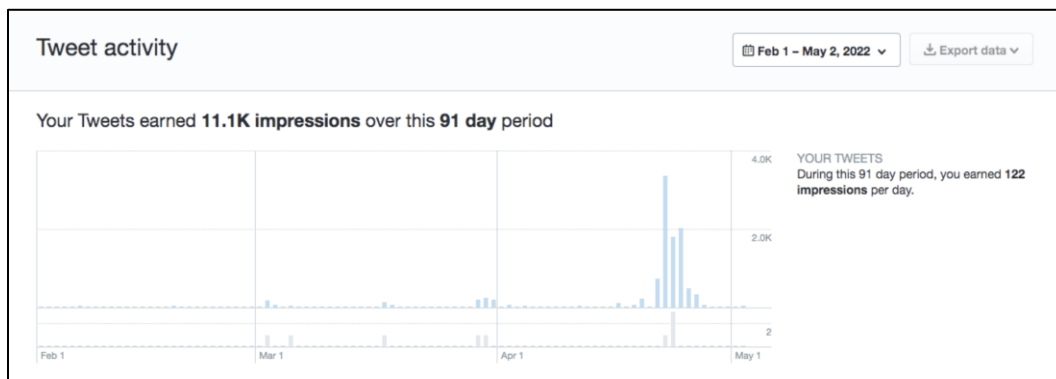


Impressions

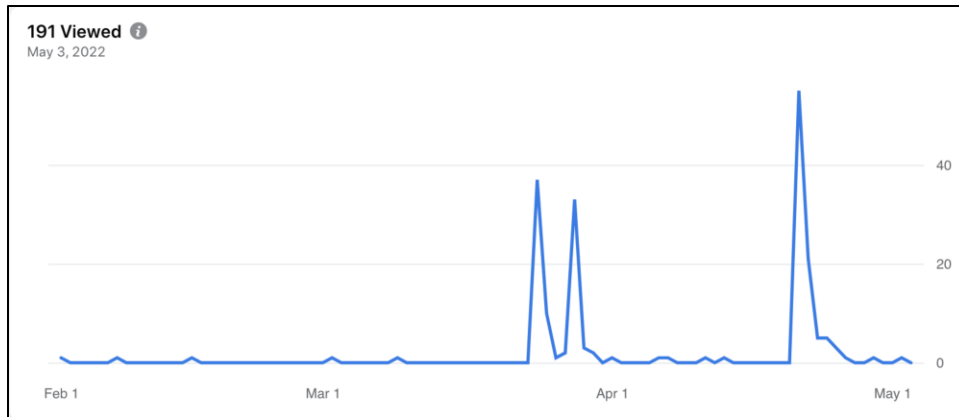
Impressions refer to the number of people who see content, otherwise known as the number of 'views' a post gets. Impressions are valuable data to use in analyzing when and how often to post. This can help us maximize our likelihood of a strong return (in the form of increased impressions) on the investment of taking time to create content for social media.

The horizontal axes in the graphs below represent the quarter of the year that we are analyzing, while the vertical axes represent the number of impressions received across that quarter. There is an exceptionally large spike in impressions during the spring quarter every year for the CIS Twitter and Facebook. While this should be accounted for when looking for patterns in the impressions, we can also find other correlations in the type of content posted and the number of impressions that content receives. It should also be noted that the number of impressions CIS receives on Twitter is much higher than the number of impressions that CIS receives on Facebook.

We can see that our top posts for each month and for Twitter specifically, typically include a CIS event, or recognition of a CIS achievement. This can be broadened to say that our top posts are those that connect the presence of CIS at W&J with the rest of the campus.



W&J CIS twitter impressions (Feb-May 2022 quarter)- **11.1K impressions**



W&J CIS Facebook views(impressions) (Feb-May 2022 quarter)- **191 views**


Top tweets of W&J CIS Twitter:

Apr 2022 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 4,912 impressions

We recognized this great group of CIS students at W&J's Honors Convocation this evening - congratulations to you all for your amazing accomplishments!
pic.twitter.com/8y6QKLT98z




🔄 2 ❤️ 20

[View Tweet activity](#) [View all Tweet activity](#)

Top media Tweet earned 922 impressions

Drones are flying - now until 6 pm in Ross Recreation Center!
pic.twitter.com/VRLirzYW32



🔄 2 ❤️ 5

[View Tweet activity](#) [View all Tweet activity](#)

Nov 2021 • 28 days so far...


TWEET HIGHLIGHTS

Top Tweet

earned 616 impressions

Don't forget - Games Night is coming this Friday!

6-9 PM on the 2nd floor of the Tech Center pic.twitter.com/tP89sEFSHk



2

4


View Tweet activity

View all Tweet activity

Top media Tweet

earned 251 impressions

Setup is underway for Games Night in the Tech Center, starting at 6 pm - lots of consoles and game options set up all around the second floor so come join us! pic.twitter.com/ZdkFKrIUCS



2

View Tweet activity

View all Tweet activity








Engagements

Engagement rates refer to how often people like, comment, share, repost, etc. A good engagement rate on Twitter falls between the 0.5% to 1% range and anything above 1% would be considered great (Adobe, 2022). W&J CIS is often hitting this range if not much higher on most Tweets. Though CIS is hitting a high engagement rate on Twitter this may be due to the low follower count.









The CIS twitter is seeing the highest engagement rates when posting about events that the entire student body can be involved in such as the Games Night event. There are lower engagement rates when the CIS Twitter posts specifically for CIS majors/minors. Additionally, there are **links** attached in many of the top tweets.

Below are highlights of the engagement rates for the Autumn of 2021 and the Spring of 2022.

Tweets about CIS events involving the rest of campus are underlined in **red**, while tweets pertaining specifically to CIS major/minors are underlined in **blue**, to show the correlation.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressio	Engagements	Engagement rate
	CIS_Washjeff @CIS_Washjeff · Nov 8	501	8	1.6%		
The Computing and Information Studies Advising Open House is this afternoon - stop by the CIS Lounge (2nd floor Tech Center) anytime between 3:30 and 5 today to talk to faculty about courses, our majors, minors, and emphases, or anything else CIS related!						
View Tweet activity						
	CIS_Washjeff @CIS_Washjeff · Nov 5	255	31	12.2%		
Setup is underway for Games Night in the Tech Center, starting at 6 pm - lots of consoles and game options set up all around the second floor so come join us! pic.twitter.com/ZdkFKrIUcs						
View Tweet activity						
	CIS_Washjeff @CIS_Washjeff · Nov 2	202	4	2.0%		
Thinking about taking a computing course but not sure where to start? Check out our "Advice for Getting Started with CIS" guide.						
Or, come talk with faculty at the CIS Advising Open House on Monday, Nov 8th, 3:30-5PM in the CIS Lounge, 2nd Floor Tech.						
mywj.washjeff.edu/knowledgebase/...						
View Tweet activity						
	CIS_Washjeff @CIS_Washjeff · Nov 1	617	25	4.1%		
Don't forget - Games Night is coming this Friday!						
6-9 PM on the 2nd floor of the Tech Center						
pic.twitter.com/tP89sEFShk						
View Tweet activity						
	CIS_Washjeff @CIS_Washjeff · Oct 29	181	3	1.7%		
Students from the Technology Towards Tomorrow club are out setting up lights for The Haunting of North Hall this afternoon - make a plan to check out all the spookiness on Sunday!						
mywj.washjeff.edu/news/haunting-...						
View Tweet activity						
	CIS_Washjeff @CIS_Washjeff · Oct 27	411	10	2.4%		
Coming soon - a return of Game Night in the Tech Center! Friday Nov. 5th from 6-9 PM join us for an entire floor of videogames including all your retro favorites. Everyone welcome!						
pic.twitter.com/lCEg4lqfji						
View Tweet activity						
	CIS_Washjeff @CIS_Washjeff · Oct 20	453	9	2.0%		
This afternoon at 4:30: an on-line info session just for W&J students from the CMU Heinz College about their Masters programs in Information Systems and Public Policy including Security, Business Intelligence, Healthcare Analytics. Register in advance at:						
apply.heinz.cmu.edu/register/wj-in...						

W&J CIS Twitter analytics - AU21

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	CIS_WashJeff @CIS_WashJeff · Apr 23	Thanks to the T3 students for running a great event this afternoon! We loved getting to see all your great drone-flying moves! pic.twitter.com/flh1O84Pe5		878	49	5.6%
	CIS_WashJeff @CIS_WashJeff · Apr 23	Drones are flying - now until 6 pm in Ross Recreation Center! pic.twitter.com/VRLirzYW32		945	52	5.5%
	CIS_WashJeff @CIS_WashJeff · Apr 23	Preparations are underway for the drone flying event - join us at 4:00 up in Ross Recreation Center for obstacle course races! pic.twitter.com/BYUvC0KYtm		391	28	7.2%
	CIS_WashJeff @CIS_WashJeff · Apr 21	We recognized this great group of CIS students at W&J's Honors Convocation this evening - congratulations to you all for your amazing accomplishments! pic.twitter.com/8y6QKL798z		4,970	116	2.3%
	CIS_WashJeff @CIS_WashJeff · Mar 30	Looking for a computing course? Thinking about declaring a CIS minor? Ready for a CIS major but need to find an advisor? Join us for the CIS Advisor Open House Wednesday, April 6th, 3:30-4:30 PM in the CIS Lounge (2nd floor Tech Center)!		506	4	0.8%
	CIS_WashJeff @CIS_WashJeff · Mar 29	The Fall 2022 schedule is live and the full roster of CIS courses is posted. Majors and minors - check your email for an important message sent out Monday from the CIS department about registration and advising, including anticipated offerings for Spring 2023.		389	2	0.5%
	CIS_WashJeff @CIS_WashJeff · Mar 17	Wondering if CIS is right for you? Find out how you can customize your computing education for your career goals! youtube.com/watch?app=desk...		317	13	4.1%
	CIS_WashJeff @CIS_WashJeff · Mar 5	This afternoon, 1-3 PM, stop by the 2nd floor lounge in the Tech Center for a 3D printing demo by the Technology Towards Tomorrow club - if you pre-ordered a model, it will be ready for you to paint and take home!		152	1	0.7%

W&J CIS Twitter analytics- SP22

Audience

The main audience of the W&J CIS social media presence is students, primarily those who are currently attending W&J. Increasing this audience to branch out and reach more people, would help to accomplish the main goal of the department, in increasing the social media presence.

Followers

The W&J CIS Twitter currently has 164 followers, which is higher than some other W&J academic departments on Twitter such as: communication arts (24 followers), conflict &

resolution studies (49 followers). Despite having a strong presence compared to other departments on campus, the W&J CIS social media presence is much smaller than the presence of computing departments at other schools. For example: Pitt School of Computing & Information (1212 followers), and CMU School of Computer Science (44k followers).



Follow

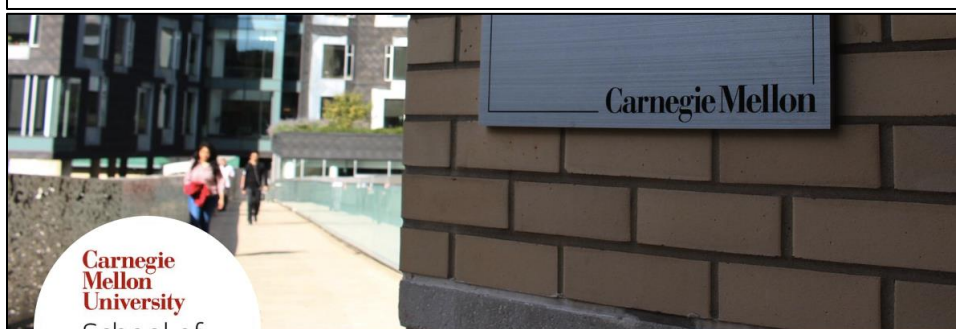
School of Computing and Information

@SciPitt

Established in July 2017, Pitt's School of Computing and Information is a leader in modeling and interdisciplinary education.

📍 Pittsburgh, PA 🔗 sci.pitt.edu 📅 Joined February 2016

359 Following 1,212 Followers



Carnegie
Mellon
University

School of
Computer
Science



Follow

CMU School of Computer Science

@SCSatCMU

The School of Computer Science at [@carnegiemellon](https://carnegiemellon) is one of the world's premier institutions for computer science research and education.

🎓 Education ⓘ 📍 Pittsburgh, PA, USA 🔗 cs.cmu.edu
📅 Joined February 2010

788 Following 44.7K Followers

Conclusions

In the past, the CIS department did not make enough posts, and there is a clear positive correlation between the # of posts the department makes and the # of impressions received.

It is hard to gather the same amount of data as other schools like Pitt or CMU, so even a slight change in impressions or engagement can have a significant impact on the W&J CIS social media presence.

The Tweets that receive the highest number of impressions and highest engagement rate are those connecting CIS with the rest of campus such as: Games Night, drone flying, and honoring the CIS students who received awards at the honors convocation.

When there are posts there is an increase in engagement. This is especially clear in the summer months during break, when the department tends to make 0 posts and sees its lowest engagement rate across all quarters.

The small number of impressions on Facebook show that it is not worth spending time curating content specifically for it, and we should move the CIS Facebook group to being specifically for Alumni and Parents.

The CIS Facebook does not adhere to the Brand Guidelines of the college. Revamping this and creating a sense of connection to the school can help improve the connection between alumni and the current state of the college.

Going forward there should be a shift from focus on Facebook content to creating an Instagram and curating content for it. Many departments at W&J are more prevalent on Instagram and this would introduce a sense of connection to the rest of the school.

There should be assignment or hiring to a social media content producer. To ensure we keep a high number of posts.

We should incorporate more content creation for the social media pages in our CIS 271 class, this will help us stay on top of curating content.

There is a lack of engagement with other W&J accounts, increasing this will reaffirm the presence of CIS at W&J.

Sources:

Adobe (2022, May 9). *Your Guide to Social Media Engagement Rates*. Adobe Express. Retrieved May 7, 2023, from <https://www.adobe.com/express/learn/blog/what-is-a-good-social-media-engagement-rate#:~:text=Most%20would%20consider%200.5%25%20to,higher%20than%201%25%2C%20however.>

Twitter Feeds referenced in this document

@CIS_washjeff

@wjcollege

@wj_crs

@WJComArts

@SCSatCMU

Facebook Pages referenced in this document

W&J computing & information studies (group)