Facebook Analytics Report

July 1 - August 31 2020

TEXAS ★ STATE
PACE CENTER

TXSTPACE

986 TOTAL FOLLOWERS

FOLLOWER BREAKDOWN

GENDER

75% WOMEN
25% MEN

AGE

31% - 18-24
22% - 25-34
20% - 45-54

TOP 5 CITIES

AUSTIN
SAN MARCOS
SAN ANTONIO
HOUSTON
DALLAS

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8 POSTS

0.1
COMMENTS AVG/POST

0.6
SHARES AVG/POST

2.5
REACTIONS AVG/POST

HIGHEST PERFORMING POST

PACE Center at Texas State University
July 31 · 🌐

UPDATE TO FALL 2020 FEE STRUCTURE

Texas State University ✔
July 31 · 🌐
TXST is revising the fee structure for online & hybrid classes to meet the needs of our students dealing with financial difficulties as a result of COVID-19. This change will waive more than $7 million in fees for our Bobcats.
Learn more: bit.ly/3gupnGt

👍❤️😮 8   5 Shares

👍 Like   💬 Comment   ↪ Share

This post had the highest amount of reactions and shares. The amount of reactions were almost three times the total average for this time period. The amount of shares were eight times the total average for this time period. This post performed well because it includes a link and the information is relevant for the time period.

5
Shares

7
Reactions

Twitter Analytics Report

July 1 - August 31 2020

TEXAS ★ STATE
PACE CENTER

@TXSTPACE

2,001 TOTAL FOLLOWERS
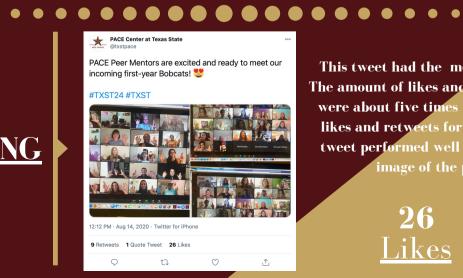
5.6

LIKES AVG/TWEET

26 TWEETS

0.2

REPLIES AVG/TWEET

1.8

RETWEETS AVG/TWEET

HIGHEST PERFORMING TWEET

PACE Center at Texas State
@txstpace

PACE Peer Mentors are excited and ready to meet our incoming first-year Bobcats! 😍

#TXST24 #TXST

12:12 PM · Aug 14, 2020 · Twitter for iPhone

9 Retweets   1 Quote Tweet   26 Likes

This tweet had the most likes and retweets. The amount of likes and retweets for this tweet were about five times the average amount of likes and retweets for this time period. This tweet performed well because it includes an image of the peer mentors.

26 Likes   **10** RTs