

# Twitter Analytics Report



February 1 - March 15

@TXSTPACE

Following



1988 Followers



22 Tweets



5.4

AVERAGE LIKES  
PER TWEET

33.4%

DECREASE SINCE LAST REPORT



2.7

AVERAGE RETWEETS  
PER TWEET

59.9%

INCREASE SINCE LAST REPORT

2.9%

ENGAGEMENT RATE

The average engagement rate is 0.045% and our engagement rate exceeded the average by far. Tweets that had high engagement were those surrounding topics of the Winter Storm, Bobcat Cares, and reminders for the Spring semester, signifying a pattern of timely events leading to high engagement.



0.1

AVERAGE REPLIES  
PER TWEET

100%

INCREASE SINCE LAST REPORT



1421.0

AVERAGE IMPRESSIONS  
PER TWEET

4.4%

DECREASE SINCE LAST REPORT

## Best Performing Tweet

We believe this tweet performed well because it had the most engagement with 17 likes and 9 retweets. The tweet used a job in order to give information to first-year students and inform them of the opportunity to become a PACE Peer Mentor. The attached photo also shows campus life during the current COVID-19 pandemic to catch the audience's attention



# Instagram Analytics Report

February 1 - March 15

@TXSTPACE

Following

1133 Followers

8 Posts

60.0

AVERAGE LIKES  
PER POST

10.8%

INCREASE SINCE LAST REPORT

0.4

AVERAGE SHARES  
PER POST

43.8%

DECREASE SINCE LAST REPORT

0.3

AVERAGE COMMENTS  
PER POST

100%

INCREASE SINCE LAST REPORT

481.5

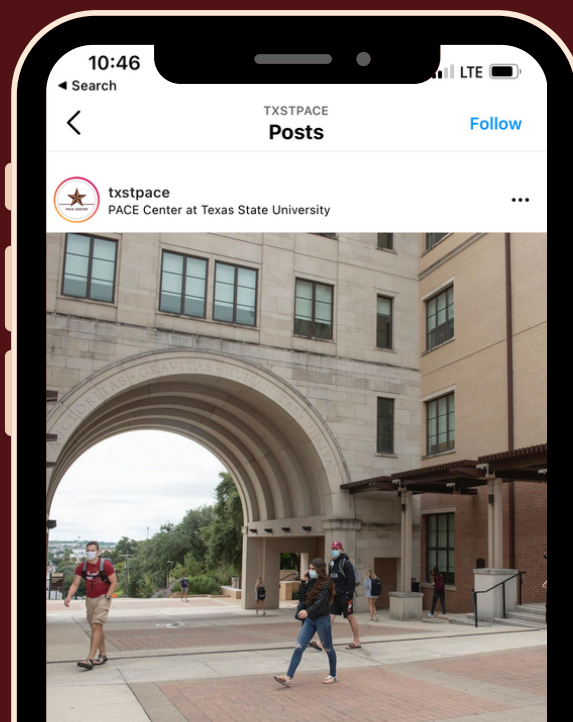
AVERAGE REACH  
PER POST

17.9%


INCREASE SINCE LAST REPORT

## Best Performing Post

We believe this post performed well even though it had the second highest likes at 71, it did have the highest reach at 608 as well as a comment from a former first-year student. The picture shows the iconic arch outside the PACE center which is guaranteed to catch the attention of Texas State University students.



# Facebook Analytics Report

 February 1 - March 15

@TXSTPACE

Following

 1109 Friends

 6 Posts

 1.0

AVERAGE  
**REACTIONS**  
PER POST

 0.0

AVERAGE  
**SHARES**  
PER POST

 0.0

AVERAGE  
**COMMENTS**  
PER POST

 57.7

AVERAGE  
**REACH**  
PER POST

## Best Performing Post

We believe this post performed well because although it is tied with another post for the most reactions, it has the highest reach of 92. This post is relevant to all students, rather than just first-year students because it is about registering for summer and fall courses. The post is simple yet eye-catching and includes a link to help students with registration as well.

