

Instagram Analytics Report

Oct. 16- Nov. 15, 2021

5,073

Total Followers

↑ +51 since last report

9

Total Posts

2.6

**average shares
per post**

↓ 40.9% since last report

1.2

**average comments
per post**

↓ 52.0% since last report

76.9

**average likes
per post**

↓ 55.2% since last report

1,707

**average reach
per post**

↓ 25.0% since last report

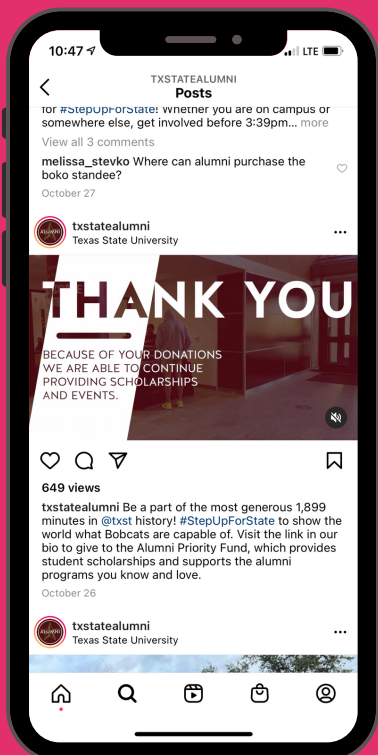
Highest Performing Post

This post is was very engageing, eye-catching and was about a very special event to help out students at Texas State. This post also had the highest reach at 4616.

39

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Twitter Analytics Report

Oct. 16- Nov. 15, 2021

6,670

Total Followers

↑ +55 since last report

31

Total Tweets

5
average retweets per tweet
↑ 257.1% since last report

0.4

average replies per tweet

↕ no change since last report

27.6

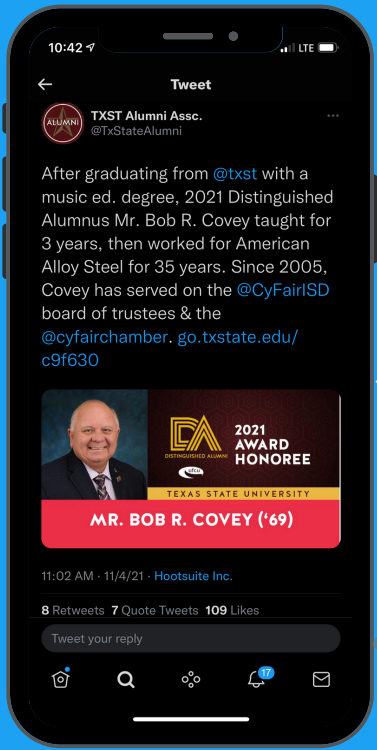
average likes per tweet

↑ 236.6% since last report

5,947.8

average Impressions per tweet

↑ 34.4% since last report



108

10

15

Highest Performing Tweet

This post was informational and timely for the audience. This tweet had the highest impressions and was the second most-liked tweet because it showcased an alumnus winning an award.

Average Engagment Rate

We have an average rate of 2.1% which is the same as the last report. Yet it is still fairly high, with the average rate across the industry for higher education being only .9%.

Facebook Analytics Report

Oct. 16 - Nov. 15, 2021

21,524

Total Followers

+32 since last report

10

Total Posts

1.2

**average shares
per post**

50.0% since last report

17.7

**average comments
per post**

168.2% since last report

52.9

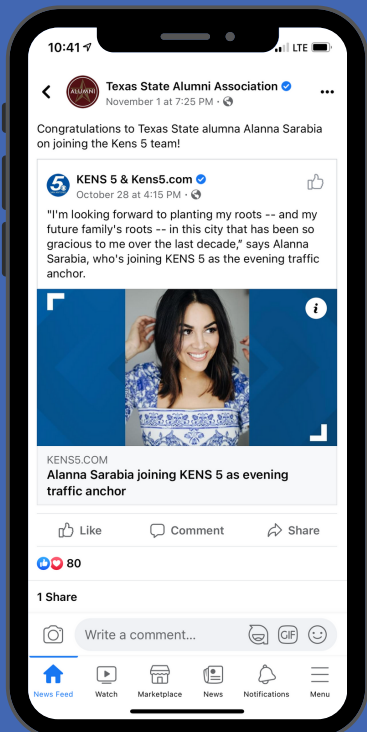
**average reactions
per post**

83.0% since last report

2,285.8

**average reach
per post**

31.3% since last report



Highest Performing Post

This post was successful because it was engaging for multiple audiences. It was congratulating an alumnus who got a job at a news station in San Antonio. This post also had the highest reach at 4277.

80

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