Instagram Business Profiles
utdallasalumni

March 7, 2022 – May 1, 2022

Determine the impact of Instagram content by analyzing your activity.
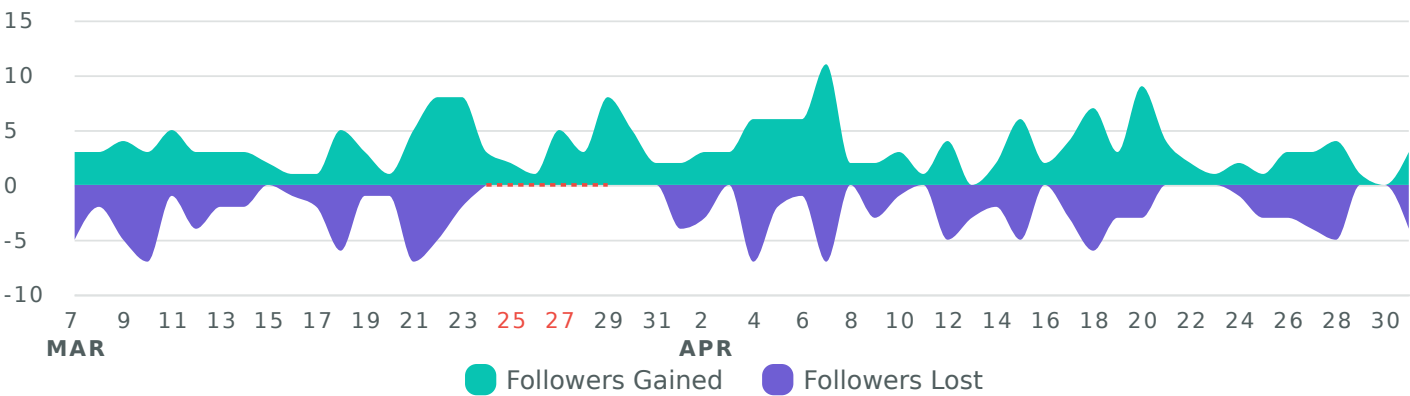
Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Profile Actions
126,942 ↗61%	**2,343** ↘40.2%	**181** ↗120.7%

Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

Followers Gained   Followers Lost

Audience Metrics	Totals	% Change
Followers	**5,862**	**↗0.9%**
Net Follower Growth	**65**	**↗160%**
Followers Gained	196	↗10.1%
Followers Lost	131	↘14.4%

Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Day

● Published Carousels   ● Published Videos   ● Published Photos
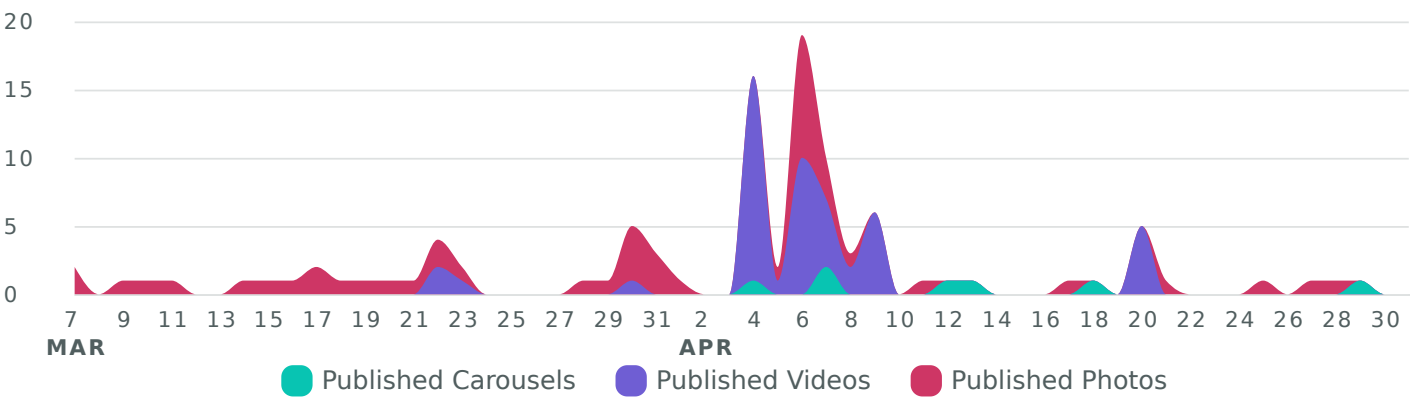
Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	**102**	↗ 209.1%
Published Carousels	7	↗ 600%
Published Videos	48	↗ 4,700%
Published Photos	47	↗ 51.6%

Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.

Descending by Lifetime Engagements

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utdallasalumni
Thu 4/7/2022 7:30 am PDT

Yesterday was one for the books 🍻 In case you missed Alumni Happy Hour last nig...

Total Engagements	216
Likes	214
Comments	1
Saves	1

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utdallasalumni
Mon 4/11/2022 8:53 am ...

We have the honor to open this month's #AlumniMonday with Vaishnavi Danda BS'21...

Total Engagements	148
Likes	147
Comments	0
Saves	1

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utdallasalumni
Tue 3/29/2022 8:28 am ...

The University of Texas at Dallas has educated some great women over the years...

Total Engagements	142
Likes	138
Comments	2
Saves	2

sproutsocial

Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.

Descending by Lifetime Engagements

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utdallasalumni
Thu 3/10/2022 8:44 am …

Three students in the Erik Jonsson School of Engineering and Computer Science…

Total Engagements	134
Likes	131
Comments	2
Saves	1

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utdallasalumni
Tue 4/12/2022 9:48 am …

We had a great weekend at our first-ever Bunny Bash! Thank you to everyone who…

Total Engagements	110
Likes	110
Comments	0
Saves	0

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utdallasalumni
Mon 3/28/2022 9:52 am …

The final #AlumniMonday of March is Prachi Mujumdar BS'20! Mujumdar fondly…

Total Engagements	97
Likes	97
Comments	0
Saves	0

Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.

Descending by Lifetime Engagements

	utdallasalumni		**utdallasalumni**		**utdallasalumni**
	Mon 3/7/2022 8:53 am P…		Mon 4/25/2022 10:58 a…		Tue 3/15/2022 8:10 am …

Amanda Sautié BS'21 is our #AlumniMonday this week! Amanda graduated with a…

Wrapping up the month, Dave Billings BA'14 is this week's #AlumniMonday! He was…

You're invited to show your Comet pride at UT Dallas Spirit Night! Purchase ticket…

Total Engagements	97
Likes	96
Comments	0
Saves	1

Total Engagements	83
Likes	82
Comments	0
Saves	1

Total Engagements	79
Likes	71
Comments	4
Saves	4

Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.

Descending by Lifetime Engagements

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 utdallasalumni
Mon 4/18/2022 10:47 a...

Congrats to Mark Deniel Guerra Sampelo BS'16 for being this week's...

Total Engagements	77
Likes	77
Comments	0
Saves	0

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 utdallasalumni
Sun 4/17/2022 11:00 a...

Hoppy Spring from some of our team! 🐤🐰

Total Engagements	77
Likes	77
Comments	0
Saves	0

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 utdallasalumni
Mon 3/14/2022 12:40 p...

Congratulations to our #AlumniMonday, Fiona Ajayi BS'21, for graduating with h...

Total Engagements	77
Likes	76
Comments	0
Saves	1

Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them
with hashtags that drew the most engagement.

Most Used Hashtags	
#COMETogetherUTD	10
#AlumniMonday	7
#UTDAlumni	6
#UTDallas	3
#InternationalDayofHappiness	1
#UTD	1
#UTDRing	1
#Whoosh	1
#WhooshWednesday	1
#cometogetherutd	1

Top Hashtags by Lifetime Engagements	
#UTDAlumni	675
#AlumniMonday	631
#COMETogetherUTD	528
#UTDallas	387
#InternationalDayofHappiness	71
#Whoosh	71
#UTD	52
#UTDRing	48
#WhooshWednesday	48
#cometogetherutd	29

Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day
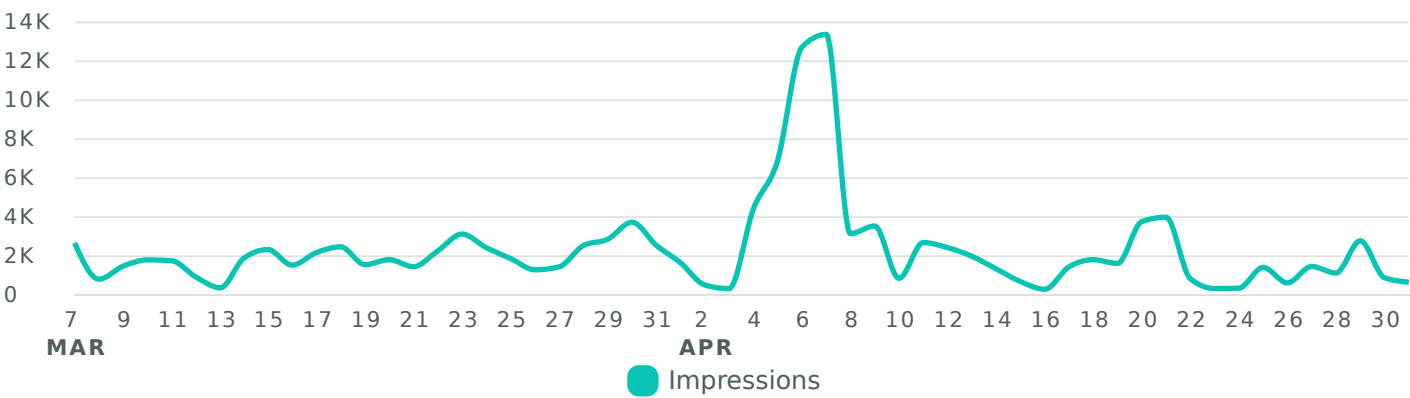
Impression Metrics	Totals	% Change
Impressions	**126,942**	↗**61%**
Average Daily Impressions per Profile	2,266.82	↗61%
Average Daily Reach per Profile	1,070.11	↗7.8%

Engagement

See how people are engaging with your posts and stories during the reporting period.

Engagements Comparison, by Day

● Likes ● Comments ● Saves ● Story Replies
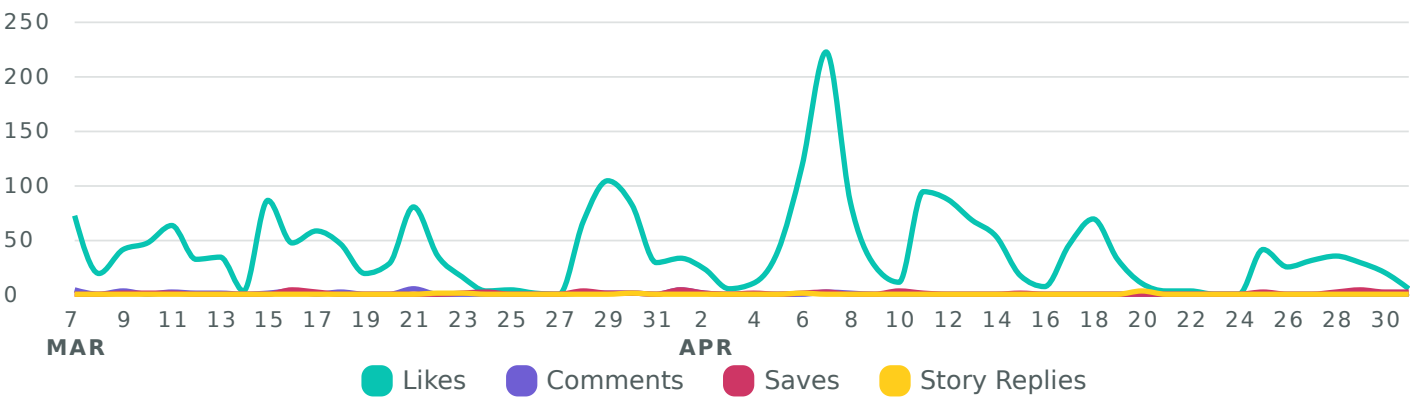
Engagement Metrics	Totals	% Change
Total Engagements	**2,343**	↘**40.2%**
Likes	2,260	↘40.9%
Comments	33	↘5.7%
Saves	43	↘21.8%
Story Replies	7	→0%
Engagement Rate (per Impression)	**1.8%**	↘**62.9%**

Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Published Stories, by Day

● Story Replies ● Story Taps Back ● Story Taps Forward ● Story Exits
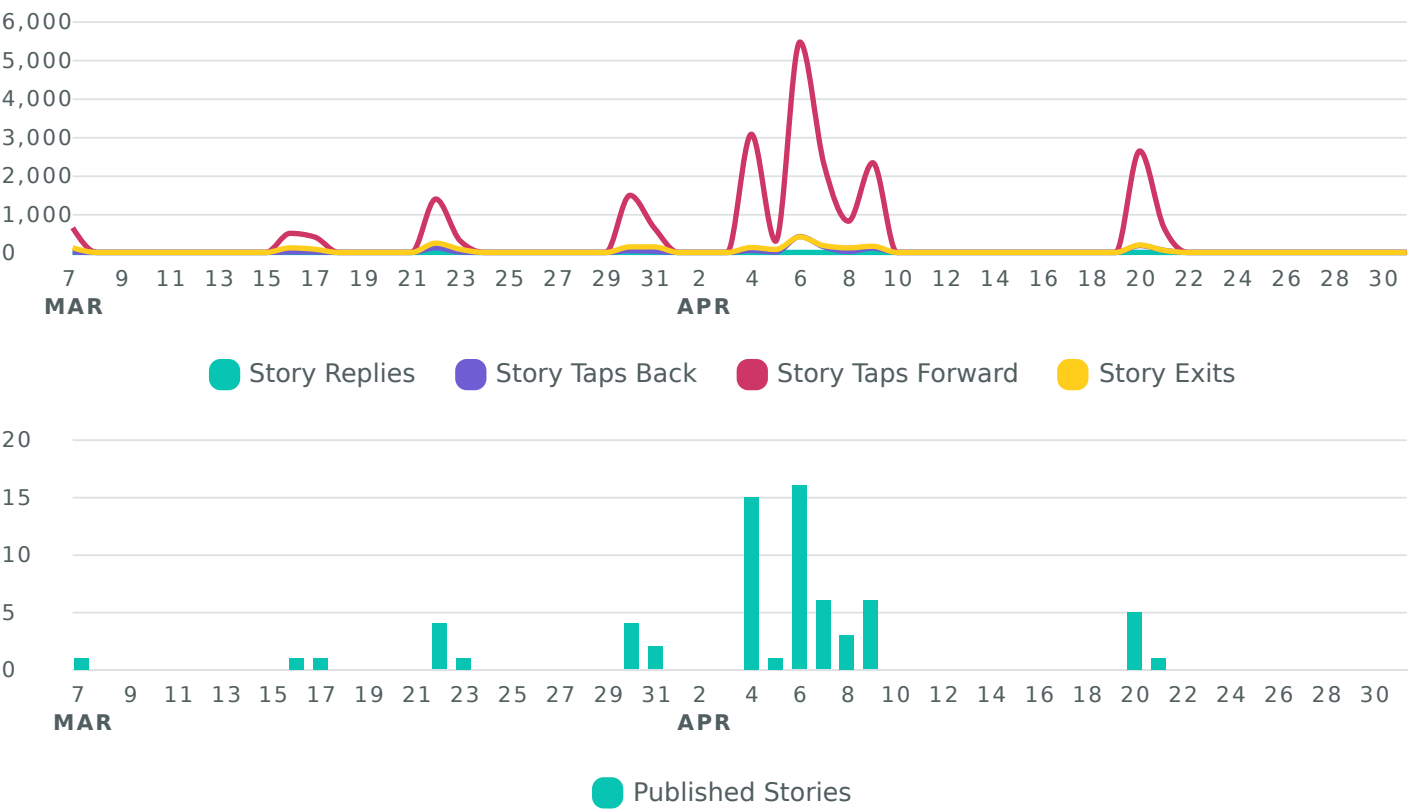
● Published Stories

Story Metrics	Totals	% Change
Published Stories	**67**	↗ **857.1%**
Story Replies	7	→ 0%
Story Taps Back	1,222	↗ 578.9%
Story Taps Forward	22,843	↗ 492.1%
Story Exits	2,251	↗ 157.8%
Story Impressions	27,694	↗ 421%
Average Reach per Story	415	↘ 45%

Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ

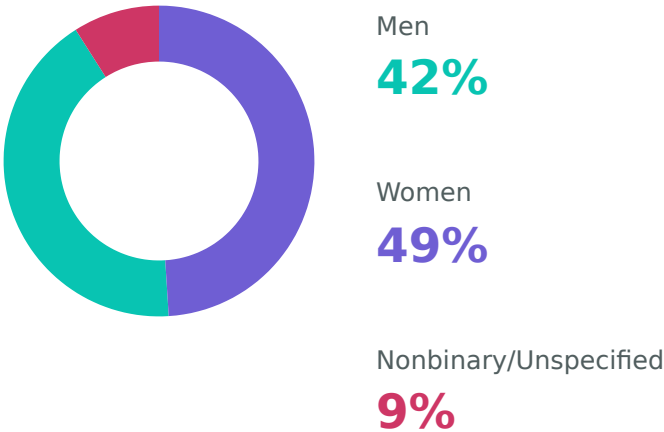| Age		Percentage
13–17		**0.2%**
18–24		**23.8%**
25–34		**57.2%**
35–44		**11.4%**
45–54		**5.2%**
55–64		**1.5%**
65+		**0.7%**

Audience by Gender ⓘ

Men
42%

Women
49%

Nonbinary/Unspecified
9%
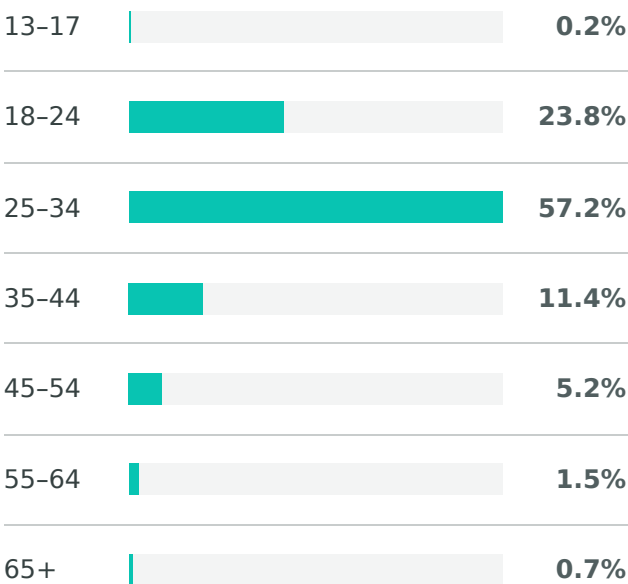
Women between the ages of **25–34** have a higher potential to see your content and visit your Page.

Audience Top Countries

🇺🇸	**United States**	**4,258**
🇮🇳	India	159
🇨🇦	Canada	33
🇨🇳	China	25
🇹🇼	Taiwan	18

Audience Top Cities

Dallas, Texas	**678**
Richardson, Texas	583
Plano, Texas	319
Garland, Texas	146
Frisco, Texas	144

Profiles

Review your aggregate profile metrics from the reporting period.

Profile	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Mar 7, 2022 – May 1, 2022	**5,862** ↗0.9%	**65** ↗160%	**102** ↗209.1%	**126,942** ↗61%	**2,343** ↘40.2%	**1.8%** ↘62.9%
Compare to Jan 10, 2022 – Mar 6, 2022	**5,810**	**25**	**33**	**78,835**	**3,920**	**5%**
utdallasalumni UT Dallas Alumni	5,862	65	102	126,942	2,343	1.8%