

FACEBOOK

Analytics Report

JANUARY 1-31 2022

TEXAS  STATE
ALUMNI ASSOCIATION

Number of Posts

4

TOTAL FOLLOWERS

20,345

Average Reach

Per Post

4715.2

Average Reactions

Per Post

45.2

Average Comments

Per Post

6.2

Average Shares

Per Post

4.5

Highest Performing Post

This post performed well with the audience because there is a Texas Monthly article placed within the post. They provided a link to an interview with the well-respected actress, Edi Patterson, who's an Alum of Texas State University.

It had the most reach for the month with 72 reactions, 15 comments, and 5 shares. This content connected well with the target audience by seeing a notable actress as a fellow Alumni of Texas State.

REACTIONS

72

COMMENTS

15

SHARES

5



Texas State Alumni Association

January 20 at 9:39 AM

You might recognize alumna Edi Patterson (B.F.A. '97) from her roles in *Knives Out* and *The Righteous Gemstones*. She delves into her career journey and playing Judy Gemstone in this great interview with [Texas Monthly](#)!



TEXASMONTHLY.COM

Edi Patterson Is the Holy Terror of 'The Righteous Gemstones'

52 Likes · 8 comments · 5 Shares

TWITTER

Analytics Report

JANUARY 1-31 2022

TOTAL FOLLOWERS

6,721

Number of Tweets

10

Highest Performing Tweet

The highest performing tweet was the beginning of this thread because it was the start of an interactive thread that had both current and alumni test their TXST knowledge.

Average Impressions per tweet

1535.8

Average Likes per tweet

4.8

Average Replies per tweet

0.9

Average Retweets per tweet

0.6

IMPRESSIONS

9909

VOTES TOTAL

283

2 Retweets
8 Replies
29 Likes

← Thread

 TXST Alumni Assoc.
@TxStateAlumni

Hey Bobcats, want to test your @txst knowledge? In honor of #TriviaDay, go for a round of TXST-themed trivia to see if you truly know campus and life as a Bobcat backwards and forwards! 📖

9:51 AM · Jan 4, 2022 · Twitter Web App

5 Likes

 TXST Alumni Assoc. @TxStateAlumni · Jan 4
Replying to @TxStateAlumni
First question: How many names has #txst had?



87 votes · Final results