

INSTAGRAM

TEXAS STATE
THE GRADUATE COLLEGE

Analytics Report: January 1-31
@txstgradcollege

AVERAGE REACH PER POST

386.7 

10 Posts in January

1,191
Followers

AVERAGE SHARES PER POST

1.6 

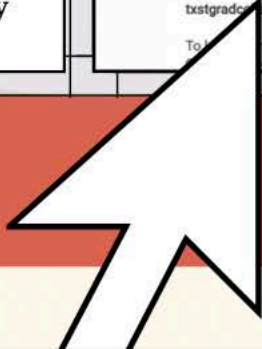
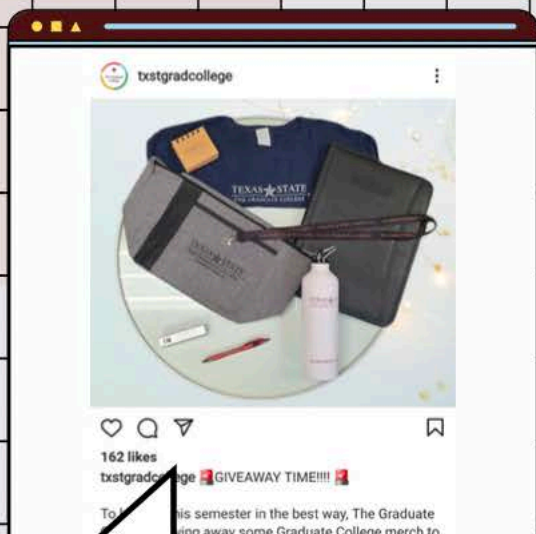
8.9
Average
comments per
post

39.2
Average
likes per
post

HIGHEST PERFORMING POST

This post achieved the **most reach** and received the **most likes, comments, and shares** out of all 10 posts in January. It received **55.8% more reach** and **34.6% more likes** than the next leading post.

This post performed so well because it was a giveaway that required a like and comment to enter. Giveaways are also more likely to be shared with other users.



INSTAGRAM

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Analytics Report: February 1-28
atxstgradcollege

AVG. REACH PER POST

263.2 
(-31.9%)
SINCE LAST REPORT

AVG. SHARES PER POST

0.4 
(-75%)
SINCE LAST REPORT

10 Posts in February

1,204
Followers

+13
Followers

0

Avg. comments
per post

10.4
Avg. likes
per post

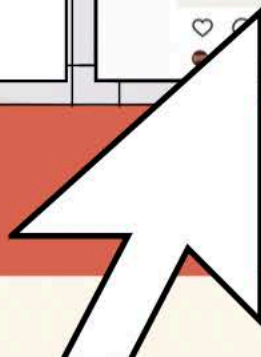
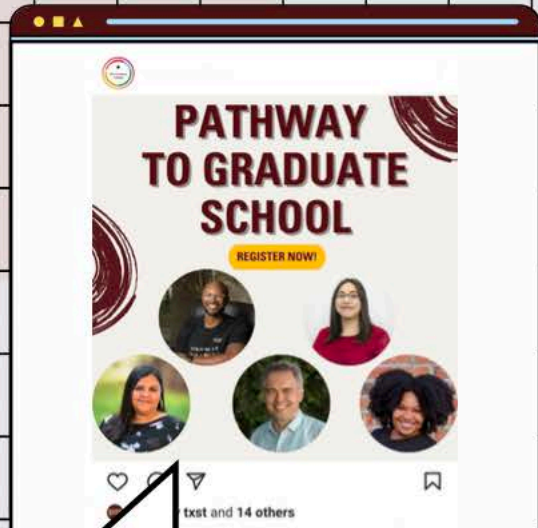
-73.5%
since last
report

-100%
since last
report

HIGHEST PERFORMING POST

This post achieved the **most reach** and received the **most likes, comments, and shares** out of all 10 posts in February. It received **36.7% more reach** and **6.5% more likes** than the next leading post.

This post performed so well because it was promoting an event that directly benefits students and achieved the furthest reach.



INSTAGRAM

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Analytics Report: Mar 1-Apr 15
atxstgradcollege

AVG. REACH PER POST

372.6 
(+41.7%)
SINCE LAST REPORT

AVG. SHARES PER POST

3.0 
(+650%)
SINCE LAST REPORT

32 Posts in February

1,236
Followers

+32
Followers

0.7

Avg. comments
per post

24.9
Avg. likes
per post

+139.4%
since last
report

+100%
since last
report

HIGHEST PERFORMING POST

This post achieved a reach of 692, the highest reach of all posts.

This post performed well because it celebrated Graduate Assistants during GSAW which encouraged people to comment congratulating their friends pictured.

This post was also a part of a weeklong celebration.



TEXAS STATE
THE GRADUATE COLLEGE



135 likes
txstgradcol...
Appreciat...
Gradu...
GSAW...
ge in celebration of Graduate Student
Week, we would like to acknowledge our
istants who work behind the scenes here at The
ege! Thank you to our G.A.s for all your hard

