



# **Hill Communications x Newhouse MND Fall '23 Final Report**

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01

# Meet the Team



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Account Supervisor  
Megan Perry



Account Executive  
Caleigh O'Toole



Account Associate  
Rylee Pohancsek



Account Associate  
Jackson Olenick



Freshman Intern  
Kate Cantillon



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02

# Goals and Objectives



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# 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.
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# 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
<b>TOTAL</b>	<b>47 hours</b>	<b>\$6,397.50</b>





# 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

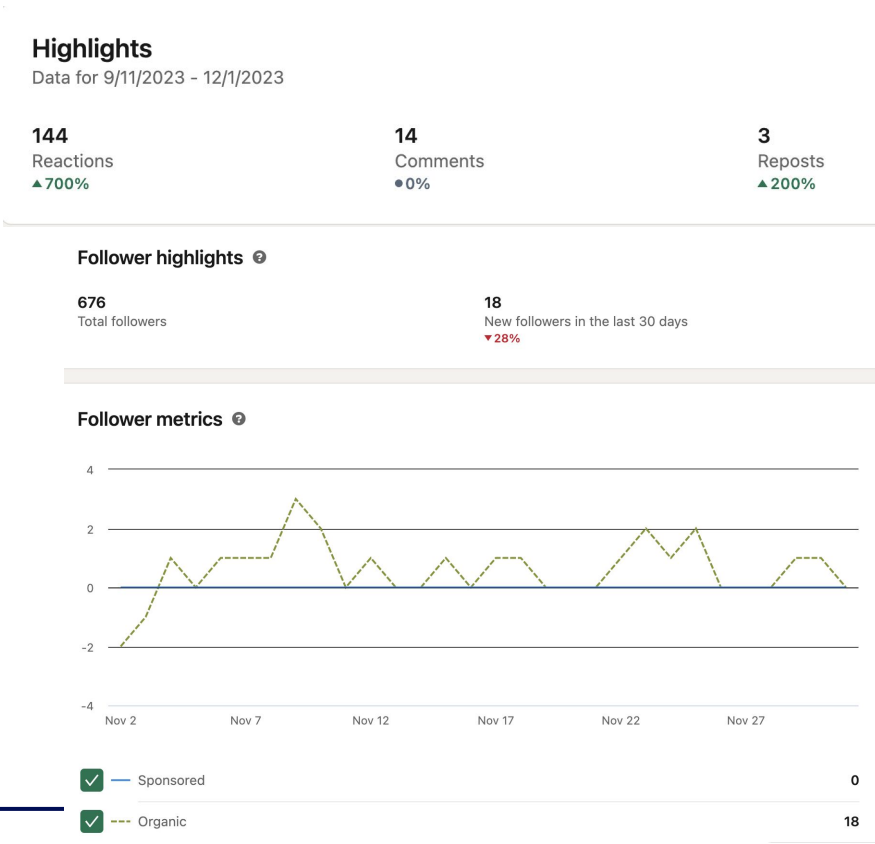
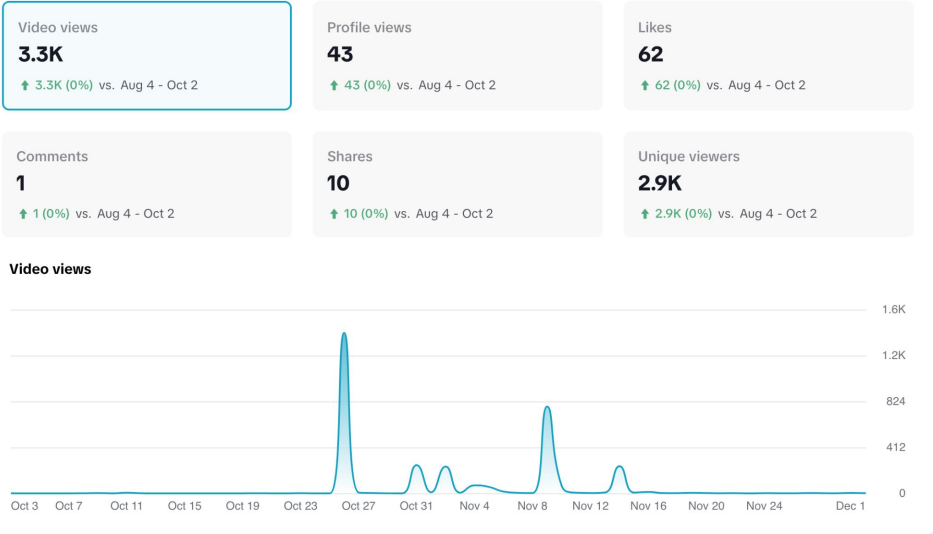
Clicks: 21  
Reactions: 5  
Comments: 1

#### 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





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05

# Recommendations



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# 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.
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**Thank you!**

**Questions?**



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