

Social Media Analytics Report 2: Fall 2018

By: Caroline Ruma

INTRODUCTION:

The following report presents an overview of data and results of Caroline Ruma's professional social media presences from 10/11/2018 through 11/12/2018. This report details the professional goals, brand goals, followers, likes and engagement rates of Caroline Ruma's professional profiles. This report will also detail the target audience, achievables and competitors of Caroline Ruma's brand.

This report will focus on Caroline Ruma's LinkedIn, Facebook, and Twitter. The goal for this time frame was to continue the re-branding of Caroline Ruma's social media accounts from a casual account for friends and family into professional profiles that will target future employers and those in the Public Relations and Marketing industry and to increase the reach of all accounts. The overall goals were to grow the following of the LinkedIn and Twitter account that will be an accurate representation of what Caroline Ruma hopes to accomplish in her future profession. Also, to re-brand her current, in-use Facebook, into a professional page that will attract employers. The main influencers and competitors tend to be in the same group. This group is comprised of other soon to be college graduates in the Public Relations and Marketing field.

The methods used to achieve these goals were creating a LinkedIn and Twitter profile that will be easily accessible by domain search results. To do so, the social media platforms discussed above were written with the client's First and Last name, a bio that described the immediate purposes of these platforms. For example: "Strategic Communications Major with a Minor in Retail and Fashion Product Development at Ohio University. Graduating in May 2019. Interested in Public Relations and Marketing positions." The posts were all geared with the specific target


audience in mind as well and would include posts about Public Relations professions, expressing an interest to connect with professionals in the Public Relations field, and posts targeting college seniors and the job hunt.

LINKEDIN OVERVIEW:

This section of the report will provide detail on the activities of Caroline Ruma's LinkedIn from the second portion of the Fall of 2018. This will provide information on: brand, strengths and weaknesses, engagement (post clicks, comments, likes) and immediate reach (number of people who view the posts). The most popular posts will be shown and defined.




All comparisons for post analytics (connections, search appearances, engagement statistics, and reach) will be from the end of the first Fall 2018 Analytic period. The first post was created 09/12/2018. This initial post garnered 22 views while the account had zero connections. The overall tone for this section is professional and serious.


Ex. (Seen below).



Caroline Ruma
Bartender at Red Brick Tavern
2mo

Searching for starting positions and internships in big cities. Anyone have any tips for the job hunt? [#publicrelations](#)

 Like  Comment  Share

 **28 views** of your post in the feed



Caroline Ruma

Bartender at Red Brick Tavern

3w



This article can be really helpful for those looking for Public Relation jobs. Give it a read!

Top 10 Public Relations and Communication Job Boards

prbreakfastclub.com



Help Wanted © by Egan Snow As a recent graduate, I know that sometimes finding a job b...

Like Comment Share

26 views of your post in the feed

Currently, the LinkedIn profile has 30 connections and 2 search appearances between 10/30/2018 - 11/06/2018. Page views have increased 200% and post views have increased 244% with the most popular post garnering 55 views. (Seen below).

Ex.



Caroline Ruma

Bartender at Red Brick Tavern

1mo



What is best advice any public relations majors have for applying to jobs?

[#publicrelations](#) [#ohiouniversity](#)

Like Comment Share

55 views of your post in the feed

The LinkedIn profile has doubled in connections since the last audit and has been steadily growing every day. The profile has gained the attention of three recruiters compared to the one during the previous audit. These analytics were taken from LinkedIn's Built-In Dashboard.

The LinkedIn account has maintained the brand successfully by connecting with professionals in the Public Relations and Marketing industries, peers, and potential employers. The strengths of this profile are that it accurately represents the brand by maintaining professionalism, and has been actively connecting with potential employers. The weaknesses are the limited amount of connections and slow growth. Although these connections are growing they are increasing at a slow pace. In the future, the goal is to increase reach and brand visibility by actively connecting with others via the platform. Common keywords and hashtags that can be successful for this account would be words/phrases such as: "public relations", "professionals", "college", "university", "college student", "college graduate", "#PR", "jobs", "internships", etc.

Key influencers for this account are PR professionals and soon-to-be college graduates in the public relations industry." The targeted networks and niches are also PR professionals, college graduates, and public relation firms.

TWITTER OVERVIEW:

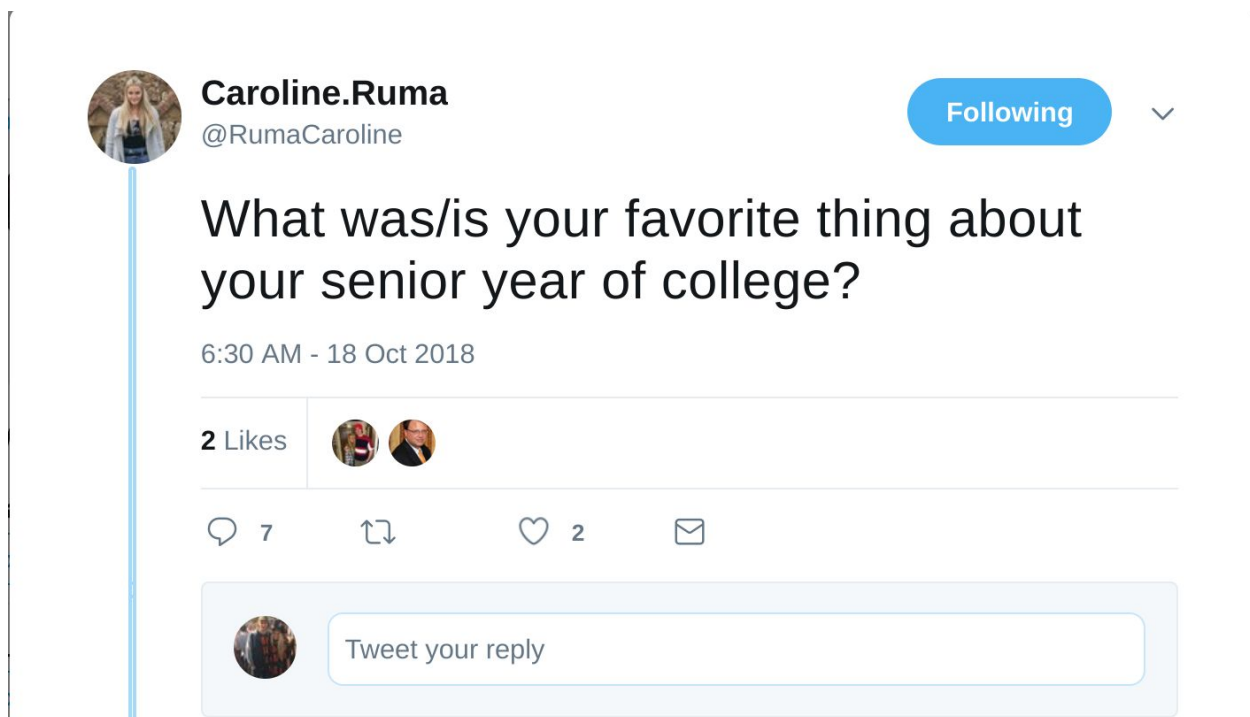
This section of the report will provide detail on the activities of Caroline Ruma's Twitter profile from the second portion of Fall 2018. This will provide information on: brand, strengths and weaknesses, engagement (post clicks, comments, likes) and immediate reach (number of people who view the posts). The most popular posts will be shown and defined.

The Twitter profile was created in September of 2018. The first post was created 10/02/2018.

The purpose of this profile was to re-brand and distract from Caroline Ruma's personal Twitter profile. The goal has been to increase reach and brand influence. The profile is currently following 10 accounts and has 10 followers, which is a 150% increase. The account has a total of 19 posts, with the most liked posts having 2 likes and 7 responses.

The most liked post has 2 likes, 7 responses, 640 impressions (times people have seen this post), and 73 total engagements. The impressions per post have increased 1200% and the engagements per post have increased 800% since the last audit. These analytics were taken from Twitter's Built-In Dashboards and Hootsuite.

Ex. (Seen below).





Caroline.Ruma

@RumaCaroline

Following



Can't believe this is my last year at Ohio University. What's on your senior bucket list?

8:52 AM - 30 Oct 2018

2 Likes



1



2



Caroline.Ruma

@RumaCaroline

Following



Writing a good cover letter can be challenging. What is the best advice college seniors have for writing them?

8:52 AM - 2 Oct 2018

2 Likes



2



The strengths of this account are that it maintains brand and professional outreach. This account has significantly increased engagement, reach, and followers. However, it is not steadily growing followers and is not interacting within its target audience. The plan put forth during the last audit to follow 30 more accounts by the end of October was not met. Common keywords and hashtags

that can be successful for this account would be words/phrases such as: “public relations”, “professionals”, “college”, “university”, “college student”, “college graduate”, “#PR”, “jobs”, “internships”, etc.

Key influencers for this account are PR professionals and soon-to-be college graduates in the public relations industry.” The targeted networks and niches are also PR professionals, college graduates, and public relation firms.

Suggestions to grow this account’s overall reach and audience engagement rates are to follow and interact with accounts specific to the projected target audience and markets.

FACEBOOK OVERVIEW:

This section of the report will provide detail on the activities of Caroline Ruma’s Facebook profile from the second portion of Fall 2018. This will provide information on: brand, strengths and weaknesses, engagement (post clicks, comments, likes) and immediate reach (number of people who view the posts). The most popular posts will be shown and defined.

The Facebook profile was created in February 2009, and it was for personal use only. The profile has 1,018 followers. The account has greatly fallen out of use with the last update prior to the Fall of 2018 being 05/20/2017. The most liked post during the Fall of 2018 was posted 09/11/2018, and has four likes, zero shares, and zero comments. The other two relevant posts have garnered zero likes, zero shares, and zero comments. These analytics were taken from Facebook’s Built-In Dashboards.

Ex. (Seen below).



Like

Comment

Share



Caroline Ruma



Sep 11 at 12:45am • 2

Really interesting article about my future field.
Any other future PR reps give it a read!



WWW-FORBES-COM.CDN.AMPPROJECT.ORG

The Unwritten Rules Of Technology Public Relations: A Beginner's Guide

Diane Ruma and 3 others



Like



Comment



Share



Caroline Ruma



October 17 at 6:53 PM • 1

If anyone is learning how to write press releases here is a great article to help!



COSCHEDULE.COM

How to Write Press Releases With 21 Examples and 7 Templates

Struggling to get media attention for your business? Learn how to write press...



Like



Comment



Share



The biggest strengths for the Facebook profile is the number of followers who can represent potential reach and engagements. The biggest weaknesses are the lack of immediate reach with new posts and the lack of content. Suggestions for improvement over the next few months is to utilize this platform by posting more regularly. This will engage the followers of the account to interact with the posts. The overall tone of this account is professional and serious.

Common keywords and hashtags that can be successful for this account would be words/phrases such as: “public relations”, “professionals”, “college”, “university”, “college student”, “college graduate”, “#PR”, “jobs”, “internships”, etc.

Key influencers for this account are PR professionals and soon-to-be college graduates in the public relations industry.” The targeted networks and niches are also PR professionals, college graduates, and public relation firms.

CONCLUSION:

In conclusion, the Facebook, LinkedIn, and Twitter profiles being used are successfully maintaining and reinventing Caroline Ruma’s brand. The accounts are targeting the correct

people by actively connecting with professionals and creating a space where employers will be willing to reach out, and stimulating conversation by posting about relevant things in the industry as well as asking many questions. The posting times of these accounts are typically within the morning hours between 6am - 9am. A good time to reach the targeted markets because this is the time of day the professionals will be getting up and will potentially be looking on their phones before going to work.

The current performance of these accounts are lacking, however, with the limited amount of followers, engagement, and immediate reach. The LinkedIn profile is actively on the right track with successful growth in all areas over the last month and has the potential to grow more. The Twitter account and Facebook need improvement. The Facebook account especially needs more immediate reach and engagement with the target audience. The Twitter account, while lacking in followers, has seen significant growth in immediate reach and engagement rates.

For all three profiles, the plan going forward will be to attempt to grow the followers by following and connecting with others in the targeted audience and market. The goal will be to gain 35 followers on all platforms. For the Facebook account, the next step will be to post more relevant content to continue to re-brand that account and to connect with individuals in the public relations profession. The current estimated reach and audience engagement rate ranges between 2-55 views between all platforms. Overall, the accounts are performing accordingly with a lack in growth.

