Texas State University

CLIENT PORTFOLIO

The Graduate College

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COURSE TITLE

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TEXAS STATE
THE GRADUATE COLLEGE

CLIENT OVERVIEW

The Graduate College

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ORGANIZATION OBJECTIVE

The Graduate College of Texas State University strives to meet the diverse educational needs of the Texas population and those beyond through providing vision, leadership, and direction to graduate students.

REACHING THE OBJECTIVE

The Graduate College aims to meet these these objectives through appropriate infrastructure and learning environments for students, scholars, teachers, and professionals.

TARGET AUDIENCE

The Graduate College of Texas State University targets current and potential graduate students.

Instagram
Analysis

Follower Count 1255 Followers

The Graduate College Instagram account gained **45 new followers** from **January 1st to April 15th**. The **current followers stand at 1255**. The slow but steady increase in the number of followers can be attributed to the fact that new graduate students have been accepted, and they begin to follow social accounts to stay in the loop.

Posting Frequency

The Graduate College aims to keep it's followers, which is mostly current graduate students, up to date on events that might interest them, job opportunities, different ways to pay for their education and motivational posts to boost spirits and help them keep pushing themselves. The **average number of posts per report period is 18**, however the last report period drastically boosts that number, as it had 32 posts in it.

Overview

The tone of the Instagram account is professional and informative. The professionalism is almost a given, as it is a graduate college account, therefore a professional tone is almost a necessity. The informational side can be seen in almost every post. Out of the **last 15 posts, 10 are regarding scholarships and alternate ways to pay for school or job opportunities.** These types of posts get higher engagement, as college students are known to struggle with money.

Trends

The most prominent trend we noticed after looking at all the reports was that **everything dropped between report 1 and report 2, however it went back up for report 3**. From report 1 to 2, reach was down 40%, likes were down 73.5%, comments were down 100% and shares were down 77.5%. However for report 3, reach went up 42%, likes went up 140%, comments went up 100% and reach was up nearly 300%.

Instagram

Analysis Continued

Strengths

The graduate college is successful at staying consistent with their posting schedule. They have multiple posts every week that keep their followers engaged and hopefully interested in what the posts are. Another positive of the instagram account is that they utilize highlights, which can be useful for new followers to get to know the account and what it is about. The instagram account also does well in relating to the students by posting motivational quotes by students, former students and professors.

Weaknesses

One of the major weaknesses of the Instagram account is the lack of creativity of the pictures in the posts. The message still gets across to the followers, but it is much less appealing to the eye. Many of the pictures are repetitive and use the same layout. Instagram is a social media platform that aims to lure followers with interesting pictures, so it is important to have interesting pictures while getting the information across, otherwise people might unfollow the account simply because they get tired of the same content.

Instagram

Content Examples



Analytics Report 3 Top Post

This post performed the best and had the highest numbers during the 3rd report period. It drew in **22 shares, 68 likes, 13 comments and had a reach of 522**. The post likely did so well because it was an encouraging quote by a fellow grad student. The timing also helped it do so well, because it was near the end of the semester, when students need the most guidance and encouragement to finish strong.

Analytics Report 1 Top Post

This post had the highest numbers during the 1st report period. It drew in **11 shares, 162 likes, 86 comments and had a reach of 803.** The post did as well as it did because it was a giveaway. Although giveaways can be seen as a cheat code for higher numbers, it is good to sometimes have those posts, in order to increase engagement with the page and maybe get some new followers along the way.



Twitter *Analysis*

Follower Count 2,633 Followers

The Graduate College at Texas State gained **41 Twitter followers**, with most of them joining between **March 1st and April 15th**. This is most likely because of increased activity. In that same time span, the account made **62 tweets** and gained ***double*** the number of followers compared to last period. As the number of posts increases, the amount of engagement does as well.

Posting Frequency 1/day Average

The Graduate College made a total of 105 tweets over the 15 weeks analyzed which averages to 7.0 tweets per week or a single tweet per day. There were 10 posts in January 25 in February, and 62 in the period between March 1st - April 15th.

Overview

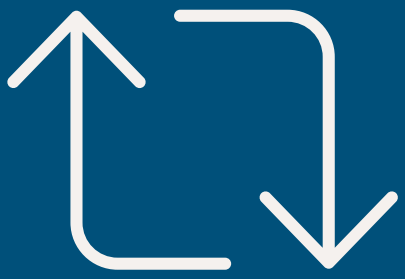
The Graduate College's twitter offers a lot of helpful information for prospective and current graduate students alike. A lot of this is done through graphics, though. When posts are about real people, they tend to perform significantly better. The same can be said about posts that intend to provide support to students, but to a lesser degree.

Trends

The Graduate College's most popular posts incorporated themes of future and success. Some of the best preforming tweets featured panels about uses for graduates' PhDs and programs for undergraduate students to get on track to a graduate degree.
Additionally, The Graduate College gained more followers the more they posted.

Twitter

Analysis Continued



Strengths

Twitter is one of the easiest platforms to post on frequently due to the short word limit. It is succinct in nature and The Graduate College uses it well when informing students about events and opportunities.

Images and videos are well utilized on the platform and help bolster the professional image of The Graduate College.

Weaknesses

While it is improving, the quality of photos could be better. Photos of people have been obscured with edits and filters which can make them hard to see. Also, headshots of people used to promote events are often too small. In addition, published graphics, although well thought out, are over simplified. A few more details, like dates or a short sentence to give an idea of the promoted event, would boost engagement.



Twitter

Content Examples



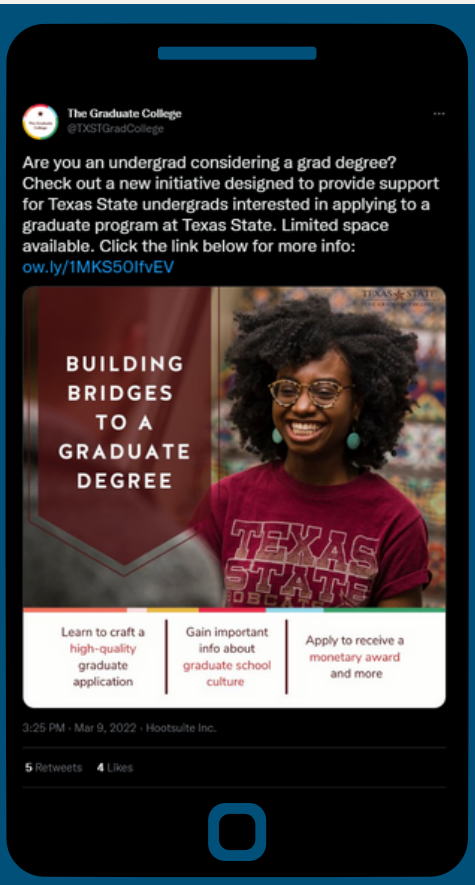
Best Preforming Tweet

This tweet had **4877 impressions, 9 retweets, and 19 likes** at the creation of Analytics Report 3. This post performed well because of its usefulness to graduate students.

Many people question how to use their education in the future and the panel provided guidance and reassurance.

Runner Up Tweet

This Tweet had the second-best number of impressions with **3620 impressions, 5 retweets and 4 likes**. This particular post is a good example of a well-made graphic. The person is well framed and not obscured by the edits. The information on the bottom is short and to the point with the banner on the left catching the eye of the viewer.



Facebook
Analysis

Follower Count
2264 Followers

The Graduate College recieved **18 new followers** with an overall **4.2% increase** from February 1st, 2022 to April 15th. Previous analytics reports have shown steady growth in followers per reporting period.

Posting Frequency

There was an average of **36.5** posts per reporting period. Analytics report 2 showed **twenty posts** were published to Facebook, while analytics report 3 showed **fifty-three posts** were published. A significant increase in post frequency resulted in the overall success of The Graduate College's goal.

Overview

The overall tone of The Graduate College's Facebook presence is professionalism. The content shared is driven to target potential graduate students that include information on enrollment events, scholarships, and funding opportunities for research studies. This kind of content has higher rates of engagement than other posts on Facebook. Posts that were published with external links informing students of weekend events had less reach per reporting period.

Trends

A trend identified from the analytics report shows that an increase in posting per reporting period results in higher reach. Analytics report 2 showed twenty posts were published to Facebook with an average reach of **126.9** per post. Analytics report 3 showed fifty-three posts published to Facebook with an average reach of **173.5,** a **37%** increase.

Facebook

Analysis Continued



Strengths

The Graduate College found success in reaching potential students and provided relevant information to those already enrolled. Post frequency is consistent and it benefits have been reflected in the analytics reports with increased reach and engagement.

Content published to The Graduate College's Facebook page reflects the organizations objective of maintaining a professional educational enviroment. The information shared also contains useful contextual information to school events and programs.

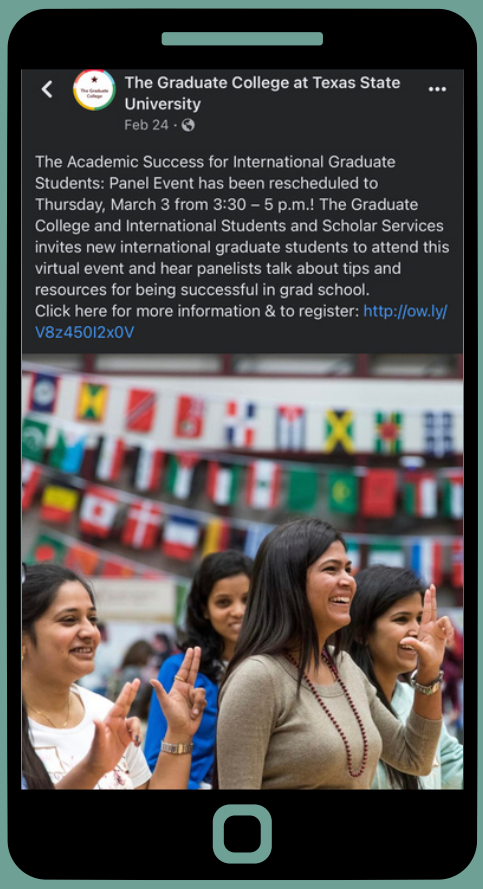
Weaknesses

The media content published to Facebook needs improving. While informative, content lacks overall eye-catching media that will engage visitors on The Graduate College's Facebook page. A post of March 23rd, 2022 informing students of the Building Bridges Graduate Degree received a reach of 173. This post informed students of what the program is, who its for, and where to start your application process. It also included an external link for more information.

This post also included an external link to the weeks schedule. To benefit the most out of these posts, it is recommended to make the information as quick to understand. Including a single image listing events, a brief description, and an external link would be most efficient.

Facebook

Analysis Continued



Analytics Report 2 Top Post

This post informed students of an event re-scheduling with a reach of **195, 7 likes, 1 comment, and 1 share.**

Informing students of programs and events to further their experience while getting an education has proven to be effective on Facebook. Posts similar to these also uphold the organization's objective of having a diverse educational experience for working professionals.

Analytics Report 3 Top Post

This post informed students of an open position at The Graduate College with a reach of **543, 4 reactions, and 2 shares.**

This information gives students the opportunity to participate in the organization where they receive their education. This post also reaches those who support The Graduate College's Facebook page directly and more than likely have experience with the organization. Giving students informational priority shows support for students.



TEXAS STATE
THE GRADUATE COLLEGE

INSTAGRAM
ANALYTICS REPORT 1

JAN
1-31

Total Followers
1,191

NUMBER OF POSTS
10

AVERAGE REACH
PER POST
386.7

AVERAGE LIKES/REACTIONS
PER POST
39.2

AVERAGE COMMENTS
PER POST
8.9

AVERAGE SHARES
PER POST
1.6

TOP POST ANALYSIS

This post did so well (shares, reach, likes, comments all well over the average) because it features a well-designed photograph, (b) posted at the beginning of the semester when there is high traffic of students on the school social media, (c) It encouraged engagement with the audience with a giveaway incentive, and giveaways are always appealing, regardless of what is actually being given away.



Shares
11

Reach
803

Likes
162

Comments
86

TEXAS STATE
THE GRADUATE COLLEGE

TWITTER
ANALYTICS REPORT 1

JAN
1-31

Total Followers
2,592

NUMBER OF TWEETS
18

AVERAGE IMPRESSIONS PER TWEET
988.3

AVERAGE LIKES PER TWEET
4.9

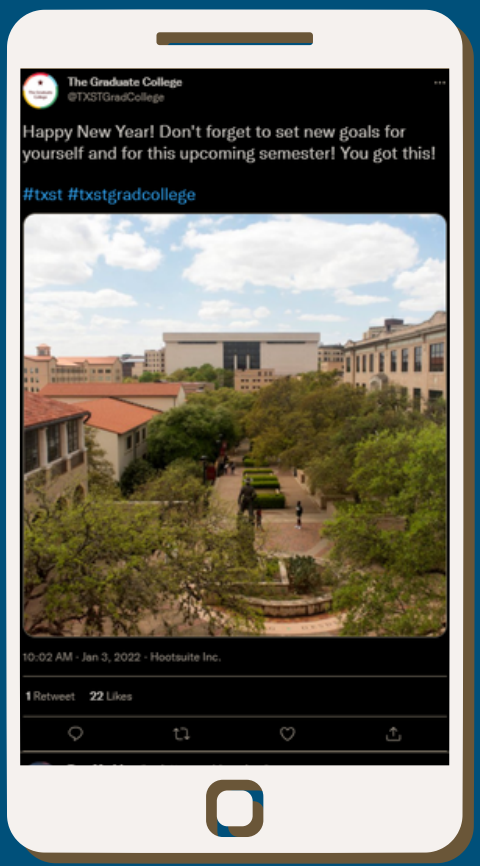
AVERAGE REPLIES PER TWEET
0.4

AVERAGE RETWEETS PER TWEET
1.4

TOP POST ANALYSIS

This tweet did so well (impressions , likes and replies all more than double the average) because it features a well-taken photograph, (b) posted at a time where people really hope the new year is better (i.e. want to get over the pandemic), (c) the message is positive and enthusiastic.

Only issue being the number of retweets, which could be improved in future tweets by finding a way to make it even more relatable.



Retweets
01

Impressions
3,557

Likes
22

Replies
02

TEXAS STATE
THE GRADUATE COLLEGE

INSTAGRAM
ANALYTICS REPORT 2

FEB 1-28

Total Followers
1204
13 more than in January.

NUMBER OF POSTS
11

AVERAGE REACH PER POST
263.2
% DIFFERENCE FROM PREVIOUS REPORT
-32%

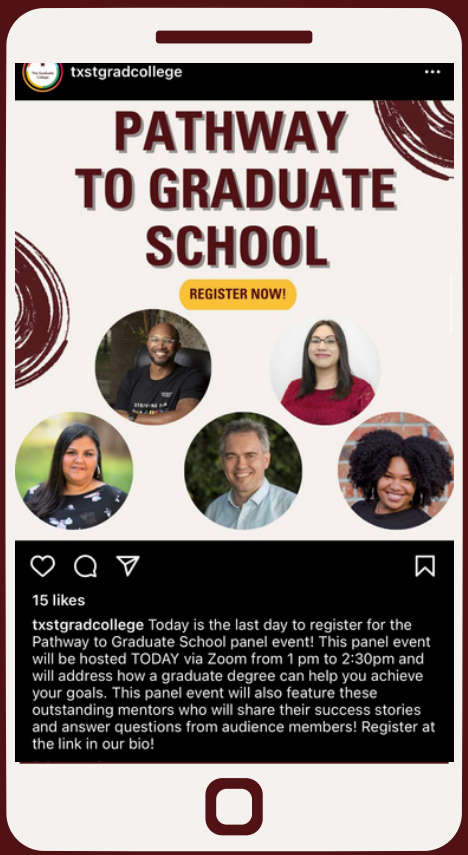
AVERAGE LIKES PER POST
10.4
-73.5%

AVERAGE COMMENTS PER POST
0.0
-100%

AVERAGE SHARES PER POST
0.4
-75%

TOP POST ANALYSIS

This post performed so well in terms of reach and likes because it features current and urgent information and clear and visually pleasing graphic and it is for an exciting event: Pathway to Graduate School. Because the post is for people interested in learning about The Graduate School it reached more than just grad students.



Shares
0

Reach
435

Likes
15

Comments
0

TEXAS STATE
THE GRADUATE COLLEGE

TWITTER
ANALYTICS REPORT 2

FEB 1-28

NUMBER OF POSTS
25

Total Followers
2605 **13 more than in January.**

AVERAGE IMPRESSIONS PER TWEET
390.3 **-60.5%**
% DIFFERENCE FROM PREVIOUS REPORT

AVERAGE LIKES PER TWEET
2.5 **-49%**

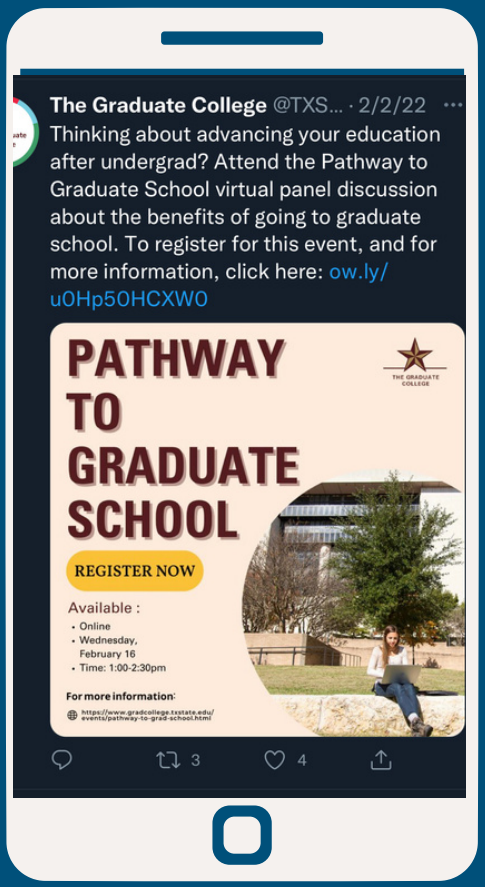
AVERAGE REPLIES PER TWEET
0.0 **-100%**

AVERAGE RETWEETS PER TWEET
1.4 **0%**

AVERAGE ENGAGMENT RATE
2.5% **0%**

TOP POST ANALYSIS

This post did very well, especially in terms of impressions, because it includes important information about how to attend a virtual panel to learn about The Graduate School and it includes a link. A lot of people who are interesting in going to grad school probably clicked on the registration link. Additionally, the graphic is visually pleasing and informative, providing clear information about the Pathway to Graduate School event.



Re-tweets
03

Impressions
1346

Likes
4

Replies
00

TEXAS STATE
THE GRADUATE COLLEGE

FACEBOOK
ANALYTICS REPORT 2

FEB
1-28

Total Followers
2246

NUMBER OF POSTS
20

AVERAGE REACH
PER POST
126.9

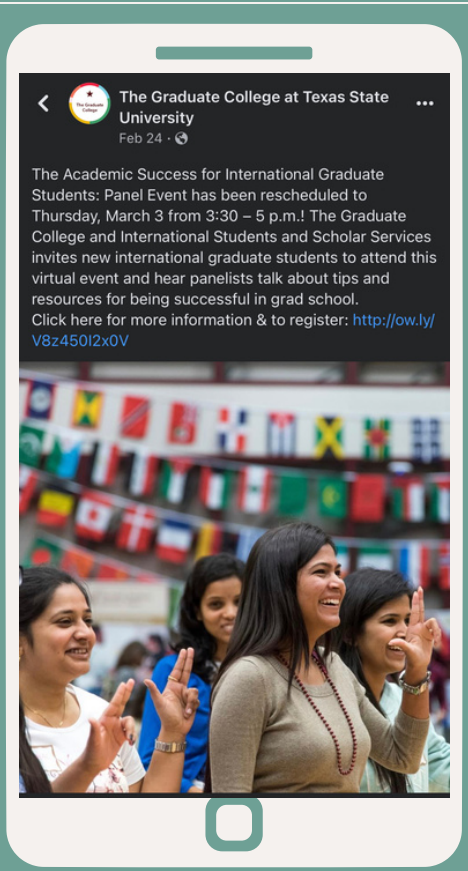
AVERAGE REACTIONS
PER POST
1.4

AVERAGE COMMENTS
PER POST
0.1

AVERAGE SHARES
PER POST
0.3

TOP POST ANALYSIS

This post likely performed the best, especially in terms of reach and likes, because it is about a rescheduled event and it features a clickable link and a well-taken photo. It is important that a lot of people saw this post considering it shares important information including the new date and way to access the virtual Academic Success for International Graduate Students: Panel Event. We also chose this as the top post because someone shared it.



Shares
1

Reach
195

Likes
7

Comments
1

TEXAS STATE
THE GRADUATE COLLEGE

INSTAGRAM
ANALYTICS REPORT 3

MARCH 1 - APRIL 15

Total Followers
1236 32 more than in February.

NUMBER OF POSTS
32

AVERAGE REACH PER POST
372.6 +42%
% DIFFERENCE FROM PREVIOUS REPORT

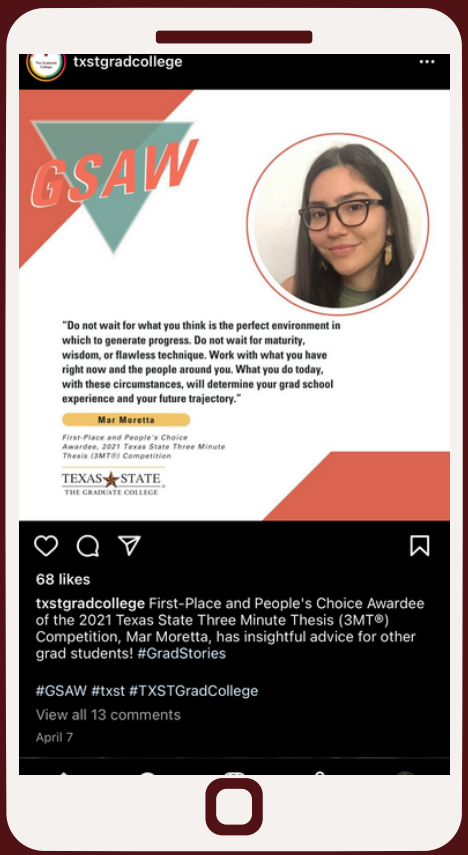
AVERAGE LIKES PER POST
24.9 +140%

AVERAGE COMMENTS PER POST
0.7 +100%

AVERAGE SHARES PER POST
3.0 +650%

TOP POST ANALYSIS

This top post did not have the highest reach, however it had a much higher interaction rate than the rest, as seen by the likes, comments and shares. It did so well because it is a quote from a reliable source and a fellow student, walking in the same shoes as most people reading the post. It is life advice for the students, which is clearly appreciated and needed, as the semester is coming to an end and grad students are getting closer to being out in the real world.



Shares
22

Reach
522

Likes
68

Comments
13

TEXAS STATE
THE GRADUATE COLLEGE

TWITTER
ANALYTICS REPORT 3

MARCH 1 - APRIL 15

NUMBER OF POSTS
62

Total Followers

28 more than in February.

AVERAGE IMPRESSIONS PER TWEET
538.3
% DIFFERENCE FROM PREVIOUS REPORT
38%

AVERAGE LIKES PER TWEET
3.6
45%

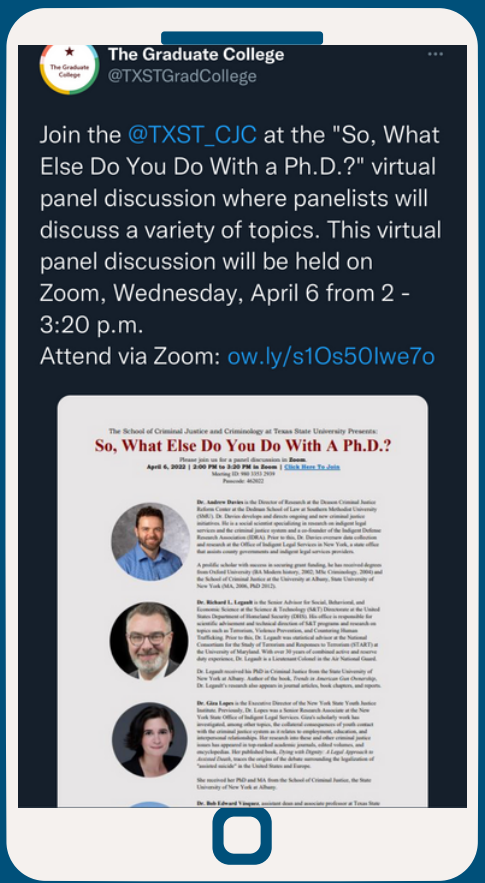
AVERAGE REPLIES PER TWEET
0.1
0%

AVERAGE RETWEETS PER TWEET
1.6
14%

AVERAGE ENGAGEMENT RATE
2.8
13%

TOP POST ANALYSIS

This post had a much higher amount of impressions than the rest, and it is not difficult to see why. Many grad students are getting their PhD's and this post is promoting a virtual session discussing what to actually do once you have acquired the PhD. It gives all the necessary information, such as time and date, as well as what will be discussed and who the speakers are.



Re-tweets
9

Impressions
4877

Likes
19

Replies
1

TEXAS STATE
THE GRADUATE COLLEGE

FACEBOOK
ANALYTICS REPORT 3

MARCH 1 - APRIL 15

Total Followers
2264
18 more than in February.

NUMBER OF POSTS
53

AVERAGE REACH PER POST
173.5
% DIFFERENCE FROM PREVIOUS REPORT
36.7%

AVERAGE REACTIONS PER POST
1.8
28.6%

AVERAGE COMMENTS PER POST
0.1
0.0%

AVERAGE SHARES PER POST
0.4
33.3%

TOP POST ANALYSIS

This top post is another no-brainer as to why it is the top post. It is a job application, letting students know that the grad college is hiring. College students, especially grad students, are always on the lookout to add more to their resume, and maybe even get some money out of it. That is why the reach was as high as it was.



Shares
2

Reach
543

reactions
4

Comments
0