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# September Content Report

What worked, what didn't, and where the accounts are at



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01

# Instagram

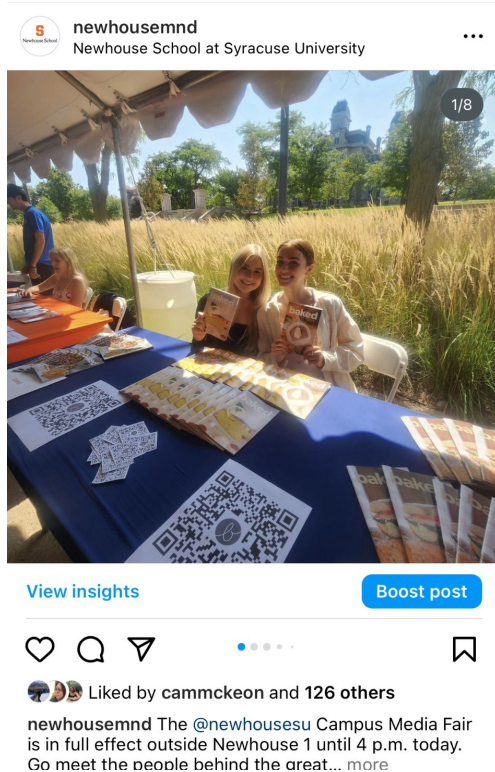
What worked, what didn't and other statistics



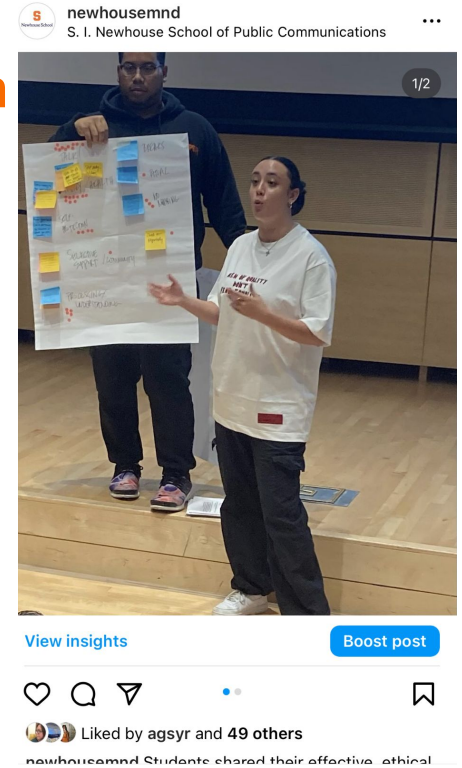
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# Top Posts

September 1st



September 15th



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# Top Posts

## September 1st

Impressions: 822

Reach: 585

Post engagement: 150. (127 likes, 14 shares, 8 comments, 1 save)

Profile activity: 12 visits

## September 15th

Impressions: 546

Reach: 392

Post engagement: 53. (50 likes, 1 share)

Profile activity: 12 visits, 1 follow

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# Overall

- New followers: 2
  - Accounts reached: 844 (up 27.1% from August)
  - Accounts engaged: 186 (up 69% from August)
  - Total followers: 678
  - Total posts: 5, no stories
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02

# Twitter/X

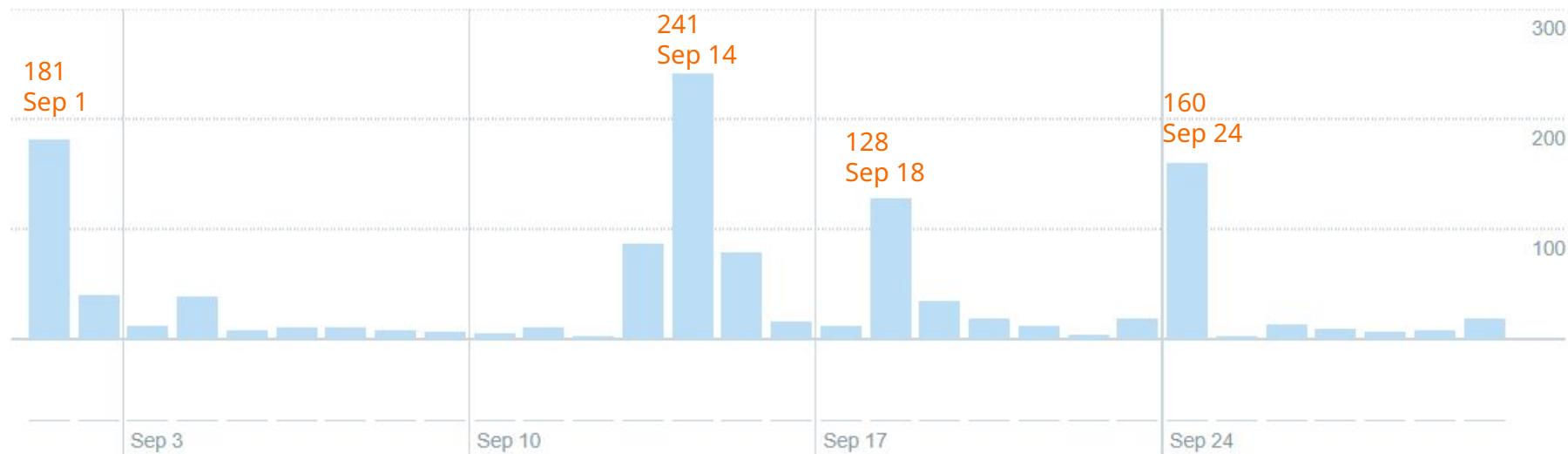
What worked, what didn't and other statistics



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# Impressions

Your Tweets earned **1.2K impressions** over this **30 day** period





# Top Posts

## September 1st



**Magazine, News & Digital Journalism** @NewhouseMND · Sep 1

Check out all the incredible students, opportunities and publications at the @**NewhouseSU** Media Fair outside Newhouse 1 until 4 p.m. [pic.twitter.com/W4DXYeAfMh](https://pic.twitter.com/W4DXYeAfMh)

Impressions: 225

Post engagement: 20

## September 14th



**Magazine, News & Digital Journalism** @NewhouseMND · Sep 14

Don't forget that the "Trauma-Informed Journalism in a Time of Chaos" series kicks off today at Newhouse 3 with the Photo Gallery opening and Experts Panel Talk. [#JournalismMatters](https://twitter.com/NewhouseSU/status/1234567890) [twitter.com/NewhouseSU/sta...](https://twitter.com/NewhouseSU/status/1234567890)

Impressions: 277

Post engagement: 5

# Top Posts

September 18th



**Magazine, News & Digital Journalism** @NewhouseMND · Sep 18  
Join us at 5:30 today for a conversation about AI and  
#journalism with @\_KarenHao of @TheAtlantic in the I-3  
Center, Newhouse 3. [pic.twitter.com/I9ayQREXIG](https://pic.twitter.com/I9ayQREXIG)

Impressions: 129

Post engagement: 3

September 24th

No post

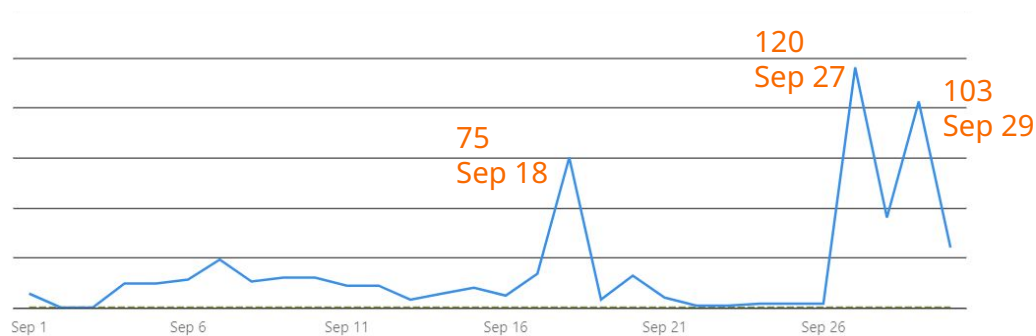


# 03

# LinkedIn

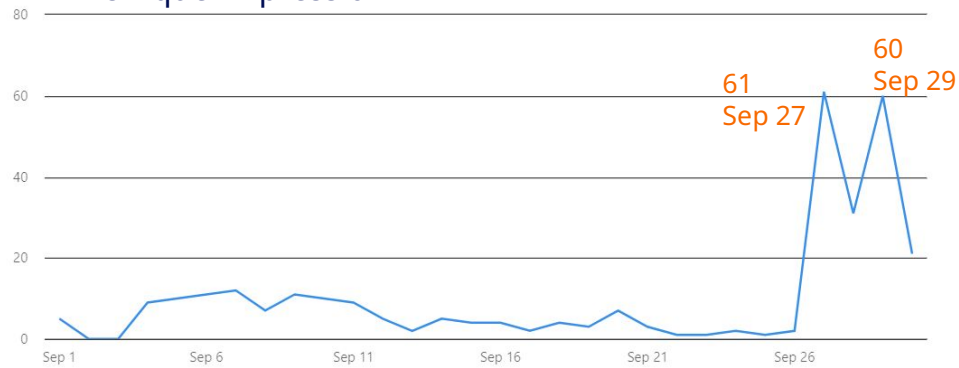
What worked, what didn't and other statistics

# Impressions



Impression

## Unique Impression



# Impressions


## September 27th

Newhouse Magazine, News and Digital Journalism  
657 followers  
1w • Edited •

Congrats to recent MND graduate program alum [Cassandra Abel](#)!

**Your Schenectady**  
124 followers  
1w • Edited •

The Your Schenectady team has a new addition, [Cassandra Abel](#), Community Journalist! Her enthusiasm for the Electric City grows each day and we're excited for her to tell the stories of the community!  
...see more



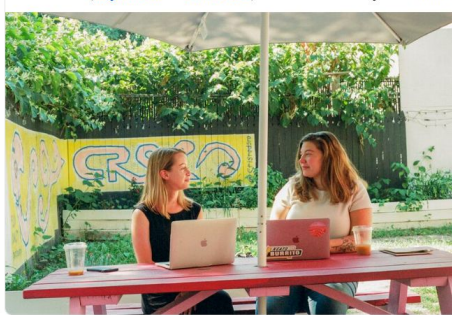
Newhouse Magazine, News and Digital Journalism  
657 followers  
1w • Edited •

Magazine alum [Maya Kosoff](#) is always doing something incredible so we're excited to see her latest venture take off!

**18 Olives**  
47 followers  
1w • Edited •

Aaaand we're live!

As writers, we ([Maya Kosoff](#) and [Eliza Carter](#)) don't like to throw adje ...see more



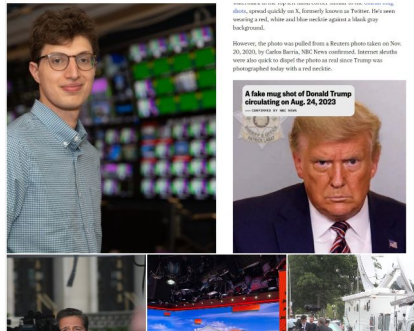
## September 29th

Newhouse Magazine, News and Digital Journalism  
657 followers  
6d •

Another alum has found a home in D.C. Congrats, Christopher!

**Christopher Cicchiello** (He/Him) • 2nd  
Researcher at NBC News  
1w •

Looks like I'm staying in DC! Tomorrow I start my new job at [NBC News](#) as a Newsgathering Researcher on our Live Desk. So excited to work with this talented team with [Alana Heller](#), [Kaitlyn Francis](#), [Ashlee Trujillo](#), [Nia](#) ...see more




Newhouse Magazine, News and Digital Journalism  
657 followers  
6d •

Congrats to alum [Lauren Bertolini](#) on her big move to help lead Dwell!

**Recurrent Ventures**  
8,764 followers  
2w •

We're excited to welcome [Lauren Bertolini](#) to Recurrent as the new General Manager of [Dwell](#)!



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# Clicks, reactions and comments

These two posts also drove most of the clicks, reactions and comments for the month.

## September 27th

Clicks: 5

Reactions: 4

Comments: 2

## September 29th

Clicks: 3


Reactions: 2

Comments: 0

Other: 1 reaction Sept 18, 6 clicks Sept 7, 1 click Sept 15, 1 click Sept 19 and 20.

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# Overall content engagement

Content engagement 											
Time range: Sep 1, 2023 - Sep 30, 2023 ▼				Show: 10 ▼				Show: 10 ▼			
Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
<a href="#">Congrats to alum Lauren Bertolini on her big move to help lead Dwell!</a> Posted by <a href="#">Jon Glass</a> 9/29/2023 <a href="#">Boost</a>	Repost	All followers	116	-	1	0.86%	2	0	0	-	2.59%
<a href="#">Another alum has found a home in D.C. Congrats, Christopher!</a> Posted by <a href="#">Jon Glass</a> 9/29/2023 <a href="#">Boost</a>	Repost	All followers	109	-	6	5.5%	0	0	0	-	5.5%
<a href="#">Magazine alum Maya Kosoff is always doing something incredible so we're excit...</a> Posted by <a href="#">Jon Glass</a> 9/27/2023 <a href="#">Boost</a>	Repost	All followers	114	-	2	1.75%	1	0	0	-	2.63%
<a href="#">Congrats to recent MND graduate program alum Cassandra Abel!</a> Posted by <a href="#">Jon Glass</a> 9/27/2023 <a href="#">Boost</a>	Repost	All followers	140	-	3	2.14%	4	3	0	-	7.14%

# Followers

Gained 1 new follower.  
Total 657.

Location ▾

New York City Metropolitan Area · 215 (32.7%)

Greater Syracuse-Auburn Area · 72 (11%)

Washington DC-Baltimore Area · 50 (7.6%)

Greater Boston · 30 (4.6%)

Los Angeles Metropolitan Area · 22 (3.3%)

Greater Philadelphia · 21 (3.2%)

Miami-Fort Lauderdale Area · 12 (1.8%)

San Francisco Bay Area · 12 (1.8%)

Rochester, New York Metropolitan Area · 8 (1.2%)

Albany, New York Metropolitan Area · 7 (1.1%)

Job function ▾

Media and Communication · 289 (44%)

Marketing · 64 (9.7%)

Arts and Design · 45 (6.8%)

Education · 40 (6.1%)

Sales · 28 (4.3%)

Business Development · 25 (3.8%)

Operations · 21 (3.2%)

Community and Social Services · 15 (2.3%)

Engineering · 10 (1.5%)

Program and Project Management · 9 (1.4%)

Industry ▾

Higher Education · 67 (10.2%)

Internet News · 62 (9.4%)

Newspaper Publishing · 45 (6.8%)

Online Audio and Video Media · 36 (5.5%)

Writing and Editing · 32 (4.9%)

Book and Periodical Publishing · 30 (4.6%)

Public Relations and Communications Services · 29 (4.4%)

Advertising Services · 27 (4.1%)

Media Production · 22 (3.3%)

Broadcast Media Production and Distribution · 17 (2.6%)



# 04 TikTok

What worked, what didn't and other statistics

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# Insights

Insights were not turned on on this platform until Oct 1 so we do not have data prior to this date.

- Started with 18 followers and 2 following (Newhouse and Newshouse).
  - Video 1: 10 likes, 2 comments and 273 views.
  - 6 likes, 0 comments and 96 views.

Followed University Union at the end of the month.

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