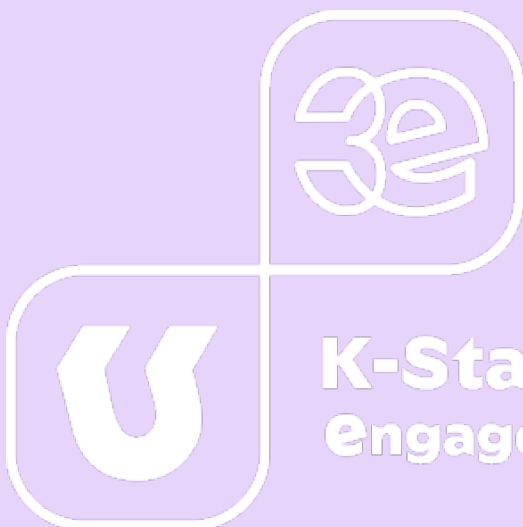


SOCIAL MEDIA

QUARTERLY REPORT

Jan - Mar Q3, 2022



K-State Student Union
Engage • Educate • Empower

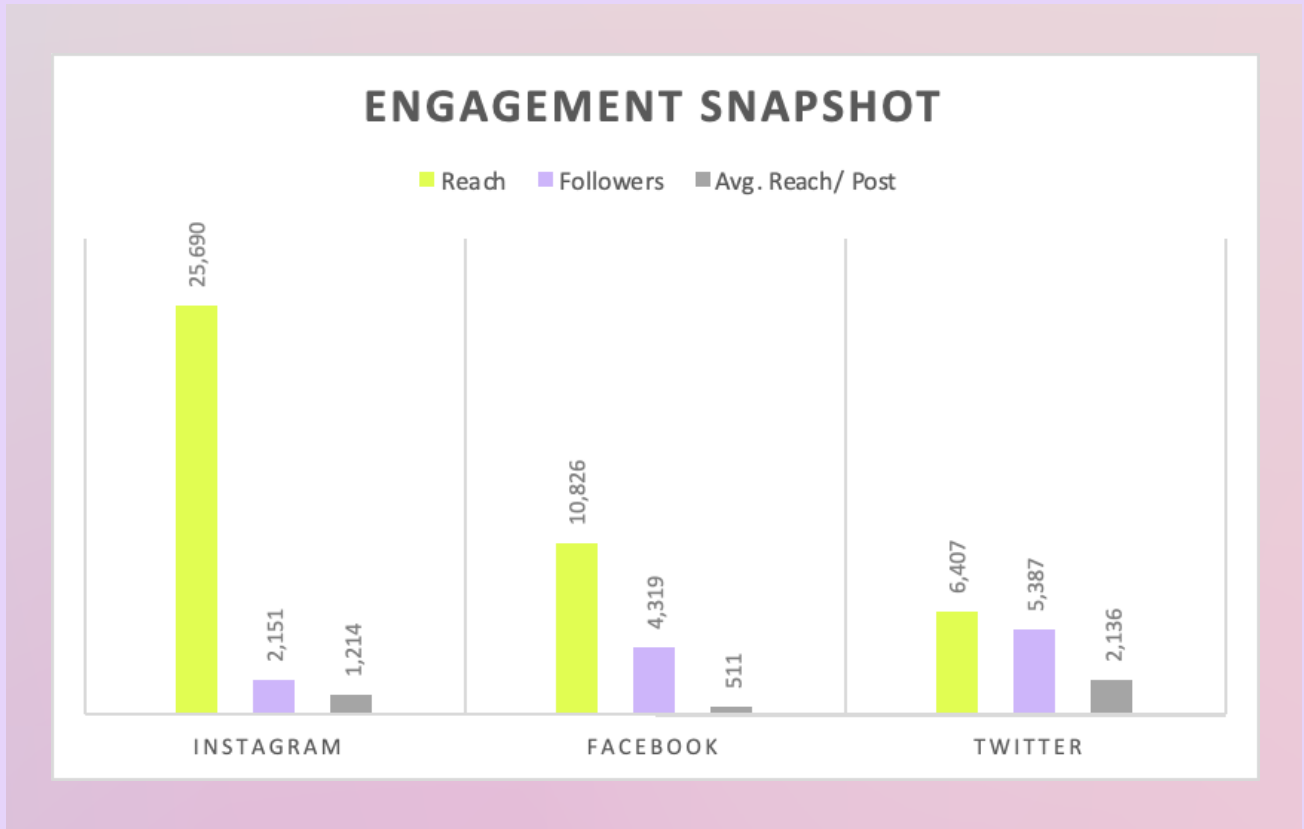
PREPARED BY: Hailey Miller

Agenda

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- 4 Follower growth per channel
- 5 Engagement Stats per Channel
- 6 Best performing content: Twitter & Facebook
- 7 Best performing Instagram Content: Reels & Posts
- 8 Quarterly Takeaways

Social Media

Performance Snapshot



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

Total Followers
From Social

11,995

Total Social Reach

64,992

Average Social
Engagement

1.993%

Follower Growth

Growth per Channel

Despite losing followers on LinkedIn and Twitter, we have seen positive growth on Instagram and Facebook. Our efforts on these platforms have led to an increase in engagement and visibility, resulting in a net positive impact on our social media presence.

Nearly a 68% increase compared to Q2 2022 follower growth!

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

114

Which social network brought the most followers?

Total Social Media Followers in Q2:

11,995

Channel	Started	Finished	Growth Rate
Facebook	4,300	4,319	0.44%
Instagram	2,018	2,151	6.59%
Twitter	5,425	5,387	-0.70%

Engagement Stats

Stats per Channel

Total Social Media
Engagement in Q2:

4,921

Which of our channels saw
the highest engagement ?

Channel	Likes	Comments	Shares
Facebook	237	0	12
Instagram	4,204	45	17
Twitter	41	2	0

 Total Likes  Total Comments  Total Shares

4,482

47

392

Best Performing Content

Twitter & Facebook

08:09 p.m. March 23, 2023



@K-State Student Union

Feeling Elite!!!



Our Secret Sauce:

This post did well because it was a K-State Mens Basketball post that we shared. The excitement surrounding K-State basketball this season directly helps us as well.

Impressions:

993

Engagements: 85

Our Secret Sauce:

This tweet did well because we used a popular meme to connect sandstorm and the success of K-State Basketball

Impressions:

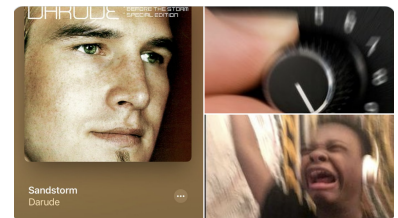
463

Engagements: 18

1:00 p.m. March 23, 2023



@Kstate_union



The cats are playing in the sweet 16, and this is the only vibe you can be on ...

Best Performing Content

Instagram Reels & Posts

2:47 p.m. January 26, 2023



@kstatestudentunion

Sadly we are sold out of the lavender quarter zips, but we still have lavender sweatshirts & jerseys for the game Saturday! Hurry before they're gone too ☹️



Our Secret Sauce:

This reel did well because we played off of Coach Tang, lavender being popular, and mashing it up with a trending audio. This post was also successful because of the amount of times it was shared.

Impressions:

10.3 K

Engagements: 575

Our Secret Sauce:

This post did well because it followed the quarter zip reel above. People were waiting for a restock, and the amount of comments tapped into the algorithm, and pushed it to more followers.

Impressions:

1,372

Engagements: 188

7:40 a.m. February 23, 2022



@Kstatestudentunion

We're hoping that these brand new, brightly-colored sweatshirts put a little spring in Mother Nature's step ☀️ ☀️ Stop by, warm up, and get yours at the @kstatecampusstore today!

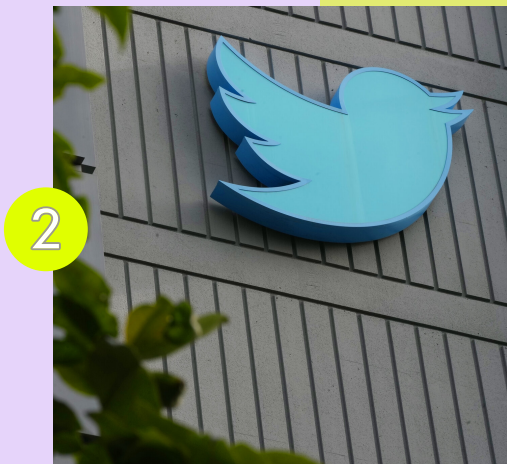


Quarterly Takeaways



Reach is down but engagement is up???

Social media platforms like Facebook and Instagram frequently update their algorithms to improve the user experience. As a result, the algorithm may prioritize certain types of content, such as posts that generate more engagement. If our content aligns with the platform's preferences, we may see an increase in engagement and likes, but a decrease in reach.



We're losing LESS Twitter followers ☐☐

We have been good about retweeting important things related to Kansas State this quarter. This has caused our unfollow rate to decrease, and gives us a good platform of followers to have when were ready to fully commit to consistently posting on Twitter.



SHARING SURGE

Our shares, saves, and linkin bios are up **133%** from last quarter. Shares indicate that users are actively engaging with and promoting our content to their own followers or network, meaning, our content is resonating with our audience and is deemed valuable enough to be shared with others. Overall, an increase in shares is a positive sign for our online presence and can contribute to the growth and success of The Union.