

SOCIAL MEDIA ANALYTICS REPORT AUGUST 2024 - JANUARY 2025

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EXECUTIVE SUMMARY

The Center for Integrative and Experiential Learning's (CIEL) mission is to advance integrative and experiential learning within and beyond the classroom experiences at the University of South Carolina Columbia and Palmetto College campuses for students, faculty, and staff by providing programs, developing resources, conducting outreach, and facilitating assessment. CIEL's Graduation with Leadership Distinction program provides a distinction on students' transcripts signifying that they completed outside-the-classroom learning experiences. CIEL uses social media platforms and a monthly newsletter to help advance its mission. The social media analytics report will only look at the analytics for Instagram and the newsletter. My goal during my internship is to grow the Instagram page to 1,300 followers, average 20 likes per post, and reach an average of 50% opens for the newsletter. Currently, Instagram sits at 1,270 followers and 16.3 average post likes. Our target market is college students at UofSC. Of those 1,270 followers, 39.1% live in Columbia, SC, 30.4% are aged 18 to 24, and 73.5% are women. In the fall, the monthly newsletter was opened on average 45.83% of the time by our 1,059 subscribers. Through the analysis of individual Instagram campaigns, I have found that Instagram posts that highlight students and alumni perform better and more people interact with these posts. To gain more Instagram followers we should reintroduce CIEL every year, and to retain them, we need to post high-quality, relevant content. To generate more likes on posts, they should be people-focused. To gain more male followers we should highlight male GLD alumni and CEG recipients.

SOCIAL MEDIA OBJECTIVES

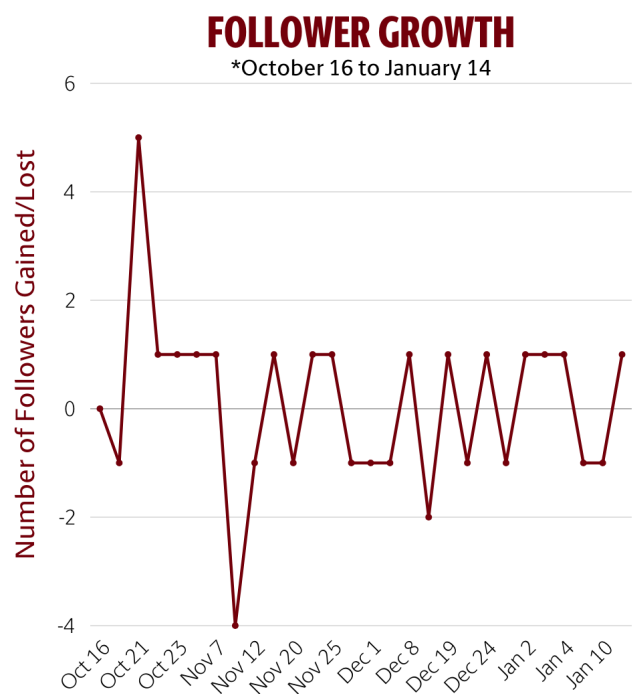
CIEL uses Instagram, Facebook, LinkedIn, and a monthly newsletter to help advance its mission of encouraging students to apply for GLD and engage in learning opportunities outside of the classroom. Social media platforms are used to communicate information about CIEL’s events, alumni success stories, and other departments' events to try and increase students’ participation in learning opportunities. The newsletter is sent out monthly and communicates information about CIEL’s events and events happening around campus that students can get involved in to complete their GLD.

PERIOD SPECIFIC GOALS

During the course of my internship, from August 2024 to April 2025, my goals have been to increase CIEL’s Instagram followers to 1,300, average 20 likes per Instagram post, and average 50% opens per newsletter. One of CIEL's goals is to increase the number of males pursuing GLD, so my goal is to increase the percentage of male Instagram followers to 30%.

METRICS AND KPIS

INSTAGRAM



As of January 14, CIEL has 1,270 followers on Instagram. The number of followers gained and lost from October 16 to January 14 has fluctuated, and overall CIEL has gained 3 followers. We need to gain 30 more followers in the next three months to reach our goal of 1,300 followers.

16.3

Average Post Likes

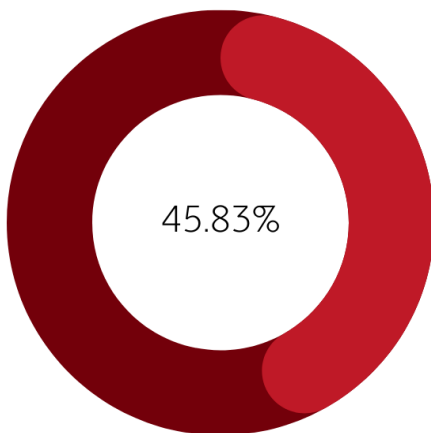
*Since August 26

Since August 26, CIEL has averaged 16.3 likes per Instagram post. Our goal is 20 which is still reachable because there were multiple outliers in the data set. If we can eliminate the outliers in the rest of our posts, we can average 20 likes by the end of April.

NEWSLETTER

NEWSLETTER OPENS

*September 16 to November 11

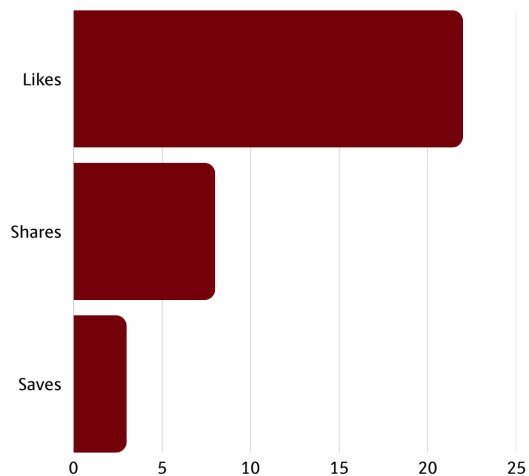
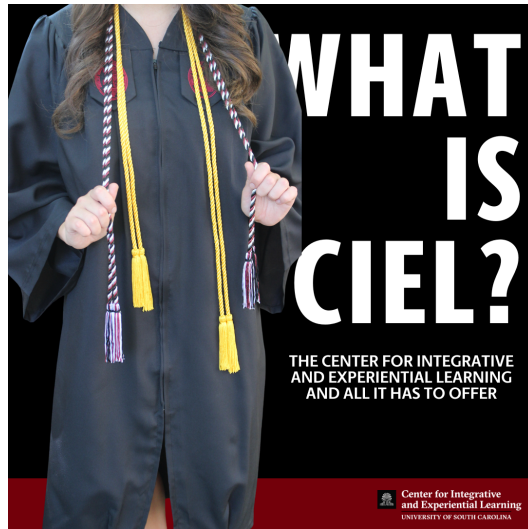


The September, October, and November newsletters averaged 45.83% opens, meaning 485.34 subscribers opened it each month. We have three newsletters left and my goal is to increase the average to 50% by using attention-grabbing subject lines.

CAMPAIGN INSIGHTS

Since August 20, we have made 19 Instagram posts and ran seven campaigns.

CIEL INTRODUCTORY CAMPAIGN



On September 13 we did our "CIEL Introductory Campaign" to introduce new followers and freshmen to CIEL. This post is currently pinned at the top of our Instagram so it is the first thing visitors see on the page. It generated 22 likes, 8 shares, and 3 saves.

GLD PATHWAY HIGHLIGHT CAMPAIGN

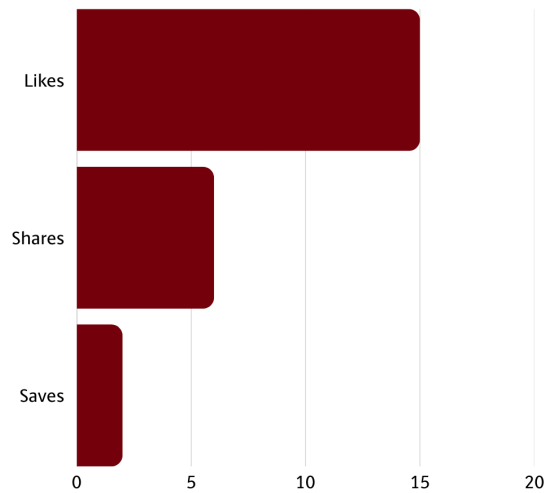
❤️ 14.8

GLD PATHWAY HIGHLIGHTS

3.6 📍 0.8 💬

The GLD Pathway Highlight campaign consisted of five Instagram posts from September 20 to October 7. These posts described each pathway, shared alumni success stories, and requirements and ideas for completion. The five posts averaged 14.8 likes, 3.6 shares, and 0.8 comments.

WRITE NIGHT CAMPAIGN



The Write Night Recap was posted on September 27 to thank the Student Success Center for helping at the event, highlighting the students who attended, and spreading awareness for future write nights. The post got 15 likes, 6 shares, and 2 saves.

FALL SHOWCASE CAMPAIGN

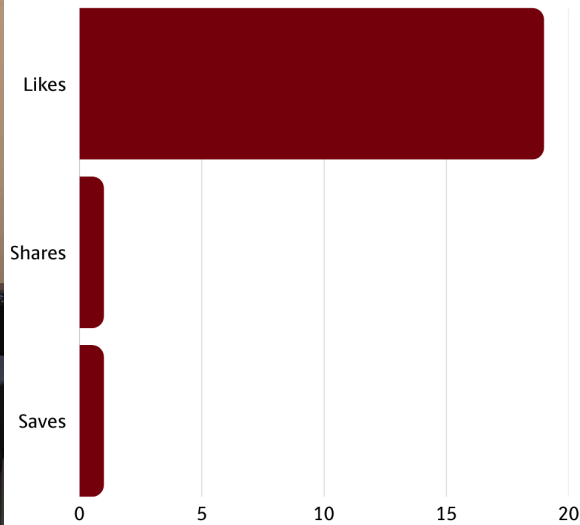
❤️ 22.5

FALL SHOWCASE

6 📄

The Fall Showcase Campaign included two Instagram posts, one promoting the Fall Showcase and one recapping it. The two posts averaged 22.5 likes and both posts received six shares.

FALL CORDING CAMPAIGN



The Fall Cording Campaign, posted on November 20, recapped our Fall Cording event and received 19 likes, one share, and one save. Along with the feed post, we posted a series of Instagram stories highlighting our fall GLD graduates individually.

AUDIENCE INSIGHTS

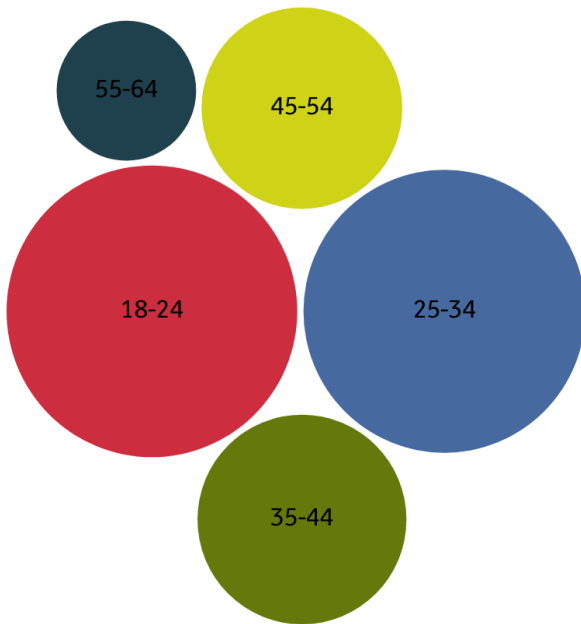
CIEL's primary target market is college students at the University of South Carolina. The audience insights are based on our Instagram followers.

39.1%

of Followers From Columbia, SC

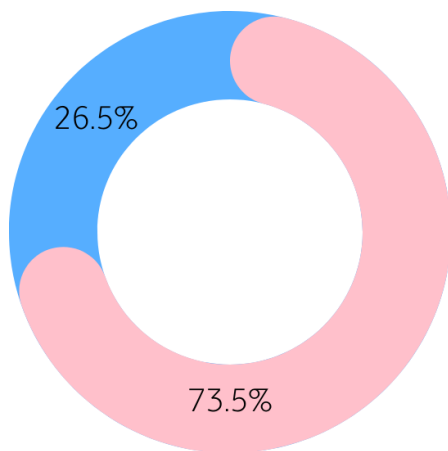
39.1% of CIEL's followers live in Columbia, South Carolina. This makes sense as this is where our college is located.

FOLLOWERS AGES



30.4% of followers are aged 18 to 24. This is the age of college students, our primary demographic. 28.6% of followers are aged 25 to 34, which is the age of our alumni, which is our secondary target market.

FOLLOWERS GENDERS



73.5% of our followers are female and 26.5% are male. Our goal is to grow the number of males pursuing GLD by increasing the percentage of male followers to 30%. We are only 3.5% away from our goal and can reach it by April.

RECOMMENDATIONS

CIEL's Instagram followers fluctuated from October to January. Our goal is to have 1,300 followers by April. There are many practices we can do going forward to gain new followers and retain our current ones. To gain new followers, we should reintroduce CIEL every year, so new students can learn about what it is. We should ask departments with students who would be good GLD and CEG candidates to repost our content. The most important thing to retain followers is to post high-quality content by choosing clear pictures and exporting posts at high quality. The easiest way to lose followers is by posting excessively because people do not want their feeds flooded. By only posting information that is relevant to our followers, we will not overwhelm them. We need to engage with our followers by ensuring we respond and like all comments and respond to DMs promptly. Instagram stories and reels are a great way to engage with followers. When posting videos it is essential to use closed captions.

Our goal is to average 20 likes per Instagram post. Based on the campaign insights, posts that have a person on the cover perform better than those that are only a graphic. Going forward we should try to ensure all Instagram posts feature a high-quality image, at least on the cover slide. Following a consistent posting schedule, will improve our algorithm and make us appear on more of our followers' feeds. Using too many hashtags can also cause posts to be flagged as spam and not appear on follower's feeds, so in the future we need to be very intentional about what hashtags we use. Our goal is to have 30% male followers and we currently have 26.5%. To increase our number of male followers, we should highlight male GLD alumni and CEG recipients, continue to use gender-neutral branding and promote involvement opportunities that men would be inclined to go to.

To increase the percentage of newsletter opens to 50% per newsletter, we should use attention-grabbing subject lines that make the recipient want to read more. The newsletter needs to be easy to read and straight to the point once the recipient opens it.