



FY23 Social Media Deep Dive

Karrington Bradley





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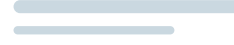
578



1K



5K

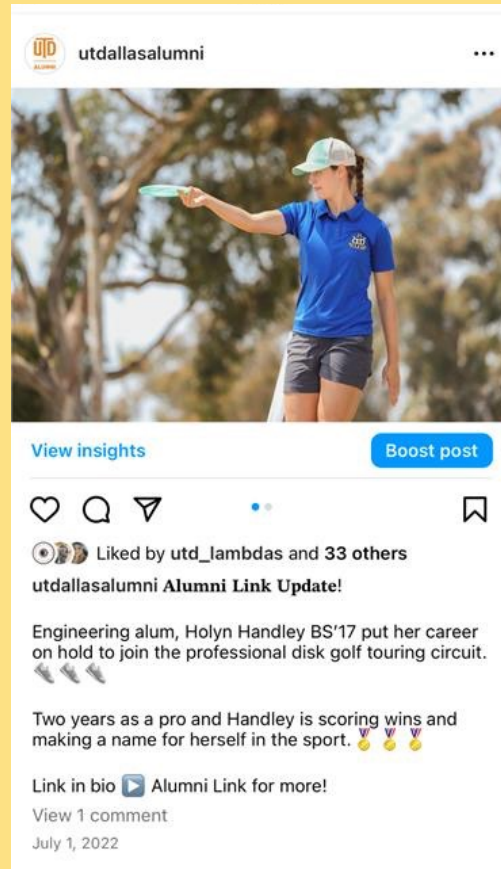




Recurring Posts



Alumni Monday and Comet Couples



Alumni Link and Alumni Profiles



Development and Profile stories



♥ 99



Recurring Posts

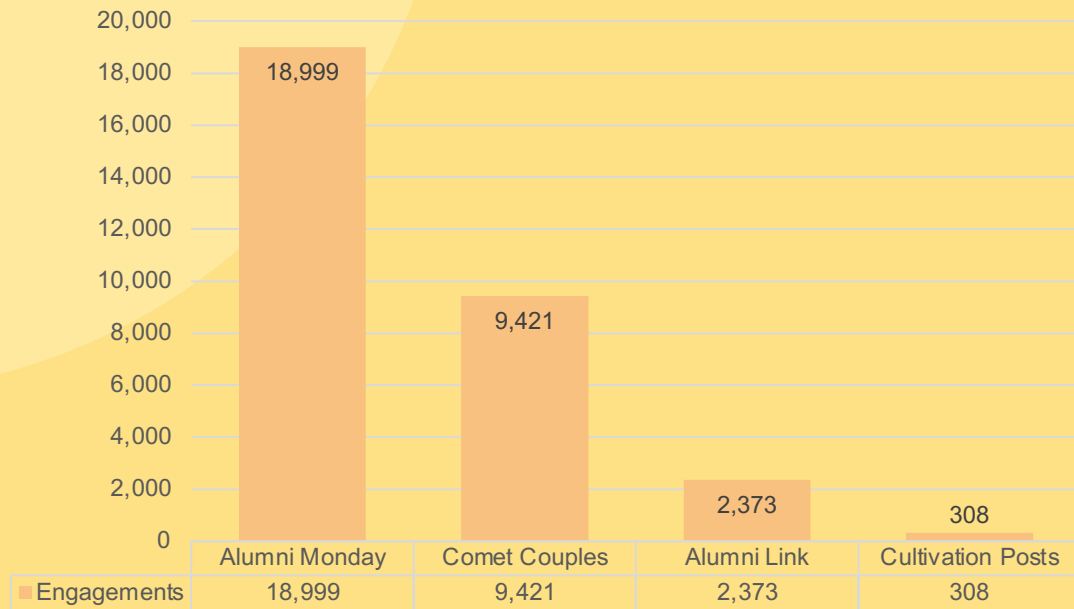
Cultivation Posts

Includes stories (videos of campus, current events, Trivia Tuesdays etc.)

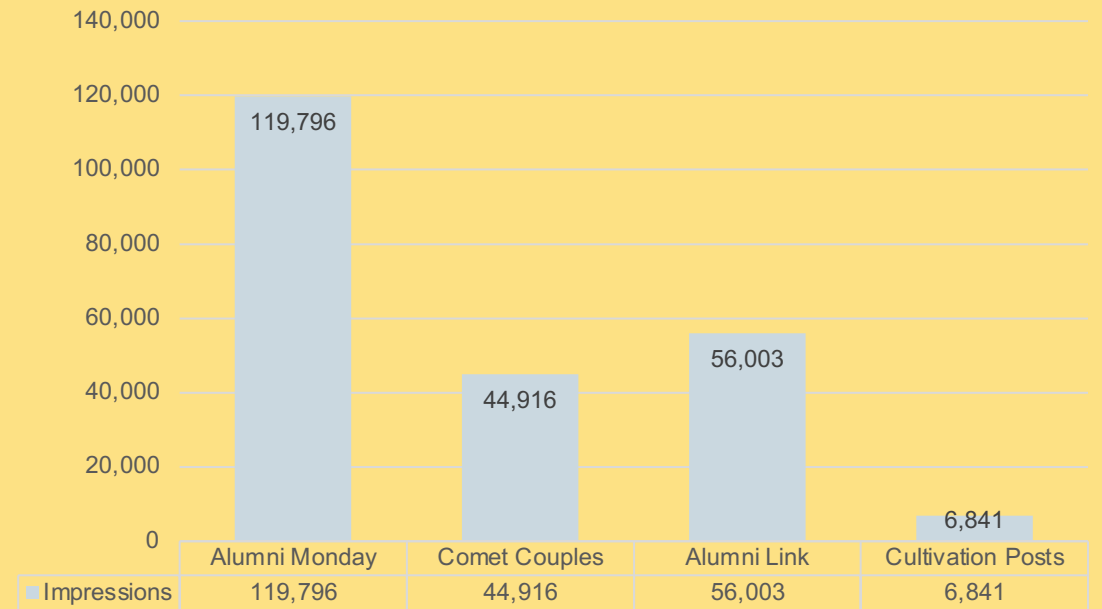


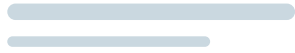
Engagements and Impressions

Engagements

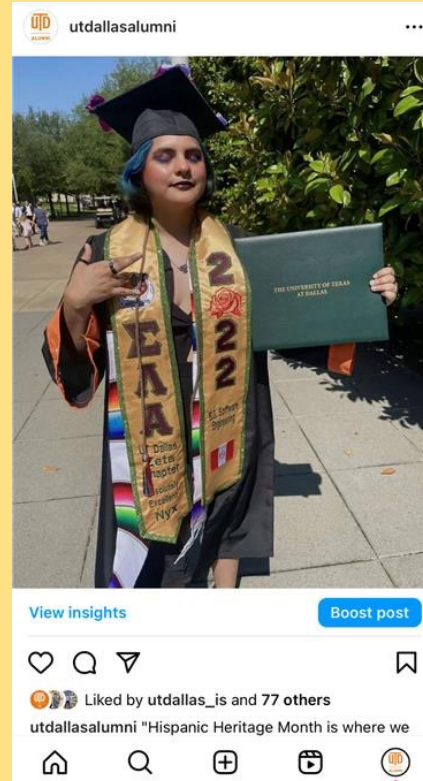


Impressions



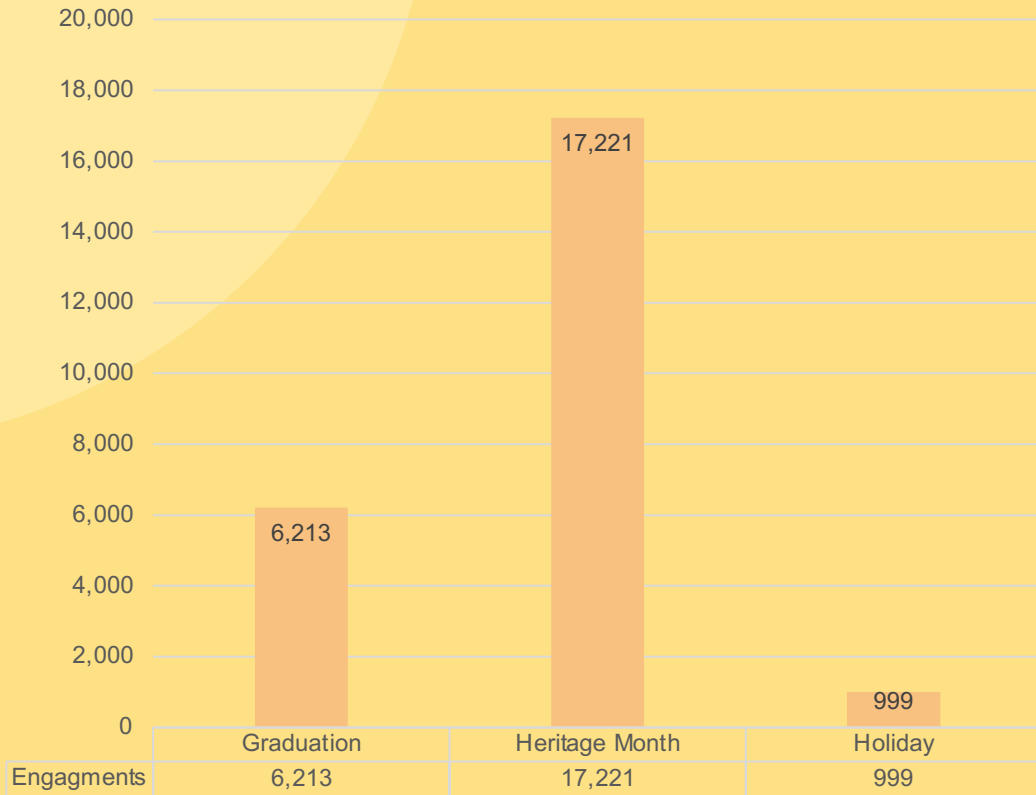


Specialty and Seasonal Posts

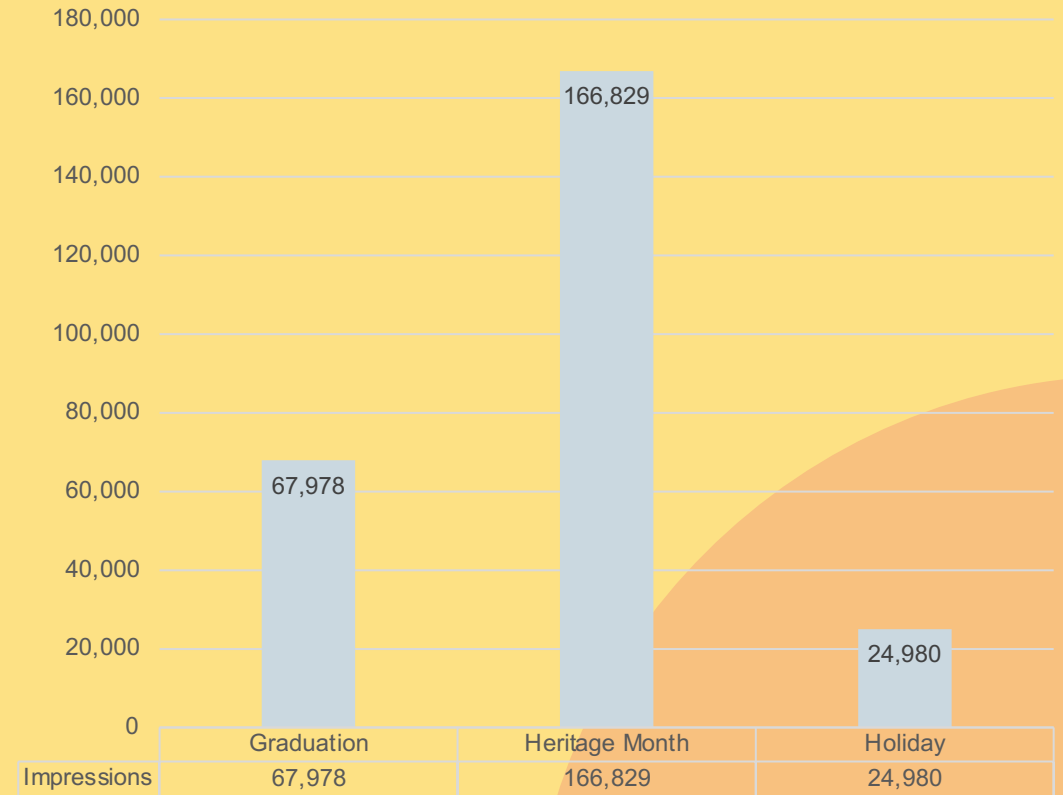


Graph for Seasonal Posts

Engagements



Impressions





Posts Relevant to the Office of Development and Alumni Relations

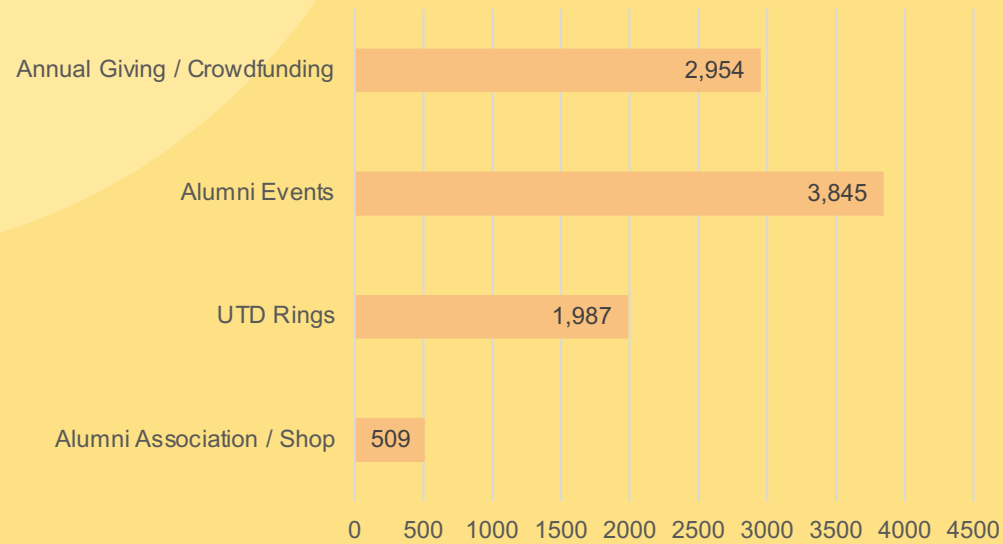




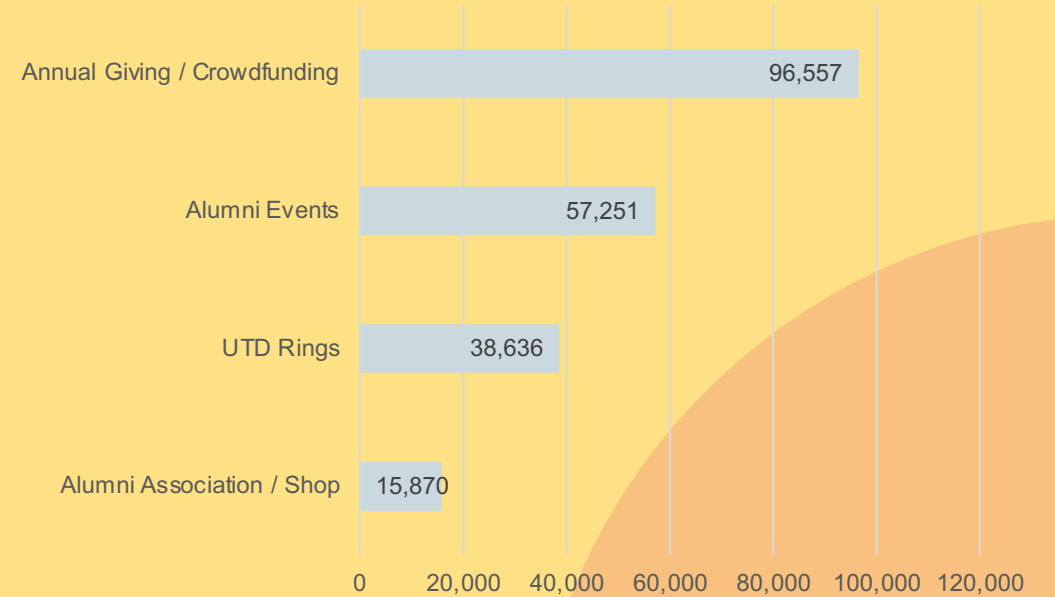
Graph for DevAR posts



Engagements



Impressions



	Alumni Association / Shop	UTD Rings	Alumni Events	Annual Giving / Crowdfunding
Engagements	509	1,987	3,845	2,954

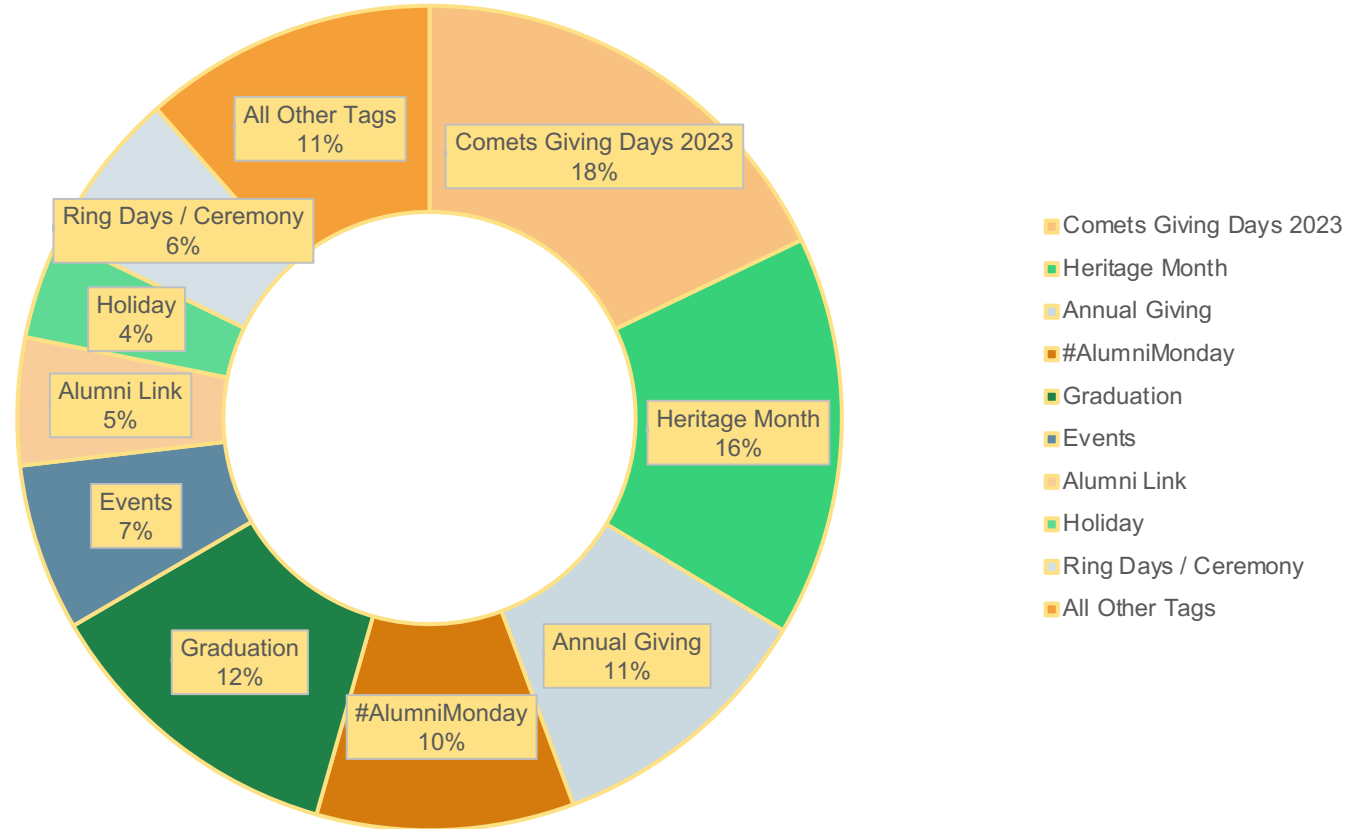
	Alumni Association / Shop	UTD Rings	Alumni Events	Annual Giving / Crowdfunding
Impressions	15,870	38,636	57,251	96,557





How much do we post?

Total Post Volume



Social Media Channels



Twitter

- Lowest Performing across all tiers and check in points
 - But also low likes/followers for other UTD affiliated accounts

578 **1K** **5K**



Facebook

- Loyal Followers (These people don't tend to "unlike" our page)
- Very slow growing

578 **1K** **5K**



Instagram

- Most Consistent (Limited Change)
- The first place people look for us on socials

578 **1K** **5K**



LinkedIn

- Fastest Growing across all check in points
- People are more likely to repost themselves if we feature them here versus other platforms

578 **1K** **5K**



Top Performing Posts



UT Dallas Alumni

Fri 9/30/2022 10:16 am CDT

"I am proud to be a Latina alumna because when I was at school, it was not common to see Latina engineerin...



Total Engagements	4,655
Reactions	944
Comments	67
Shares	23
Post Link Clicks	—
Other Post Clicks	3,621



UT Dallas Alumni

Mon 4/3/2023 1:14 pm CDT

We're starting this month with a #CometCouple! ❤️💚 Anshul R. Pardhi MS'21 and Jayita Roy MS'21 were...



Total Engagements	2,696
Reactions	153
Comments	2
Shares	0
Post Clicks (All)	2,541



UT Dallas Alumni

Mon 12/12/2022 12:35 pm CST

Happy #AlumniMonday everyone! Ayla Dossal BS'21 MS'22 was president of the Undergraduate Accounting Club...



Total Engagements	1,562
Reactions	89
Comments	1
Shares	0
Post Clicks (All)	1,472



@UTDallasAlumni

Sat 3/25/2023 8:17 pm CDT

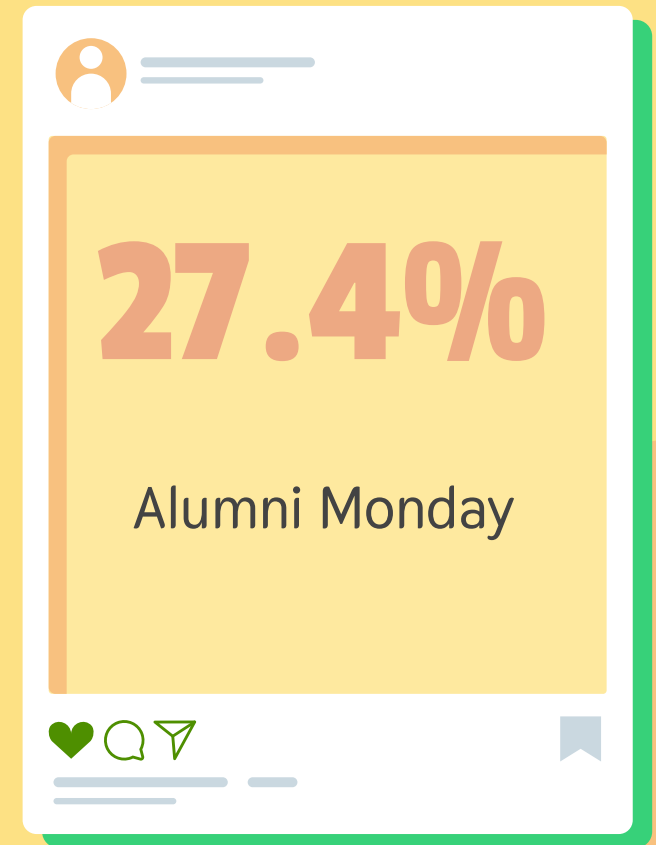
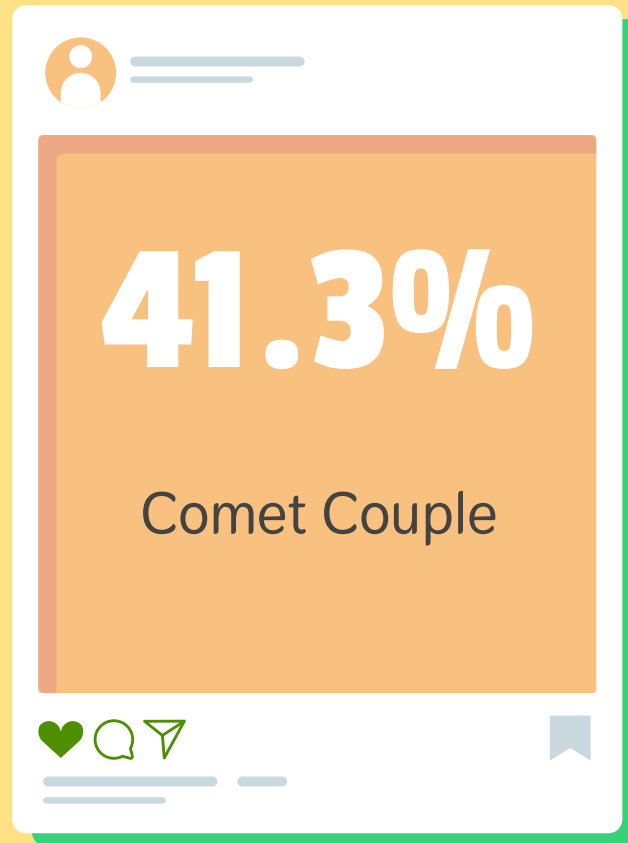
The final award presentation of the night... The Lifetime Achievement Award goes to Naveen Jindal MBA'92. The...



Total Engagements	2,014
Likes	182
@Replies	20
Retweets	187
Post Link Clicks	—
Other Post Clicks	1,625
Other Engagements	0



Engagement Rate (per Impression)



Goals

Followers

	Start	Goal	As of June 21, 2023
Facebook	6,221	6,400	6,842
Instagram	5,978	6,600	6,266
Twitter	2,630	2,800	2,689
LinkedIn	2,883	4,000	6,822
Totals	17,712	19,800	22,619

Goals

CATEGORY	TOTAL BUDGET	% OF BUDGET	AMOUNT SPENT TO DATE	BUDGET REMAINING
Comets Giving Days	\$ 500	29%	\$ -	\$ 500
Alumni Association	\$ 300	17%	\$ -	\$ 300
Alumni Shop	\$ 200	11%	\$ -	\$ 200
The UTD Ring	\$ 175	10%	\$ -	\$ 175
Grads on the Green	\$ 75	4%	\$ -	\$ 75
Alumni News	\$ 150	9%	\$ -	\$ 150
Misc.	\$ 350	20%	\$ -	\$ 350
TOTALS	\$ 1,750		\$ -	\$ 1,750



Possible Ideas for Growth

01

New Giveaway Items (UTD / UTD Alumni branded)



02

New Giveaway Items (From Alumni-owned businesses)



03

Brand Ambassadors



04

Alumni as product models for Alumni Shop





Giveaway Items - UTD Alumni Branded



[Return](#)



Giveaway Items - Alumni Businesses



[Return](#)



Brand Ambassadors



[Return](#)



Alumni Shop Models



578



1K



5K



Return



Return





Thank you!

Do you have any questions?

