

SOCIAL MEDIA REPORT

WESTVIRGINIAU / NOVEMBER 2015

OVERALL STATS

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

491,045 ▲
1.8%

followers/likes

4.9 mil ▲
4.9%

impressions

3,714 ▼
27.4%

comments/mentions

STATS OF THE MONTH

We made nice leaps on Facebook and YouTube. Marginal gains were made on the other platforms.

3.7 mil ▲
7.5%

total impressions on Facebook, the best total recorded since July.

225,946 ▲
6.3%

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

46,957 ▲
9.6%

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

28,150 ▲
6.3%

comments on Instagram, our best-ever total thanks to a few contests.

164,395 ▲
110%

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

187 ▲
55%

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

THE MORE YOU KNOW

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

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

Our 2015 Thanksgiving photo (pumpkin pies) was well-received (ex. 285,641 people reached on Facebook).

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

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

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.