TEXAS STATE
THE GRADUATE COLLEGE

Client Portfolio

Fall 2022

Texas State University

School of Journalism and Mass Communications

MC 4326-Advanced Social Media and Analytics

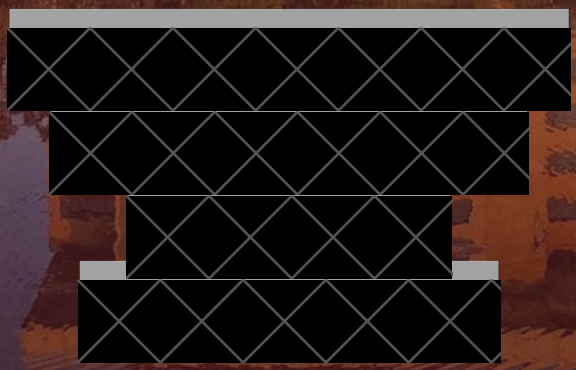


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Client Overview

TEXAS STATE
THE GRADUATE COLLEGE



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OBJECTIVE

The Texas State Graduate College aims to provide the best learning environment a graduate student may need during their time at Texas State University. The Graduate College does this by aiding students to stay on track, providing resources and support for professional development, as well as resources to help with students' thesis and research. The Graduate College utilizes social media to stay connected with students and faculty, as well as advertise themselves in order to attract prospective graduate students. They do so by promoting Graduate College events and posting information that may be useful to students.

TARGET AUDIENCE

The Texas State Graduate College works hard to inform current graduate students about any events being held through out the year. However, they also target any potential graduate students by posting helpful information and other opportunities to learn more about the program.

INSTAGRAM ANALYSIS

FOLLOWER COUNT

The Graduate College currently has 1,603 followers. They have gained 77 followers since August 1, 2022, which as about 4.8% increase.

POST FREQUENCY

The Graduate College posted on Instagram a total of 34 times from August 1 to November 15, with the most being 17 posts from October 1 to November 15. The average posts per report is around 11.3 posts per report.

CONTENT, TONE & ENGAGEMENT

The top Instagram posts from each analytics report were all promotional in some way. The top post from the first report was about a giveaway, and it had the highest reach from all three reports of 1,468. The post from the third report had the second most reach of 844 and was about congratulating the finalists of the 3MT event. This shows us that the audience likes content that correlates to events they attend, as well as giveaway posts where they can win free Texas State merchandise.

TRENDS

Overall engagement, such as reach, likes, comments, and shares decreased between the months of August and September but increased during October and November. The amount of likes had an overall decrease of 43.9% and the reach had an overall decrease of 25.5% from the start of the semester to the end.

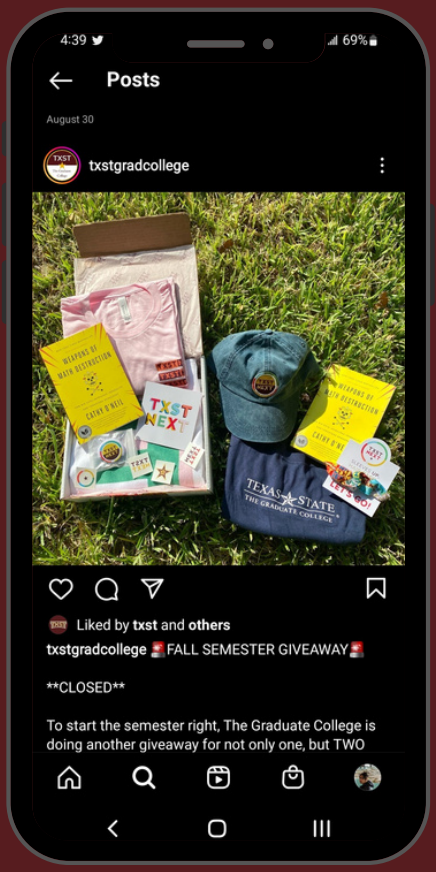
STRENGTHS & WEAKNESSES

Throughout Instagram we have noticed reels as a strength as they have received more engagements and likes over any other type of social post.

A weakness we have found through this social channel is posts with graphics, as students and followers do not interact with this type of content.

INSTAGRAM ANALYSIS

Best Performing Post



The Instagram post on the left had the highest reach, likes, comments, and shares out of all of the posts this semester. We believe this post did so well as it was a giveaway resulting in higher total engagement from people liking the post and tagging their friends to enter the giveaway.

The Instagram post on the right had the second-highest reach, likes, and shares. This post was informing our followers of the finalists for our annual Three Minute Thesis. Tagging the students in the post would gain more engagement from them sharing the post and their friends and family congratulating them in the comments.



TWITTER ANALYSIS

FOLLOWER COUNT

The Graduate College currently has 2,682 followers. They have lost 6 followers since August 1, 2022

POST FREQUENCY

From August 1 to November 15, our client posted an average of 27.6 tweets. October and november combined had the highest with 34 tweets

TRENDS

While looking at the analytics reports for the Graduate College, we discovered that although we had the least engagement during the month of September, this is the month where we held the most followers. We found the most engagement during August. We also discovered a 28.6% decrease in likes and 36% decrease in impressions overall.

STRENGTHS & WEAKNESSES

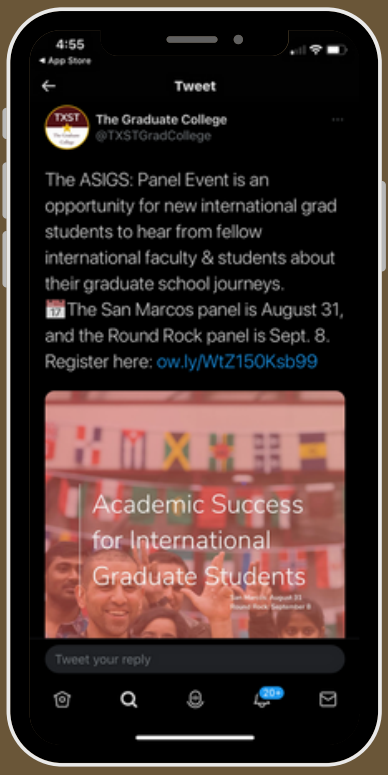
We have noticed that the best performing tweets since the beginning of August have been regarding Texas State's annual Three Minute Thesis and its finalists. The tweets that have not performed as well were reminders of recurring events and advertising our GradBulletin

CONTENT, TONE & ENGAGEMENT

We found August to have the highest engagement with an average of 7 likes per tweet. The formal tone that's used advertises events students can register for. September had the least engagement with an average of 4.1 likes per tweet. These tweets included deadline reminders.

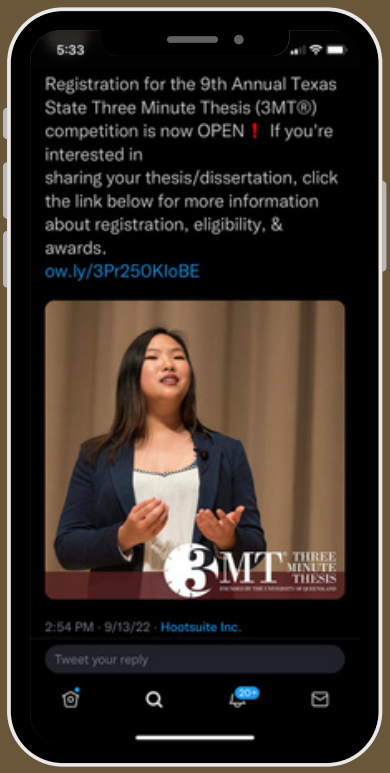
TWITTER ANALYSIS

Best Performing Post



The tweet on the left had the highest impressions for the month of August with 2,419 impressions.
The tweet was informing new international grad students about The ASIGS: Panel Event.

The tweet on the right had the highest impressions for the month of September, with 2,152 impressions.
The tweet was informing followers about the Three Minute Thesis.



TEXAS STATE
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INSTAGRAM
ANALYTICS REPORT

@TXSTGradCollege

AUGUST 1–31, 2021

TOTAL FOLLOWERS
1,526

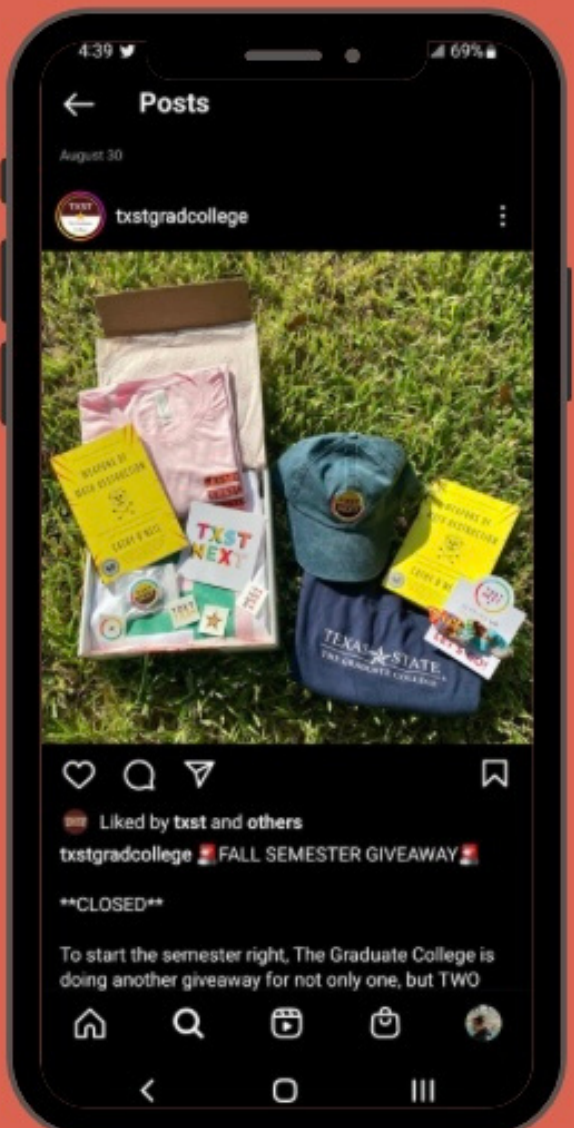
AVERAGE SHARES PER POST
8

AVERAGE LIKES PER POST
70.4

TOTAL POSTS
8

AVERAGE REACH PER POST
621.1

AVERAGE COMMENTS PER POST
20.5



HIGHEST PERFORMING POST

The Instagram post from 8/29/22 has the highest amount of likes, comments, shares, and reach out of all eight total posts. This post is about a giveaway that the TXST Graduate College was doing for the fall semester.

Reach:	Likes:	Comments:	Shares:
1468	311	168	41

ANALYTICS REPORT
TWITTER

TEXAS STATE
THE GRADUATE COLLEGE

@TXSTGradCollege

AUGUST 1–31, 2021

AVERAGE IMPRESSIONS PER POST
680.8

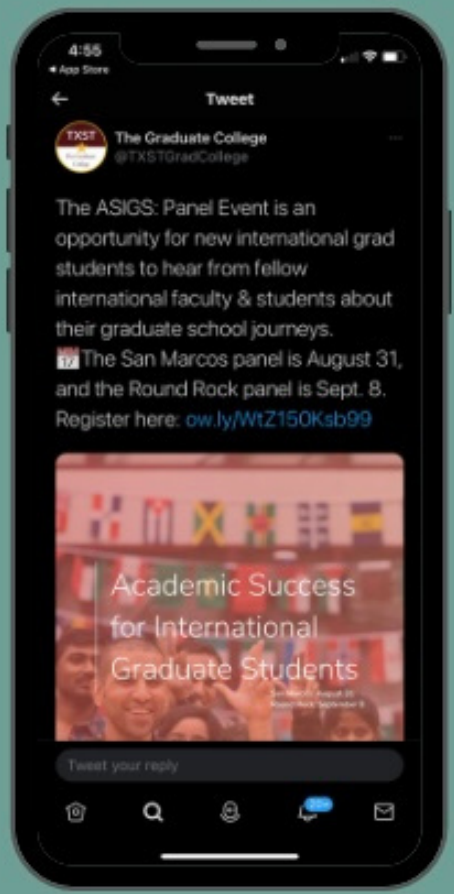
TOTAL FOLLOWERS
2,688

AVERAGE LIKES PER POST
7

TOTAL TWEETS
24

AVERAGE RETWEETS PER POST
2.2

AVERAGE REPLIES PER POST
0.1



HIGHEST PERFORMING TWEET

This tweet from August 25, 2022, performed impressively well on the Texas State Graduate College Twitter page. The post was over information for The ASIGS: the Panel Event for new international graduate students.

The content posted had the highest impressions of 2,419 for the month of August.

Impressions: 2,419
Retweets: 5
Replies: 1
Likes: 5

INSTAGRAM

ANALYTICS REPORT
SEPTEMBER 1-31, 2022

TOTAL FOLLOWERS

1,551 FOLLOWERS

+25 SINCE LAST REPORT

TOTAL POSTS

9

POSTS

AVERAGE LIKES PER POST

24.7

64.9% DECREASE SINCE LAST REPORT

AVERAGE COMMENTS PER POST

0.1

99.5% DECREASE SINCE LAST REPORT

AVERAGE SHARES PER POST

1.7

78.8% DECREASE SINCE LAST REPORT

AVERAGE REACH PER POST

440.0

29.2% DECREASE SINCE LAST REPORT

@TXSTGradCollege



HIGHEST PERFORMING POST

THIS INSTAGRAM POST FROM 9/23/22 RECEIVED THE HIGHEST REACH WITH 31 LIKES. THIS FRIDAY'S FUNDING POST SHARES GRANT OPPORTUNITY INFORMATION.

REACH:	LIKES:	COMMENTS:	SHARES:
575	31	0	1

TEXAS STATE
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TWITTER

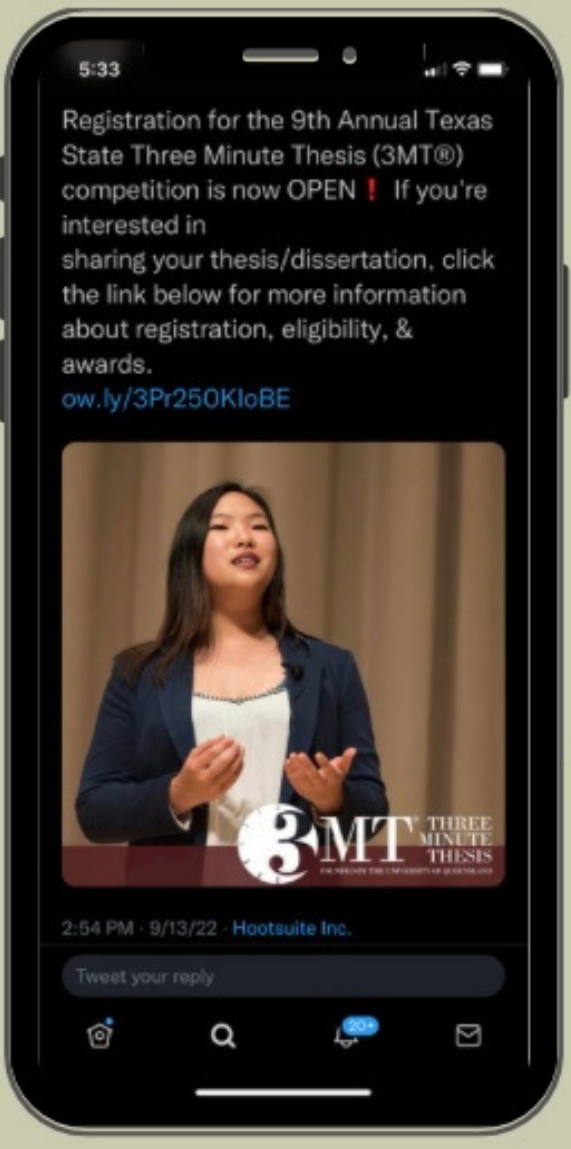
ANALYTICS REPORT
SEPTEMBER 1-31, 2022

TOTAL FOLLOWERS

2,697 FOLLOWERS

+9 SINCE LAST REPORT

@TXSTGradCollege



TOTAL TWEETS

25

TWEETS

AVERAGE LIKES

PER TWEET

4.1

41.4% DECREASE SINCE LAST REPORT

AVERAGE ENGAGEMENT RATE

3.5%

THE INDUSTRY STANDARD AVERAGE ENGAGEMENT RATE IS ONLY 0.07%; WHEREAS OURS IS WAY ABOVE THAT AT 3.5%.

AVERAGE IMPRESSIONS

PER TWEET

416.5

38.8% DECREASE SINCE LAST REPORT

AVERAGE REPLIES

PER TWEET

0.0

100% DECREASE INCE LAST REPORT

AVERAGE RETWEETS

PER TWEET

1.7

22.7% DECREASE SINCE LAST REPORT

HIGHEST PERFORMING TWEET

THIS TWEET FROM 9/13/22 RECEIVED THE HIGHEST NUMBER OF IMPRESSIONS AT 2,152 AS WELL AS 5 RETWEETS AND 7 LIKES. THIS TWEET WAS ONE OF THE WAYS TO SPREAD THE WORD TO REGISTER FOR THE 9TH ANNUAL THREE-MINUTE THESIS

TEXAS STATE
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INSTAGRAM

ANALYTICS REPORT

OCTOBER 1-NOVEMBER 15, 2022

TOTAL FOLLOWERS

1,593 FOLLOWERS

+42 SINCE LAST REPORT

TOTAL POSTS

17 POSTS

AVERAGE SHARES PER POST

4.3

152.9% INCREASE SINCE LAST REPORT

AVERAGE LIKES PER POST

39.5

59.9% INCREASE SINCE LAST REPORT

AVERAGE REACH PER POST

462.5

5.1% INCREASE SINCE LAST REPORT

AVERAGE COMMENTS PER POST

0.7

600% INCREASE SINCE LAST REPORT

@TXSTGradCollege



HIGHEST PERFORMING POST

THIS INSTAGRAM POST FROM 10/27/22 RECEIVED THE HIGHEST REACH AT 844 AS WELL AS THE MOST LIKES, AT 101, AND SHARES, AT 27. THIS POST PROVIDED INFORMATION ON THE PARTICIPANTS FROM THE THREE MINUTE THESIS WHO WILL PARTICIPATE IN THE UNIVERSITY FINAL COMPETITION WHICH TOOK PLACE ON 11/4/22. THIS POST ALSO PROVIDED A LINK TO REGISTER TO ATTEND THE COMPETITION.

REACH:	LIKES:	COMMENTS:	SHARES:
844	101	2	27

TEXAS STATE
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TWITTER

ANALYTICS REPORT

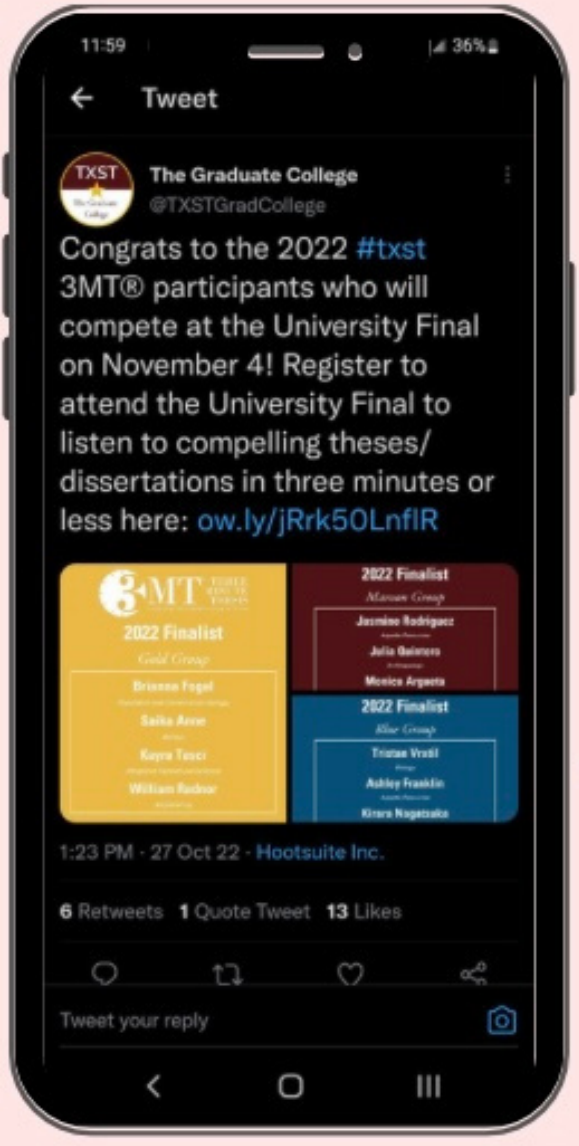
OCTOBER 1-NOVEMBER 15, 2022

TOTAL FOLLOWERS

2,682 FOLLOWERS

-15 SINCE LAST REPORT

@TXSTGradCollege



TOTAL TWEETS

34

TWEETS

AVERAGE LIKES PER TWEET

5

21.9% INCREASE SINCE LAST REPORT

AVERAGE ENGAGEMENT RATE

4.1%

THE INDUSTRY STANDARD AVERAGE ENGAGEMENT RATE IS ONLY 0.07%; WHEREAS OURS IS WAY ABOVE THAT AT 4.1%.

AVERAGE IMPRESSIONS PER TWEET

435.5

4.6% INCREASE SINCE LAST REPORT

AVERAGE REPLIES PER TWEET

0

0% CHANGE INCE LAST REPORT

AVERAGE RETWEETS PER TWEET

2.2

17.1% INCREASE SINCE LAST REPORT

HIGHEST PERFORMING TWEET

THIS IS THE HIGHEST-PERFORMING TWEET BECAUSE ALTHOUGH IT ONLY HAS 807 IMPRESSIONS, IT HAS MORE RETWEETS AND LIKES THAN THE TWEET WITH THE MOST IMPRESSIONS WHICH HAS 2,862 IMPRESSIONS. THIS TWEET HAS 7 RETWEETS AND 13 LIKES.

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