

# Facebook Analytics Report



TEXAS STATE  
PACE CENTER  
TXSTPACE

September 1 - October 15  
2020



1,011 TOTAL FOLLOWERS  
[- 25 SINCE AUG.]



62.8

REACH AVG/POST

28.5% Since Aug.



2.6

REACTIONS AVG/POST

4% Since Aug.

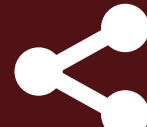
8 POSTS



0.0

COMMENTS AVG/POST

100% Since Aug.



0.0

SHARES AVG/POST

100% Since Aug.

HIGHEST  
PERFORMING  
POST



This post had the highest amount of reactions and the most reach. The reach for this post made up about one-fifth of the total for this time period. The amount of reactions for this post made up more than one-third of the total for this time period. This post performed well because it includes an image of the university.

104      8  
Reach    Reactions

# Twitter Analytics Report

September 1 - October 15  
2020



TEXAS STATE  
PACE CENTER

@TXSTPACE



2,016 TOTAL FOLLOWERS  
[ +15 SINCE AUG. ]



3.8%\*

ENGAGEMENT RATE: THOSE WHO SAW  
TWEETS & CLICKED, LIKED,  
COMMENTED OR RETWEETED IT

\*About 4200x the national average



23.6

LIKES AVG/TWEET

↑ 321.4% Since Aug.

21 TWEETS



0.1

REPLIES AVG/TWEET

↓ 50% Since Aug.



5.6

RETWEETS AVG/TWEET

↑ 211.1% Since Aug.

HIGHEST  
PERFORMING  
TWEET



This tweet had the highest amount of likes and retweets. The amount of likes for this tweet made up more than three-quarters of the total for this time period. The amount of retweets for this post made up more than two-thirds of the total for this time period. This post performed well because it includes images and it displays the progression of the university.

387 Likes      72 Retweets

# Instagram Analytics Report



TEXAS STATE  
PACE CENTER

TXSTPACE

September 1 - October 15  
2020



1,104 TOTAL FOLLOWERS



494.3

REACH AVG/POST



79.7

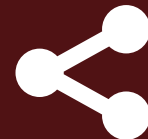
LIKES AVG/POST

6 POSTS



0.2

COMMENTS AVG/POST



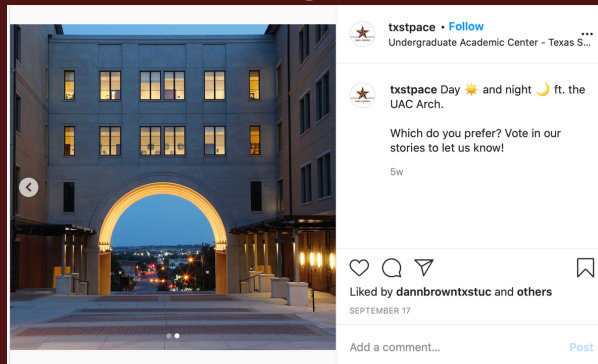
1.0

SHARE AVG/POST

HIGHEST

PERFORMING

POST



599 Reach 135 Likes

This post had the highest amount of likes and the most reach. The reach for this post made up about one-fifth of the total for this time period. The amount of likes for this post made up more than one-quarter of the total for this time period. This post performed well because it includes two images and there is a CTA asking followers to vote on the image they liked the most.