

TEXAS STATE



CENTER

CLIENT PORTFOLIO

MC4326-ADVANCED SOCIAL MEDIA
ANALYTICS
SCHOOL OF JOURNALISM AND MASS
COMMUNICATION
TEXAS STATE UNIVERSITY
SPRING 2020

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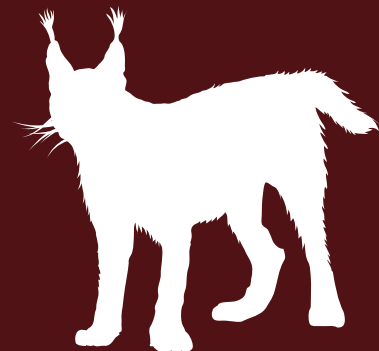


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CLIENT OVERVIEW

PACE CENTER

MISSION STATEMENT

To provide innovative, comprehensive, and proactive academic advising and programs to first-year students

TARGET AUDIENCE

First-year students at Texas State University

SERVICES

- Career Advising
- Academic Coaching
- Peer Mentoring
- University Seminar
- Career Exploration

CONTACTS



Twister Marquiss



Allison Jones

TWITTER



FOLLOWERS

2,058



COMMUNITY

AGE

18-35

AUDIENCE

The majority of followers are Texas State students, professors and peer mentors. The main target audience is incoming and current freshmen students.

TWITTER

CONTENT

The PACE Center's content focuses on information for freshmen, school events and Bobcat spirit. The majority of tweets are call to actions and reminders. Some tweets include pictures of Texas State campus and students.

TONE

PACE center maintains a bright positive tone that focuses on sharing important information and deadline reminders.

ENGAGEMENT

Engagement rate has gone up by 0.6% percent in the past month. Now it's the time to create more interactive content to engage with the followers.

FREQUENCY

About 2-3 posts every week.

TWITTER

TRENDS

The engagement average rate has gone up 0.6% since February. The average likes per tweet are up 45.5% from the last report. The account lost 28 followers since February.

STRENGTHS

- Consistent ratio of weekly posts.
- Maintains a welcoming tone.
- Shares reliable sources for freshmen

WEAKNESSES

- While the page is informative, it lacks a balanced ratio of jabs and right hooks.
- Not enough interactive content
- More tweets with images can help switch up things.

TWITTER CONTENT



PACE Center at Texas State
@txstspace

Give back. Get paid.

Apply today to be a PACE Peer Mentor!
Details and more information at the link
in our bio. ✨



12:42 PM · 2/20/20 · [Twitter for iPhone](#)

7 Retweets 14 Likes



PACE Center at Texas State
@txstspace

Spring vs. Winter at [#TXST](#). 🐱

[#txst24](#) [#txstbound](#)



2:55 PM · 3/5/20 · [TweetDeck](#)

4 Retweets 26 Likes



Tweets with images
bring diversity to the
Twitter account.

TWITTER CONTENT



PACE Center at Texas State
@txstpace



6 Ways to Tackle Procrastination:

1. Make a to-do list 📝
2. Turn off your phone 📱
3. Reward yourself 🎉
4. Set a schedule 📅
5. Work in intervals 🧘
6. Find friends to study with 🙌

7:05 PM · 4/29/20 · [TweetDeck](#)

10 Retweets 23 Likes



PACE Center at Texas State
@txstpace



Peer Mentoring is hosting a Netflix Party tomorrow night at 6:30pm — and you get to help pick the movie! 🎬
[#TXST](#)

Incredible 2

35%

Inception

21%

Dumplin

32%

Other Netflix movies

12%

91 votes · Final results

3:04 PM · 4/15/20 · [Twitter for iPhone](#)

8 Retweets 8 Likes

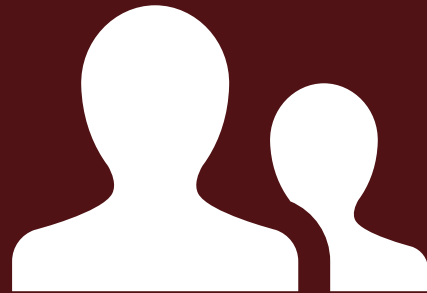
Great examples of
interactive tweets that
help build a connection
with the audience.

INSTAGRAM



FOLLOWERS

1,037



COMMUNITY

AGE	AFFILIATION	CLASSIFICATION
18-24	Texas State University Students	Majority of followers are freshmen

INSTAGRAM

TONE

The tone that the PACE Center uses is friendly, informative, and helpful. This makes the PACE Center more approachable which is great.

ENGAGEMENT

Engagement rate has gone up by 23% which is impressive.

Now it is time to work on the PACE Center's interaction rate with the audience.

CONTENT

- Instagram Stories
- Videos
- Images

The majority of content posted are pictures of the Texas State Campus and students on both the feed and stories. The captions include informative details about the PACE Center's services, or important deadlines that students should look out for. Some captions include "jabs" (relationship builders).

FREQUENCY

About 2-5 posts a month.

INSTAGRAM

TRENDS

Engagement rate has gone up by 23% within the last month and a half. Frequency of posts has gone down to 2 posts a month which could be due to the closure of campus. Reach has gone up by 19.2%. The profile has also gained 12 new followers since the February report.

WEAKNESSES

- Not enough interaction with student comments
- The frequency of posting is lower than desired
- More video content would add variety to the profile which is slightly low

STRENGTHS

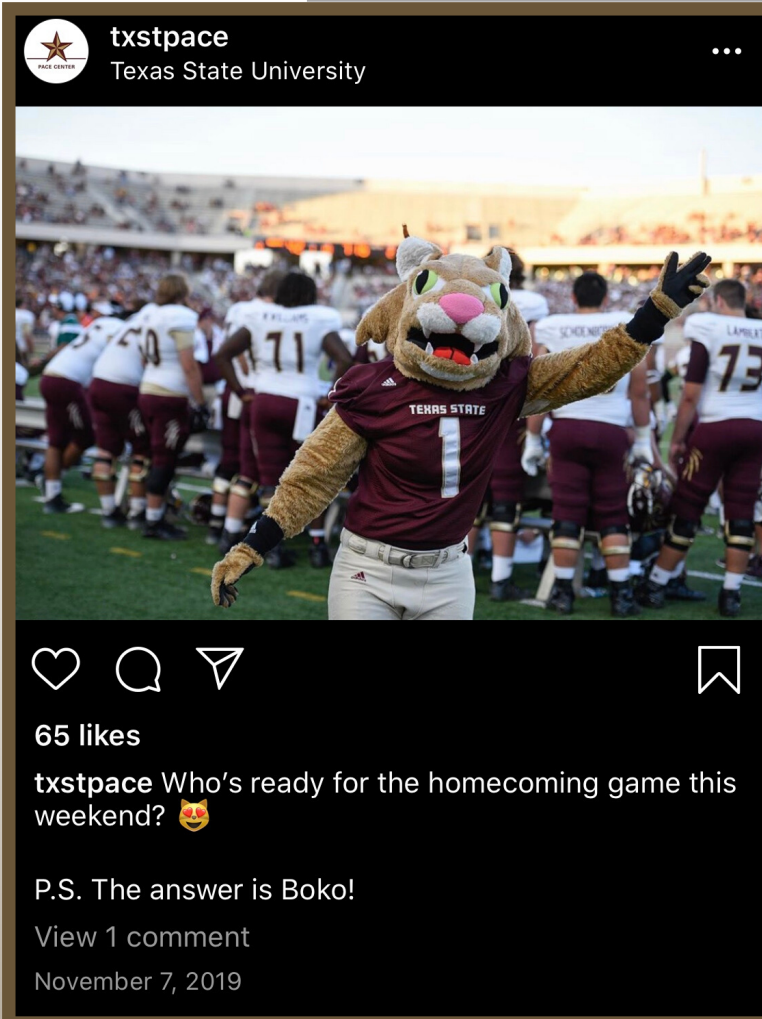
- Great profile aesthetic with uniform color layout
- Amiable tone throughout captions
- Consistent campus to student ratio in images
- Great story highlights

INSTAGRAM CONTENT



These high-quality images of the TXST campus are a perfect example of an ideal post.

INSTAGRAM CONTENT



Pictures of TXST students and the school mascot bring a bright tone to the profile.

ANALYTICS REPORT #1

January 1-
January 31



TWITTER ANALYTICS REPORT

JANUARY 1-
JANUARY 31
2020



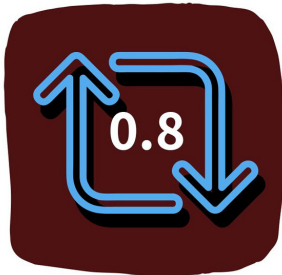
PACE Center at Texas State
@txstpace



TWEETS



TOTAL FOLLOWERS



Average
Retweets



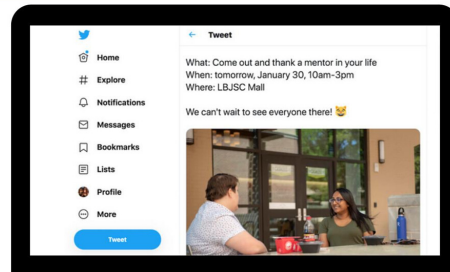
Average
Likes



Average
Replies

BEST PERFORMING TWEET

Jan. 29, 2020
5:35 PM



6 LIKES
4 RETWEETS
1,481 IMPRESSIONS

ANALYTICS REPORT #2

February 1-
February 29

TWITTER ANALYTICS REPORT



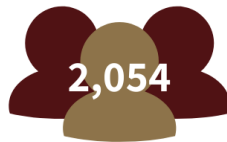
FEBRUARY 1-
FEBRUARY 29
2020



PACE Center at Texas State
@txstpace



TWEETS



TOTAL FOLLOWERS

+32 SINCE JAN.



27,876

IMPRESSIONS



ENGAGEMENT

avg. engagement rate per post

Engagement



Average **Likes** Per Tweet



Average **Replies** Per Tweet



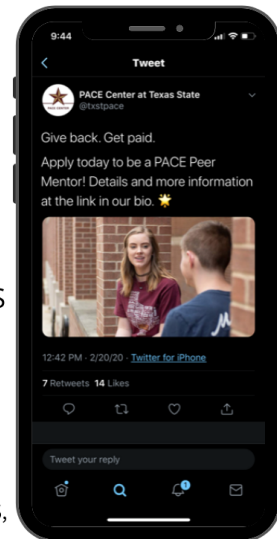
Average **Retweets** Per Tweet



BEST PERFORMING TWEET

2/20/20
12:42 pm

7 RETWEETS
14 LIKES
182 ENGAGEMENTS



BASED ON IMPRESSIONS, ENGAGEMENT, RETWEETS AND LIKES

ANALYTICS REPORT #2

February 1-
February 29

INSTAGRAM ANALYTICS REPORT



FEBRUARY 1-
FEBRUARY 29
2020

PACE Center at Texas State
@txstpace



TOTAL POSTS

PER POST



Average
Reach
Per Post

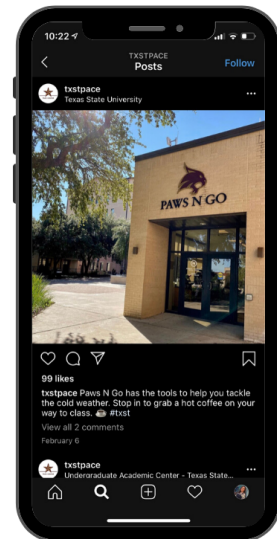


Average
Engagement
Per Post

BEST PERFORMING POST

2/06/20

99 LIKES
2 COMMENTS
92 ENGAGEMENTS



*BASED ON
ENGAGEMENT*

ANALYTICS REPORT #3

March 1-
April 15



TWITTER ANALYTICS REPORT



MARCH 1-
APRIL 15
2020



@txstspace

▲▼
Up/Down since last report

28
TWEETS

2,070
TOTAL FOLLOWERS
▼ -16
since last report

52,721
IMPRESSIONS

3.1%
ENGAGEMENT
% of your audience interacts with your content

Engagement

6.4

Average Likes Per Tweet ▲ 45.5%

0.1

Average Replies Per Tweet ▲▼ 0%

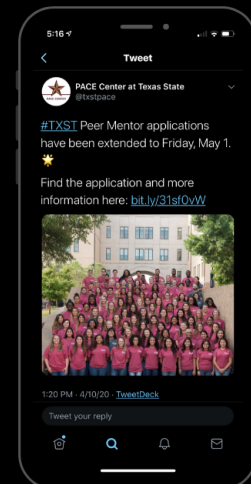
2.2

Average Retweets Per Tweet ▲ 83.3%

Best Performing Tweet

9 Retweets
27 Likes
12,700 Impressions

4/10/20
1:20 PM



Based on likes, retweets, replies and impressions.

ANALYTICS REPORT #3

March 1-
April 15



INSTAGRAM ANALYTICS REPORT



*Up/Down
since last
report*



@txstspace

MARCH 1-
APRIL 15
2020



POSTS



FOLLOWERS

+12

*Since Last
Report*

Engagement



Average
Engagement 23%
Per Post

*% of your audience
interacts with your content*



Average
Reach 19.2%
Per Post

Best Performing Post

128 Engagements

*Number of Likes,
Saves, and Comments*

738 Reach

*Number of Unique
Users that saw Your Post*

03/05/20

*Based on reach
and engagements*

