
Texas State Alumni Association

TEXAS STATE UNIVERSITY

FALL 2023

**MC4326- ADVANCED SOCIAL
MEDIA AND ANALYTICS**

**SCHOOL OF JOURNALISM AND
MASS COMMUNICATIONS**

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CLIENT OVERVIEW

TEXAS STATE ALUMNI ASSOCIATION



OBJECTIVE

The TXST Alumni Association strives to foster a community of alumni students with an interest in the university's future. The association supports both itself and the university through events and fundraisers, and they try to keep alumni informed about what is happening at TXST.

HOW CLIENT UTILIZES SOCIAL MEDIA

The Alumni Association uses social media in a strategic manner in order to spread awareness of fundraisers and events they are hosting. They also try to gain the attraction of current students so when they graduate, they are more compelled to come back to their university. Finally, the associations make posts trying to reflect what is happening on campus, showcasing the achievements of students, staff, and alumni.

TARGET AUDIENCE

The target audience for the Alumni Association's social media pages is alumni around the age of 45 years old, which is the average follower's age. They also target Texans, as not a ton of alumni leave Texas after graduating, with 71,000 of them being in Austin. The association also targets the families of alumni, as they tend to also follow the Alumni Association's page. Finally, it is worth noting that the Alumni Association likes to target recent graduates in order to make it feel like they never left TXST.



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FACEBOOK ANALYSIS

FOLLOWER COUNT

The current follower count is 22,935, a growth of 231 new followers since the beginning of the semester. This is about a 1% increase.

POST FREQUENCY

The Alumni Association posted on Facebook a total of 116 times from August 1 to November 15. The average post per report was about 38.7 posts per report.

CONTENT, TONE, AND ENGAGEMENT!

We found that the overall engagement was at its highest in September with an average of 120.9% reactions per post. The friendly tone that's used in most of the content attracts more engagement in posts. October had the least amount of engagement with an average of 78.4 for reactions which was a result of having too many posts during the third report.

TRENDS

Through the Facebook content, we noticed that there was a huge increase in the amount of posts made throughout all three analytic reports. The increase in the number of posts resulted in more engagement in the post from the second report, with an overall increase in the reach by 11.1%, reactions by 58.2%, comments by 19.7%, and reactions by 17.4%. The third report had too many posts, which resulted in an overall decrease of at least 10% in the average amount of reach, reactions, comments, and shares per post. Because of this, we believe that amount of posts should not be so much as it creates less engagement with the audience.

STRENGTHS AND WEAKNESSES

We noticed that some of the best-performing posts were the ones that focused on highlighting alumni and content that alumni could engage with, such as purchasing a towel that says "Bobcats Forever" to show their pride and support as a Bobcat as well as content that reminded them the audience of upcoming events, such as a tailgate or football games. Some of the weaknesses were that some posts had no connection to the audience and ended up performing poorly compared to posts that did have a connection.

FACEBOOK ANALYSIS

BEST PERFORMING

This post had the highest reach in October with 41,657 reach. The post focuses on an Alumni named Mae Peacock whose family has been going to Texas State since her grandparents.



This post had the highest amount of reactions in October with 509 reactions. The post highlighted Ana Yi Puig, an alumni starring in the Goosebumps TV series.





INSTAGRAM ANALYSIS

FOLLOWER COUNT

The current follower count is 7,136. This is a growth of 289 new followers since August 1st, which is about a 4.2% increase.

POST FREQUENCY

The Alumni Association posted on Instagram a total of 71 times from August 1 to November 15. The average post per report was about 23.7 posts per report.

CONTENT, TONE, AND ENGAGEMENT!

All of the top posts across all reports either advertised something or gave information about an event. For the advertising posts, one was advertising tickets to the football game, and it was the best-performing post of report 1, with 12,471 reach. Another advertising post was the highest-reaching post in analytics report 3 at 4,399 reach, and it advertised hats being sold. For the posts giving event information, one was giving details on the “Step Up for State” event, and it had the most reach out of posts from report 2 with 10,050 reach.

For the lowest-performing posts, there was a common trend between them of celebrating something. For example, report one’s lowest-reaching post celebrated TXST’s achievements, report three’s lowest-reaching post celebrated military veterans, and report three’s second lowest-reaching post celebrated a large donation given.

TRENDS

One noticeable trend was that despite there being a consistent increase in the number of posts made between the three reports, there was a consistent drop in average reach between the reports. This drop was most extreme when comparing the third report to the second, as it saw a 47.8% decrease in average reach per post.

STRENGTHS AND WEAKNESSES

One noteworthy strength on Instagram is the ability to have reels perform well. For example, the highest-reaching post of Report 1 at 12,471 reach was a reel, the highest-reaching post of Report 2 at 10,050 reach was a reel, and the highest-reaching post of Report 3 at 4,399 reach was a reel.

One noteworthy weakness on Instagram is that the average number of comments across all reports was 2.2, and the average number of shares was 14.4. Despite these low numbers, some posts did exceptionally larger than the average. An example is the second best-performing post from report 1, which had 108 shares. This shows that there is a low consistency in how comments and shares are spread out through the posts for a month.



INSTAGRAM ANALYSIS

BEST PERFORMING

This post was the highest-reaching post in September, with 10,050 reach. This was 6,926, greater than the month's average reach. Also, the post had 67 more likes than the month's average.



This post stood out because it was the most-liked post in report 3. It had 620 likes, which is about 500 more than the report's average. It also had the largest amount of shares and second-largest amount of reach compared to posts in Report 3.





TWITTER ANALYSIS

FOLLOWER COUNT

The current follower count is 6,908, which is a growth of 43 new followers since September 1. This is about a 63% increase.

POST FREQUENCY

The current follower count is 6,908, which is a growth of 43 new followers since September 1. This is about a 63% increase.

CONTENT, TONE, AND ENGAGEMENT!

Our group found that in the month of September, the average like count per tweet was 22. Whereas compared to the analytics report from October 1 to November 15 where the average number of likes per tweet was only 17. Their friendly yet professional tone on Twitter allows alumni to feel comfortable connecting with other alumni. Many of these tweets include events hosted by Texas State to help get the alumni connected.

TRENDS

Our group has noticed that while going through our analytic reports, there were some trends. For example, our client's average replies per tweet had a difference of 0.1 between the two analytic reports. During the month of October, the Alumni Association had the most followers.

STRENGTHS AND WEAKNESSES

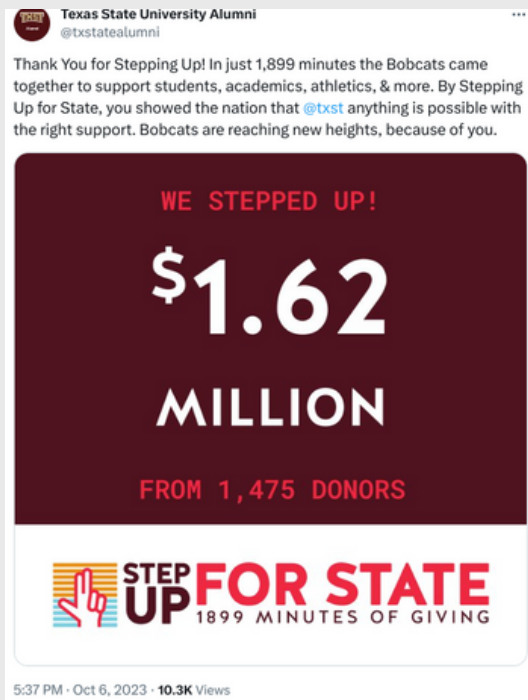
The Alumni Association of Texas State University has many strengths but also some weaknesses. One of their many strengths is curating posts that encourage alumni to come out and support their Bobcats. This can be proven because the top-performing post from Analytic Report 2 has 62 likes, which was 169% above the average for that report. Some weaknesses during analytics report 3 the amount of posts was heavily over-saturated. Because of this, many posts ended up with only 1 like, which is 94% lower than the average.



TWITTER ANALYSIS

BEST PERFORMING

This specific post had an impression rate of 28,726, which is the highest overall from both reports. This post features Texas State's President Kelly Damphousse in hopes of persuading people to contribute to Step Up For State.



This post has an impression rate of 10,316, which is the second-highest overall impression rate for both reports. For this post also mentions the Step Up For State campaign, mentioning we reached \$1.62 million.

FACEBOOK

ANALYTIC REPORT

AUGUST 1 - AUGUST 31

TEXAS  STATE[®]
ALUMNI ASSOCIATION



TOTAL NUMBER OF
FOLLOWERS

22,704



TOTAL NUMBER OF
POSTS

13



AVERAGE
REACTIONS PER POST

76.4



AVERAGE
COMMENTS PER POST

7.1



AVERAGE REACH
PER POST

4,130.5



AVERAGE SHARES
PER POST

4.6

TOP PERFORMING POST

HIGHEST AMOUNT OF REACH, COMMENTS, AND REACTIONS!

During the month of August this post encouraged alumni to purchase a Texas State beach towel to show TXST pride!



INSTAGRAM

ANALYTIC REPORT

AUGUST 1 - AUGUST 31

TEXAS  STATE[®]
ALUMNI ASSOCIATION



TOTAL NUMBER OF
FOLLOWERS

6,847



TOTAL NUMBER OF
POSTS

9



AVERAGE
LIKES PER POST

166.4



AVERAGE
COMMENTS PER POST

2.2



AVERAGE REACH
PER POST

3,318.2



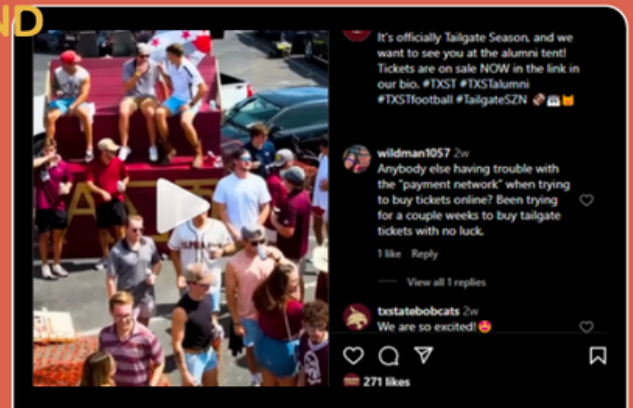
AVERAGE SHARES
PER POST

20.1

TOP PERFORMING POST

HIGHEST AMOUNT OF REACH, COMMENTS, AND
LIKES!

This Instagram post appeals to both alumni and current students because it mentions tailgating season!



FACEBOOK ANALYTIC REPORT

SEPTEMBER 1 - SEPTEMBER 30

TEXAS  STATE
ALUMNI ASSOCIATION



TOTAL NUMBER OF
FOLLOWERS

22,813

(+109 SINCE LAST REPORT)



TOTAL NUMBER OF
POSTS

33



AVERAGE REACH
PER POST

4588.1

(11.1% INCREASE SINCE LAST REPORT)



AVERAGE
REACTIONS PER POST

120.9

(58.2% INCREASE SINCE LAST REPORT)



AVERAGE
COMMENTS PER POST

8.5

(19.7% INCREASE SINCE LAST REPORT)



AVERAGE SHARES
PER POST

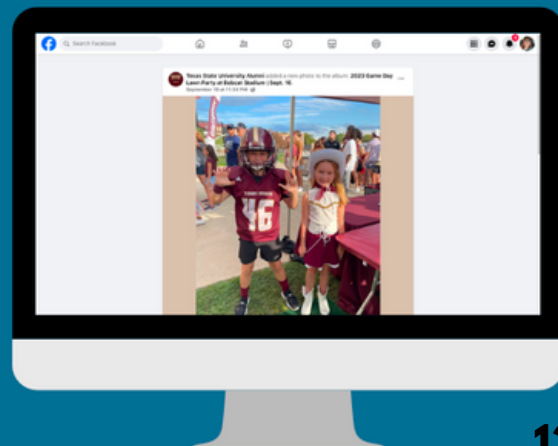
19.7

(17.4% INCREASE SINCE LAST REPORT)

TOP PERFORMING POST

HIGHEST AMOUNT OF REACH, REACTIONS,
AND COMMENTS!

This post saw a dramatic increase in its reach compared to the other posts, with it having 31,251 more reach than the second largest reaching post. It also got the most reactions and comments out of any other post.



INSTAGRAM ANALYTIC REPORT

SEPTEMBER 1 - SEPTEMBER 30

TEXAS  STATE
ALUMNI ASSOCIATION



**TOTAL NUMBER OF
FOLLOWERS**

7,014

(+167 SINCE LAST REPORT)



**TOTAL NUMBER OF
POSTS**

18



**AVERAGE REACH
PER POST**

3124.0

(5.9% DECREASE SINCE LAST REPORT)



**AVERAGE
LIKES PER POST**

160.4

(3.6% DECREASE SINCE LAST REPORT)



**AVERAGE
COMMENTS PER POST**

3.2

(45.5% INCREASE SINCE LAST REPORT)



**AVERAGE SHARES
PER POST**

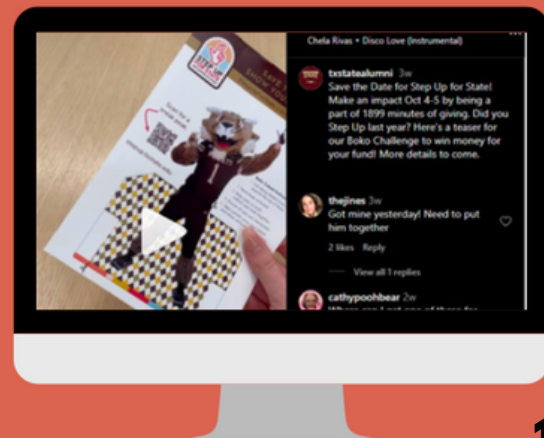
13.9

(30.8% DECREASE SINCE LAST REPORT)

TOP PERFORMING POST

HIGHEST AMOUNT OF REACH!

This post got almost 300 more reach than the 2nd highest-reaching post. It also had a relatively large number of likes, being 67 greater than the average. The post probably performed well because it was promoting a campus-wide fundraiser.



TWITTER

ANALYTIC REPORT

SEPTEMBER 1 - SEPTEMBER 30

TEXAS  STATE
ALUMNI ASSOCIATION

TOTAL NUMBER OF FOLLOWERS: 6,865



TOTAL NUMBER OF
TWEETS

12



AVERAGE IMPRESSIONS
PER TWEET

2989.0



AVERAGE RETWEETS
PER TWEET

3.4



AVERAGE ENGAGEMENT
RATE PER TWEET

0.0



AVERAGE REPLIES
PER TWEET

0.2



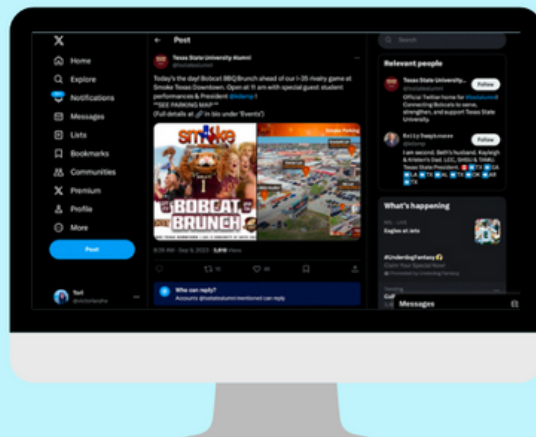
AVERAGE LIKES PER
TWEET

22.7

TOP PERFORMING POST

HIGHEST AMOUNT OF RETWEETS!!

This post has the most amount of retweets and is the second most-liked post, with the third most-liked post being 22 likes behind it. This is probably due to the post being about a brunch held before our rivalry football game as well as President Damphousse being there.



FACEBOOK ANALYTIC REPORT

OCTOBER 1 - NOVEMBER 15

TEXAS  STATE
ALUMNI ASSOCIATION



**TOTAL NUMBER OF
FOLLOWERS**
22,935
(+122 SINCE LAST REPORT)



**TOTAL NUMBER OF
POSTS**
70



**AVERAGE REACH
PER POST**
4098.3
(10.6% DECREASE SINCE LAST REPORT)



**AVERAGE
REACTIONS PER POST**
78.4
(35.1% DECREASE SINCE LAST REPORT)



**AVERAGE
COMMENTS PER POST**
6.0
(29.1% DECREASE SINCE LAST REPORT)



**AVERAGE SHARES
PER POST**
2.8
(85.7% DECREASE SINCE LAST REPORT)

TOP PERFORMING POST

**HIGHEST AMOUNT OF REACH AND
REACTIONS!**

This was the highest performing post with the most reactions and highest reach. It connected with the audience because the post is about a former Texas State student starring as a main character in an upcoming tv show



INSTAGRAM ANALYTIC REPORT OCTOBER 1 - NOVEMBER 15



**TOTAL NUMBER OF
FOLLOWERS**

7,136

(+122 SINCE LAST REPORT)



**TOTAL NUMBER OF
POSTS**

44



**AVERAGE REACH
PER POST**

1629.4

(47.8% DECREASE SINCE LAST REPORT)



**AVERAGE
LIKES PER POST**

123.4

(23.1% DECREASE SINCE LAST REPORT)



**AVERAGE
COMMENTS PER POST**

1.3

(59.4% DECREASE SINCE LAST REPORT)



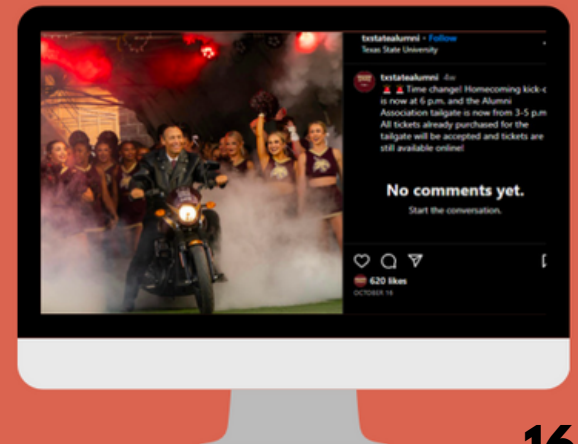
**AVERAGE SHARES
PER POST**

9.3

(33.1% DECREASE SINCE LAST REPORT)

TOP PERFORMING POST HIGHEST AMOUNT OF LIKES AND SHARES!

The top post was the second highest-reaching post. It also received the most amount of likes, being about 500 more than the average, and it had the highest amount of shares.



TOTAL NUMBER OF FOLLOWERS: 6,902 (+37 SINCE LAST REPORT)



**TOTAL NUMBER OF
TWEETS**

60



**AVERAGE IMPRESSIONS
PER TWEET**

2,457.4

(17.8% DECREASE SINCE LAST REPORT)



**AVERAGE RETWEETS
PER TWEET**

2.9

(14.7% DECREASE SINCE LAST REPORT)



**AVERAGE ENGAGEMENT
RATE PER TWEET**

0.0

(0.0% CHANGE SINCE LAST REPORT)



**AVERAGE REPLIES
PER TWEET**

0.3

(50% INCREASE SINCE LAST REPORT)



**AVERAGE LIKES PER
TWEET**

17.5

(22.9% DECREASE SINCE LAST REPORT)

TOP PERFORMING POST

HIGHEST AMOUNT OF LIKES!

This post was the top performing post on Twitter or X because it produced the highest amount of likes. This post has one of the higher engagement rates rather than some other posts. Using alumni within a post can help boost the engagement on posts.

