

TEXAS STATE UNIVERSITY

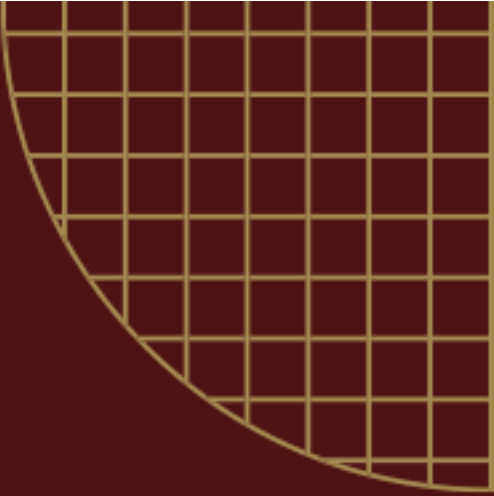
MC 4326 - ADVANCED SOCIAL  
MEDIA AND ANALYTICS

TEXAS  STATE<sup>®</sup>  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION

S P R I N G 2 0 2 4

FACEBOOK

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TYLER VICK



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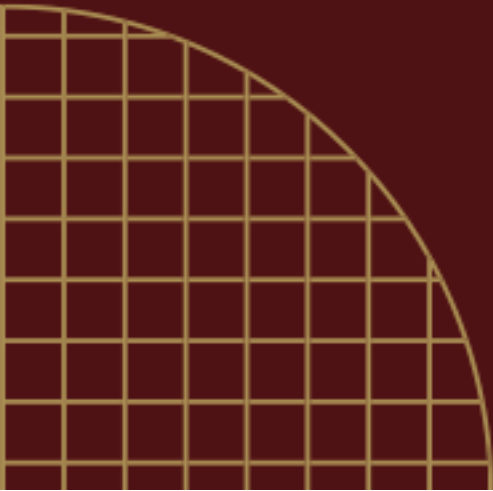
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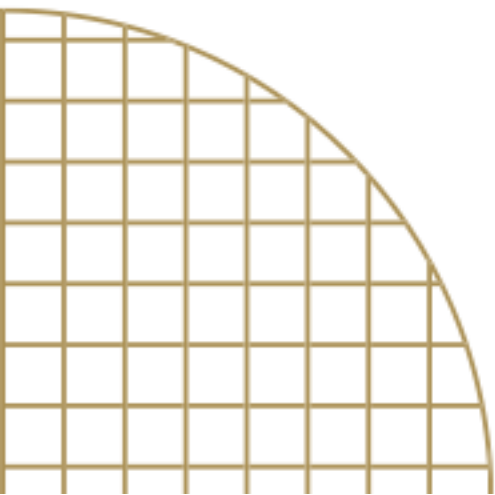
## CLIENT OVERVIEW

### MISSION

To nurture diverse learning environments, cultivating strong skills in professionals, scholars, and citizens in the realm of media.

### 7 DEGREES OFFERED

Advertising, Digital Media Innovation, Electronic Media, Journalism, Public Relations, Mass Communication, M.A. in Mass Communication.





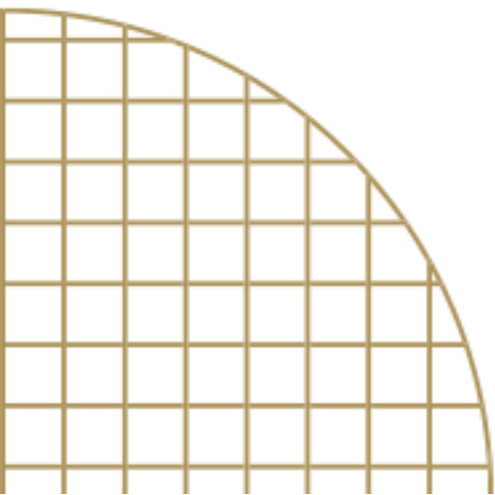
## CLIENT OVERVIEW

### SOCIAL MEDIA PRESENCE

The Facebook page posts every couple of weeks on various topics within the school of journalism and the various programs. This includes pictures and posts highlighting students working within various programs, receiving awards, and important dates within the school.

### SOCIAL MEDIA KEY PLAYER

Albert Suarez





## **SOCIAL MEDIA PRESENCE**

**FACEBOOK @TXSTSJMC**

### **Activity**

- Posts 1-4 times a month.
- Last post was on Feb 13th.
- Content includes events, news articles, and photographs with captions.
- Average post gets less than 25 likes, 2-3 comments, and 5 or fewer shares.

### **Goals**

Post more. Direct more attention to the target audience (parents, family). Post updates, events, reminders- content that parents would like to see.



## **SOCIAL MEDIA PRESENCE**

INSTAGRAM @TXSTSJMC

### **Activity**

- Content includes photographs, infographics, stories, and highlights.
- Last post was made on the 2nd of April.
- Didn't frequently post on their Instagram in 2023 since there were only 18 posts total from 2023.
- Started posting more this year with 14 total posts so far for 2024. .
- Average post gets less than 200 likes, and each post either has 2-3 comments or none at all.

### **Goals**

Post more. Post content directed at Instagram's target audience: students. Upload pictures that are eye-catching to gain attention.



## **SOCIAL MEDIA PRESENCE**

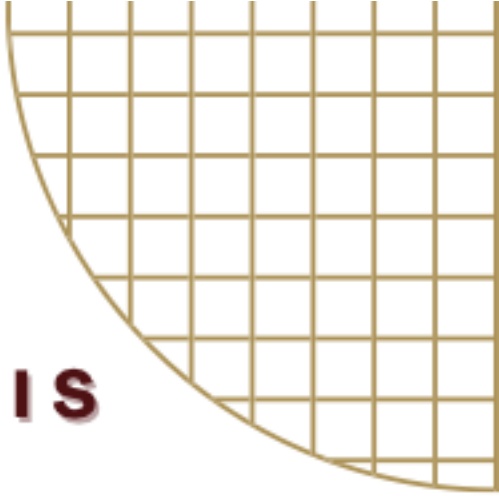
LINKEDIN @TXSTSJMC

### **Activity**

- Zero posts on LinkedIn
- Only has an “overview” section
- Account has 205 followers

### **Goals**

Start posting content. Utilize the page’s following. Connect with alumni, prospective students, industry professionals, and professors.



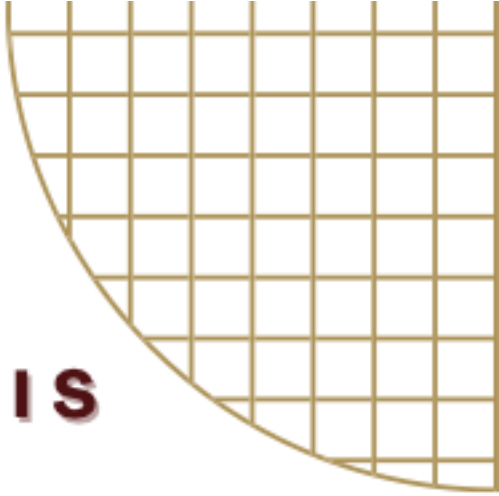
# PLATFORM ANALYSIS

## Target Audience and Community

- Students
- Parents & Families
- Staff
- Alumni
- Employers

## Content

- Photos and videos of staff, students and projects completed by students.
- Worded posts for updates on awards and current events.
- Embedded links to Youtube videos or articles that highlight accomplishments or projects completed by current and past students.



# PLATFORM ANALYSIS

## Tone

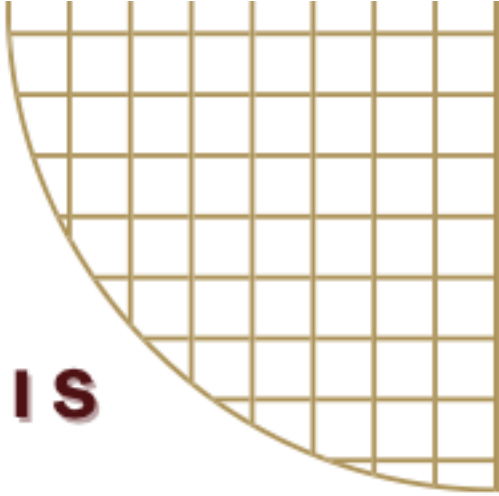
- Positive and Supportive
- Informative
- Admiring & Appreciative

## Frequency

- Posts are scarce.
- Consistent for a few months, then no longer very active.

## Engagement

- Like count is very low.
- Page following is 1.9k, needs to be higher to gain more traction.
- More comments and shares needed.



# PLATFORM ANALYSIS

## Strengths

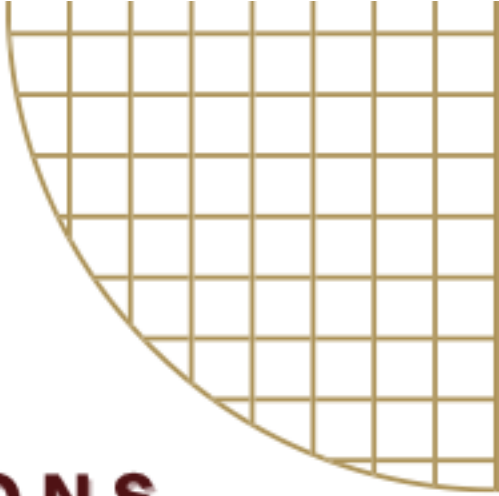
- Highlights a sense of community.
- Target audience met.
- Nice imagery of students and professors.

## Weaknesses

- Lacks consistency and outdated content.
- Not informative to parents.
- Brand not distinct.

## Opportunities

- Posts that highlight current students' work, with descriptions of assignments or projects completed.
- Upcoming "Events" area with dates and times.
- Updates about the university like registration, and payment dates for parents.
- Use Meta to link Instagram posts to post on Facebook as well.



## **FUTURE RECOMMENDATIONS**

### **Goal**

Highlight the department's programs, achievements, and extracurricular activities to engage current students, attract prospective students, and keep alumni up to date.

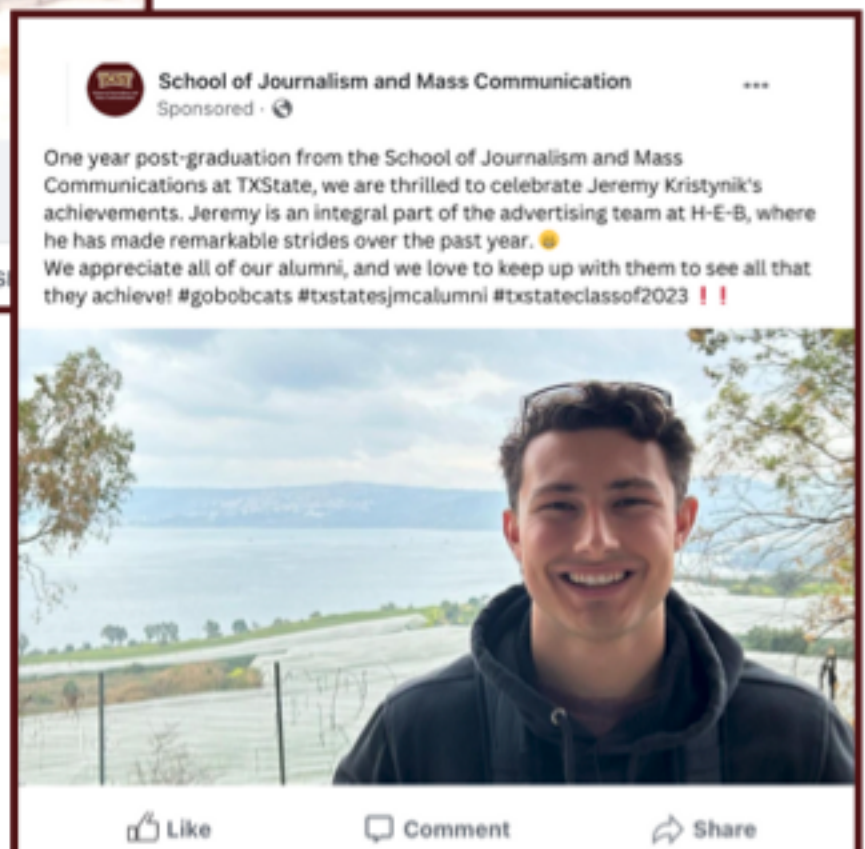
### **Strategies**

- Post about achievements (e.g. NSAC).
- Highlight a student of the week.
- Post important upcoming dates that students and parents need to know about.

# FUTURE RECOMMENDATIONS SAMPLE POSTS



# FUTURE RECOMMENDATIONS SAMPLE POSTS



# FUTURE RECOMMENDATIONS SAMPLE POSTS



# FACEBOOK ANALYTICS REPORT

**OCTOBER 1-31, 2023**



## TOP PERFORMING POST



**BASED ON REACH  
AND SHARES**

**This was a post about the KTSW finalists for the CMA Pinnacle Awards.**

**It reached 516 people and had 2 shares.**



### # Of Followers

1,800



### # Of Posts

2



### Avg. Reactions

19



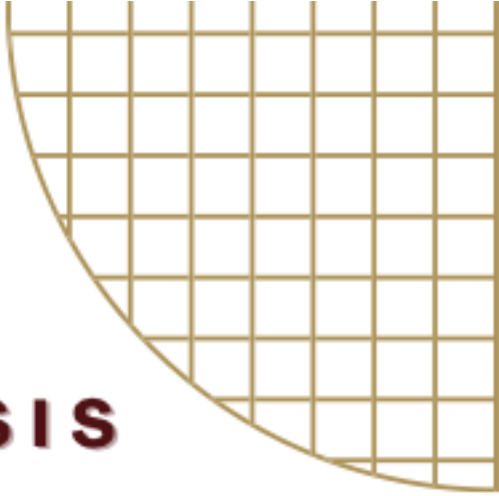
### Avg. Comments

0



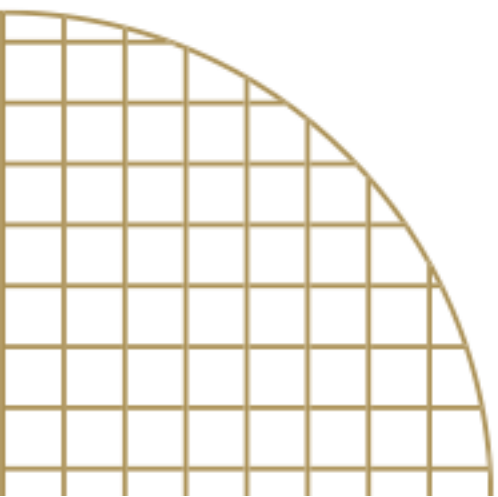
### Avg. Shares

1



## COMPETITOR ANALYSIS

Our competitor analysis looked at the Facebook pages of three universities with programs similar to Texas State SJMC. UT has the most page likes and followers. Texas Tech posts more than the other universities; they also post the most video based content. Baylor is the most similar to Texas State because of their amount of followers and their content.



# UNIVERSITY OF TEXAS AT AUSTIN

## MOODY COLLEGE OF COMMUNICATION

March 1-31, 2024

**Handle:** @moodycollege

**Page Likes:** 9.5K

**Followers:** 10K

**# of Posts:** 13

**Avg # of Reactions:** 17.6

**Avg # of Comments:** 0.9

**Avg # of Shares:** 1

**Types of Content:** Moody College posts a lot of pictures of their staff and their achievements. They also use many graphics. The page had one video in March.



# **BAYLOR UNIVERSITY**

## **JOURNALISM, PUBLIC RELATIONS & NEW MEDIA**

March 1-31, 2024

**Handle: @baylorjournalism**

**Page Likes: 1.5K**

**Followers: 1.7K**

**# of Posts: 33**

**Avg # of Reactions: 11.7**

**Avg # of Comments: 0.7**

**Avg # of Shares: 0.2**

**Types of Content:** Baylor Journalism mostly post pictures of students and staff. They had one video in March.



# TEXAS TECH UNIVERSITY

## COLLEGE OF MEDIA & COMMUNICATION

March 1-31, 2024

**Handle: @TTUCoMC**

**Page Likes: 5.5K**

**Followers: 5.8K**

**# of Posts: 41**

**Avg # of Reactions: 25.3**

**Avg # of Comments: 4.1**

**Avg # of Shares: 0.9**

**Types of Content:** TTUCoMC mainly posts pictures and videos. Most of the videos are interview style.

