



TEXAS STATE UNIVERSITY  
Alumni Engagement

# TEXAS STATE ALUMNI

**MC4326 – ADVANCED SOCIAL  
MEDIA AND ANALYTICS**

**SCHOOL OF JOURNALISM AND  
MASS COMMUNICATION**

**TEXAS STATE UNIVERSITY**

ISABELLE CANTU  
ELISSA GOODMAN  
JACKIE VEGA

**FALL 2025**

COVER PAGE

TABLE OF CONTENTS

CLIENT OVERVIEW

ANALYSIS OF PLATFORMS

ANALYTICS REPORTS

TABLE OF  
**CONTENTS**

# CLIENT OVERVIEW



TEXAS STATE UNIVERSITY  
Alumni Engagement

## CLIENT CONTACT -



**LISA FLORES**  
ADMINISTRATIVE  
ASSISTANT III,  
ALUMNI  
ENGAGEMENT

AF33@TXSTATE.EDU



**ANNETTE HAMON**  
COORDINATOR, ALUMNI  
ENGAGEMENT AND  
EVENTS

AH42@TXSTATE.EDU



**STEVEN JASS**  
ASSOCIATE  
DIRECTOR, ALUMNI  
ENGAGEMENT

SEJ42@TXSTATE.EDU



**MARITZA  
MARTINEZ**  
ASSOCIATE  
DIRECTOR,  
ALUMNI  
ENGAGEMENT

M\_C20@TXSTATE.EDU



**KRISTI TROXEL**  
ASSISTANT VICE  
PRESIDENT,  
ALUMNI  
ENGAGEMENT

KTROXEL@TXSTATE.EDU

## OBJECTIVE -

THE ALUMNI ASSOCIATION MISSION IS TO CREATE A COMMUNITY OF ALUMNI, STUDENTS AND FRIENDS WITH A COMMITMENT TO INVEST IN THE FUTURE OF OUR UNIVERSITY.

## SOCIAL MEDIA USAGE-

BY CONTINUING TO CULTIVATE BOBCAT PRIDE AFTER GRADUATION BY OFFERING FULFILLING ENGAGEMENT OPPORTUNITIES THROUGH SOCIAL MEDIA, THE UNIVERSITY'S CURRENT INITIATIVES ARE HIGHLIGHTED AND ADD VALUE TO EVERY TEXAS STATE DEGREE.

## TARGET AUDIENCE -

THE DEPARTMENT IS COMMITTED TO ENGAGING ALL BOBCAT ALUMNI. THIS SPANS A VARIETY OF DIFFERENT AGES, LOCATIONS, AND GENDER.

# FACEBOOK ANALYTICS REPORT

DATA FROM AUGUST 1 - 31

25,090

FOLLOWERS

18

NUMBER OF POSTS

37638.0

AVERAGE VIEWS PER POST

329.2

AVERAGE REACTION PER POST

26.1

AVERAGE COMMENTS  
PER POST

13.3

AVERAGE SHARES PER  
POST

## HIGHEST PERFORMING POST



Edi Patterson's post was the highest performing post.

Her post had 342,274 views, 3,180 reactions, 261 comments and 125 shares.

I feel that her post was the highest performing because she is a celebrity who is associated with the Texas State Alumni.



TEXAS STATE UNIVERSITY  
Alumni Engagement



# INSTAGRAM ANALYTICS REPORT

DATA FROM AUGUST 1 - 31

11,903

FOLLOWERS

13

NUMBER OF POSTS

22863.8

AVERAGE VIEWS PER POST

529.1

AVERAGE LIKES PER POST

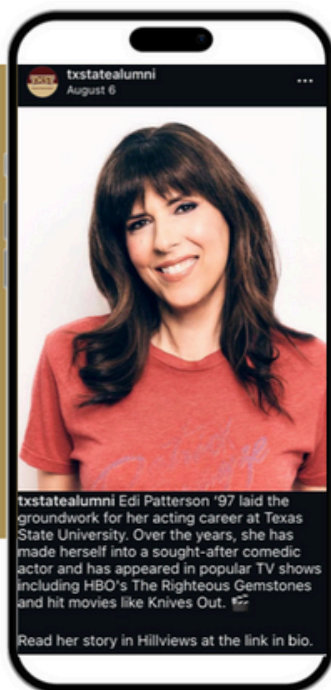
4.8

AVERAGE COMMENTS  
PER POST

164.2

AVERAGE SHARES PER  
POST

## HIGHEST PERFORMING POST



Edi Patterson's post was the highest performing post for the month of August. Her post had accumulated 87,290 views, 3,347 likes, 1,823 shares, and 46 comments. This post produced the most engagement due to having a famous actress associated with Texas State University.



TEXAS STATE UNIVERSITY  
Alumni Engagement



# LINKEDIN ANALYTICS REPORT

DATA FROM AUGUST 1 - 31

13,507

FOLLOWERS

16

NUMBER OF POSTS

2,957.1

AVERAGE IMPRESSIONS  
PER POST

106.6

AVERAGE REACTION PER POST

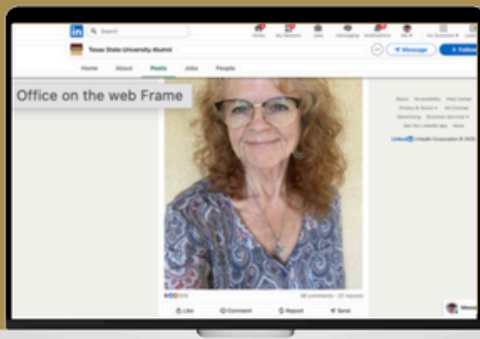
1.2

AVERAGE COMMENTS  
PER POST

7.0

AVERAGE REPOSTS PER  
POST

## HIGHEST PERFORMING POST



The highest performing post was the post on the passing of Texas State professor Kym Fox.

As of today, it received 910 reactions, 36 comments, 22 reposts.

This performed well because many of the alumni studied under Kim.



TEXAS STATE UNIVERSITY  
Alumni Engagement





# ANALYTICS REPORT

DATA FROM SEPTEMBER 1 - 30

25,566

**FOLLOWERS**

(476 INCREASE FROM AUGUST TO SEPTEMBER)

19

**NUMBER OF POSTS**

(FROM SEPT. 1 - 30)

13380.9

**AVERAGE VIEWS PER POST**

(-64.4% DECREASE FROM PREVIOUS REPORT)

189.5

**AVERAGE REACTIONS PER POST**

(-42.4% DECREASE FROM PREVIOUS REPORT)

17.9

**AVERAGE COMMENTS PER POST**

(-31.4% DECREASE FROM PREVIOUS REPORT)

6.1

**AVERAGE SHARES PER POST**

(-54.1% DECREASE FROM PREVIOUS REPORT)

## HIGHEST PERFORMING POST



This is the highest performing post because it highlights the successes of alumni through awards. It also mentions the Texas State Legends Gala which is a huge event (if not the biggest) for the Texas State Alumni Association.



## ANALYTICS REPORT

DATA FROM SEPTEMBER 1 - 30

12,011

**FOLLOWERS**

(108 INCREASE FROM AUGUST TO SEPTEMBER)

13

**NUMBER OF POSTS**

(FROM SEPT. 1 - 30)

13359.7

**AVERAGE VIEWS PER POST**

(-41.6% DECREASE FROM PREVIOUS REPORT)

201.7

**AVERAGE LIKES PER POST**

(-61.9% DECREASE FROM PREVIOUS REPORT)

0.7

**AVERAGE COMMENTS PER POST**

(-99.6% DECREASE FROM PREVIOUS REPORT)

14.8

**AVERAGE SHARES PER POST**

(208.3% INCREASE FROM PREVIOUS REPORT)

## HIGHEST PERFORMING POST



This reel from September 12th is the highest performing post by means of engagement with the greatest number of comments and shares of all the posts for the month of September. I think the reel performed the best because it combines nostalgia with an aesthetic trend that resonated with the audience.



# ANALYTICS REPORT

DATA FROM SEPTEMBER 1 - 30

13,721

**FOLLOWERS**

(214 INCREASE FROM AUGUST TO SEPTEMBER)

13

**NUMBER OF POSTS**

(FROM SEPT. 1 - 30)

2356.0

**AVERAGE IMPRESSIONS PER POST**

(-20.3% DECREASE FROM PREVIOUS REPORT)

63.3

**AVERAGE REACTIONS PER POST**

(-40.6% DECREASE FROM PREVIOUS REPORT)

1.3

**AVERAGE COMMENTS PER POST**

(-38.5% DECREASE FROM PREVIOUS REPORT)

4.6

**AVERAGE REPOSTS PER POST**

(-34.3% DECREASE FROM PREVIOUS REPORT)

## HIGHEST PERFORMING POST



The Texas State Distinguished Alumni Award recognizes alumni who have achieved prominence and made a significant impact on the lives of others through their professions, accomplishments, affiliations, and service to society and the university. We will honor our 2025 Distinguished Alumni at our Texas State Legends Gala on October 10:

- ★ Diana Finlay Hendricks '11, '14
- ★ William "Bill" Hobson '64
- ★ Reece Morrison '71
- ★ Bill Poston '88

Event details, tickets, and table sponsorship opportunities available on the Texas State Legends Gala website: <https://lnkd.in/g3eWU9ZU>



This is the highest performing post as it has the greatest number of comments and impressions for the month of September. Additionally, this post has earned high engagement due to highlighting Alumni success.



TEXAS STATE UNIVERSITY  
Alumni Engagement

FACEBOOK



# ANALYTICS REPORT

DATA FROM OCT 1 - NOV 15

25,767

**FOLLOWERS**

(201 INCREASE FROM PREVIOUS REPORT)

29

**NUMBER OF POSTS**

(FROM OCT. 1 - NOV. 15)

26801.6

**AVERAGE REACH PER POST**

(100.3% INCREASE FROM PREVIOUS REPORT)

345.4

**AVERAGE REACTIONS PER POST**

(82.3% INCREASE FROM PREVIOUS REPORT)

16.0

**AVERAGE COMMENTS PER POST**

(-10.6% DECREASE FROM PREVIOUS REPORT)

18.9

**AVERAGE SHARES PER POST**

(209.8% INCREASE FROM PREVIOUS POST)

## HIGHEST PERFORMING POST

Texas State University Alumni

October 2 · 48  
Big news at Texas State!  
Visionary screenwriter and creator Taylor Sheridan, the force behind Yellowstone, 1883, 1903, Tulsa King, and more, has entrusted his creative archive to the Wittliff Collections.  
Sheridan, a proud TSTU alum and honorary doctorate recipient, joins the legacy of storytellers like Cormac McCarthy, Larry McMurtry, and Bill Wittliff preserved at The Wittliff.  
This extraordinary addition ensures students, scholars, and fans alike will gain inspiration from one of Texas's most powerful voices in storytelling.  
Read the full story here: <https://www.thewittliffcollections.tst.edu/j.../taylor...>



The highest performing post for the Texas State University Alumni on Facebook was the post about Taylor Sheridan, the co-creator of Yellowstone. It was posted on October 2. This post had an astounding count of 477,094 views, 5000 reactions, 283 comments and 373 shares. This post most got these analytics most likely due to Sheridan's popularity, his Texas State Alumni status and the novelty of his works being included into the Wittliff Collections.



# INSTAGRAM



## ANALYTICS REPORT

DATA FROM OCT 1 - NOV 15

12,126

**FOLLOWERS**  
(175 INCREASE FROM PREVIOUS REPORT)

24

**NUMBER OF POSTS**  
(FROM OCT. 1 - NOV. 15)

12712.8

**AVERAGE VIEWS PER POST**  
(-4.8% DECREASE FROM PREVIOUS REPORT)

311.2

**AVERAGE LIKES PER POST**  
(54.3% INCREASE FROM PREVIOUS REPORT)

2.0

**AVERAGE COMMENTS PER POST**  
(185.7% INCREASE FROM PREVIOUS REPORT)

33.2

**AVERAGE SHARES PER POST**  
(124.3% INCREASE FROM PREVIOUS REPORT)

## HIGHEST PERFORMING POST



5,069 218 23

Liked by txtst and others

txstatealumni Big news at Texas State!

Visionary screenwriter and creator Taylor Sheridan, the force behind Yellowstone, 1883, 1923, Tulsa King, and more, has entrusted his creative archive to

This was the best performing post for the time period with 852.8% more shares and 512.8% more comments than the monthly average. This post is the most popular because it showcases the success of a famous alumni and promotes the fine arts.



# ANALYTICS REPORT

DATA FROM OCT 1 - NOV 15

14,040

**FOLLOWERS**

(319 INCREASE FROM PREVIOUS REPORT)

17

**NUMBER OF POSTS**

(FROM OCT. 1 - NOV. 15)

4,019.8

**AVERAGE IMPRESSIONS PER POST**

(70.63% INCREASE FROM PREVIOUS REPORT)

79.2

**AVERAGE REACTIONS PER POST**

(25.1% INCREASE FROM PREVIOUS REPORT)

1.2

**AVERAGE COMMENTS PER POST**

(50% INCREASE FROM PREVIOUS REPORT)

3.2

**AVERAGE REPOSTS PER POST**

(-30.4% DECREASE FROM PREVIOUS REPORT)

## HIGHEST PERFORMING POST



Texas State University Alumni

14,115 followers  
2w

Texas State University alums Morgan and Pat Egan celebrated 20 years as owners of Classic Tattoo in San Marcos, a popular place in the tattoo community, including among TXST students, staff, and faculty.

They stuck around San Marcos after graduation, drawn by their connections to the university, the community, and the city's river and green spaces. Read their story in Hillviews: <https://lnkd.in/grEH2jT4>



This was the most popular post for the time period with 613.2% more impressions and 218.0% more reactions than the monthly average. This post is the most popular because it highlights the success of alumni who have remained local to San Marcos.