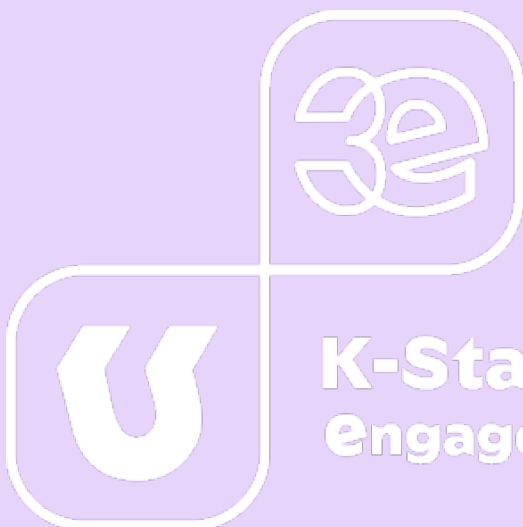


SOCIAL MEDIA

QUARTERLY REPORT

Oct-Dec Q2, 2022



K-State Student Union
Engage • Educate • Empower

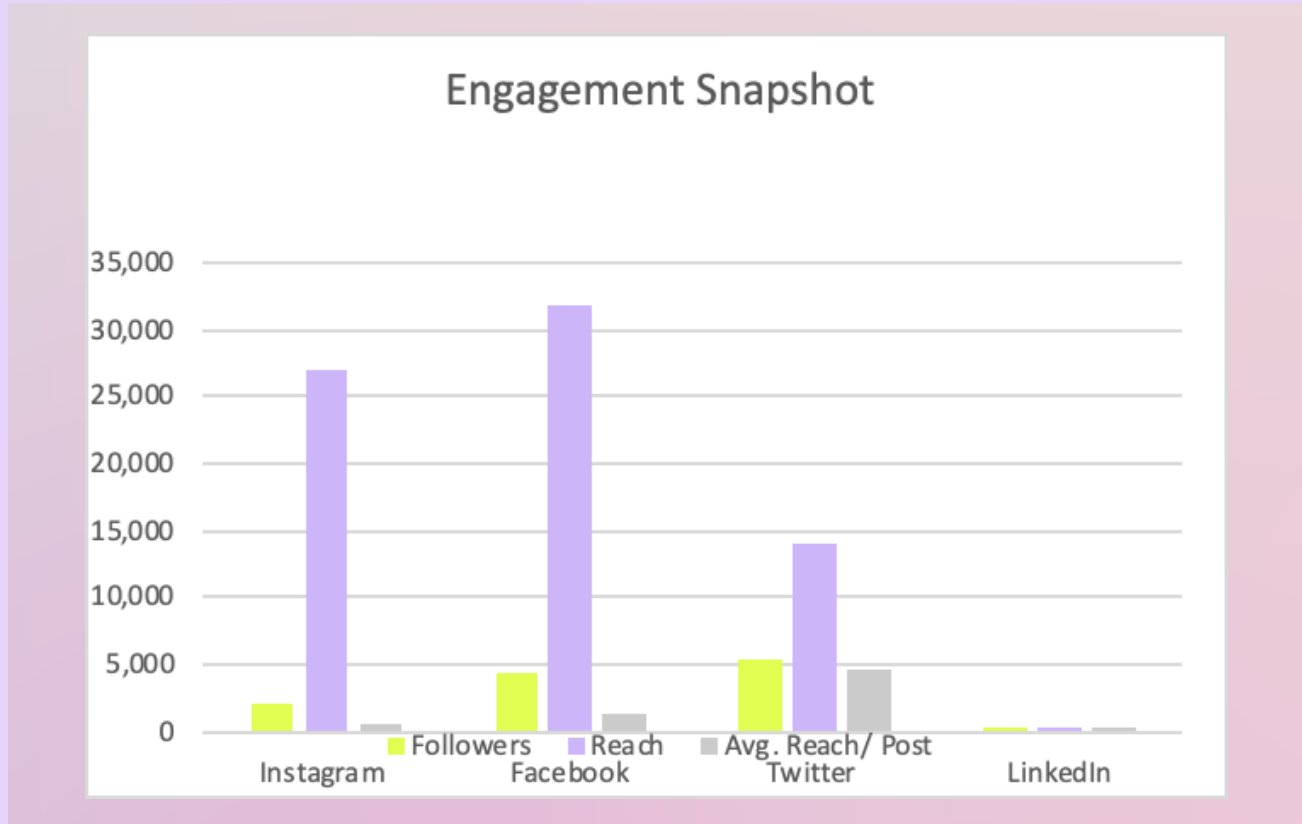
PREPARED BY: Hailey Miller

Agenda

- 3 Social Media Performance Snapshot
- 4 Follower growth per channel
- 5 Engagement Stats per Channel
- 6 Best performing content: Twitter & Facebook
- 7 Best performing content: Instagram & LinkedIn
- 8 Quarterly Takeaways

Social Media

Performance Snapshot



What did our social media landscape look like in Q2, 2022?

Total Followers
From Social

11,885

Total Social Reach

72,836

Average Social
Engagement

1.786%

Follower Growth

Growth per Channel

Thanks to strategic planning
LinkedIn & Instagram's
following grew the most.
LinkedIn grew by **10%**,
while Instagram gained
47 new followers!

Total Social Media
Followers **Gained** in Q2:

68

Which social network
brought the most
followers?

Total Social
Media
Followers
in Q2:

11,885

Channel	Start	End	Growth
Facebook	4285	4300	.35%
Instagram	1970	2017	2.39%
LinkedIn	130	143	10.00%
Twitter	5491	5425	-1.20%

Engagement Stats

Stats per Channel

Total Social Media
Engagement in Q2:

4,762

Which of our channels saw
the highest engagement ?

Channel	Likes	Comments	Shares/Saves
Facebook	214	7	0
Instagram	4,155	65	132
LinkedIn	21	0	0
Twitter	132	0	13

 Total Likes  Total Comments  Total Shares

4,522

72

145

Best Performing Content

Twitter & Facebook

10:10 a.m. November 21, 2022



@K-State Student Union

We are "Willie" lucky we have Jean! Willie ears will be warm all season with his winter hat. In case you don't know, Jean works at the K-State Campus Store and has been a part of many Wildcats lives during their time at #kstate. We are grateful this holiday season for Jean.



Our Secret Sauce:

This Facebook post did well because it was authentic. Jean is well remembered and respected, especially audience that our facebook page reaches.

Impressions:

5,637

Engagements: 175

Our Secret Sauce:

This tweet did well because we used high quality, branded content. We were also able to play on the excitement of K-State going back to the Big 12 Championship in 10 years.

Impressions:

1,163

Engagements: 47

8:20 a.m. December 3, 2022



@Kstate_union

TODAY IS THE DAY
OUR BELOVED
COACH CHRIS
KLIEMAN LEADS US
TO THE PROMISE
LAND. GO CATS !!!!!!!



Best Performing Content

Instagram & LinkedIn

8:50 a.m. November 21, 2022



@kstatestudentunion

Who else agrees, #purpleforever ????



#kstate #williewithu

#mhk #littleapple #cfb

#collegefootball #football #nfl #ncaa

#sports #cfbplayoff #ncaafootball

#big #collegefootballplayoff #espn

#big12 #kstatefb



Our Secret Sauce:

This Instagram post did well because it attracted a broader audience in terms of age. This post was also successful because of our use of trending audio, and relevant hashtags.

Impressions:

3,198

Engagements: 286

Our Secret Sauce:

This LinkedIn post did well because LinkedIn is the one stop shop for all things workplace. Content from employee spotlights, staff parties, promotions, etc. can all be shared with other companies, employees, and customers in order to elevate our workplace as well as their's.

Impressions:

173

Engagements: 15

2:35 p.m. December 14, 2022



@Kstate Student Union



There's nothing like a good office party to brighten up your week.
#officeparty #mhk
#williewithU
#kstate

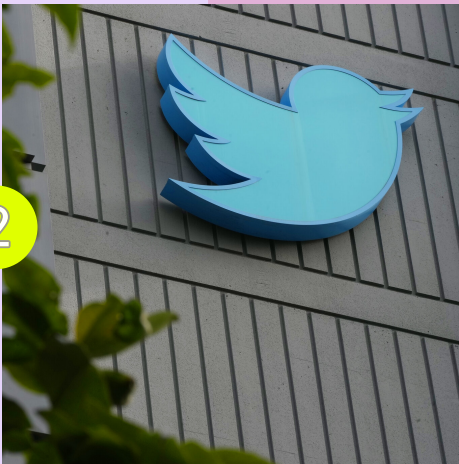
Quarterly Takeaways



1

Posts centered around athletics improves engagement

The most popular industries, across all major platforms, are sports teams and higher education. This rings true as two of the four top performing posts on our social channels were sports related posts.



2

We're "ghosting" our Twitter followers

People will stop following us when our posting timetable is irregular and lose interest in our account. This tells us we need to post intentionally in order to have the best opportunity for growth in upcoming quarters.



3

Our Marketing Team is on 📺

Engagement across all social channels increased by 23% from the previous quarter, and we gained 68 new total followers!