

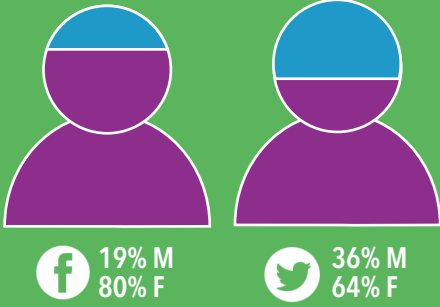
# @FSUHEALTHYNOLES ANALYTICS SPRING '16

► Impressions: Number of times users saw the tweet on Twitter

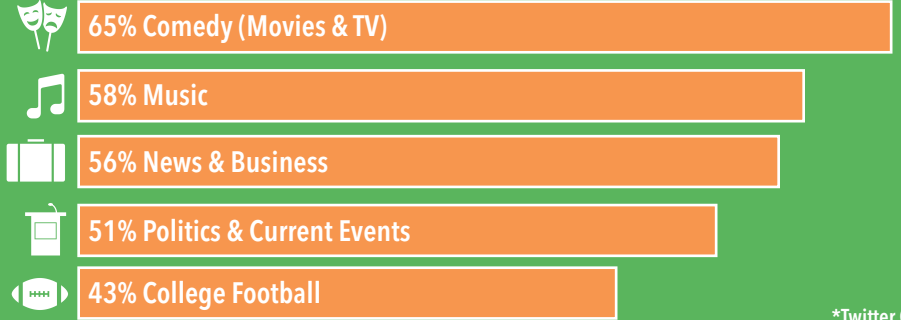
► Engagement: Total number of times a user has interacted with a tweet. Includes all clicks anywhere on a tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follow, and likes.

## AUDIENCE PROFILE:

### Gender

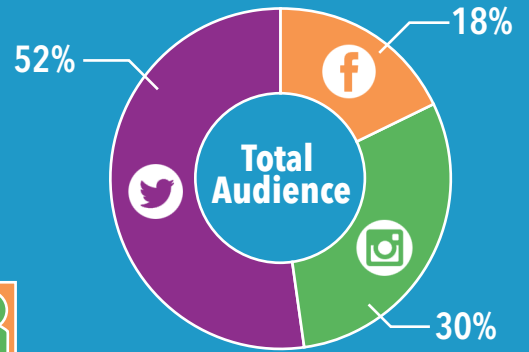
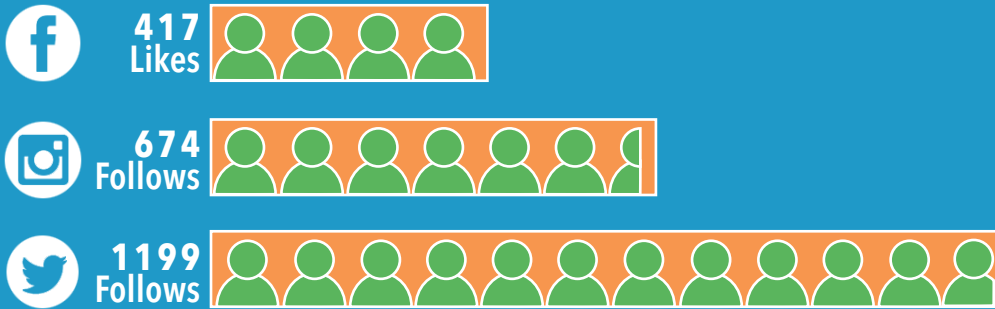


### Top Interests\*



\*Twitter Only

## OVERALL REACH:



## THE NUMBERS:

### INSTAGRAM

**1147** 22.3 PER POST  
**ENGAGEMENTS**

50 total posts (46 photo, 4 video)  
BEST LOCATION: FSU REZ  
BEST FILTER USED: SIERRA

### TWITTER

**135.7K** 923 PER TWEET  
**IMPRESSIONS**

► 137 NEW FOLLOWERS ◀  
147 TWEETS // 4857 ENGAGEMENTS  
3.6% ENGAGEMENT RATE

### FACEBOOK

**2984** 175.5 PER POST  
**IMPRESSIONS**

78% of followers are 18-24 yrs old  
17 POSTS // 230 ENGAGEMENTS  
7.7% ENGAGEMENT RATE

## FINDINGS:

**100%** OF THE TOP 10 MOST ENGAGING POSTS ON TWITTER HAD PHOTOS (THEY REPRESENTED 54% OF SPRING'S TOTAL ENGAGEMENT)

**80%** OF THE TOP 10 MOST LIKED PHOTOS ON INSTAGRAM HAVE STUDENTS IN THEM

**148%** WAS HOW MUCH MORE ENGAGEMENT VIDEO POSTS ON FACEBOOK RECEIVED THAN PHOTOS, AND 1300% MORE THAN A STATUS