

2015 Social Media Report


University Communications



WILLIAM & MARY

CHARTERED 1693

Social Media at W&M



**WILLIAM
& MARY**
CHARTERED 1693

Social Stream

Social Media
around Campus



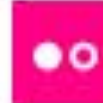





















[Social Media Directory](#)
[Guidelines & Tips](#)
[Get Involved](#)
[Suggest a link or correction](#)

View Accounts By












N

C

Schools

College of William & Mary	      
Law School	 
Mason School of Business	    
School of Education	   
Virginia Institute of Marine Science	     

Academic Departments, Programs & Centers

Africana Studies	
AidData	     
Applied Research Center	
Applied Science	
Biology	
Center for Archaeological Research	

social.wm.edu/directory

Social Media Management at W&M



Social Media Terminology

Followers

Anyone who has chosen to follow an account

Reach

How many people saw a given post (includes both followers and not)

Engagement

Of the people *reached*, how many interacted with a post (likes, comments, shares, link clicks...)

Top Level W&M Overview

As of January 5, 2016



52,967 followers  14%
7.7% engagement  18%



19,683 followers  22%
3.25% engagement  1%



9,957 followers  98%
8% engagement

Life@W&M



2,243 followers  238%
5.9% engagement





Facebook

52,967 followers

22 new page likes per day  25%

263 total posts  17%

5 posts per week (avg)

On average a post gets:

24,566 people reached

1,895 people engaged

 **40*** Comments  101%

 **742*** Likes  113%

 **67*** Shares  125%

**Includes all interactions on post shares*



Twitter

19,683 followers

648 total posts  9%

12 posts per week (avg)

3.25% engagement

On average a post gets:

4,756 impressions

 **6.6** Retweets

 **0.3** Replies

 **13.4** Likes

**Note: Complete Twitter statistics were only available after September 2014,
so year-to-year comparisons could not be done for most metrics*

Instagram



9,957 followers
8% engagement

On average a post gets:

📱 791 likes
💬 3 comments



2,243 followers
5.9% engagement

On average a post gets:


📱 132 likes
💬 1 comments

Facebook Top* Posts

**Highest number of
people reached*


Post Details

Reported stats may be delayed from what appears on posts

**William & Mary**

Published by Tiffany Beker [?] · April 1, 2015 ·


This just in: W&M bids farewell to the Sunken Garden as it is paved for additional parking: <http://www.wm.edu>



184,832 people reached

Boost Unavailable

1.4k Likes 467 Comments 689 Shares



Like

Comment

Share

184,832 People Reached

7,246 Likes, Comments & Shares

3,432 Likes	1,452 On Post	1,980 On Shares
3,054 Comments	518 On Post	2,536 On Shares
760 Shares	689 On Post	71 On Shares

32,745 Post Clicks

7,252 Photo Views	3,889 Link Clicks	21,604 Other Clicks
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NEGATIVE FEEDBACK

23 Hide Post

0 Report as Spam

11 Hide All Posts

2 Unlike Page

Facebook Top Posts

Post Details

Reported stats may be delayed from what appears on post



William & Mary

Published by Tiffany Beker [?] · July 29, 2015 ·

William & Mary is ranked third among state schools in [Forbes](#) Magazine's list of "America's Top Colleges" released today. Tribe Pride!



Forbes ranks W&M a 'top college'

The university is third among state schools in the magazine's eighth annual ranking of "America's Top Colleges."

WM.EDU

163,984 people reached

Boost Unavailable

2.7k Likes 40 Comments 619 Shares



Like



Comment



Share

163,984 People Reached

5,680 Likes, Comments & Shares

4,760

Likes

2,751

On Post

2,009

On Shares

284

Comments

49

On Post

235

On Shares

636

Shares

619

On Post

17

On Shares

11,465 Post Clicks

0

Photo Views

6,925

Link Clicks

4,540

Other Clicks

NEGATIVE FEEDBACK

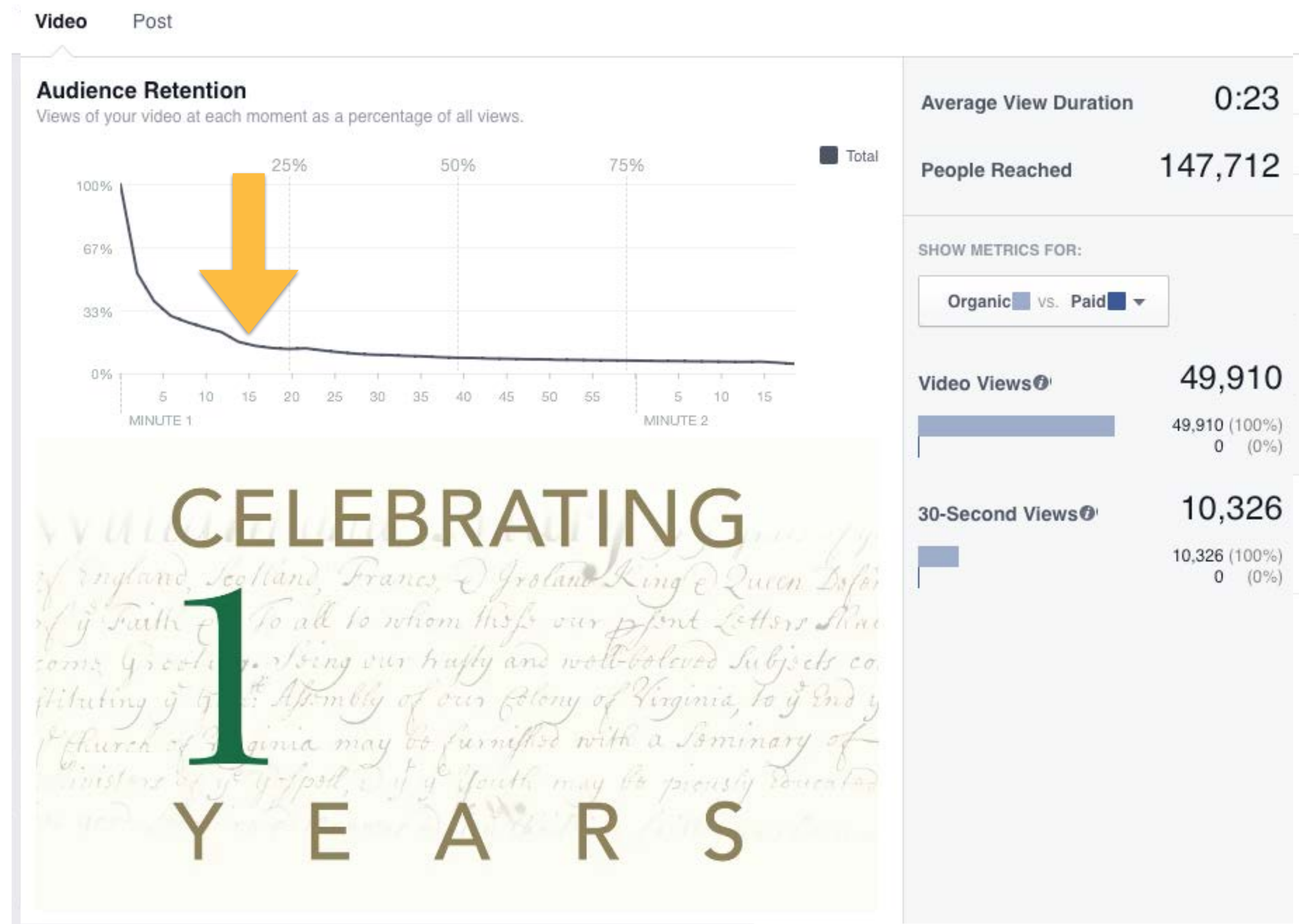
141 Hide Post

16 Hide All Posts

0 Report as Spam

5 Unlike Page

Facebook Top Posts



Twitter Top* Posts

**Highest number of
impressions*



Twitter Top Posts



William & Mary ✓
@williamandmary

Follow

What a great effort, what a great team, what an amazing group of young men. Thanks for a great tourney, [@TribeMensHoops!](#)
[#MarchOnTribe](#)

RETWEETS
79

LIKES
102



5:57 PM - 9 Mar 2015

Twitter Top Posts



William & Mary 
@williamandmary

 Follow

Welcome to the Tribe! [#wmconvocation](#)



RETWEETS
45

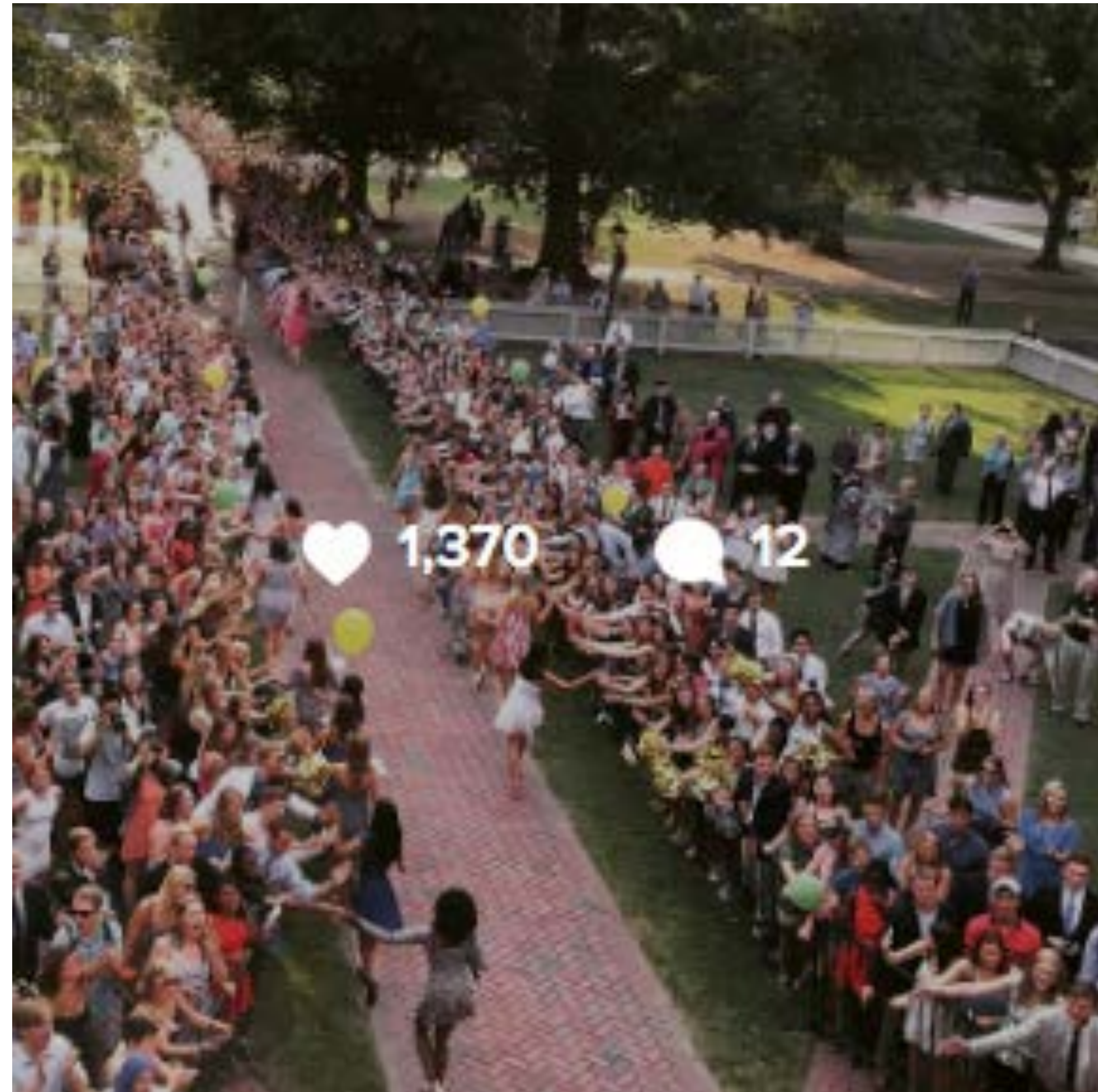
LIKES
74



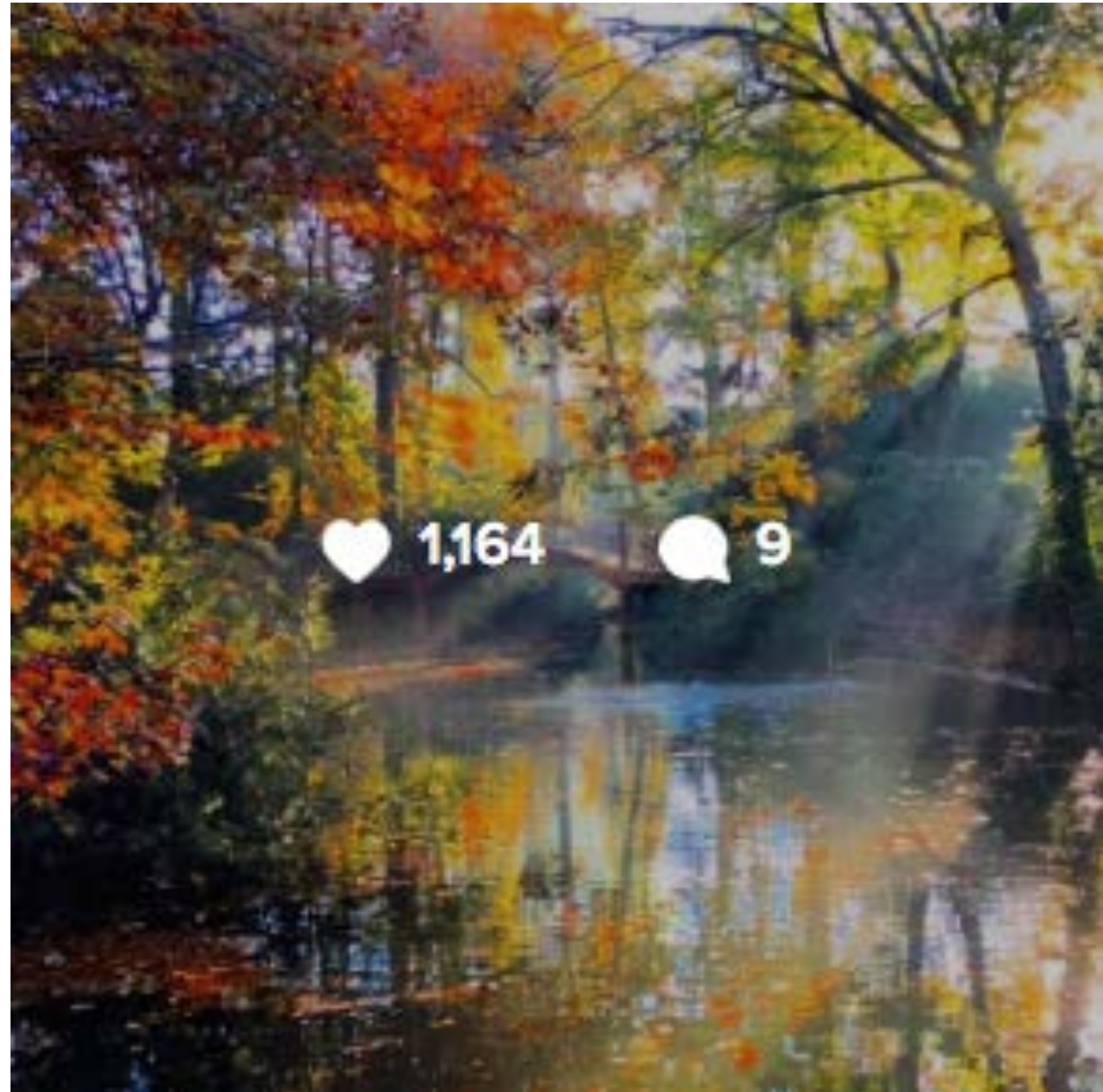
3:10 PM - 26 Aug 2015

Instagram Top* Posts

**Highest number
of likes*



Instagram Top Posts



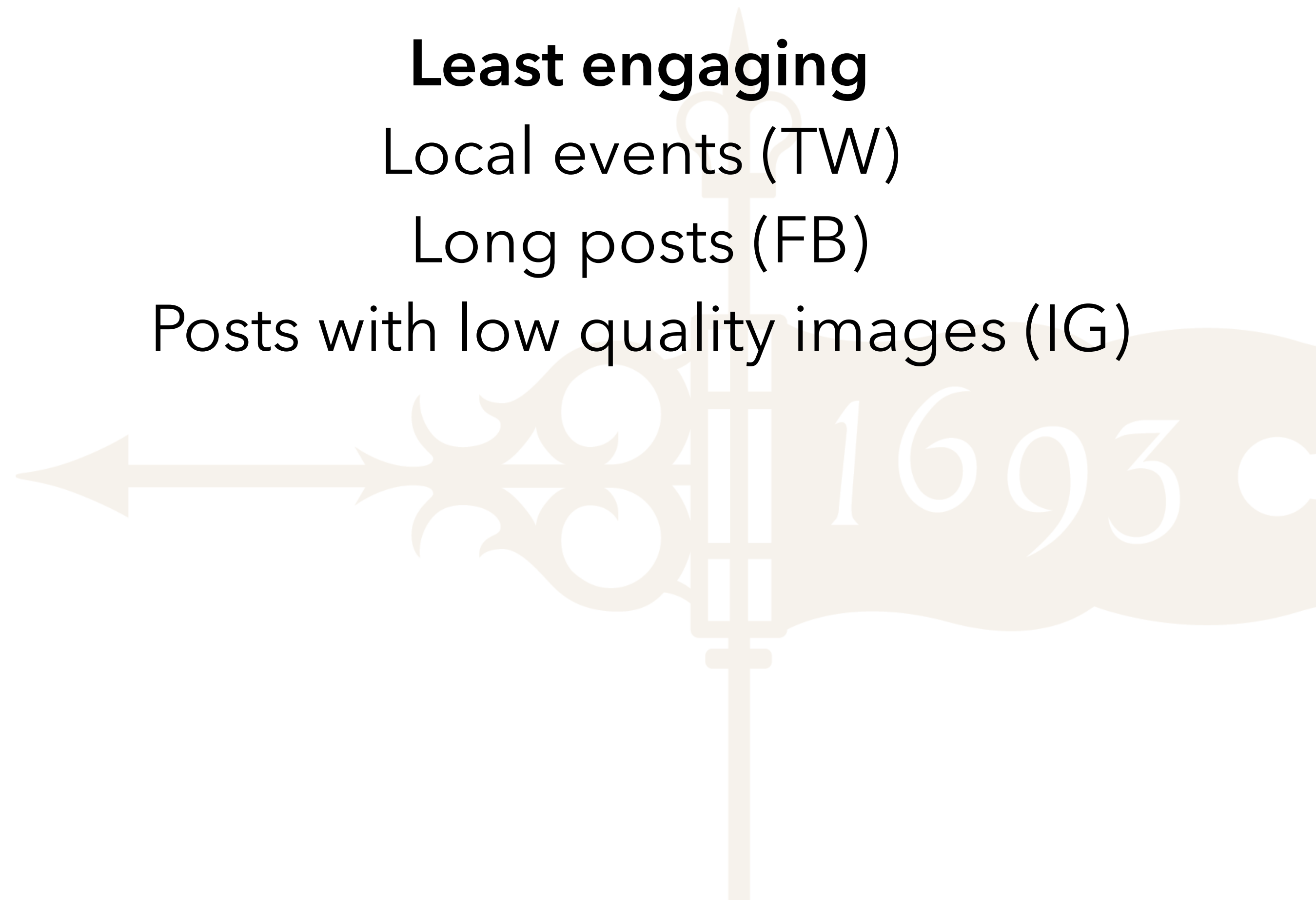
Topics

Most engaging

Rankings
Holidays/Traditions
Campus beauty
Athletics victories
Weather
Famous Alumni

Least engaging

Local events (TW)
Long posts (FB)
Posts with low quality images (IG)



Post Details



William & Mary

Published by Erin Fryer [?] · January 13 at 5:03pm ·

Still on the fence about buying a Powerball ticket? You may want to check out what professor Harvey Langholtz has to say before you play the odds!



A good bet? W&M professor on the math and psychology of Powerball

Harvey Langholtz, a professor of psychology at William & Mary who teaches a class on decision theory, talks about what people should consider when deciding...

WM.EDU

99,395 people reached

Boost Unavailable

415 Likes 29 Comments 159 Shares

Like Comment Share

Reported stats may be delayed from what appears on posts



We're running a test allowing people to like, love, laugh and have other reactions to Page posts. This test will only happen in a few countries. If someone reacts, you'll see it below.

99,395 People Reached

1,058 Reactions, Comments & Shares

766 Like	415 On Post	351 On Shares
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1 Haha	1 On Post	0 On Shares
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127 Comments	30 On Post	97 On Shares
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164 Shares	159 On Post	5 On Shares
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12,131 Post Clicks

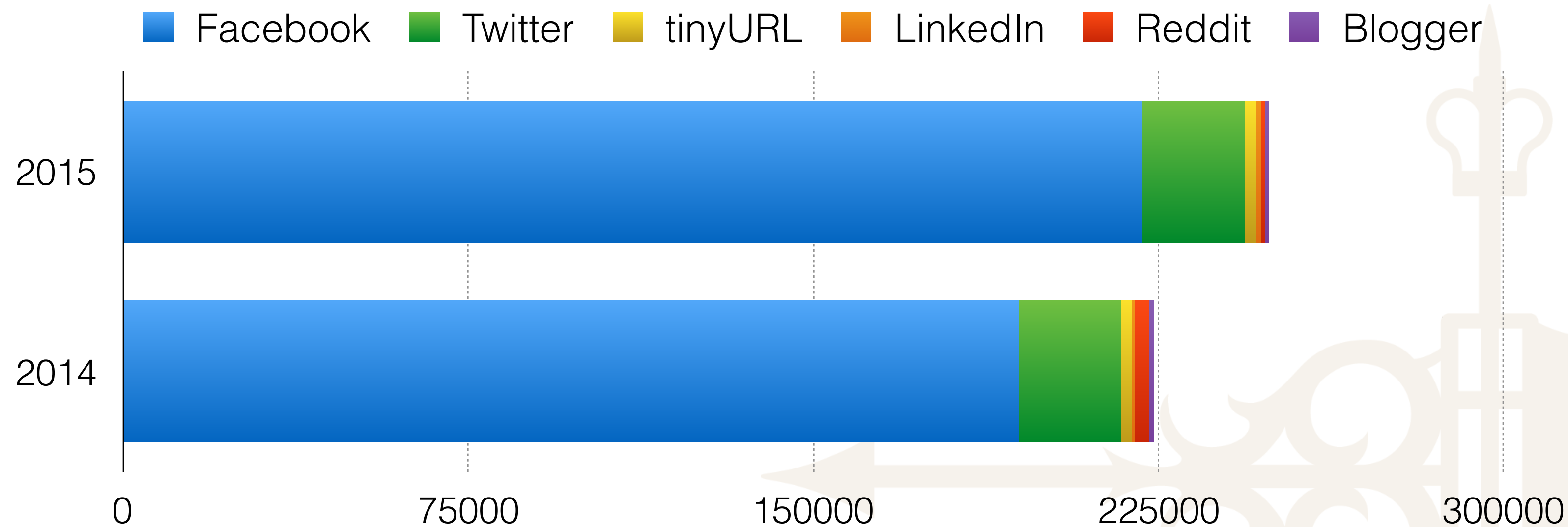
1 Photo Views	8,085 Link Clicks	4,045 Other Clicks
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NEGATIVE FEEDBACK

56 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

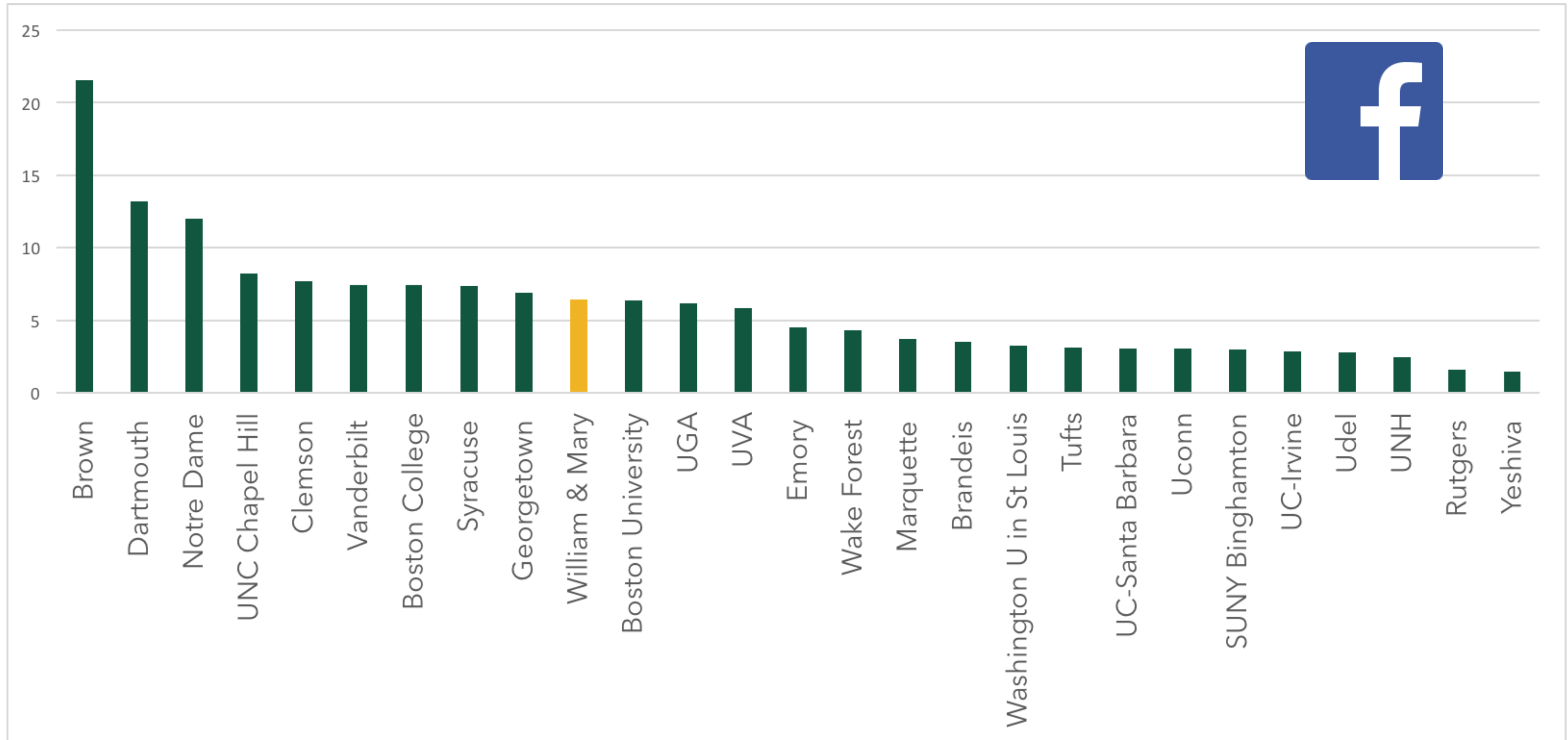
693

Social Referrals to W&M website

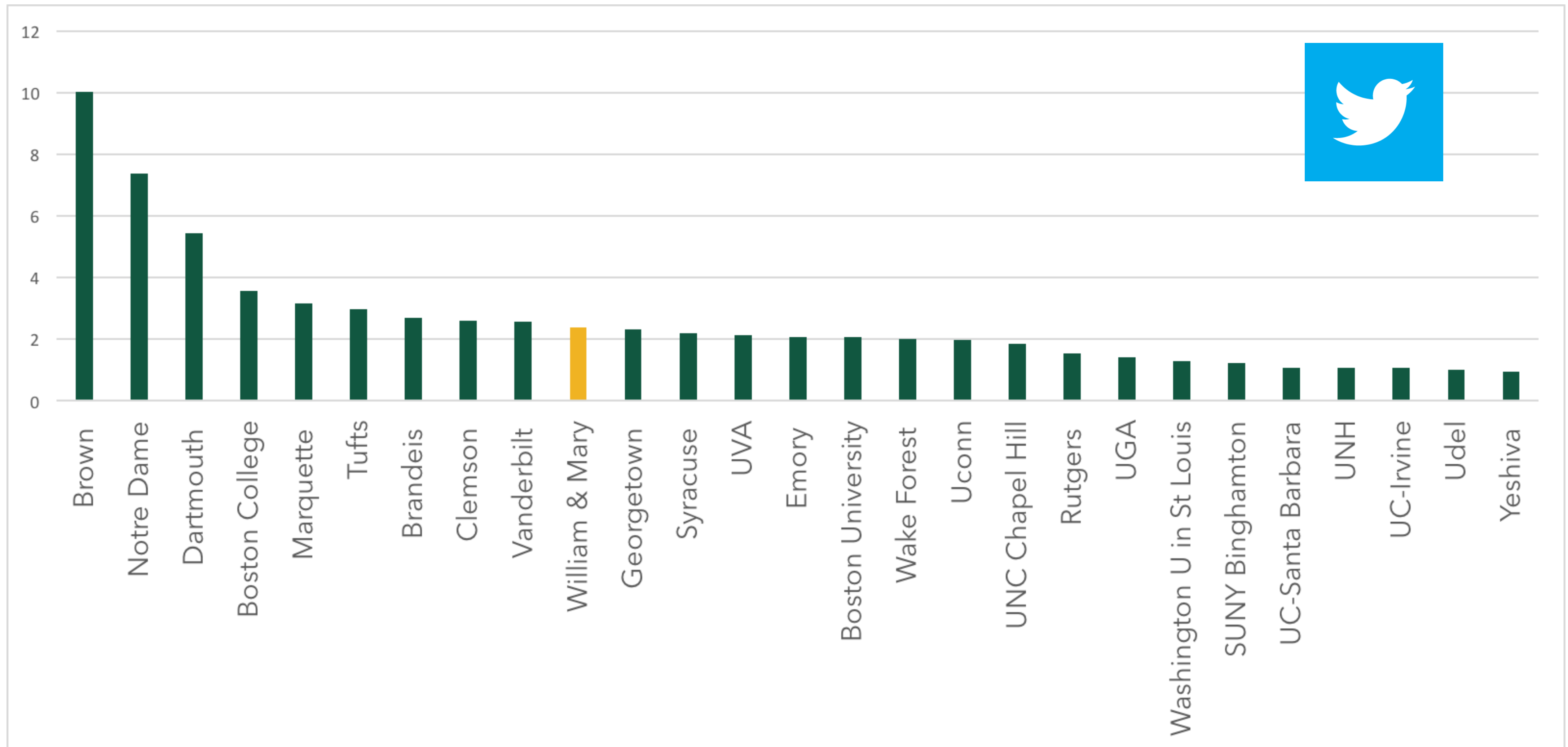


4.3% total site traffic  **7%**

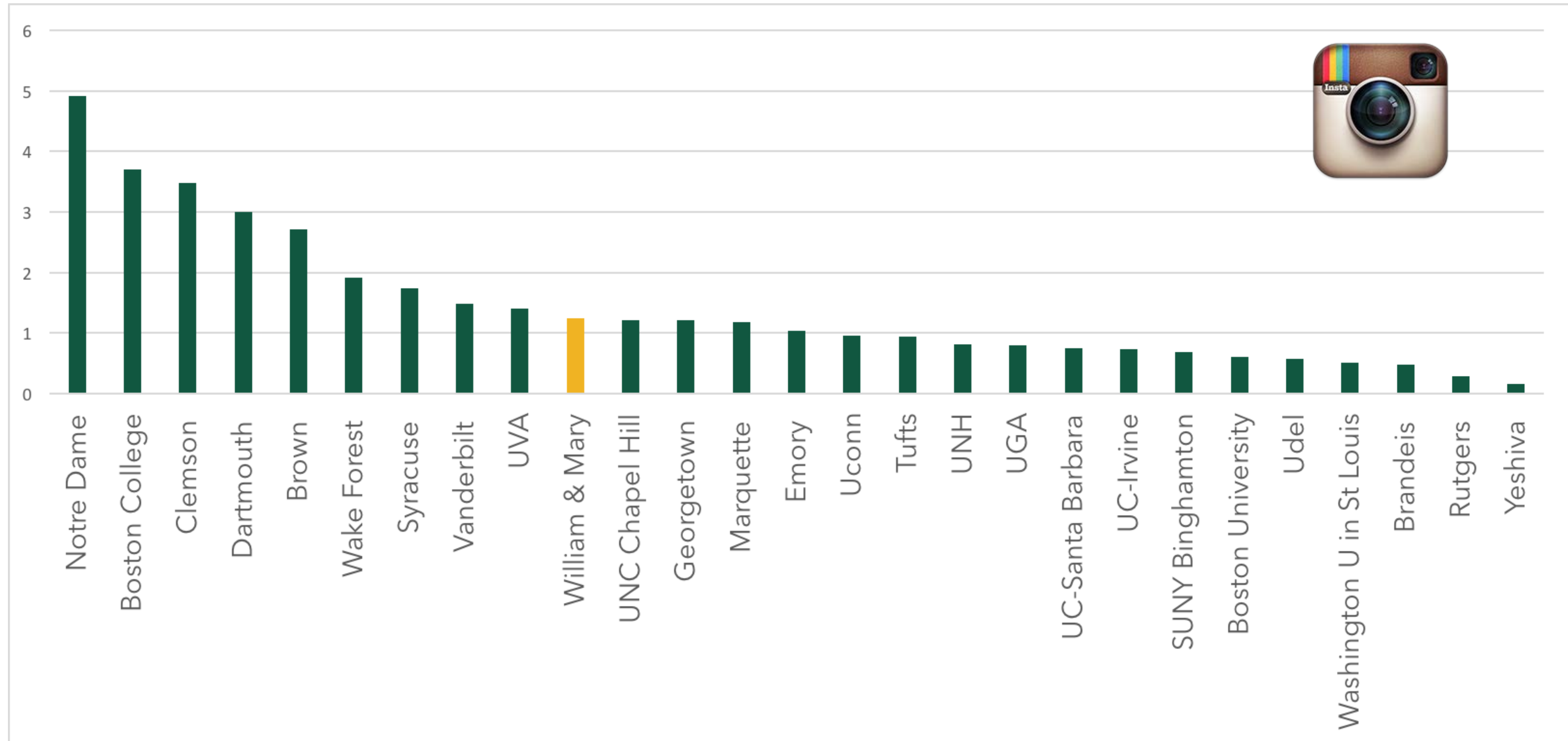
Followers / Enrollment of Peer Institutions



Followers / Enrollment of Peer Institutions



Followers / Enrollment of Peer Institutions



Thank You. Questions?

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