

TXST Career Services

Facebook Analytstics Report Spring 2023

MC 4326 - Advanced Social Media Analytics
**School of Journalism and Mass
Communication**
Texas State University

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CLIENT OVERVIEW

VISION STATEMENT

Prepare, inspire and empower Texas State students for career success.

MISSION STATEMENT

Career Services empowers the diverse Texas State community to develop their full potential and enhance their personal excellence and professional marketability by providing strategic career guidance and opportunities to connect with employers worldwide.

CAREER SERVICES-

- Career Closet
- Interview Preparation
- Resume Review
- Drop-in services
- Professional Headshots

TARGET AUDIENCE-

The main audience is the students at Texas State University and alumni.

SOCIAL MEDIA PRESENCE



@txstcareers

- The content targets the students of Texas State.
- The posts are not that consistent every month.
- Last post was 5 days ago.
- There are many eye-appealing infographics



@txstcareers

- A great way for students to connect with potential employers.
- They post many opportunities like internships and jobs expo events for students



@txstcareers

- Disclaimer Career services is logged out of their account, so they have no access to it at the moment.
- Thier posts seemed pretty consistent before
- Event posters were mostly posted on the page.



@txstcareers

- They post pretty consistently.
- Have a lot of "call to action"
- They have links to more information, embedded in the actual posts.
- The utilize "threads" to inform their audience

WHO RUNS THE ACCOUNT?

SHELBY JIMENEZ



Career Outreach and
Engagement Specialist

ADAM HERNANDEZ



Career Educator, Liaison
to the College of Fine
Arts and Communication

TEXAS  **STATE** [®]

CAREER SERVICES

PLATFORM ANALYSIS

AUDIENCE AND COMMUNITY OVERALL

- Students
- Alumni
- faculty
- staff

OVERVIEW OF CONTENT

- The content is mostly of students and student life at the career events, staff photos, on- campus events and off-campus events. Almost all the posts include a right hook more than anything.

TONE

- The tone of most posts is light and informative. They strive to always be a helpful guide and be concise when giving information to the students.

FREQUENCY

- The tone of most posts is light and informative. They strive to always be a helpful guide and be concise when giving information to the students.

ENGAGEMENT

- 2.2 likes per post
- Lowest engagement across all platforms
- Engagement does not match follower count

STRENGTHS

- Cohesive design across posts
- High following

WEAKNESSES

- Extremely low post frequency
- Little to no engagement

OPPORTUNITIES

- Post more to engage an already high following
- Utilize the collaborative post feature to partner with target companies
- Incentivize engagement through more interactive posts



RECOMMENDATIONS FOR THE FUTURE

GOALS

- Utilize the Facebook live feature to film an in the moment look in events.
- Get access to the account to be able to post.


STRATEGIES

- Create a content schedule and stick to it
- Host regular contests or giveaways, asking users to like, comment, share, or tag friends in the post to enter
- Utilize analytics to identify top-performing content and tailor future posts accordingly to boost the page's visibility and overall reach.


INFLUENCER RECOMMENDATIONS

We recommend that the Career Center partner with the University Writing Center to assist students in drafting resumés. In addition to weekly workshops, the University Writing Center assists thousands of students each semester in writing materials from a wide variety fields. With over 800 likes on Facebook, this would be the great way to bring more attention to the Career Center's resumé assistance resources.

EXAMPLE SAMPLE POSTS

 **Texas State Career Services**
Sponsored · 🌐

Hey Bobcats! We know that writing a resumé can be challenging, but we're here to make it easy for you! Career Services is teaming up with the University Writing Center for a collaborative resumé writing workshop this Wednesday from 5-6pm in the Career Learning Lounge - LBJ Student Center. All attendees will be entered into a raffle for one free outfit of your choosing from our Career Closet. Save the date!



RSVP HERE
Collaborative Resumé Workshop
TXSTATE.EDU

👍 Like 💬 Comment ➦ Share


 **Texas State Career Services**
Sponsored · 🌐

Having a great resume is a plus when you are looking for opportunities as a Bobcat. You do not know where to start? You can join us in collaboration with the University Writing Center for a "Cleaning up the Resume" Workshop. Learn more on our website about the website and reserve a spot in the workshop.




VISIT
Cleaning Up the Resume Workshop [Learn more](#)

👍 Like 💬 Comment ➦ Share


 **Texas State Career Service**
Sponsored · 🌐

Hey Bobcats. It's getting closer to graduation season. Do you have your resume up to standards? If not, join us at our university wide writing workshop! We will be going over good resume standards and tips to help you land the job of your dreams! Join us this Wednesday 5-6 p.m in the Career Learning Lounge in LBJ Student Center!! We look forward to seeing you!




RSVP
TXST Writing Workshop
testate.edu [Download](#)

👍 Like 💬 Comment ➦ Share

 **Texas State Career Services**
Sponsored · 🌐

In need of a last-minute resume review? Don't worry Bobcats, we got you! We teamed up with the university writing center to assist students with building up their resumes. This collaborative event will take place at the LBJ center on Tuesday, 5p-8p. Please check out our site for more information.



[HTTPS://WWW.CAREERSERVICES.TXSTATE.EDU](https://www.careerservices.txstate.edu)
Resume Building Workshop [Sign up](#)

👍 Like 💬 Comment ➦ Share

FACEBOOK ANALYTICS

facebook Analytics Report

January 1-31 of 2022



of total page followers | 4,537



Number of posts | 6



Avg. reactions of posts | 2.2



Avg. comments on posts | 0.5



Avg. shares of posts | 0.5



The top post with the most engagement based on the number of accounts the post reached. The post reached 392 accounts

COMPETITOR ANALYSIS



After looking at the competitors pages, my teammates agreed that the other career services' post more often and consistent. We also noticed that other pages, videos were included within other pages content range. By including Live Facebook moments, we could break up the same cycle of doing just flyers for events and infographics informing the audience of information. That would benefit our viewership and shares too.



SAN JACINTO COLLEGE CAREER SERVICES

NUMBER OF FOLLOWERS- 905

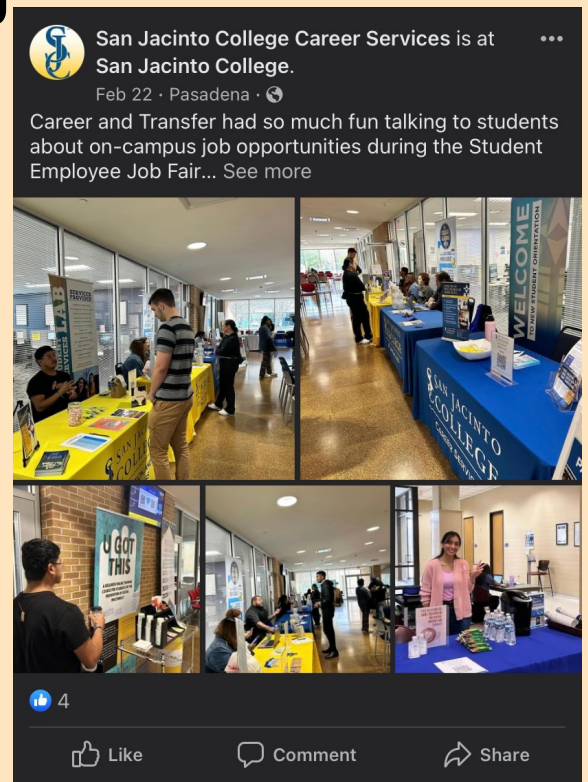
**NUMBER OF POSTS IN THE MONTH OF
FEBRUARY- 4 POSTS**

AVERAGE NUMBER OF REACTIONS - 1.3

AVERAGE NUMBER OF COMMENTS - 0

AVERAGE NUMBER OF SHARES- 0

This was the post with the most number of reactions. It had 4 reactions from the audience.





UNIVERSITY OF TEXAS SAN ANTONIO

CAREER CENTER

PAGE LIKES- 2,000

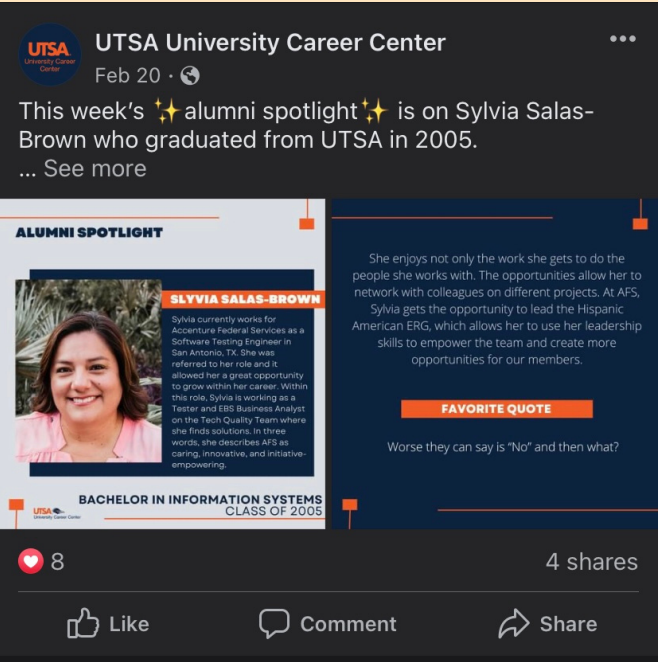
NUMBER OF FOLLOWERS - 2,100

NUMBER OF POSTS (IN FEBRUARY)- 12 POST

AVERAGE NUMBER OF REACTIONS - 2.6

AVERAGE NUMBER OF COMMENTS - 0

AVERAGE NUMBER OF SHARES- 0.7



This was the post with the most number of reactions and shares. This post had 8 reactions and 4 shares.



SAM HOUSTON STATE UNIVERSITY CAREER SUCCESS CENTER

PAGE LIKES- 142

NUMBER OF FOLLOWERS - 189

NUMBER OF POSTS (IN FEBRUARY)- 22 POSTS

AVERAGE NUMBER OF REACTIONS - 2.2

AVERAGE NUMBER OF COMMENTS - 0

AVERAGE NUMBER OF SHARES- 0.6

With a total of seven likes,
zero shares and zero
comments, this was SHSU's
most popular post in
February 2023,

