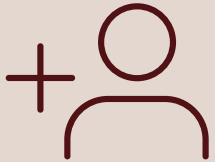


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Facebook Analytic Report

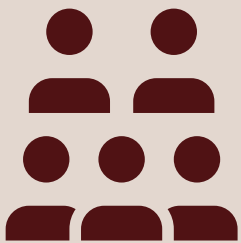
@txstatealumni



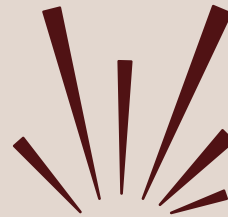
22,813
Followers
+109 followers
since last report



33
Posts



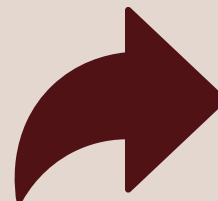
4588.1
Average Reach
Per Post
11.1% increase
since last report



120.9
Average
Reactions
Per Post
58.3% increase since
last report



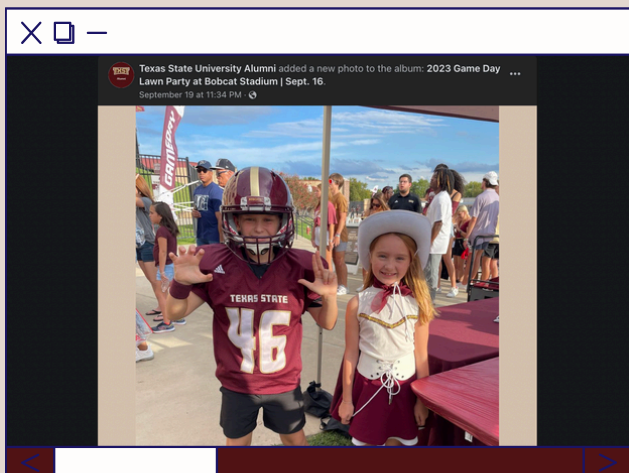
8.5
Average
Comments
Per Post
19.7% increase
since last report



5.4
Average
Shares
Per Post
17.4% increase
since last report

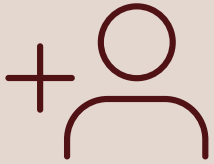
Highest Performing Post

A cute photo of kids wearing football costumes encourages engagement. President Damphouse's selfie in the comments helped raise reach to a staggering 39,765, 133% more than this month's average. It reached 39,765 users, received 898 likes and 45 comments.



Texas State Alumni

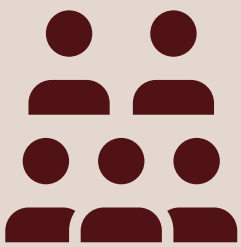
@txstatealumni Instagram Analytic Report



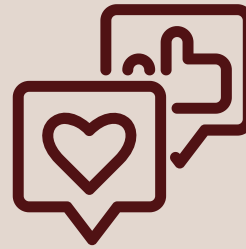
7,014
Followers
+167 followers
since last report



18
Posts



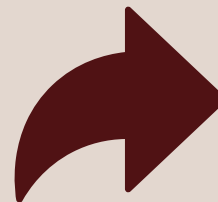
3124.0
Average
Reach Per Post
-5.9% decrease
since last report



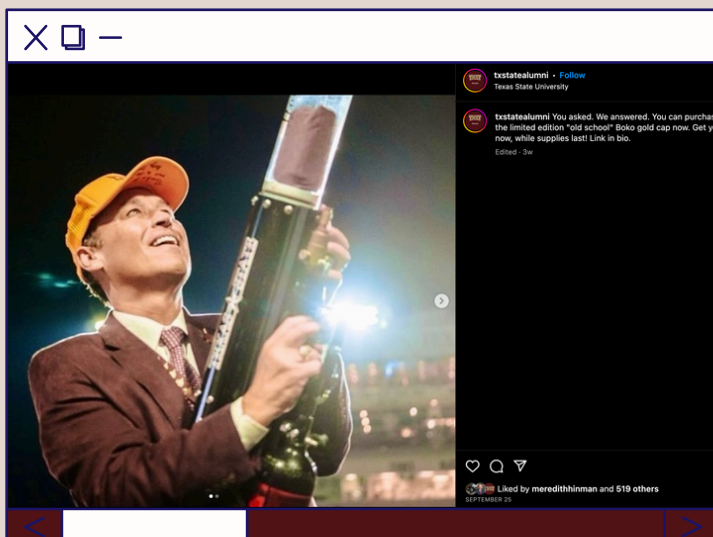
160.4
Average
Likes Per
Post
-3.6% decrease since
last report



3.2
Average
Comments Per
Post
45.5% increase
since last report



13.9
Average
Shares Per
Post
-30.8% decrease
since last report



Highest Performing Post

This Instagram post calls our Texas State students to check out their new limited edition "old school" Boko gold cap! The post prompts any graduate interested in representing their school pride by clicking the link in their bio. Reaching 4694 users, 515 likes, and 64 shares!

Texas State Alumni Twitter Analytic Report

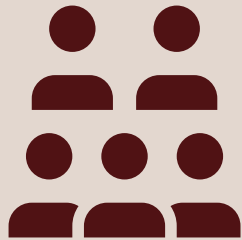
@txstatealumni



6,865
Followers



12
Tweets



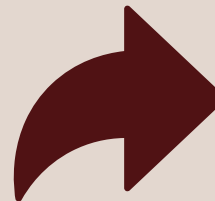
2,989
Average
Impressions
Per Tweet



22.7
Average
Likes Per
Tweet



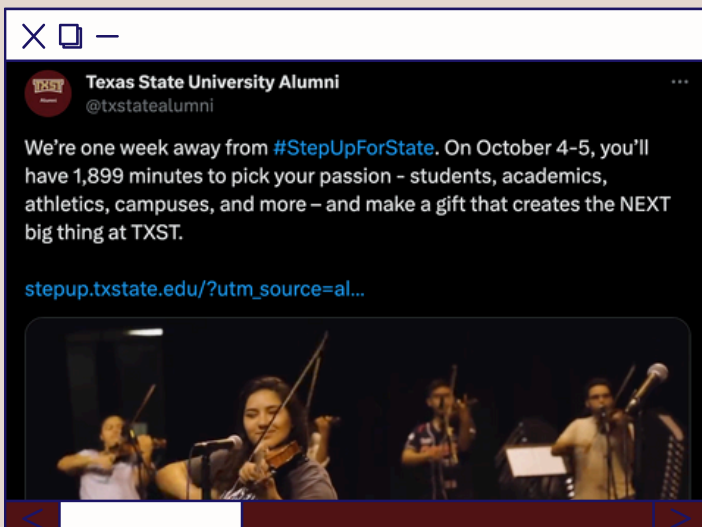
0.2
Average
Replies
Per Tweet



3.4
Average
Retweets



Average Engagement Rate: .03%



Highest Performing Post

This post performed better than the rest because of the utilization of videos. Videos tend to perform better on a wide variety of platforms, especially Twitter. This post has the highest number of impressions, the only within the months to have any replies, and the second highest in retweets. The post also has a sharp time limit that the audience has to follow. 1,899 minutes. It made 8,725 impressions, received 19 likes, and 9 retweets.