

Keene
STATE COLLEGE

Annual Social Media Recap 2020



OVERVIEW

In 2020, Keene State focused on four goals:

1. Increase awareness of the value of a Keene State education.
2. Expand our online community around Keene State College, including prospective students, current students, families, alumni, faculty, and staff.
3. Generate new admissions inquiries.
4. Engage current students in college activities/opportunities and provide a platform for students to share their Keene State stories.

Organic reach continues to decline as channels transition to a pay for play model and private social groups become more popular. To keep Keene State in the feed of our many audiences, we used innovative tactics to keep our followers engaged, including the Owl Around Campus student Instagram takeover and leveraging user-generated content.

TOTAL FOLLOWERS

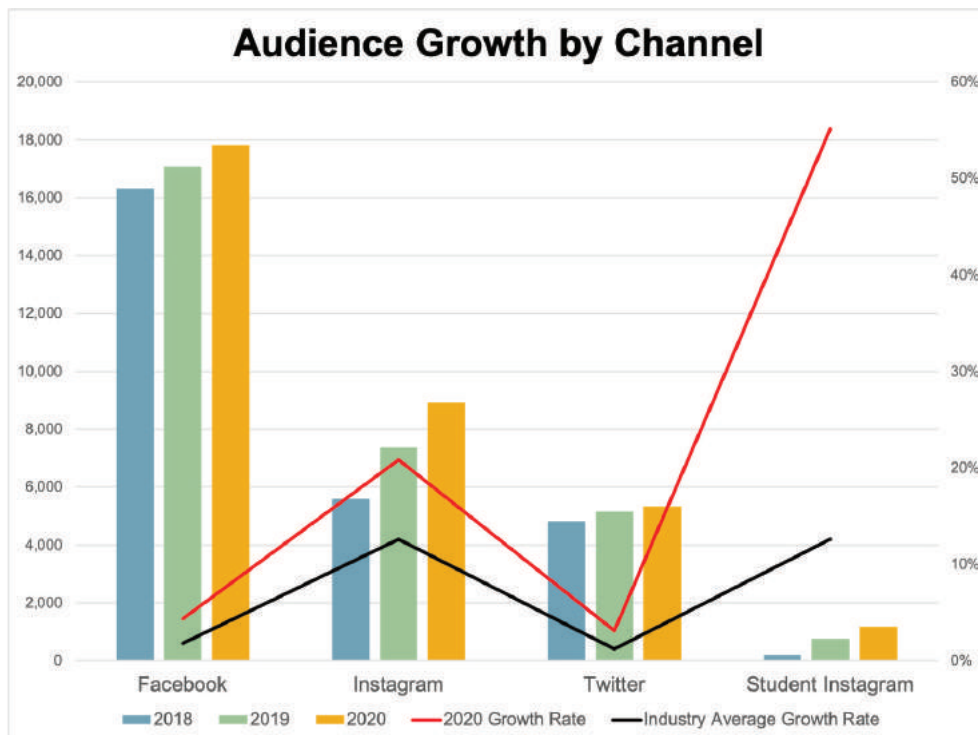
61,447

TOTAL ENGAGEMENTS

174,193

TOTAL REACH

1,422,141



For the third year in a row, the flagship Instagram account stood out as the leader in growth. Facebook continues to grow at a steady pace. The Student Instagram account, which is aimed towards current Owls, continues to grow at a quick pace.

FACEBOOK LIKES

17,822

INSTAGRAM FOLLOWERS

8,920

TWITTER FOLLOWERS

5,322

LINKEDIN FOLLOWERS

26,763

STUDENT INSTAGRAM

1,174

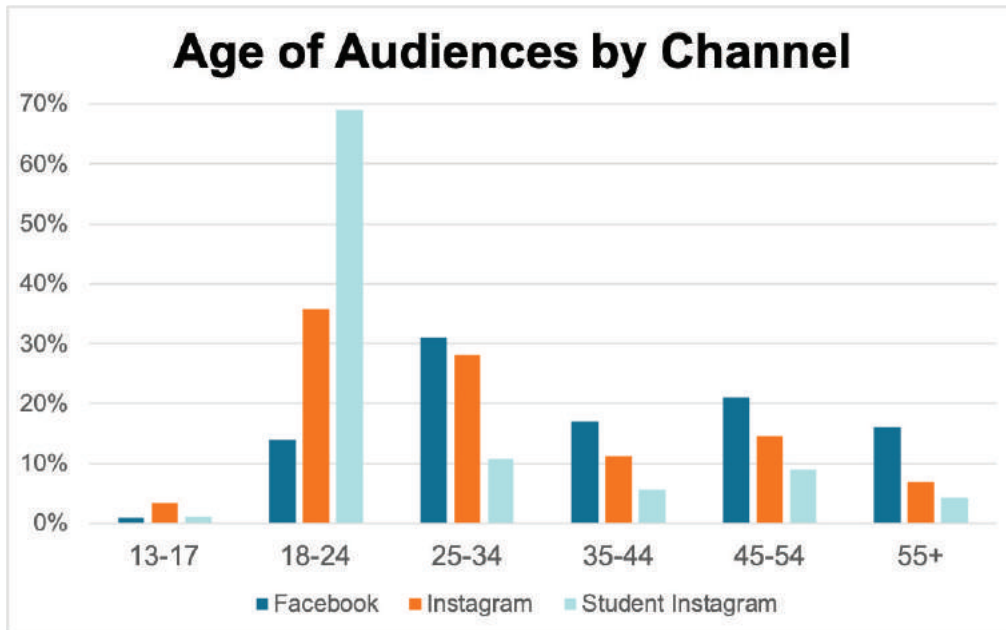
YOUTUBE SUBSCRIBERS

458

TIKTOK FOLLOWERS

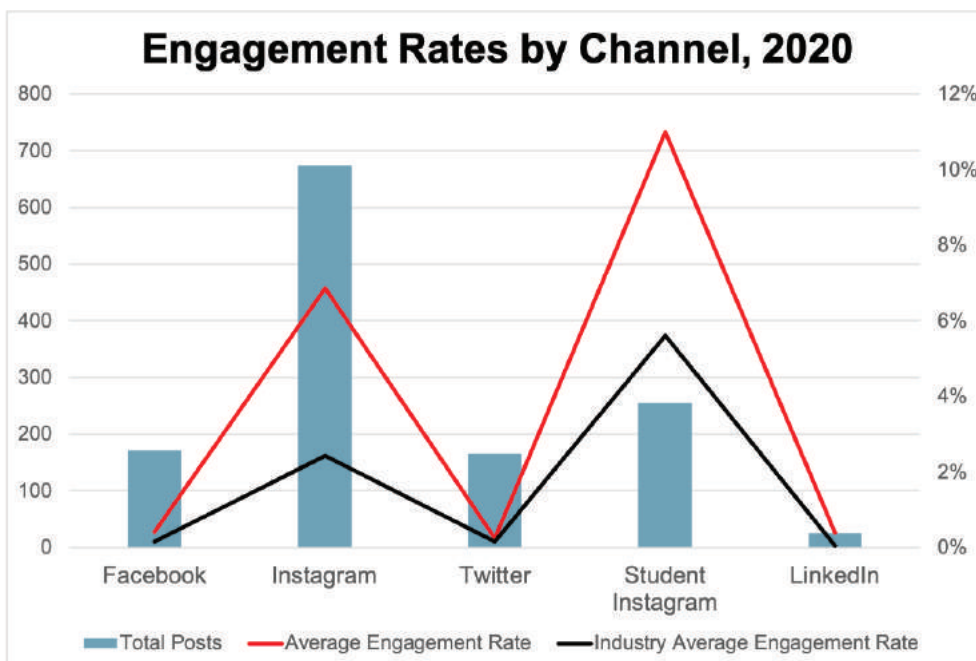
740

AUDIENCES



Demographics are only available on some social media channels. The above graph reveals the age of our audiences on Facebook and Instagram. Gender demographics are available on Facebook, Instagram, and TikTok - on average 74% of our followers identify as female and 25% of our followers identify as male.

ENGAGEMENT



The engagement rate is considered the most important metric for measuring social media success. Engagement rate calculates the percentage of followers that interact with a post via likes, comments, and shares. This is tracked for channels key to reaching strategic goals.

Organic engagement (no paid promotion) is difficult to increase on Facebook and Twitter. Instagram represents our most engaged channel, performing well above industry averages.



ANALYSIS | FACEBOOK

Facebook is used primarily to share news, announcements, and human interest stories. As Facebook is primarily pay to play for business accounts, increasing organic engagement is difficult. In the higher education industry, the average engagement rate is 0.15%. Our content averages 0.42%. This year, posts with photos performed the best. Of all videos published, our most viewed videos were community updates from President Melinda Treadwell. Below are our most engaging posts of the year.



17,822

TOTAL FOLLOWERS

We added 766 net new followers this year. Our largest follower growth occurred in July and August.



15,400,00

TOTAL IMPRESSIONS

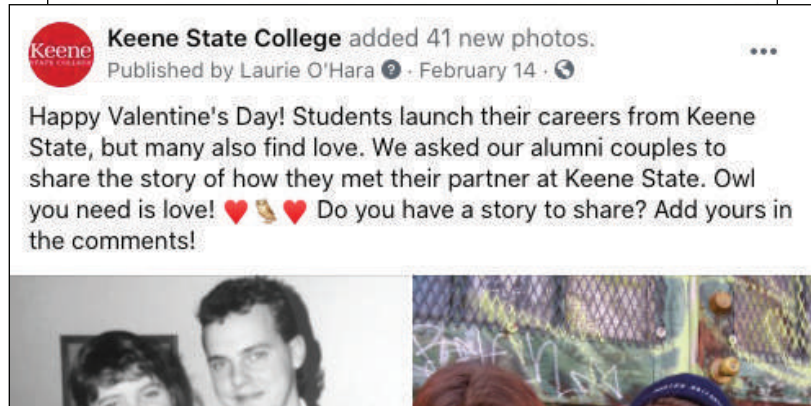
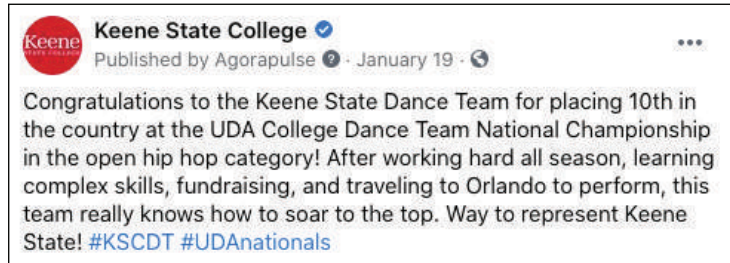
This number represents total impressions from ads, original posts, and shared content by our followers.



98,111

TOTAL ENGAGEMENTS

Post with photos were the most engaging, followed by videos and links to stories.





ANALYSIS | TWITTER

Twitter continues to be our slowest growing platform. Twitter is most popular with Millennials, so the majority of our target audience of prospective students will not be found on this platform. As Twitter's strength is real-time news, we use this channel to distribute our news stories, key announcements, articles featuring faculty research, and upcoming admissions events and deadlines. Our average engagement rate of 0.24% sits slightly above the higher education industry average of 0.15%.



5,322

TOTAL FOLLOWERS

We added 158 net new followers this year. Our largest follower growth occurred in August.



449,400

TOTAL IMPRESSIONS

This number represents all of the times our Tweets have been seen by any user on Twitter.



2,716

TOTAL ENGAGEMENTS

Likes were the primary engagement in 2020, followed by retweets and replies.





ANALYSIS | INSTAGRAM

For the third year in a row, Instagram is our fastest growing channel and the preferred platform for reaching prospective students and current Owls. Keene State posts typically feature student life, student success stories, key announcements, and beautiful campus photography, as the platform is highly visual. Our most popular content is the weekly Tuesday #OwlAroundCampus student takeover on Stories. Prospective students enjoy seeing authentic day-in-the-life content and the ability to ask questions to real students. Additional successful initiatives included Instagram Live events and augmented reality filters.



8,920

TOTAL FOLLOWERS

We added 1,539 net new followers this year. Our largest follower growth occurred in September with Fyodor Earley's takeover.



5,347,703

TOTAL IMPRESSIONS

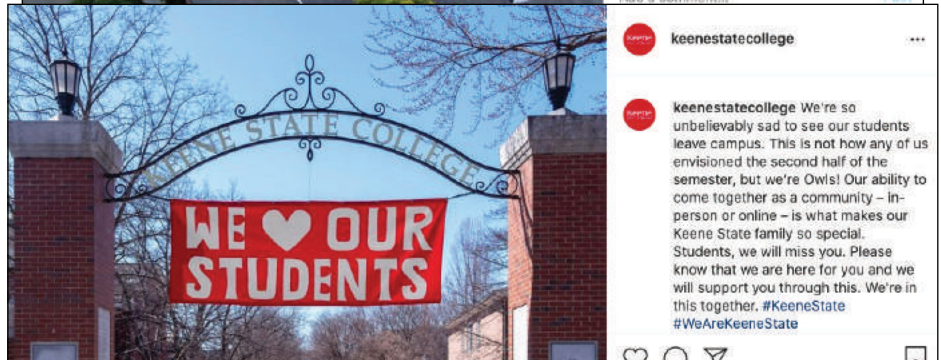
Impressions continue to rise due to the popularity of the #OwlAroundCampus student takeovers.



59,361

TOTAL ENGAGEMENTS

Our most engaging content continues to be Stories, followed by photos and videos. Our average engagement rate of 6.86% is well above the industry average of 2.43%.



Fyodor Earley is a first-year student and immensely popular on the viral platform TikTok. His takeover blew our numbers out of the water. In one day, we gained ~200 net new followers, who continue to stay engaged.



ANALYSIS | STUDENT INSTAGRAM

The @KeeneStateStudents Instagram account was launched in fall 2018 with the goal of creating a single account for current Owls to follow to learn about campus news and events, student resources, and key announcements. It's also an important way for students to connect with one another. User-generated content is a popular way to engage our current students. The management of this account is part of a social media/marketing internship guided by the social media specialist. Interns partner with offices and departments across campus to develop creative content to meet communications goals.



1,174

TOTAL FOLLOWERS

We added 417 net new followers this year. Our largest follower growth occurred in October.



154,799

TOTAL IMPRESSIONS

This number represents the total number of times users saw a post or Story.

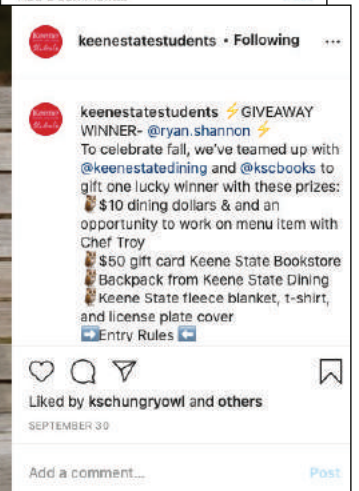
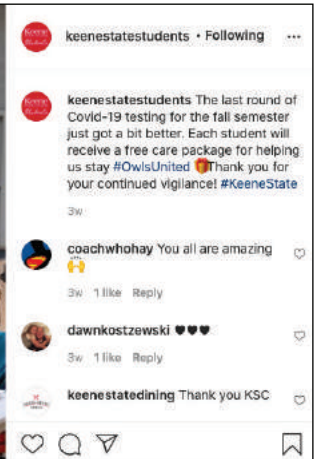


9,629

TOTAL ENGAGEMENTS

The average engagement rate of accounts with under 5,000 followers is 5.6%.

The Student Instagram account has an average engagement rate of 11%.



Fall 2020 interns partnered on a loop giveaway with Keene State Dining and KSC Books, which generated a huge engagement and increased net followers for all accounts.



ANALYSIS | LINKEDIN



26,763
TOTAL FOLLOWERS



134,007
TOTAL IMPRESSIONS



4,376
TOTAL ENGAGEMENTS

A channel targeted towards working professionals, LinkedIn has more than 260 million monthly active users. As profiles encourage users to list their education and work history, we see significant engagement with our alumni, faculty, and staff. We tend to see the largest uptick in followers in June after commencement. Content is focused on college news, faculty accomplishments, and alumni successes. Businesses on LinkedIn have an average engagement rate of 0.05%. We see an average engagement rate of 0.39%.



ANALYSIS | YOUTUBE



458
TOTAL SUBSCRIBERS

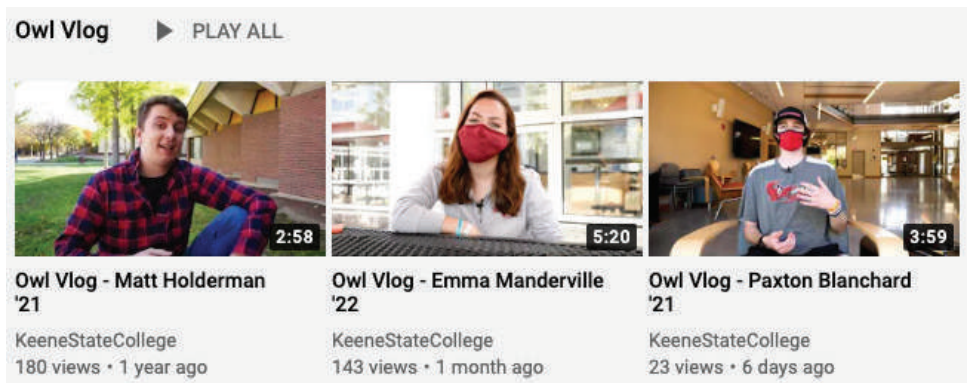


5,510
HOURS OF WATCH TIME



1,062,422
VIEWS

YouTube is the second most visited website behind Google. For much of our prospective audience, it has replaced television. It's important to maintain an active social presence and not use the platform solely as a repository for videos. This year, we continued to build captivating playlists and began developing content designed with this platform in mind. The Owl Vlog is a curated and produced day-in-the-life video series featuring students with different majors and co-curricular activities. We look forward to producing more Owl Vlogs in 2021.

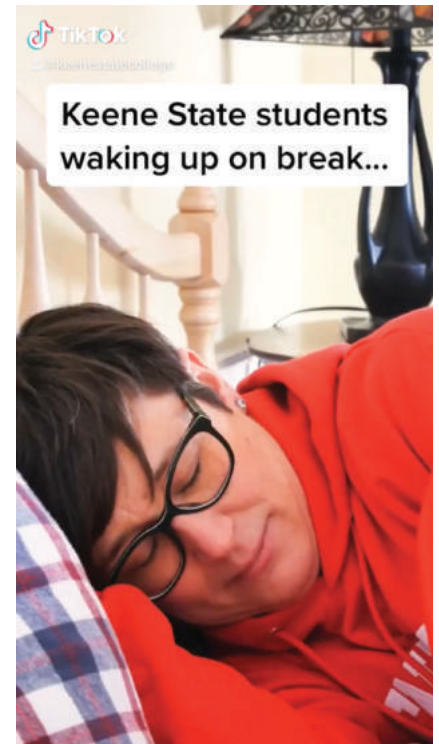




EMERGING PLATFORM | TIKTOK

TikTok is the fastest growing social media platform. In the US, there are 100 million monthly active users and about 60% are between the ages of 16-24. Users spend an average of 52 minutes a day in the app. This is not a channel meant to drive conversions - our goal is to meet our prospective audiences where they are and build brand awareness.

In 2020, we created twelve videos. Our most popular video "Choose Your Major" has 109,103 views and 7,519 likes. Our second most popular video features President Melinda Treadwell and has 17,153 views and 613 likes.



Don't have a TikTok account? View our content at www.tiktok.com/@keenestatecollege



GIFS & STICKERS | GIPHY

Giphy is an online database for short, looping videos. These GIFs and stickers can be added to social media posts across platforms. In 2020, we continued to create GIFs and stickers for stages of the student journey - from Admitted Student Day to Move-In day to Commencement - for students to add to their personal content. Since creating our Giphy channel in 2018, we have uploaded 58 GIFs which have earned 2.7 million views. This channel is available to host content created by departments across campus.

58
TOTAL UPLOADS
2.7 MILLION
VIEWS



#

HASHTAG STRATEGY

Hashtags are used to corral posts and conversations that have the same theme or content topic. They are now used on most channels including Instagram, Twitter, Facebook, LinkedIn, and TikTok. Keene State has a number of branded hashtags used throughout the year. In 2020, our most successful hashtag was #OwlsUnited with 12,055 interactions.

Top #OwlsUnited posts on Instagram:



- #KeeneState – General Keene State awareness**
- #OwlsUnited – Covid-19 announcements and community camaraderie**
- #DiscoverKeeneState – Admissions events and activities**
- #newKSCowl - Admitted and committed students**
- #myKSCcampus – photos of and around campus**
- #HootieHoo – Keene State spirit**
- #KeeneState21 – Class of 2021 hashtag**
- #KeeneState22 – Class of 2022 hashtag**
- #KeeneState23 – Class of 2023 hashtag**
- #KeeneState24 – Class of 2024 hashtag**