

# INSTAGRAM

**Autumn White**  
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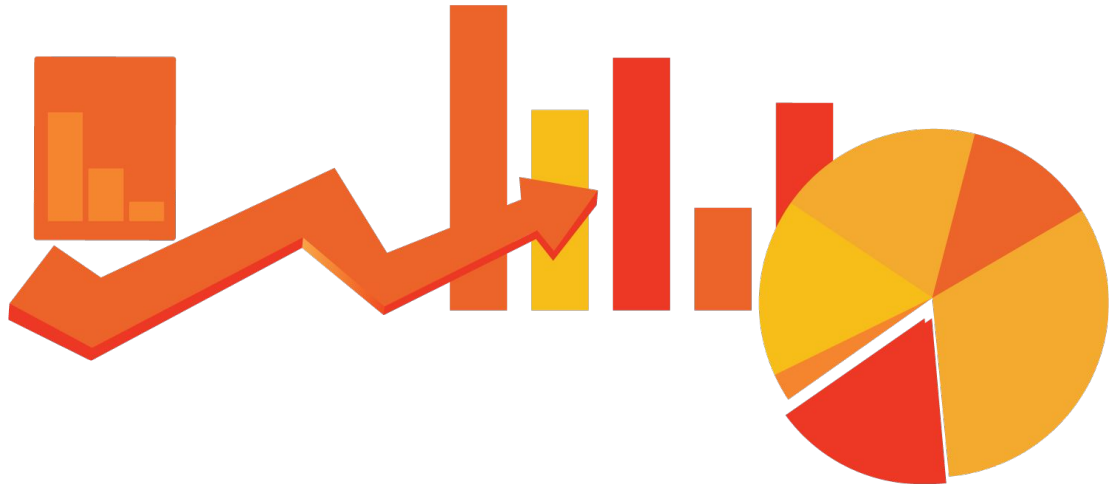
# WHAT WERE OUR GOALS?

- Increase audience engagement
- Tighten page focus towards the SMC
- Appeal to prospective students



# OVERVIEW

- Posts: 44\*
- Stories: 12\*
- Comments: 32\*
- Followers: 864\*
- Average Likes: 47\*



\*(as of March 1, 2018)

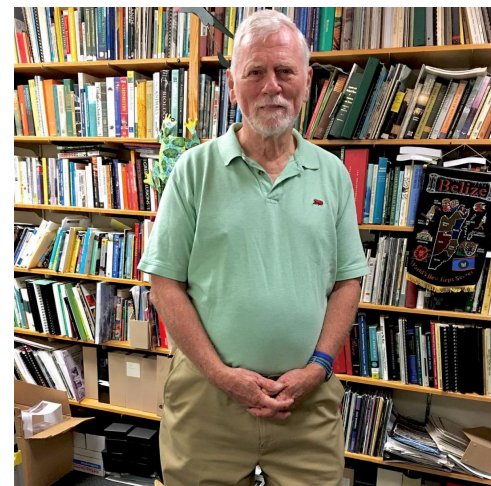
# MOST LIKED POSTS



Likes: 105



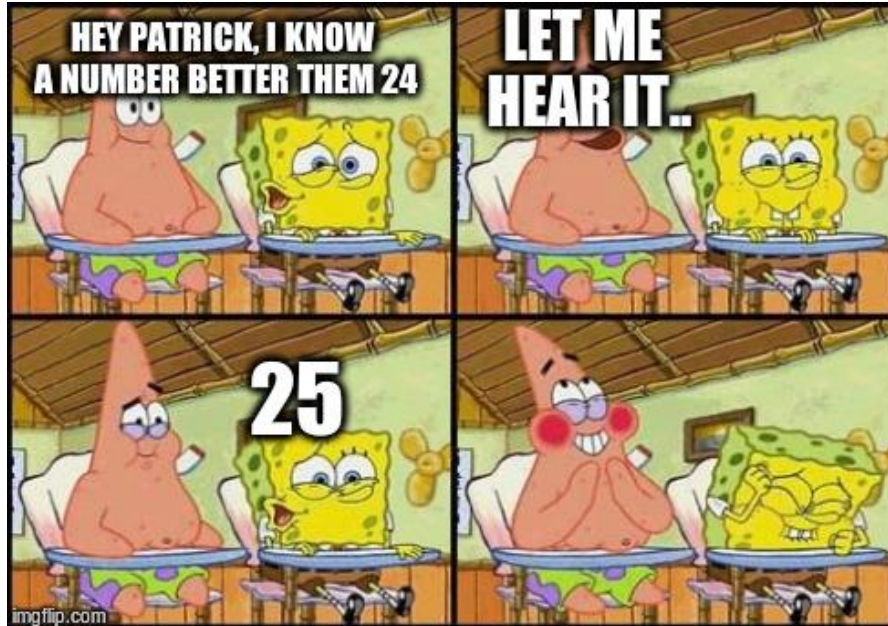
Likes: 89



Likes: 83

# FOLLOWERS

- Before Taking Ownership January 22, 2018: 839
- As of March 1, 2018: 864



# SERIAL CONTENT ENGAGEMENT

- **Jesuit Values:** Avg. Likes: 18
- **Staff Profile:** Avg. Likes: 72
- **2 in a Ro:** Avg. Likes: 30
- **SMC Student Spotlight:** Avg. Likes: 55





# REAL-TIME CONTENT ENGAGEMENT



Likes: 68



Likes: 72



Likes: 32

# WHAT WORKED?

- Staff Profiles: Students old and new love seeing profs.
- Student Spotlight: Who doesn't like a pic of their friend?
- JEA Conference: Prospective students love being featured!



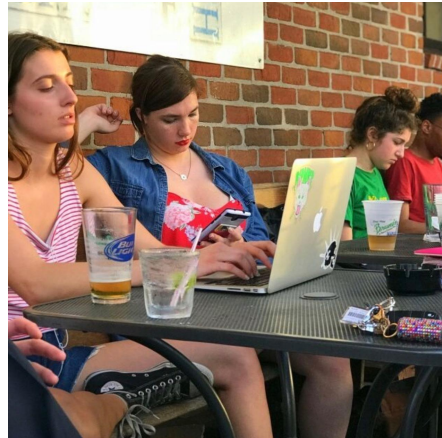
# WHAT COULD HAVE WORKED BETTER?

- Infographics
  - Poor outreach, not audiences' desired content
- Photo Quality
  - Oversaturation, focus, topics of interest
- Take Initiative
  - Find out what's going on ahead of time



# ENGAGEMENT

- Engagement: Lets define engagement
  - Instagram's definition
  - Our definition



# ADVICE FOR THE NEXT TEAM

- Keep things relevant
- Look into checking out a camera if quality becomes an issue
- Engage with the events calendar
- Have fun with the content