



# November Content Report

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

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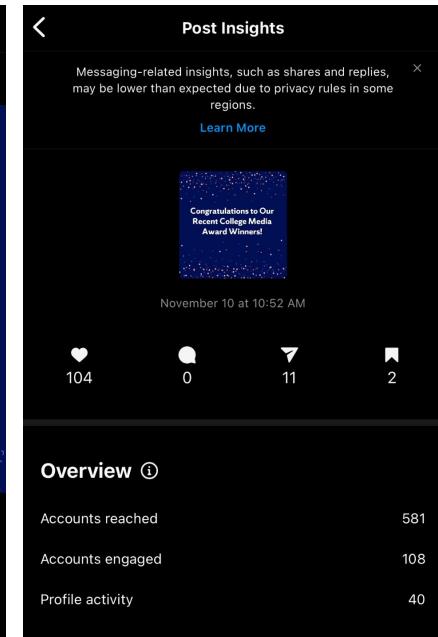
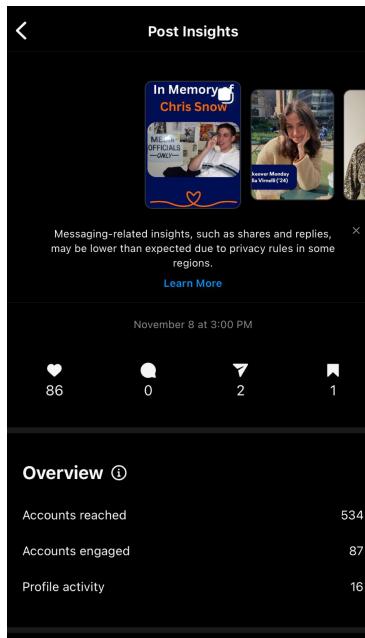
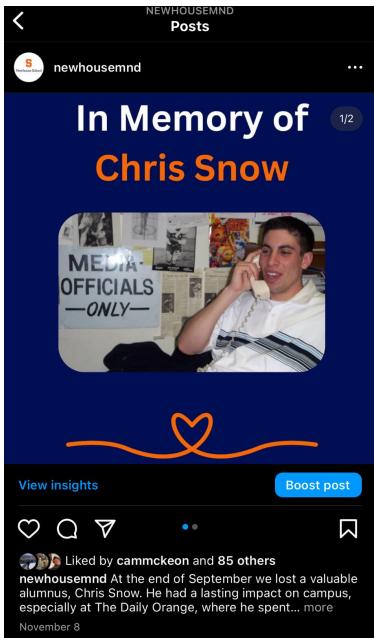
01

# Instagram

What worked, what didn't and other statistics

# Top Posts

November 8



# Top Posts

November 8

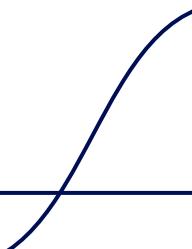
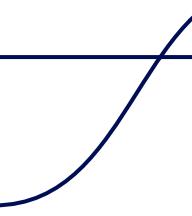
Impressions: 619  
Reach: 581  
Post engagement: 108  
Profile activity: 40

November 10

Impressions: 699  
Reach: 534  
Post engagement: 87  
Profile activity: 16

# Overall

- New followers: 26
- Accounts reached: 1,100 (27.3% from October)
- Accounts engaged: 244 (47.8% from October)
- Total followers: 714
- Total posts: 15



# 02

# Twitter/X

What worked, what didn't and other statistics

# Impressions

Your Tweets earned **3.6K impressions** over this **30 day** period



# Top Posts

November 8

 **Magazine, News & Digital Journalism** @NewhouseMND · Nov 8

At the end of September we lost a valuable alumni, Chris Snow. To read more about his influence on the orange community and a beautiful memoriam of his life, please read [@csmith17](#)'s Daily Orange article on him



[dailyorange.com](#)

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At the end of September we lost a valuable alumni, Chris Snow. To read more about his influence on the orange community and a beautiful memoriam of his life, please read [@csmith17](#)'s Daily Orange article on him

🕒 1    ↗ 1    ❤ 1    239    📖    ⬆

Impressions: 239

Post engagement: 1 Repost, 1 Like

November 16

 **Magazine, News & Digital Journalism** @NewhouseMND · Nov 16

In October, we lost the exceptional Prof. R. Gustav Niebuhr, who taught and inspired journalism and religion students here at Syracuse University for nearly two decades. Learn more about Niebuhr's remarkable legacy at [news.syr.edu/blog/2023/11/1...](#)

...

### In Memory of R. Gustav Niebuhr



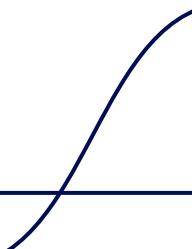
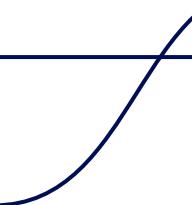
🕒 1    ❤ 1    1.8K    📖    ⬆

Impressions: 1.8K

Post engagement:

# Overall

- New followers: 0
- Total Impressions: 3,641



# 03

# Threads

What worked, what didn't and other statistics

# Overall

- Likes: 11
- Reposts: 2
- New followers: 10
- Total followers: 154
- 0 replies, mentions or quotes

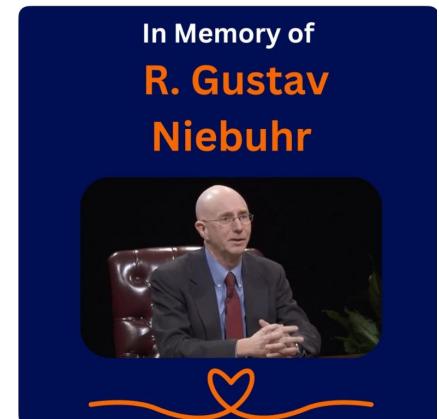
Still keeping up with interactions on our end but not receiving...



newhousemnd

2w ...

In October, we lost the exceptional Prof. R. Gustav Niebuhr, who taught and inspired journalism and religion students here at Syracuse University for nearly two decades. Before arriving at the Newhouse School, Niebuhr wrote for newspapers including The New York Times, The Washington Post and The Wall Street Journal as one of the country's leading reporters on religion in America. Learn more about Niebuhr's remarkable legacy at [news.syr.edu/blog...](http://news.syr.edu/blog...)



3 likes



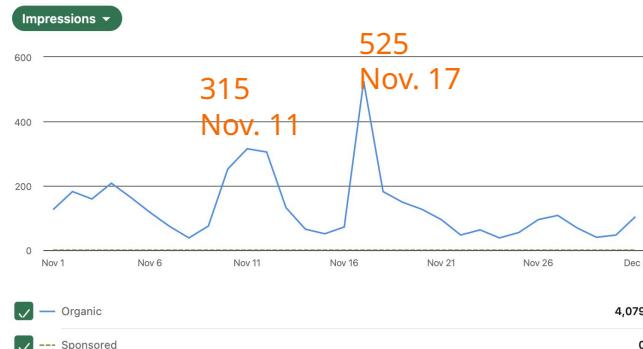
# 04

# LinkedIn

What worked, what didn't and other statistics

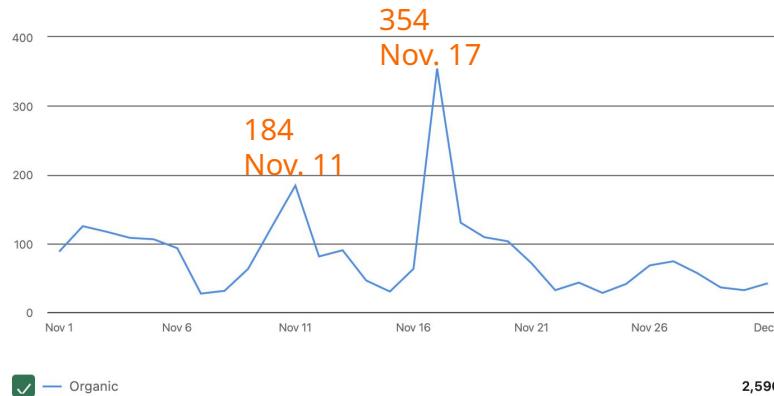
# Impressions

## Metrics



## Impression

## Unique Impression



# Impressions

Nov. 11

Posted by Megan Perry • 11/10/2023

 **Newhouse Magazine, News and Digital Journalism**  
676 followers  
3w • Edited • 

 Congratulations to all of our award winners! 

Work by Newhouse students earned 18 honors at the [Associated Collegiate Press](#) awards and more than a dozen honors for the [College Media Association](#)'s Pinnacle Awards. Infodemic, [TheNewsHouse.com](#), NCC News, SALT and several alumni all garnered multiple honors. See all of the winners listed below!

Pinnacle Awards:

- Best Sports Multimedia, 1st Place: [Elizabeth \(Lizzy\) Reardon](#) (The NewsHouse)
- Best Infographic, 1st Place: [Zhixiang Wang](#) (Infodemic)
- Best Arts & Entertainment Feature, 2nd Place: [Piper Starnes](#) (The NewsHouse)
- Best Multimedia Feature Story, 2nd Place: Infodemic Staff
- Best Short Video, 3rd Place: [Wendy Wang](#) (The NewsHouse)
- Best Sports News Photo, 3rd Place: [Isaiah Vazquez](#) (The NewsHouse)
- Best Portrait, Honorable Mention: [Lily Rubenstein](#) (Jerk)
- Best Social Media Engagement, Honorable Mention: Infodemic
- Best Magazines News Page/Spread, Honorable Mention: [Thelma GIES](#) (Jerk)

Posted by Jackson Olenick • 11/10/2023

 **Newhouse Magazine, News and Digital Journalism**  
676 followers  
3w • Edited • 

Attention MND students!

Beginning to think about summer internships? Check your inbox for announcements! Here are a few upcoming deadlines to keep in mind:

- [Los Angeles Times](#) 10-week summer internship program application closes on Nov. 15.
- The [Dow Jones News Fund](#) paid summer internship application closes on Nov. 16.

Interested in applying for a scholarship through the [ACES: The Society for Editing](#) Education Fund? Any degree-seeking college student is considered, and its deadline is Nov. 15. It can be found here: <https://lnkd.in/gXx2vuyN>.

Internship application processes can be lengthy. Get a head start now!

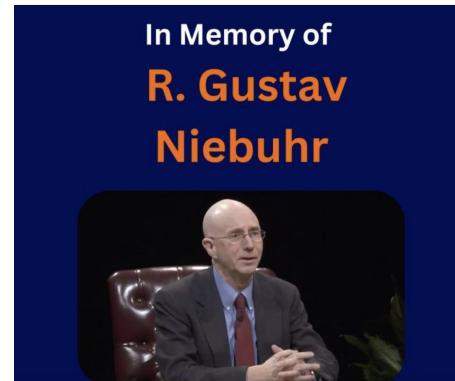


Apply for a Scholarship  
aceseditors.org • 5 min read

Posted by Rylee Pohancsek • 11/16/2023

 **Newhouse Magazine, News and Digital Journalism**  
676 followers  
2w • 

In October, we lost the exceptional Prof. R. Gustav Niebuhr, who taught and inspired journalism and religion students here at Syracuse University for nearly two decades. Before arriving at the Newhouse School, Niebuhr wrote for newspapers including The New York Times, The Washington Post and The Wall Street Journal as one of the country's leading reporters on religion in America. Learn more about Niebuhr's remarkable legacy at <https://lnkd.in/e-sei5jz>



Posted by Jon Glass • 11/17/2023

 **Newhouse Magazine, News and Digital Journalism**  
676 followers  
2w • 

Check out this opportunity from alum [Mary Walrath-Holdridge](#) ...

"My team at USA TODAY is looking for a fellow to work full-time with us as part of a year-long placement starting in Jan 2024. The position is fully remote (our team is scattered across the country and we have people working a wide variety of shifts) and paid with benefits.

I'm not a hiring manager but our team is pretty close-knit so I'm happy to put in a good word. My boss advised that they plan to finish selecting a candidate pool in the next week or two, so apply soon if you're at all interested.

More info in the posting here: <https://lnkd.in/gpk7WfR>

I don't have more info than listed as far as specifics of the job but I'm more than happy to answer questions about what it's like working here, for the team, what I've seen interns/fellows do in the past, etc. Feel free to shoot me a DM. Best of luck!"

Job opportunity at Gannett | USA TODAY NETWORK - Trending News Fellowship

us232.dayforcehcm.com • 2 min read

Check out this fantastic opportunity with Gannett | USA TODAY NETWORK!

# Clicks, reactions and comments

Nov. 11:

Clicks: 51

Reactions: 20

Comments: 1

Nov. 17:

Clicks: 60

Reactions: 22

Comments: 5

\*These are totaled from posts aforementioned from days  
prior, as no content was actually posted on these days

# Overall content engagement

Content engagement		Time range: Nov 1, 2023 - Dec 1, 2023					Show: 20
Post title	Post type	Audience	Impressions	Views	Clicks	CTR	
<a href="#">PolitiFact - Why Barack Obama's sexuality became a news story, and the...</a> Posted by <a href="#">Kate Cantillon</a> 12/1/2023	Article	All followers	61	-	1	1.64%	
<a href="#">Get more engagement</a> <a href="#">Boost</a>							
<a href="#">Two Buttons Deep content creators feel backlash over transphobic remark</a> Posted by <a href="#">Rylee Pohancsek</a> 11/30/2023	Article	All followers	51	-	1	1.96%	
<a href="#">Get more engagement</a> <a href="#">Boost</a>							
<a href="#">Nice Genes!</a> Posted by <a href="#">Megan Perry</a> 11/28/2023	Article	All followers	25	-	0	0%	
<a href="#">Get more engagement</a> <a href="#">Boost</a>							
<a href="#">Job opportunity at Gannett   USA TODAY NETWORK - Trending News Fellowship</a> Posted by <a href="#">Jon Glass</a> 11/17/2023	Article	All followers	426	-	21	4.93%	
<a href="#">Get more engagement</a> <a href="#">Boost</a>							

Content engagement		Time range: Nov 1, 2023 - Dec 1, 2023					Show: 20
Post title	Post type	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
<a href="#">PolitiFact - Why Barack Obama's sexuality became a news story, and the...</a> Posted by <a href="#">Kate Cantillon</a> 12/1/2023	Article	1.64%	1	0	0	-	3.28%
<a href="#">Get more engagement</a> <a href="#">Boost</a>							
<a href="#">Two Buttons Deep content creators feel backlash over transphobic remark</a> Posted by <a href="#">Rylee Pohancsek</a> 11/30/2023	Article	1.96%	1	0	0	-	3.92%
<a href="#">Get more engagement</a> <a href="#">Boost</a>							
<a href="#">Nice Genes!</a> Posted by <a href="#">Megan Perry</a> 11/28/2023	Article	0%	0	0	0	-	0%
<a href="#">Get more engagement</a> <a href="#">Boost</a>							
<a href="#">Job opportunity at Gannett   USA TODAY NETWORK - Trending News Fellowship</a> Posted by <a href="#">Jon Glass</a> 11/17/2023	Article	4.93%	7	1	0	-	6.81%
<a href="#">Get more engagement</a> <a href="#">Boost</a>							

# Overall content engagement

In October, we lost the exceptional Prof. R. Gustav Niebuhr, who taught and...

Posted by Rylee Pohancsek

11/16/2023

Get more engagement

Boost

Image All followers 974 - 39 4%

Image All followers 974 - 39 4%

Get more engagement

Boost

Apply for a Scholarship

Posted by Jackson Olenick

11/10/2023

Get more engagement

Boost

Article All followers 156 - 4 2.56%

Article All followers 156 - 4 2.56%

Get more engagement

Boost

🎉 Congratulations to all of our award winners! 🎉 Work by Newhouse studen...

Posted by Megan Perry

11/10/2023

Get more engagement

Boost

Text All followers 857 - 47 5.48%

Text All followers 857 - 47 5.48%

Get more engagement

Boost

'The best of us': Chris Snow's belief, strength helped him leave an impact...

Posted by Megan Perry

11/8/2023

Get more engagement

Boost

Article All followers 310 - 5 1.61%

Article All followers 310 - 5 1.61%

Get more engagement

Boost

The Newhouse Center for Global Engagement was honored to sponsor a...

Posted by Jackson Olenick

11/8/2023

Not eligible to boost. [Learn more](#)

Image All followers - - - -

Image All followers - - - -

In October, we lost the exceptional Prof. R. Gustav Niebuhr, who taught and...

Posted by Rylee Pohancsek

11/16/2023

Get more engagement

Boost

4% 15 4 1 - 6.06%

Apply for a Scholarship

Posted by Jackson Olenick

11/10/2023

Get more engagement

Boost

2.56% 1 0 0 - 3.21%

🎉 Congratulations to all of our award winners! 🎉 Work by Newhouse studen...

Posted by Megan Perry

11/10/2023

Get more engagement

Boost

5.48% 19 1 7 - 8.63%

'The best of us': Chris Snow's belief, strength helped him leave an impact...

Posted by Megan Perry

11/8/2023

Get more engagement

Boost

1.61% 10 0 0 - 4.84%

The Newhouse Center for Global Engagement was honored to sponsor a...

Posted by Jackson Olenick

11/8/2023

Not eligible to boost. [Learn more](#)

# Overall content engagement

Congrats, Marnie! Detroit sounds like a great place to launch your journalism...

Posted by [Jon Glass](#)

11/1/2023

Repost

All  
followers

252

-

6

2.38%

Not eligible to boost. [Learn more](#)

Congrats, Marnie! Detroit sounds like a great place to launch your journalism...

Posted by [Jon Glass](#)

11/1/2023

2.38%

3

1

0

-

3.97%

Not eligible to boost. [Learn more](#)

# Followers and Insights

Gained 19 new followers.

Total 676 followers.

- Lower month for engagement versus October
- Lots of informational/administrative material versus fun things from alumni or professors, which seems to do much better.

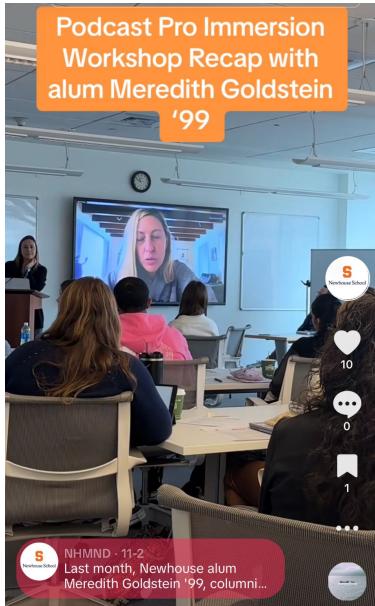
# 05

# TikTok

What worked, what didn't and other statistics

# Top Posts

## November 2nd Podcast Pro



## November 14th Rumsey Taylor Workshop



# Top Posts

November 2nd

Likes: 10

Views: 386

Total play time: 29m 24s

Average watch time: 4.4s

Watched full video: 0%

Traffic Source: 93.1% FYP, 5.5%

Personal profile, <1% search, <1%  
search

November 14th

Likes: 9

Views: 245

Total play time: 12m 10s

Average watch time: 2.9s

Watched full video: 1.59%

Traffic Source: 94.4% FYP, 2.0%

Personal profile, 2% search, 1.2%  
following

# Overall

- New followers: 1
- Profile Views: 23
- Shares: 2
- Likes: 16
- Comments: 0
- In November, the most amount of video views were on Nov. 9 (778)
- Total posts: 3

# Insights

- The highest viewed TikTok was Danielle Blyn's takeover, at 818 views. However, it only received 6 likes.
- The majority of views come from the For You Page (over 90% consistently)
- There needs to be more consistent posting in order to keep views up, as already views have dropped to 245 after peaking at 818
- There was a higher viewer retention on the most recent video than (Rumsey Taylor workshop), with 1.59% of people watching the entire video as opposed to 0% on both of the other videos posted in November.