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# October Content Report

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



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01

# Instagram

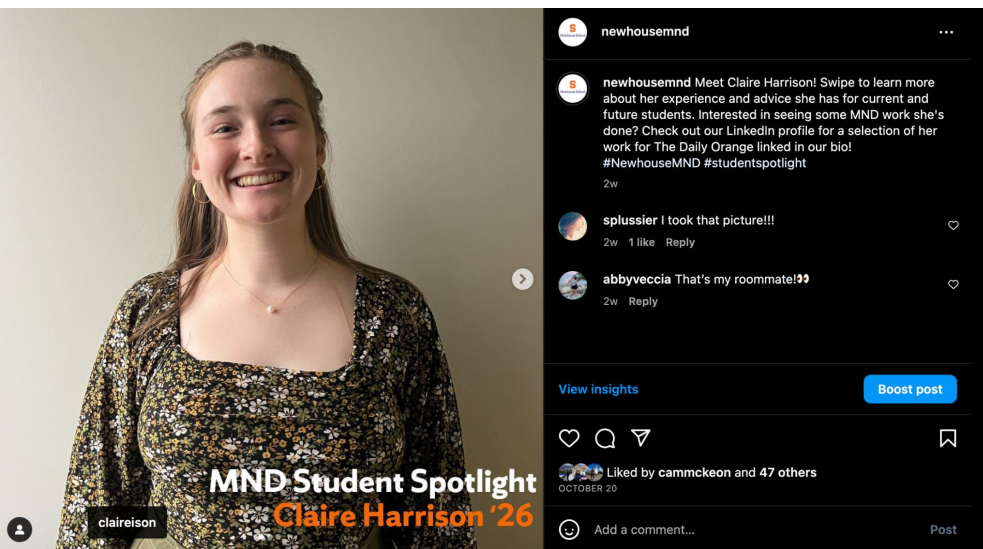
What worked, what didn't and other statistics



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# Top Posts

## October 20th



## October 31st



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# Top Posts

## October 20th

Impressions: 685

Reach: 474

Post engagement: 50 (48 likes, 2 comments, 3 shares)

Profile activity: 54

## October 31st

Impressions: 487

Reach: 466

Post engagement: 75 (72 likes, 1 comment, 3 shares)

Profile activity: 6

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# Overall

- New followers: 36
  - Accounts reached: 864 (up 2.3% from September)
  - Accounts engaged: 165 (down 11.3% from September)
  - Total followers: 705
  - Total posts: 13 and 5 stories
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# 02

# Twitter/X

What worked, what didn't and other statistics

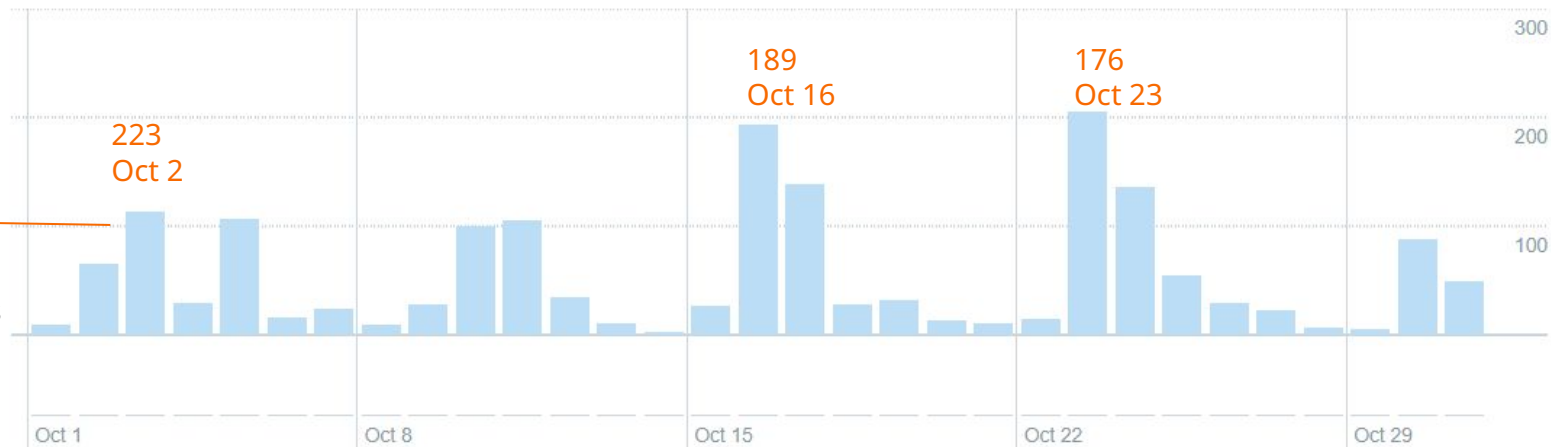


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# Impressions

Your Tweets earned **1.7K impressions** over this **31 day** period

Not sure  
why the bar  
is so low  
when it's  
the highest  
impressions





# Top Posts

October 2nd



Impressions: 223

Post engagement: 12

October 23rd



Impressions: 176

Post engagement: 10

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# Overall

- New followers: 10
- Total Impressions: 1,703



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# 03 Threads

What worked, what didn't and other statistics



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# Overall

- Likes: 1
  - First post we did since last semester
- New followers: 5
- Total followers: 147
- 0 replies, mentions, quotes or reposts

We are keeping up with a solid amount of engagement with other accounts on our end, just not receiving it back



newhousemnd

3w ...

Learn about MND on Wednesday and Thursday during Newhouse Major Exploration Days! Stop by [Food.com](https://www.food.com) from 11:30-1:30 to talk with our faculty about classes, internships and your future job before registering for spring classes.



1 like



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04

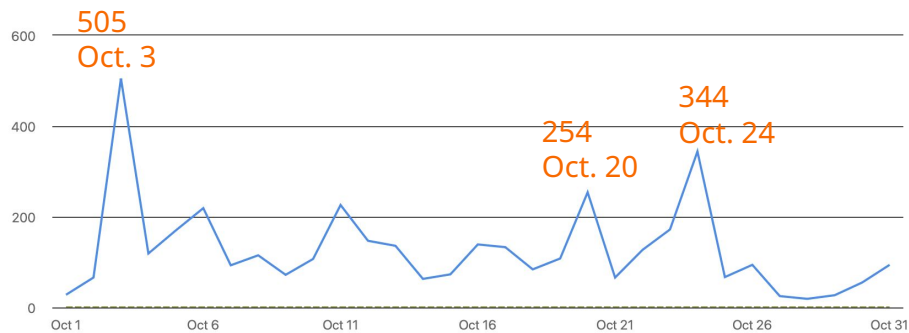
# LinkedIn

What worked, what didn't and other statistics



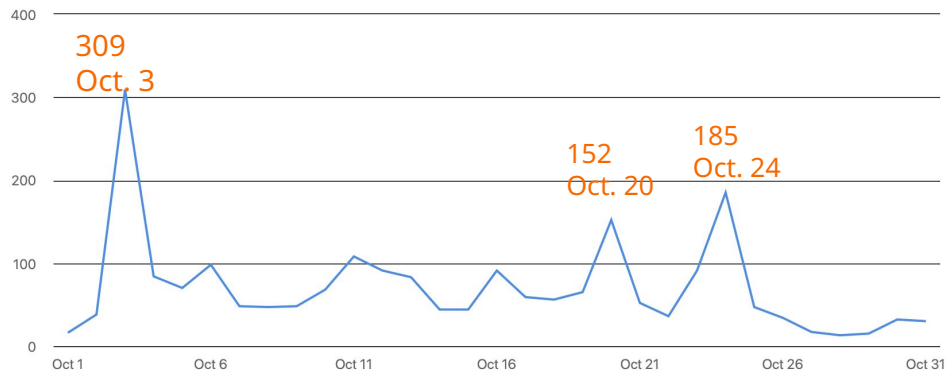
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# Impressions



Impression

## Unique Impression



# Impressions

## October 3

Posted by Rylee Pohancsek · 10/2/2023

**Newhouse Magazine, News and Digital Journalism**  
664 followers  
1mo ·

MND's very own Professor [Eric Grode](#) weighs in on how Taylor Swift and Beyoncé's names may be in the title of your next job. Read more about how these superstars are changing the narrative of music journalism here. ...see more



**Largest US newspaper chain is hiring Taylor Swift and Beyoncé reporters, drawing interest and ire**

apnews.com · 5 min read

Jessica Hammersley and 22 others



## October 20

Posted by Megan Perry · 10/20/2023

**Newhouse Magazine, News and Digital Journalism**  
664 followers  
3w ·

MND sophomore [Claire Harrison](#) is already honing her journalism skills in the classroom as well as writing for our student newspaper, The Daily Orange.

As a sophomore, Claire has already taken a few MND classes and has loved learning new things every day with engaging professors. Her favorite part of her experience here so far has been applying what she learns in class to her extracurricular publications. "I have already grown so much in my writing abilities and look forward to improving even more during the rest of my time at Newhouse" Claire said.

Find all of her articles at The Daily Orange linked here,  
<https://lnkd.in/e5WVieU8>

[#NewhouseMND](#) [#journalism](#) [#studentspotlight](#)



pagesepsitenam%

dailyorange.com · 3 min read

Megan Perry and 5 others

1 comment · 1 repost

## October 24

Posted by Rylee Pohancsek · 10/24/2023

**Newhouse Magazine, News and Digital Journalism**  
664 followers  
2w · Edited ·

Check out MND Professor [Harriet Brown](#)'s feature on the "Nice Genes!" podcast!

**S.I. Newhouse School of Public Communications at Syracuse**  
16,107 followers  
2w ·  
Magazine, news and digital journalism professor and graduate program director [Harriet Brown](#) is featured on this episode of the "Nice Genes!" podcast! [#TeamNewhouse](#) ...see more



Posted by Caleigh O'Toole · 10/24/2023

**Newhouse Magazine, News and Digital Journalism**  
664 followers  
2w ·

Love sports? Love to talk about sports policy? Join us for a Syracuse-DC combined class next semester (via Zoom) with an Immersion weekend at the Institute for Democracy, Journalism and Citizenship. We'll cover all the current topics in sports, from NIL to equity to conference restructuring – and who wins and loses.

<https://lnkd.in/eJJ7mpz>



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# Clicks, reactions and comments

These four posts seemed to drive the most engagement based on the dated impression graphs.

## October 3

Clicks: 35

Reactions: 23

Comments: 0

## October 20

Clicks: 21

Reactions: 5

Comments: 1

## October 24

Clicks: 7 (in total)

Reactions: 5 (in total)

Comments: 0

Other: 7 clicks on Oct. 6, 16 clicks on Oct. 10, 55 clicks on Oct. 23.

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# Overall content engagement

Content engagement ⓘ											
Time range: Oct 1, 2023 - Oct 31, 2023 ▾											
Show: 223 - Oct 31, 2023 ▾											
Show: 20 ▾											
Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
<a href="#">Join us and hear from Nigerian journalist David Adeleke as he hosts a discussion...</a> Posted by <a href="#">Caleigh O'Toole</a> 10/30/2023 <a href="#">🔔 Get more engagement</a> <a href="#">Boost</a>	Image	All followers	117	-	0	0%	2	0	0	-	1.71%
<a href="#">Newhouse DC</a> Posted by <a href="#">Caleigh O'Toole</a> 10/24/2023 <a href="#">🔔 Get more engagement</a> <a href="#">Boost</a>	Article	All followers	133	-	2	1.5%	2	0	0	-	3.01%
<a href="#">Check out MND Professor Harriet Brown's feature on the "Nice Genes!" podcast!</a> Posted by <a href="#">Rylee Pohancsek</a> 10/24/2023 <a href="#">Not eligible to boost. Learn more</a>	Repost	All followers	206	-	5	2.43%	3	0	0	-	3.88%

# Overall content engagement

<p>An MND southern satellite office is starting to come together with Cameron...</p> <p>Posted by <a href="#">Jon Glass</a></p> <p>10/23/2023</p> <p>Not eligible to boost. <a href="#">Learn more</a></p>	Repost	All followers	992	-	55	5.54%	21	1	0	-	7.76%
<p><a href="#">pagesepsitename%%</a></p> <p>Posted by <a href="#">Megan Perry</a></p> <p>10/20/2023</p> <p>👤 Get more engagement <a href="#">Boost</a></p>	Article	All followers	441	-	21	4.76%	6	1	1	-	6.58%
<p>SPJ announces 2023 conference</p> <p>Posted by <a href="#">Jackson Olenick</a></p> <p>10/18/2023</p> <p>👤 Get more engagement <a href="#">Boost</a></p>	Article	All followers	156	-	4	2.56%	4	0	0	-	5.13%
<p>Final day to fill out our content survey! We can't wait to hear from you. By filling out...</p> <p>Posted by <a href="#">Caleigh O'Toole</a></p> <p>10/16/2023</p> <p>👤 Get more engagement <a href="#">Boost</a></p>	Text	All followers	170	-	3	1.76%	0	0	1	-	2.35%

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# Followers and Insights

Gained 24 new followers (+2,300%)

Total 664 followers.

- Doing well, growing followers and engagement
- Posts regarding alumni and MND professors seem to do the best



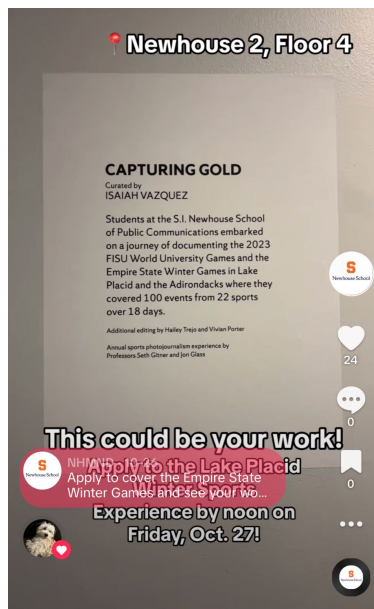
# 05

# TikTok

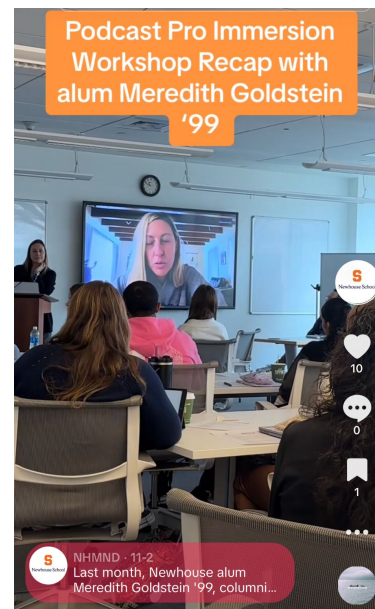
What worked, what didn't and other statistics

# Top Posts

October 26th  
Lake Placid



November 2nd  
Podcast Pro



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# Top Posts

## October 26th

Likes: 24

Views: 726 (Peaked on October 27th)

Total play time: 34m 23s

Average watch time: 2.8s

Watched full video: .41%

Traffic Source: 96.6% FYP

## November 2nd

Likes: 10

Views: 379 (Peaked on November 3rd)

Total play time: 28m 20s

Average watch time: 4.1s

Watched full video: 0%

Traffic Source: 96.8% FYP

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# Overall

- New followers: 3
  - 29 Profile Views
  - 8 shares
  - 48 Likes
  - 1 comment
  - In October, the most amount of video views happened on October 26
  - Total posts: 4
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# Insights

- On average, there are a lot of views per video (Around 545 views per video on our past 4 videos), but not a lot of likes (Around 10 likes per video)
  - We have a low viewer retention, most people stop watching within a few seconds of the video
  - We don't have access to follower insights until we reach 100 followers, so we still do not know the most active times of our followers
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