



Twitter Analytics Data

August 1-31, 2022

@TXSTGradCollege



2,688

Number of Followers

Average Impression Per Tweet

680,791

Average Likes Per Tweet

6.91

Average Replies Per Tweet

0.125

24

Number of Post

Average Retweets Per Tweet

2.125



Highest Performing Tweet



Likes

17

Graduation Post

Viewers were excited to graduate

This tweet performed better than most tweets because the audience reached are Texas State Students who are Graduating. The tweet showcases a student wearing their cap and gown.



INSTAGRAM ANALYTICS REPORT

AUGUST 1-31, 2022 @TXSTGradCollege



Instagram followers ⓘ

1,526

AVERAGE
REACH
PER POST

621.1

NUMBER OF
POSTS

8

AVERAGE
COMMENTS
PER POST

20.5

AVERAGE
LIKES
PER POST

70.4

AVERAGE
SHARES
PER POST

8

HIGHEST PERFORMING POST

COMMENTS 163 LIKES 311

THIS POST DID SO WELL
BECAUSE EVERYONE
WANTED TO TAKE PART
IN THE GIVEAWAY.

