

## **Newhouse MND Media Monitoring Log Fall '23**

Please note any important comments/DMs you received and if you interacted with any accounts on all of the social media platforms!

### **Tuesday 9/26 - Jackson**

Instagram: Nothing to report

X: Nothing to report, some likes on a post we were tagged in (career fair)

LinkedIn: Nothing to report

TikTok: Nothing to report

### **Wednesday 9/27 - Rylee**

Instagram: No new posts or stories

X: Retweet of Newhouse post

LinkedIn: 2 comments and 3 reactions on Cassandra Abel post and 1 reaction on Maya Kosoff's post

TikTok: No new posts

### **Thursday 9/28 - Kate**

Instagram: No new notifications.

X: Tagged by Newhouse School in a post, a couple of notifications about people liking posts we were mentioned in, and a couple of reposts. Nothing new reposted by us.

LinkedIn: No new reactions, 167 Search appearances in the last 7 days, (downward trend in general), no new posts.

TikTok: No new notifications or interactions, and no new posts. 1 New profile view.

### **Friday 9/29 - Megan**

Instagram: Liked relevant account posts. No notifications. One new follow.

X: Liked Newhouse and Syracuse posts. One notification about getting a like on a repost.

LinkedIn: Followed Syracuse and Newhouse accounts to have a feed to interact with.

No notifications.

TikTok: Liked posts from University Union and Newhouse Ambassadors. No notifications.

### **Saturday 9/30 - Megan**

Instagram: one new follower. No other notifications. Liked posts of Newhouse accounts.

X: no notifications. Liked a few Newhouse/Daily Orange posts.

LinkedIn: no notifications.

TikTok: no notifications. Liked a video from Newhouse.

### **Sunday 10/1 - Caleigh**

Instagram: 1 new follower

X: Nothing to report

LinkedIn:

TikTok: No notifications

### **Monday 10/2 - Caleigh**

Instagram: 2 new followers

X: Nothing to Report

LinkedIn:

TikTok: No notifications

### **Tuesday 10/3 - Jackson**

Instagram: 3 new followers; liked Newhouse's video about Bob Costas' visit, Orange Central post and Business and Communications fair post

X: 2 likes & 154 views on Eric Grode tweet; liked Newhouse's quote tweet of Orange Central alumni

LinkedIn: 20 reactions to Eric Grode post

TikTok: Nothing to report

### **Wednesday 10/4 - Rylee**

Instagram: Liked NewhouseNYC post about student Lilli Ianello, 1 new follow

X: 170 views on Eric Grode tweet, liked a tweet by the Newhouse Sports Media Center about Bob Costas

LinkedIn: One more reaction to Eric Grode post, Liked a Newhouse post about MND Students recognition and added to slack for repost permission, liked Bob Costas post

TikTok: Nothing to report

### **Thursday 10/5 - Kate**

Instagram: Liked NewhouseNYC post about Professor Farfan's class, liked NewhouseSu post about NewhouseSportsSu speaker, liked Newhouse\_TRF student takeover post, liked NewhousePR takeover post. No new followers.

X: 69 Views on survey tweet, 1 like on survey tweet.

LinkedIn: 30 impressions on survey post, 6.67% engagement rate, 2 clicks, but 0 reactions, comments, and reposts. 1 new reaction on Eric Gode post, as well as 595 impressions, a 7.55% engagement rate, and 24 clicks.

TikTok: Liked Newhouse video about Newhouse Sports Media Center, 1 new profile view.

### **Friday 10/6 - Megan**

Instagram: liked posts from newhouse/SU, student magazines, students and alums.  
Reposted a post from newhousenyc about a MND major. Got some new followers.  
X: liked posts from newhouse and the DO.  
LinkedIn: liked a post from newhouse.  
TikTok: nothing to report.

### **Saturday 10/7 - Megan**

Instagram: liked posts from newhouse/SU, the DO, student magazines and a student.  
X: liked some newhouse/SU and the DO posts.  
LinkedIn: we actually got reactions on our posts!  
TikTok: nothing to report.

### **Sunday 10/8 - Caleigh**

Instagram: 2 likes on fall break post, liked the post of other newhouse accounts  
X: nothing to report, liked posts of newhouse account and News House Account  
LinkedIn: 1 reaction to our comment on someone's job post  
TikTok: nothing to report

### **Monday 10/9 - Caleigh**

Instagram: One new follower, liked syracuse and newhouse indigenous people's day posts  
X: Nothing to report  
LinkedIn: 9 new visitors  
TikTok: nothing to report

### **Tuesday 10/10 - Jackson**

Instagram: 18 likes on history makers lunch announcement (no comments) with 194 accounts reached, liked SU Art Museum post and Newhouse LA post  
X: one like on Marnie Muñoz post (86 views as of 9pm), liked Newhouse's tweet about scholarship, liked Tim Schlittner promotion tweet, one new follower,  
LinkedIn: 60 impressions with Marnie Muñoz post (no engagement)  
TikTok: nothing to report

### **Wednesday 10/11 - Rylee**

Instagram: 8 new followers, 64 likes, liked SU Nahj post about History Makers Lunch, liked the Outcrowd instagram post about national coming out day, Liked Moody Magazines Queering the Map post, liked Central Current post on Indigenous peoples day  
X: One new follower, liked Newhouses post about Tim Schlittner event, liked Newhouse Sports media post, like Syracuse University News post about Family Pictures Syracuse

LinkedIn: 3 engagements with Marnie Muñoz post, liked Newhouses post on Srividya "Srivi" Ramasubramanian, liked Syracuse University's post on Indigenous Peoples Day, liked Newhouses post on Newhouse Impact, liked Newhouses Orange Central post, Liked Newhouses involvement post, Liked Syracuse Universities LGBTQ post, liked Newhouses post on Tim Schlittner

TikTok: Liked NewhouseSU video on Bob Costas

### **Thursday 10/12 - Kate**

Instagram: Liked Newhouse post about student takeover, liked Newhouse NYC post about guest speaker visiting class, liked Newhouse DC post about DEI Series event, liked NH Code Shift post about Dr. Nickesia Gordon, liked SyracuseU post about Carnegie library, 10 new likes on survey reminder post, 3 new followers

X: Liked Newhouse post about Bob Costas, liked Newhouse Sports Media Center post about Emily Coffey and TJO Sullivan, liked Syracuse University News post about SU Remembrance, liked Syracuse University Alumni post about Veterans Day, liked Daily Orange post about Jahiem Wickham, liked SU Alumni post about upcoming virtual programs, liked SU News post about Catherine Garcia, liked DO post about the vigil at Hendricks Chapel, liked DO post about lack of female representation in sports media, liked SU News post about BioInspired, no new notifications

LinkedIn: 5 reactions to post about Marnie Munoz, 1 reaction to post about MND alums Lizzy and Marnie, 1 new comment from Meghan Curtis on post about her, and 1 reaction from her on the same post, 1 reaction on survey post, liked Newhouse post about alumna Sophie Estep, liked Newhouse post about new scholarship, liked Newhouse PR Department post about Steven Pike

TikTok: No notifications, no new videos to interact with

### **Friday 10/13 - Megan**

Instagram: Liked posts from Syracuse/Newhouse accounts, magazine and real newspapers. Reposted a promotional video from NAHJ looking for new members.

X: Liked posts from Newhouse and the DO, reposted a post from Newhouse.

LinkedIn: Liked some posts in the feed.

TikTok: No news.

### **Saturday 10/14 - Megan**

Instagram: Liked posts from Syracuse/Newhouse and followers.

X: Liked posts from Newhouse.

LinkedIn: Got the new follower statistics from the survey being released via email.

TikTok: No news.

### **Sunday 10/15 - Caleigh**

Instagram: Liked a few posts from different newhouse/syracuse accounts. No interactions on our page to report.

X: Liked Syracuse based posts

LinkedIn: 22 Reactions to our recent post

TikTok: Nothing to report

### Monday 10/16 - Caleigh

Instagram: Posted bloomberg, currently 13 likes. Posted final reminder. Liked many SU affiliated account posts.

X: Posted final reminder, Posted bloomberg, liked some cuse affiliated account posts

LinkedIn: 18 new visitors, posted final reminder

TikTok: Nothing to report

### Tuesday 10/17 - Jackson

Instagram: Received DM from SU Art Museum...person monitoring tomorrow might need to repost on story (I have too many Instagram accounts on my phone and it won't let me add another)

X: Liked post from @NewhouseSU "#TeamNewhouse," Newhouse Q&A session info post, one new follower

LinkedIn: New tag from Kyle C. Leach, could be a post idea about alumni success (see below)



Kyle C. Leach • 3rd+

Content Strategy, Creation & Analysis | B2B SaaS | Sports & Entertainm...

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Two rather significant professional worlds have collided for me. Congrats [Whitney Parker Mitchell!](#) [S.I. Newhouse School of Public Communications at Syracuse University](#) [Newhouse Magazine, News and Digital Journalism](#)



Beacon Digital Marketing

1,936 followers

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🎉 Exciting News! Our CEO & Founder, Whitney Parker Mitchell, has been selected as an inaugural recipient of the 'CUSE50 Alumni Entrepreneur Award 2023. 🏆

This award celebrates the achievements of the 50 fastest-growing businesses owned or led by [Syracuse University](#) alumni!

In addition to Whitney, several key members of the Beacon Digital team proudly hold the Syracuse University alumni title, contributing a wealth of expertise, varied viewpoints, and a mutual dedication to achieving excellence.

#CUSE50 #Entrepreneurship #SyracuseUniversity #DigitalMarketing

<https://bit.ly/46Mkn9Q>

TikTok: Liked UU's recent TikTok

### Wednesday 10/18 - Rylee

Instagram: Reposted SU Art Rawiya Kamier post on story, survey post at 10 likes, @revealnews post at 29 likes, major exploration post at 10 likes, liked SU art post, liked newhouse story about A Boogie, liked SU post about remembrance ceremony

X: No new notifications, Liked a tweet from Dean Lodato of a repost from Newhouse, liked SU news post on the rose laying ceremony

LinkedIn: Like SU post about remembrance, liked Newhouse post on Professor Brown, liked SU post on Pan Am display, liked SU post about Remembrance week, 3 total reactions

TikTok: Liked Newhouse ambassador post

### **Thursday 10/19 - Kate**

Instagram: Liked Newhouse SU post about advertising takeover, liked Newhouse LA student spotlight post, liked Newhouse SU look back post about workshop, liked Newhouse PR post about Dillon's takeover, liked Newhouse TRF post about guest speaker Joe Cohen, 2 new story likes

X: No new notifications, liked Newhouse post about Regina Luttrell, liked Daily Orange Visuals post about culture page, liked DO post about SU specific student participating in remembrance, like SU post about remembrance, liked DO post about the remembrance event

LinkedIn: 2 new reactions to post about Charlene Masosa, 3 new reactions to post about SPJ convention, 2 new reactions to post about Nausheen Hussain, Liked Newhouse post about Regina Luttrell, liked Newhouse look back post about Alexia Fall Workshop, liked SU remembrance post

TikTok: Nothing to report

### **Friday 10/20 - Megan**

Instagram: Posted first student spotlight - Claire Harrison. Scrolled through feed and liked some posts from Newhouse accounts and magazines/news. Got a DM at ~8:30pm about work study in the MND department.

X: Liked Tweets from Newhouse and newhouse. Scrolled through feed.

Threads: Scrolled through feed and liked posts from news outlets and Cuse MBB.

LinkedIn: Posted Claire Harrison's work and monitored comments. Commented on Kyle C. Leah's post. Scrolled through feed and liked some Syracuse/Newhouse posts.

TikTok: Made sure we were up to date with liking our following feed.

### **Saturday 10/21 - Megan**

Instagram: Asked Prof Glass about work study - emailed Anthony Ho. Responded to the DM in the meantime so we don't look like we're slacking.

X: Liked posts from Newhouse and scrolled through feed.

Threads: Scrolled through feed.

LinkedIn: Scrolled through feed and liked some Syracuse/Newhouse posts.

TikTok: No updates.

### **Sunday 10/22 - Caleigh**

Instagram: 4 likes on the recent spotlight post. Current total of 47. Liked photos of different campus magazines and Newhousenyc

X: Scrolled through feed

Threads: Scrolled through feed

LinkedIn: Four reactions to our post

TikTok: No updates

### **Monday 10/23 - Caleigh**

Instagram: 14 likes on recent post, 1 new follower, liked photos from syracuse affiliated accounts

X: Liked tweets from affiliated accounts

Threads: Scrolled through feed

LinkedIn: 1 comment on post, 4 reactions, scrolled through feed

TikTok: No updates

### **Tuesday 10/24 - Jackson**

Instagram: Liked Good Life Mag's Instagram post, one new follower, Lake Placid post reached 210 accounts

X: One new follower, Lake Placid post reached 89 accounts (might need to reassess who we're following on Twitter - will bring up in next meeting)

Threads: No activity

LinkedIn: 4 reactions and 1 comment on most recent post

TikTok: Nothing to report

### **Wednesday 10/25 - Rylee**

Instagram: 18 Likes on JNL post, liked SU remembrance post

X: Les Rose tagged us on a Tweet, 1 like, 1 new follower

Threads: No updates

LinkedIn: No new updates, liked SU post on Capdeville siblings

TikTok: No updates

### **Thursday 10/26 - Kate**

Instagram: Liked Newhouse TRF post about Jana Winograde, liked U Girl's post about clothing sale, liked SU post about Capdeville quadruplets, liked SU art museum post about curator of current exhibition, 4 new likes on post about JNL, 2 news likes on post about Claire Harrison

X: Liked DO Sports post, liked DO post about Hendricks Chapel interfaith vigil, liked Hendricks Chapel post about vigil, one new follower

Threads: Nothing to report

LinkedIn: No new notifications, liked Newhouse and SU posts

TikTok: 23 likes on (reposted) Lake Placid post and 717 views, 1 new profile view

### **Friday 10/27 - Megan**

Instagram: liked some posts from newhouse/cuse and the DO.

X: like a couple of DO and newhouse tweets.

Threads: scrolled through but nothing to like.

LinkedIn: liked one post.

TikTok: liked a newhouse video.

### **Saturday 10/28 - Megan**

Instagram: liked some newhouse/cuse posts and news company posts like wsp.

X: liked some DO posts and newhouse/cuse.

Threads: liked some news company posts like WSP and NPR.

LinkedIn: liked a cuse post.

TikTok: no report.

### **Sunday 10/29 - Caleigh**

Instagram: Liked newhouse affiliated accounts posts

X: Scrolled through, like syracuse affiliated accounts posts

Threads: Scrolled through feed

LinkedIn: Scrolled through feed

TikTok: no report

### **Monday 10/30 - Caleigh**

Instagram: Posted event,9 likes,

X: Posted event, liked posts from newhouse account

Threads: Posted event, scrolled through feed, liked syracuse affiliated posts

LinkedIn: Posted event, mentioned in Hillcom account post and liked it.

TikTok: no report

### **Tuesday 10/31 - Jackson**

Instagram: 67 likes on recent post with one comment, liked Newhouse video,

X: Liked College Media Association's tweet, retweeted Newhouse's post about Prof Guttermann's paper

Threads: Nothing to report

LinkedIn: Liked 3 Newhouse posts, 2 reactions to David Adeleke post

TikTok: Nothing to report

### **Wednesday 11/1 - Rylee**

Instagram: 28 new likes, one new follower, liked newhouse post

X: Repost and like on NewhouseSU account where we were tagged by the Tully Center for Free Speech

Threads: No updates

LinkedIn: No new notifications, liked Newhouse post about Toner Prize

TikTok: 24 likes on Lake Placid post

### **Thursday 11/2 - Kate**

Instagram: 24 likes on post about Danielle takeover, and two comments. 7 likes on Dow Jones post.

X: Liked posts from Newhouse, DO, Newhouse, and Syracuse Athletics. One new follower.

Threads: No updates

LinkedIn: New reaction to post about Cameron McKeon and Sarah Dolgin being on the digital team at the Chattanooga Times Free Press, new reaction to update about

Marnie, liked Newhouse post about Tully Center, liked SU post, liked Newhouse Impact post.

TikTok: 4 likes on Podcast Pro post, 3 likes on Dow Jones post. Analytics still processing for Podcast Pro, but for Dow Jones post the total play time was 15 minutes (up from 1 day ago), the average watch time was 3.7s (up from 1 day ago), the amount of people who watched the full video was 2.35%, (up 1.14% from 1 day ago). The bulk of the views happened on 10/31 at 1:30 pm. For the Lake Placid Tik Tok, the total play time was 34 minutes, the average watch time was 2.8s, and the amount of people who watched the full video was .41%. With both videos, most viewers stopped watching at .01 seconds.

### **Friday 11/3 - Megan**

Instagram: liked a DM from Prof Gallagher about the student takeover. Liked some posts from SU, the DO, and real publications.

X: liked some SU/newhouse posts, DO posts, and real publications. Lots of SU sports content.

Threads: Liked a post from the NY Times.

LinkedIn: liked a Newhouse post.

TikTok: N/A

### **Saturday 11/4 - Megan**

Instagram: liked some SU/newhouse posts, newhouse and NY Times.

X: liked posts from Otto and SUAlumni  
Threads: liked posts from NY Times and Cuse MBB.  
LinkedIn: liked a post from Newhouse.  
TikTok: got a new follower. Liked a video from SU

### **Sunday 11/5 - Caleigh**

Instagram: 19 likes on recent post, scrolled through feed and like some syracuse related content  
X: Scrolled through feed  
Threads: Liked a NYT and NY Mag post  
LinkedIn: Scrolled through feed  
TikTok: Liked newhouse post, one new follower

### **Monday 11/6 - Caleigh**

Instagram: Pulitzer was posted, 5 likes  
X: Scrolled through feed, one like, one repost, liked a few posts, liked a bunch of new posts from feed  
Threads: Liked a NYT post  
LinkedIn: 6 visitors to page, scrolled through feed, liked a Whitman post and a TRF post  
TikTok: Liked a newhouse post and a Newhouse, one new follower

### **Tuesday 11/7 - Jackson**

Instagram: Response from Julia about takeover (**whoever sent it needs to respond**), 6 likes on most recent post, 1 new follower, liked NCC and CDC posts, along with Syracuse general post  
X: Liked 2 DO posts, 1 Newhouse post, 2 Newhouse posts; no notifications except spam replies  
Threads: One new follower! Otherwise very very very little (if any) interaction on any of our posts  
LinkedIn: Various reactions to “Nice Genes!” post and Meghan post, reposted Newhouse Center for Global Engagement post about David Adeleke lecture (as MND was a sponsor)  
TikTok: 374 views on podcast immersion recap, 10 likes (!!!!!)

### **Wednesday 11/8 - Rylee**

Instagram: 12 new likes on Dow Jones Internship post, one new follower, liked newhouse nyc post on MND prof Nikas (possible opportunity to repost on story?)  
X: No new notifications or updates  
Threads: No new notifications or updates  
LinkedIn: No new notifications, liked SU posts, liked Newhouse post

TikTok: No new notifications or updates

### **Thursday 11/9 - Kate**

Instagram: 7 likes on post about Rumsey Taylor, 2 new likes on memorial post about Chris Snow, 2 new likes on excellence in political reporting post, Katrina Tulloch responded to our comment, 1 new follower, 1 new story like. Liked SU post, DO posts, Baked Magazine, Jerk Magazine, Newshouse, Ottothon, and WAER post.

X: No new notifications, liked posts from DO, SU News, Newhouse, and Hendricks Chapel.

Threads: No new notifications, nothing to interact with

LinkedIn: 1 new reaction to post about Chris Snow, 1 new reaction to post about Professor Harriet Brown, liked Newhouse posts

TikTok: Posted takeover, 2 likes with 351 views

### **Friday 11/10 - Megan**

Instagram: Put out the award post. Waiting on a lot of reposts/DMs saying we tagged the wrong account 😬 Got the Dow Jones post reposted by Dean Lodato! Liked posts from news publications and the Newhouse.

X: liked posts from Cuse/Newhouse and news publications.

Threads: liked a NY Times post and posts about the Cuse 50 alum awards.

LinkedIn: posted about the awards. Liked a few posts from newhouse/cuse.

TikTok: no notifications. The takeover is officially our most viewed video!

### **Saturday 11/11 - Megan**

Instagram: liked some DO, newhouse, and cuse articles and new publications.

X: liked a tweet from the DO and cuse football about the game.

Threads: liked a cusealums post about the game.

LinkedIn: liked cuse's veterans day post.

TikTok: liked a UU video.

### **Sunday 11/12 - Caleigh**

Instagram: Reached out to takeover person, 1 new follower, additional likes to the award winner post over 100 currently, scrolled feed

X: Scrolled feed, liked a few tweets

Threads: Scrolled feed, liked NYT

LinkedIn: Scrolled through, nothing really to report

TikTok: Scrolled

### **Monday 11/13 - Caleigh**

Instagram: 2 likes, scrolled through feed, like syracuse related posts

X: Scrolled, liked syracuse affiliated tweets, received a thank you comment from a user  
Threads: Scrolled feed, liked NY MAG, NYT posts  
LinkedIn: 15 new visitors, scrolled  
TikTok: Four likes, scrolled and liked

### **Tuesday 11/14 - Jackson**

Instagram: 1 like on Toner prize post, up to 85 likes on Chris Snow memorial, 2 likes on story, up to 35 likes on internship post. Liked 20 Watts mag post, Newhouse PR takeover post.  
X: One like on post we were mentioned in from weeks ago, liked 2 DO posts, 1 from NewsHouse and one from Kelsey Thompson  
Threads: Liked New Yorker post, NY Times, Washington Post posts  
LinkedIn: 11 new visitors, several reactions on recent posts, liked Syracuse and Newhouse posts  
TikTok: Liked UU video

### **Wednesday 11/15 - Rylee**

Instagram: 3 likes on story, 1 new like on internship post, 1 new like on college media award winners post, 1 new like on Chris Snow post, liked Newhouse NYC post, liked 2 newshouse posts, liked 2 DO posts  
X: No new notifications and liked 6 DO posts  
Threads: No new notifications  
LinkedIn: No new notifications, liked Syracuse University post  
TikTok: No new notifications or updates

### **Thursday 11/16 - Kate**

Instagram: 38 likes on Collegiate Press post, 16 likes on memorial post, 2 new followers. Liked DO, Newshouse, NewhousePR, Newhouse, WAER, SU and Ottothon posts.  
X: 1 repost on memorial post. Liked DO, Newshouse, Tully Center and Newhouse posts.  
Threads: No new notifications, no SU related posts to interact with  
LinkedIn: 1 new reaction on award winners post, 1 reaction to memorial post, liked Newhouse posts  
TikTok: No new notifications

### **Friday 11/17 - Megan**

Instagram: scrolled through feed. Not many posts to like today.  
X: scrolled through feed - liked a lot of posts from Newhouse about professors speaking on a panel and liked a post from the Pulitzer Center.  
Threads: scrolled through feed. Nothing to like today.

LinkedIn: liked a post from syracuse. Looked into responding to two heartfelt comments about Prof Niebuhr.

TikTok: no news.

### **Saturday 11/18 - Megan**

Instagram: liked posts from newhouse and the DO, the NY Times and a post from Prof Saqr.

X: liked three posts from Newhouse and one from newhouse.

Threads: gained a new follower. Liked a NY Times post and a apnews post.

LinkedIn: no news.

TikTok: no news.

### **Sunday 11/19 - Megan**

Instagram: liked a post from Prof Ramasubramanian for an award she won. Also liked two posts from the DO. one from newhouse LA and one from NY Times.

X: liked a post from Newhouse and the DO.

Threads: one new follower.

LinkedIn: no news.

TikTok: no news.

### **Monday 11/20 - Megan**

Instagram: liked a post from newhousela, newhouse and jerk magazine.

X: liked three posts from Newhouse.

Threads: liked a post from NY Times. Got a new follower. Liked two posts from the Washington post.

LinkedIn: got a comment congratulating one of the people on the awards post. Liked a post from newhouse.

TikTok: no news.

### **Tuesday 11/21 - Megan**

Instagram: liked two posts from newhouse and one from moody magazine.

X: liked three newhouse posts and one from newhouse sports media center.

Threads: liked a post from the washingtonpost.

LinkedIn: liked three posts from newhouse and one from Syracuse University.

TikTok: no news.

### **Wednesday 11/22 - Megan**

Instagram: liked a post from NABJSyracuse, NewhouseTRF, two from Newhouse and one from newhouse.

X: liked two posts from Newhouse and DO spoets and one from the pulitzer center.

Threads: no news.

LinkedIn: liked two posts from newhouse.

TikTok: no news.

### **Thursday 11/23 - Megan**

Instagram: liked a post from the washingtonpost and otto.

X: liked a post from SU Alumni, Cuse Athletics and DO sports.

Threads: liked a post from Syracuse. Two new followers.

LinkedIn: liked two posts from Syracuse and got 2 new followers in the past 24 hours.

TikTok: liked a video from UU.

### **Friday 11/24 - Megan**

Instagram: liked a post from the NY Times and the washington post.

X: liked a post from SU News and DO Sports

Threads: no news.

LinkedIn: gained 2 new followers in the last 24 hours.

TikTok: liked the video from Newhouse about Rumsey Taylor.

### **Saturday 11/25 - Megan**

Instagram: one new follower. Got tagged in the comments on a post about canceling Gigi Hadid — tagger wanted Newhouse to ban her from our magazines... Liked ten major magazine posts about their new leadership and a DO post about the football team being eligible for a bowl game.

X: no news.

Threads: new follower.

LinkedIn: two new followers.

TikTok: no news.

### **Sunday 11/26 - Caleigh**

Instagram: Confirmed takeover, gave password, Got a mention from Greenwich funding solutions in a post, scrolled

X: Scrolled

Threads: Received a like on post, two new followers, Scrolled, liked NYT posts

LinkedIn: 13 reactions to Prof. passing post, liked newhouse post

TikTok: Nothing to report

### **Monday 11/27 - Caleigh**

Instagram: Posted takeover graphic, So far 34 likes, 4 comments, 1 new follower

X: Liked two Newhouse posts, scrolled, liked Daily Orange post

Threads: Liked cuse mens bball post, NYT post, NY Mag

LinkedIn: 6 new visitors

TikTok: Liked a University Union post

### **Tuesday 11/28 - Jackson**

Instagram: Liked Moody Mag and Newhouse PR post, no message except “thank you” message from takeover, messaged Jordan about alumni series. 2 new followers, 17 likes on Thanksgiving post, 40 likes on takeover post, average 204 views on leftover takeover story posts

X: Liked DO post, SU alumni post, and Newhouse post. Two likes on “Nice Genes!” tweet.

Threads: One new follower

LinkedIn: 6 new visitors, 13 reactions to recent update on Prof Niebuhr post

TikTok: Nothing to report

### **Wednesday 11/29 - Rylee**

Instagram: 2 new followers, 17 total likes, liked Kesem post, Newhouse SULA, SPJ pics

X: 2 likes on event tweet, liked Mike Reilleys post and Jake Morals post

Threads: No updates

LinkedIn: Liked Newhouse post

TikTok: No updates

### **Thursday 11/30 - Kate**

Instagram: 2 new likes on Symposium post, 1 new follower. Liked Newhouse, DO, SUArts Museum, and WAER posts.

X:

Threads: 1 new following. Liked SU, Cuse MBB, and SUArt Museum posts.

LinkedIn: 1 new reaction and comment on post about Gustav Niebuhr. Liked Newhouse and SU posts.

TikTok: Liked Newhouse post and UU post. No new notifications.

### **Friday 12/1 - Megan**

Instagram: liked a post from moodymagazine, nhcodeshift, newhouse, syracusepressclub, nytcooking and newhouse.

X: liked 21 posts from Newhouse.

Threads: liked a post from cuse\_mbb.

LinkedIn: liked 3 posts from Newhouse.

TikTok: no new notifications.

### **Saturday 12/2 - Megan**

Instagram: liked the DO's December giving post, liked adrianarozas's post about being a newscaster, liked a post from suartmuseum, liked a DO sports video.

X: liked a post from Newhouse, 11 posts (a thread of them) from a DO news/sports person about the game, and a DO post about new football coach Brown.

Threads: liked a nytimes post, and a cuse\_mbb post.

LinkedIn: no news.

TikTok: liked a post from the UU.

### **Sunday 12/3 - Caleigh**

Instagram:

X:

Threads:

LinkedIn:

TikTok:

### **Monday 12/4 - Caleigh**

Instagram:

X:

Threads:

LinkedIn:

TikTok:

### **Tuesday 12/5 - Jackson**

Instagram: Liked Newshouse post, 20 Watts and Newhouse post. 10 likes on Toner prize post

X: Liked DO and Newshouse post. 9 likes and 6 reposts on Tania Ortiz tweet.

Threads: 2 new followers

LinkedIn: 2 reactions to Tania Ortiz post (which she reposted), 1 reaction to Toner prize, 4 reactions on The Journalism Salute post. Liked Syracuse and Newhouse posts

TikTok: Liked UU TikTok

### **Wednesday 12/6 - Rylee**

Instagram: 2 likes on toner prize post, liked SU post, liked Nahj post, liked CDC post, liked Newhouse posts

X: No updates, liked Syracuse.com post

Threads: Pulitzer center liked Ortiz post

LinkedIn: 2 new reactions on where are they no series

TikTok: Liked UU posts

### **Thursday 12/7 - Kate**

Instagram: 3 new likes on Toner Prize post, liked NewhouseNYC, SUGoodlifeMag, NewhouseSU, DO, SU, Newhouse, Jerk, 20 Watts Magazine, and Newhouse Sports post.

X: Liked Prof. Darr's post, DO, Newhouse, DO Visuals, NewhouseSports, Pulitzer, and Newhouse Alumni posts.

Threads: Nothing to report

LinkedIn: 1 new comment on WATNW, 9 new reposts on WATNW, and 1 new repost on WATNW. Liked SU and Newhouse posts.

TikTok: 7 likes on takeover TikTok.

### **Friday 12/8 - Megan**

Instagram: Liked a post from Newhouse and the DO. Got a lot of likes on our diversity fellowship post and one repost.

X: liked two posts from Newhouse, one from DO sports, and two from the Pulitzer Center.

Threads: no news.

LinkedIn: got another repost of Jordan Greene's WATN series. Liked a post from Newhouse.

TikTok: two new likes.