



Client Portfolio

Fall 2022

**MC 4326-Advanced Social Media and Analytics
School of Journalism and Mass Communication
Texas State University**

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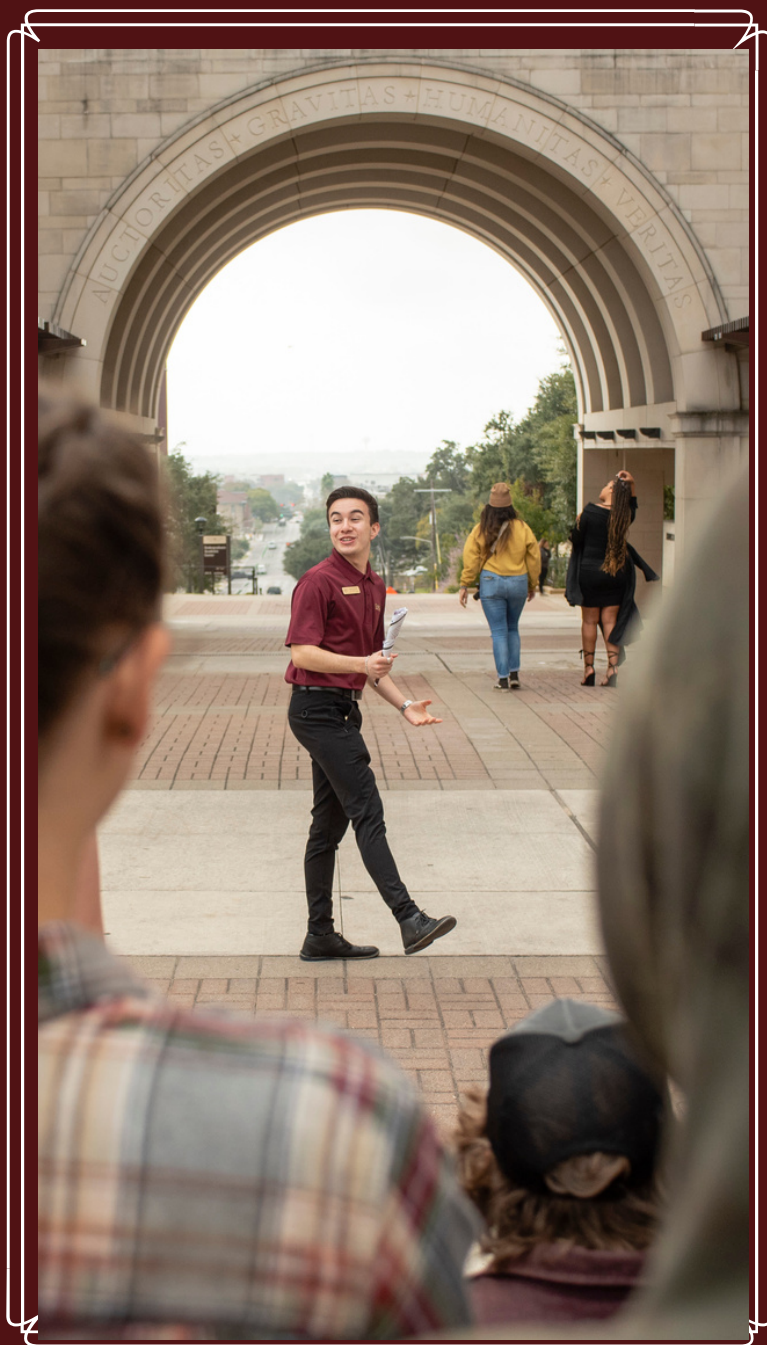


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EAT 'EM UP, CATS!

Client Overview

PACE CENTER



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Client Objective

First-Year Advising's mission is to provide comprehensive and proactive academic advising and programs to first-year students at Texas State University. To help develop an awareness of oneself, one's academic path, and the skills students need to succeed at Texas State and beyond.

Reaching Objectives

The PACE Center provides first-year students with helpful information on multiple social media platforms throughout the year. With PACE's efforts, the university provides students with a modern way to stay up to date with program start dates, deadlines, activities on campus, highlight successes, and inform students on how to be successful during their studies.

Target Audience

The PACE Center aims to inform first-year students of Texas State University as their primary audience. Usually, these are students that are 18 or 19 years old. However, they recognize that not all first-year students are of that age and create posts for any age range.

TWITTER ANALYSIS

Follower Count

The PACE Center Twitter page has a total of 1,924 followers. From March 1, 2022, to November 15, 2022, the PACE Center lost 23 followers. This could be due to the demographic leaving the Twitter platform recently over the Elon Musk purchase.

Post Frequency

From March 1, 2022, to Aug. 31, 2022, PACE Center posted 20 tweets. In September, they posted ten tweets. From Oct. 1, 2022, to Nov. 15, 2022, they tweeted 14 times. Over 259 days, the PACE Center posted an average of once every 5.9 days.

Content, Tone & Engagement

September was the best month for engagement, averaging nine likes/tweet and 2.1 retweets/tweet. The top post's upbeat, excited, and encouraging tone during this month of first exams and classes for first-time students created high engagement rates. Coupled with the popular University President, Kelly Damphousse, the first-week advising post performed the best out of the observation period. Oct. 1, 2022, to Nov. 15, 2022, saw the least amount of engagement. The period saw an average of 5.3 likes/tweet and 1.5 retweets/tweet. These tweets were about reminders of campus holidays or campus events for students to participate in. Several tweets were retweets of popular @txst tweets, but those do not count toward Twitter analytics unless quoted.

Trends

Analytics reports for the PACE Center show a 1.2% decrease in followers and a 31.8% decrease in the average retweets overall. There was also a 14.3% decline in engagement rate from the second to third report. The trend overall was that posts, including @txst or University President Damphousse, work well.

Strengths and Weaknesses

The PACE Center's strengths are tweets that involve other organizations or people within Texas State, such as @txst, @TXSTFirstGen and University President Kelly Damphousse. These were top-performing tweets with a lot of likes and retweets. The PACE Center's weaknesses are tweets that the PACE center replies to that have nothing to do with the involvement of the PACE Center. Retweets of other accounts should be done with a quote so that engagement driven by PACE to the tweet counts towards the analytics. Also, posting frequency needs to be increased to an average of once every day or every other day for an account this size. Accounts that are consistently active tend to get more impressions and therefore increase the likelihood of more engagement.

TWITTER ANALYSIS

CONTENT EXAMPLES BASED ON BEST PERFORMING TWEET



This post had an engagement rate of 4.9%, the highest of any September tweets. The tweet performed best because it was an eye-catching fantastic photo of University President Kelly Damphousse. As well the post smartly tagged the president and the primary Texas State Twitter account with a positive, upbeat, and encouraging message.

This tweet had only 628 impressions and 11 likes, the highest for the Oct-Nov period. The engagement rate for the tweet was a stellar 4.5%. The tweet's success is attributed to the tagging of @TXSTFirstGen, and the intelligent use of appropriate hashtags for the topic posted. The photo and tweet provide an uplifting and positive message while asking for interaction, which can be successful for its purpose.



INSTAGRAM ANALYSIS

Followers Count

A total of 1,333 people follow the PACE Center's Instagram account. The PACE Center has lost 5 followers between March 1 and Nov. 15, 2022. This could be from prior first-year students unfollowing with no equal number of new first-year students following.

Post Frequency

Between March 1 and Aug. 31, 2022, PACE Center posted eight times. September was when PACE Center had the most extensive reach, likes, comments, and shares with only three posts. From Oct. 1 to Nov. 15, PACE Center posted seven times. Over the observation period of 259 days, the PACE Center posted on average once every 14.4 days.

Content, Tone & Engagement

September had the highest interaction compared to other months, with an average of 48 likes and seven shares per post. The top post used the university president's picture and tagged his account setting the tone for an upbeat and encouraging message aimed at first-time students. The post did incredibly well. The least involvement occurred from Oct. 1 to Nov. 15th, with 31.7 likes/post and six shares/post. The best performing post that month was meant to inspire students to locate a quiet spot where they could unwind and take a break. Overall the content posted on this platform by PACE Center, that led each month, is either a brilliant or iconic photo that stands out.

Trends

Analytics reports for Texas State PACE Center show there was a 17.7% decrease in reach per post overall, a decrease of 27.6% in likes/post, and an increase of 17.6% in shares/post. There was no percentage change on the comments per post over the observation period. September saw the percentage changes increase, but this was due to high engagement on a single post with only 3 posts total. There were not additional posts to possibly bring down the averages.

Strengths & Weaknesses

The PACE Center's posts with iconic imagery or elements stand out and perform very well. PACE Center's posts' clever use of hashtags and account tags for @txst, along with the inclusion of Damphousse, increased impressions. This improved performance and then increased comments, likes, and shares. Posts unrelated to significant events or the typical first-year student's trends could be seen as a weakness. The sparseness of posts throughout the period could be decreased, and utilizing better images and tags for more of the posts would likely generate increased data points in analytics reports.

INSTAGRAM ANALYSIS

CONTENT EXAMPLES BASED ON BEST PERFORMING TWEET

The Sept. 16th post about a productive first week of advising is the highest-performing post for the observed period. This article advertised classes for the spring of 2023 and had an average reach of 672, boosting students' confidence as they go on to the following semester. University President Kelly Damphousse was a trending post concept for university accounts.



From March 1st through August 31st of this year, this post featuring the UAC arch had the best performance. By utilizing an iconic image while promoting advising for those who need it and for students to sign up for both summer and fall registration, the post was successful for the type of account PACE Center is purposed for.

INSTAGRAM ANALYTICS REPORT

March 1, 2022 - Aug 31, 2022



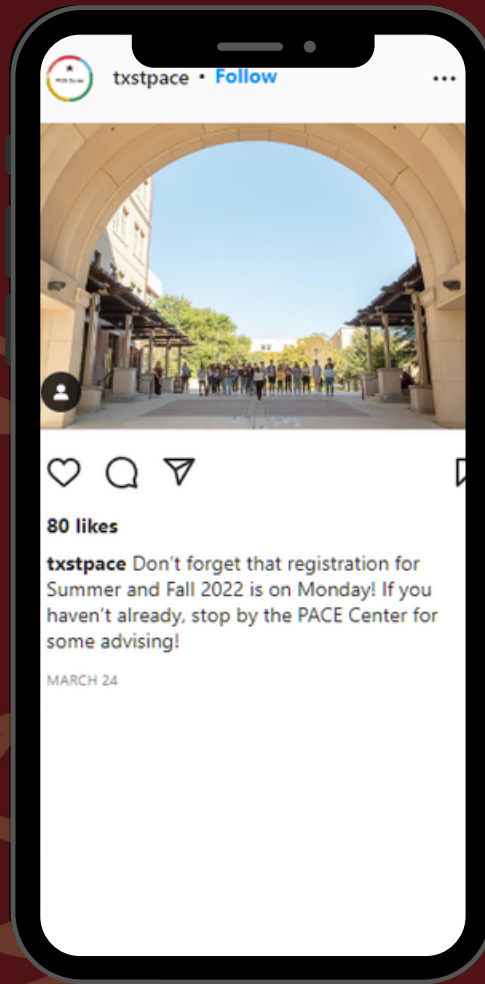
@TXSTPACE

BEST PERFORMING POST

870
REACHED

80
LIKES

17
SHARES



TEXAS STATE

PACE CENTER

TOTAL FOLLOWERS

1338

NUMBER OF POSTS

8

AVERAGE REACH PER POST

411.1

AVERAGE LIKES PER POST

43.8

AVERAGE SHARES PER POST

5.1

AVERAGE COMMENTS PER POST

0.3

The March 24th post about Summer/Fall Registration is the highest-performing post for the period.

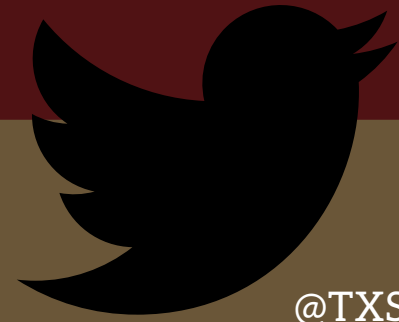
The post performed with 80 likes, almost double the average, a reach of 870, more than double the average of 411.1, and 17 shares, which is above three times the average of 5.1 shares.

The post has the purpose of outreach coupled with an iconic structure on campus as an image. This post's high reach and shares are essential for such a post.

TWITTER

ANALYTICS REPORT

March 1, 2022 - Aug 31, 2022



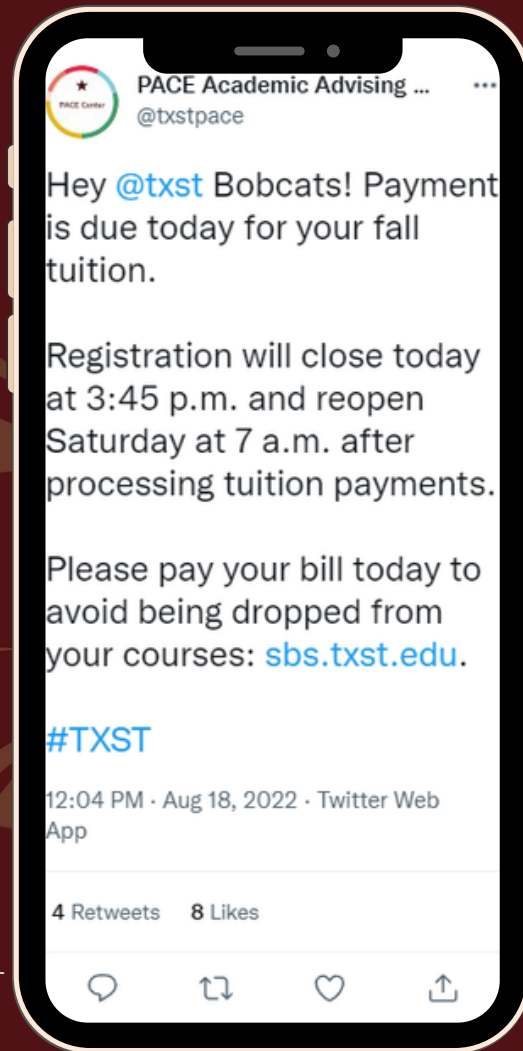
@TXSTPACE

BEST PERFORMING TWEET

4106
IMPRESSIONS

8
LIKES

4
RETWEETS



TEXAS STATE
PACE CENTER

TOTAL FOLLOWERS

1947

NUMBER OF TWEETS

20

AVERAGE IMPRESSIONS PER TWEET

1155.6

AVERAGE LIKES PER TWEET

7.9

AVERAGE RETWEETS PER TWEET

2.2

AVERAGE REPLIES PER TWEET

0.1

The tuition due date tweet from August 18th is the highest-performing tweet for an account such as PACE.

Impressions for the account, the best metric of how many people saw the post, was a high of 4106. The average was 1155.6. When the purpose of an account is to advise, more people putting eyes on the advice is paramount.

Likes were average at eight, and retweets were above the average of 2.2 with four retweets. Replies for a post like this are not essential to the purpose. Its performance was most likely due to the tagging of @txst and their associated retweet.

INSTAGRAM

ANALYTICS REPORT

Sept 1, 2022 - Sept 31, 2022



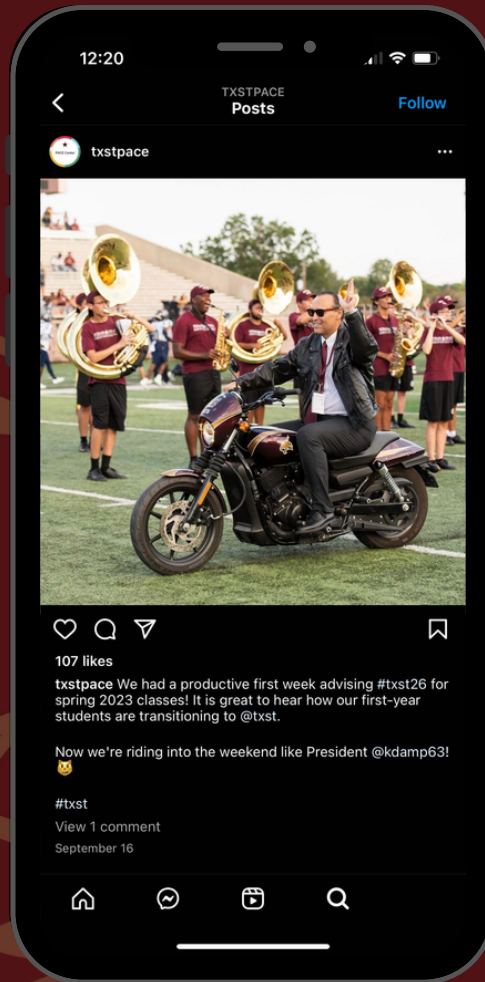
@TXSTPACE

BEST PERFORMING POST

672
REACHED

106
LIKES

11
SHARES



The Sept. 16th post about a productive first week of advising is the highest-performing post for the period.

The post performed with 106 likes, more than double the average. A reach of 672 is 145% above the average of 463.3. And 11 shares which is 157% above the average of seven shares.

This post likely did so well because of the two Instagram accounts tagged to include @txst and the University president, who is featured riding a motorcycle on a football field.

TEXAS STATE

PACE CENTER

TOTAL FOLLOWERS

1335

MINUS 3 FOLLOWERS SINCE LAST REPORT

NUMBER OF POSTS

3

DECREASE OF 5 SINCE LAST REPORT

AVERAGE REACH PER POST

463.3

INCREASED 12.7% SINCE LAST REPORT

AVERAGE LIKES PER POST

48.0

INCREASE OF 9.6% SINCE LAST REPORT

AVERAGE SHARES PER POST

7.0

INCREASE OF 37.3% SINCE LAST REPORT

AVERAGE COMMENTS PER POST

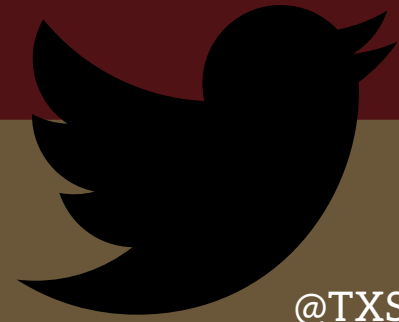
0.3

NO CHANGE SINCE LAST REPORT

TWITTER

ANALYTICS REPORT

Sept 1, 2022 - Sept 31, 2022



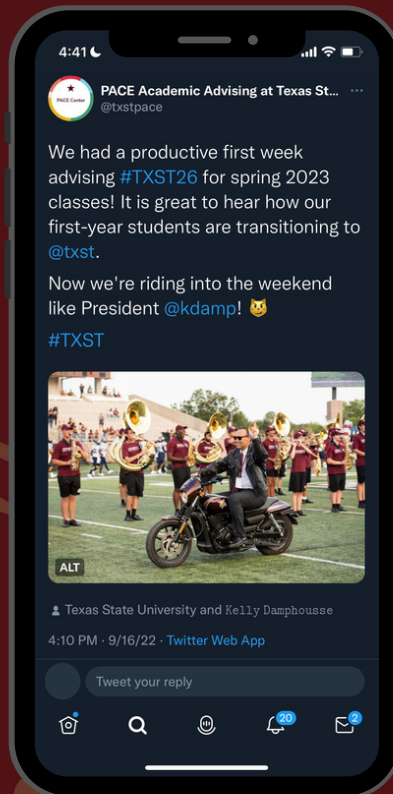
@TXSTPACE

BEST PERFORMING TWEET

2260
IMPRESSIONS

40
LIKES

2
RETWEETS



The Sept. 16th post about a productive first week of advising is the highest-performing post for the period.

The performance is likely due to the tagging of @txst and the University president in the tweet. The president also replied to the tweet, along with the president and the University band retweeting this. As a result, this tweet performed better than this month's and the previous report's averages, other than impressions.

The decrease in this month's stats is likely due to a downtick in account activity over the summer and into the fall semester, along with no push to students to check out the PACE socials during initial advising.

AVERAGE ENGAGEMENT RATE PER TWEET

2.8% Engagement rate is the amount of interaction compared to the size of the audience. PACE Center has a 2.8% engagement rate for Twitter, which is much greater than the higher education industry average of 0.071%.

TEXAS STATE
PACE CENTER

TOTAL FOLLOWERS

1938

DECREASE OF 9 SINCE LAST REPORT

NUMBER OF TWEETS

10

DECREASE OF 10 SINCE LAST REPORT

AVERAGE IMPRESSIONS PER TWEET

770.8

DECREASE OF 33.3% SINCE LAST REPORT

AVERAGE LIKES PER TWEET

9.0

INCREASE OF 13.9% SINCE LAST REPORT

AVERAGE RETWEETS PER TWEET

2.1

DECREASE OF 4.5% SINCE LAST REPORT

AVERAGE REPLIES PER TWEET

0.1

NO CHANGE SINCE LAST REPORT

INSTAGRAM ANALYTICS REPORT

Oct 1, 2022 - Nov 15, 2022



@TXSTPACE

BEST PERFORMING POST

521

REACHED

80

LIKES

9

SHARES



The Oct. 18th post about the Taylor-Murphy History Building is the highest-performing post for the reporting period.

The post has 80 likes which are above double the average, a reach of 521 which is 154% above the average, and 9 shares which are 150% above the average. This post received more engagement than any other for this reporting period.

The post likely did as well as it did because the image does not look like the typical Texas State campus location. It feels as if one has been transported to another place on earth. As well, the image has colors that pop and stand out from the typical posts.

TEXAS STATE

PACE CENTER

TOTAL FOLLOWERS

1333

MINUS 2 FOLLOWERS SINCE LAST REPORT

NUMBER OF POSTS

7

INCREASE OF 4 SINCE LAST REPORT

AVERAGE REACH PER POST

338.3

DECREASED 27.0% SINCE LAST REPORT

AVERAGE LIKES PER POST

31.7

DECREASE OF 34.0% SINCE LAST REPORT

AVERAGE SHARES PER POST

6.0

DECREASE OF 14.3% SINCE LAST REPORT

AVERAGE COMMENTS PER POST

0.3

NO CHANGE SINCE LAST REPORT

TWITTER

ANALYTICS REPORT

Oct 1, 2022 - Nov 15, 2022



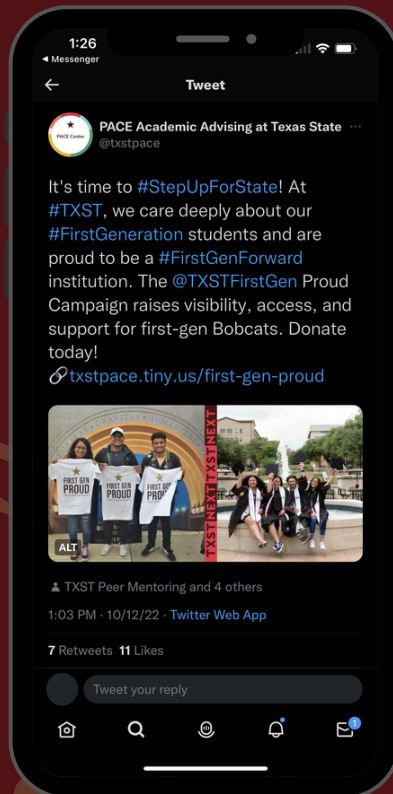
@TXSTPACE

BEST PERFORMING TWEET

628
IMPRESSIONS

11
LIKES

7
RETWEETS



The Oct. 12th post about first-generation students is the highest-performing tweet for the period. This tweet had the highest engagement.

Its performance was most likely due to the tagging of @TXSTFirstGen and the usage of the first-generation tags. Several retweets appeared to have performed better with engagement but had no quote to go with them. Twitter does not count retweets that are not quote-tweets towards the analytics.

The decreases in reported stats are likely due to the current state of affairs of Twitter with the Elon Musk purchase. Users are leaving the platform. Focus has been heavily drawn there on the platform. As well, the reporting period is midterms which take student focus off of social media.

AVERAGE ENGAGEMENT RATE PER TWEET

2.4% The engagement rate is the amount of interaction compared to the size of the audience. We have a 2.4% engagement rate for Twitter, which is much greater than the higher education industry average of 0.071%. This is a decrease of 14.3% since the last report.

TEXAS STATE
PACE CENTER

TOTAL FOLLOWERS

1924

DECREASE OF 14 SINCE LAST REPORT

NUMBER OF TWEETS

14

INCREASE OF 4 SINCE LAST REPORT

AVERAGE IMPRESSIONS PER TWEET

631.9

DECREASE OF 18.0% SINCE LAST REPORT

AVERAGE LIKES PER TWEET

5.3

DECREASE OF 41.1% SINCE LAST REPORT

AVERAGE RETWEETS PER TWEET

1.5

DECREASE OF 28.6% SINCE LAST REPORT

AVERAGE REPLIES PER TWEET

0.1

NO CHANGE SINCE LAST REPORT