



Social Media Year-in-Review

Main @TTUHSC Accounts: Jan. 1-Dec.31, 2021



Facebook



Instagram



LinkedIn



Twitter

Content Volume

820
Posts

373
Photos

252
Posts

812
Tweets

Audience/ Growth

33K
Fans

9,992 ↑ **43%**
New Fans Growth

5.8K
Followers

2,022 ↑ **54%**
New Followers Growth

28K
Followers

3,612 ↑ **15%**
New Followers Growth

5.8K
Followers

436 ↑ **8%**
New Followers Growth

Reach

6M
Users Reached

768K
Users Reached

497K
Impressions/Views

244K
Impressions/Views

Engagement

276K
Likes, Comments, etc.



44K
Likes, Comments, etc.



10K
Likes, Comments, etc.



6.6K
Likes, Retweets, etc.



Most Engaged Content



Facebook



Instagram



LinkedIn



Twitter



1,779 Reactions

“The Science Behind Masks” Social Graphic



1,374 Likes

VBSN Proposal Video at Dec. 2021 Nursing Commencement



350 Reactions

Summer GSBS/SHP SON Commencement Photo Compilation



411 Likes

Photo of new Abilene nursing student and TTU Cheer alum Cameron



687 Reactions

Pharmacy Students Marriage Proposal on Campus Photo



407 Likes

Pharmacy Students Marriage Proposal on Campus Photo



237 Reactions

SON alum Sally Kipyego heads to Tokyo 2020 Olympics (Photo)



323 Likes

“The Science Behind Masks” Social Graphic

Facebook School + Campus Comparison

	Audience (Fans)	Change	Number of Posts	Total Reach	Organic Reach	Paid Reach	Engagements	Engagement Rate	Virality Rate
TTUHSC (Main Page)	33,212	+9,992 <small>43% Growth</small>	820	6 million	5 million	1 million	275,510	5.97%	28.89%
Texas Tech Physicians	6,771	+1,316 <small>24% Growth</small>	353	443,379	187,979	274,157	22,659	9.18%	3.43%
Careers & Values (HR)	2,026	+2,007 <small>10,563% Growth</small>	216	379,137	37,336	343,883	4,995	9.78%	3.31%
Biomedical Sciences	603	+98 <small>19% Growth</small>	101	19,842	19,842	0	1,015	5.33%	37.18%
Health Professions	4,888	+572 <small>13% Growth</small>	543	554,891	554,891	0	28,819	4.46%	38.93%
Medicine	10,497	+5,954 <small>138% Growth</small>	353	347,316	336,309	13,260	21,440	4.92%	8.32%
Nursing	12,955	+5,694 <small>78% Growth</small>	334	812,269	792,607	26,531	51,942	6.36%	17.88%
Pharmacy	17,653	+462 <small>3% Growth</small>	304	377,582	374,297	3,476	20,999	5.2%	38.1%
Abilene Campus	5,963	+822 <small>16% Growth</small>	269	265,128	184,882	91,034	14,965	7.18%	19.11%
Amarillo Campus	17,227	+1,007 <small>6% Growth</small>	449	782,405	616,747	177,629	24,202	4.69%	14.94%
Permian Basin Campus	2,921	+1,165 <small>66% Growth</small>	266	189,287	181,515	8,774	12,754	6.72%	32.54%

Instagram School + Campus Comparison

	Audience (Followers)	Change	Number of Posts	Total Reach	Engagements	Engagement Rate
@TTUHSC (Main)	5,773	+2,022 54% Growth	373	768,102	44,275	5.37%
@TTUHSCteam (HR)	325	+212 188% Growth	25	4,788	582	12.59%
@TTUHSC_GSBS	248	INSUFFICIENT DATA	4	INSUFFICIENT DATA	INSUFFICIENT DATA	INSUFFICIENT DATA
@TTUHSC_SHP	1,898	+758 66% Growth	410	299,406	15,859	4.74%
@ttuhscmed	2,791	+1,049 60% Growth	253	433,615	41,634	9.39%
@ttuhscson	3,593	+1,539 75% Growth	290	642,518	55,758	8.58%
@ttuhscsop	1,333	+311 30% Growth	263	132,376	10,805	7.39%
@TTUHSCabilene	1,091	+314 40% Growth	165	97,632	7,181	6.96%
@TTUHSCamarillo	1,527	+259 20% Growth	172	71,253	4,477	5.57%
@ttuhscpermanbasin	772	+97 15% Growth	148	15,132	1,596	10.27%

Twitter School + Campus Comparison

	Audience (Followers)	Change	Number of Posts	Total Impressions	Engagements	Engagement Rate
@TTUHSC (Main)	5,792	+436 8% Growth	812	243,763	6,571	1.84%
@TTPhysicians	471	+82 21% Growth	343	41,228	765	1.25%
@TTUHSCteam (HR)	106	+64 152% Growth	163	28,597	501	1.22%
@TTUHSC_GSBS	178	INSUFFICIENT DATA	79	INSUFFICIENT DATA	INSUFFICIENT DATA	INSUFFICIENT DATA
@TTUHSC_SHP	752	+56 8% Growth	443	59,027	1,735	1.91%
@ttuhscmed	526	+184 54% Growth	213	28,694	1,037	1.87%
@ttuhscson	468	+61 15% Growth	214	70,391	3,169	3.69%
@ttuhscsop	707	+10 1% Growth	220	23,158	928	2.74%
@TTUHSCamarillo	1,561	-6 0.4% Decline	91	12,708	255	2.94%

Takeaways

- Engagement remained strong for most accounts. This is impressive given that many in-person events and gatherings, which would have normally been opportunities for engaging photos, were still canceled or made virtual.
- Aside from the “Science Behind Masks” graphic that went viral, our most engaged content was full of fun people stories: multiple marriage proposals between students, graduations, and student/alumni success stories.
- TTP and HR depend on paid advertising for Facebook reach more than any school or campus does—in proportion of reach, not total spend. This is not surprising given the more professional, less academic nature of both audiences.
- The number of posts from the main TTUHSC accounts and SHP across platforms demonstrates that posting more often can be beneficial. Both posted once per a day or more on all platforms, and saw high reach and engagement.
- SOM and SON were growth-focused with Facebook advertising this year, and that paid off. Shifting some budget to boosted posts would increase engagement.
- Twitter is declining as a platform in general. Impressions and engagement are lower than they used to be. Most accounts still grew some though. Continuing to post to established accounts regularly is still beneficial.