

INSTAGRAM ANALYTICS

JANUARY - MARCH 2025

2,698 FOLLOWERS

15 TOTAL POSTS



AVERAGE VIEWS

8,870.5

AVERAGE REACH

4,939.2

AVERAGE COMMENTS

3.8

AVERAGE FOLLOWS

1.5



1,582 17 249

HIGHEST PERFORMING POST

Caption: "went a little nuts yesterday on the quad"
249 shares, 1,582 likes and 50+ views.

- Clever wordplay with "nuts" theme created viral potential
- Perfect timing with PR Day campus activation
- Visual appeal of campus quad setting
- Relatable, humorous student experience content

AVERAGE SHARES

43.9

AVERAGE LIKES
266.4

AVERAGE SAVES

3.5

INSTAGRAM ANALYTICS

APRIL - JUNE 2025



2,698 FOLLOWERS

17 TOTAL POSTS

AVERAGE VIEWS

7,838.8

(-11.6%) SINCE
LAST REPORT

AVERAGE REACH

3,727.4

(-24.5%) SINCE
LAST REPORT

AVERAGE COMMENTS

1.5

(-60.5%) SINCE
LAST REPORT

AVERAGE FOLLOWS

0.5

(-66.7%) SINCE
LAST REPORT



HIGHEST PERFORMING POST

“David Nunez - Hampshire Honor Society recognition”

This post received a high saving count (21) while also having a strong reach (13k+).

- Academic excellence recognition.
- Student-athlete achievement story.
- Record-breaking honor society selection.
- Cross-program appeal (athletics + academics)

AVERAGE SHARES

16.4

(-62.6%) SINCE
LAST REPORT

AVERAGE LIKES

173.3

(-34.9) SINCE
LAST REPORT

AVERAGE SAVES

3.4

(-3.8%) SINCE
LAST REPORT

INSTAGRAM ANALYTICS

JULY - AUGUST 2025

2,698 FOLLOWERS 8 TOTAL POSTS



AVERAGE VIEWS

13,303.8 (+69.7%) Since last report

AVERAGE REACH

5,168.6 (+38.7%) Since last report

AVERAGE COMMENTS

10.4 (+593.3%) Since last report

AVERAGE FOLLOWS

3.4 (+580.0%) Since last report



856 46 101



Liked by txst and others

txstsjmc We are deeply saddened to share the news that Professor Kym Fox passed away on Saturday, July 19, 2025 after losing her battle with cancer... more



HIGHEST PERFORMING POST

Caption: "We are deeply saddened to share the news that Professor Kym Fox passed away on Saturday, July 19t, 2025 after losing her battle with cancer." This memorial emotional post created a strong community engagement. The high number of saves (48) and shares (101) and meaningful interaction with 46 comments.

AVERAGE SHARES

36.1

(+120.1%) Since last report

AVERAGE LIKES

292.1

(+68.6%) Since last report

AVERAGE SAVES

7.8

(+129.4%) Since last report

LINKEDIN ANALYTICS

JANUARY - MARCH 2025



511 FOLLOWERS

5 TOTAL POSTS

*Note: Complete analytical data unavailable due to posts being reposts from other accounts

AVERAGE IMPRESSIONS
PER POST

Data unavailable
(reposts)*

AVERAGE CLICKS
PER POST

Data unavailable
(reposts)*

AVERAGE ENGAGEMENT
PER POST

Data unavailable
(reposts)*

AVERAGE
ENGAGEMENT RATE

Data unavailable
(reposts)*

 **Debra Muller Price** · 2nd
Assistant Professor of Practice and Public Rel...
6mo · Edited ·

To close out PR Day at [Texas State University](#), we welcomed an outstanding panel of pros for "Playing in the Major Leagues: Insights on the Founding of Austin FC." Thanks to ...more



AVERAGE REACTIONS
PER POST

57.8

AVERAGE CLICK-
THROUGH RATE

Data unavailable
(reposts)*

AVERAGE REPOSTS
PER POST

5.6

AVERAGE COMMENTS
PER POST

4.0



HIGHEST PERFORMING POST

Post: Austin FC Panel.

Performance Metrics: Reactions: **80**. Comments: **7**. Reposts: **6**.

The post talked about sports and careers, two things many students care about. It was posted at a time when excitement about soccer was high, so more people paid attention. Sharing real stories about graduates showed how the school can help students succeed.

PRIMARY AUDIENCE:

Current students, alumni,
and prospective students

INDUSTRY SEGMENTS:

Higher education,
advertising/marketing, media and
communications

LINKEDIN ANALYTICS

APRIL - JUNE 2025

511 FOLLOWERS

1 TOTAL POST



AVERAGE IMPRESSIONS PER POST

1,569.0

AVERAGE REACTIONS PER POST

64.0(+10.7%) SINCE
LAST REPORT

AVERAGE CLICKS PER POST

314.0

Texas State University - Sch... + Follow ...
511 followers
3mo • 🌐

Texas State University won the national championship in the American Advertising Federation's (AAF) National Student Advertising Competition this past weekend in Pittsburgh, Pennsylvania — rising above nearly 100 universities with a bold, research-driven campaign for AT&T.

This marks Texas State's first national AAF title since 2005 and highlights the power of cross-disciplinary collaboration, faculty mentorship, and student leadership from the School of Journalism and Mass Communication, the McCoy College of Business, and the School of Art and Design.

Centered on the idea that one word — "HEY" — can spark meaningful connection, the campaign earned top honors, including Best Presenter (Dalton Mumma), Best Presentation Team (Juliet Cano, Hailey Aaron, Alex Lopez, and Dalton Mumma), and the Connection Q&A Award (Ryan Eldredge).

Full story here: <https://lnkd.in/gacizACC>

AVERAGE
ENGAGEMENT RATE

25.0%

AVERAGE
ENGAGEMENT PER POST

20.0%

AVERAGE CLICK-
THROUGH RATE

1.0(-75.0%) SINCE
LAST REPORT

AVERAGE
COMMENTS PER POST

393.0

AVERAGE REPOSTS PER POST

14.0(+150.0%) SINCE LAST
REPORT

HIGHEST PERFORMING POST

Post: AAF National Championship"

Performance Metrics: Reactions: **64**. Comments: **1**.
Reposts: **14**.

The post celebrated a big win for the school, which made people excited. It mentioned the students by name, making their friends and family want to share and cheer for them. The post showed that what students learn really leads to success in their careers. Posting the news right after the win helped more people see it while it was still fresh.

PEAK ENGAGEMENT:

Significant spike following
championship announcement

GEOGRAPHIC EXPANSION:

National reach due to championship
recognition



LINKEDIN ANALYTICS

JULY - AUGUST 2025



511 FOLLOWERS

4 TOTAL POSTS

AVERAGE IMPRESSIONS PER POST
1,275.0 (-18.7%) SINCE LAST REPORT

AVERAGE ENGAGEMENT PER POST
115.5 (-70.6%) SINCE LAST REPORT

AVERAGE CLICKS PER POST
64.0 (-79.6%) SINCE LAST REPORT

AVERAGE ENGAGEMENT RATE
9.2% (-15.8%) SINCE LAST REPORT

AVERAGE REACTIONS PER POST
49.3 (-23.1%) SINCE LAST REPORT

AVERAGE CLICK-THROUGH RATE
5.2% (-14.8%) SINCE LAST REPORT

AVERAGE COMMENTS PER POST
0.3(-70.0 %) SINCE LAST REPORT

AVERAGE REPOSTS PER POST
1.8(-87.1%) SINCE LAST REPORT

Texas State University - Sch... + Follow ...
511 followers
1mo • 🌐

We are deeply saddened to share the news that Professor Kym Fox passed away on Saturday, July 19, 2025 after losing her battle with cancer. ...more



● ● ● HIGHEST PERFORMING POST

Post: Kym Fox Memorial Tribute
Performance Metrics: Reactions: **147**. Comments: **1**. Reposts: **5**.
The post remembered a well-loved teacher, which made people feel emotional. Many former and current students wanted to show their support and share memories. It gave people a way to honor her, like donating to a scholarship. The message felt honest and caring, so people wanted to take part and respond.

MEMORIAL ENGAGEMENT:
Significant support from alumni spanning two decades

MULTI-GENERATIONAL ALUMNI:
Former students from 2005-2025 engaged with memorial content