



MND Survey Results

Who our followers are and what content they
want to see

Age Range and Relation

- 14-17: 0
- 18-22: 21
- 23-29: 1
- 30+: 2
- MND student: 17
- Other student: 4
- ~MND alumni: 1
- Other alumni: 2
- Parent: 0
- Prospective student: 0
- Other: 0

Instagram and Twitter/X Usage (per week)

Instagram

- Up to 2 hours: 1
- 3-4 hours: 10
- 5-7 hours: 7
- 8+ hours: 5
- Do not use: 1

Twitter/X

- Up to 2 hours: 7
- 3-4 hours: 2
- 5-7 hours: 2
- 8+ hours: 3
- Do not use: 10

LinkedIn and TikTok Usage (per week)

LinkedIn

- Up to 2 hours: 15
- 3-4 hours: 4
- 5-7 hours: 2
- 8+ hours: 0
- Do not use: 3

TikTok

- Up to 2 hours: 1
- 3-4 hours: 2
- 5-7 hours: 9
- 8+ hours: 4
- Do not use: 8

What content would you like to see more of?

- Day in the life videos: 13 54%
- Upcoming events/speakers: 18 75%
- Student/faculty spotlight: 12 50%
- Event recaps: 7 29%
- Job opportunities: 20 83%
- Student takeovers: 12 50%
- Professor takeovers: 16 67%
- Other: 0 0%

What Content do you like? (open response)

Instagram

- Students/profs in the wild
- Takeovers/spotlights (11)
- Speaker events (2)
- MND article spotlights

Twitter/X

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Trauma informed graphic

Overall graphic design

What Content do you like? (open response)

LinkedIn

- Student/alum shoutouts
- Job opportunities

No platform specified

- Upcoming events
- Student achievements celebrated
- Info and opportunities
- Event recaps

TikTok

- Day in the life (2)

One person asked to see day in the life of alums on Insta and TikTok

What Content does not Interest you? (open response)

Instagram

- Graphics advertising events
 - feels impersonal
- Graphics for breaks/finals -
just make it a story

Other comments

- Spotlight content too frequent and could be replaced by info on speakers, professors and job opportunities
- Don't follow the TikTok account because I'm not on TikTok

What Content does not Interest you? (open response)

No platform specified

- Event recaps (3)
- People bragging about opportunities
- Anything sports-related – already covered enough
- Pictures of events that have already occurred without additional details/context
- Too many student spotlights (2)
- Newhouse tours

Final Comments/Suggestions (open response)

- More student work
- More job opportunities
- More info on abroad and Newhouse NYC/LA/DC
- TikTok takeovers have highest chance of student engagement (2)
- Day in the life is repetitive
- Job opportunities nice but on listserv not social media
- Find non-MND students that have taken MND class to give unique experience feedback

Final Comments/Suggestions (open response)

- Where are they now Wednesday of alumni to show possible outcome of being MND major
- Start using Threads and ditch Twitter/X (from Newhouse alum who has some choice words about Musk and where Twitter/X is now)

Takeaways

- More TikTok videos
 - Overlap our takeovers, maybe day in the life (but we have other content cooking)
- Takeovers/spotlights 1-2 times a month max?
- Continue upcoming events
- Start job opportunities – LinkedIn only
- Student/alum achievements – reach out to more alums for where are they now
- Post on Threads (same content as Twitter/X)