



PACE CENTER CLIENT PORTFOLIO

SPRING 2021

MC4326 - Advanced Social Media and Analytics
School of Journalism and Mass Communication
Texas State University

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Client Overview

PACE Center



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Client Objective

The PACE Center at Texas State works to provide all first-year students with a team of dedicated faculty, staff, and student mentors/coaches that help develop strategies for academic success and guidance in figuring out who they are and what their ideal career would be.

Reaching Objectives

The PACE Center provides all first-year students with assistance in academic advising/coaching, career exploration, and peer mentoring for a better transition into college. Through the PACE Center's social media presence, PACE is able to keep first-year students up to date on upcoming deadlines and events, as well as sharing posts from other Texas State accounts- showcasing everything the campus has to offer.

Target Audience

The PACE Center works with and aims to target all first-year students, however, the PACE Center is also interested in gaining the attention of upper-level students for peer mentorship positions and parents of current students.

INSTAGRAM ANALYSIS

FOLLOWER COUNT

The PACE Center Instagram account gained **38 new followers** from January 31st to April 28th and currently has **1,146 followers**. These followers are likely first-year students who are hoping to stay updated with what's going on with the university and want to see photos. This follower increase can also be attributed to the fact that we are still in the COVID-19 pandemic and are predominately online.

AVERAGE POSTS PER REPORT PERIOD

The PACE Center is focused on first-year students and making them feel welcomed on a new college campus. By posting photos around campus and of students, first-years can get a sense of what campus is like and a feel for the culture here. The PACE Center Instagram posted an average of **7 posts** each report period for a total of **21 posts**. Each post received an average of **52.3 likes** per post.

TRENDS

When taking a look at the Analytics Reports for the PACE Center Instagram, we noticed that from Analytics Report one to two, there was at least a **10% increase** in comments, likes, and reach. However, from Analytics Report two to three, there was at least a **14% decrease** in likes and reach and there was **no change** in comments. As the semester progressed, the PACE Center Instagram saw an overall **decrease** in average shares per post.

INSTAGRAM ANALYSIS

continued

STRENGTHS

The PACE Center succeeds in following the native platform of Instagram and selects highly interesting and strongly composed photos that capture our audiences' eye. The excellent photos are paired with quality, catchy captions that match the tone of the PACE Center and the university. In addition to this, the PACE Center has excellent interactions with its followers on Instagram. They responded to every comment they received this semester, and these interactions keep followers interested and engaged in the content.



WEAKNESSES

While the PACE Center Instagram account is great at interacting with followers and selecting strong photos to post, there are improvements to be made with the purpose of the content that is posted. Many of the posts are "right hooks" and have a call to action for the audience to interact with the post or website. Balance is important, but it may help engagement to have more "jabs" that just engage the audience instead of asking for them to do something. These jabs tend to perform better with the audience.

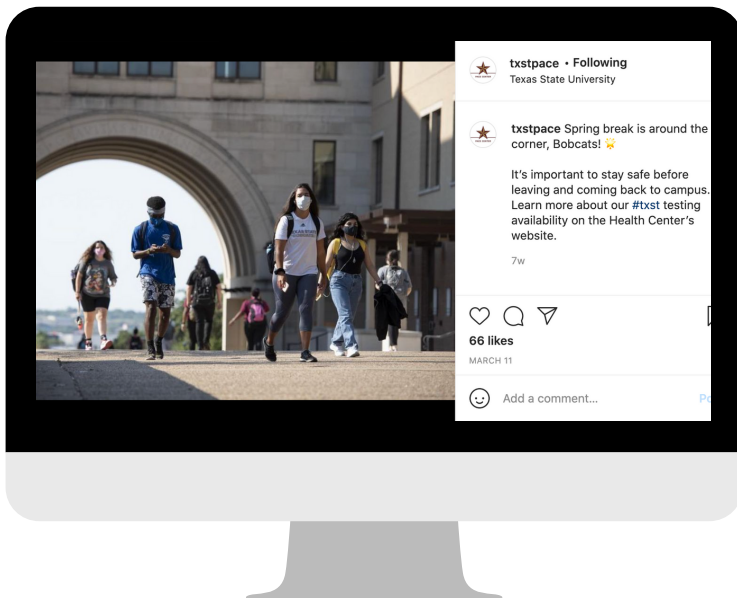
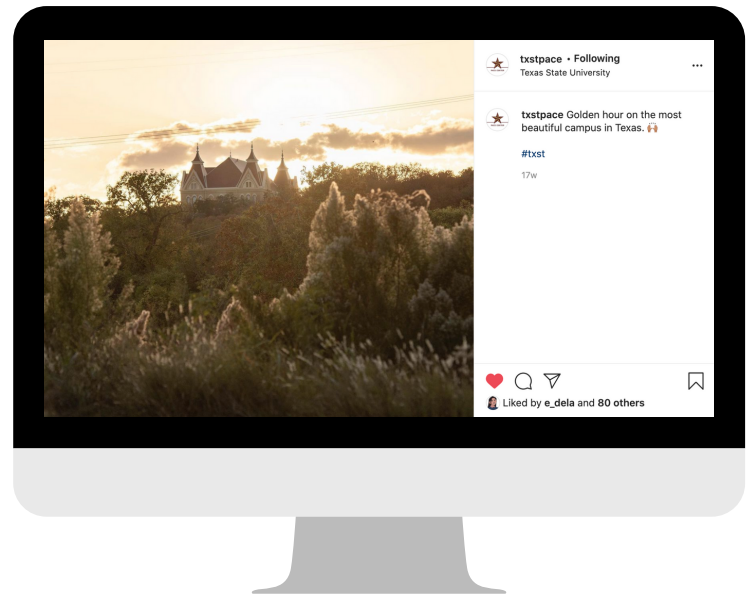
INSTAGRAM ANALYSIS

Content Examples

BASED ON HIGHEST PERFORMING POSTS

ANALYTICS REPORT 1

This post received the most likes during the first report period. This photo was chosen well with the beautiful sunset behind Old Main and is from an angle that most students don't see the campus from. This unique photo drew a **reach of 451** and got **78 likes**.



ANALYTICS REPORT 2

This photo was taken at the UAC arch, which is where the PACE Center is located. In addition to this, the caption addresses the upcoming spring break, which many students anticipate and are excited about. The use of the #txst hashtag likely contributed to the **66 total likes** and **480 reach** that the post received.

FACEBOOK ANALYSIS

FOLLOWER COUNT

The PACE Center's main target audience is all first-year students, however, the PACE Center has shown through previous posts that it also directs attention to upper-level students, faculty, and staff, as well as parents or guardians of attending students. On Analytics Report two, we found that the PACE Center had 1,109 followers, and on Analytics Report three, this number **climbed by 9**, making the official count for the PACE Center Facebook page **1,118 followers**.

AVERAGE POSTS PER REPORT PERIOD

It is the PACE Center's goal to help first-year students feel at home the second they step foot on campus. One way the PACE Center does this is by posting informational reminders, helpful hints, tips, tools, and workshops to attend throughout the semester. Because Facebook is geared towards older audiences, parents of students are more likely to engage with the PACE Center's posted content than students are. Over the course of Analytics Reports two and three, on average there were **five** posts per report period.

TRENDS

We pulled data from the PACE Center's Facebook page for Analytics Reports two and three and found that for both reports, **comments and shares totaled 0.0 each time**, but reactions to posts **increased by 80%** in between reports. This was interesting because although there were no comments or shares per post, there was a steady increase in followers between the months of February and April, resulting in 9 additional followers since Analytics Report two.

FACEBOOK ANALYSIS

continued

STRENGTHS

The PACE Center uses upcoming dates to their advantage; which if posted a few days in advance, is a huge strength. First-year students often overlook important dates and are quickly reminded of what they need to be doing when they see a post talking about upcoming registration, drop dates, and final exam schedules. The PACE Center made a post in April about looking ahead to Spring 2021 final exams during the month of May. This post got four reactions- likely the reason that reactions were 80% higher on Analytics Report three.



WEAKNESSES

In relation to the strengths that the PACE Center's Facebook page shows, there is room for improvements on posts related to important dates. Previous posts show reminders for registration and academic assistance, however, these posts received little to no engagement or reactions. Perhaps by changing the way that content is shown- such as by doing a poll and asking if students have done something- such as registering for classes; followers will feel more motivated to engage with the post to see what others are saying.

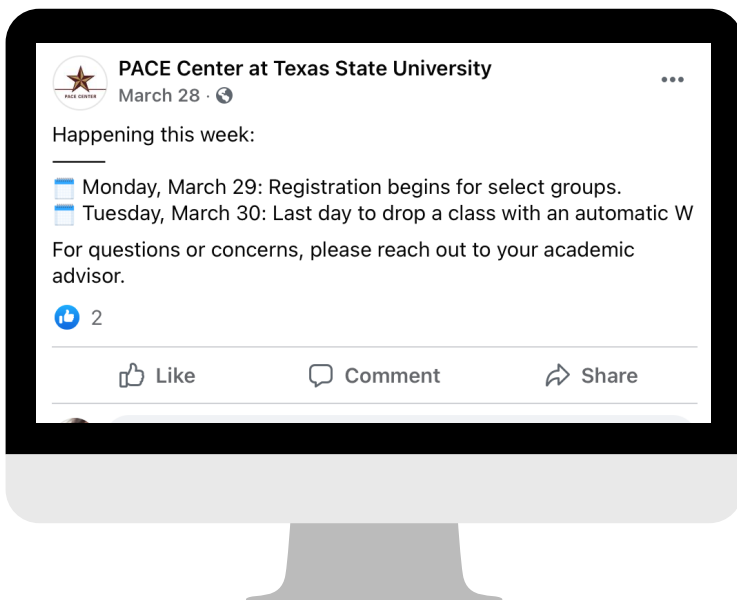
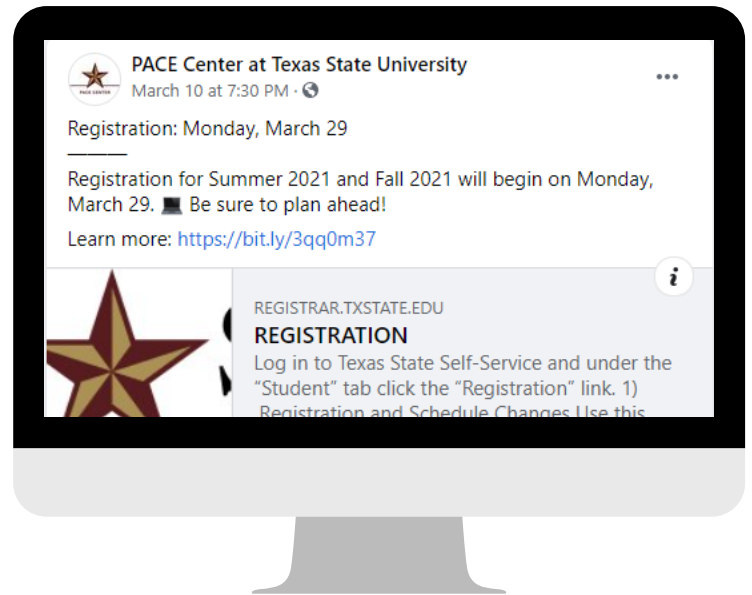
FACEBOOK ANALYSIS

Content Examples

BASED ON HIGHEST PERFORMING POSTS

ANALYTICS REPORT 2

This post includes a link to follow that highlights upcoming registration for students. This post received a high reach of **57.7** and had **1** reaction during the month of February 1 - March 15. This post does a great job of reminding students who may have forgotten, to plan ahead.



ANALYTICS REPORT 3

Following Analytics Report two, this post is a last-minute reminder to students who may not have planned ahead. This post gives dates of when and who can register, as well as information on when the last day to drop a class without penalties is. The post also includes additional contact information, should a student need help with registration or withdrawal. Because of this information, this post boasted a high reach of **55** and had **1.8** reactions.

TWITTER ANALYSIS

FOLLOWER COUNT

The TXST PACE Center Twitter currently has **1,987 followers**. They have gained a total of **27 new followers** from January 1st - April 28th. This is likely due to incoming first-year students seeking information and a reliable news outlet that hosts information relevant to their college experience. The PACE Center's Twitter account is where they post many reminders, announcements, and due dates, such as making advising appointments, adding new classes, and the last day to drop classes without a penalty.

AVERAGE TWEETS PER REPORT PERIOD

The PACE Center's main focus on Twitter is keeping first-year students informed and up to date on relevant information throughout the school year. They complete this effectively by tweeting in a timely manner, which gives PACE's twitter a very high engagement rate (**2.75%**), especially when compared to the public institution average (**0.09%**). They have made a **total of 58 tweets** throughout this semester, with an **average of 19.3 tweets** during each reporting period.

TRENDS

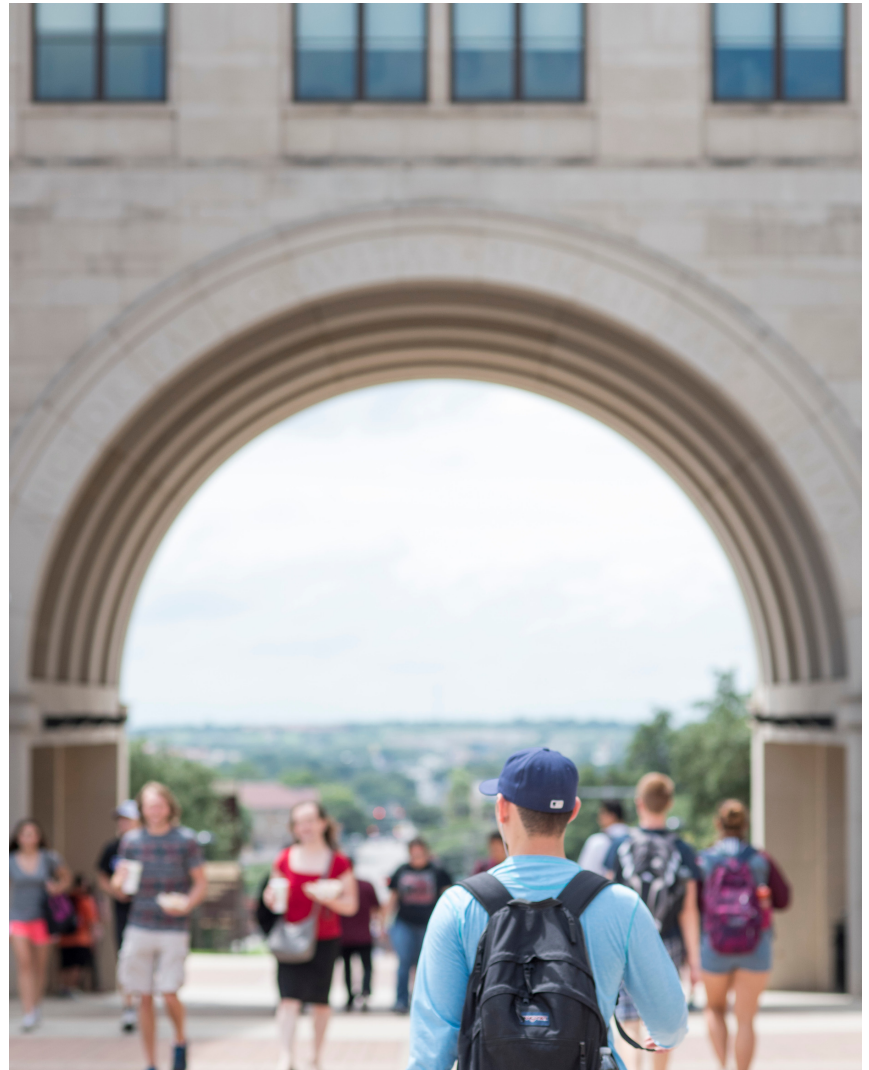
When looking at the data from the three Analytics Reports, a trend that we can see is that none of the **replies average up to 1%**, even with the **retweets ranging from 1.7% to 2.7%**. This is likely due to most of their posts being informative and including links, leaving students to retweet the posts instead of asking for more information. We can also see that the highest like averages are during the first (**8.1**) and last (**5.7**) report, likely because the beginning and end of the semester are always the busiest.

TWITTER ANALYSIS

continued

STRENGTHS

The PACE Center uses a friendly tone and an engaging and easy-to-read construction to their tweets. This, coupled with timely and relevant content, makes for a huge strength. Having access to their page as a first-year student can be very insightful and a great way to keep up with important dates. Some examples of their success are shown the many times they inform students to make advising appointments, registration dates reminders, and even when PACE Peer Mentor positions open up.



WEAKNESSES

In relation to the strengths that the PACE Center's Twitter page shows, there are room for improvements on posts related to important dates. One way to improve the PACE Center's Twitter page is by adding some engaging content such as "attention grabber" tweets. This could include fun polls and funny memes and would encourage students to not only follow but frequently check the page. A way to do this could be staying on top of what is trending, and use it to their advantage, showing the students that they are relatable.

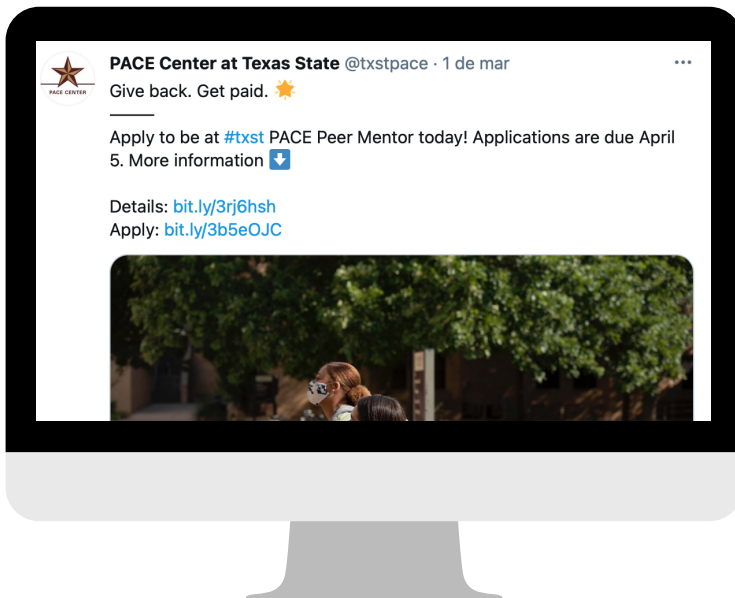
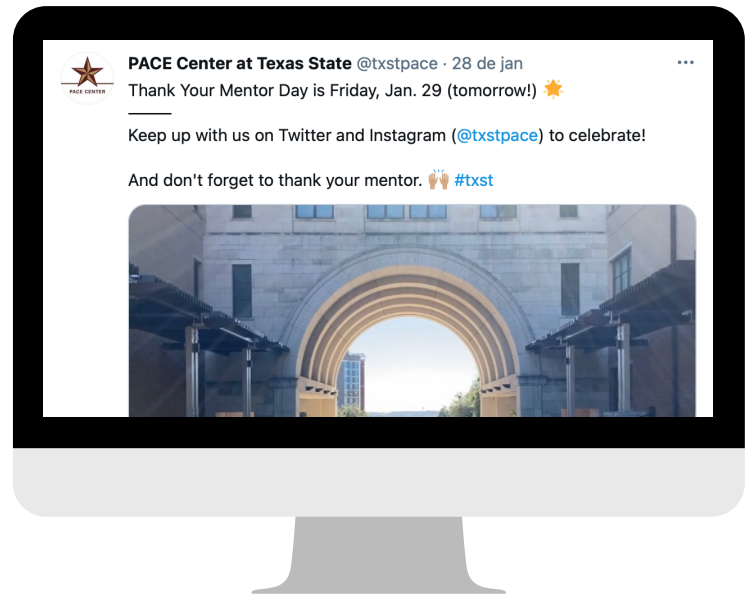
TWITTER ANALYSIS

Content Examples

BASED ON HIGHEST PERFORMING POSTS

ANALYTICS REPORT 1

For this tweet, the PACE Center used an eye-catching image to remind students of "Thank Your Mentor Day". This appeals to their feelings, given that during the first year of college, mentors are very impactful. This tweet had **1,318 impressions**, and **21 likes**, the most out of all three reporting periods.



ANALYTICS REPORT 2

In this tweet, the PACE Center is announcing open positions to be a PACE Peer Mentor. The tweet starts with a big attention-grabber saying "Give back. Get Paid". It is a simple and effective tweet, straight to the point, and gives current Bobcats a great employment opportunity to add to a resume. This tweet had **17 likes**, **9 retweets**, and a **reach of 3,614**, proving how effective it was.

TWITTER

Analytics Report 1



January 1 - 31



1,960 Followers

Tweets

17

Average Impressions

1486.1

Average likes per tweet

8.1

Average replies per tweet

0.0

Average retweets per tweet

1.7

Highest Performing Tweet

The "Thank Your Mentor" post was one of the highest performing Tweets because it had the most likes (21). It asked for students to remember the mentors that helped them at TXST which many students can relate to because they think back on their families, friends, and teachers. By using a more emotional tweet, students were more likely to interact with the post.



Instagram



Analytics Report 1

January 1 - 31

TEXAS  STATE
PACE CENTER

1,108
Followers

Posts
made
6

Average
reach per
post
408.3

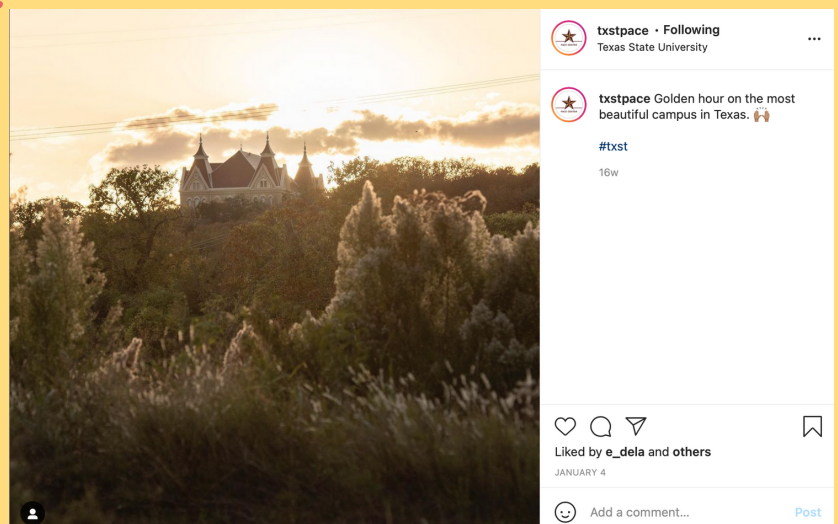
Average
comments
per post
0.0

Average likes
per post
54.2

Average
shares per
post
0.7

Highest Performing Post

The highest performing Instagram post was of Old Main during golden hour. This was appealing to the eye because of the warm inviting sunset. The post reached 451 times, received 78 likes, and 1 share.



TWITTER

Analytics Report 2



February 1 - March 15



1,988 Followers

+28 MORE SINCE LAST REPORT

↑↓ Percentage differences since last report

Tweets

22

Average Impressions

1,421.1 ↓ 4.4%

Average likes per tweet

5.4 ↓ 33.3%

Average replies per tweet

0.9 ↑ 100.0%

Average retweets per tweet

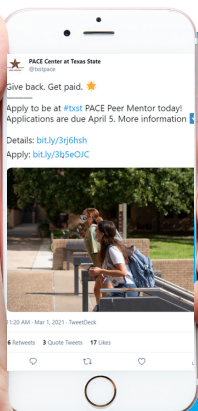
2.7 ↑ 58.8%

Average engagement rate

2.9%

of your audience stays up to date with your content

Highest Performing Tweet



This tweet gave information on how to become a PACE Peer Mentor and showed the most interest among consumers by receiving 6 retweets, 3 quoted tweets, and 17 likes.

Instagram



Analytics Report 2

February 1 - March 15

TEXAS STATE
PACE CENTER

1,133
Followers
+25 more since
last report

Posts
made
8

Average
reach per
post
481.5
↑ 17.9%

Average
comments
per post
0.3

↑ 100.0%

Average likes
per post
60.0

↑ 10.7%

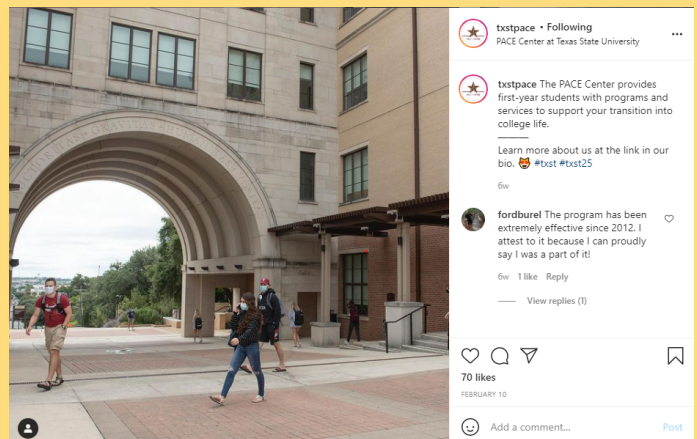
Average
shares per
post
0.4

↓ 42.9%

↑↓ Percentage differences since last report

Highest Performing Post

This post received the most reach and comments on posts dating from February 1 - March 15, and gives insight on what the PACE Center can do for first-year students.



FACEBOOK

ANALYTICS REPORT 2 FEBRUARY 1 - MARCH 15



1,109 Followers



Posts Made

6

Average reach per post

57.7

Average reactions per post

1.0

Average comments per post

0.0

Average shares per post

0.0

Highest

Performing Post

This post received the most reach and reactions during the timeframe of February 1 - March 15 and reminds students and parents to plan ahead for upcoming registration.



TWITTER

Analytics Report 3



March 16 - April 28



1,987 Followers

-1 SINCE LAST REPORT

↑↓ Percentage differences since last report

Tweets

19

Average Impressions

1,458.4 ↑ 2.6%

Average likes per tweet

5.7 ↑ 5.6%

Average replies per tweet

0.0 ↓ 100.0%

Average retweets per tweet

2.2 ↓ 18.5%

Average engagement rate

2.6%

This is much higher than the median across all industries (0.05%), as well as the industry average (0.09%). This is likely due to it being close to the end of the semester and the timeliness of many tweets.

Highest Performing Tweet

This tweet had the most impressions (9,112), as well as the most retweets (6), making it the highest performing tweet. This tweet informed students of an event geared towards helping them transition back into in-person classes, which is a hot topic right now, likely leading to the high performance.



Instagram



Analytics Report 3

March 16 - April 28

TEXAS STATE
PACE CENTER

1,146
Followers
+13 more since
last report

Posts
made
7

Average
reach per
post
410.3
↓14.8%

Average
comments
per post
0.3
No change

Average likes
per post
42.6
↓29.0%

Average
shares per
post
0.1
↓75.0%

↑↓ Percentage differences since last report

Highest Performing Post

This post had the most shares (1), and the highest reach (565), making it the highest performing. This is likely due to the reminder of the upcoming application due date as well as the high-quality photo.



FACEBOOK

ANALYTICS REPORT 3 MARCH 16 - APRIL 28



1,118 Followers

+9 more since last report 

Posts Made

4

Average reach per post

55.0

↓ 4.7%

Average reactions per post

1.8

↑ 80.0%

Average comments per post

0.0

No change

Average shares per post

0.0

No change

Highest

Performing Post

This post had the second-highest reactions (2) and the highest total reach (80). This was a timely post about deadlines for dropping and registering for classes, which likely led to its high performance.

