



Making the most of A&S Social Media Accounts



WHO ARE WE REACHING?

Facebook Followers

We sampled 450 of our 1,296 followers.

- Mostly **NEO residents**
- 64% are **Women**
- 61% are **Age 25-44**
- 23.5% are **Alumni**
- 29% are **Businesses**



Largest Audiences

Young Professionals (25%)

- No known tie to Kent State

Engaged Alumni (23.5%)

- Age 25-44, mostly women



WHO ARE WE REACHING?

Instagram Followers

We sampled 525 of our 1,754 followers.

- Most live in the **Kent, OH area**
- 74% are **Women**
- 50.2% are **Age 18-24**
- 67% are **Current Students**
- Could be **Prospective Students**



Largest Audiences

Current Students (67%)

- Age 18-24, mostly women

Prospective Students (25%)

- Local young adults



WHO ARE WE REACHING?

X Followers

We sampled 77 of our 1,543 followers.

- Location unknown
- 62% are **Women**
- 61% are **Age 18-34**
- 27.5% are **Young Professionals**
- 18% are **Prospective Students**



Largest Audiences

Young Professionals (27.5%)

- No known tie to Kent State

Prospective Students (18%)

- Under 24 years old



WHAT DO THEY WANT TO HEAR?

Messaging for Top Audiences

Facebook



Young Professionals (25%)

Follows for general interest in higher ed, science, research and university events.

Engaged Alumni (23.5%)

Follows for nostalgia, networking, college updates, alumni events and success stories.

Instagram



Current Students (67%)

Follows to stay informed, connect with peers and show school pride.

Prospective Students (25%)

Follows for campus events, social life, or general interest in higher education.

X



Young Professionals (27.5%)

Follows for general interest in higher ed, science, research and university events.

Prospective Students (18%)

Follows for campus events, social life, or general interest in higher education.



WHAT DO THEY WANT TO HEAR?

Messaging for Top Audiences

Facebook

- Science & Research
- University & Alumni Events
- College Updates
- Career Connections
- Student Success Stories
- Nostalgia

Instagram



Current Students (67%)

Follows to stay informed, connect with peers and show school pride.

Prospective Students (25%)

Follows for campus events, social life, or general interest in higher education.

X



Young Professionals (27.5%)

Follows for general interest in higher ed, science, research and university events.

Prospective Students (18%)

Follows for campus events, social life, or general interest in higher education.



WHAT DO THEY WANT TO HEAR?

Messaging for Top Audiences

Facebook

- Science & Research
- University & Alumni Events
- College Updates
- Career Connections
- Student Success Stories
- Nostalgia

Instagram

- Student Life (Academic & Social)
- Kent Campus Events
- College Announcements
- Career Opportunities
- Group Orgs & Activities
- School Pride

X



Young Professionals (27.5%)

Follows for general interest in higher ed, science, research and university events.

Prospective Students (18%)

Follows for campus events, social life, or general interest in higher education.



WHAT DO THEY WANT TO HEAR?

Messaging for Top Audiences

Facebook

- Science & Research
- University & Alumni Events
- College Updates
- Career Connections
- Student Success Stories
- Nostalgia

Instagram

- Student Life (Academic & Social)
- Kent Campus Events
- College Announcements
- Career Opportunities
- Group Orgs & Activities
- School Pride

X

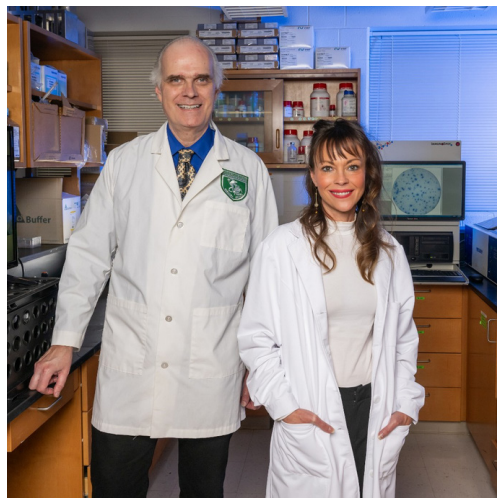
- Science & Research
- University/Kent Campus Events
- Student Life (Social)



HOW SHOULD WE COMMUNICATE?

Top Content by Engagement

Facebook



Top Posts

1. Meet Jordi: An ECB Major (Video, 70.7%)
2. Breast Cancer Therapy
(Photo with link, 894 engagements)

Most Engaging Formats:

1. Link (9.2%)
2. Photo (6.7%)
3. Video (5.9%)

Instagram



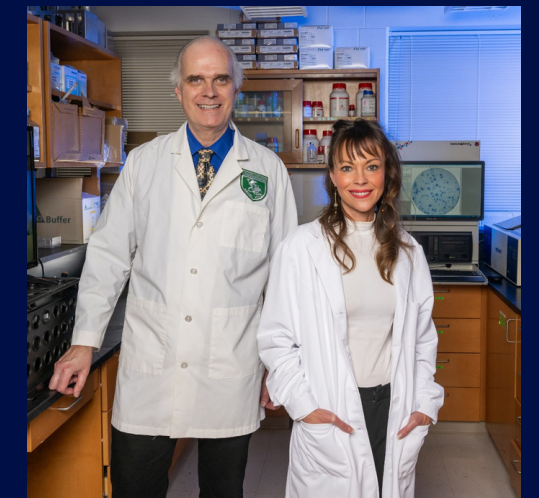
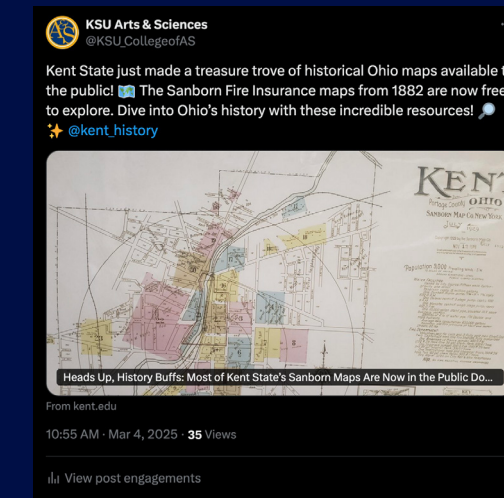
Top Posts

1. Homecoming (Carousel, 20.5%)
2. History is Brat
(Carousel, 137 engagements)

Most Engaging Formats:

1. Carousel (10.1%)
2. Photo (6.1%)
3. Video (6%)

X



Top Posts

1. Historical Ohio Maps (Link, 17.1%)
2. Breast Cancer Therapy
(Photo with link, 38 engagements)

Most Engaging Formats:

1. Link (9.8%)
2. Photo (2.5%)
3. Text (1.7%)



HOW ARE WE DOING?

Social Media Benchmarks

Facebook

Organic Reach
Rate is over

11x

the average!

Engagement
Rate is almost

5x

the average!

Organic Reach Rate:

Percentage of followers that see our posts
without paid boosts or ads

Instagram

Organic Reach
Rate is almost

7x

the average!

Engagement
Rate is over

3x

the average!

Engagement Rate:

Total Engagements / Reach

x

Engagement Rate is

**above
average.**



WHAT ABOUT OUR DEPARTMENTS?

Active accounts with the most followers

Facebook

1. Wick Poetry Center (3,100)
2. Earth Sciences (2,077)
3. Chemistry (2,000)
4. **College of A&S (1,296)**
5. Geography (1,200)

Instagram

1. Wick Poetry Center (2,508)
2. **College of A&S (1,754)**
3. Psychology (717)
4. Center of Pan-African Culture (412)
5. Chemistry (393)

X (Twitter)

1. **College of A&S (1,565)**
2. Chemistry (1,083)
3. Peace & Conflict Studies (460)
4. Psychology (348)



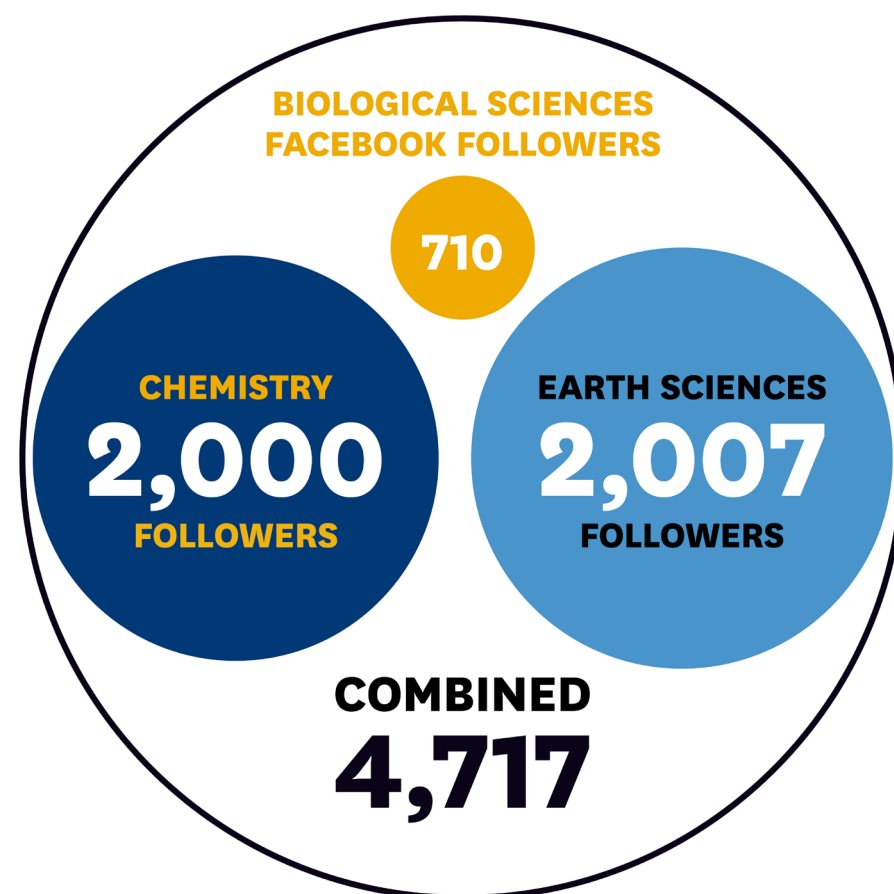
WHAT ABOUT OUR DEPARTMENTS?

Cross-Promotion

Facebook

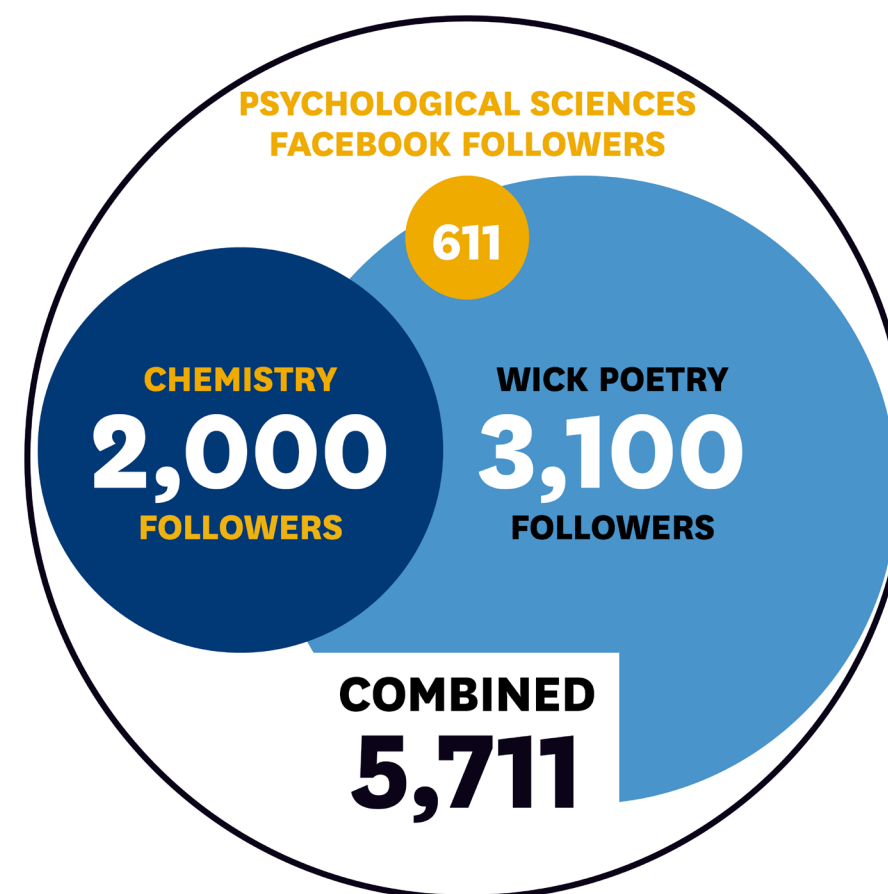
Biological Sciences

Chemistry & Earth Sciences



Psychological Sciences

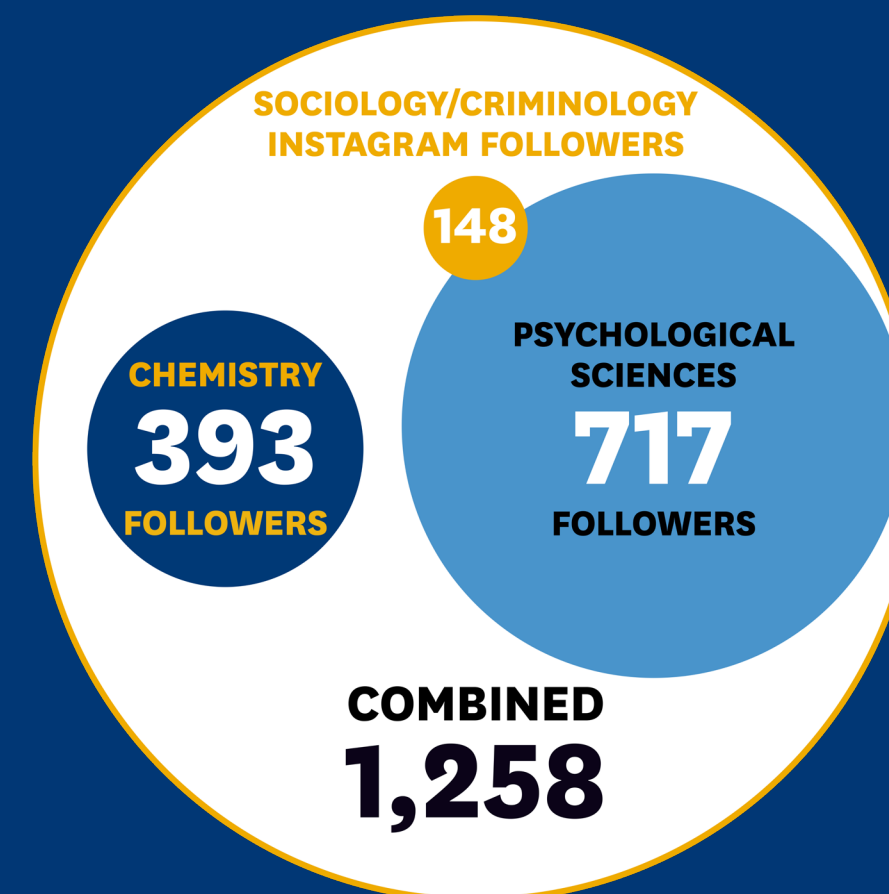
Chemistry & Wick Poetry



Instagram

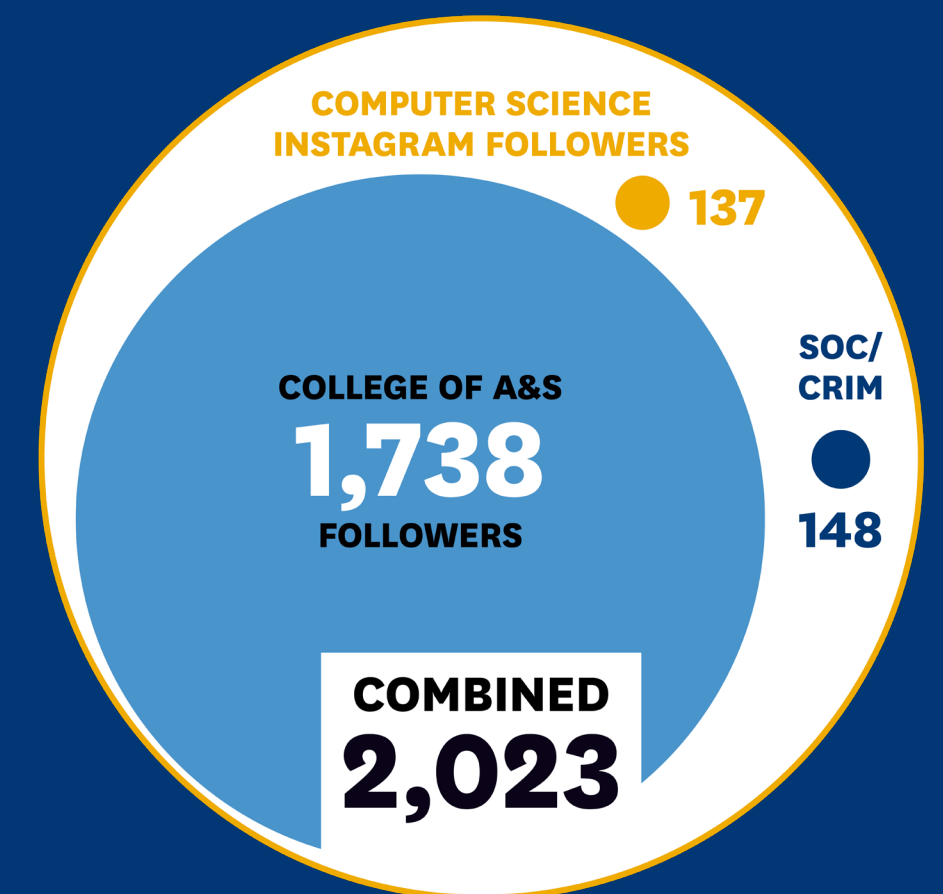
Sociology/Criminology

Chemistry & Psychology



Computer Science

College & Sociology/Criminology





WHAT ABOUT OUR DEPARTMENTS?

Next Steps

62 accounts fall under A&S.

- Verify who manages each account & obtain access
- Establish regular communications (Teams Chat)
- Bring our 38 active accounts into Sprout

Sunset 24 inactive accounts:

- Post that the account is no longer active
- Refer them to the college account for future updates
- After 3 months, delete the account



Thank you!

FB: @KSUCAS

IG: @KentStateCAS

X: @KSU_CollegeofAS