



Spring 2023
Client Portfolio

TEXAS STATE ALUMNI ASSOCIATION

MC4326- Advanced Social Media and Analytics
School of Journalism and Mass Communication
Texas State University
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CLIENT OBJECTIVE

The Alumni Association is a community of over 217,000 Bobcats committed to cultivating Bobcat pride after graduation. The Association provides engaging opportunities for alumni Involvement and participation that strengthens the Bobcat community and the university's reputation all while investing in the future of Texas State University.



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REACHING OBJECTIVES

The Alumni Association provides information to alumni, students, and friends on various social networking platforms. The Association shares alumni and campus events, and charity opportunities, along with featuring alumni of the University.

TARGET AUDIENCE

The Alumni Association aims to inform any alum of Texas State University with their content.

FACEBOOK ANALYSIS

CURRENT FOLLOWER COUNT

From Analytics Report 1 to Analytics Report 3, The Alumni Association's following went from 21,705 followers to 22,166 followers. The client's Facebook had an increase of 461 followers throughout the semester. The reasoning behind this increase in the following could be because of graduation taking place in May. The client can assume soon-to-be alumni students have begun to follow the account this semester in order to stay connected to the university post-graduation.

POSTING FREQUENCY

Between all three analytics reports, the client had a total of 36 posts on Facebook. The client posted both eight times in January as well as February. Between March 1st and April 15th, the client posted 20 times, which is a 150% increase in posting in comparison to January and February for the client. On average, the client posted 2.3 times a week on this platform. During the specific week of April 9th, the client posted on their Facebook a total of 5 times, where posts were often used to highlight students or spread important information for the Texas State Community.

CONTENT, TONE AND ENGAGEMENT

The overall tone of the content being posted is informative, but still creating content that is engaging for those who view the client's account. Every post on Facebook has a relevant image attached to it with text that ties everything together. There is no presence of short videos on the Facebook account, due to the fact that generally, this is a site current students and alumni come to for information. The tone used within the post and captions could be deemed informational and serious. The goal of the post is to educate and share valuable news with the students and alumni. The content that does the best on the client's Facebook account surrounds Alumni Association faculty and staff. We can assume this content does well because it is to be assumed that those being posted about share the content on their own social pages which increased engagement across the board. Across all three analytics reports, the post that outperformed all other content over the semester was on March 24th. This specific post shared information about the Texas State Medal release taking place in San Antonio. This post had a reach of 18,517, 297 reactions, 54 comments, and 36 shares. The specific post that did not do as well shared information on January 18th about a Student Organization Fair taking place. We can assume this piece of content did not do well on Facebook because the target audience, current students, for a student organization fair would most likely be seeking that information via Instagram rather than Facebook. This post had a reach of 653, 7 reactions, 0 comments, and 1 share.

FACEBOOK ANALYSIS

TRENDS

Based on the data, both top-performing posts made in Analytics Reports 1 and 2 were posted between the hours of 2:00 p.m. and 3:00 p.m. This heightened engagement during this afternoon time slot shows the client that the afternoon/mid-day is the best time to schedule a post to go out for the best engagement by the audience possible. Another trend that across the board the client can expect successful engagement would be any post relating to Texas State faculty or staff. The post surrounding those connected to the Alumni Association and their faculty generally have high numbers of engagement across the board. For the client's best possibility of having a successful post, we encourage posting between the hours of 2:00-4:00 and having a good percentage of content surrounding the Alumni Association faculty or staff.

STRENGTHS

We believe a very notable strength for the client is the posting consistency on this platform. Between Analytics Reports 1, 2, and 3 the client posted an average of 2.3 times a week which helps create a rhythm for viewers when they are expecting content from the Alumni Association. In the time periods of Analytics 3, the client posted 20 total times. We also recognize the quality of content posted on the Facebook account by the client. The graphics and visuals are very engaging, which can explain why the average reach per post on Analytics Report 2 was 3732.5. This reach was an increase of 47.7% in comparison to the Analytics Report 1. When the content that is viewed is informational and has a visually appealing aspect, as the majority of the client's content does, we can assume the engagement will be excellent.

WEAKNESSES

We believe a very notable weakness for the client is the lack of graphics surrounding current student-related posts. On the client's Facebook, we generally see graphics only associated with posts relating to alumni, events, or faculty/staff. The lack of graphics about current students was most prevalent in the time period of Analytics 1. Out of the 8 posts during Analytics Report 1, the two posts relating to current students did not showcase any type of graphic. The six other posts from this report relating to history and faculty did showcase a graphic. We can assume that the lack of graphics surrounding current student content may leave students less engaged, causing the engagement to suffer. Analytics Report 1 had the lowest reach of any of the reports which was 2,527. We can assume the lower engagement during Analytics Report 1 could be because of the lack of graphics for students during this time period.

FACEBOOK ANALYSIS



EXAMPLE 1:

THIS POST HAD THE MOST ENGAGEMENT REGARDING SHARES, COMMENTS, REACTIONS, AND REACH COMPARED TO OTHER POSTS THIS MONTH. THIS POST HAD A TOTAL OF 7 SHARES, 70 COMMENTS, 184 REACTIONS, AND A REACH OF 5,691.

THE POST OUTPERFORMED OTHERS DUE TO THE CORRELATION TO THE PRESIDENT OF THE ALUMNI ASSOCIATION. THE DIRECT QUOTE FROM THE PRESIDENT HERSELF MADE THE POST MORE PERSONAL AND RELATABLE TO CURRENT STUDENTS AND ALUMNI. THE POST ENCOURAGED MORE ENGAGEMENT WITH AN OUTSOURCED LINK AND QUALITY IMAGE. WE CAN ALSO ASSUME BECAUSE THIS POST SPOTLIGHTED THE ALUMNI ASSOCIATION PRESIDENT, IT WAS SHARED MORE FREQUENTLY THAN NORMAL ON OTHER ACCOUNTS CONNECTED TO HER.

EXAMPLE 2:

THIS POST HAD THE MOST ENGAGEMENT: SHARES, COMMENTS, REACTIONS, AND REACH COMPARED TO OTHER POSTS THIS MONTH. THIS POST HAD A TOTAL OF 12 SHARES, 170 COMMENTS, 475 REACTIONS, AND A REACH OF 13,650.

THIS POST OUTPERFORMED OTHERS BECAUSE IT WAS AN INTRODUCTION TO THE NEWEST MEMBERS OF THE ALUMNI ASSOCIATION'S BOARD OF DIRECTORS. THIS POST IS ABLE TO ENCOURAGE CONNECTIONS AMONG ALUMNI, CURRENT STUDENTS, AND SOON-TO-BE ALUMNI WHILE SHOWING THE BENEFITS OF STAYING CONNECTED WITH TEXAS STATE AFTER GRADUATION. WE CAN ALSO ASSUME BECAUSE THIS POST INTRODUCED NEW FACULTY MEMBERS, THE POST WAS SHARED AMONGST AUDIENCES THAT GENERALLY WOULDN'T INTERACT WITH THE CLIENT'S PLATFORMS.



INSTAGRAM ANALYSIS

CURRENT FOLLOWER COUNT

The current follower count is 6,425. This is a 158 increase since Analytics Report 1. The increase in followers could indicate the client is doing a great job of creating engaging content for their followers. The increase in followers also indicates that the social media strategy that is in place is working because the followers are engaged. The Instagram page is a source for current students and alumni to stay involved on campus. Graduation takes place soon and it can be assumed that the follower amount will increase once current students become Alumni.

POSTING FREQUENCY

The client has posted a total of 20 times throughout the semester. In Analytics Report 1, the client had 8 posts, in Analytics Report 2 the client had 16 posts, and in Analytics Report 3, the client had 20 posts. On average the client posted about twice a week, the most posts being in March. There were many events going on at Texas State which can be assumed from the frequent post. The posts range from infographics on events on campus to testimonials from students. The client did a great job of making sure their followers are updated by posting frequently.

CONTENT, TONE AND ENGAGEMENT

The tone of the Alumni Association is to be engaging and informative. The client is constantly creating content throughout the semester informing Alumni and current students about what is going on at Texas State. From the ring celebration to the Alumni Crawfish Boil, the main goal of the post is to inform, and the client does just that. In each caption, the client makes sure to provide more information or where to find out information. When compared to the other platforms, the client's Instagram page is used to inform rather than start a conversation. Although their content allows for you to start the dialogue, it is more informing than it is engaging.

INSTAGRAM ANALYSIS

TRENDS

Overall, the trends indicate that the Instagram page for the Alumni Association is experiencing growth in engagement with the increase in the average number of likes per post. However, there was a small decline in the average number of posts and shares per post. When comparing the first analytic report and the second analytic report there was an increase in the average number of likes per post from 128.6 average likes to 143.7. There was also a decrease in the average number of comments per post, from 3.4 to 2.0, and a decrease in the average number of shares per post, from 9.8 to 9.6. The client could re-evaluate the content strategy to encourage more engagement along with interaction from their followers.

STRENGTHS

When reviewing the data the client had demonstrated consistent growth in terms of reach, engagement, and follower count. In Analytics Report 1, the highest-performing post on Instagram was about “National Take The Stairs Day.” This post had a comedic aspect to it, and it can be speculated that because of the wittiness of the post is why it was the top-performing post for this analytics report. From Analytics Report 2, the top-performing post was about Texas State Ring Ceremony. This post included a reel with engaging audio. Creating content that is both entertaining and informative can help keep their followers engaged and interested. We believe that the client did a great job of informing their followers about what’s going on while keeping the content engaging.

WEAKNESSES

We believe that a weakness the client has in engagement would be for shares and comments. When comparing Analytics Reports 1 and 2 the client had a decrease of two percent. Although two percent is not large, the number of shares was still declining in Analytics Report 3. In Analytics Report 3, the average number of shares was 9.4 which is a 2 percent decrease from Analytics Report 2. Overall there was a four percent decline in shares throughout the semester. The same can be said about the number of comments the client has received. When comparing the data from Analytics Report 1 and Analytics Report 2 there was a decrease of 41.2%. This is a large difference from the first analytics report. A way that this can be resolved is to make more posts with a call to action, this can get the client's followers more engaged and encourage them to comment. This is a simple fix, and although comments and shares are a weakness the client improved on likes in every analytic report.

INSTAGRAM ANALYSIS

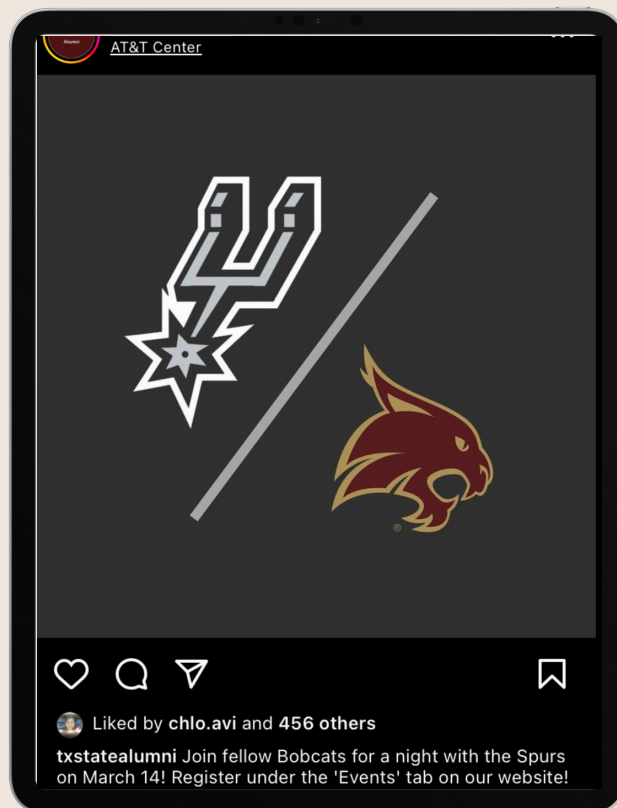


EXAMPLE 1:

THIS POST WAS A REEL ABOUT THE RING CELEBRATION FOR CURRENT STUDENTS. IT CAN BE ASSUMED THAT THIS POST HAD A LARGE AMOUNT OF ENGAGEMENT DUE TO THE WITTY AUDIO PAIRED WITH THE POST. THIS POST HAD 14 SHARES, 3 COMMENTS, 226 LIKES, AND A REACH OF 4,200. AS MENTIONED BEFORE THE AUDIO OF THIS POST MADE IT VERY ENGAGING. ANOTHER REASON THIS POST WAS ONE OF THE TOP PERFORMING IS BECAUSE OF THE RING CELEBRATION BEING ONE OF TEXAS STATE'S LARGEST TRADITIONS. THIS CELEBRATION ATTRACTS BOTH CURRENT STUDENTS AND ALUMNI.

EXAMPLE 2:

THIS POST HAD 77 SHARES, 7 COMMENTS 457 LIKES, AND A REACH OF 4,664. THIS POST WAS ABOUT A GAME BETWEEN THE TEXAS STATE BOBCATS AND THE SAN ANTONIO SPURS. IT CAN BE ASSUMED THAT THE REASON THIS POST HAD A LARGE AMOUNT OF ENGAGEMENT WAS DUE TO THE SPURS LOGO. THIS POST NOT ONLY ATTRACTED TEXAS STATE FANS BUT SPURS FANS AS WELL. INVOLVING THE NBA REACHES MORE PEOPLE WHICH CAUSES MORE ENGAGEMENT.



LINKEDIN ANALYSIS

CURRENT FOLLOWER COUNT

The LinkedIn page has 3,831 followers. The page serves as a platform for Texas State University alumni to connect with each other, stay updated on the latest news, and events related to the university, and access resources for professional development and networking. With a growing number of followers, the Texas State Alumni Association can continue to expand its reach and support the diverse needs and interests of its members. The association also provides opportunities for alumni to engage with current students, participate in mentorship programs, and give back to the university community through philanthropic opportunities. This number has continuously risen during our observation of the platform and continues to increase followers i.e. an increase of 302 followers from Analytics Report 2 to Analytics Report 3.

POSTING FREQUENCY

Based on the data collected, the number of posts was a total of 17 posts over the past two months of data collection. This number is a good number to start with. We were able to gather a sufficient amount of data on these posts and found that the engagement was higher in the month in which one more post was published. We saw a decrease in all numbers collected for Analytics Report 2 (excluding follower count)-- the best guess as to why we saw this decrease across the board is due to pullback-on posting. LinkedIn is quickly rising to the top of social platforms due to its unique network power. This means the Alumni Association has an opportunity to capitalize on this growth continuing to post regularly throughout the week.

CONTENT, TONE AND ENGAGEMENT

The tone is true to the Alumni Association's brand, staying informative yet personal. The posts are all intentional posts with a good mix of jabs and right hooks. The content leans more into seeing what is happening professionally with the Alumni Association as opposed to Instagram and Facebook which both have more event-based/announcement content. We are seeing a decent amount of people engaging with the content, although the data is revealing that as posting frequency lessens the engagement throughout the entire profile with comments decreasing by 76.6%, reactions decreasing 38.8%, and overall reach decreasing by 42.2% all in Analytics Report 3 in comparison to Analytics Report 2.

LINKEDIN ANALYSIS

TRENDS

The Alumni Association has a unique opportunity with LinkedIn. The platform itself is about connecting people professionally, which also happens to be one of the Alumni Association's core goals. The organization should utilize this flock of people on LinkedIn to get more eyes on their name and increase engagement. Similarly to other platforms, images, and authenticity continue to get higher engagement. This is demonstrated by the two most popular posts via LinkedIn since our analysis began. Both posts included two or more photos, with one celebrating the social change of the first five Black women enrolling and the second recognizing current achievements at SXSW. Notably, both the highest-performing posts were specific and inspiring.

STRENGTHS

As of the last analytics report, the Alumni Association has several strong aspects to its LinkedIn Repertoire. The quality of the content is beyond satisfactory. Each is eye-catching and high-resolution. The graphics created are cohesive to the organization's brand, and the captions are true to their voice. The diversity in content is great and should be continued or even pushed further. Lastly, we believe that the room for improvement is a huge strength! There are several times that accounts seem to be doing everything right and still not getting the engagement that are aiming for-- but the Alumni Association, even with a low amount of platform posting, is still gaining momentum.

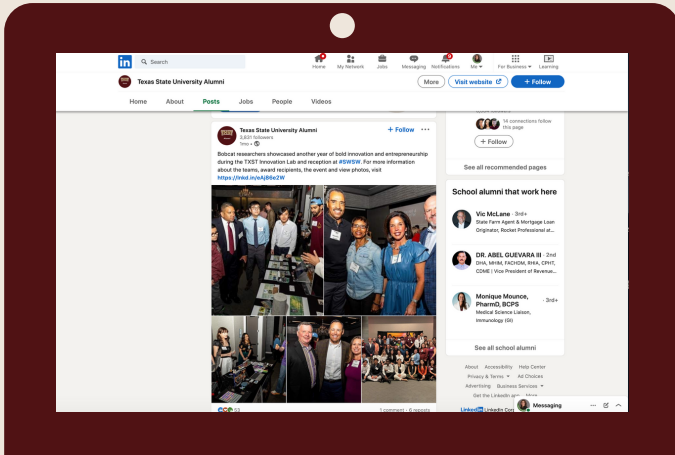
WEAKNESSES

Currently, the frequency of posting appears to be the biggest weakness that the Alumni Association faces. On the bright side, this issue is a very easy one to fix! Increasing the post amount somewhere between two to four times a week will keep the profile on the algorithm's radar and will be pushed to more followers, increasing the reach of the page, which in turn will increase engagement on the platform, eventually leading to conversions for the Alumni Association in grants, donations, volunteers, attendances in events, or simply just a network increase!

LINKEDIN ANALYSIS

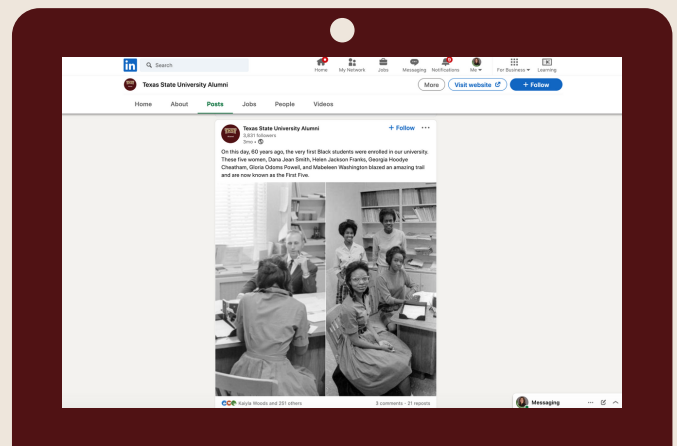
EXAMPLE 1:

THIS POST WAS THE TOP-PERFORMING BECAUSE THIS POST TOOK PLACE AT SXSW THAT WAS HOSTED BY TXST. THE POST ALSO SHOWS IN GREAT DETAIL VARIOUS PROFESSORS, STUDENTS, AND THE PRESIDENT ATTENDING WHICH COULD FURTHERMORE EXPLAIN WHY THE POST DID SO WELL. THIS POST HAD 6 SHARES, 1 COMMENT, AND 53 REACTIONS, BASED ON A REACH OF 1,594 ALSO GIVING IT THE BEST SHOT AT THE HIGHEST ENGAGEMENT.



EXAMPLE 2:

THIS POST HAD THE MOST ENGAGEMENT: IT HAD 21 SHARES, 3 COMMENTS, 252 REACTIONS, AND A REACH OF 5,517 WHICH WAS OUTSTANDINGLY HIGH COMPARED TO OTHER POSTS THIS MONTH. THIS POST WAS THE TOP-PERFORMING POST DUE TO ITS HISTORICAL IMPORTANCE TO THE UNIVERSITY. THIS POST WAS ALSO SHARED DURING BLACK HISTORY MONTH WHICH WE CAN ASSUME IS ANOTHER REASON WHY THIS POST PERFORMED SO WELL.





FACEBOOK

NUMBER OF POSTS



8

AVERAGE SHARES PER POST



11.5

AVERAGE REACH PER POST



2527.0

AVERAGE COMMENTS PER POST



2.1

AVERAGE REACTIONS PER POST



44.6

TOTAL FOLLOWERS:



21,705

HIGHEST PERFORMING POST

THIS POST HAD THE MOST ENGAGEMENT: SHARES, COMMENTS, LIKES, REACTIONS, AND REACH COMPARED TO OTHER POSTS THIS MONTH.

THE POST OUT PERFORMED OTHERS DUE TO DIRECT CORRELATION TO THE PRESIDENT, MAKING THE POST PERSONAL AND RELATABLE. THE POST ENCOURAGED MORE ENGAGEMENT WITH AN OUTSOURCED LINK, QUALITY IMAGE, AND THOUGHTFUL QUOTE.



7



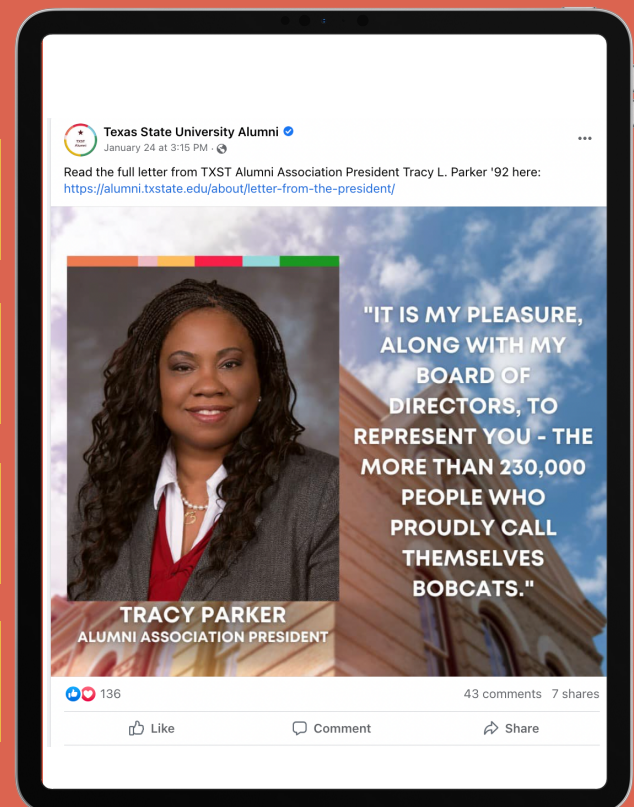
70



184



5691





INSTAGRAM

NUMBER OF POSTS



8

AVERAGE SHARES PER POST



9.8

AVERAGE REACH PER POST



2,120.1

AVERAGE COMMENTS PER POST



3.4

AVERAGE LIKES PER POST



128.6

TOTAL FOLLOWERS:



6,267

HIGHEST PERFORMING POST

THIS POST HAD THE MOST ENGAGEMENT: SHARES, COMMENTS, LIKES, AND REACH COMPARED TO OTHER POSTS THIS MONTH.

THIS POST WAS THE TOP-PERFORMING POST DUE TO ITS COMEDIC ELEMENT, MULTIPLE PICTURES, AND ENGAGING CAPTION.



36



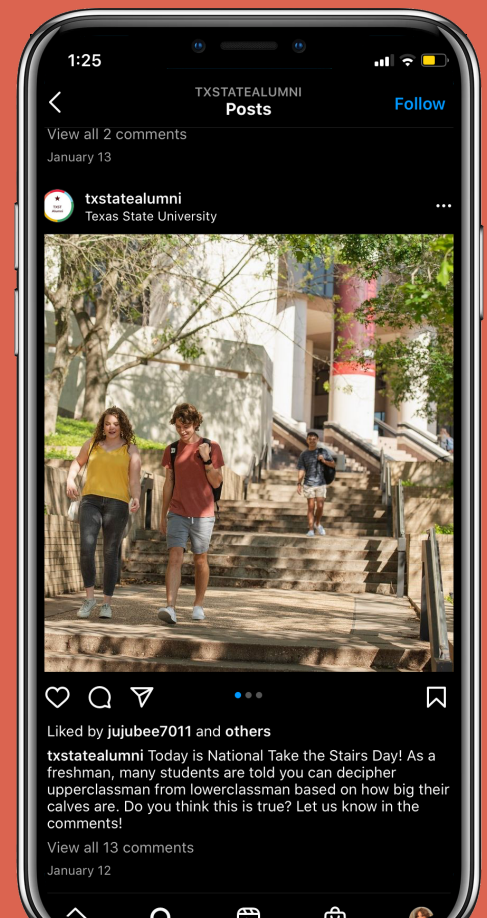
13



421



3,376



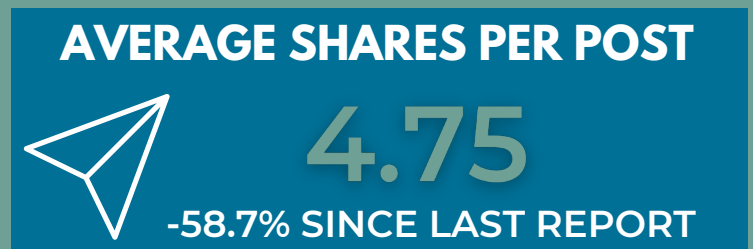


FACEBOOK

HIGHEST PERFORMING POST

THIS POST HAD THE MOST ENGAGEMENT: SHARES, COMMENTS, LIKES, REACTIONS, AND REACH COMPARED TO OTHER POSTS THIS MONTH.

THIS POST OUT PERFORMED OTHERS BECAUSE IT WAS AN INTRODUCTION OF THE NEWEST MEMBERS OF THE ALUMNI ASSOCIATION BOARD OF DIRECTORS. THIS POST IS ABLE TO ENCOURAGE CONNECTIONS AMONGST ALUMNI, CURRENT STUDENTS, AND SOON TO BE ALUMNI WHILE SHOWING THE BENEFITS OF STAYING CONNECTED WITH TEXAS STATE AFTER GRADUATION.





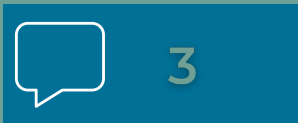
INSTAGRAM

HIGHEST PERFORMING POST

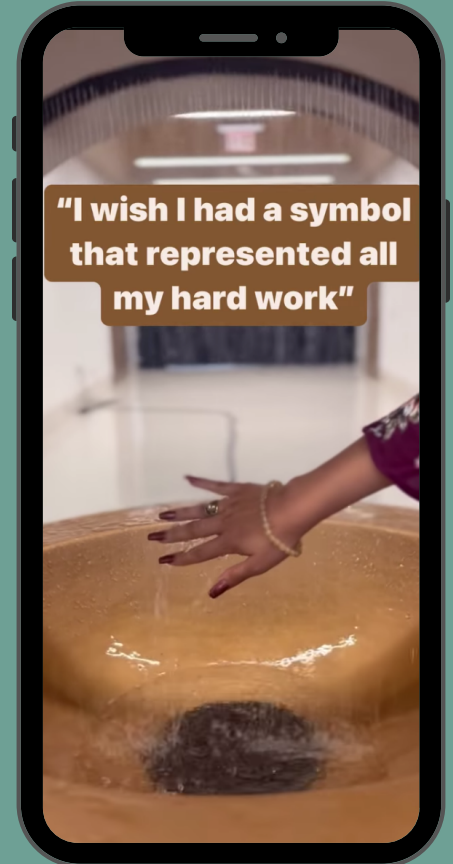
THIS POST HAD THE HIGHEST REACH IN COMPARISON TO THE OTHER POSTS.



IT CAN BE ASSUMED THAT THIS POST HAS THE HIGHEST REACH DUE TO THE FACT THAT IT WAS A REEL.



THE TRADITION AND SCHOOL SPIRIT THAT THE POST ENCOURAGES ALSO PLAYS A FACTOR INTO ITS SUCCESS.

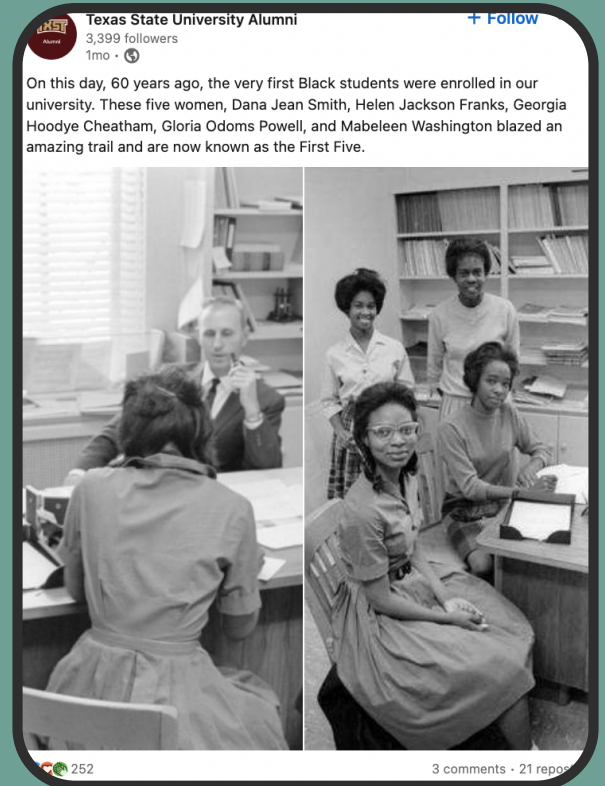
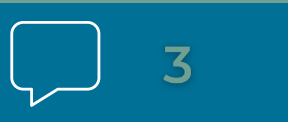


LINKEDIN

HIGHEST PERFORMING POST

THIS POST HAD THE MOST ENGAGEMENT: SHARES, COMMENTS, LIKES, AND REACH COMPARED TO OTHER POSTS THIS MONTH.

THIS POST WAS THE TOP-PERFORMING POST DUE TO ITS HISTORICAL IMPORTANCE TO THE UNIVERSITY. THIS POST WAS ALSO SHARED DURING BLACK HISTORY MONTH WHICH WE CAN ASSUME IS ANOTHER REASON BEHIND WHY THIS POST PERFORMED SO WELL.



NUMBER OF POSTS



9

TOTAL FOLLOWERS:



3,377

AVERAGE REACH PER POST



1,658.6

AVERAGE COMMENTS PER POST



1.6

AVERAGE REACTIONS PER POST



53.1

AVERAGE REPOSTS PER POST



4.8



FACEBOOK

HIGHEST PERFORMING POST

THIS POST HAD THE MOST ENGAGEMENT: SHARES, COMMENTS, LIKES, REACTIONS, AND REACH COMPARED TO OTHER POSTS DURING THIS TIME PERIOD.

THIS POST PERFORMED THE HIGHEST DUE TO THE FACT THAT AN EVENT THAT INCORPORATES TEXAS STATE WAS MENTIONED. THE POST ALSO STATES THIS WAS AN ANNUAL EVENT THAT TAKES PLACE SO WE CAN ASSUME THIS POST WAS SHARED AROUND TO SPREAD INFORMATION REGARDING THE EVENT.



36



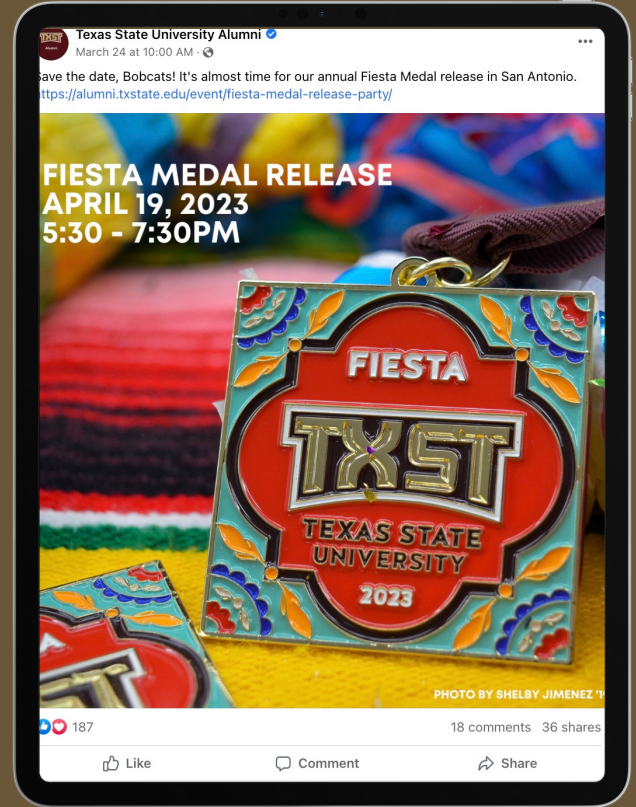
54



297



18,517



NUMBER OF POSTS



20

TOTAL FOLLOWERS:



22,166

+316 FOLLOWERS SINCE LAST REPORT

AVERAGE REACH PER POST



3715.9

-0.44% SINCE LAST REPORT

AVERAGE COMMENTS PER POST



6.05

-75.3% SINCE LAST REPORT

AVERAGE REACTIONS PER POST



55.6

-46.2% SINCE LAST REPORT

AVERAGE SHARES PER POST



4.7

-1.0% SINCE LAST REPORT



INSTAGRAM

HIGHEST PERFORMING POST

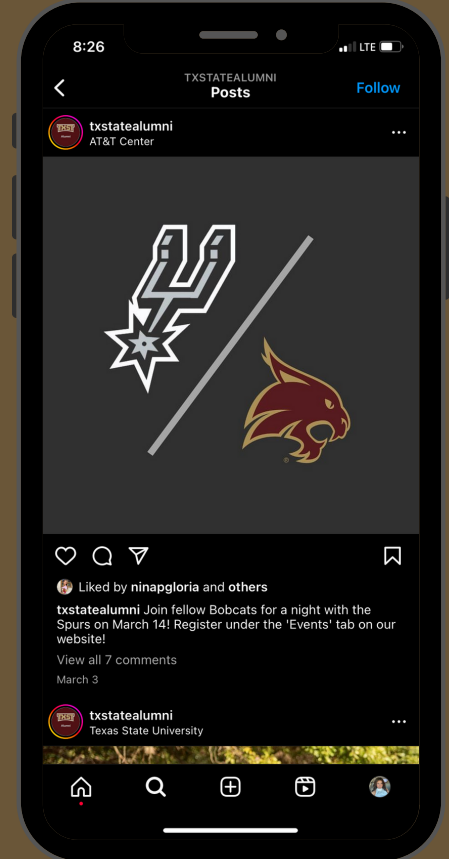
THIS POST HAD THE HIGHEST REACH IN COMPARISON TO THE OTHER POSTS.



IT CAN BE ASSUMED THAT THIS POST HAS THE HIGHEST REACH DUE TO THE FACT THAT IT WAS AN EYE-CATCHING PHOTO TO SEE THE SPUR'S LOGO VS. TXST LOGO.



THE POST WAS REGARDING AN ALUMNI EVENT, WHICH CAN BE VERY POPULAR WHEN EXCITING ORGANIZATIONS LIKE THE NBA IS INVOLVED.



LINKEDIN

HIGHEST PERFORMING POST

THIS POST HAD THE MOST ENGAGEMENT: REPOSTS, REACTIONS, AND IMPRESSIONS COMPARED TO OTHER POSTS THIS MONTH.

THIS POST WAS THE TOP-PERFORMING BECAUSE THIS POST PROMOTED AN EVENT THAT TOOK PLACE AT SXSW THAT WAS HOSTED BY TXST. THE POST ALSO SHOWS IN GREAT DETAIL VARIOUS PROFESSORS, STUDENTS, AND THE PRESIDENT ATTENDING WHICH COULD FURTHERMORE EXPLAIN WHY THE POST DID SO WELL.



NUMBER OF POSTS



8

-11.1% SINCE LAST REPORT

TOTAL FOLLOWERS:



3,679

+302 FOLLOWERS SINCE LAST REPORT

AVERAGE REACH PER POST



957.9

-42.2% SINCE LAST REPORT

AVERAGE COMMENTS PER POST



0.375

-76.6% SINCE LAST REPORT

AVERAGE REACTIONS PER POST



36.7

-30.8% SINCE LAST REPORT

AVERAGE REPOSTS PER POST



4

-16.6% SINCE LAST REPORT