

University of Wisconsin– Green Bay



November 2018

Social Media Analytics Reports

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INTRODUCTION

The following report presents an overview of data and results of the University of Wisconsin– Green Bay Communication social media presences during the month of November 2018. This report includes numbers representing engagement, reach, followers, and likes. This report will also highlight the top performing posts from each platform.

In the future, the social media team hopes to provide a frame of reference by briefly looking at the social media of other units within the University of Wisconsin– Green Bay, as well as Communication units at other four-year universities.

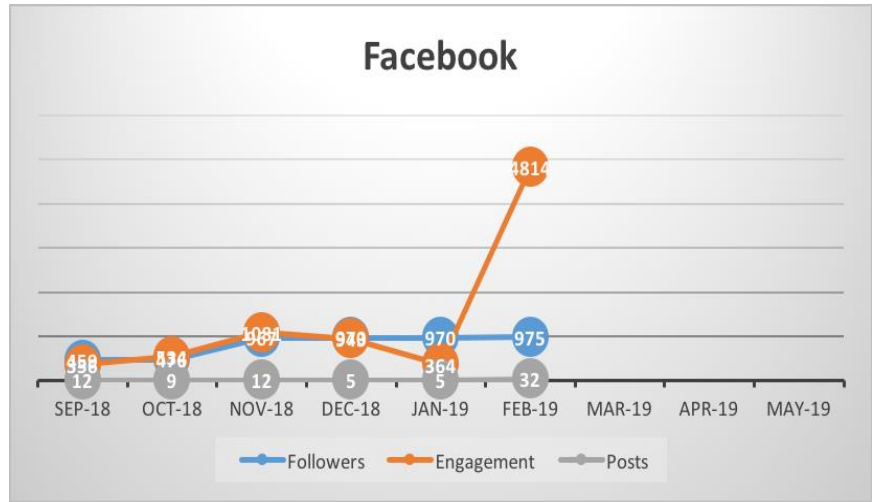
UWGB Communication utilizes a number of social media platforms. This report focuses on UWGB COMM's most utilized social media platforms: Facebook, Instagram, and Twitter. The chair of the department also oversees a LinkedIn account however, the team does not collect that data monthly.

The social media data used to display UWGB COMM's social media results and effectiveness in this report have been gathered from social media platform dashboards (provided by the platforms), calculated based on information provided by the platform dashboard analytics, or gathered from observing data directly from the platforms. A limitation posed to these results is the lack of access to in depth analytics on each platform. All data was collected the dates of November 1 through November 30, 2018.



Facebook

Facebook			
Months	Followers	Engagement	Posts
Sep-18	459	356	12
Oct-18	476	534	9
Nov-18	967	1081	12
Dec-18	970	943	5
Jan-19	970	364	5
Feb-19	975	4814	32
Mar-19			
Apr-19			
May-19			

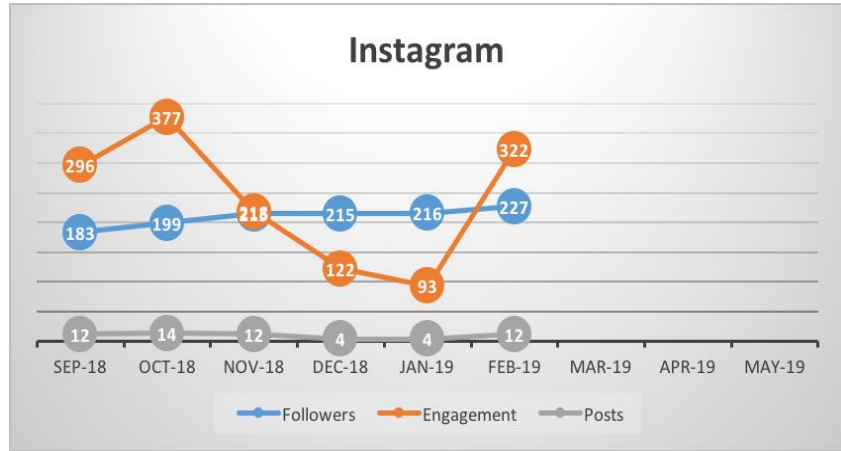


Facebook	
Months	Reach
Sep-18	5351
Oct-18	5456
Nov-18	3164
Dec-18	4189
Jan-19	1345
Feb-19	10662
Mar-19	
Apr-19	
May-19	

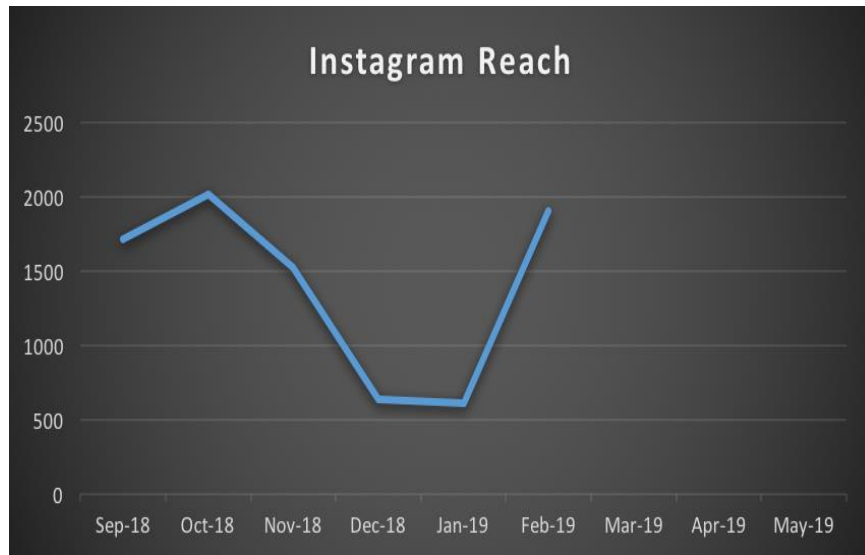


Instagram

Instagram			
Months	Followers	Engagement	Posts
Sep-18	183	296	12
Oct-18	199	377	14
Nov-18	215	218	12
Dec-18	215	122	4
Jan-19	216	93	4
Feb-19	227	322	12
Mar-19			
Apr-19			
May-19			

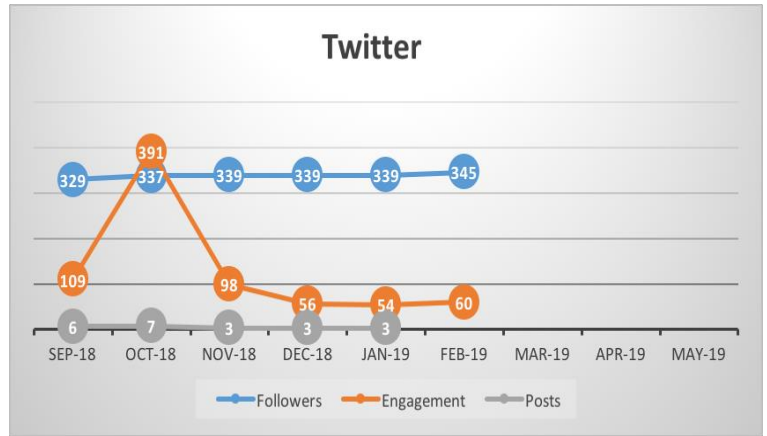


Instagram	
Months	Reach
Sep-18	1715
Oct-18	2014
Nov-18	1529
Dec-18	636
Jan-19	614
Feb-19	1906
Mar-19	
Apr-19	
May-19	

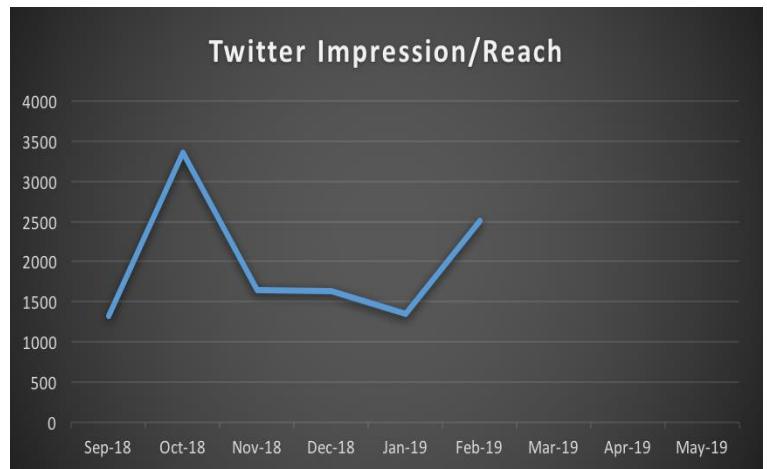


Twitter

Twitter			
Months	Followers	Engagement	Posts
Sep-18	329	109	6
Oct-18	337	391	7
Nov-18	339	98	3
Dec-18	339	56	3
Jan-19	339	54	3
Feb-19	345	60	4
Mar-19			
Apr-19			
May-19			



Twitter	
Months	Impression/Reach
Sep-18	1326
Oct-18	3358
Nov-18	1639
Dec-18	1634
Jan-19	1351
Feb-19	2507
Mar-19	
Apr-19	
May-19	





Most Successful Post: Facebook

The “most successful post” on Facebook is defined by the post with the highest reach.

This video received over 32 engagements and reached over 2,000 people!

Verizon LTE 4:36 PM 53%

Search

UW-Green Bay Communication
Monday at 2:52 PM · 🌐

A Day in the Life of a Communication Major has a variety of jokes we are sure you can connect with. Enjoy this funny and insightful video that was made by...Comm Majors. #uwgbcmm #dayinthelife

1.2K Views

Like Comment Share

Reach More People With Your Video
Try boosting your post so more of the people you care about watch your video.

Write a comment... GIF 😊

Facebook, Twitter, Instagram sharing icons



Most Successful Post: Instagram

The “most successful post” on Instagram is defined by the post that had the most reach that month.



uwgbcomm



[View Insights](#)

[Promote](#)

This Instagram photo received about 40 likes with almost 10 profile visits!



Liked by [markellakladios](#) and 42 others

uwgbcomm Comm Week officially comes to a close...thank you to everyone who participated, volunteered their time, and who came to the banquet. This department keeps their connections close and it's events like these that allows us to continue to keep and mend those everlasting connections. #uwgbcomm #commweek #itsover

6 DAYS AGO





Most Successful Post: Twitter

The “most successful post” on Twitter is defined by the post that had the most impressions that month.

This Tweet reached nearly 1,000 people and also included a bullseye node for the UWGB Comm Week Website. After this was tweeted banquet sales went up.



CONCLUSION

The University of Wisconsin-Green Bay Communication's social media presence is continually expanding its reach and maintaining successful platforms on Facebook, Twitter and Instagram. The follower base had increased on each of these platforms during the month of October 2018.

As we desire to continue gaining followership, it is crucial to continue to strategize on each platform and create content that creates strong engagement based on our followership. We are utilizing having a team of four, to help focus our energies on staying active on each platform. Having the best bang for buck in terms of engagement per follower will only become more vital in the future. This is why we are very glad to see continual growth in our followership to give us a base for that engagement.

UWGB COMM continues to utilize social media to connect and communicate with prospective, current and former UW-Green Bay Communication students. Extending our brand through social media is a priority and it is vital that the team continues to expand our content curation and followership.

