



Hill Communications x Newhouse MND Fall '23 Final Report

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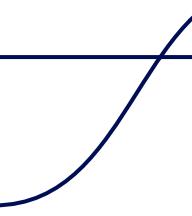
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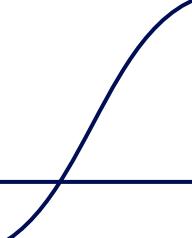
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01

Meet the Team



Account Supervisor
Megan Perry



Account Executive
Caleigh O'Toole



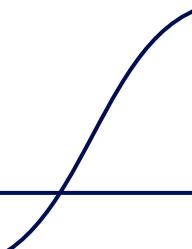
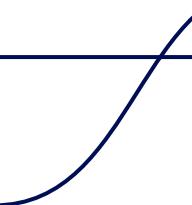
Account Associate
Rylee Pohancsek



Account Associate
Jackson Olenick



Freshman Intern
Kate Cantillon



02

Goals and Objectives

Fall 2023 Goals and Objectives

Goal 1: Research

Know who our audience is on each platform, what content they want to see and what content they don't want to see by October 1.

- Helps influence content strategy, especially as we focus on new accounts on TikTok, LinkedIn and Threads.

Goal 2: TikTok and LinkedIn

Establish voice and branding on these new accounts by creating successful content and series that can be continued in future semesters.

- Putting MND on more diverse platforms, with more diverse content, to reach new audiences and be in new areas to connect with students and alumni.



03

Budget

Budget

Task	Total Time (Over 14 Weeks)	Earned
Research	5.5 hours	\$412.50
Writing	3 hours	\$270
Social media content creation	26 hours	\$2,340
Team meeting time (virtual) per person	4.5 hours	\$405
Brainstorming	3	\$270
General account maintenance	36 hours	\$2,700
TOTAL	47 hours	\$6,397.50



04

Results

Goal 1: Research

From the Survey

- More TikTok videos
- Takeovers/spotlights 1-2 time a month max?
- Continue upcoming events
- Start job opportunities - LinkedIn only
- Student/alum achievements
 - Alum where are they now series?
- Post on Threads (same content as Twitter/X)

October Content Report

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

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.

Goal 2: TikTok and LinkedIn

Video views
3.3K
↑ 3.3K (0%) vs. Aug 4 - Oct 2

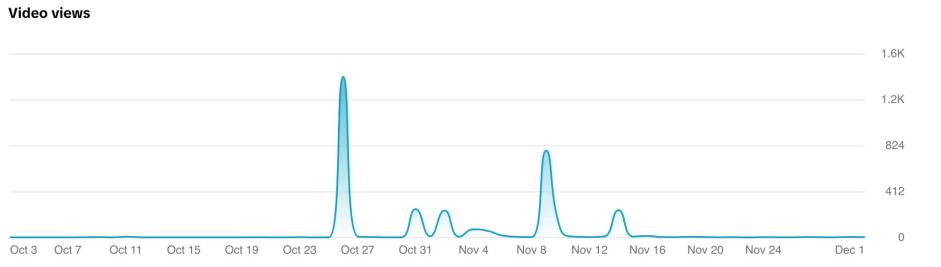
Profile views
43
↑ 43 (0%) vs. Aug 4 - Oct 2

Likes
62
↑ 62 (0%) vs. Aug 4 - Oct 2

Comments
1
↑ 1 (0%) vs. Aug 4 - Oct 2

Shares
10
↑ 10 (0%) vs. Aug 4 - Oct 2

Unique viewers
2.9K
↑ 2.9K (0%) vs. Aug 4 - Oct 2



Highlights

Data for 9/11/2023 - 12/1/2023

144

Reactions
▲ 700%

14

Comments
● 0%

3

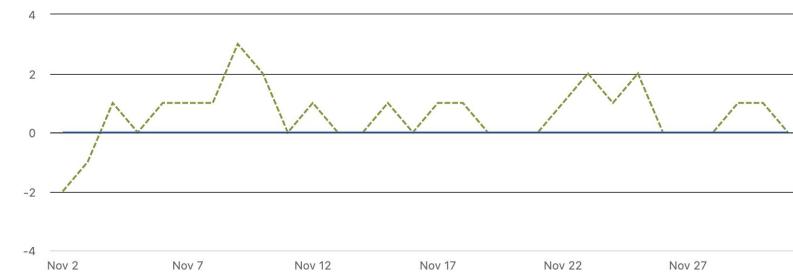
Reposts
▲ 200%

Follower highlights

676
Total followers

18
New followers in the last 30 days
▼ 28%

Follower metrics

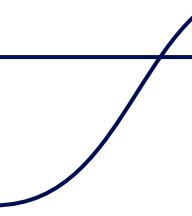


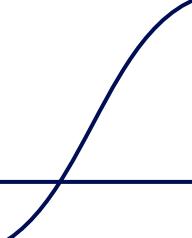
Sponsored

Organic

0

18





05

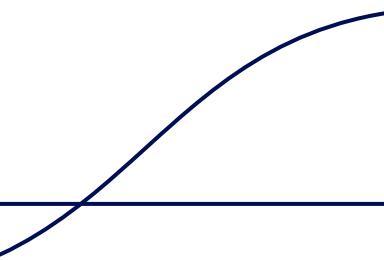
Recommendations

Recommendations for Future Account Team

1. Increase TikTok posts.
 - a. 100 followers = access to follower insights.
2. Continue monthly social media data reports.
 - a. Helps inspire the most effective content.
3. Increase Threads engagement through more posts and cross-promotion.
 - a. October monthly report showed lack of engagement on this platform specifically.
4. Prioritize alumni content.
 - a. Seems to do well and was asked for in survey.



Thank you!



Questions?