



Syracuse University Hill Communications  
**Newhouse MND**

Final Report Fall 2023





Hill Communications  
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## Executive Summary

Newhouse MND is the Magazine, News & Digital Journalism department of the S.I. Newhouse School of Public Communications at Syracuse University.

This semester marks the sixth consecutive semester that Hill Communications has partnered with Newhouse MND. During this semester, Hill Communications focused on conducting research to identify Newhouse MND's audience and their content preferences on each platform, and building up Newhouse MND's new accounts on TikTok and LinkedIn.

This long lasting partnership prompted the team to start the semester by looking at what has already been done for Newhouse MND to find any new ways we could provide Newhouse MND with value. We quickly noted that research and data analytics would be an opportunity that Newhouse MND could benefit from, especially as we began looking into what would make Newhouse MND the most successful on its new platforms. We set two goals this semester to motivate ourselves to continue to provide great content for Newhouse MND while simultaneously researching what content would succeed most on each platform, and compare it to the performance of each of our posts to guide our content strategy. Specifically, our goals were: 1) 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, and 2) establish voice and branding on TikTok and LinkedIn by creating successful content and series that can be continued in future semesters. Our team created three objectives for our two goals: 1) gather demographic and psychographic data about our audience to understand who they are and what content they want to see, 2) create new content that would appeal to these audiences, especially on TikTok and LinkedIn, and 3) utilize social media analytics to track and adjust our content strategy accordingly.

Throughout this semester our team directed all efforts into achieving our goals. We started off the semester by conducting a survey of our audience on every platform and carefully reviewed their feedback to change our content accordingly and create new content guidelines. Further, we developed monthly analytics readouts where we would compile all of the post performance and audience data available from each of our accounts to see what our audience engaged with the most. In our team meetings, we would brainstorm new series or general content for TikTok and LinkedIn, and identify students and alumni whose work could be featured on our accounts. Finally, our team came up with several suggestions that we hope can be useful in the future to increase audience engagement and continually update content strategy.



## Objectives

These are the objectives we created to accomplish our goals:

**Objective 1:** Gather demographic and psychographic data about our audience to understand who they are and what content they want to see.

- a. Tactic 1: Conduct a survey on all platforms of our audience.
  - i. We released a survey for our audience to fill out to see what their relation is to the account, the content they like to see from it and the content they may see too much. We also had a comment section at the end for suggestions they may have had for us, as we really wanted to capitalize on the opportunity to get direct responses from them.
- b. Tactic 2: Use the audience data that is offered from social media platforms to identify our audience's age range, geographic location, and other demographics.
  - i. We turned on analytics tracking for any platform that did not already have it equipped, and then analyzed the data that was returned to ensure that the voice and language we used in our content applied to our audience members.

**Objective 2:** Create content that would appeal to our audiences, especially on TikTok and LinkedIn.

- a. tactic 1: Analyze survey feedback.
  - i. Based on the feedback from our audience, we made a couple of adjustments to our content including having less frequent student takeovers and more content on Twitter/X and LinkedIn that had an alumni focus.
- b. Tactic 2: Research content that is most successful on each social media platform.
  - i. After the survey results came back, we conducted further research to see what we could learn about the algorithms of each platform. We used the information we gathered from this to dictate what times of the day we post on each platform, the amount of hashtags we use on a post, and the types of graphics we include so that we have better chances of having our content be boosted by the platform's algorithm.
- c. Tactic 3: Develop successful series on each platform to have reliable, long term content.
  - i. We created a "Where are They Now Wednesday" series on LinkedIn to feature our alumni to increase alumni engagement and followers, and we have started to save the student takeovers and compile them into TikTok videos so the takeovers can live on TikTok as long-form content instead of disappearing after 24 hours on Instagram.

**Objective 3:** Utilize social media analytics to track and adjust our content strategy accordingly.

- a. Tactic 1: Conduct monthly analytics readouts.
  - i. We compiled what posts performed the best, how our follower count changed, etc. to see how effective we were on a monthly basis. Based on the results, we adjusted our content strategy to increase engagement and followers.



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## Budget

Agency rates for comparison (rates provided by Hill Communications staff):

- Research: \$75 per hour
- Writing: \$90 per hour
- Social media: \$90 per hour
- Meeting time: \$90 per hour
- Brainstorming: \$90 per hour
- General account maintenance: \$75 per hour

Throughout the course of the contract, each team member had consistent hours per week with few outliers. The following numbers represent the **hypothetical** weekly cost for the account's PR activities.

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



## Results

These are the results of our communications efforts this semester:

**Objective 1:** Gather demographic and psychographic data about our audience to understand who they are and what content they want to see.

- a. Tactic 1: Conduct a survey on all platforms of our audience.
  - i. We received 24 responses from our audience through a survey that was posted and promoted on our social media platforms. Most survey respondents were between the ages of 18 and 22 with only 3 respondents being older than 23 years old. Most respondents were current MND students or MND alumni who spend most of their time on Instagram. Many respondents did not use X or TikTok. Most respondents were interested in seeing more job opportunities on social media, with upcoming events/speakers and professor takeovers trailing closely behind. Event recaps were the least sought after social media content based on the survey results, although it still remained in  $\frac{1}{3}$  of respondents' choices. When given the opportunity to write out a response to the previous question, most people wanted to see more student takeovers and spotlights. Most students prefer not to learn about events from graphics because of it feeling too impersonal. Student work was also a response from multiple respondents when asked what should be showcased more on social media. All of these results were compiled into a presentation that was presented to the client.
- b. Tactic 2: Use the audience data that is offered from social media platforms to identify our audience's age range, geographic location, and other demographics.
  - i. Both Instagram and LinkedIn provided us with audience data to backup our survey data. On Instagram, most users are between the ages of 18 and 34 with nearly half of the users being in Syracuse. On LinkedIn, nearly half of the users are within the communications and media field, with 19.6% of users being in the Syracuse area. 51% of users are in entry-level positions while 17.6% are in senior positions. These statistics were also summarized in monthly data reports that were sent to the client.

**Objective 2:** Create content that would appeal to our audiences, especially on TikTok and LinkedIn.

- a. Tactic 1: Analyze survey feedback.
  - i. We decided to post less student takeovers, more upcoming events/speakers and posts with photos of people rather than graphics. Our highest performing posts both in terms of engagement and reach were photographs of events/speakers/professors, student takeovers and event/speaker graphics. This directly correlated with the research we conducted and what posts our followers wanted to see from the accounts.



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- a. Tactic 2: Research content that is most successful on each social media platform.
  - i. Using pre-existing research that is available, we compiled a social algorithm document that includes each social media platform and what does well and what doesn't. Each social media platform has its own algorithm, so it was important to take that into consideration before posting on said platform. For instance, Instagram's algorithm boosts accounts that you as a user engage with. This means that we needed to focus on engaging with more accounts and receiving engagement ourselves so that our posts would be prioritized in our viewers' feeds. Most platforms also show what times our audience are on the platform during the day. This drove us to alter our posting times, that way, the posts were seen by the largest portion of our audience right away.
- b. Tactic 3: Develop successful series on each platform to have reliable, long term content.
  - i. One of the series that was especially successful on social media was student takeovers and spotlights. This content was a pre-existing series on the account before we took over this semester, and we furthered it by identifying that it was something that could be posted on more platforms than Instagram. This was an especially important realization as we were also trying to create more TikTok content, and this series could live on that platform long-term, unlinked Instagram stories. This series was saturating the account before we took it over this fall, but as the survey noted, followers felt that it was posted too often. We pulled it back from a weekly series to a bi-weekly series. As a result, these posts ended up being our best performing ones, especially on TikTok. The information in the takeovers is interesting and engaging, and by limiting the amount of times we posted the series our followers were not fatigued by it. We also created a "Where Are They Now" series on LinkedIn that highlights MND alumni and their work. This will hopefully appeal to our alumni audience on LinkedIn, and show students potential futures they could have in MND. These are simple, yet effective, series as they rely on students and alumni giving us all of the content, and are evergreen series that can be used throughout the semester.

**Objective 3:** Utilize social media analytics to track and adjust our content strategy accordingly.

- a. Tactic 1: Conduct monthly analytics readouts.
  - i. From looking at each content report, we are able to see not only the highest performing content, but also the improvements from the previous month. By looking at the highest performing content, we can adjust our content strategy for the following months to include content that performs higher. For example, if a post on highlighting professors' published work did well on LinkedIn, we know that for the following month, we should implement more highlights of professors' published work. We can also track how our strategies are doing, if accounts went down one month, we can



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investigate why and change up our strategy. If the accounts increased since the previous month, we know that we have done something right.

### **Overall growth and statistics by platform from 9/11/23:**

#### a. Instagram:

- i. Followers: 714 total, increase of 82 followers in the past 90 days.
- ii. Engagement: 334 accounts engaged, 54.7% increase from followers, 210% increase from non-followers.
- iii. Interactions: 1,170 content interactions, 304% increase vs Jun-Sept.
- iv. Accounts reached: 1,552 accounts reached, 15.7% increase from followers 98.5% increase from non-followers.

#### b. Twitter/X:

- i. Followers: 10 new followers, lost one old follower in the past 90 days.
- 1. Engagement: 3.6%.
- 2. Impressions: 6.6K impressions, 78 impressions per day.
- 3. Link clicks: 38.
- 4. Retweets without comments: 18.
- 5. Likes: 39.
- 6. Replies: 1.

#### c. Threads:

- i. Followers: 154 total, increase of 15 followers, 155% increase in the past 90 days.
- ii. Engagement: No data.

#### d. LinkedIn

- i. Followers: 676 total followers, increase of 46 followers, 1,433.3% increase (according to LinkedIn's statistics) in the past 90 days.
- ii. Engagement:
  - 1. Reactions: 700% increase.
  - 2. Reposts: 200% increase.
  - 3. Comments: 0% increase.

#### e. TikTok:

- i. Followers: 22 followers, increase of 4 followers in the past 90 days.
- ii. Engagement:
  - 1. Video views: 3.3K.
  - 2. Profile views: 43.
  - 3. Likes: 62.
  - 4. Comments: 1.
  - 5. Shares: 10.
  - 6. Unique viewers: 2.9K.



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## Recommendations

After working with Newhouse MND this semester, we have created future recommendations to be considered if this partnership is continued:

1. Consider increasing posts on TikTok.
  - a. Once we reach 100 followers on TikTok, we will have access to follower insights. The best way to increase followers is to increase content.
2. Continue the monthly social media report.
  - a. Based on these reports, we've learned that certain posts tend to do well (highlighting professor work, posts about alumni, and posts about current students specifically). By continuing with these reports, we can continue to post the highest quality and most engaging content.
3. Consider cross promoting Threads and increasing the number of Threads posts.
  - a. From the October social media report, we learned that there is an extreme lack of engagement on Threads. In order to increase engagement, there can be not only more Threads posts but also when we post on Threads they can be cross promoted on different platforms that already have higher engagement (ex: Instagram).
4. Prioritize content with alumni spotlights, takeovers and interviews.
  - a. Create a diverse list of alumni contacts that would be interested in participating in an interview or helping to make content.
  - b. Reach out to alumni early and delegate weeks to have their content be posted.
  - c. Consider ways for all aspects of the MND field to be covered via alumni developments and projects.



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## Appendix

### Appendix A. Instagram Content



February 1-4, 2024  
Lake Placid, NY

**2024 Winter Sports Experience**

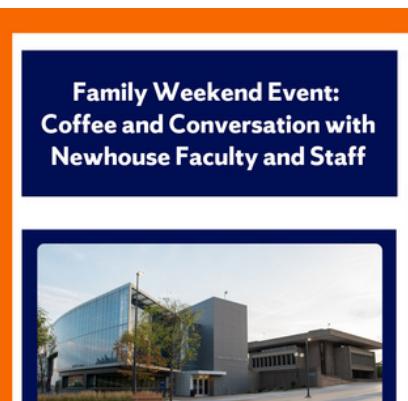
This could be you! Apply to the student media team for the 2024 Empire State Winter Games in Lake Placid. This is an opportunity to cover the largest winter sports event in the Northeast while getting your work published through media and official Games outlets. All majors are welcome to apply by Noon Friday!



Application linked in our bio!



Takeover Thursday  
Danielle Blyn ('26)

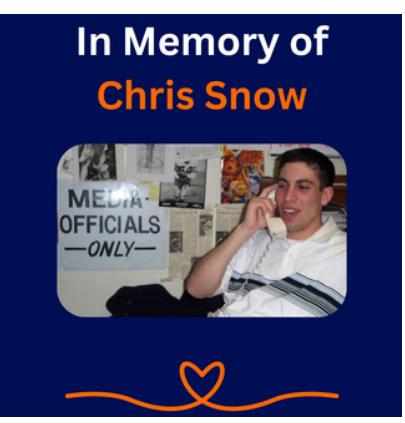


**Family Weekend Event:  
Coffee and Conversation with  
Newhouse Faculty and Staff**



Meet MND professors and Dean Lodato this weekend! Coffee and light breakfast options available.

**Saturday, 9 a.m.**  
**Newhouse 3, Food.com**



**In Memory of  
Chris Snow**



**ENTER FOR THE  
2024 TONER PRIZE**

Apply for the prestigious journalism award by Jan. 15, 2024.

Don't miss the chance to be honored for your excellence in political reporting!

**Dow Jones News Fund  
Internships**



Interested in Audience Engagement, Business Reporting, Data Journalism, Digital Media or Multiplatform editing? Application deadline is Nov. 16!

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**Newhouse  
Impact Symposium**

with MND Assistant Prof. Greg Munno as a Featured Presenter at 1:50 p.m.

Don't miss your chance to hear about recent research and creative activities by Newhouse students and faculty in the communications field. Munno will present about "Finding Community-Support Disinformation Interventions Using Q Method, Public Dialog and Journalism."

**FRIDAY DECEMBER 1, starting at 10 a.m.**  
Newhouse 3, Joyce Hergenhan Auditorium



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## Appendix B. Twitter Content

**Magazine, News & Digital Journalism** @NewhouseMND · Oct 5

We are conducting a survey to understand our audience and improve our social media content for you! Please fill out the survey linked below to tell us what you think about the NewhouseMND socials. #Newhouse #survey #mediaccontent #Syracuse #NewhouseMND

[syracuseuniversity.qualtrics.com/jfe/form/SV\\_4P...](http://syracuseuniversity.qualtrics.com/jfe/form/SV_4P...)

116 1 2 103 1 1 1 1

**Magazine, News & Digital Journalism** @NewhouseMND · Oct 2

MND's very own Professor @EricGrode 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:



223 1 2 1 1 1 1

**Magazine, News & Digital Journalism** @NewhouseMND · Oct 17

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



103 1 1 1 1 1 1

**Magazine, News & Digital Journalism** @NewhouseMND · Dec 4

Tune in to The Journalism Salute where MND masters program alum @AdriannaAdame\_ talks about her role as an Indigenous democracy and education reporter for @Buffalo'sFire via @Report4America. Listen here:



[thejournalismsalute.org](http://thejournalismsalute.org)

133 1 3 1 1 1 1

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

Come hear @MollySmithNews '16 talk about her experience as a US Economy editor at Bloomberg and get the inside scoop on the Bloomberg paid summer internship (with NYC housing). Tonight, 5:15 p.m. in the Newhouse I3 Center!



200 1 1 1 1 1 1

**Magazine, News & Digital Journalism** @NewhouseMND · Nov 28

Looking for a new podcast to listen to? Consider tuning into the "Not All Bad" episode of the Nice Genes! podcast to hear our own Prof. @HarrietBrown discuss the connections between weight and health.



101 1 2 1 1 1 1

**Magazine, News & Digital Journalism** @NewhouseMND · Nov 29

This Friday in the Herg at 10 a.m. Newhouse students and faculty will be presenting their recent research and creative works in the communications field. Come support your peers and see MND Assistant Professor Greg Munno present at 1:50 p.m. #newhouseimpact

119 2 1 1 1 1 1



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## Appendix C. Threads Content

**newhousemnd** 4w ...

Explore the legacy of The New York Times' visual journalism with assistant editor Rumsey Taylor on Tuesday, Nov. 14. Taylor works across multiple desks as a visual editor, designer and engineer working on stories from passing the ball in the NBA to health risks of noise pollution to the greatest films of all time. In 2021, Taylor was part of the team that won the Pulitzer Prize for Public Service for coverage of the COVID-19 pandemic.

**VISUAL JOURNALISM AT THE NEW YORK TIMES: A 172-YEAR EVOLUTION**



**RUMSEY TAYLOR**  
Assistant Editor, The New York Times

**TUESDAY NOVEMBER 14 5:30 PM**  
**ROOM 305, NEWHOUSE 1**

**JOIN TAYLOR'S OPEN WORKSHOP ON VISUAL EDITING AT 12:30 PM TUESDAY IN ROOM 432, HH3**

1 like

**newhousemnd** 3w ...

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...)

**In Memory of R. Gustav Niebuhr**



3 likes

**newhousemnd** 1w ...

When do reporters bear responsibility for reporting and commenting on hate speech? Two Buttons Deep, a media entertainment company, is at the center of this debate due to a controversial video they published in October. Hear what Tully Center Director and MND Professor [@roygutterman](#) has to say about social media's role in this debate here: [timesunion.com/busin...](http://timesunion.com/busin...)



[timesunion.com](http://timesunion.com)  
Two Buttons Deep content creators feel backlash over transphobic remark

1 like

**newhousemnd** 6d ...

Check out MND Prof. [@joshuadarr](#)'s insights into how news stories spiral into conspiracy theories with this [@politifact](#) report: [politifact.com/artic...](http://politifact.com/artic...)



[politifact.com](http://politifact.com)  
PolitifFact - Why Barack Obama's sexuality became a news story, and then a conspiracy theory

2 likes

**newhousemnd** 1w ...

This Friday in the Herg at 10 a.m. Newhouse students and faculty will be presenting their recent research and creative works in the communications field. Come support your peers and see MND Assistant Professor Greg Munno present at 1:50 p.m.

1 like

**newhousemnd** 3d ...

[@pulitzercenter](#) fellow & MND master's alum Tania Ortiz reports on feminist collectives who are challenging the Mexican government's neglect of families of femicide victims. Read more at [pulitzercenter.org/stori...](http://pulitzercenter.org/stori...)



[pulitzercenter.org](http://pulitzercenter.org)  
Mexico's Feminist Collectives Are a Voice for Women Who've Lost Theirs

1 like

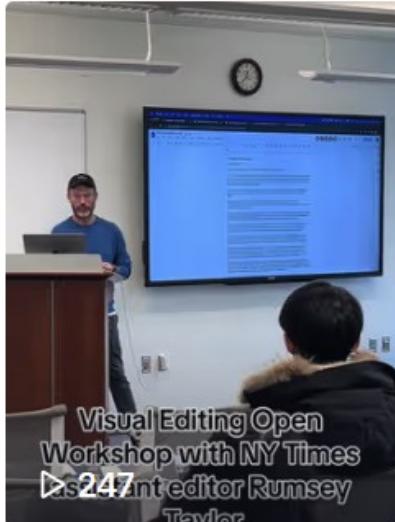


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## Appendix D. TikTok Content



Newhouse MND senior ...



Here's a quick recap of ...



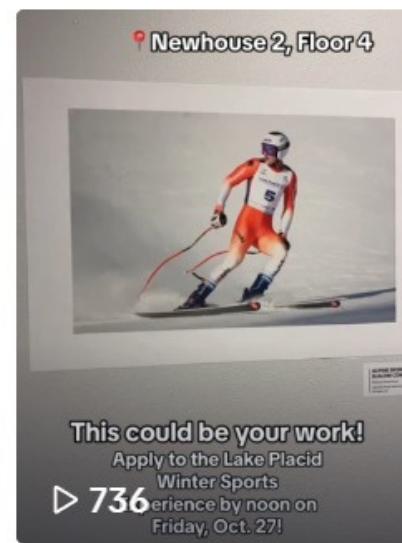
Newhouse MND studen...



Last month, Newhouse ...



The Dow Jones News F...



Apply to cover the Emp...



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## Appendix E. LinkedIn Content

**S** Newhouse Magazine, News and Digital Journalism  
686 followers  
2mo • 9

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: <https://lnkd.in/eNshmjRB>



Largest US newspaper chain is hiring Taylor Swift and Beyoncé reporters, drawing interest and ire  
[apnews.com](http://apnews.com) • 5 min read

**Kate Cantillon** and 22 others

Like Comment Repost

**S** Newhouse Magazine, News and Digital Journalism  
686 followers  
3w • Edited • 9

Congratulations to all of our award winners! 🎉

Work by Newhouse students earned 18 honors at the **Associated Collegiate** ...see more  
[Associated Collegiate](#) 19

1 comment • 7 reposts

Like Comment Repost

**S** Newhouse Magazine, News and Digital Journalism  
686 followers  
1d • Edited • 9

Introducing Newhouse MND's Where Are They Now series!

In our new feature, we will be introducing you to MND alumni to highlight ...see more



Where Are They Now  
Jordan Greene '23  
People

Gabrielle Harrison and 9 others

1 comment • 2 reposts

**S** Newhouse Magazine, News and Digital Journalism  
686 followers  
1mo • 9

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

pagesepsite name%%  
[dailyorange.com](http://dailyorange.com) • 3 min read

Like 6 1 comment • 1 repost

**S** Newhouse Magazine, News and Digital Journalism  
686 followers  
2w • 9

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 ...see more

Job opportunity at Gannett | USA TODAY NETWORK - Trending News Fellowship  
[us232.dayforcehcm.com](http://us232.dayforcehcm.com) • 2 min read

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

Like 7 1 comment

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 ne ...see more

## In Memory of R. Gustav Niebuhr



Luke Elliott and 14 others

4 comments • 1 repost



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## Appendix F. Monthly Social Media Data Report - October

### October Content Report

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

#### Top Posts

October 20th



October 31st



#### Impressions

Your Tweets earned 1.7K impressions over this 31 day period



#### 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



#### Table of contents

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#### Instagram

Content results, follower counts & other statistics

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#### Twitter/X

Content results, follower counts & other statistics

03

#### Threads

Content results, follower counts & other statistics

04

#### LinkedIn

Content results, follower counts & other statistics

05

#### TikTok

Responses, follower counts & other statistics

#### 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

#### Top Posts

October 2nd



Impressions: 223  
 Post engagement: 12

October 23rd



Impressions: 176  
 Post engagement: 10

#### 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

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Shares	Follows	Engagement rate
Join us and hear from Nigerian journalist David Adesina as he hosts a discussion... Posted by Collegh O'Toole 10/29/2023	Image	All followers	117	-	0	0%	2	0	0	-	1.7%
(i) Get more engagement <a href="#">Boost</a>											
Newhouse SC Posted by Collegh O'Toole 10/29/2023	Article	All followers	133	-	2	1.5%	2	0	0	-	3.0%
(i) Get more engagement <a href="#">Boost</a>											
Check out MND Professor Marise Brown's feature in the "Nice Giver" podcast Posted by Ryke Potencous 10/29/2023	Repost	All followers	206	-	5	2.4%	3	0	0	-	3.88%
(Not eligible to boost. <a href="#">Learn more</a> )											

## Top Posts

October 26th  
 Lake Placid



November 2nd  
 Podcast Pro



## 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

## Appendix G: Survey

Which age range do you fall into?

- 14-17
- 18-22
- 23-29
- 30+

What is your relation to Newhouse's MND program?

- Student majoring in MND
- Student with other major
- Alumni with MND degree or similar degree
- Alumni with other major
- Parent of a student
- Prospective student
- Other

How often are you on Instagram?

- Up to 2 hours per week
- 3-4 hours per week
- 5-7 hours per week
- 8+ hours per week
- I do not use this platform

How often are you on Twitter/X?

- Up to 2 hours per week
- 3-4 hours per week
- 5-7 hours per week
- 8+ hours per week
- I do not use this platform

How often are you on LinkedIn?

- Up to 2 hours per week
- 3-4 hours per week
- 5-7 hours per week
- 8+ hours per week
- I do not use this platform

How often are you on TikTok?

- Up to 2 hours per week
- 3-4 hours per week
- 5-7 hours per week
- 8+ hours per week
- I do not use this platform



What content would you like to see more of on @NewhouseMND?

- Day in the life videos
- Information about upcoming events/guest speakers
- Student and/or faculty spotlights
- Event recaps
- Job opportunities
- Student takeovers
- Professor takeovers
- Other

What content do you like on Newhouse MND's Instagram, Twitter/X, LinkedIn, TikTok? (Please specify which account).

What Newhouse MND content does not interest you?

1. **What is the primary purpose of the study?**

Any final comments or suggestions? (Optional)

For more information, contact the Office of the Vice President for Research and the Office of the Vice President for Student Affairs.

→

## Appendix H: Content Calendar Preview

Platform	Author	Due Date (x/x/xxxx)	Publish Date (x/x/xxxx)	Post Topic (department event, student takeover, etc.)	Media (if applicable, either copy/paste or paste Canva link)	Copy (if applicable, copy/paste here) USE HASHTAGS	What Objective Does This Address?	Approved?
LinkedIn	Rylee	9/29/2023	10/2/2023	AP News article	<a href="https://apnews.com/article/taylor-swift-beyonce-pennett-music-journalism-jobs-a345956f0d853ca371258a474796198">https://apnews.com/article/taylor-swift-beyonce-pennett-music-journalism-jobs-a345956f0d853ca371258a474796198</a>	MND very own Professor Eric Grode insights on how Taylor Swift and Beyoncé names may be in the title of your next job. Read more about how these superstars are changing the narrative of music journalism here.	Highlight Professor Eric Grode in the news	<input checked="" type="checkbox"/>
Instagram, Twitter/X and LinkedIn	Caleigh	10/4/2023	10/4/2023	Qualtrics Survey	<a href="https://syracuseuniversity.yul1.qualtrics.com/jfe/preview/previewid/43b0e38d-558f-427d-aee5-3cf761c13c5V?Q_CH=q&amp;SurveyVersionID=0">https://syracuseuniversity.yul1.qualtrics.com/jfe/preview/previewid/43b0e38d-558f-427d-aee5-3cf761c13c5V?Q_CH=q&amp;SurveyVersionID=0</a>	We're conducting a survey to understand our audience and improve our social media content for you! Please fill out the survey linked in our bio to tell us what you think about the NewhouseMND socials. #Newhouse #Survey #mediacontent #Syracuse #NewhouseMND #Journalism #digitalspace	Research on social media content	<input checked="" type="checkbox"/>
LinkedIn	Jackson	10/5/2023	10/6/2023	Highlighting MND alumni work	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7112574815785353217">https://www.linkedin.com/feed/update/urn:li:activity:7112574815785353217</a>	MND master's alum Charlene Masona '21 assists in the production on Deeven Taylor's new project "Savor the Culture," a video series aimed to highlight Black-owned food businesses in New York City. Watch it from the links here.	Show MND alumni projects	<input checked="" type="checkbox"/>
LinkedIn	Megan	10/4/2023	10/6/2023	Highlighting MND faculty	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7112800119692471562">https://www.linkedin.com/feed/update/urn:li:activity:7112800119692471562</a>	Very excited to share our MND faculty members, Heather Husar and Jodi Upton just attended and presented at the Global Investigative Journalism Network conference in Gothenburg, Sweden! What an incredible opportunity and fantastic representation of our wonderful MND faculty.	Highlight MND faculty and their impact on their industry	<input checked="" type="checkbox"/>
LinkedIn	Megan	10/4/2023	10/6/2023	Highlighting MND magazine/alum	<a href="https://www.linkedin.com/posts/1-a-newhouse-school-of-public-communications-at-syracuse-university_teammewhouse-newhouse-network-activity-710524766790288955-IR/?utm_source=cashshare&amp;utm_medium=member-share&amp;utm_campaign=designshare&amp;utm_source=sharebutton">https://www.linkedin.com/posts/1-a-newhouse-school-of-public-communications-at-syracuse-university_teammewhouse-newhouse-network-activity-710524766790288955-IR/?utm_source=cashshare&amp;utm_medium=member-share&amp;utm_campaign=designshare&amp;utm_source=sharebutton</a>	We are so proud of our current students and recent alumnae whose work was honored by the AEJMC Magazine Division. #Newhouse #Journalism	Highlight MND students/recent alums on their recent accomplishments	<input checked="" type="checkbox"/>
Instagram	Kate	10/5/2023	10/6/2023	Fall Break	<a href="https://www.instagram.com/p/CWzJhVUhrAe/?utm_content=DAFw3_kkyDpHETa6xb0DaVXXVMjeAa&amp;utm_source=sharebutton&amp;utm_medium=link2bio&amp;utm_campaign=designshare&amp;utm_source=sharebutton">https://www.instagram.com/p/CWzJhVUhrAe/?utm_content=DAFw3_kkyDpHETa6xb0DaVXXVMjeAa&amp;utm_source=sharebutton&amp;utm_medium=link2bio&amp;utm_campaign=designshare&amp;utm_source=sharebutton</a>	Newhouse MND wishes everyone a happy Fall break! #Newhouse #NewhouseMND #fallbreak	Build community with NewhouseMND followers	<input checked="" type="checkbox"/>
Email	Megan	10/10/2023	10/10/2023	Newhouse Hispanic/Latiné Heritage History Makers Lunch	<a href="https://www.canva.com/design/DAFw3_kkyDpHETa6xb0DaVXXVMjeAa&amp;utm_content=DAFw3_kkyDpHETa6xb0DaVXXVMjeAa&amp;utm_source=sharebutton&amp;utm_medium=link2bio&amp;utm_campaign=designshare&amp;utm_source=sharebutton">https://www.canva.com/design/DAFw3_kkyDpHETa6xb0DaVXXVMjeAa&amp;utm_content=DAFw3_kkyDpHETa6xb0DaVXXVMjeAa&amp;utm_source=sharebutton&amp;utm_medium=link2bio&amp;utm_campaign=designshare&amp;utm_source=sharebutton</a>	We are so excited to announce that MND alum Marlie Muñoz along with two fellow alum will be recognized for their achievements and contributions to Newhouse. Please join us in celebrating these amazing alumni at the Newhouse Hispanic/Latiné Heritage History Makers Lunch! Oct. 11, Noon. * 13 Center, Newhouse 3, Room 432.434.	Highlight MND alum accomplishments	<input checked="" type="checkbox"/>
Instagram, Twitter/X and LinkedIn								<input type="checkbox"/>



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## Appendix I: Media Monitoring Log Preview

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### 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!

#### 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

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