SOCIAL MEDIA REPORT WESTVIRGINIAU / NOVEMBER 2015



Our impressions were higher than ever, which means more eves saw our content than ever before. Comments/mentions were down slightly.



3.7 mil _

total impressions on

Facebook, the best total

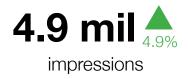
recorded since July.

28,150

comments on Instagram, our

best-ever total thanks to a

few contests.





STATS OF THE MONTH / We made nice leaps on Facebook and YouTube. Marginal gains were made on the other platforms.

225,946

video views on Facebook, the best total we've ever had thanks to Manifesto videos.



minutes viewed on YouTube. more than double from October's total.

46,957

engagements on Twitter; the best total we've had since August.



likes on YouTube in November, a significant increase from last month.

THE MORE YOU KNOW

We had 403,392 views to our Manifesto video series, a significant spike in video views compared to our average.

Our 2015 Thanksoiving photo (pumpkin pies) was well-received (ex. 285.641 people reached on Facebook).

Our manifesto video series was an absolute hit, and our Thanksgiving photo worked well, too.

We held two workshops - one on Facebook and another on Twitter - for our internal social media managers.

Our AskWVU on Snapchat for prospective students was even better than our AskWVU for incoming freshmen.

COMING UP

25 Days of WVU Giveaways will run from Dec. 1 through Dec. 25 with a bunch of very nice prize packs.

25 Days of WVU Giveaways is underway, we're writing an academic journal piece, we've got some more holiday photos planned AND a new campaign.

Candace and Tony are writing an article for the Journal of Higher Education Advancement & Marketing.

We have a few ideas for social media-focused photos that we will post on the big December holidays.

In January, we will be asking alumni #WhyWVU in an opportunity to help leverage answers for admissions.