

Fall '23 MND Social Media Audit

Team Member	Platform	Followers	Average Engagement	Series Content	Post Frequency	Opinion/Takeaways	Final Comments
Caleigh	Instagram	666	The average post gains anywhere between 20-50 likes with a few outliers. Rarely do posts receive comments, but when they do it is on posts about students.	Generated graphics featuring student spotlights, seminars, info-sessions. Club and magazine features and a few job opportunities.	Average of 3 post a week	The posting three days a week is great, however, there is a lack of consistencies for what days of the week. Sometimes there are two posts in one day which I don't think is beneficial because content can get lost. The student or professor focused does well when it comes to engagement. When applicable, I think the Instagram should feature magazines and clubs because that generates comments amongst students.	Continue student-centered content, have a more defined posting schedule/rules about when to post.
Jackson	Twitter/X	858	Typically 0-15 likes or other interactions per post, extremely limited. Tweets are rarely retweeted or replied to. They usually reach around 300 people per post (per Twitter "X" 's new view counter)	Promotion of MND-sponsored conversations and panelled events, often retweeting additional content from the Newhouse account that has a bit of a wider following	Around twice a week. More recently, posts have been very limited.	Posts are extremely limited, a lack of original content. Seems to be only promoting events/talks taking place. Streamlining content between Instagram and Twitter would be more beneficial, more interactive. Possibly interacting with MND graduates? Reposting their content? *Twitter interactions were limited pre-Musk/X as well	Include some student-centered content? Continue event promotions. Consider other content listed. Further research into what content gets better interactions in Musk's era.
Rylee	LinkedIn	655	Typically less than 10 reactions per post, some have no engagement at all, no comments	Reposts of LinkedIn content from other accounts, some job opportunities	Average of 1 post per month	The account lacks a central focus and engagement. I believe that the frequency of the posts should increase in order to make more of an impact. Also having more formulaic posts (i.e. every Monday is about students, every Tuesday is about awards) would be helpful for both the users following them and the people in charge of posting. After researching some other schools with similar programs, highlighting students work on LinkedIn would be beneficial to both the student and MND. Examples of this can be found on the main Newhouse LinkedIn page and Whitmans LinkedIn page. This, along with advertising the social media account should draw and maintain more users.	Generate more content ideas to have a regular posting schedule. Consider a way to source student work to be posted such as a way to submit articles etc.
Kate	TikTok	18	There are only 2 posts up, and the first post has 10 likes while the second post has 6 likes. There are only 2 comments, both of which are on the first post. The first post has 273 views whereas the second post has only 96. Inside of the account, using the analytics from Sep 26 - Oct 2 there have been 0 video views, 0 profile views, 0 likes, and 0 comments. We also have not posted anything.	Both posts are "day in the life" videos. The first is a freshman MND student taking us through her day at Syracuse, while the second one is an MND student studying abroad in London. These videos show some of the classes/classrooms, the dining hall, extracurriculars offered, and some of the London experiences.	The only two posts were both from March of 2023, one on the 10th and the other on the 24th.	Overall, the TikTok page is very under developed. The first video peaked at 273 views and 10 likes, and only went downhill. The initial ideas of different day in the lives were nice, but it seems like they were given up on. The pace of the videos, as well as the overall production are just not very engaging. Additionally, the second post - which had significantly less views - has no background music and 4 less hashtags than the first video. I think that MND should post more TikToks, but there has to be a better strategy. The day in the life videos clearly aren't working as they are - maybe a specific class spotlight, a professor spotlight, or even just a video with no speaking would be better. Attention grabbing TikToks usually move much faster and have music - maybe it would be better off to have a video up showcasing Newhouse with quick, flashy clips that have no speaking.	Generate content ideas and develop a video guideline such as background music, editing rules and hashtags. General note: TikTok algorithm always boosts your first video so a big drop in engagement/views from the first to the second is expected. Hopefully survey results will give us insight into what students want to see from TikTok.