



Syracuse University Hill Communications  
**Newhouse PR**

Final Report Fall 2022





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## Executive Summary

Newhouse PR is the Public Relations department of the S.I. Newhouse School of Public Communications at Syracuse University.

Hill Communications has partnered with Newhouse PR for several semesters and plans to continue this partnership. Since returning from summer break, Hill Communications has worked to increase Newhouse PR's social media presence and engagement.

Our team has primarily worked on creating and sharing content on Newhouse PR's Instagram, Facebook, and Twitter accounts. All of our communications efforts were crafted with the overall goals to showcase student, professor and alumni achievement through Newhouse PR's social media channels, and to have social media accounts act as a resource for current and prospective students. In order to stay on track we broke our goals down into three objectives: post regular Instagram content at least two times a week that abides by brand guidelines, research and conduct a competitive analysis of Newhouse PR compared to public relations programs at other competing universities, and increase overall engagement of social media platforms.

Throughout this semester our team was able to achieve our goals. On Instagram, we exceeded our hopes to post two times a week by creating and publishing student spotlights, congratulatory posts, event promotions and more. On Instagram, we additionally published useful information to our followers such as student and professor insights and were even able to connect with alumni. On Facebook, we were able to share the same content as Instagram to boost activity and engagement. By analyzing social media insights, we were able to gauge where the strengths and weaknesses of Newhouse PR lie, and determine which content viewers enjoy to see.

After learning more about Newhouse PR through our work, our team has come up with a series of recommendations; we have high hopes for the future that the next team will use our research and recommendations for optimal growth.



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## Objectives

Here are some objectives that we came up with at the start of the semester:

### **Objective 1: Post regular Instagram content at least two times a week that abides by Syracuse University brand guidelines**

- a. Tactic 1: Student Spotlights
  - Student spotlights were used to showcase a variety of public relations students, ranging from freshmen to seniors, and their love for the major. Spotlights included students' advice, extracurricular involvement and their academic experience within the program. These spotlights helped bring awareness to different PR organizations on campus and allow prospective students to gain insight into the field of study at the Newhouse School of Public Communications.
- b. Tactic 2: Event Promotion
  - Event promotions were used to bring awareness to students of different Newhouse events taking place, in order to aid students in their academic and professional development, as well as help the school garner larger audiences at events. These events helped to give students a deeper understanding of the public relations profession and what awaits them beyond college. Being that Hill Communications is a boutique public relations agency, the public events were also promoted by Newhouse PR.
- c. Tactic 3: Promotion of Additional PR Perspectives
  - Multiple posts were created that focused on alumni perspectives or those who studied abroad. These posts highlighted different opportunities students can take advantage of while studying public relations in Newhouse. Alumni posts showcased what a future career in the field can look like after graduation.

### **Objective 2: Research and conduct a competitive analysis of social media presence of Newhouse PR compared to public relations programs at competing universities**

- a. Tactic 1: Platform Comparison
  - Oftentimes, prospective students use social media to gauge what is to be expected as a student. Newhouse PR prioritizes the use of Instagram, Facebook, Twitter and LinkedIn for social media presence, so looking at what platforms are used effectively at other universities can give a look into where Newhouse PR should expand, such as Twitter and the use of Instagram Reels. The team conducted a comparative analysis that focused on what platforms the Newhouse PR department offers in comparison to



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other schools, such as University of Southern California and Northwestern University: two other top ten PR programs in the U.S.

b. Tactic 2: Engagement

- The interaction from followers was a large part of the research done. Looking at the different posts that students at the other universities gravitated towards and engaged with gives a look into what students at Syracuse University may like to see more of, and will appreciate from the account. Posts included course highlights and professor Q&As.

**Objective 3: Increase overall engagement of Newhouse PR social media platforms**

c. Tactic 1: Frequent Checks of Social Media Analytics

- As the team worked towards increasing engagement among all social media platforms of Newhouse PR, we frequently spent time analyzing insights at the conclusion of each week to gain insight into what content was popular among viewers versus what content was not. This gave the team a better sense of how we could tailor content specifically to the needs of our target audiences: Newhouse PR prospective students, current students, alumni and faculty.

d. Tactic 2: Increase Amount of Personable and Engaging Content on Social Media

- Newhouse PR prioritizes ensuring that all voices are heard and welcomed on its social media platforms. Therefore, our team wanted to create and post content that was going to be engaging for students and other audiences to interact with, such as Q&A portions of student spotlights, as well as holiday and achievement posts to showcase that Newhouse PR truly cares about the wellbeing of its students and staff. In turn, we hoped that this tactic would increase engagement by various audiences.



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## Budget

Agency rates for comparison (rates provided by Hill Communications staff):

- Research: \$75 per hour
- Writing: \$90 per hour
- Social media: \$90 per hour
- Meeting time: \$90 per hour
- Brainstorming: \$90 per hour
- General account maintenance: \$75 per hour

The time each contributing team member of the Newhouse PR account put in was generally consistent throughout the fourteen-week timeline. The following numbers represent the **hypothetical** weekly cost for the account's PR activities.

Task	Total Time (Oct-Dec)	Earned
Research	40 hours	\$3,000
Writing	7 hours	\$630
Social media content creation	35 hours	\$3,150
Team meeting time	15 hours	\$1,350
Brainstorming	15 hours	\$1,350
General account maintenance	8 hours	\$600
<b>TOTAL</b>	<b>120 hours</b>	<b>\$10,080</b>



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## Results

Here are the outcomes of our communications efforts:

**1. Post regular Instagram content at least two times a week that abides by Syracuse University brand guidelines**

- a. Student Spotlights
  - i. Over the past two months, we designed and developed 14 posts and 170 stories for the Instagram and Facebook pages, including nine student spotlights. Through these posts, students were able to showcase their work and passions, and followers could interact directly with students. With the nine student spotlights, we were able to give students an introduction to certain clubs or activities and what they can expect from them.
- b. Event Promotion
  - i. On our Instagram and Facebook pages, we promoted speaker events for the university, PR department and Hill Communications, as well as professional networking events with companies such as Real Chemistry. Over the last two months, we created and shared six posts, both to the social media feed and stories, to notify followers of upcoming events. We also posted recaps of certain events, such as the PRSSA 2022 International Conference, ICON: The Power of Influence, where Newhouse PR students and faculty were able to learn from professionals in the field and connect with others from around the nation. These promotions increased exposure for the events and led to greater attendance, and the recaps gave prospective students a chance to see what opportunities lie ahead if they choose to study public relations at Newhouse.
- c. Promotion of Additional PR Perspectives
  - i. In addition to the student spotlight and event promotion posts, our team also promoted additional voices to the social media, including perspectives of Newhouse PR alumni and abroad students. Through these highlights: one study abroad spotlight and one alumni spotlight, we were able to shine light on the limitless boundaries of studying public relations at Newhouse. Newhouse PR students have the opportunity to take their studies international, and work at leading companies in the field post-graduation. Our team wanted to showcase these voices to encourage students, both current and prospective, to get involved and push themselves to take on the countless opportunities that could come their way.



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**2. Research and conduct a competitive analysis of social media presence of Newhouse PR compared to public relations programs at competing universities**

a. Platform Comparison

- i. Overall, our team researched and compared Newhouse PR to five competing schools around the nation: UT Austin, Northwestern University, University of Southern California, and Boston University. Each of these schools heavily utilizes Instagram and Twitter to promote their departments and social media content. Below are some of the findings from our research in regards to what social media platforms are predominantly used and the content shared.

1. USC

- a. Utilize both Instagram and Twitter (@usccenter4pr)
- b. PR department runs a podcast highlighting the issues that PR practitioners face today
- c. Social Media Feed
  - i. Instagram
    1. “Organized chaos”
    2. Don’t seem to follow a brand guideline, but posts that are in a series seem to have a shared theme
  - ii. Twitter
    1. Reposts Instagram content
    2. Retweets news related to the public relations industry

2. Northwestern University (Medill School)

- a. Utilize Instagram as main social media platform (@medillschool)
- b. Social Media Feed
  - i. Clear theme that is not too overbearing
  - ii. Instagram highlights showcase events, different programs, and celebrations
  - iii. Spotlights include student voices, faculty, scholarships, and honors awarded to students
  - iv. Utilize Instagram Reels
    1. All reel posts follow a consistent cover page

3. Boston University

- a. Utilize both Instagram and Twitter (@buprssa)
- b. Social Media Feed
  - i. Instagram



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1. Cohesive aesthetic (but not the same thing)
2. Content highlighting students, faculty, speakers, and meetings
3. Multiple voices showcased in Instagram takeovers
4. UT Austin
  - a. Utilize both Instagram and Twitter (@txadpr)
  - b. Social Media Feed
    - i. Instagram
      1. Used for both advertising and PR departments
      2. Utilize Instagram Reels
        - a. Additionally, post Instagram Reels to TikTok feed as well
      3. Post twice per day
      4. More graphic content found on feed; clear and concise branding
    - ii. Twitter
      1. Content updated more frequently
      2. Consistent posting
      3. Content shared on Instagram also shared on Twitter
  - b. Engagement
    - i. By monitoring Instagram and Twitter on a daily basis, we were able to compare the engagement of Newhouse PR compared to the other four schools listed. Below, you will find some current engagement metrics and observations of these schools (as of Dec 13).
      1. USC
        - a. Instagram
          - i. Followers: 1,004 accounts
          - ii. Following: 442 accounts
          - iii. Social Media Metrics
            1. Last five posts (Oct 1-5) have an average of 12 likes and one comment.
        - b. Twitter
          - i. Followers: 1,151 accounts
          - ii. Following: 1,105 accounts
          - iii. Social Media Metrics



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1. Last five posts (Oct 1-5) have an average of three likes and one retweet per post
2. Northwestern University (Medill School)
  - a. Instagram
    - i. Followers: 7,400 accounts
    - ii. Following: 181 accounts
  - b. Instagram Reels
    - i. 3,000-5,000 views consistently
3. Boston University
  - a. Instagram
    - i. Followers: 1,034 accounts
    - ii. Following: 358 accounts
  - b. Twitter
    - i. Followers: 1,960 accounts
    - ii. Following: 303 accounts
4. UT Austin
  - a. Instagram
    - i. Followers: 1,903 accounts
    - ii. Following: 713 accounts
    - iii. Syracuse seems to get more consistent engagement than UT Austin on Instagram
  - b. Twitter
    - i. Followers: 3,708 accounts
    - ii. Following: 1,490 accounts
    - iii. UT Austin has less engagement on Twitter, but has more followers than Newhouse PR

### **3. Increase overall engagement of Newhouse PR social media platforms**

- a. Frequent Checks of Social Media Analytics
  - i. To ensure that the content being promoted on Newhouse PR social media platforms, such as Instagram and Facebook, were reaching target audiences and generating attention, we frequently checked the social media analytics to watch for growth or recession of engagement.
  - ii. Between October 1 and December 1, these were the growth analytics we recorded.
    1. Instagram Analytics (compared to Jul 31-Sep 30)
      - a. Accounts reached: 2,369 (+140%)
        - i. Top post based on reach: Perrin Marion student takeover



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- b. Accounts engaged: 415 (+48.7%)
  - i. Top post based on likes: PRSSA 2022 International Conference
  - c. Total followers: 986
- 2. Facebook Analytics (compared to last 90 days, Sep 15-Dec 15)
  - a. People reached: 581 (+146% from previous 90 days)
  - b. Engagement: 220 (+293%)
  - c. Net followers: 3 (+200%)
  - d. 3-second video views: 63 (+3050%)
- b. Increase Amount of Personable and Engaging Content on Social Media
  - i. The Q&A portions of Instagram and Facebook stories allowed viewers to ask questions about extracurricular activities and courses. We also posted a diverse amount of holiday posts to appeal to a wide variety of audiences, including Diwali, Thanksgiving, and Halloween. We wanted to make the Instagram and Facebook more personal to the viewers, so they feel connected and want to keep coming back for more. The content we created and posted on both platforms also strayed away from completely graphic content, and aimed more towards showcasing actual people and places, to make viewers more connected as well.



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## Recommendations

After working with Newhouse PR this semester, we have some future recommendations to be considered:

- 1. Continue to post consistent student takeovers across Newhouse PR social media accounts**
  - We have seen great success this semester with the student takeovers, as they have attracted new followers and increased engagement to our Instagram. The student takeovers allow for current students to become aware of what's happening on campus and prospective students to get a glimpse of their future life as PR students. It is also a great way to connect with and form relationships with students.
- 2. Ensure video content is permanent on social media feeds, rather than just story posts**
  - Creating interesting videos should not only be showcased on Instagram Stories but also on the feed itself. This can include student takeovers, Q&As with faculty and different Newhouse PR specific content. Instagram Reels are a great way to create permanent content on the feed. By creating them with a consistent theme it will also be visually appealing to the feed.
- 3. Heighten engagement through interactive Instagram stories**
  - By using the poll, questions, and quiz features, Newhouse PR students are given the opportunity to interact with the account in more ways than liking posts. Questions can be answered by students with experience, such as internships, favorite classes, and opportunities to take advantage of. With permanent posts, the advice will remain on the account for future reference.
- 4. Further promote Newhouse-specific and campus events for prospective and current students**
  - Building connections is essential to ensuring a successful career in public relations. By promoting speaker events and other networking opportunities on the Newhouse PR social media, students will be more encouraged to attend events and connect with other peers and professionals. Prospective student events can also be promoted to allow future students and family members to learn about what Newhouse PR has to offer.
- 5. Expand into posting frequent Twitter and LinkedIn content**



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- Posting content on Twitter and LinkedIn will allow Newhouse PR to engage with and reach a wider variety of audiences, including older demographics and professionals in the public relations industry. Newhouse PR can get a head start on this engagement by simply retweeting news stories, promoting job offers on LinkedIn, and more.



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## Appendix

### Appendix A. Instagram Content

The screenshot shows the Instagram profile for @newhousepr\_. The bio reads: "Newhouse PR Department College & university The official Instagram account of the @newhousesu Public Relations program at @syracuseu linktree/NewhousePR". The profile has 982 followers and 163 following. Below the bio are six circular icons representing different categories: Takeovers!, Takeovers 2!, Events, Awards!, Q&A, and NYC BENC... .

Updated the Highlight covers to create a more cohesive appearance.



Created template for Student Spotlight promotions.



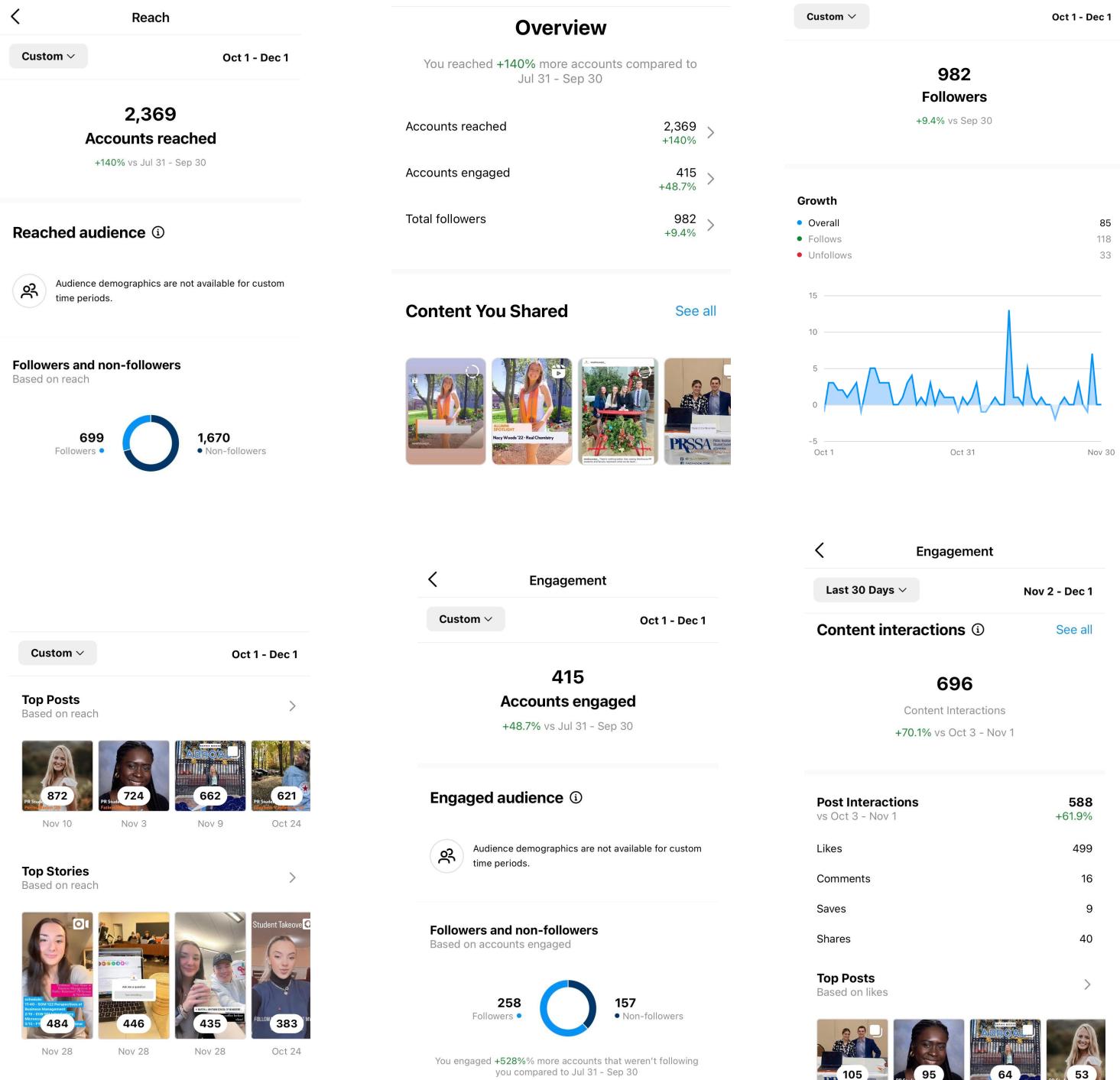
Utilized Syracuse brand guidelines to create a clean theme throughout all posts.





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## Appendix B. Instagram Analytics





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## Appendix C. Top Instagram Post: Based on Reach

NEWHOUSEPR\_ Posts

newhousepr\_ ...

PR Student Spotlight  
Perrin Marion '26

[View insights](#) [Boost post](#)

Heart icon, Search icon, Share icon, Save icon

Liked by aviyagarg and 52 others

newhousepr\_ Meet Newhouse PR freshman, Perrin Marion! Follow along her Instagram student takeover to get a glimpse of a day in her life.

Feel free to ask her any questions you may have throughout the day!

View 1 comment  
November 10

Post insights

Overview ⓘ

Metric	Value
Accounts reached	872
Accounts engaged	60
Profile activity	246

Reach ⓘ

**872**  
Accounts reached

461 Followers • 411 Non-Followers

Impressions 1,013

Source	Impressions
From Home	512
From Other	304
From Profile	180
From Explore	17



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## Appendix D. Top Instagram Post: Based on Likes

The image displays two screenshots of an Instagram post from the account @NEWHOUSEPR\_. The left screenshot shows the original post content, while the right screenshot shows the detailed 'Post insights' report for the same post.

**Post Content (Left Screenshot):**

- Timestamp: 2:44
- Profile: NEWHOUSEPR\_
- Post Type: Posts
- Image: Two people (a man and a woman) standing behind a table. The woman is smiling and looking at the camera. The man is also smiling. They are wearing professional attire. A laptop on the table has a screen name 'daniellafrenchh' displayed on it.
- Banner: A white banner on the table reads 'District Conferences' and 'PRSSA Syracuse University Ehling Chapter'. It also includes social media links for Twitter (@HILLCOMMPr) and Facebook (FACEBOOK.COM/HILLCOMMPr).
- Engagement:

  - Likes: 109
  - Shares: 6
  - Comments: 115
  - Saves: 1

- Comments:

  - Replies: 2
  - Comments: 1
  - 3 days ago

**Post Insights (Right Screenshot):**

- Timestamp: 2:45
- Profile: NEWHOUSEPR\_
- Section: Post insights
- Section: Engagement

  - Total accounts engaged: 115
  - Followers: 109
  - Non-followers: 6

- Section: Post interactions

  - Likes: 105
  - Shares: 11
  - Comments: 2
  - Saves: 1

- Section: Profile activity

  - Profile Visits: 10
  - Follows: 1



## Appendix E. Content Calendar

SOCIAL MEDIA SCHEDULE TEMPLATE

DATE	DUUE DATE	POST STATUS	TOPICS	POST	CAPTION	IMAGES	FACEBOOK	INSTAGRAM	TWITTER	BLOG	LINKEDIN	TIKTOK	SNAPCHAT	PINTEREST	YOUTUBE	OTHER	OTHER	OTHER	POST STATUS KEY
11/9/2022	11/4/2022	ON HOLD	Alumni Spotlight	Nacy Woods	We asked Newhouse Alumni, Nacy Woods, a few questions about working in the professional PR field. Swipe to find out what she says.	X X X X													
11/10/2022		POSTED	Student Spotlight / Takeover	Penin Marion					X										
11/11/2022		NIXED	Event	Fall 2022 Newhouse Impact Symposium															
11/1/2022		POSTED	Student Takeover	Aviy Garg					X										
11/15/2022	11/10/2022	ON HOLD	Course Spotlight	COM 507: Communications Law for Advertising and PR	Survey of communications law emphasizing applications to advertising and public relations.	X X X X													
11/16/2022																			
11/17/2022		POSTED	Student Spotlight / Takeover	Gabrielle Harrison	Follow along with @gabrielle_harrison as she takes over the Instagram story today! Feel free to ask her anything you're curious about!				X										
11/18/2022																			
11/2/2022																			
11/22/2022			Student Spotlight	Freshman vs. Senior Interview				X X X X											
11/23/2022																			
11/24/2022	11/19/2022		Holiday	Happy Thanksgiving	Happy Thanksgiving from everyone at Newhouse PR to you.														
11/25/2022																			
11/26/2022			Student Takeover	Lara Sare															
11/29/2022	11/24/2022		Course Spotlight	SMC 421: Sports PR and Athlete Advocacy	This course examines and explores the unique situations and skills required for sports PR practitioners through a domestic and global look at the sports industry and reputation management.														
11/30/2022																			

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
<b>SOCIAL MEDIA SCHEDULE TEMPLATE</b>																					
DATE	DUUE DATE	POST STATUS	TOPICS	POST	CAPTION	IMAGES	FACEBOOK	INSTAGRAM	TWITTER	BLOG	LINKEDIN	TIKTOK	SNAPCHAT	PINTEREST	YOUTUBE	OTHER	OTHER	OTHER	POST STATUS KEY		
4	10/24/2022	POSTED	Post 1: Student Takeover, Post 2: Event	Post 1: Elizabeth VanBeuren, Post 2: Diwali Event (insta story)			X													POSTED	
5	10/25/2022	NIXED	Event	LEADERS IN COMMUNICATIONS Thursday, Oct. 27, 4-7 p.m. Joyce Hergenhan Auditorium 140 Newhouse 3.	Debra Adams Simmons '84 shares her experience amplifying diverse multimedia stories at Vice Media, National Geographic Media, and inclusion at National Geographic Media.		X X X X													ON HOLD	
6	10/26/2022				The scholarships, now in their 33rd year, were founded as a tribute to—and means of—remembering the 35 students who were killed in the Dec. 21, 1988 Pan Am Flight 103 over Lockerbie, Scotland. Those students, who were studying in London and Florence, were traveling home to the U.S. when they perished in the bombing. The scholarships are funded through donations from the families of victims from alumni, friends, parents and former students.															NIXED	
7	10/27/2022	10/22/2022	NIXED	Student Spotlight	Remembrance Scholar Spotlights				X X X X												
8	10/28/2022	10/23/2022		Post 1: Course Spotlight, Post 2: Event	Post 1: PRL 319: Social Media and Society for PR, Post 2: Lunch and Learn with Real Chemistry		X X X X														
9	10/31/2022	10/26/2022	POSTED	Post 1: Holiday Post 2: Student Takeover	Post 1: Happy Halloween Post 2: Student Takeover - 8																
10	11/8/2022	11/6/2022	ON HOLD	Post 1: Academic Spotlight	Post 1: Communications School Comparison Post		X X X X														
11	11/2/2022	10/28/2022	ON HOLD	Course Spotlight	COM 400: Social Media From Communicators				X X X X												
12	11/3/2022	11/3/2022	POSTED	Student Spotlight / Takeover	Fatima Ndilaye				X												
13	11/4/2022																				
14	11/7/2022	11/6/2022	POSTED	Student Spotlight	What It's Like Being a PR Major and Going Abroad																
15	11/8/2022	11/3/2022	ON HOLD	+ Course Highlight	PRL 315: Public Relations Research				X X X X												



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## Appendix F. Facebook Analytics

The image shows two side-by-side Facebook Insights dashboards. Both dashboards have a header with a back arrow, the word 'Insights', and a dropdown menu for selecting a date range. The left dashboard's dropdown is set to 'Last 90 days' and the right one is set to 'Sep 15 - Dec 13'.

**Performance Metrics (Left Dashboard):**

Category	Value	Change from previous 90 days
People reached	581	+146%
Engagement	220	+293%
Net followers	3	+200%
3-second video views	63	+3050%

**Top Post (Left Dashboard):**

Last 90 days

Boost this post to reach up to 327 people with every \$10 you spend.

 There's nothing better than seeing Newhouse PR stud...  
November 29th at 11:32 PM · [View post](#)

Current post reach	20
Estimated additional reach	327

[See insights](#) [Boost post](#)

**Performance Metrics (Right Dashboard):**

Category	Value	Change from previous 90 days
People reached	581	+146%
Engagement	220	+293%
Net followers	3	+200%
3-second video views	63	+3050%

**Top Post (Right Dashboard):**

Last 90 days

Boost this post to reach up to 327 people with every \$10 you spend.

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November 29th at 11:32 PM · [View post](#)

Current post reach	20
Estimated additional reach	327

[See insights](#) [Boost post](#)