

# KANSAS STATE UNIVERSITY

SOCIAL MEDIA ANALYTICS  
2019

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# SWOT ANALYSIS

**S:** Constantly gaining new followers from students who visit campus or hear from K-State, student-run account helps the content stay relevant and timely

**W:** Engagement with content is inconsistent (number of likes and comments on posts varies), retention of followers

**O:** Engaging with follower accounts (liking and commenting on other's posts), story highlights on Instagram

**T:** Competition from other public universities, staying up-to-date with current technology, scrutiny from public

# INSTAGRAM

Target Audience:  
Prospective K-State Students  
High School Students (16-24 years old)

Followers: 1,600

## Demographics

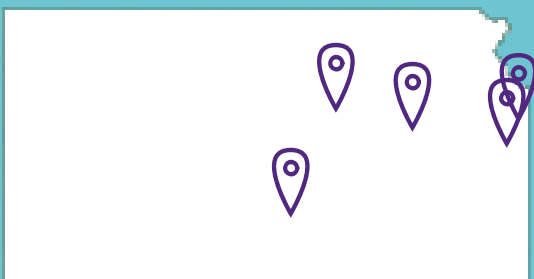
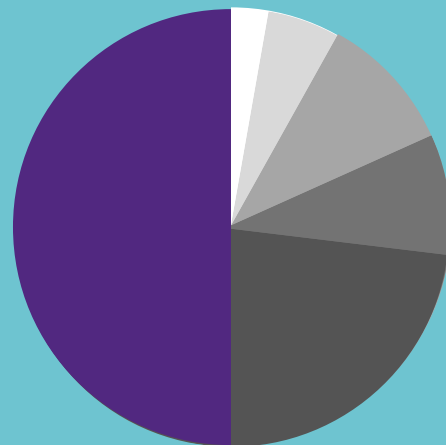


### Gender

|        |     |
|--------|-----|
| Male   | 32% |
| Female | 68% |

### Age Range

|       |     |
|-------|-----|
| 13-17 | 4%  |
| 18-24 | 45% |
| 25-34 | 24% |
| 35-44 | 11% |
| 45-54 | 12% |
| 55-64 | 3%  |



### Top Locations

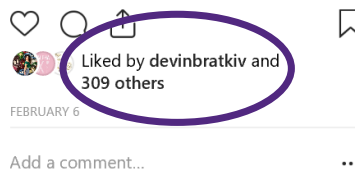
|               |     |
|---------------|-----|
| Manhattan     | 23% |
| Wichita       | 4%  |
| Overland Park | 4%  |
| Kansas City   | 3%  |
| Topeka        | 2%  |

# TOP POSTS: INSTAGRAM

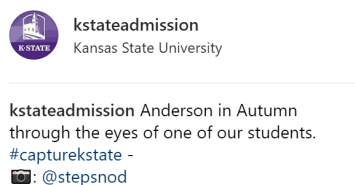


Posts that are most successful on Instagram include relevant content - the reason this "Storm the Court" post did so well was because it was posted the next morning after a big win for K-State.

The better quality of photo, the more likes the post will get.

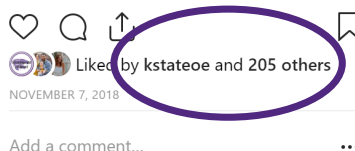


It also depends on the people included in the post. For example, in a student profile, if the student is more well-known around campus, the post tends to get more likes.



Photos of Anderson, or other buildings around campus, are often very successful as well.

In contrast, posts that don't do well on Instagram are often simple infographics (national rankings do better than other infographics, but still not the best).



Average number of likes: 87

# FROM THEN TO NOW: INSTAGRAM

Average number of likes:

Jan. 2018-June 2018

79

vs.

July 2018-Jan. 2019

87

Posts were less frequent - there are fewer posts going toward the average - and the average number of likes is lower. However, there were fewer followers Jan. 2018-June 2018, so there can be seen more engagement by followers with the posts overall (even though there are less comments on past posts).

# TWITTER

Target Audience:  
Prospective K-State Students  
High School Students (16-24 years old)

Followers: 2,492

## Demographics



### Gender

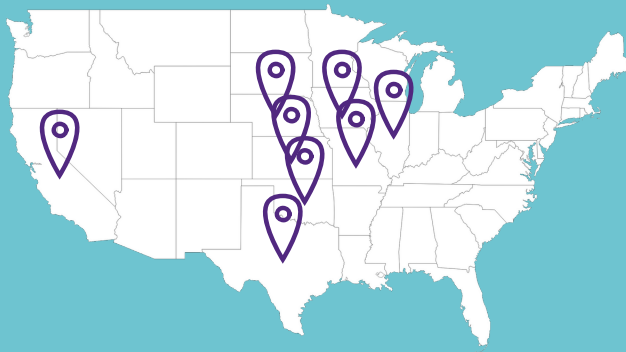
|        |     |
|--------|-----|
| Male   | 36% |
| Female | 64% |

### Education

Completed High School 46%

Completed College 37%

Completed Grad School 18%



### Top Locations

|            |     |
|------------|-----|
| Kansas     | 67% |
| Missouri   | 7%  |
| Texas      | 4%  |
| Illinois   | 3%  |
| Nebraska   | 2%  |
| Oklahoma   | 2%  |
| California | 1%  |
| Iowa       | 1%  |

# TOP POSTS: TWITTER



K-State Admissions

@KStateAdmission



10:35 AM - 30 Jul 2018

31 Retweets 141 Likes



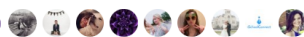
On the seventh day of #KState my university gave to me, K-State's largest student-run philanthropy!

K-State Proud has helped to raise over \$1,136,506 for Student Opportunity Awards, which allowed more than 600 students stay at K-State and continue their education.



12:56 PM - 19 Dec 2018 from Olathe, KS

14 Retweets 93 Likes



K-State and K-State Proud

Twitter tends to be the opposite of Instagram when it comes to what is successful.

Posts that are most successful on Twitter include infographics (especially national ranking infographics).

There are some similarities between the two accounts, however. Like Instagram, the better quality of photo, the more likes the post will get.

Tagging other accounts, and interacting with people who leave comments is effective in gaining engagement on a post.

Photos of Anderson, or other buildings around campus, are often very successful as well.

Videos are a great way to get viewers to click on posts and engage further with the content. They also often receive more retweets than picture posts.

Average number of likes: 14

Average number of retweets: 3

# FROM THEN TO NOW: TWITTER

Jan. 2018-June 2018

July 2018-Jan. 2019

Average number of likes:

14

VS.

14

Average number of retweets:

3

VS.

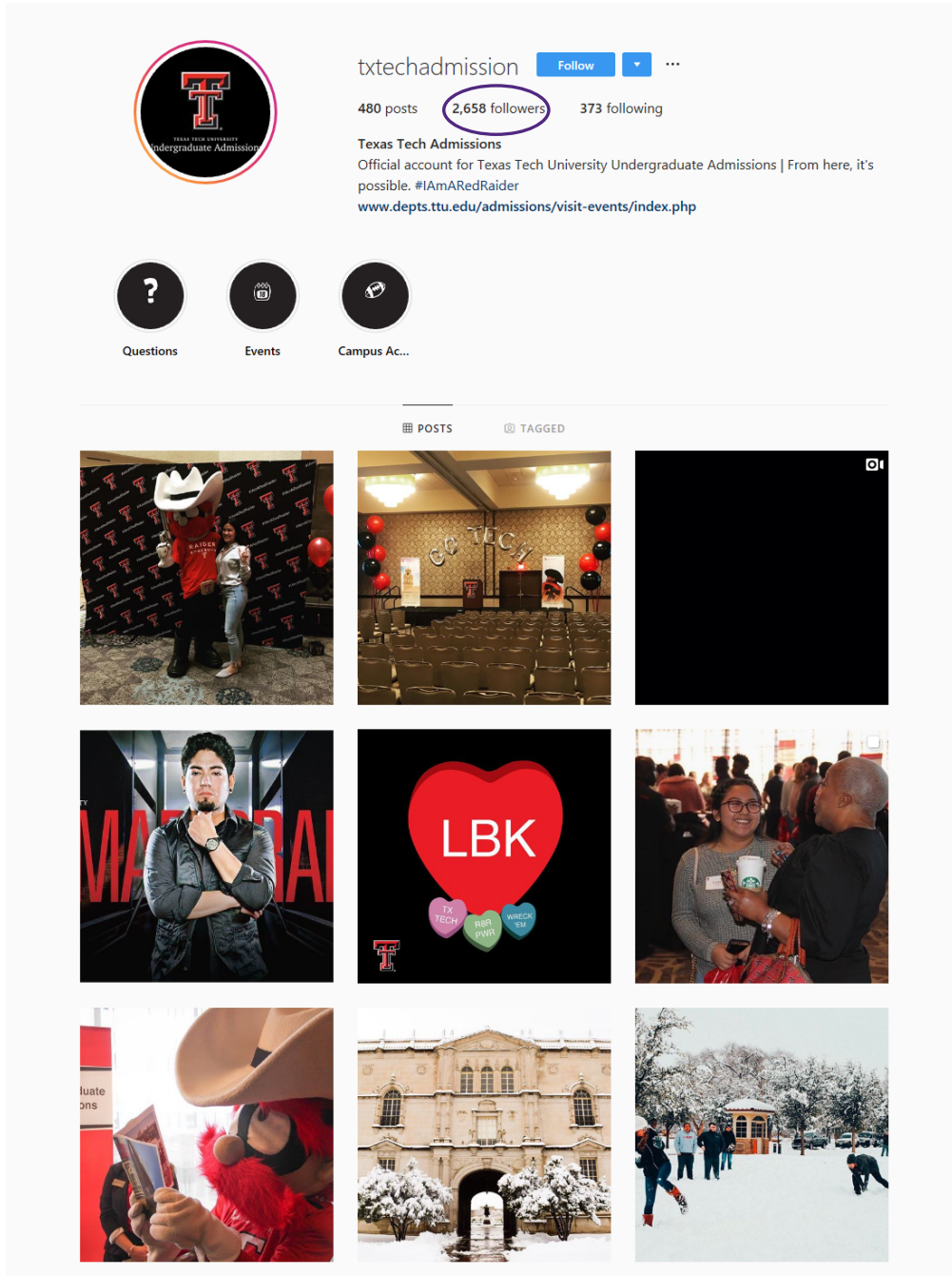
3

Posts were less frequent - there are fewer posts going toward the average - but the average number of likes and retweets remains the same over time. Rather than generating original content, there was more retweeted content. The same posts on Instagram were used for Twitter as well.



COMPETITION

# Competition: Texas Tech Admissions



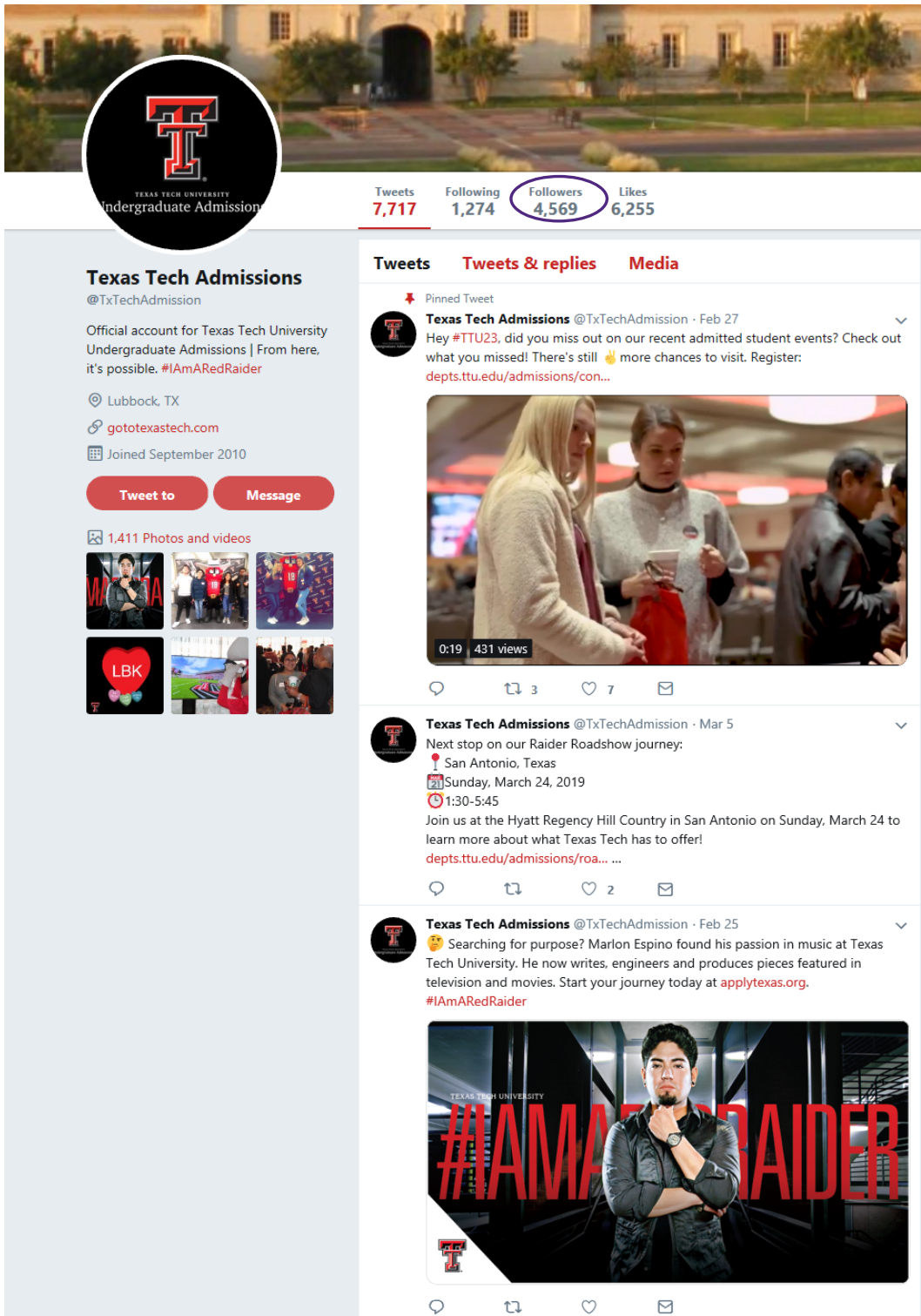
Followers: 2,658

Average number of likes:  
168

Post content about every  
10 days.

Content with the most likes  
include professional  
photography of places on  
campus. Posts are mostly  
around admissions deadlines,  
orientation information, and  
transfer stories.

# Competition: Texas Tech Admissions



Followers: 4,569

Average number of likes:  
13

Average number of  
retweets: 3

Post content about every  
2-5 days.

Content is similar/ the same  
across platforms (Instagram  
and Twitter). Content with the  
most likes include  
professional photography of  
places on campus. Posts are  
mostly around admissions  
deadlines, orientation  
information, and transfer  
stories.

There is a lot of content  
surrounding their mascot -  
cool posts about the mascot  
exploring campus, etc.

Retweets of student  
experience.

# Competition: University of Nebraska-Lincoln

\*Note: many of the universities in competition with K-State do not have Admissions-specific accounts associated with their schools.



unlincoln

2,716 posts   **43.3k followers**   221 following

University of Nebraska-Lincoln  
A top tier research & Big Ten university. Home of the Huskers. Community hashtag: #UNL #InOurGritOurGlory  
[admissions.unl.edu](https://admissions.unl.edu)

Discover

N | 150

Phone Wall...

Music Mon...

News

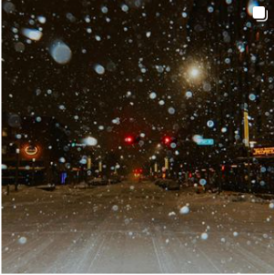
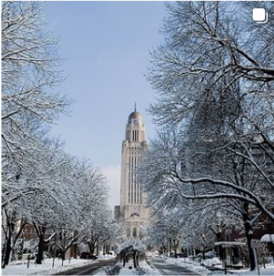
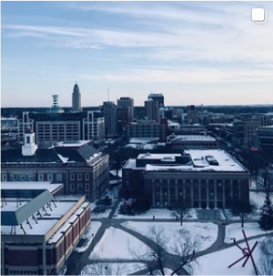
Templates

Encourage...

POSTS

IGTV

TAGGED



Followers: 43.3k

Average number of likes: 1,537

Post content about every weekday.

Content that gets the most likes is centered around football (the stadium) and the fans, as well as other sports. Strangely enough, posts that feature students/student profiles do not do as well.

The more high quality the picture, the more likes the post gets.

# Competition: University of Nebraska-Lincoln

\*Note: many of the universities in competition with K-State do not have Admissions-specific accounts associated with their schools.



Tweets

20.6K

Following

600

Followers

36.6K

Likes

22.8K

Lists

5

Moments

2

University of Nebraska-Lincoln

@UNLincoln

The University of Nebraska–Lincoln, a top tier research & Big Ten university. Home of the Huskers. For news: @NebToday #UNL #NUforNE

Lincoln, Nebraska

unl.edu

Joined August 2012

Tweet to University of Nebraska...

3,980 Photos and videos



Tweets

Tweets & replies

Media

Pinned Tweet

University of Nebraska-Lincoln

@UNLincoln

Feb 26

In the classroom, Deadric Williams (@doc\_thoughts) brings energy, lighting a fire in his students. See how this first generation college student from Mississippi found his calling in this episode of our Faculty 101 podcast. » [ow.ly/QKtx30nNQEJ](#) #UNL #InOurGritOurGlory



0:33 5,301 views

9

65

University of Nebraska-Lincoln

@UNLincoln

38m

@MorrillHallUNL has come a long way since construction began in the 1920s! And the new interactive fourth floor does even more to educate visitors about Nebraska's rich history. » [ow.ly/Ep5L30nMRsK](#) #N150 #UNL



2

11

University of Nebraska-Lincoln

@UNLincoln

2h

Students: Husker Hub, a new "one-stop" for handling the business of being a Husker (for services related to Scholarships and Financial Aid, University Registrar, Bursar and Student Accounts), will open in Louise Pound on March 8. Learn more here » [ow.ly/TZsS30nUXCY](#) #UNL



2

5

Followers: 36.6k

Average number of likes: 51

Average number of retweets: 8

Post content about three times a day (original and retweeted content).

Content that gets the most likes features funny content (memes, videos, etc.) and pictures of places on campus. Strangely enough, posts that feature students/ student profiles do not do as well, simple graphics do not do as well.



# MOVING FORWARD STRATEGICALLY

## **Combine**

Moving forward, it would be beneficial to combine the Admissions and Orientation & Enrollment accounts - combine the followership of the accounts since the target audiences are the same, and entwine the content posted on the two accounts. Work to post more professional photography of the campus, relevant content surrounding current events, and move away from infographics on the Instagram account (focusing those posts mostly on Twitter). While videos are fun and a creative way to introduce new information, they are no more successful than a regular post.

## **Live Videos and Stories**

Look into utilizing Facebook to create and share events, as well as host Live videos. Expand the use of Instagram Live and Instagram stories - can save content for prospective students to view at later times.

## **Interact**

Follow and interact with accounts of other organizations on campus/ prominent members of the K-State Family. This will help to encourage engagement on all posts.