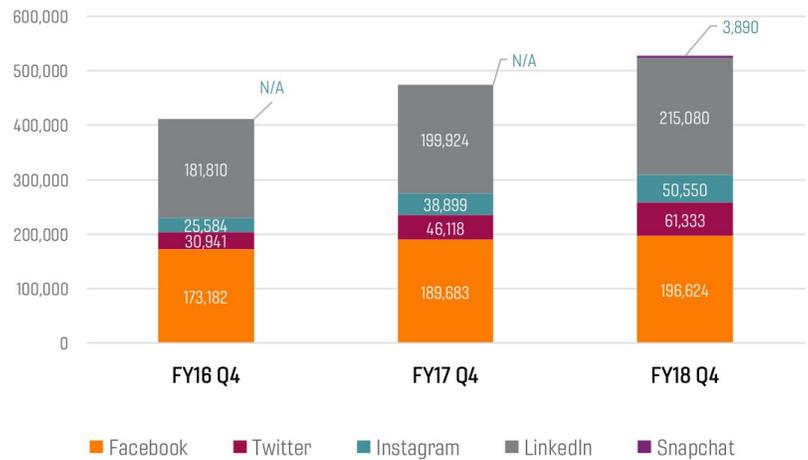


New Media Team: FY18 Q4 Social Media Report

In Q4 of FY18, the UniRel Advancement team collaborated very well. This quarter was jam-packed with events that allowed us to experience the teamwork and power of our unit. Between Commencement and the weekend that combined the 3.2 Run in Remembrance, Spring Game, VT DSA Family weekend, and the English Field at Union Park grand opening, it was all hands-on-deck. Each team member was involved in the planning and/or creation of content, directly contributing to the strong social media presence and increasing brand awareness across the board.

Virginia Tech Social Media Followers - Q4 FY16-18



We also successfully promoted and covered our first-ever VT Alumni summertime Reunion weekend. The New Media (NM) team articulated the Virginia Tech social media strategy, applicable to all university-level accounts, which also explains the purpose and principles behind secondary accounts and how they relate to us. The Social Media Manager (SMM) began monthly webinars for all college communicators and social media managers, starting with one that caught everyone up on all [2018 social media updates](#). Through these resources, the NM team continues to position themselves as the social media experts for the university, as they guide, encourage, and assist unit communicators with putting their best digital foot forward.



Lee Sempeles
@LeeSempeles

When your college has a great social media presence >>>>

Virginia Tech @virginia_tech

Replying to @LeeSempeles @awwisonmarie and @dschnei_05

Oh we're ready, Lee! See you soon. 🤘🎉🍫

4/26/18, 9:31 AM



Virginia Tech @virginia_tech · 6/20/18
Hokie Grill heard that Owens was getting a makeover, so:



3 replies 10 retweets 145 likes



grosstingz
@grosstingz

Replying to @virginia_tech
this is cute, who thinks of these tweets? damn lol

6/28/18, 12:36 AM



Marion Avery
@hokielove99

😂 I LOVE MY SCHOOL ❤️

Virginia Tech @virginia_tech

True. Other colleges are nice and all, but here's a really great ranking. 📌😂

top fifteen colleges:
15. e...

6/29/18, 9:28 PM

What has improved?

- **Our evergreen content, thanks to the VT voice:** Now that the SMM has a grasp on the institutional voice, she's able to add more personality to the Virginia Tech accounts. This has helped with increasing post engagement. The SMM includes one non-news-related, brand-elevating piece of lifestyle/spontaneous content per day on the platforms, as outlined in the strategy.

In FY19 Q1: We will continue to share one lifestyle piece per day, with the best visual and caption, catered to the correct audience. We will maintain content balance, with an equal mix of shots featuring campus life, scenery, buildings, #HokiePets, #HokieBabies, #Hokies in general, and user-generated content.



- **Our promo, live coverage, and recap of events:** Thanks to weekly meetings between the SMM and the Production Coordinator, New Media is able to achieve more of their content goals. This includes yielding more content to use for promotion (pulling from archived content) and more unique recap content (with a quick turnaround) to showcase events for those who missed them, in a timely fashion. With the SMM on-site, there was also an increase in content produced and shared in real time during events, compared to Q4 2017.

Q4 2017



Q4 2018



What has improved?

- **Responses: Being Proactive.** Last quarter, the NM team's goal was to reply to more unmentioned posts that were appropriate. Also thanks to a clear understanding of the VT brand voice, the team has been able to respond confidently to more untagged complaints, addressing issues and attempting to educate users. The team also take time to reach out to lighthearted comments, with personalized responses, for the sake of interacting with our users and increasing brand awareness.

Proactive Toward Negativity

#MMIW @DorisNBrown · May 26
So just the hell with the cultural centers, huh? On a white campus, @virginia_tech thinks it's smart to tear down safe havens.. y'all mfs better replace them.

I gotta go to the dumbest school.

The Fighting Lovrens @smjxmj
"Future demolition of the Squires Student Center"
...
WHAT twitter.com/roanoketimes/s...

Virginia Tech @virginia_tech
Replying to @DorisNBrown
Hi Doris – We can assure you that your school isn't dumb and the Cultural Centers are a priority in the Campus Master Plan. They will have a home even after the Squires renovation!

3:29 PM - 30 May 2018
1 Retweet 2 Likes

Proactive in General

nidhi @nidhi_man · Apr 10
i wish i got promposed to period. but no.

Virginia Tech @virginia_tech
Who wishes this was their promposal? 🍷💍
twitter.com/ashleymadison8...

Virginia Tech @virginia_tech
Replying to @nidhi_man
We would have promposed to you, Nidhi! 🍷💍

1:56 PM - 10 Apr 2018
2 Retweets 11 Likes

nidhi @nidhi_man
OH MY GOD AHHAHAHAHHA

Virginia Tech @virginia_tech
Replying to @nidhi_man
We would have promposed to you, Nidhi! 🍷💍

2:14 PM - 10 Apr 2018
4 Likes

J Seals @Jeffereaveaseals
shouts from the top of Slusher "WHAT ABOUT MORE PARKING!" @virginia_tech

Virginia Tech @virginia_tech
Replacing Slusher Hall, renovating Holden Hall, 🏗️ adding a new bachelor of arts degree program, and a bachelor of science degree program, and more. Read about the BOV meeting from yesterday 📢

4:41 PM - 5 Jun 2018

Virginia Tech @virginia_tech · now
Replying to @Jeffereaveaseals
shouts back from the 1,500+ parking spots that are available on campus during even the busiest days "PARK HERE!" 📢📢 vtnews.vt.edu/notices/adm-pt...

Ethan Barker @EthanBarka · May 4
And people try and clown me when I tell them I love doing yoga.

Virginia Tech @virginia_tech
Here's to hoping that your finals are as 🍷 as @VT_Football's yoga moves. 🧘

Virginia Tech @virginia_tech
Replying to @EthanBarka
Nama(stay) true to who you are, Ethan. Don't let anyone stop your yoga shine. 🧘🌟🌟

3:24 PM - 4 May 2018
1 Retweet 2 Likes

What has improved?

- **Responses: Knowing when to respond or amplify.**

What's better than having a great response, is having a great response that you know would resonate with a broader audience. The team is learning which responses function better as shares, with additional post commentary from us, for all to see. The copy is typically short, which has led to increased engagement on post shares. Plus, users love to see their content featured.



ellie
@ellielane7757

@virginia_tech. Quoted my tweet i think i can die happy now

4/19/18, 2:34 PM



Virginia Tech
@virginia_tech

There's nothing nano about this accomplishment. Watch out world, here comes #HokieGrad Ginai Seabron: Nanoscientist. 🌟🌟🌟 #WhyVT



BOOSHEELENA; @ori_ginai
OFFICIALLY DONE! These past 4 years have been longgg and HARD but I/WE made it. You are looking at the FIRST African American Woman NANOSCIENTIST from Virginia Tech! #2days

10:10 AM - 9 May 2018

112 Retweets 668 Likes



Virginia Tech
@virginia_tech

GET US SOME TISSUES. 😭😭😭😭



Gabrielle Bomberg @gabby_bomberg
My grandparents are 85 & 86 years old. They live in Maryland and since 2015 (when I started @virginia_tech) they call or write me every time they meet a Hokie/see a VT sticker or shirt. #proudHokies

9:05 AM - 28 Jun 2018

17 Retweets 439 Likes



Virginia Tech
@virginia_tech

Who wishes this was their proposal? 🤖



Ashley @ashleymadison88
Virginia tech proposal what more could I have asked for @PCPROM18 #pcprom18 #hokienation #vt22 @FollowMeToVT

11:05 AM - 10 Apr 2018

16 Retweets 159 Likes



Virginia Tech
@virginia_tech

Owens? Is...is that really you? 🤖🤖



VT Dining Services @HokieDining
Owens Food Court is getting a big makeover for next fall! Who else is excited to see the final look? 🍴 #makeover #vtdining

9:00 AM - 7 Jun 2018

18 Retweets 319 Likes



Virginia Tech
@virginia_tech

Class of...#VT22? Welcome home, Gandalf. 🏠🐶



Mother of Greyhounds @badguyhentai
What's a hokie?
Gandalf is!!!!

12:20 PM - 26 Jun 2018

14 Retweets 128 Likes



Virginia Tech
@virginia_tech

This is Narnia. The wardrobe is in Burruss. 🤖🤖



ALundphoto @alundphoto
Is this @virginia_tech or are we in @narnia ? These photos were taken by me yesterday! #Spring #Pretty #Nature #photography #Alundphoto #VirginiaTech

12:35 PM - 4 May 2018

13 Retweets 119 Likes



What has improved?

- **Responses: More responses on different platforms.** Twitter is a given for public two-way communication, but the team hasn't gone down that path much for Instagram post comments. The DM response rate remains great, but we've recently started to respond to more comments on our in-feed posts and they have been well-received.

In FY19 Q1: We will look for more opportunities to engage with our Instagram audience in our post comments.



- **Knowing our audience:** When posting the same content to different platforms, the captions are tailored to specific audiences.

In FY19 Q1: We will continue to create unique, engaging, and on-brand captions for all posts on all platforms.

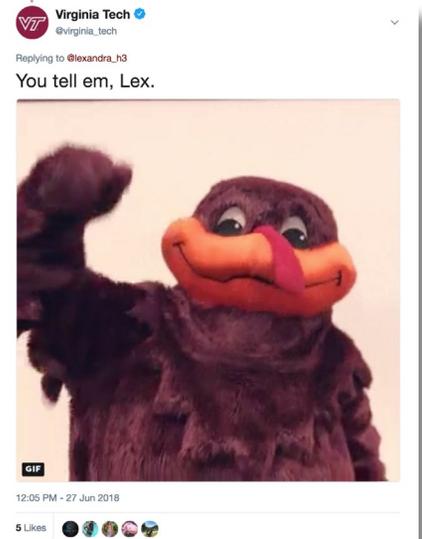


What has improved?

- **We now have a GIPHY channel:**

By creating a verified [GIPHY brand channel](#), VT GIFs are now searchable and usable in the GIF dashboards on all primary social media platforms, and 600+ other platforms. GIFs have not only improved responses to comments, but they've improved general content as well.

In FY19 Q1: We will continue to look for the best clips to add to our GIPHY channel.



Q4 2017

Q4 2018



- **Social video:**

The team is making more video with social and sound-off viewing in mind, creating shortened, square clips, with simple graphics.

In FY19 Q1: We will ensure that all videos are accessible, including graphics, closed captions, or embedded text when possible.



What has improved?

- **Jumping on trends:** The New Media team has done a better job of jumping on Internet trends before they've run their course. NM has noticed that some peers are participating in too many of the trends and appear to be forcing it. There is also a lack of memes that are appropriate for higher education, but the team has managed to make a few applicable to us, as they pay attention to their popularity among our audiences.

In FY 19 Q1: We will look to be more of the trend-setter in the industry.

Virginia Tech @virginia_tech

True. Other colleges are nice and all, but here's a really great ranking. 🙌 😊

top fifteen colleges:

15. e
14. v
13. e
12. r
11. y
10. o
9. n
8. e
7. e
6. l
5. s
4. e
- 3.
- 2.
1. #VirginiaTech

taylor @phil121
top fifteen colleges:
15. you
14. cant
13. rank...
Show this thread

5:51 PM - 29 Jun 2018

92 Retweets 473 Likes

Netflix Canada @Netflix_CA

Friends ranked:

13. you
12. can't
11. just
10. pick
9. one
8. they
7. work
6. the
5. best
4. as
3. a
2. group
1. Phoebe

1:46 PM - Jun 26, 2018

👍 1,764 💬 418 people are talking about this

Virginia Tech @virginia_tech

It's 2038. You go visit your kid (& some robots) at #VirginiaTech. Every class has a @TheHokieBird TA. You don't have to walk across the Drillfield anymore — we all have wings & fly. Normal seasons are a thing. No Qdoba line because...drones. Residence halls are floating pods. 🌟

ellie @ellielane7757
It's 2038. You go visit your kid at Virginia tech. President sands has made the duck pond the middle of campus. The line at qdoba takes 4 hours. There's still no AC in Lee hall. But we've won the commonwealth cup for 34 years straight.
twitter.com/emilyboose/sta...

1:13 PM - 19 Apr 2018

35 Retweets 219 Likes

UNCW @UNCWilmington

Follow

It's 2038. You visit your kid at UNCW. Geese rule the campus and sit upon the Iron Throne. Bare feet are required and shoes are forbidden. You check the schedule for the underground shuttle to the beach. Everyone is wearing teal. You hug Sammy and high five Sammy Jr. All is well.

Bailey Donahue @_baileymichaela
It's 2038. You go to visit your kid at UNCW. Parking doesn't exist and construction is still happening. You eat an absurd amount of tacos at Island's. Parking on the island is at a whopping \$50/hour. What's football? You begin to bleed teal.
twitter.com/danilaterza/st...

10:11 AM - 19 Apr 2018

282 Retweets 681 Likes

What has improved?

Trying new things: As the team evaluates VT peers and audiences, new types of posts have been added that could remain as recurring ones, due to their high engagement rates.

Pride Month



HokieBird Reveal



Humans of VT Grad Video



Trying new things: Previously, our replies during high-response periods were not very personalized. Now, responses are being diversified and personalized, which has supported brand reputation.

#VT22 Congratulatory Responses

Q4 2017



Q4 2018



Improvements in Twitter Content

Here's a look at how VT content on Twitter has improved for particular Q4 events, from 2017 to 2018, yielding higher engagement. For some examples (like the Mother's Day one), although engagement was higher for the older post, the content was better branded.

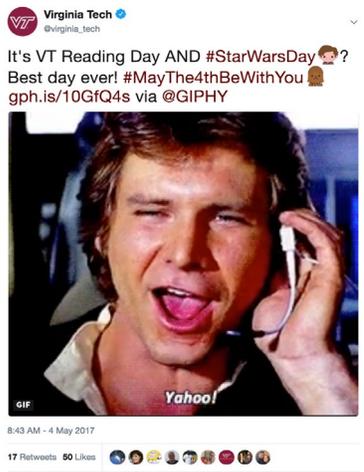
#NationalSelfieDay 11 likes | 0 RTs



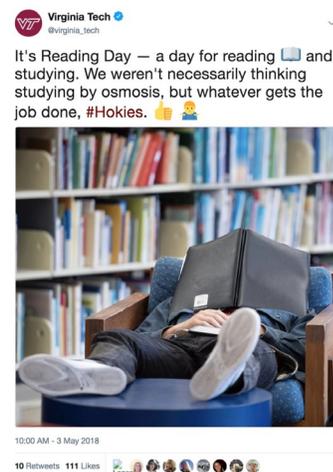
#NationalSelfieDay 58 likes | 9 RTs



Reading Day 50 likes | 17 RTs



Reading Day 111 likes | 10 RTs



Mother's Day 382 likes | 103 RTs



Mother's Day 266 likes | 37 RTs



Where is there room for improvement?

- **Accessibility and Diversity:** Although some platforms still fall behind with their accessibility features, VT social media needs to have content that is accessible to all. Diversity and inclusion is a priority at the university, but it has also been a hot topic and surrounded by controversy, following some issues involving students around campus. This has led to harsher responses to posted content and a more watchful eye over the diverse nature of those posts. A few users have requested more diversity in these posts.

In FY19 Q1: The SMM will utilize all available accessibility features and make an effort to include diversity of all types (race, body type, gender, etc.), in all posts, in a way that feels natural and unforced. New Media will ensure that they are appropriately and consistently representing the diverse body that makes up the university.

- **Snapchat:** Snapchat is falling behind in features and many other aspects, which makes it tough for brands to leverage this platform. It's still a primary platform for the majority of current, incoming, and prospective students though, so it will continue to be utilized.

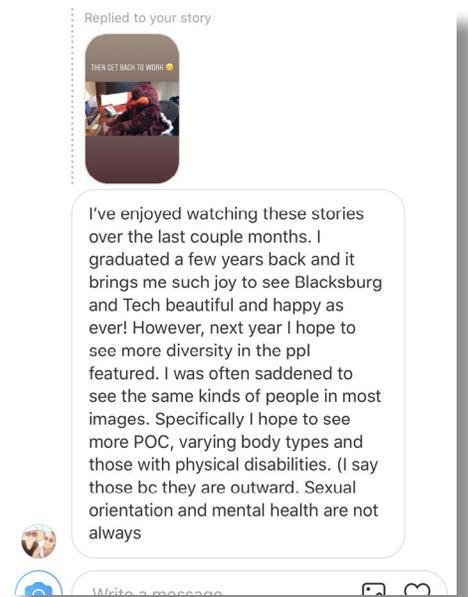
In FY19 Q1, The NM intern will create segments that will engage users on Snapchat and help to differentiate this platform from Instagram. The NM team will also leverage takeovers. Instead of looking into an analytics option, which isn't cost-effective at the time, the NM team will begin to measure new Snapchat metrics that they can analyze manually.

- **Live footage/streaming:** Now more than ever, this is a necessity due to the Facebook algorithm change. Live social media footage would also improve and leverage the work that Media Relations is doing.

In Q1: The SMM will finalize the live video plan and work with the Media Relations team and other university areas to successfully execute live video.

- **Social media advertising/boosting posts:** With Facebook algorithm changes hitting the page's reach hard, it's worth looking into the pay-to-play game. VT peers have been sponsoring evergreen posts more often now as well.

In FY19 Q1: NM will work with Marketing to determine the best strategy for this.



Content Creators' Accounts

	# OF FOLLOWERS*	# OF POSTS*	AVERAGE ENGAGEMENT RATE*	AVERAGE REACH PER POST	AVERAGE COMMENTS PER POST	AVERAGE LIKES PER POST	AVERAGE SAVES PER POST
Ray	554 (17%)	9 (-10%)	6% (-14%)	28,135	30	2,959	32
Olivia	305 (16%)	8 (100%)	7% (40%)	32,795	30	3,569	66
J. Scott*	129 (37%)	6 (200%)	4% (100%)	22,650	18	1,835	31

*Percent of change was calculated based on the previous quarter, not Q4 2017.

@ray.meese / Ray Meese



@olivia_at_vt / Olivia Coleman



@virginia_tech_video / J. Scott Parker



FY17-18 Q4 Comparison

Facebook

	# OF FOLLOWERS	# OF POSTS	AVERAGE ENGAGEMENT RATE	AVERAGE REACH PER POST	AVERAGE COMMENTS PER POST	AVERAGE LIKES PER POST	AVERAGE SHARES PER POST	AVERAGE LINK CLICKS PER POST
Q4 2018	196,624	186	5.4%	23,093	32	566	74	367
Q4 2017	189,683	136	4.0%	54,602	42	1,126	138	293
% Change	4%	37%	1.4%	-58%	-24%	-50%	-46%	25%

Facebook Videos

	# OF VIDEOS	TOTAL MINUTES VIEWED*	TOTAL # OF VIEWS	TOTAL 95% VIDEO VIEWS
Q4 2018	40	108,000	326.3K	53,719
Q4 2017	19	410,000	1.1M	28,496
% Change	111%	-74%	-70%	89%

*Including replays and less than 3 second views

Instagram (@virginia.tech)

	# OF FOLLOWERS	# OF POSTS	AVERAGE ENGAGEMENT RATE	AVERAGE IMPRESSIONS PER POST	AVERAGE COMMENTS PER POST	AVERAGE LIKES PER POST	AVERAGE SAVES PER POST
Q4 2018	50,550	59	6.0%	44,368	23	2,981	34
Q4 2017	38,899	60	4.4%	25,519	8	1,647	10
% Change	30%	-2%	1.4%	74%	188%	81%	240%

Instagram Videos (@virginia.tech)

	# OF VIDEOS	AVERAGE # OF VIEWS PER POST*	AVERAGE LIKES PER POST
Q4 2018	9	10,320	1,583
Q4 2017	15	3,358	1,694
% Change	-40%	207%	-7%

*A view is a video watched for 3 seconds or more.

Snapchat

	NUMBER OF FOLLOWERS
Q1 2018	3,890
Q1 2017	N/A

Continued: FY17-18 Q4 Comparison

Twitter (@virginia_tech)

	# OF FOLLOWERS	# OF TWEETS	AVERAGE ENGAGEMENT RATE*	AVERAGE IMPRESSIONS PER TWEET	AVERAGE REPLIES PER TWEET	AVERAGE LIKES PER TWEET	AVERAGE RETWEETS PER TWEET	AVERAGE LINK CLICKS PER TWEET
Q4 2018	61,333	286	3.3%	15,712	1	99	20	53
Q4 2017	46,118	292	2.3%	12,067	1	71	23	53
% Change	33%	-2%	1%	30%	0	39%	-13%	0

Twitter (@vtnews)

	# OF FOLLOWERS	# OF TWEETS	AVERAGE ENGAGEMENT RATE	AVERAGE IMPRESSIONS PER TWEET	AVERAGE REPLIES PER TWEET	AVERAGE LIKES PER TWEET	AVERAGE RETWEETS PER TWEET	AVERAGE LINK CLICKS PER TWEET
Q4 2018	61,176	139	1.3%	4,949	Less than 1	13	4	40
Q4 2017	55,452	139	1.4%	5,556	Less than 1	15	6	14
% Change	10%	0	0.1%	-11%	21%	-13%	-33%	186%

Instagram Stories

	# OF FOLLOWERS	# OF STORIES	AVERAGE IMPRESSIONS PER STORY	AVERAGE COMPLETION RATE PER STORY	AVERAGE REPLIES PER STORY
Q1 2018	50,550	545	8,705	96%	1

LinkedIn

	# OF FOLLOWERS	# OF POSTS	AVERAGE ENGAGEMENT RATE	AVERAGE ENGAGEMENTS PER POST	AVERAGE IMPRESSIONS PER POST	AVERAGE CLICKS PER POST
Q4 2018	215,080	37	2.42%	476	44,210	601
Q4 2017	N/A	N/A	N/A	N/A	N/A	N/A

YouTube

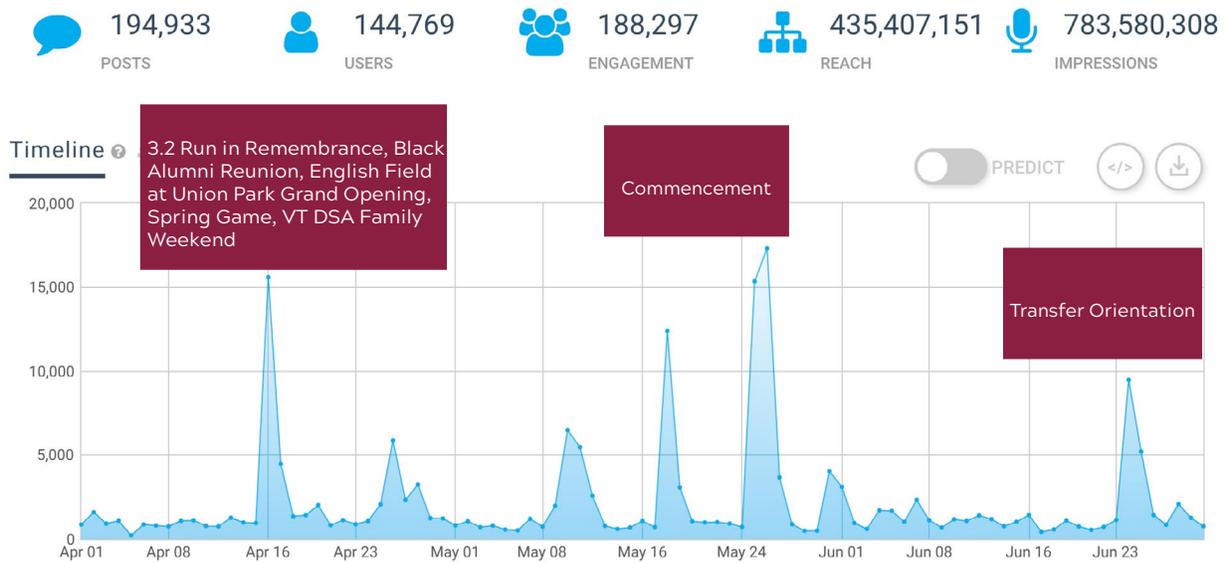
	NUMBER OF FOLLOWERS	NUMBER OF VIDEOS POSTED	TOTAL VIEWS	AVERAGE TIME WATCHED
Q1 2018	6,072	67	43,710	2:08
Q1 2017	N/A	39	81,541	3:02
% Change	N/A	72%	-46%	-33%

General Social Media Mentions

Through our Keyhole software, the team is able to track the volume of VT conversations and general sentiment of those. Although not completely comprehensive, this correctly reflects the high-traffic times for the university, both on campus and on the internet.

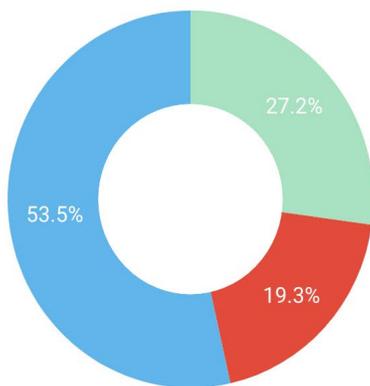
Note: Sentiment trackers are still somewhat flawed and because we rotate the trackers due to changing events, the below charts do not capture everything but indicate general reach during the busier months.

Tracking mentions of “Virginia Tech” on Twitter and Instagram

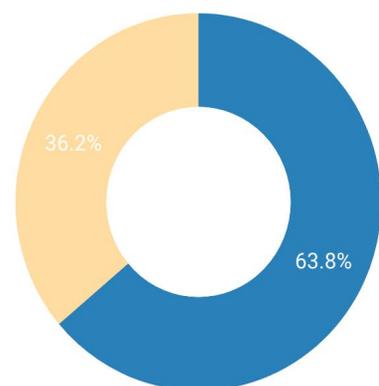


Sentiment and Demographics

Sentiment



Demographics



VT News/vt.edu: Social Summary

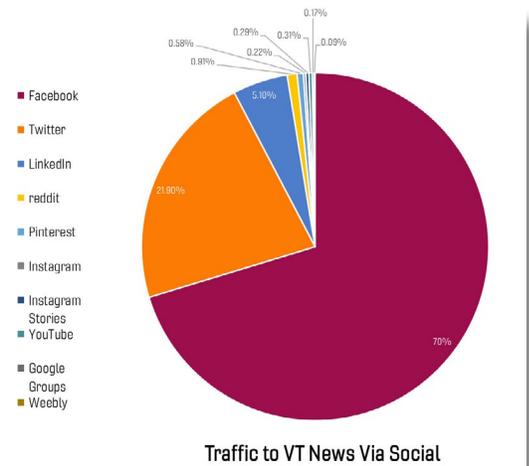
The New Media team posts VT News stories daily to elevate university content and showcase the outstanding research and events taking place around campus involving faculty, staff, and students.

On the top right is a chart showing the breakdown of traffic to vt.edu from social media. Traffic has decreased by 4% since Q4 of 2017. Likely, the increase of evergreen content and decrease of VT News stories in the summer has led to this traffic decrease. Still, social drove 89,640 users to vt.edu and has the lowest bounce rate of all mediums.

On the bottom right, a chart shows bounce rate, or the percentage of page visitors who left vt.edu after only viewing one page (not clicking elsewhere to seek more information). Since social ranks higher, with a lower bounce rate, compared to traffic from other sources, this shows that we are driving valuable people to vt.edu, who view other parts of the website before exiting.

In FY19 Q1: We will build out a social media page featuring top posts for the Daily Email on a weekly basis and continue to pass along newsworthy content that sometimes is born on social media, before it exists as a VT News story.

Share of traffic driven



Click-throughs with bounce rates

Default Channel Grouping	Users	New Users	Sessions	Bounce Rate
	777,766 % of Total: 100.00% (777,766)	638,079 % of Total: 100.06% (637,668)	1,752,505 % of Total: 100.00% (1,752,505)	48.12% Avg for View: 48.12% (0.00%)
1. Social	89,640 (11.00%)	61,686 (9.67%)	163,813 (9.35%)	31.74%
2. Display	3 (0.00%)	0 (0.00%)	3 (0.00%)	33.33%
3. Paid Search	10 (0.00%)	3 (0.00%)	21 (0.00%)	38.10%
4. (Other)	280 (0.03%)	121 (0.02%)	1,074 (0.06%)	42.74%
5. Organic Search	425,062 (52.16%)	320,189 (50.18%)	911,693 (52.02%)	45.38%
6. Referral	32,087 (3.94%)	23,255 (3.64%)	69,223 (3.95%)	53.04%
7. Email	335 (0.04%)	270 (0.04%)	1,230 (0.07%)	55.45%

KPI Definitions

ENGAGEMENT	A metric used to describe the amount of interaction — likes, shares, comments — a piece of content receives.
ENGAGEMENT RATE	A metric used to describe the amount of engagement as compared to the number of users who saw the content.
FOLLOWER	Refers to a person who subscribes to your account in order to receive your content and updates.
IMPRESSIONS	A metric used to show the number of times content associated with your page is displayed.
REACH	A metric used to show the number of people who saw your content. Includes people who have chosen to follow your account and those who have not.
SAVES (INSTAGRAM)	Users are able to privately save content to view later in a collection of their own.
VIDEOS (VIDEO)	The number of times a video was watched.
10-SECOND VIDEO VIEWS (FACEBOOK)	The number of times your video was watched for at least 10 seconds, or for nearly its total length, whichever happened first.
BOUNCE RATE	The percentage of page visitors who leave your website after only viewing one page.