



Social Media Analytics Report: Summer 2016

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INTRODUCTION:

The following report presents an overview of data and results of [REDACTED]'s main social media presences during the 2016 summer months (June-August). This report includes numbers representing engagement, engagement rate, reach, impressions, followers and likes. This report will also highlight the top performing posts from each month. To provide a frame of reference, it will also briefly look at the social media of other four-year universities within [REDACTED] and compare numbers to data collected in spring 2016.

[REDACTED] utilizes a number of social media platforms. Not all are represented in this report, as this report focuses on [REDACTED]'s most utilized social media platforms, which are Facebook, Twitter, Instagram. The University also heavily utilizes Snapchat, but this platform does not make analytics accessible and reporting data is not easily accessible. Gathering more robust data from Snap is something the social media team is working on for future reports.

The social media data used to display [REDACTED]'s social media results and effectiveness in this report have been gathered from social media platform dashboards (provided by the platform), calculated based on information provided by the platform dashboard analytics, or gathered from observing data directly from the platforms. All data was collected the dates of November 11-December 15, 2016 unless otherwise stated.

SOCIAL MEDIA WITHIN THE [REDACTED]

[REDACTED]:

This section of the report will provide a brief overview of all four-year universities within the [REDACTED] in regards to social media. This data includes their founding year, undergraduate enrollment, social media follower counts, and social media follower growth on Facebook, Twitter, and Instagram. Founding year and undergraduate enrollment are an indicator of potential alumni and student base that the Universities may draw from.

Without access to these universities' analytics reports, only basic data is known. Using this data helps frame the effectiveness of [REDACTED] social media efforts by providing basic comparisons to other [REDACTED] four-year universities.

OVERVIEW:*Data collected on November 11, 2016*

University	Year Founded	Undergraduate Enrollment	Facebook Likes	Twitter Followers	Instagram Followers
██████████	1916	10,499	27,131	12,100	9,239
██████████	1965	6,668	19,303	8,120	4,164
██████████	1909	9,728	22,181	4,497	2,728
██████████	1848	29,580	276,146	139,000	87,100
██████████	1885	21,398	38,520	29,800	10,300
██████████	1871	12,623	16,691	8,470	2,620
██████████	1968	4,448	6,706	3,043	928
██████████	1866	7,822	16,081	6,098	4,484
██████████	1874	5,721	13,719	4,385	2,532
██████████	1894	9,231	5,641	3,855	1,417
██████████	1891	9,535	23,392	4,551	2,597
██████████	1893	2,600	5,474	2,524	761*
██████████	1868	12,351	28,374	11,200	n/a

*Note: ██████████'s Instagram account is labeled as an "admissions" account.

UW SYSTEM SOCIAL MEDIA:

- ❖ Within the ██████████, there are 13 four-year universities; all of the universities can be found on Facebook and Twitter, and all can be found on Instagram with the exception of ██████████. Branches of ██████████ are active on Instagram, but there is no official Instagram account affiliated with the university.
- ❖ ██████████ is the oldest university and has the largest population; ██████████ has the most followers on the three social media platforms recorded in this report. ██████████ is the sixth oldest, and has the second largest population in the ██████████; ██████████ comes in second with most followers on all three of the social media platforms accounted for in this report.
- ❖ ██████████ has the lowest student populations, and the university currently has the lowest follower count on Facebook, Twitter, and Instagram.
- ❖ ██████████ is the second youngest, with the fourth smallest population of four-year schools in the ██████████. ██████████ comes in seventh for Facebook likes, sixth for Twitter followers and fifth for Instagram followers.
- ❖ Additional factors that influence follows/likes include university athletic programs fan bases, as well as the surrounding community population and involvement.

SOCIAL MEDIA GROWTH:

Building an audience and maintaining a consistent growth is a goal for [REDACTED] social media. To better measure our growth on social media, we compare it to similar institutions. The most comparable university to [REDACTED], within the [REDACTED], is [REDACTED], due to the institution's similar size. The table below presents information on the growth seen on Facebook, Instagram and Twitter by [REDACTED] and [REDACTED] from spring 2016 to summer 2016.

University	Facebook Likes Increase	FB Growth %	Twitter Followers Increase	Twitter Growth %	Instagram Followers Increase	Instagram Growth %
[REDACTED]	572	3.1%	406	5.2%	670	19.2%
[REDACTED]	726	5.6%	178	4.2%	554	28.0%

Note: [REDACTED] shows a high percentage in growth rate on Facebook and Instagram. It is important to keep in mind that growth is easier when numbers are smaller. [REDACTED]'s Instagram followership is almost twice as large as [REDACTED]'s Instagram followership. [REDACTED]'s Facebook followership is also noticeably bigger.

[REDACTED] SOCIAL MEDIA

OVERVIEW:

Platform	Spring 2016	Summer 2016	Growth	% Growth
Facebook	18,731	19,303	572	3.1%
Twitter	7,714	8,120	406	5.2%
Instagram	3,494	4,164	670	19.2%

FACEBOOK OVERVIEW:

This section of the report will provide detail on the activities of Facebook from spring 2016 and summer 2016. The chart below will provide information on: engagement (post clicks, comments, likes, shares, etc.) and reach (number of people posts are served to). Data from over two-thirds of the year is presented for comparison purposes.

The most successful post from each month is also shown. For the purpose of this report, the most successful post is defined as the post with the largest reach.

SPRING 2016

Month	Posts	Engagement**	Reach*
January	37	n/a	178,063
February	84	n/a	222,901
March	87	n/a	344,499
April	67	n/a	203,261
May	83	n/a	267,713
Monthly Average	72	n/a	243,287

SUMMER 2016

Month	Posts	Engagement**	Reach*
June	49	n/a	242,984
July	48	n/a	144,238
August	59	n/a	211,400
Monthly Average	52	n/a	199,540

*Note: Reach is a total of each day of the month's reach and includes organic and paid reach. Paid reach is achieved through Facebook advertising.

**Note: Facebook insight has changed due to the addition of "reactions" and "engagement" is no longer reported.

Semester Highlights

The █████ Facebook experienced an expected fall from the Spring of 2016 to the Summer of 2016. This may be due to many students having a different summer schedule and leaving the campus for the summer. With less posting and less students, reach was still very promising in the summer months. June's reach exceeded months like January, February, and April. July experienced the lowest fall, most likely due to being in the midst of summer for students and having the lowest posting. This one-month fall was a main reason for the lower average in summer. August was a very average month, following within close range of months such as January, February, and April. The monthly average post decreased by 20 posts from spring 2016 to summer of 2016. The monthly average reach followed, decreasing from spring 2016 to summer 2016 by 43,747. **The most important area to observe is that reach per post increased by 459 people served from spring 2016 to summer 2016.**

MOST SUCCESSFUL POST – BY MONTH:

The following posts are the most successful posts of summer 2016. For this section, “most successful post” is defined by the post with the highest reach. Two of the most successful posts were link posts and one was a video post. All three of the most successful post feature people from the University--- academic honors students, a prominent alumna, and an alumnus/staff member who is a familiar face on campus.

JUNE 2016:

Published by Jena Richter Landers [?] · June 27 · 🌐

Congratulations to all who achieved spring semester academic honors!

announces spring semester academic honors | Inside News

announces spring semester academic honors — The has made public the names of students receiving academic honors for the spring semester. Students who earn a 4.0 gradepoint average, which represents all "A" grades, receive highest honors. High...

NEWS .EDU

🟢 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 2,700 people.

50,148 people reached Boost Post

👍❤️ 231 24 Comments 134 Shares

👍 Like 💬 Comment ➦ Share

50,148 People Reached

3,261 Reactions, Comments & Shares

2,549 👍 Like	223 On Post	2,326 On Shares
114 ❤️ Love	8 On Post	106 On Shares
2 😂 Haha	0 On Post	2 On Shares
17 😲 Wow	0 On Post	17 On Shares
437 Comments	41 On Post	396 On Shares
142 Shares	134 On Post	8 On Shares

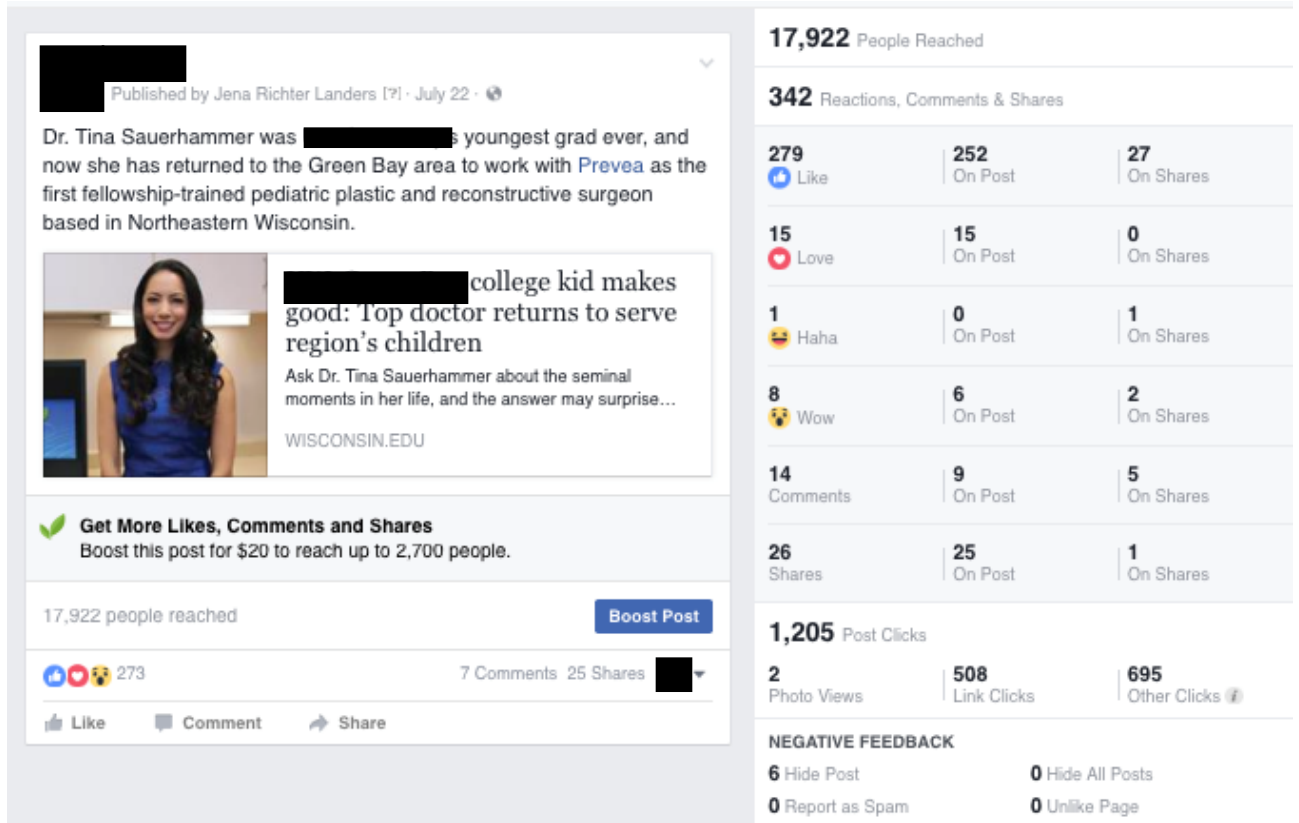
4,648 Post Clicks

0 Photo Views	2,058 Link Clicks	2,590 Other Clicks
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NEGATIVE FEEDBACK

25 Hide Post	8 Hide All Posts
0 Report as Spam	0 Unlike Page

JULY 2016:




AUGUST 2016:

UWGB

Published by Jena Richter Landers · August 25 ·

🌐 🔒

Cross Country coach and academic coordinator for Mike Kline says he has never worked a day in his life. "That's because I have the best job in the world... When my alarm goes off at 4:26 every morning, I look forward to going to work, and when you look forward to going to work, life is pretty, pretty good." Hear more from Kline — how he personally experienced the transforming power of a degree, and how it has shaped him to be a positive influence to those around him.



Phoenix Tales - Mike Kline
02:19

✔

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,700 people.

37,979 people reached
Boost Post

👍👎 392
💬 32 Comments 122 Shares

👍 Like
💬 Comment
➦ Share

37,979 People Reached

13,437 Video Views

1,377 Reactions, Comments & Shares

1,106 Like	366 On Post	740 On Shares
53 Love	26 On Post	27 On Shares
1 Wow	0 On Post	1 On Shares
93 Comments	34 On Post	59 On Shares
125 Shares	122 On Post	3 On Shares

4,181 Post Clicks

219 Clicks to Play	0 Link Clicks	3,962 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

TWITTER OVERVIEW:

This section of the report will provide detail on the analytics of [REDACTED] Twitter from both spring 2016 and summer 2016. The chart below will provide information on: engagement (interaction with a tweet; such as: clicks, replies, retweets, likes, etc.), Impressions (number of times a tweet is seen), and engagement rate (engagement divided by impressions; what percentage of impressions led to interaction).

The most successful post from each month is also shown. For the purpose of this report, the most successful post is defined as the post with the largest reach.

SPRING 2016:

Month	Posts	Engagement	Impressions	Engagement Rate
January	47	734	93,900	1.5%
February	82	1,058	130,500	1.6%
March	154	3,186	295,600	1.9%
April	130	981	222,300	1.1%
May	141	1,680	256,000	1.1%
Monthly Average	111	1,538	199,860	1.4%

SPRING 2015:

Month	Posts	Engagement	Impressions	Engagement Rate
June	128	1,070	173,000	1.2%
July	106	953	143,500	1.1%
August	117	1,049	133,800	1.3%
Monthly Average	117	1,024	150,100	1.2%

Semester Highlights

Monthly average engagement and monthly average impressions decreased from spring 2016 to summer 2016. Monthly average engagement decreased by 33%, and monthly average impressions decreased by 25%. Both numbers are not surprising given the busy summer schedules of students who may not be focused on the university as much during the summer months. An increase in amount of posts would have most likely increased both engagement and impressions enough to match more closely to spring 2016.

MOST SUCCESSFUL TWEET – BY MONTH:

There were common themes seen throughout the successful tweets of spring 2016. All of the posts contained an image and hashtag(s) and all of them reference current popular culture (Angry Birds, Pokemon Go, and Green Bay Packers.)

JUNE 2016:



Impressions	26,628
Total engagements	76
Detail expands	22
Media engagements	16
Link clicks	16
Likes	13
Retweets	6
Profile clicks	2
Hashtag clicks	1

JULY 2016:



Impressions	3,176
Total engagements	349
Media engagements	274
Detail expands	29
Likes	15
Link clicks	14
Hashtag clicks	7
Profile clicks	7
Retweets	3

AUGUST 2016:



Alumnus Kevin Wellens performing in front of more than 70,000 people at @LambeauField last night. Awesome. #OAKvsGB



RETWEETS 5 LIKES 20

11:11 AM - 19 Aug 2016

Impressions	5,220
Total engagements	99
Media engagements	57
Likes	20
Retweets	5
Detail expands	5
Profile clicks	5
Hashtag clicks	4
Link clicks	3

██████ INSTAGRAM OVERVIEW:

Instagram does not provide users with the same type of analytical tools and insights as Facebook and Twitter. The data shown below was collected and calculated manually. This section of the report will breakdown data from the activity on ██████'s Instagram during summer of 2016, and will compare it to the data from spring 2016. Data from two terms is presented for similar comparisons.

Likes and comments are the only measurable forms of interaction on this platform from both time periods. Instagram does have new analytics that will soon be usable in the future for timeframes where analytics began collecting data. The monthly average amount of posts was 16 in spring 2016 and was 17 in summer 2016.

SPRING 2016 – LIKES:

Month	Likes	Average Like Per Post
January	1,242	155
February	1,455	97
March	2,951	141
April	1,951	115
May	2,793	140
Monthly Average	2,078	130

SUMMER 2016 – LIKES:

Month	Likes	Average Like Per Post
June	1,409	94
July	1,740	97
August	1,848	109
Monthly Average	1,666	100

SPRING 2016 – COMMENTS:

Month	Comments	Average Comment Per Post
January	6	1
February	12	1
March	9	0
April	17	1
May	10	1
Monthly Average	11	1

SUMMER 2016 – COMMENTS:

Month	Comments	Average Comment Per Post
June	14	1
July	11	1
August	12	1
Monthly Average	12	1

Semester Highlights

From spring 2016 to summer 2016, the monthly average of Instagram likes decreased by 20%. The number of average likes per post decreased by 23%. However, the monthly average from spring 2016 to summer 2016 for Instagram comments increased, going up by 9%.

MOST SUCCESSFUL POSTS – BY MONTH:

The most successful Instagram post each month is defined by the post that had the most likes that month. Each popular post appeared to have a unique selling point for engagement. One focused on the changing of the seasons, specifically summer where students are most likely excited about. The second post was timely photo from an incoming admitted student with a twist of artistic spirit. Finally, the most popular post of

the three featured an alumnus and Lambeau Field. The most successful August post featured an image that also appeared in the most successful tweet from August.

JUNE 2016:



150 likes

28w

Get the Scoop: a sign of summer
ezpzmarquee :)



♡ Add a comment...



JULY 2016:



[Redacted]

189 likes 23w

[Redacted] U-W-G-B! 📷 📍: Rachel Lokken, via Facebook

📄 Add a comment... ⋮

AUGUST 2016:



Lambeau Field

240 likes

16w

uwgb Alumnus Kevin Wellens singing the national anthem in front of last night's @lambeaufield crowd

♥ Add a comment...



CONCLUSION:

The ██████████'s social media presence is continually expanding its reach and maintaining successful platforms on Facebook, Twitter and Instagram. The follower base had increased on each of these platforms from Spring 2016 to Summer 2016 and for Instagram, one the most popular platforms for our target audience, the increase has stuck to its trend of increasing at a very high pace. Also, when comparing ██████████ to similar sized universities within the ██████████, ██████████ shows a significantly higher follower base.

This report shows that from spring 2016 to summer 2016, there was steady growth on ██████████'s platforms. From spring 2016 to summer 2016, the followership of all platforms increased by an average of 9.2%. This increase in followership should lead to greater engagement numbers in the fall and spring semesters where students focus largely on ██████████. It is crucial to continue to strategize on each platform and create content that creates strong engagement based on our followership. Having the best bang for buck in terms of engagement per follower will only become more vital in the future. This is why we are very glad to see continual growth in our followership to give us a base for that engagement.

██████████ continues to utilize social media to tell our story. With top platforms like Facebook, Twitter and Instagram, ██████████ connects with current and prospective students, parents, alumni, faculty and staff, partners, and the greater Green Bay community. Extending our brand through social media is a priority – part of that includes using these platforms as a channel to gather feedback from our shareholders.

Recent data from OmniUpdate and Ruffalo Noel Levitz's E-expectations report on college-bound juniors and seniors show that web presences of Universities are increasingly important to prospective students. Sixty-percent of Senior and 55% of juniors said they were "more likely to consider institutions that use email, text, and social media to communicate."