

# Reports for **UTRGV Social Landscape**

June 2017

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**UTRGV**  
@utrgv

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**UTRGV**  
@utrgv



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**UTRGV - The University of  
Texas Rio Grande Valley**  
/utrgv/



Overview P. 20



**The University of Texas Rio  
Grande Valley**  
the-university-of-texas-rio-  
grande-valley

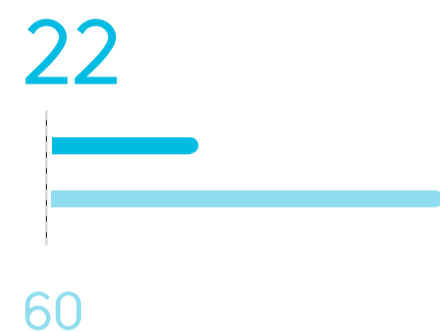


Overview P. 30

# Twitter Overview

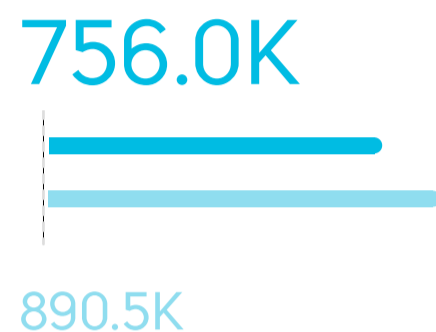
June 2017

## TWEETS



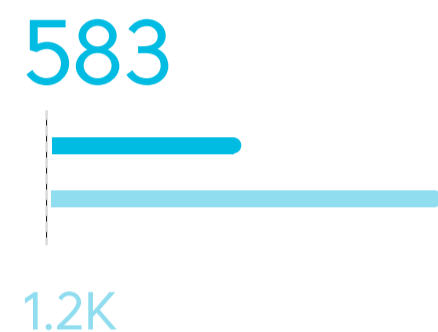
Number of tweets you posted.

## REACH



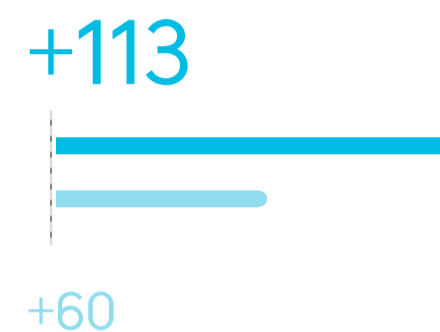
Number of users who potentially saw your tweets, retweets, replies, or mentions.

## ENGAGEMENT



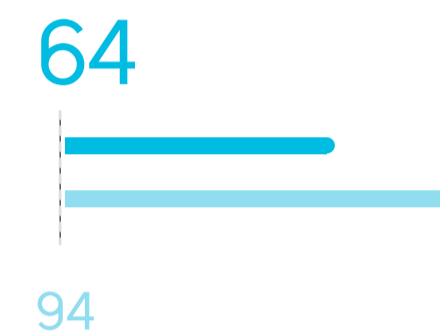
Number of favorites, retweets, replies, and mentions you received.

## FOLLOWERS



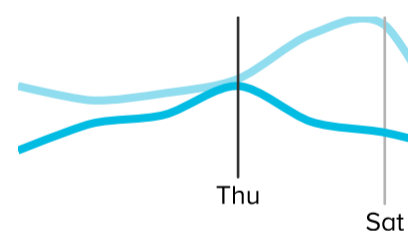
Number of followers you gained.

## TOP TWEETS



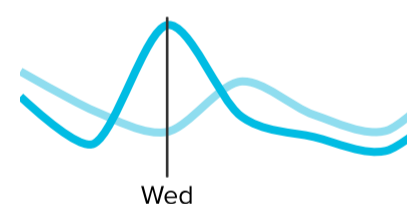
Engagement for your top tweet.

## Thu



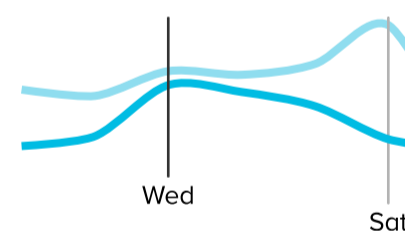
The day of the week you posted most often.

## Wed



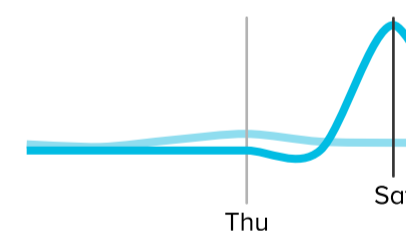
The day of the week you had the highest reach.

## Wed



The day of the week you had the most engagement.

## Sat



The day of the week you gained the most followers.

## How to read:

JUNE 2017

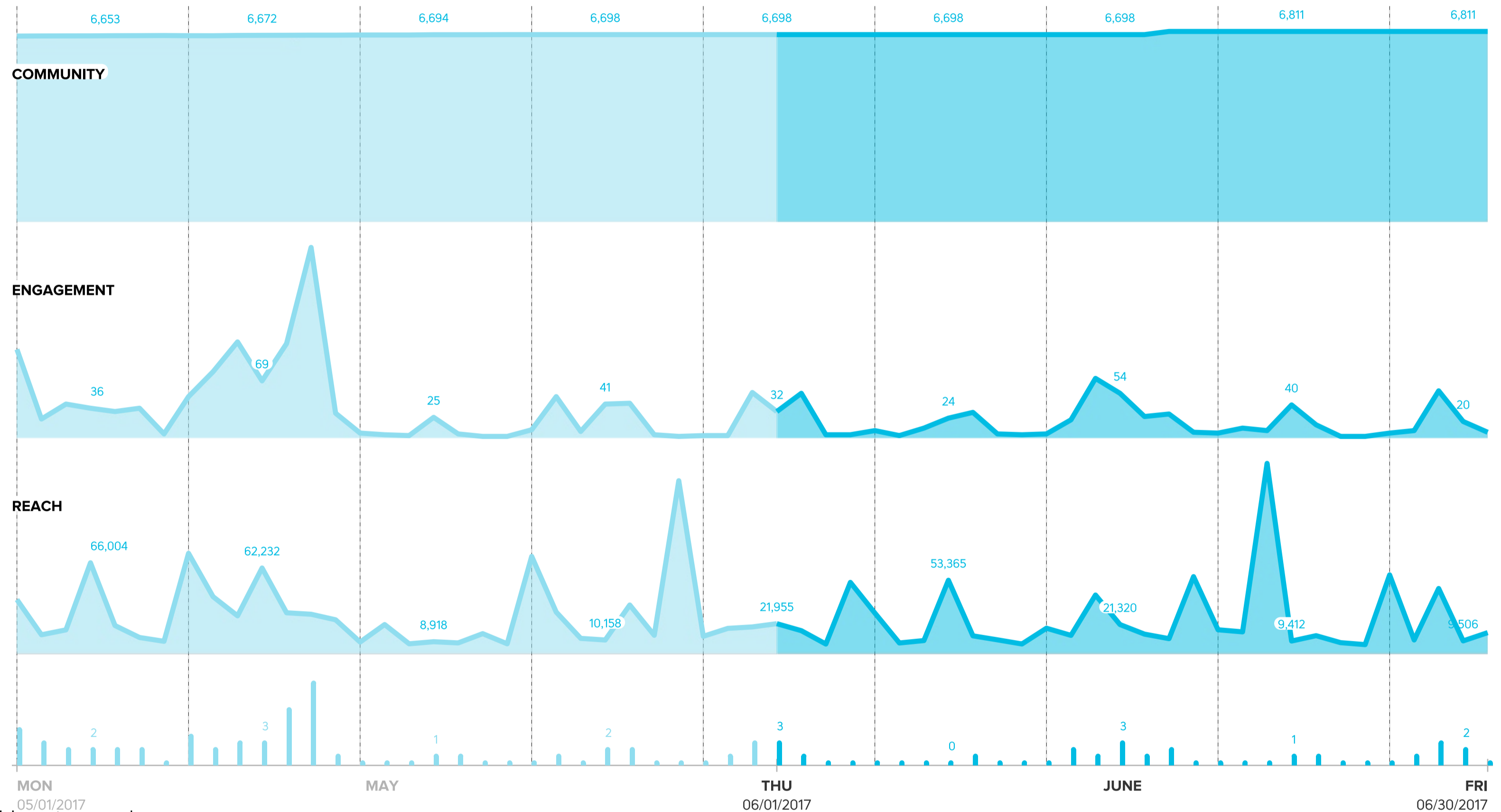
MAY 2017

AVERAGE PER DAY

Shows the average volume for each respective metric over time.

# Twitter Overview

June 2017



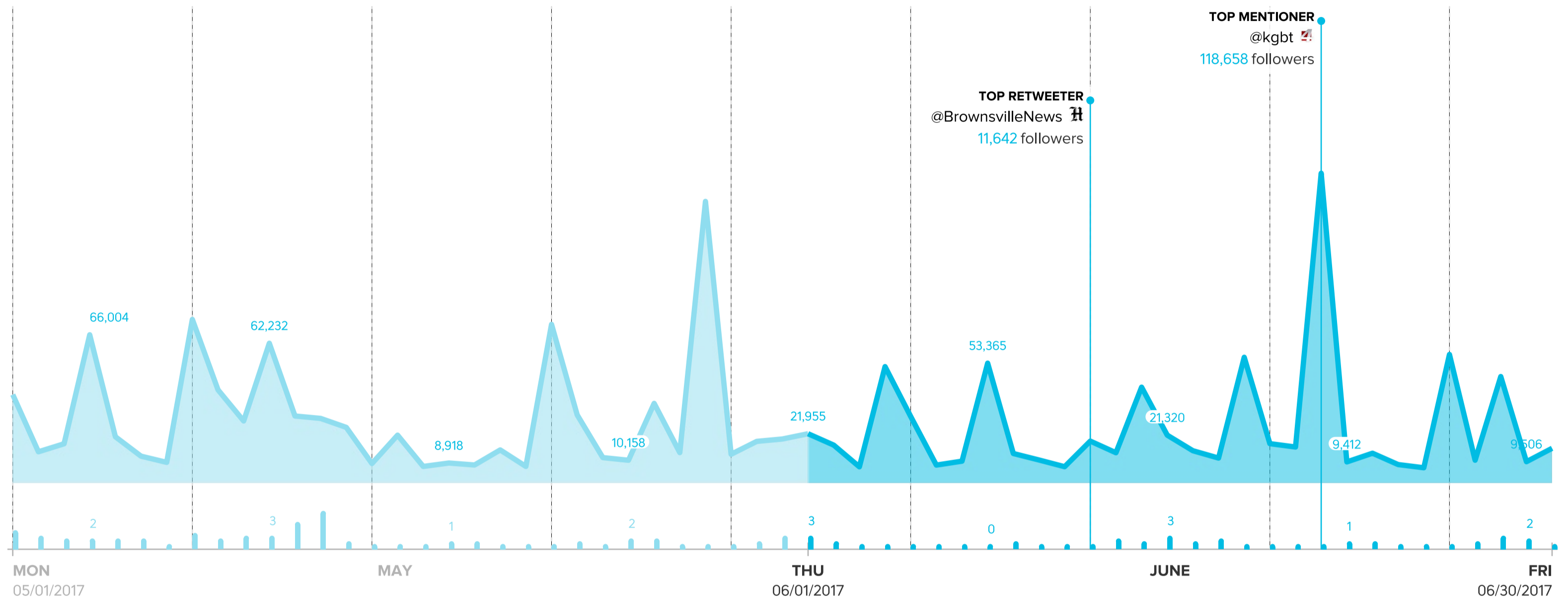
How to read:

- JUNE 2017
- MAY 2017

■ TWEETS  
Number of tweets you posted.

# Twitter Reach

How many users potentially saw my tweets?



How to read:

JUNE 2017

MAY 2017

TWEETS  
Number of tweets you posted.

REACH  
Number of users who potentially saw your tweets, retweets, replies, or mentions.

# Twitter Reach

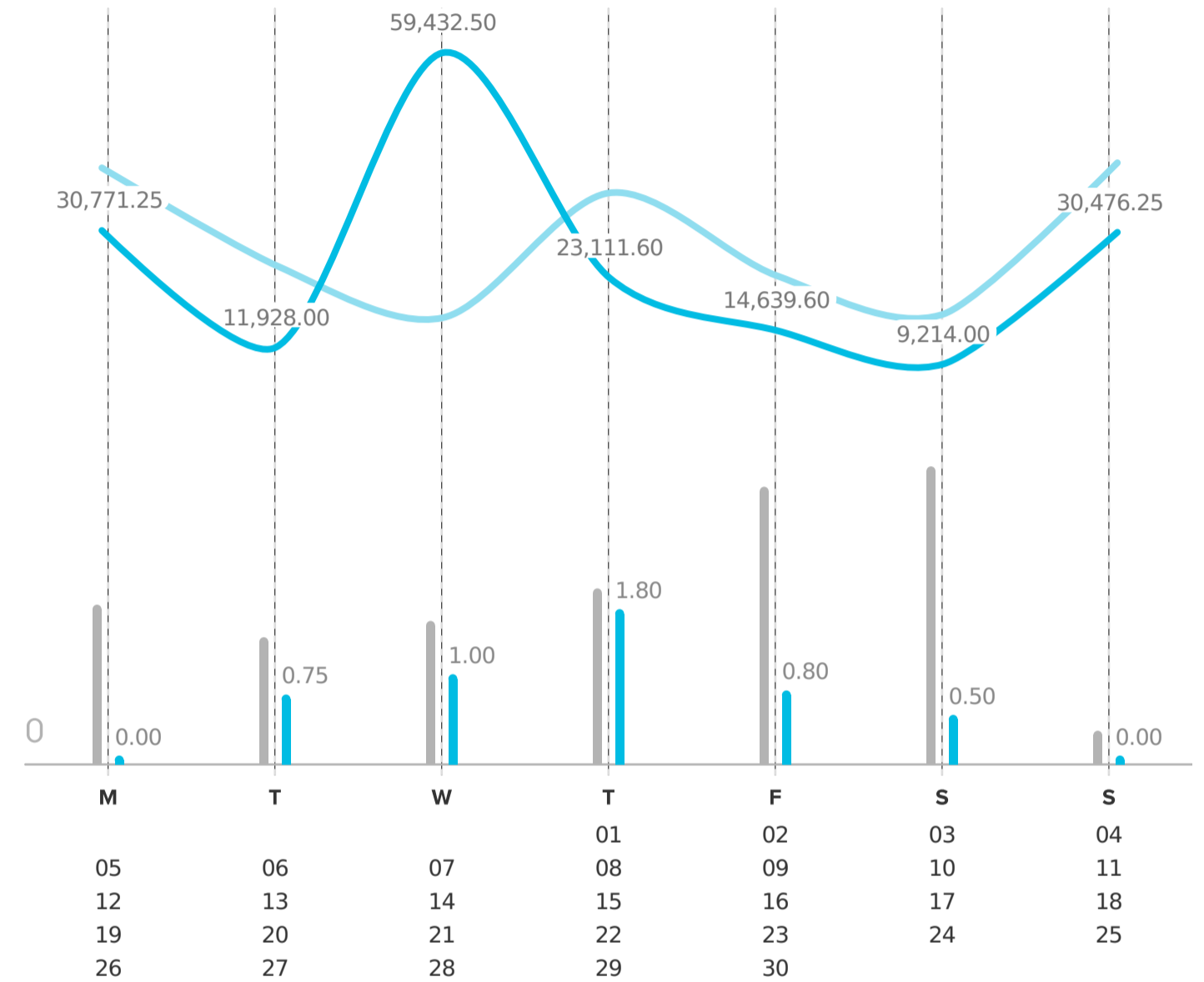
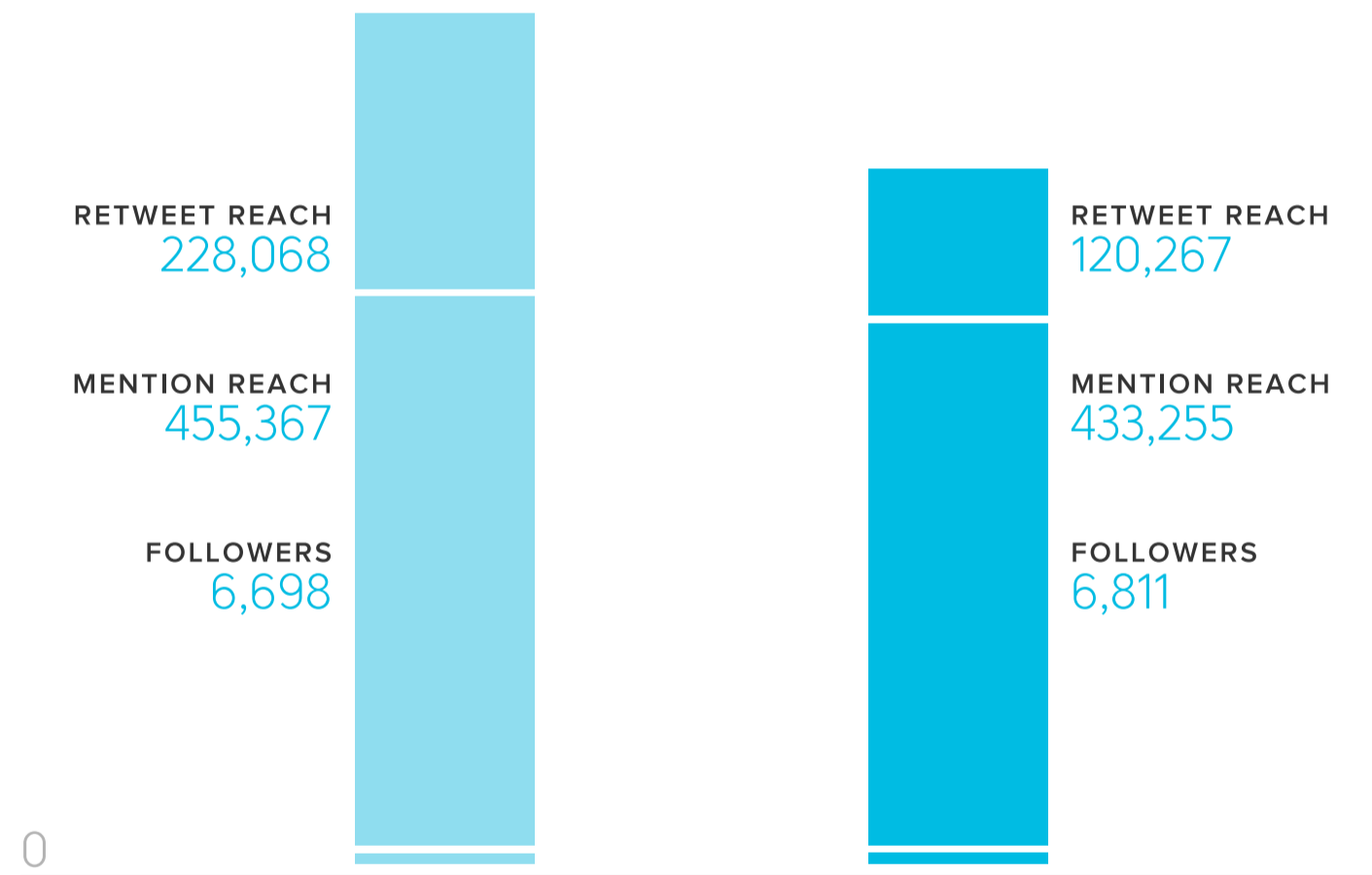
How many users potentially saw my tweets?

890.5K

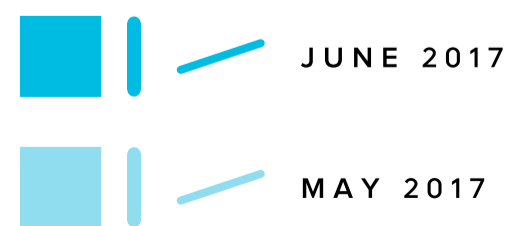
TOTAL REACH LAST MONTH

756.0K

TOTAL REACH THIS MONTH



How to read:



**AVERAGE TWEETS PER DAY**

Average number of tweets you posted each day.

**AVERAGE REACH PER DAY**

Average number of users that potentially saw your activity each day.

# Twitter Engagement

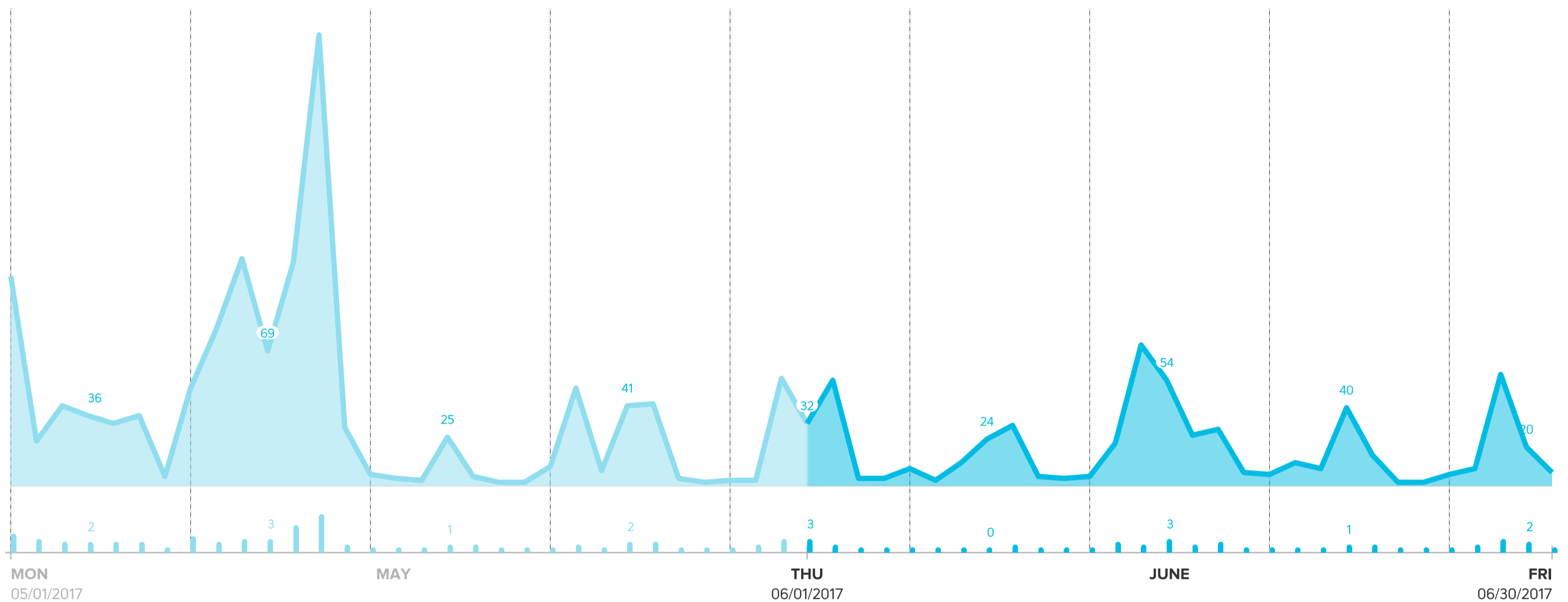
How often did users engage with my content?

1.2K

TOTAL ENGAGEMENT LAST MONTH

583

TOTAL ENGAGEMENT THIS MONTH



How to read:

JUNE 2017

MAY 2017

TWEETS  
Number of tweets you posted.

ENGAGEMENT  
Number of favorites, retweets, replies, and mentions you received.

# Twitter Engagement

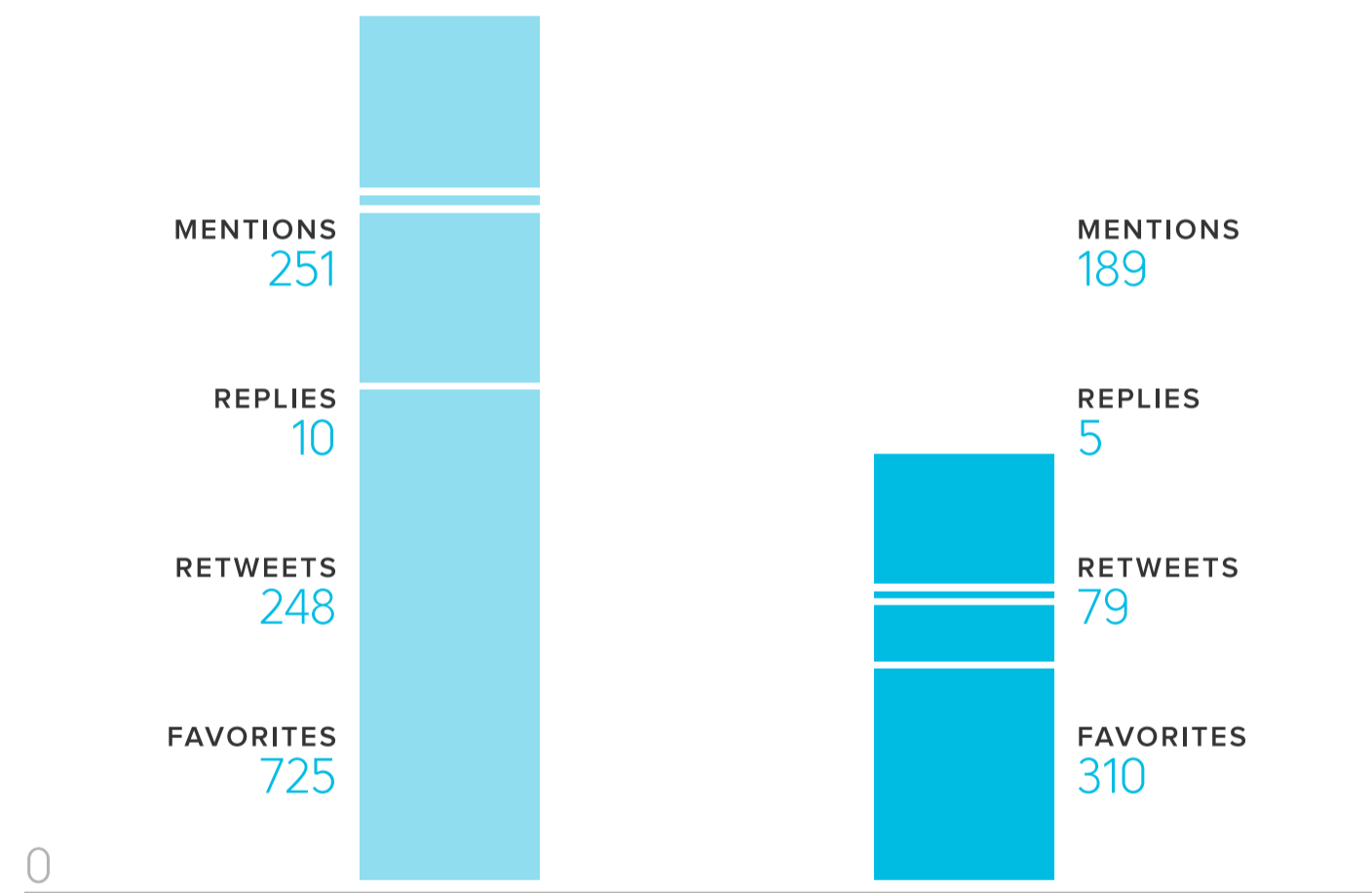
How often did users engage with my content?

1.2K

TOTAL ENGAGEMENT LAST MONTH

583

TOTAL ENGAGEMENT THIS MONTH

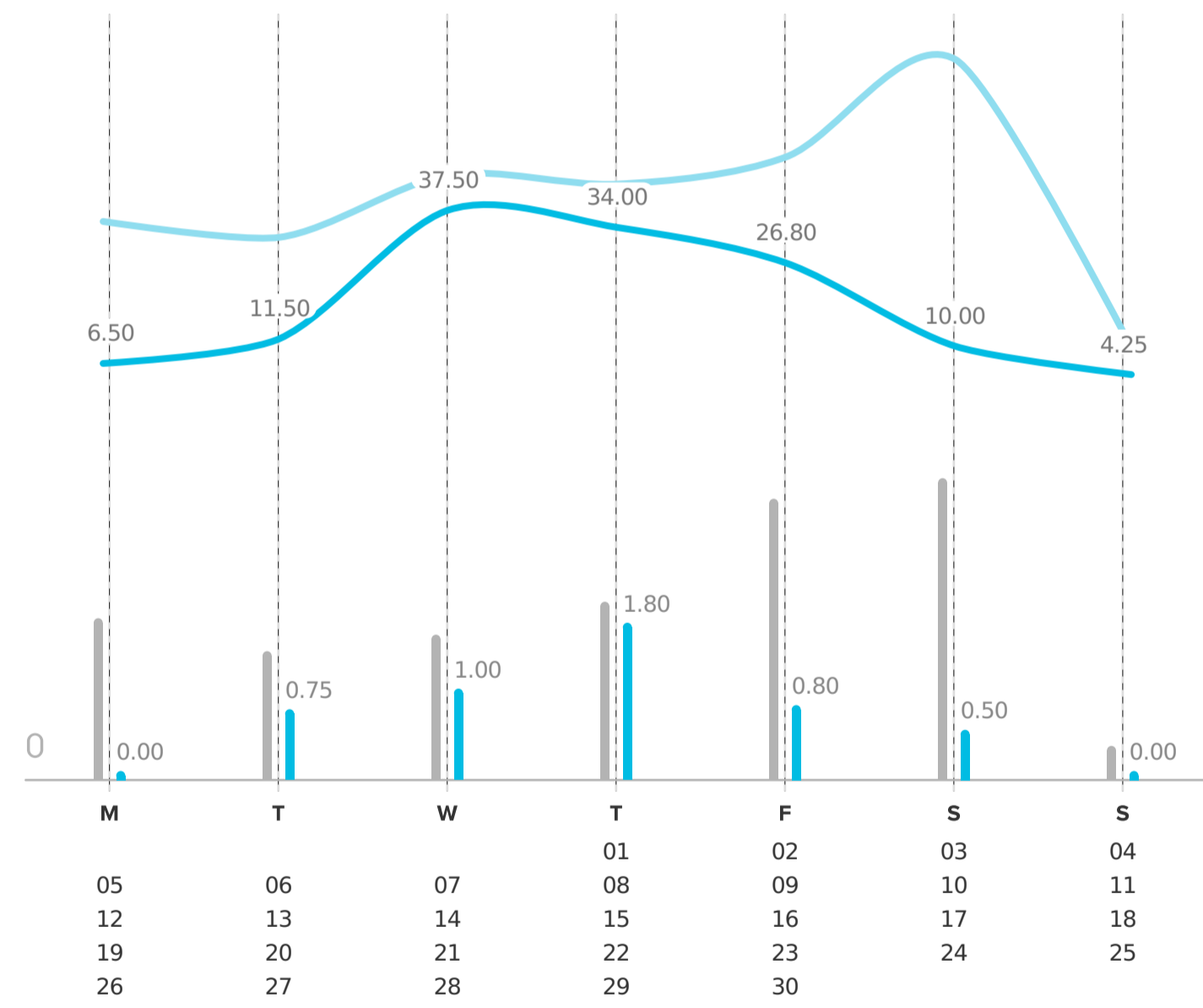


20.57

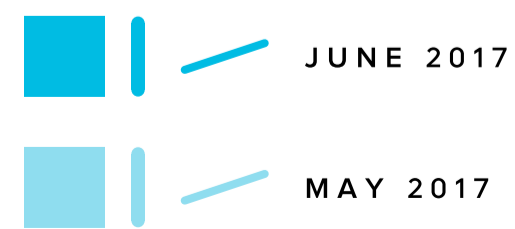
AVERAGE ENGAGEMENT PER POST LAST MONTH

26.50

AVERAGE ENGAGEMENT PER POST THIS MONTH



How to read:



**AVERAGE TWEETS PER DAY**

Average number of tweets you posted each day.

**AVERAGE ENGAGEMENT PER DAY**

Average number of times users interacted with your content each day.



# Twitter Followers

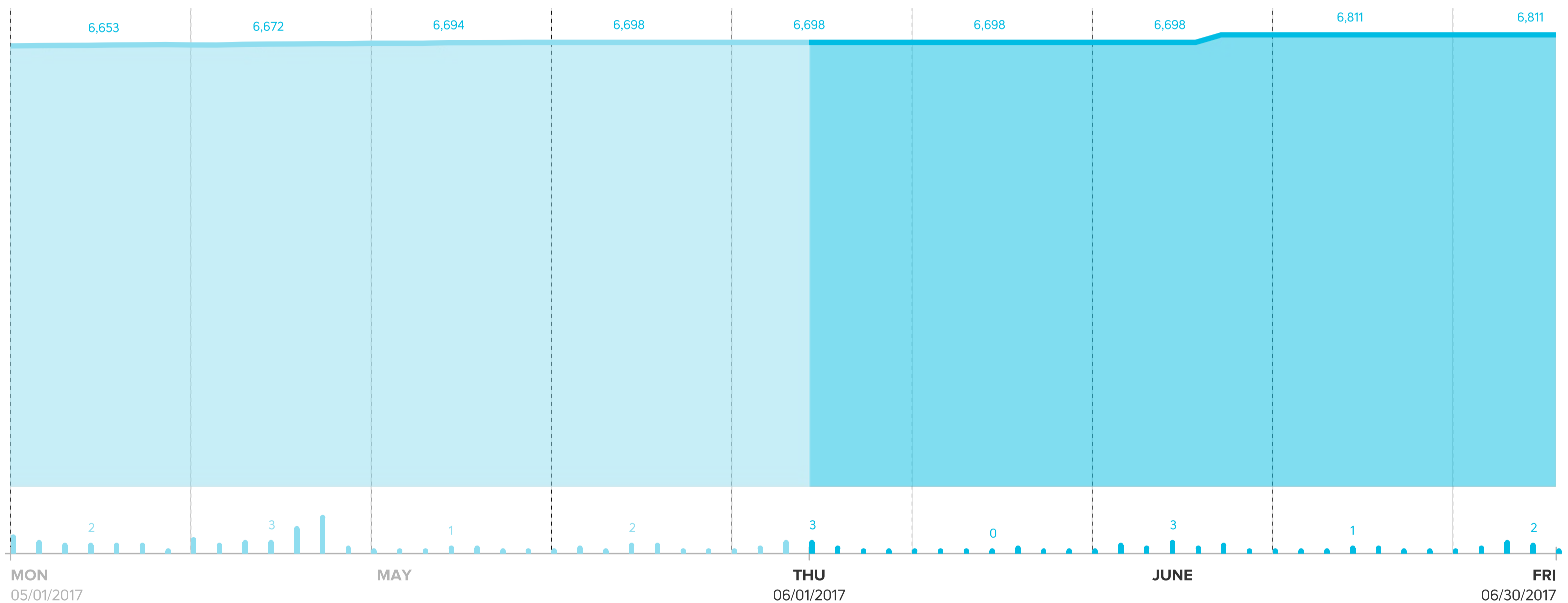
## How many followers did I gain?

### +60

FOLLOWERS YOU GAINED LAST MONTH

### +113

FOLLOWERS YOU GAINED THIS MONTH



How to read:

JUNE 2017

MAY 2017

TWEETS  
Number of tweets you posted.

FOLLOWERS  
Total number of followers.

# Twitter Followers

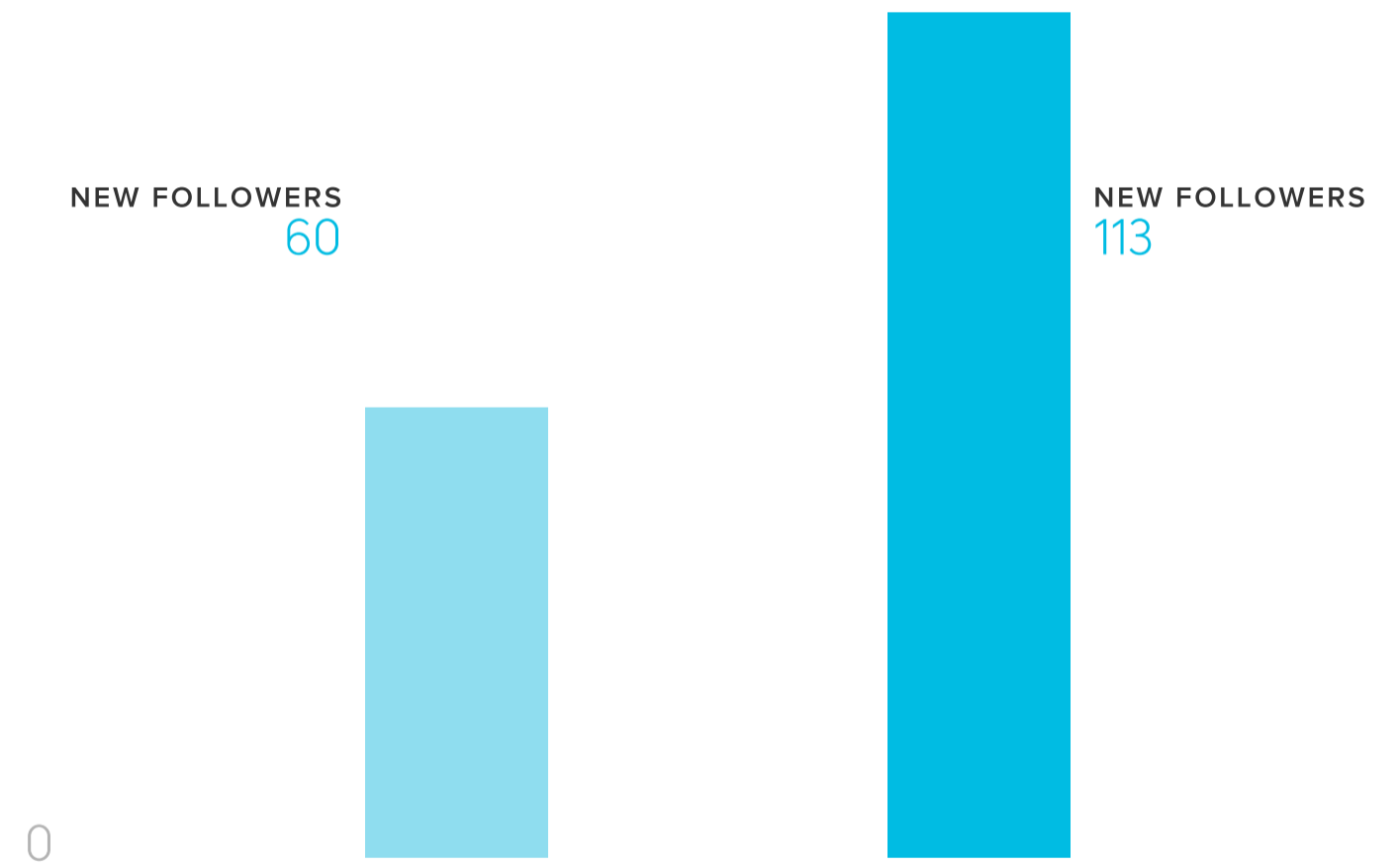
How many followers did I gain?

+60

FOLLOWERS YOU GAINED LAST MONTH

+113

FOLLOWERS YOU GAINED THIS MONTH

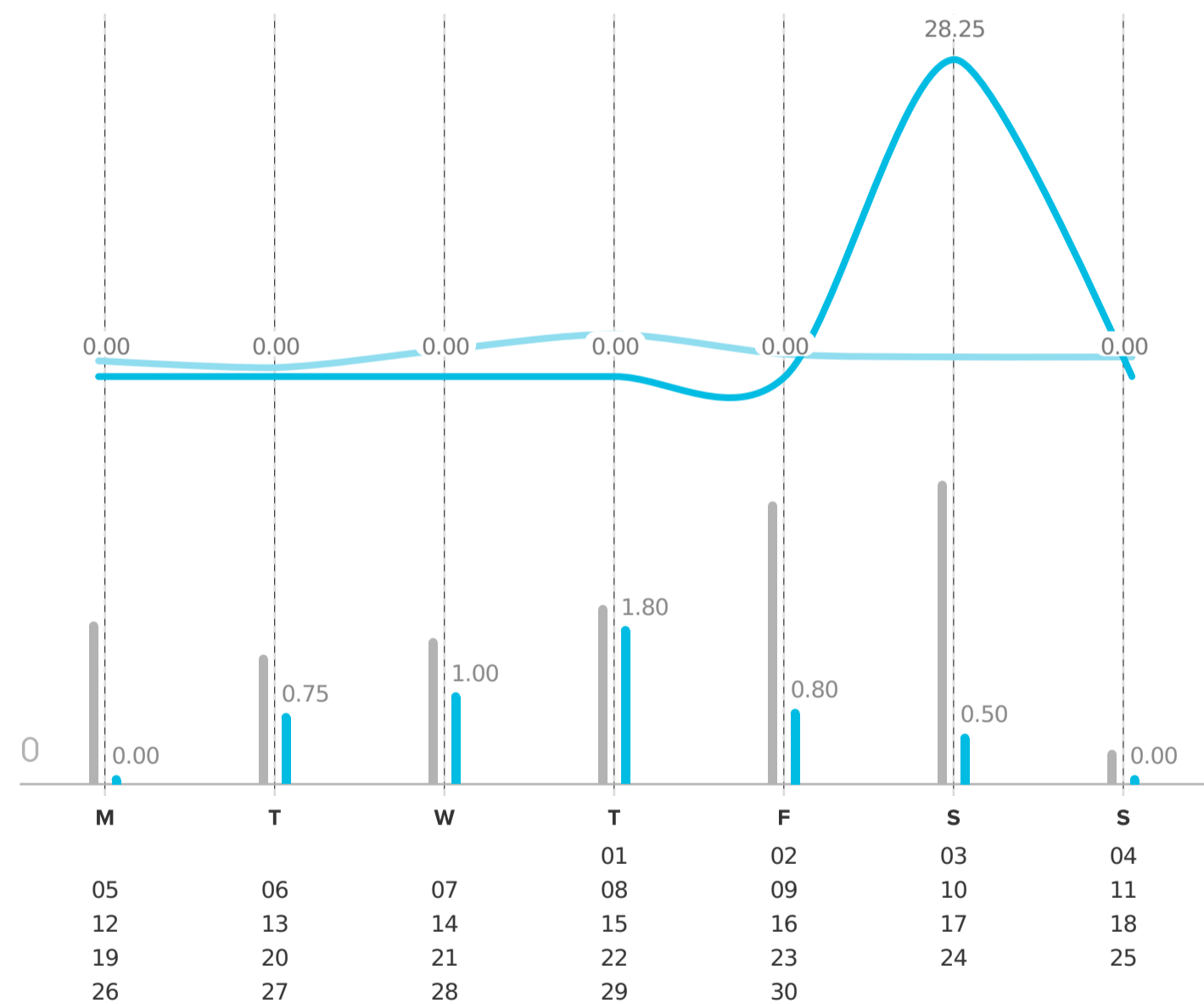


6.7K

TOTAL FOLLOWERS LAST MONTH

6.8K

TOTAL FOLLOWERS THIS MONTH



How to read:



**AVERAGE TWEETS PER DAY**

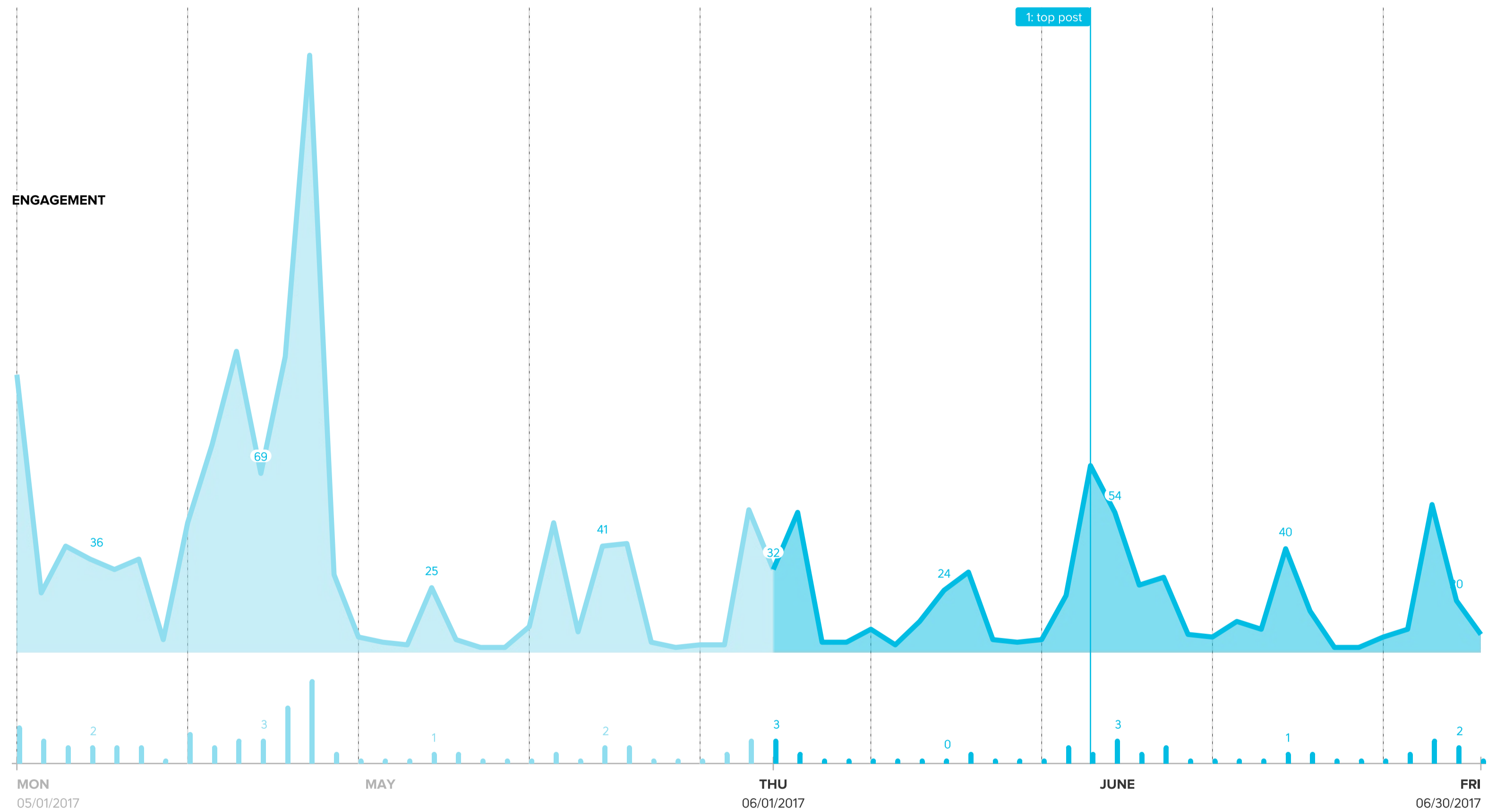
Average number of tweets you posted each day.

**AVERAGE FOLLOWERS GAINED**

Average number of followers you gained each day.

# Top Tweets

What are my most engaging tweets?



How to read:

JUNE 2017

MAY 2017

**RANKING**  
Post ranking by engagement.

**TWEETS**  
Number of tweets you posted.

**ENGAGEMENT**  
Number of favorites, retweets, replies, and mentions you received.

# Top Tweets

## What are my most engaging tweets?

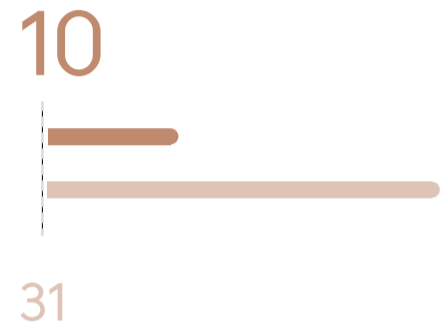
RANK	DATE	TWEET	FAVORITES	RETWEETS	ENGAGEMENT
1	06/14/2017 22:12:01	UTRGV School of Medicine to open specialty pediatrics clinic <a href="https://t.co/nT0JclnvnV">https://t.co/nT0JclnvnV</a> <a href="https://t.co/3eqil2QgIG">https://t.co/3eqil2QgIG</a>	53	11	64
2	06/02/2017 22:12:02	UTRGV's longest tenured faculty member retires after 50-year university career. <a href="https://t.co/Wf2e3LxEqE">https://t.co/Wf2e3LxEqE</a> <a href="https://t.co/uvkXA1Wy2t">https://t.co/uvkXA1Wy2t</a>	42	6	48
3	06/22/2017 09:41:20	Congratulations, Dr. Havidán Rodríguez! #UTRGV will miss you! <a href="https://t.co/hRFozrH21a">https://t.co/hRFozrH21a</a> <a href="https://t.co/RhLejdYjrc">https://t.co/RhLejdYjrc</a>	34	4	38
4	06/28/2017 11:03:08	Vote for your @UTRGV_vball Champions! Click this link and hit like! ♥ <a href="https://t.co/zDwiXy08bX">https://t.co/zDwiXy08bX</a> #UTRGV... <a href="https://t.co/i8lckryJmy">https://t.co/i8lckryJmy</a>	19	9	28
5	06/15/2017 09:18:03	What's your summer adventure? <a href="https://t.co/tBINYEwY4R">https://t.co/tBINYEwY4R</a>	21	2	23
6	06/15/2017 11:59:04	UTRGV assistant professor wins Fulbright award to study in Ecuador <a href="https://t.co/x0eLwj72U">https://t.co/x0eLwj72U</a> <a href="https://t.co/0H6A3V2VTW">https://t.co/0H6A3V2VTW</a>	15	4	19
7	06/01/2017 21:15:18	Waiting to sign up for orientation. Meanwhile at #UTRGV ♀ <a href="https://t.co/QivRku4nhe">https://t.co/QivRku4nhe</a> <a href="https://t.co/3uOwVLhkdL">https://t.co/3uOwVLhkdL</a>	14	4	18
8	06/09/2017 18:08:22	UTRGV students say study abroad in Germany opened their eyes to a culture of living in the moment... <a href="https://t.co/k3Myady3BY">https://t.co/k3Myady3BY</a>	14	3	17
9	06/17/2017 07:49:13	Four UTRGV faculty members named recipients of UT Regents' Outstanding Teaching Awards <a href="https://t.co/iPsbputWt">https://t.co/iPsbputWt</a> <a href="https://t.co/Q5CAc9OLMA">https://t.co/Q5CAc9OLMA</a>	10	7	17
10	06/23/2017 19:27:58	#UTRGVSOM welcomed 56 new medical residents! <a href="https://t.co/fk7kTgXG9I">https://t.co/fk7kTgXG9I</a> <a href="https://t.co/IQ5HvtO5Z6">https://t.co/IQ5HvtO5Z6</a>	10	6	16

average engagement per post  
26.50

# Instagram Overview

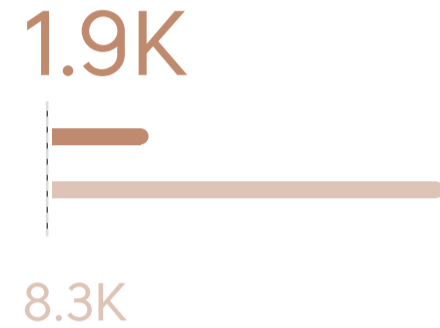
June 2017

## POSTS



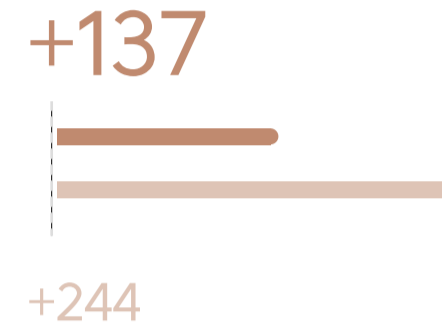
Number of photos you shared.

## ENGAGEMENT



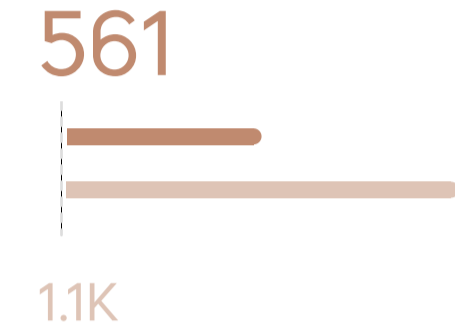
Number of likes and comments you received.

## FOLLOWERS

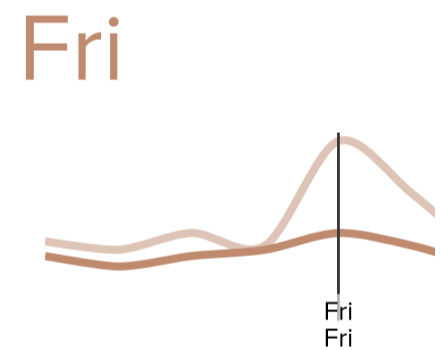


Number of followers you gained.

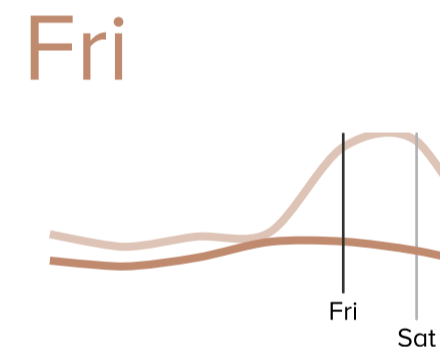
## TOP POSTS



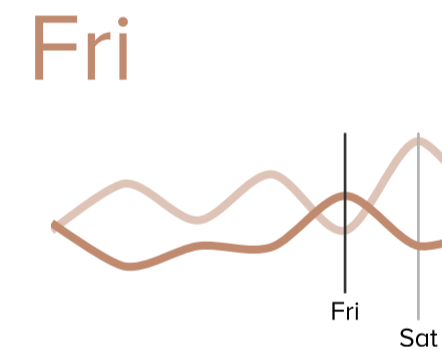
Engagement for your top post.



The day of the week you posted most often.



The day of the week you had the most engagement.



Average number of new followers gained daily.

### How to read:

JUNE 2017

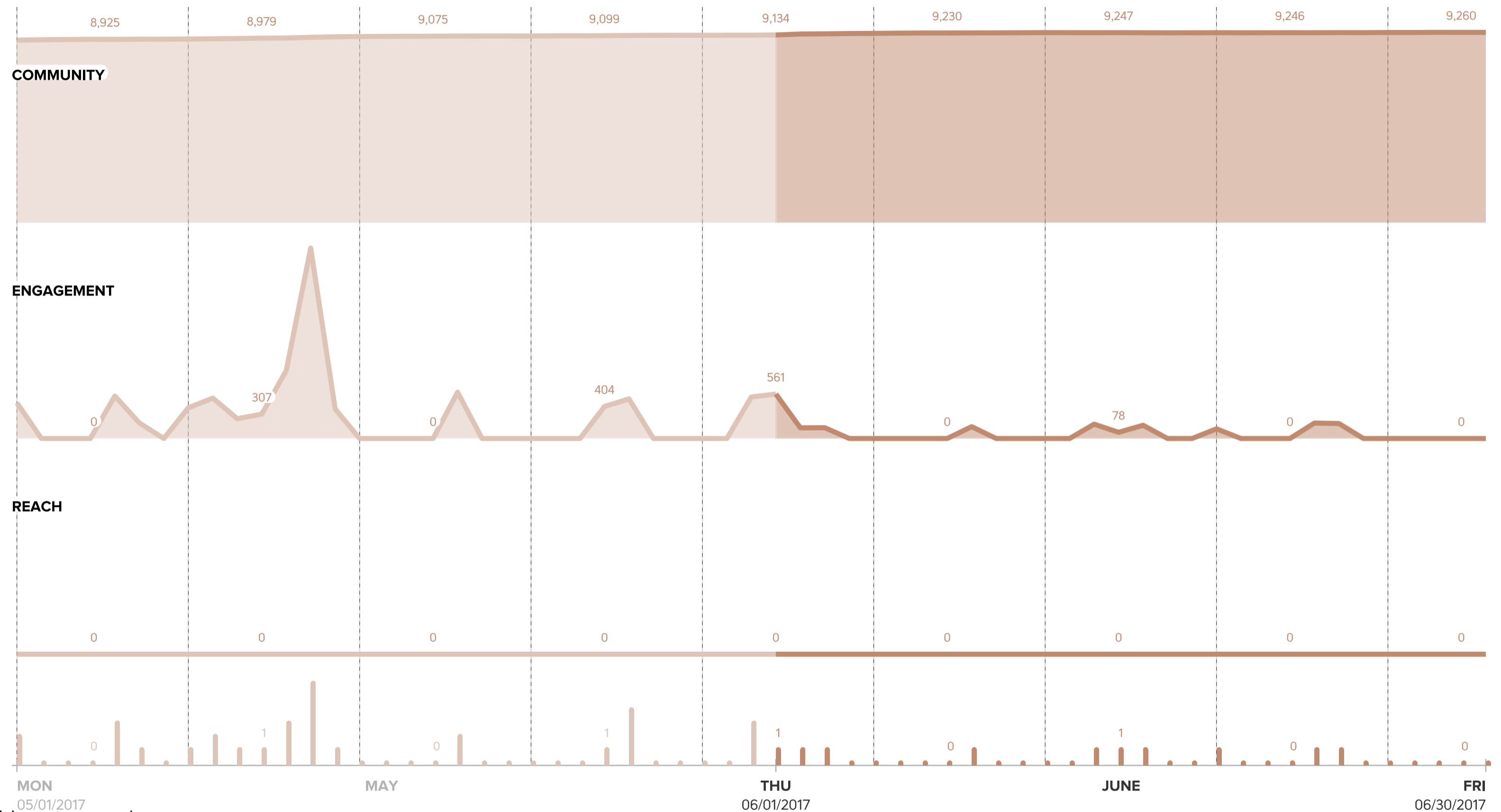
MAY 2017

AVERAGE PER DAY

Shows the average volume for each respective metric over time.

# Instagram Overview

June 2017



How to read:

- JUNE 2017
- MAY 2017

POSTS  
Number of photos you shared.

# Instagram Engagement

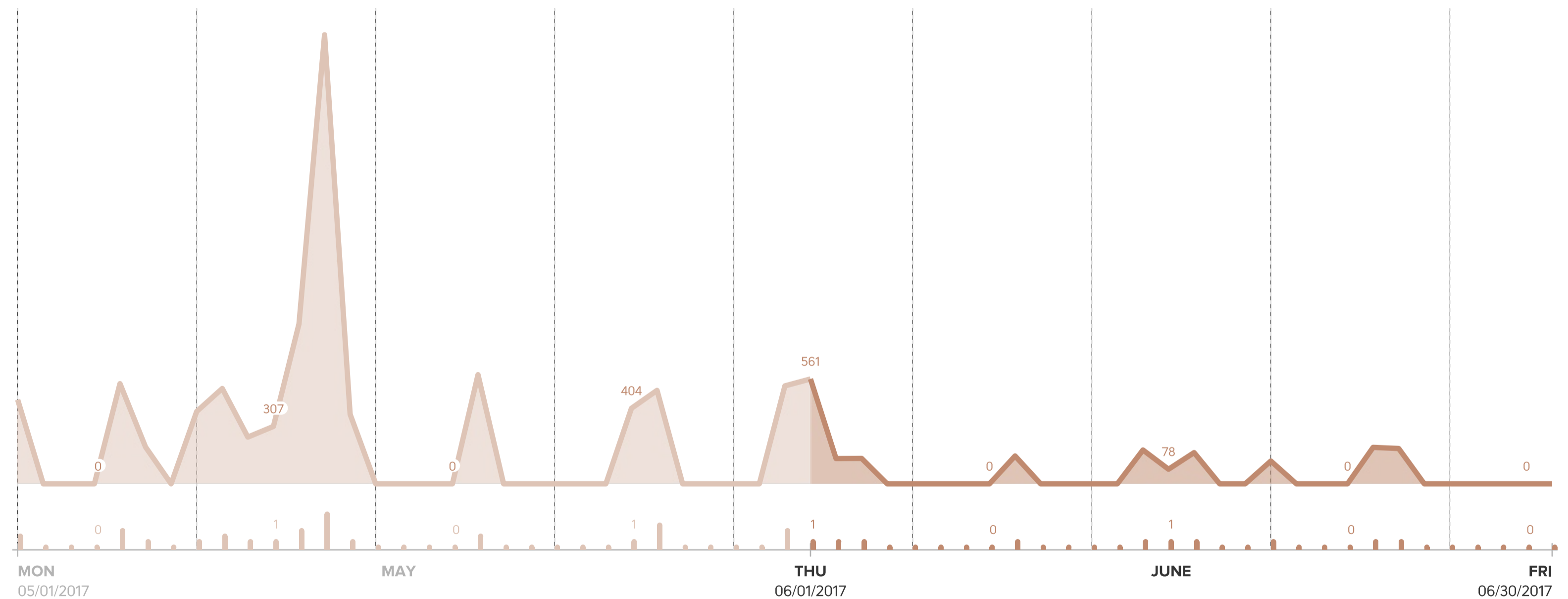
How often did users engage with my content?

## 8.3K

TOTAL ENGAGEMENT LAST MONTH

## 1.9K

TOTAL ENGAGEMENT THIS MONTH



How to read:

JUNE 2017

MAY 2017

POSTS

Number of photos you shared.

ENGAGEMENT

Number of likes and comments you received.

# Instagram Engagement

How often did users engage with my content?

8.3K

TOTAL ENGAGEMENT LAST MONTH

1.9K

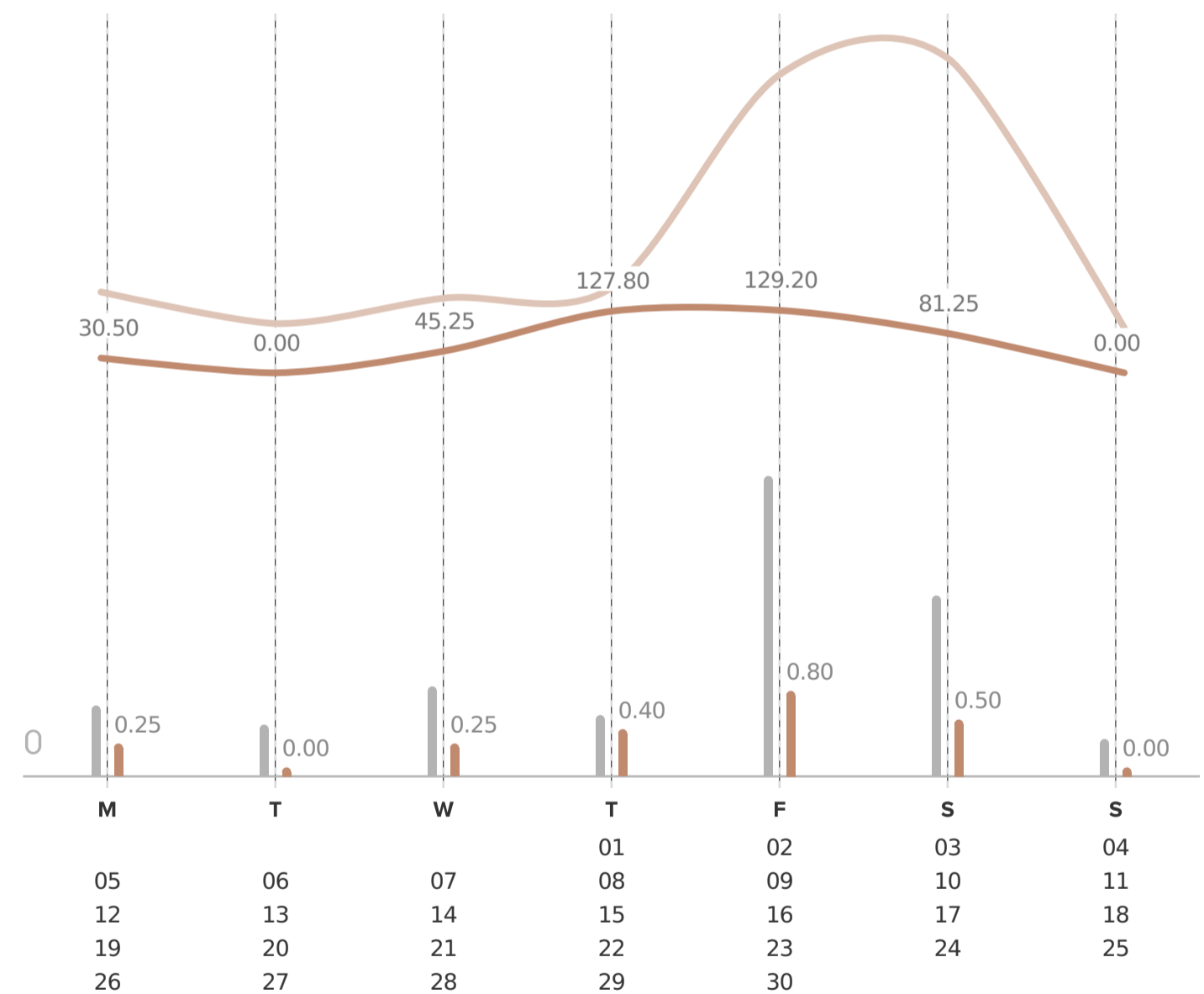
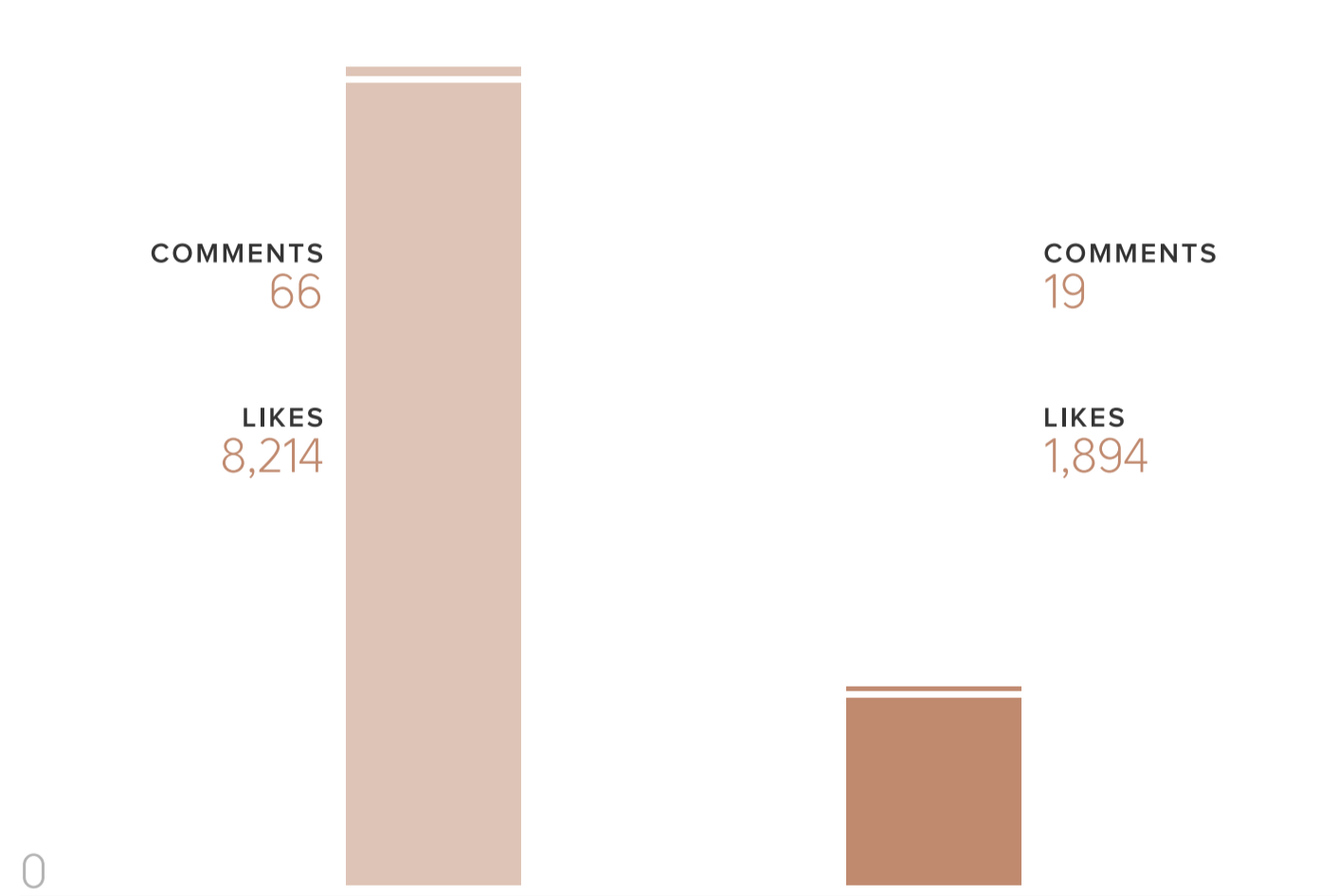
TOTAL ENGAGEMENT THIS MONTH

267.10

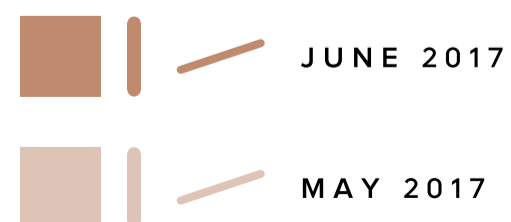
AVERAGE ENGAGEMENT PER POST LAST MONTH

191.30

AVERAGE ENGAGEMENT PER POST THIS MONTH



How to read:



**AVERAGE POSTS PER DAY**

Average number of photos you shared each day.

**AVERAGE ENGAGEMENT PER DAY**

Average number of times users interacted with your content each day.



# Instagram Followers

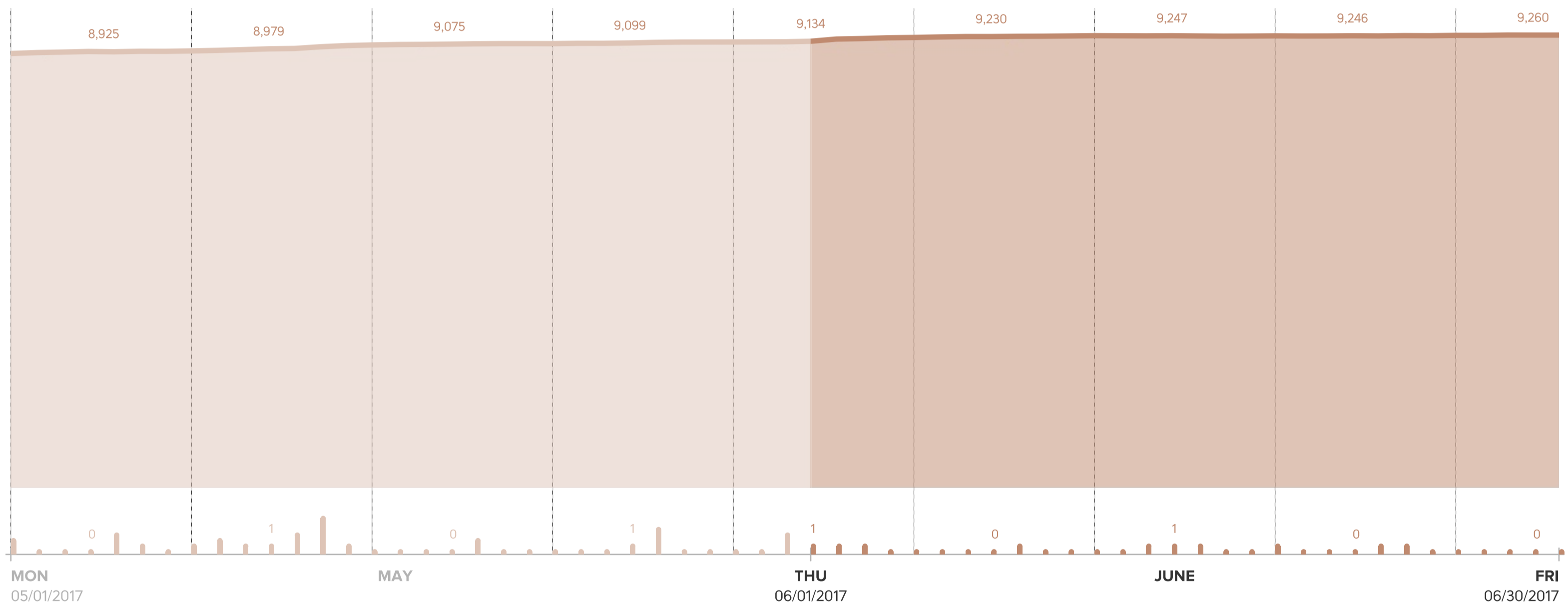
## How many followers did I gain?

### +244

FOLLOWERS YOU GAINED LAST MONTH

### +137

FOLLOWERS YOU GAINED THIS MONTH



How to read:

JUNE 2017

MAY 2017

POSTS  
Number of photos you shared.

FOLLOWERS  
Total number of followers.

# Instagram Followers

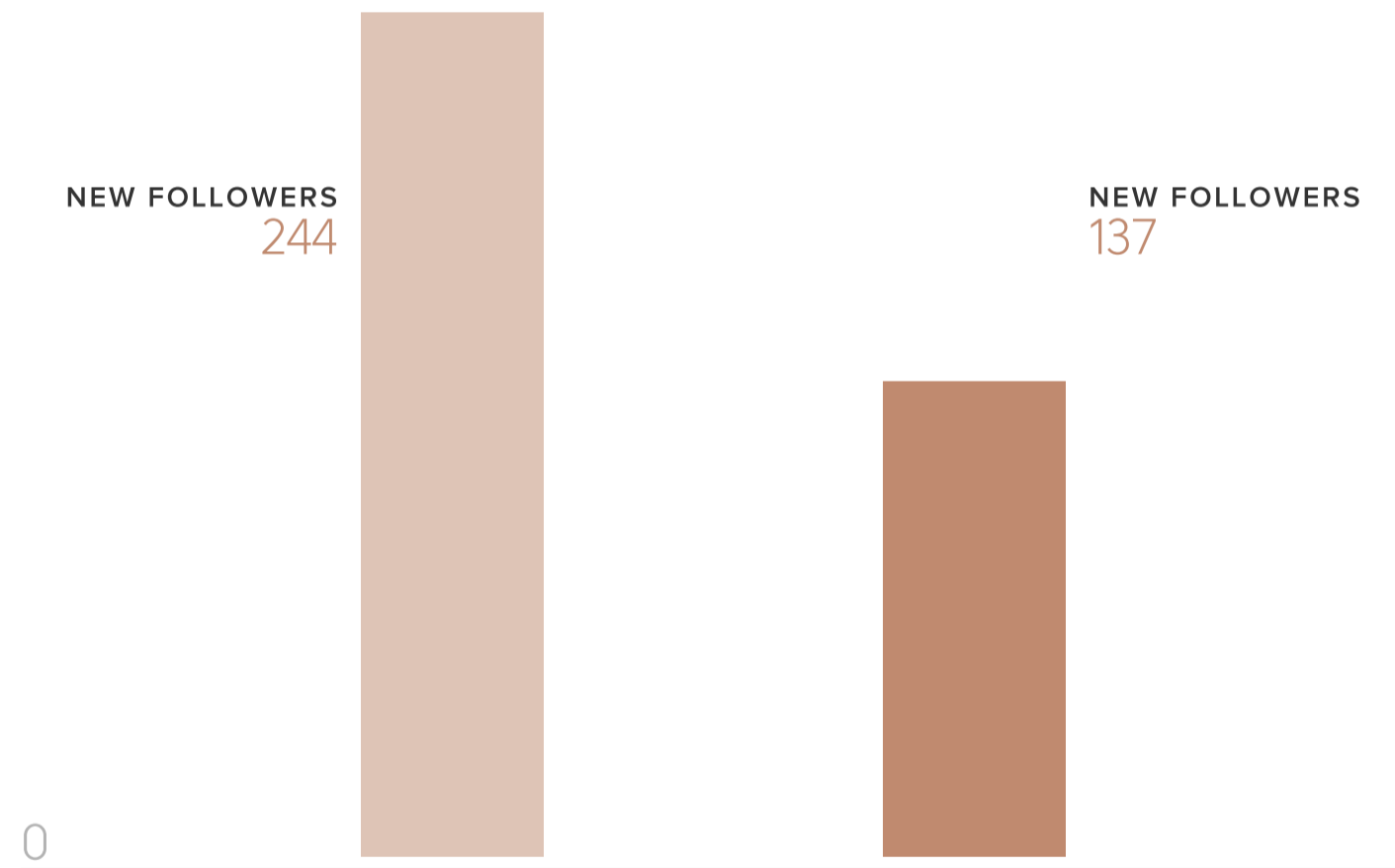
How many followers did I gain?

+244

FOLLOWERS YOU GAINED LAST MONTH

+137

FOLLOWERS YOU GAINED THIS MONTH

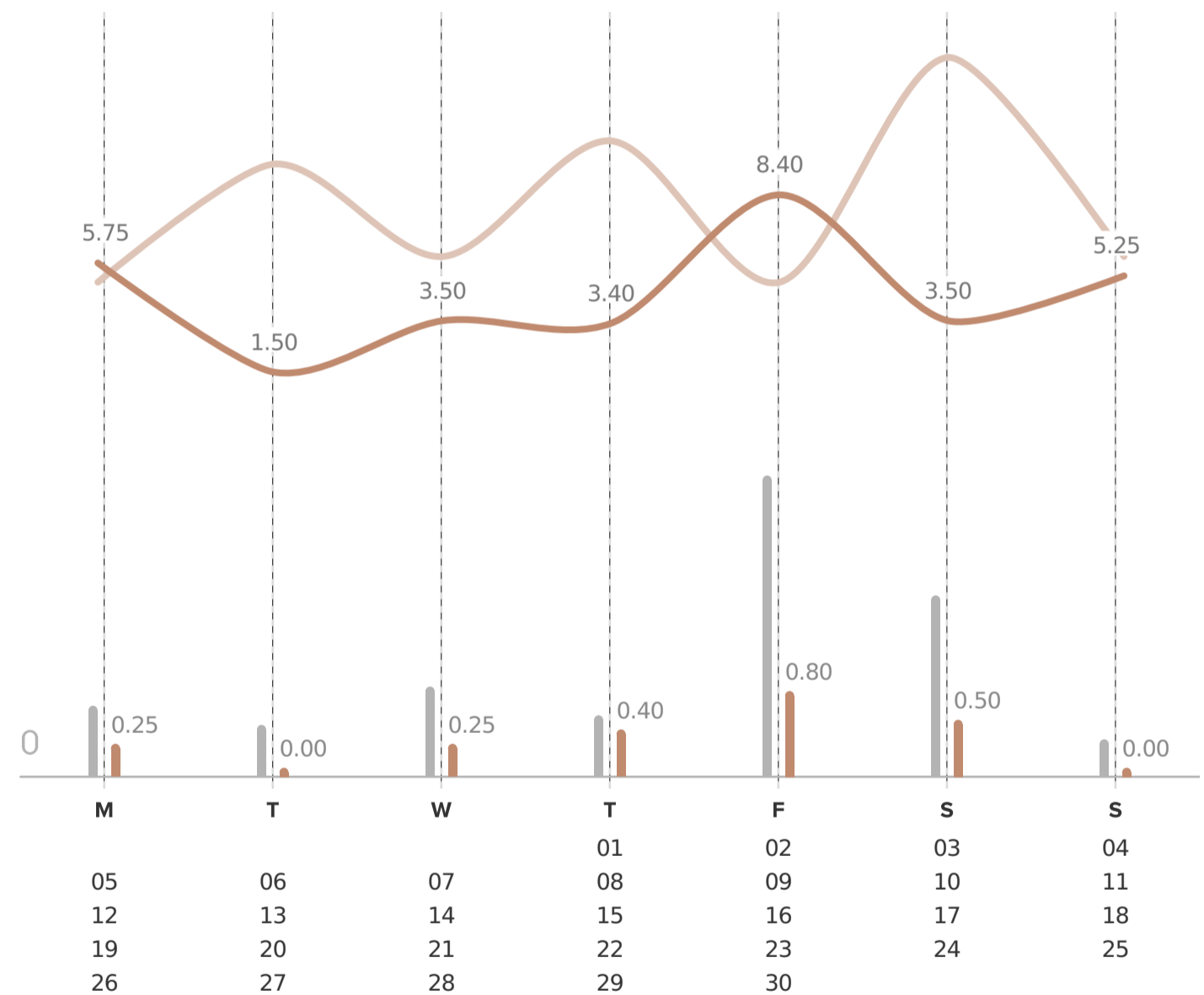


9.1K

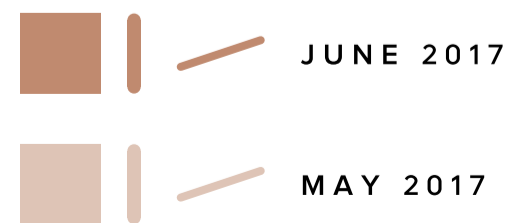
TOTAL FOLLOWERS LAST MONTH

9.3K

TOTAL FOLLOWERS THIS MONTH



How to read:



**AVERAGE POSTS PER DAY**

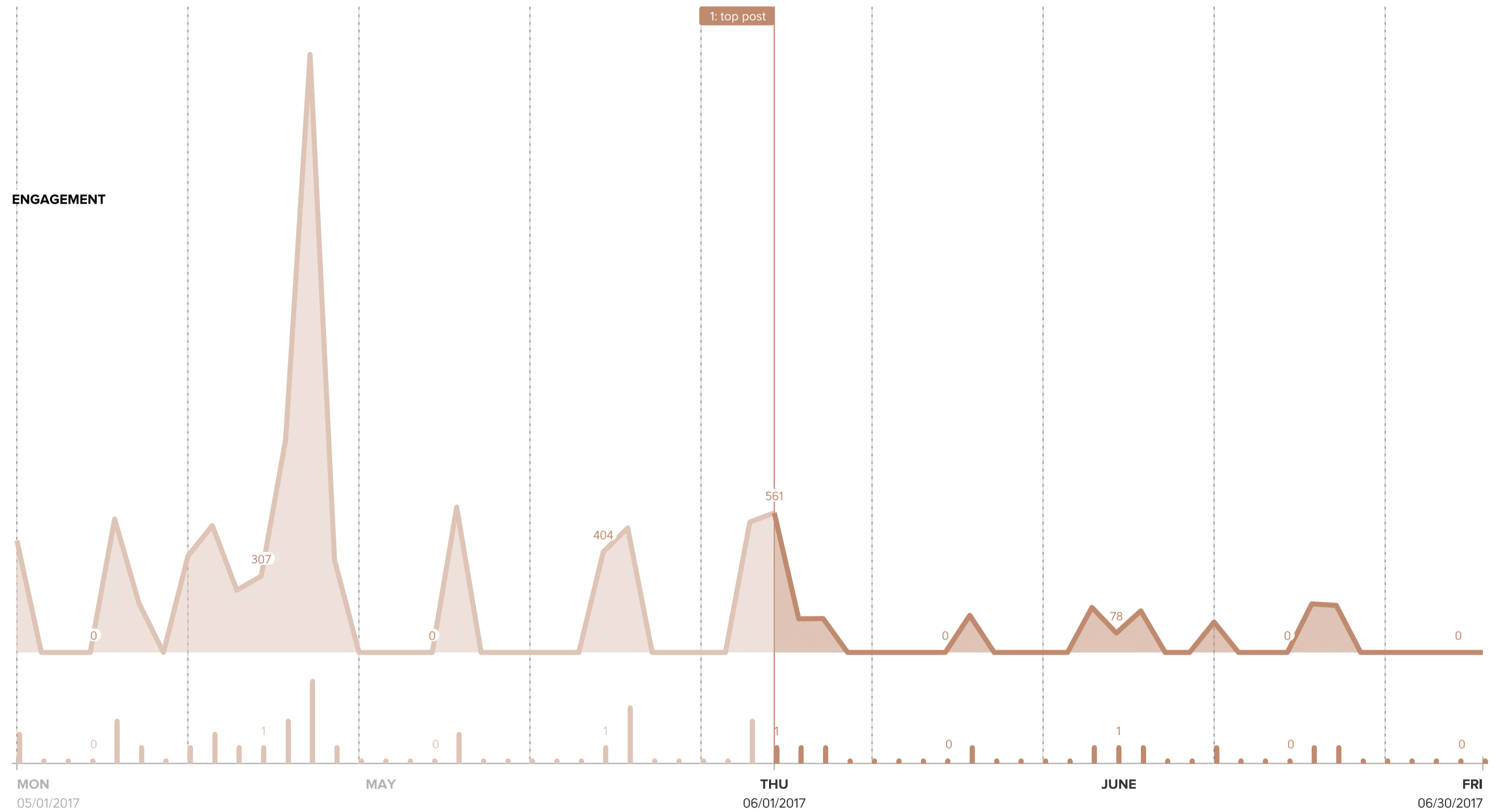
Average number of photos you shared each day.

**AVERAGE FOLLOWERS GAINED**

Average number of followers you gained each day.

# Instagram Top Posts

What were my most engaging pieces of content?



How to read:

JUNE 2017

MAY 2017






RANKING  
Post ranking by engagement.

POSTS  
Number of photos you shared.

ENGAGEMENT  
Number of likes and comments you received.

# Instagram Top Posts

What were my most engaging pieces of content?

RANK	DATE	POST	COMMENT	LIKES	COMMENTS	ENGAGEMENT
1	06/01/2017 19:32:18		Meanwhile at #UTRGV	559	2	561
2	06/23/2017 11:46:29		The heat is better with a UTRGV mood water bottle. Stay hydrated and enjoy the first Friday of Summer. ✨ #VaqueroPride	190	5	195
3	06/24/2017 17:09:35		UTRGV's School of Nursing and School Medicine present at "Pride at the Park" in McAllen.	189	0	189
4	06/14/2017 22:24:59		Dr. Sarah Rowe, assistant professor of sociology and anthropology, has received an \$18,000 Fulbright Scholar Award to continue her research...	180	1	181
5	06/16/2017 20:03:15		WE WILL reach the stars. #UTRGV	165	2	167
						average engagement per post 191.30

# Facebook Overview

June 2017

## POSTS

28



73

Number of posts you shared.

## REACH

310.8K



1.37M

Number of users who potentially saw your posts.

## ENGAGEMENT

5.0K



14.0K

Number of likes, comments, and shares you received.

## PAGE LIKES

+237



+643

Number of page likes you gained.

## TOP POSTS

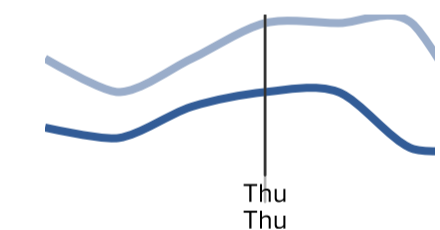
1.1K



1.3K

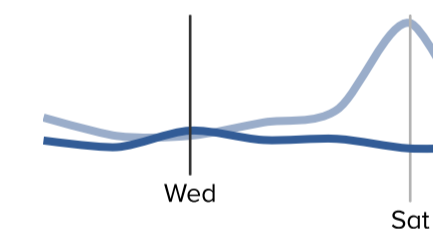
Engagement for your top post.

Thu



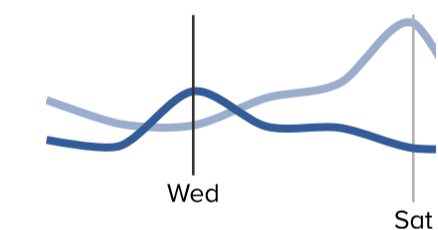
The day of the week you posted most often.

Wed



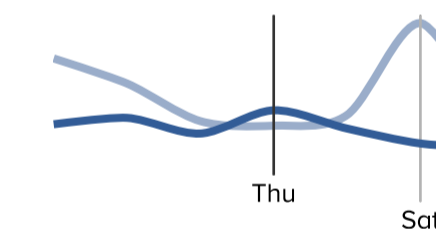
The day of the week you had the highest reach.

Wed



The day of the week you had the most engagement.

Thu



The day of the week you gained the most page likes.

## How to read:

■ JUNE 2017

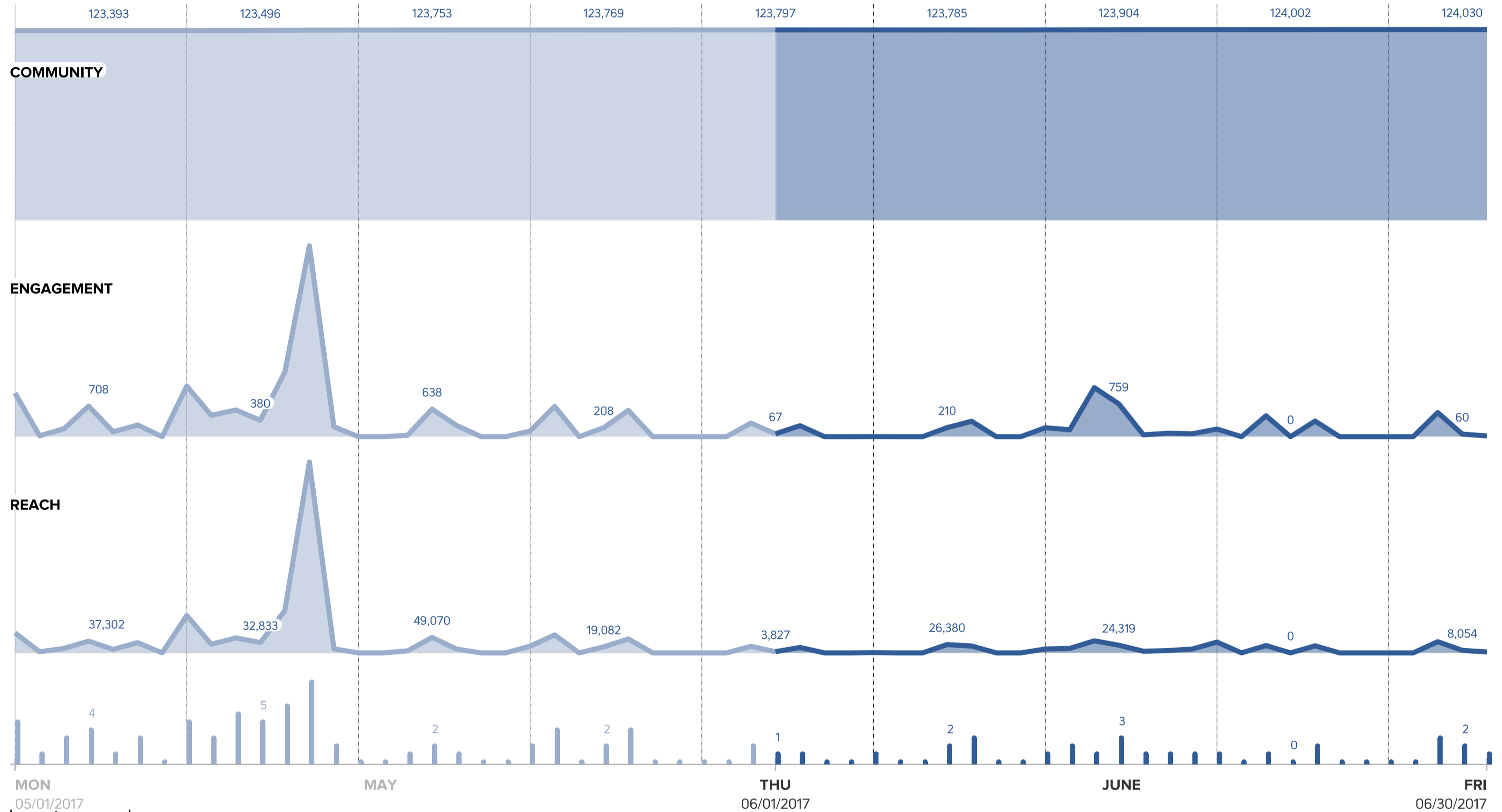
■ MAY 2017

— AVERAGE PER DAY

Shows the average volume for each respective metric over time.


# Facebook Overview

June 2017



How to read:

-  JUNE 2017
-  MAY 2017

 **POSTS**  
Number of posts you shared.

# Facebook Reach

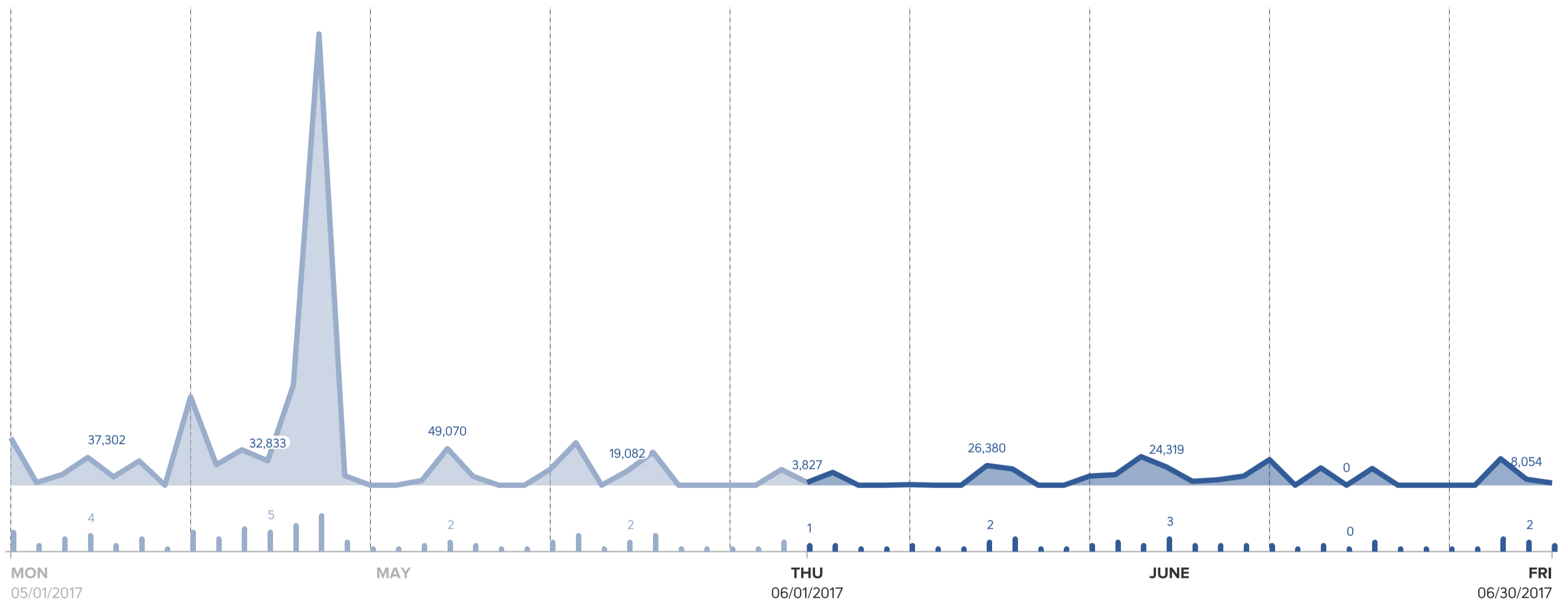
How many users potentially saw my posts?

## 1.37M

TOTAL REACH LAST MONTH

## 310.8K

TOTAL REACH THIS MONTH



How to read:

JUNE 2017

MAY 2017

POSTS

Number of posts you shared.

REACH

Number of users who potentially saw your posts.

# Facebook Reach

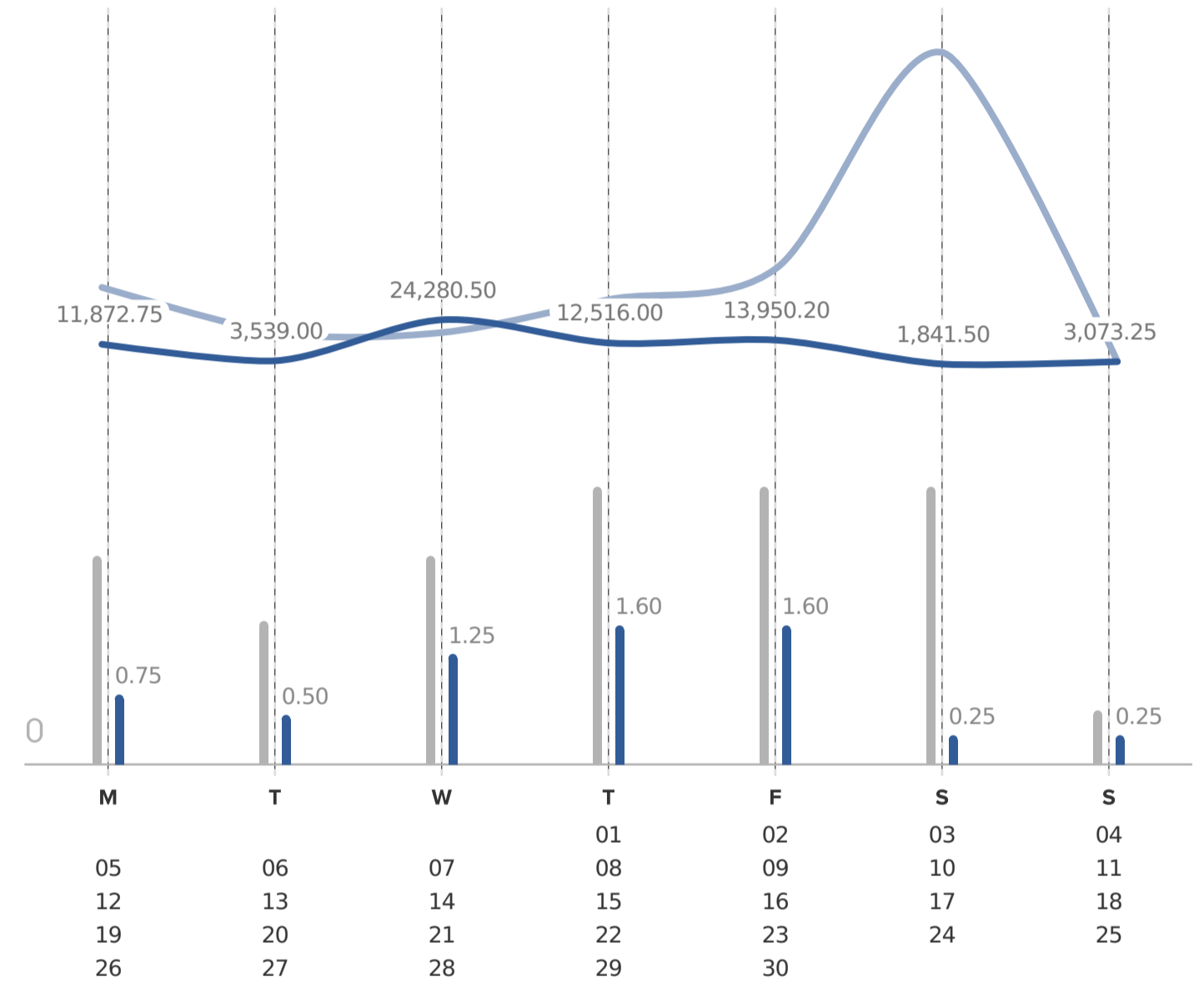
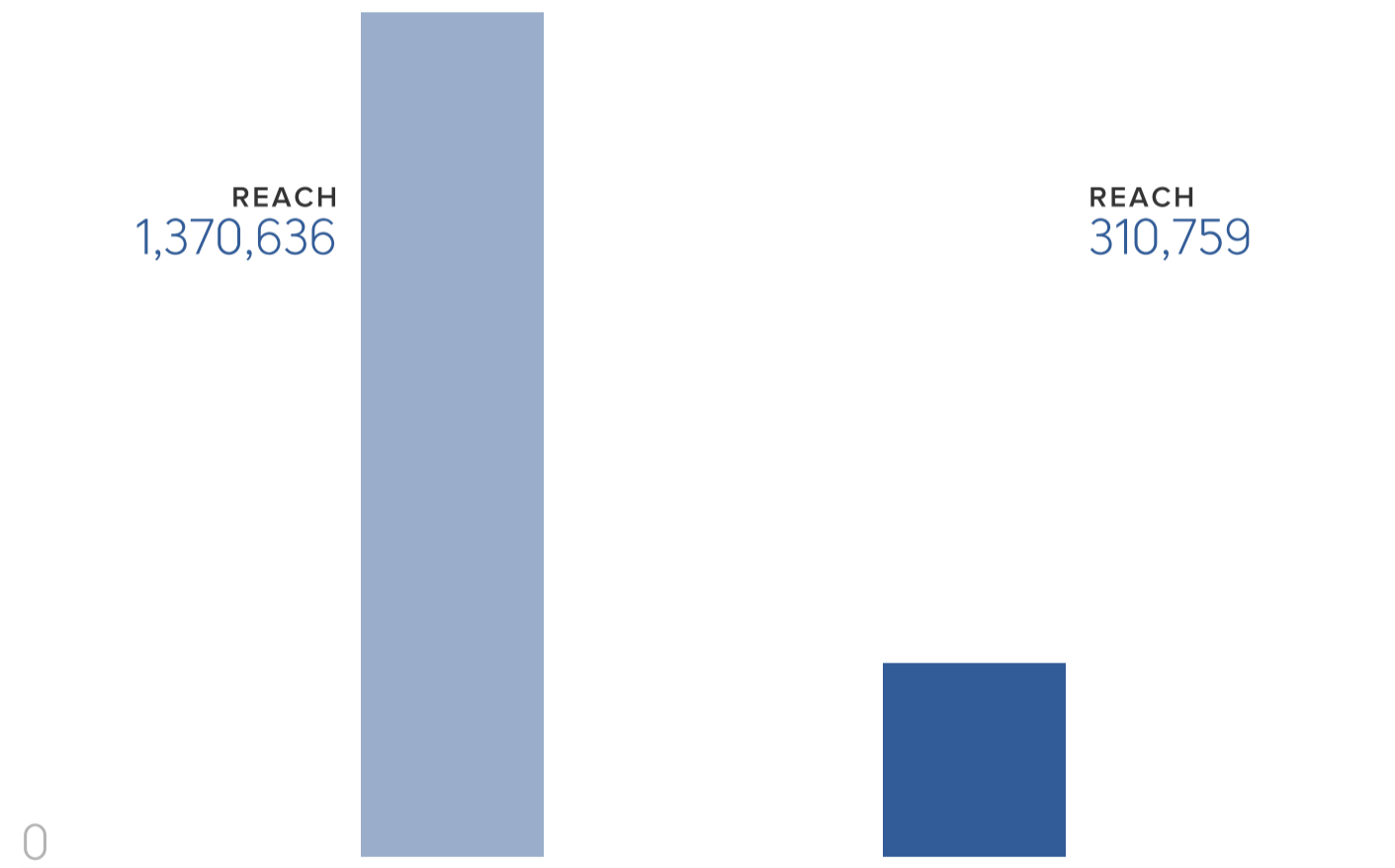
How many users potentially saw my posts?

1.37M

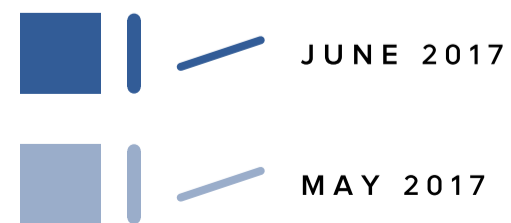
TOTAL REACH LAST MONTH

310.8K

TOTAL REACH THIS MONTH



How to read:



**AVERAGE POSTS PER DAY**

Average number of posts you shared each day.

**AVERAGE REACH PER DAY**

Average number of users that potentially saw your activity each day.



# Facebook Engagement

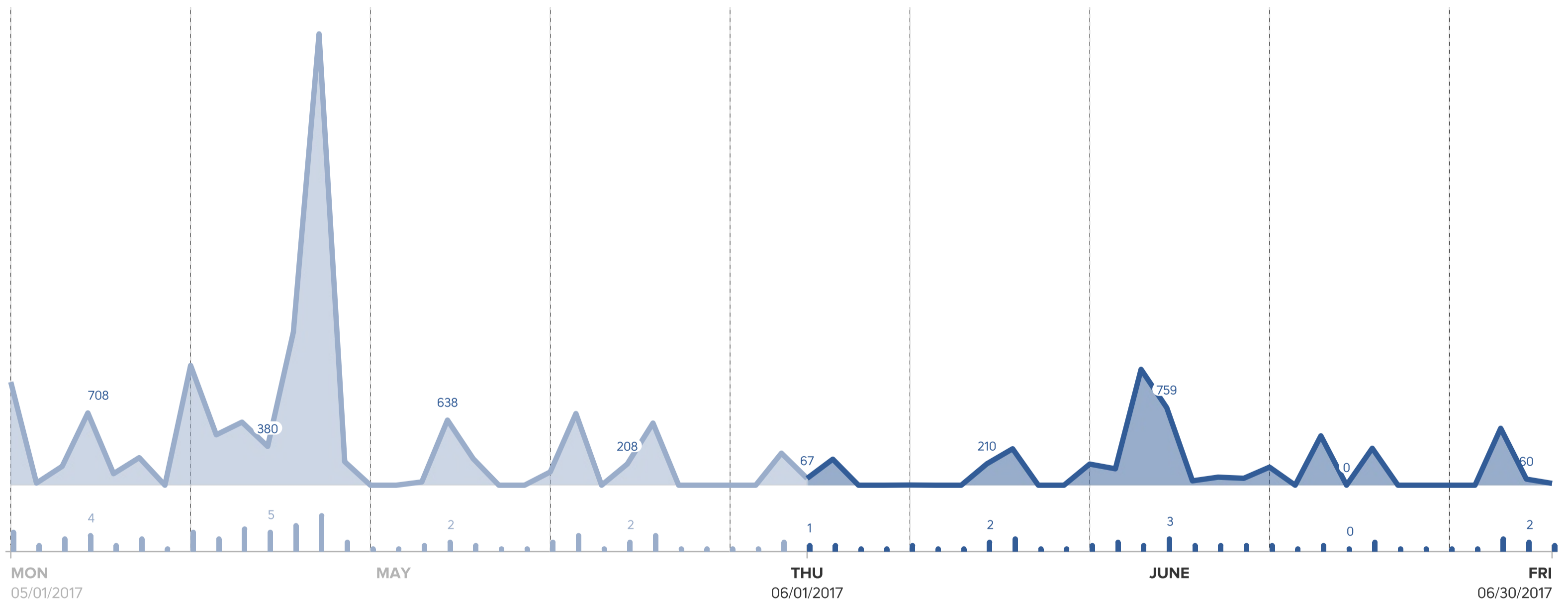
How often did users engage with my content?

## 14.0K

TOTAL ENGAGEMENT LAST MONTH

## 5.0K

TOTAL ENGAGEMENT THIS MONTH



How to read:

JUNE 2017

MAY 2017

POSTS

Number of posts you shared.

ENGAGEMENT

Number of likes, comments, and shares you received.

# Facebook Engagement

How often did users engage with my content?

14.0K

TOTAL ENGAGEMENT LAST MONTH

5.0K

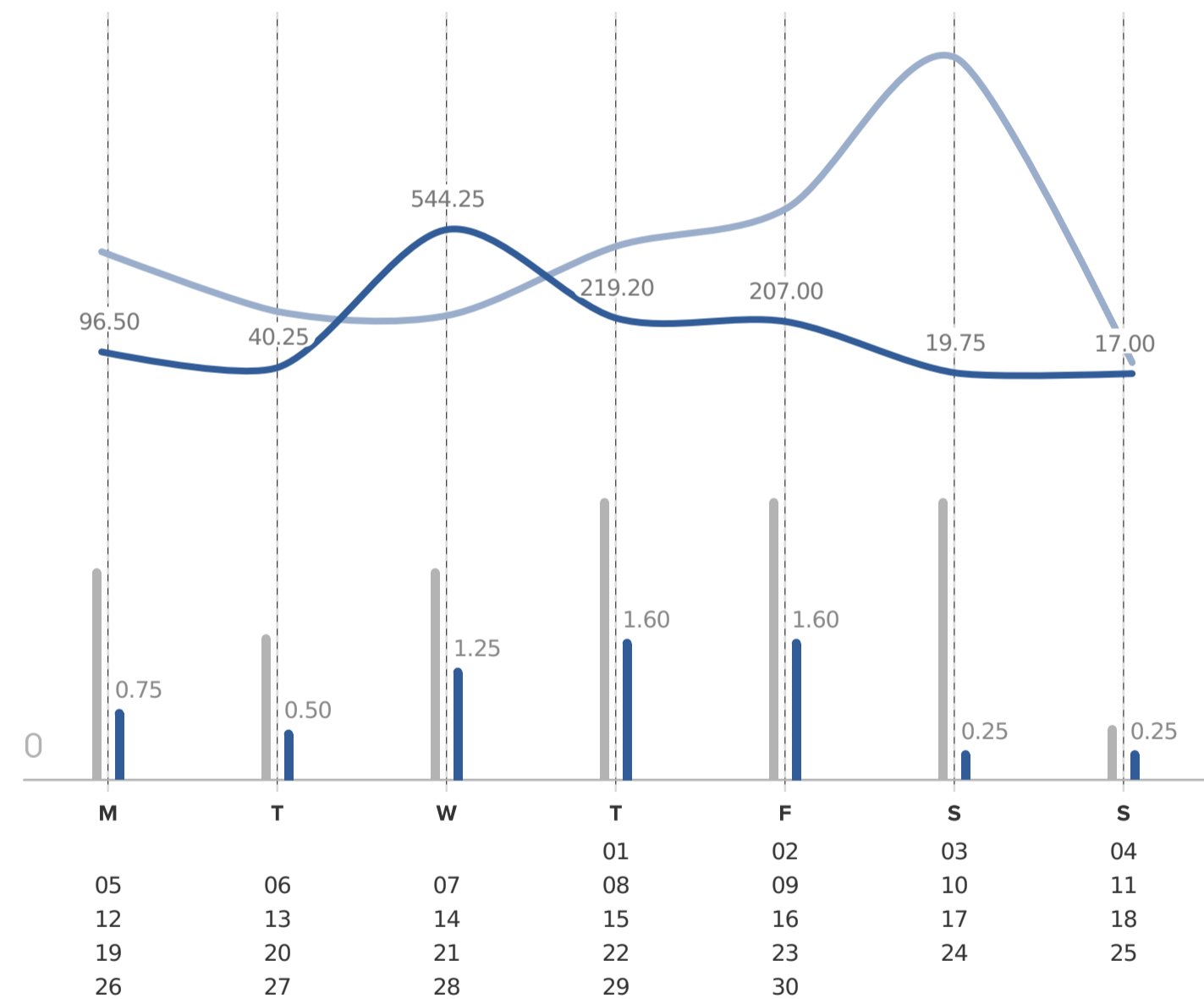
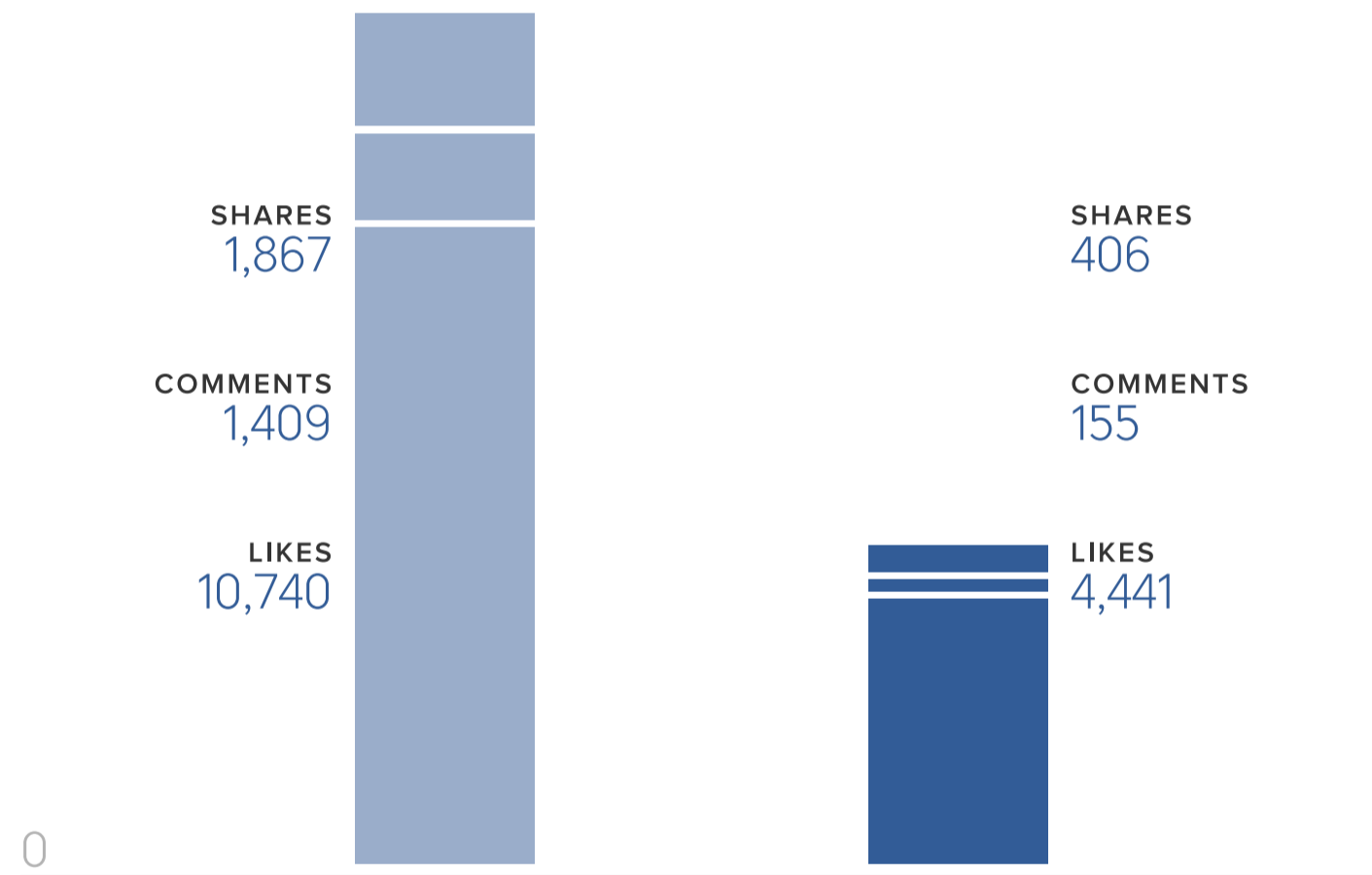
TOTAL ENGAGEMENT THIS MONTH

192.00

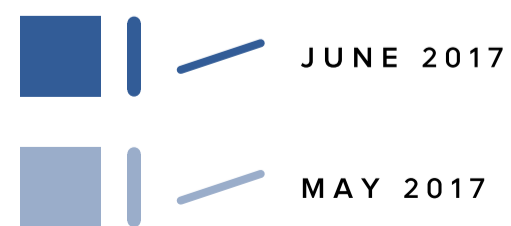
AVERAGE ENGAGEMENT PER POST LAST MONTH

178.64

AVERAGE ENGAGEMENT PER POST THIS MONTH



How to read:



**AVERAGE POSTS PER DAY**

Average number of posts you shared each day.

**AVERAGE ENGAGEMENT PER DAY**

Average number of times users interacted with your content each day.

# Facebook Page Likes

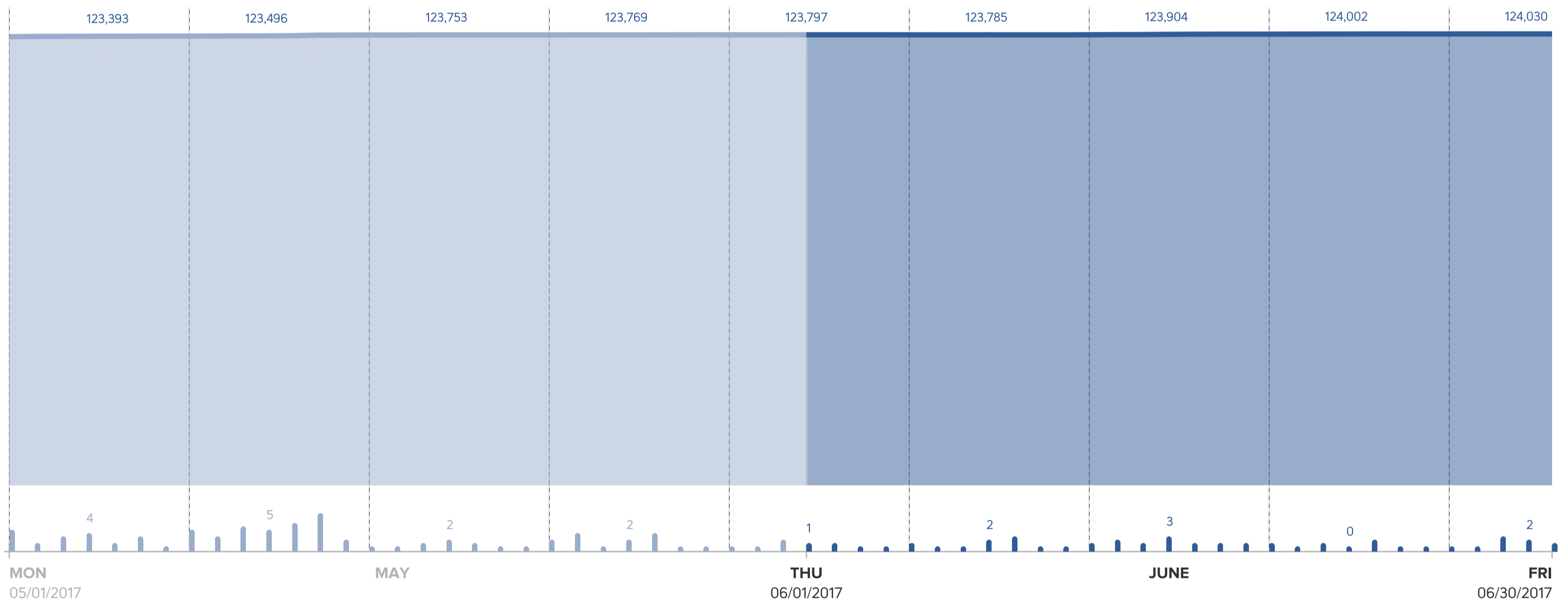
How many page likes did I gain?

+643

PAGES LIKES YOU GAINED LAST MONTH

+237

PAGES LIKES YOU GAINED THIS MONTH



How to read:

JUNE 2017

MAY 2017

POSTS  
Number of posts you shared.

PAGE LIKES  
Total number of page likes.

# Facebook Page Likes

How many page likes did I gain?

+643

PAGES LIKES YOU GAINED LAST MONTH

+237

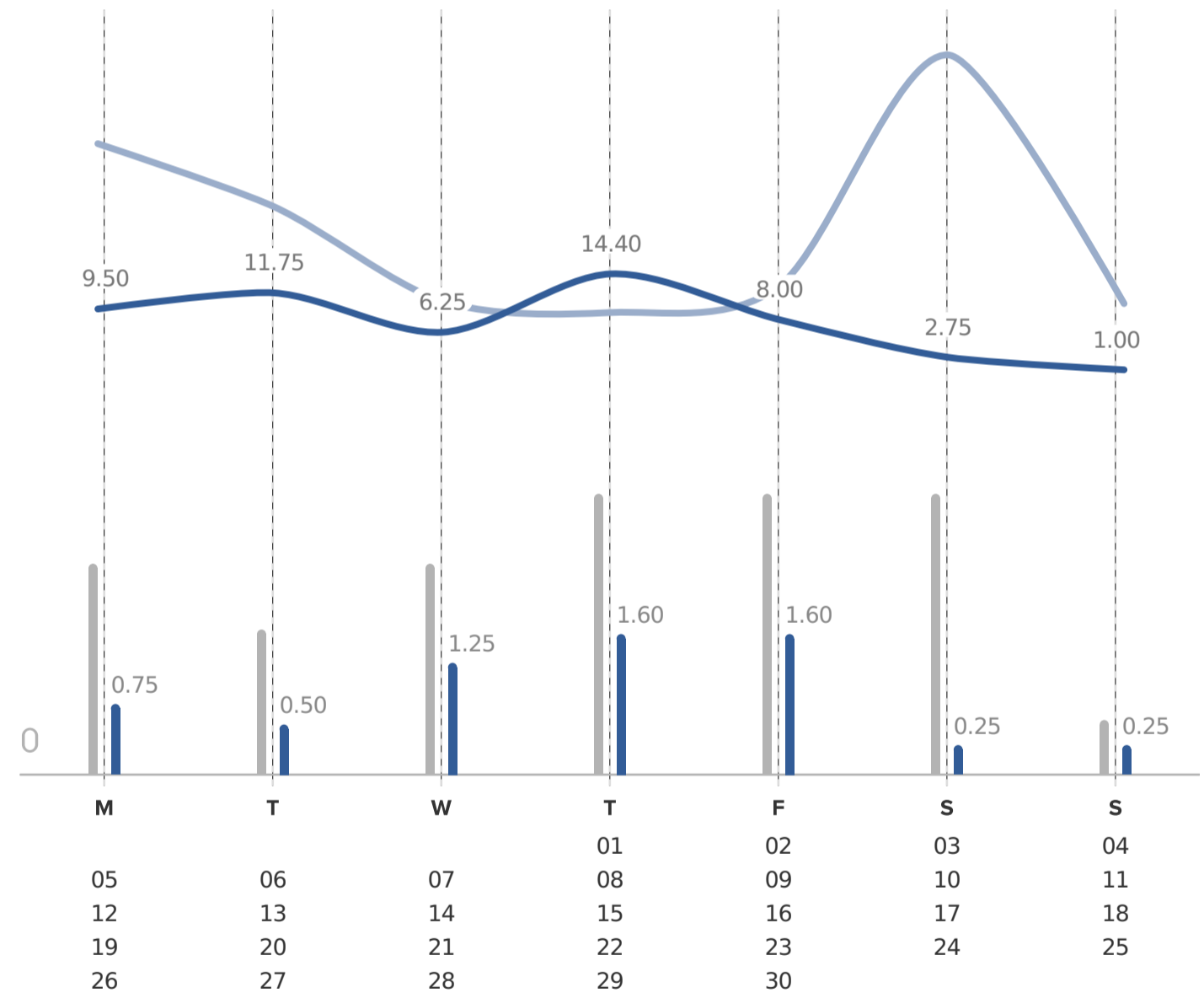
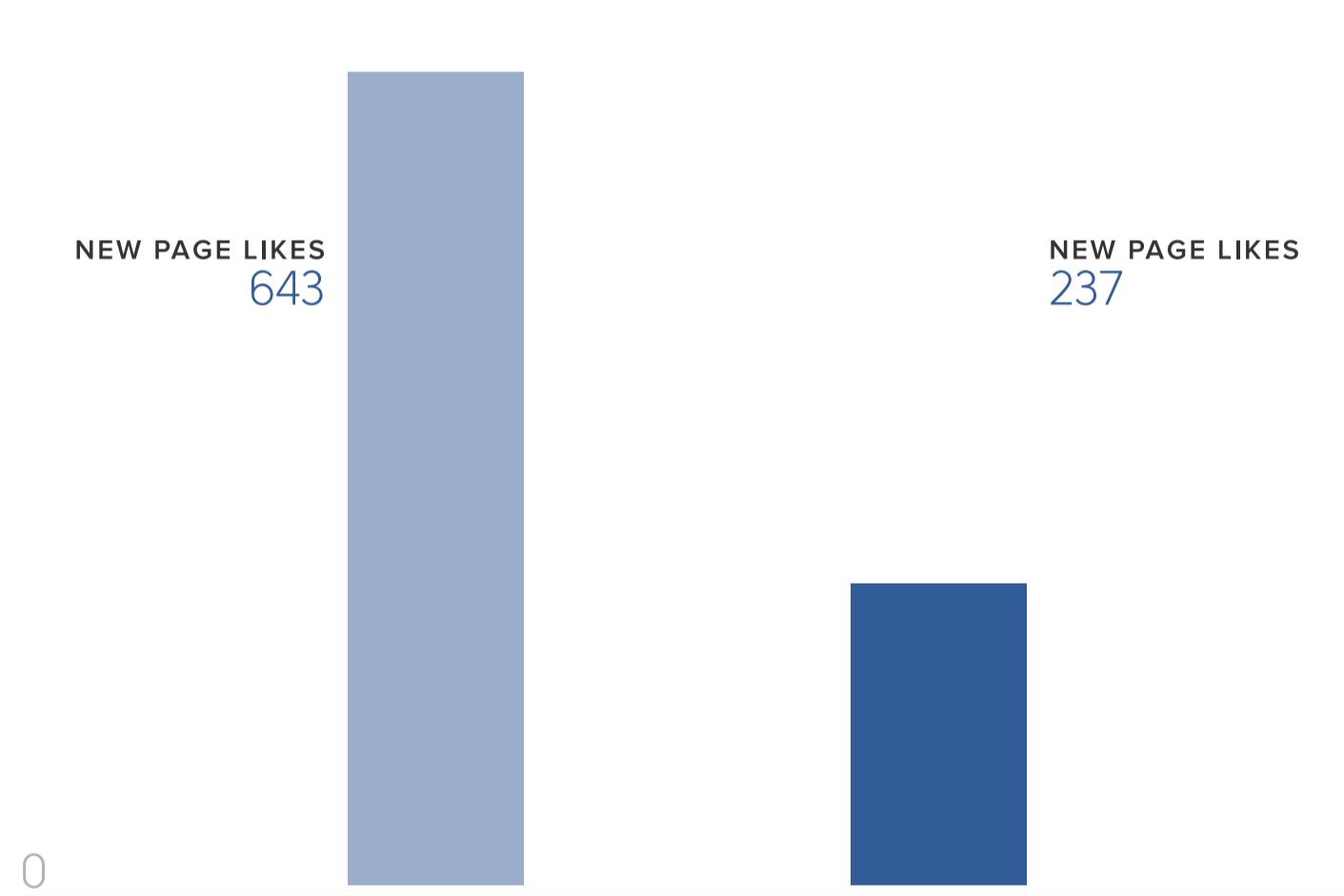
PAGES LIKES YOU GAINED THIS MONTH

123.8K

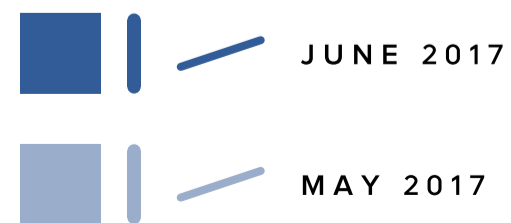
TOTAL PAGE LIKES LAST MONTH

124.0K

TOTAL PAGE LIKES THIS MONTH



How to read:



**AVERAGE POSTS PER DAY**

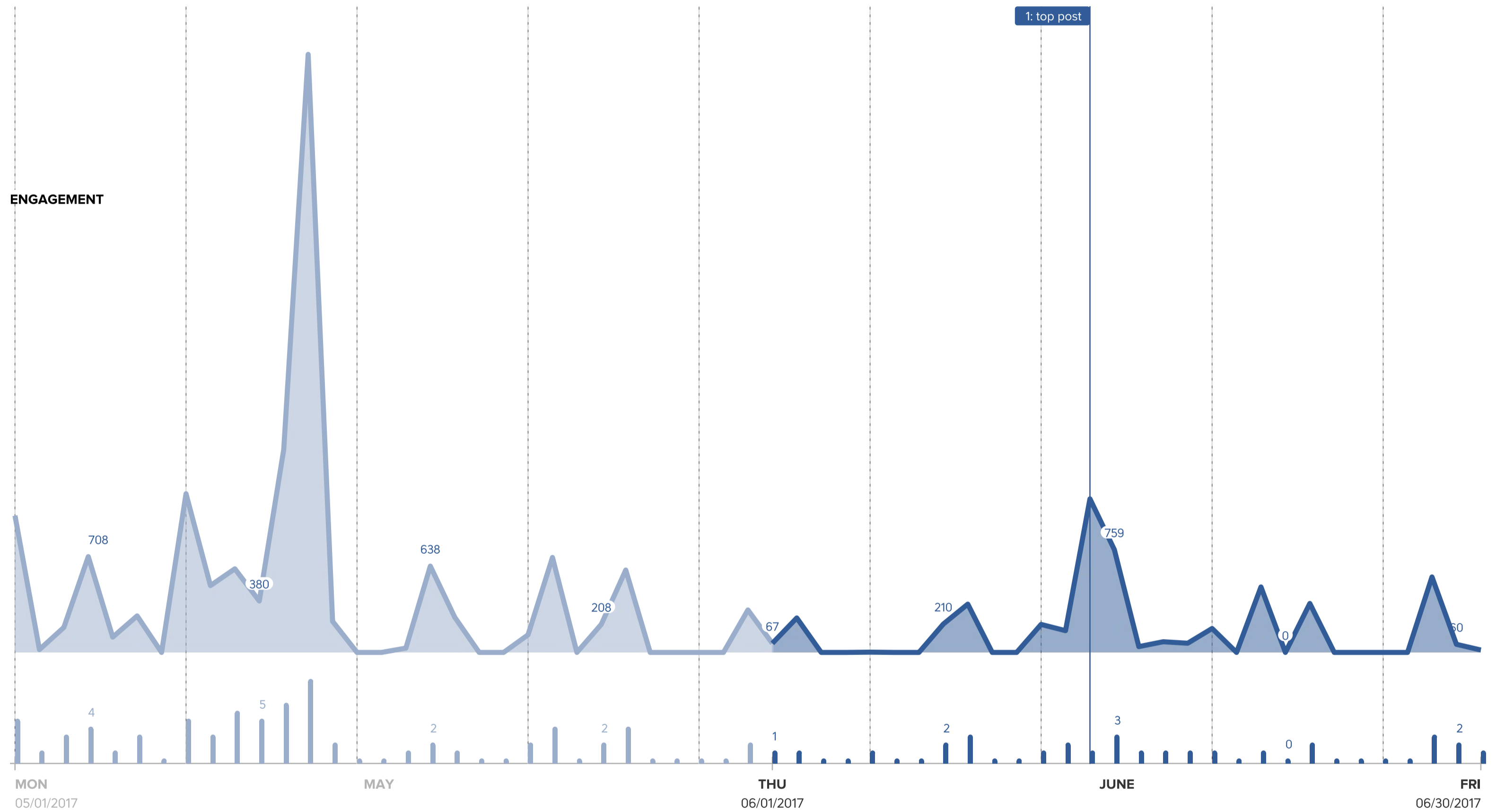
Average number of posts you shared each day.

**AVERAGE PAGE LIKES PER DAY**

Average number of page likes you gained each day.

# Facebook Top Posts

What are my most engaging pieces of content?




How to read:

 JUNE 2017

 MAY 2017

 RANKING  
Post ranking by engagement.

 POSTS  
Number of posts you shared.

 ENGAGEMENT  
Number of likes, comments, and shares you received.

# Facebook Top Posts

What are my most engaging pieces of content?

RANK	DATE	POST	TYPE	LIKES	COMMENTS	SHARES	ENGAGEMENT	POST REACH
1	06/14/2017 21:40:47	 utrgv.edu The UTRGV School of Medicine is planning to open a pediatrics clinic soon, to help meet the needs of specialty...		966	30	139	1,135	38.3K
2	06/15/2017 11:57:03	 utrgv.edu Dr. Sarah Rowe, assistant professor of sociology and anthropology, has received an \$18,000 Fulbright Scholar Aw...		597	17	32	646	14.2K
3	06/21/2017 13:44:16	 utrgv.edu Congratulations, Dr. Havidán Rodríguez! We wish you the best on your new journey.		435	23	26	484	23.3K
4	06/28/2017 07:06:48	 utrgv.edu “We are engineers – we use our scientific knowledge to develop technologies to benefit the community,” Lozano S...		372	15	63	450	21.2K
5	06/23/2017 19:17:40	utrgv.edu A BIG welcome to the 56 new medical residents! #UTRGVSOM		258	3	35	296	13.0K

average engagement per post  
178.64

# LinkedIn Overview

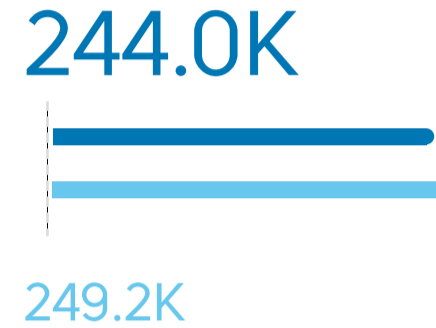
June 2017

## POSTS



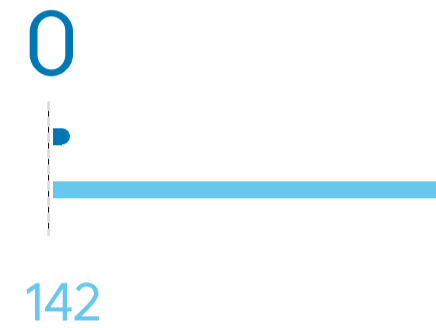
Number of posts you shared.

## REACH



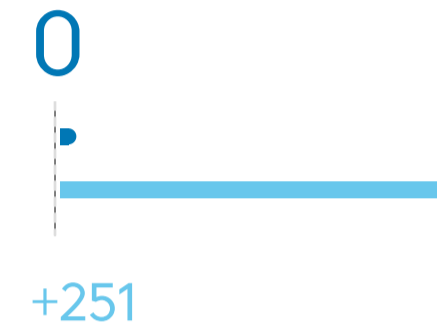
Number of users who potentially saw your posts.

## ENGAGEMENT



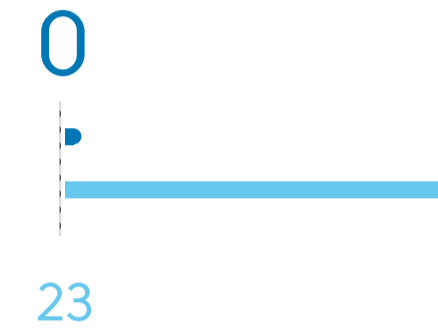
Number of likes, comments, and shares you received.

## FOLLOWERS



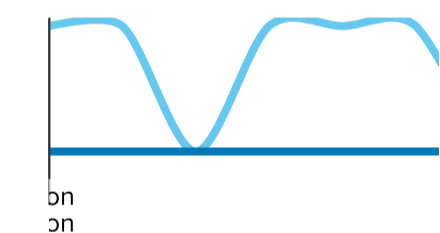
Number of followers you gained.

## TOP POSTS



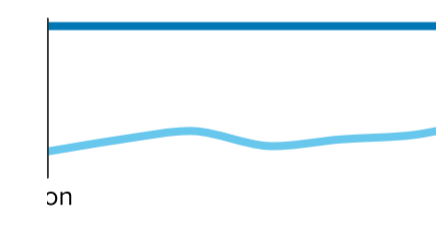
Engagement for your top post.

## Mon



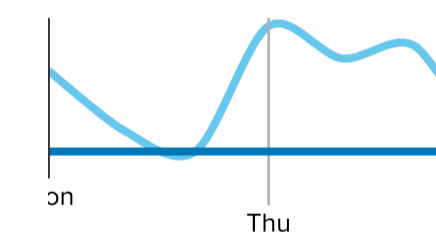
The day of the week you posted most often.

## Mon



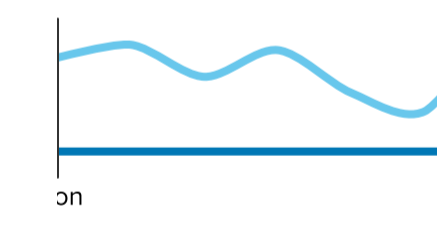
The day of the week you had the highest reach.

## Mon



The day of the week you had the most engagement.

## Mon



The day of the week you gained the most followers.

## How to read:

 JUNE 2017

 MAY 2017

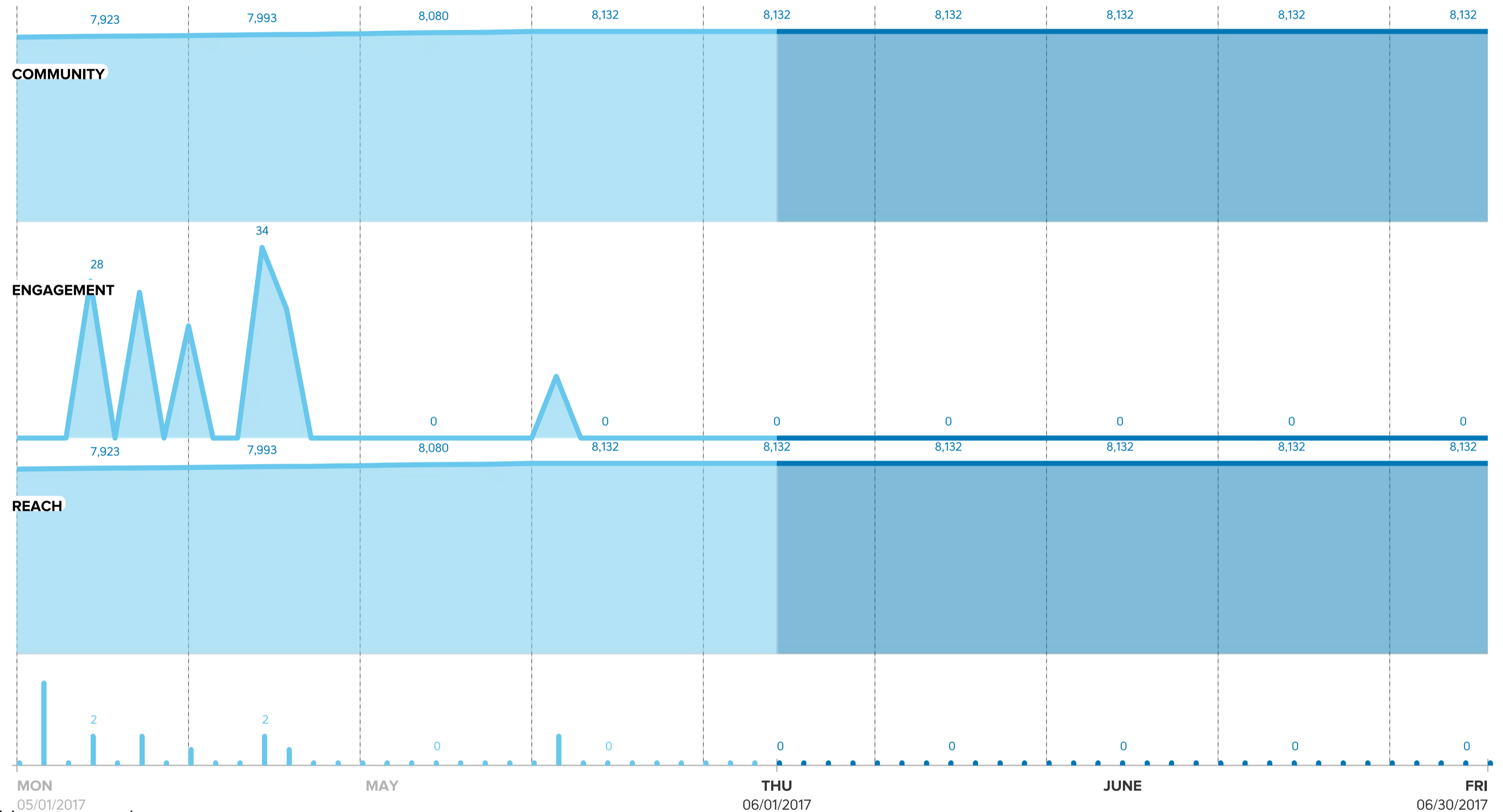
UTRGV Social Media Analytics

 AVERAGE PER DAY

Shows the average volume for each respective metric over time.


# LinkedIn Overview

June 2017



How to read:

-  JUNE 2017
-  MAY 2017

 **POSTS**  
Number of posts you shared.



# LinkedIn Reach

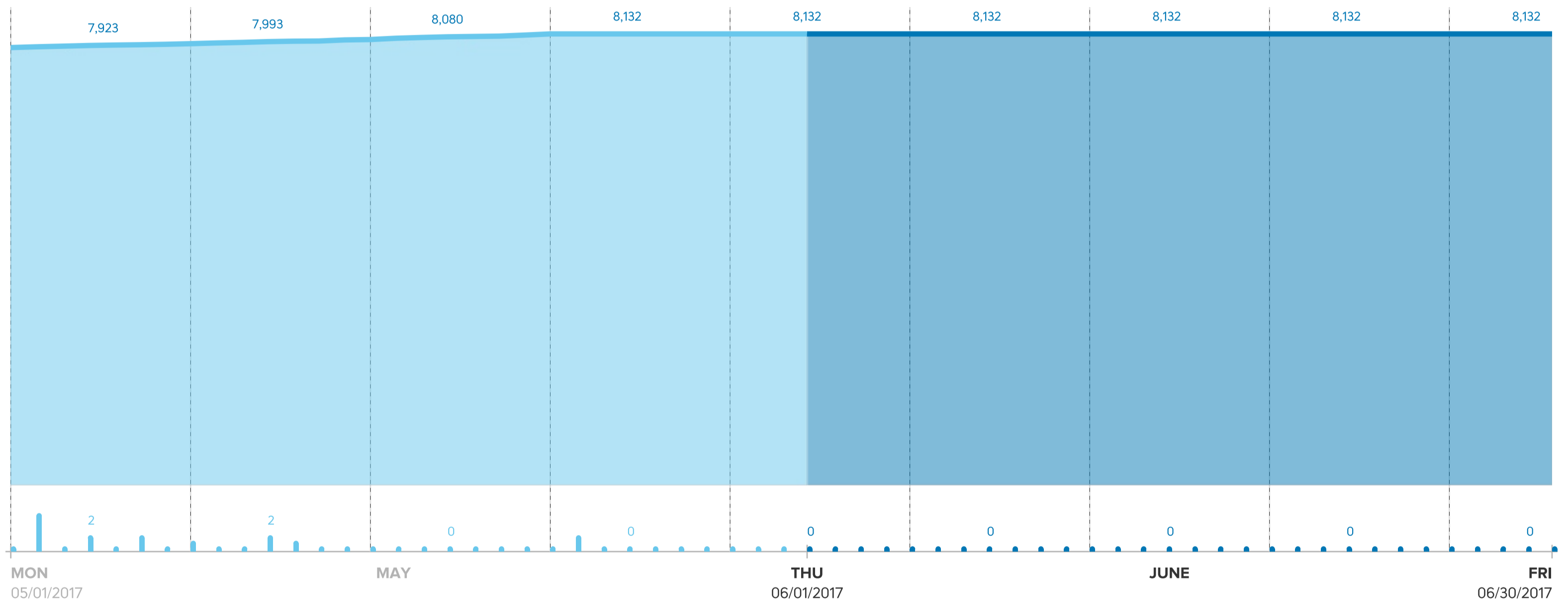
How many users potentially saw my posts?

249.2K

TOTAL REACH LAST MONTH

244.0K


TOTAL REACH THIS MONTH




How to read:

 JUNE 2017

 MAY 2017

 POSTS  
Number of posts you shared.

 REACH  
Number of users who potentially saw your posts.

# LinkedIn Reach

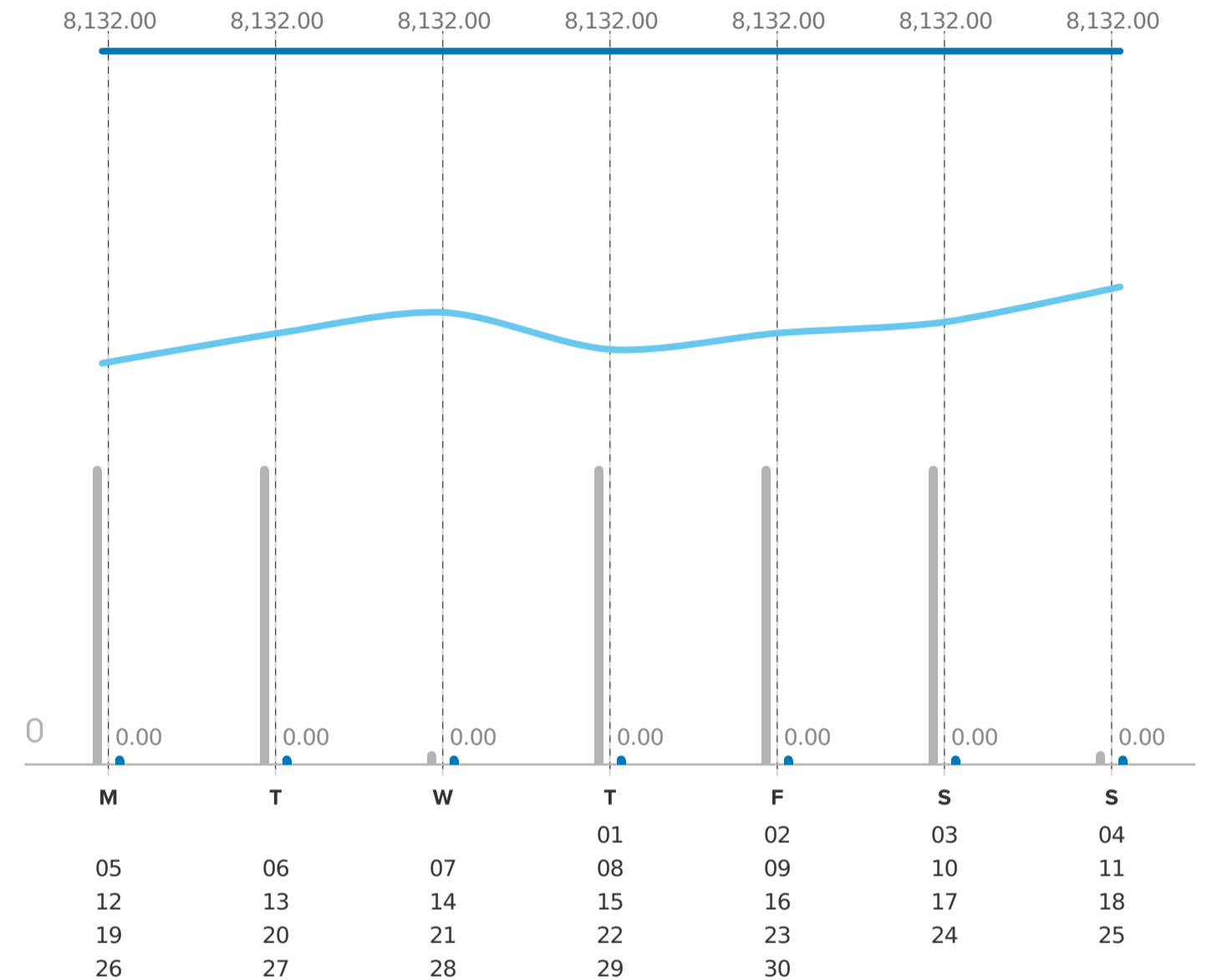
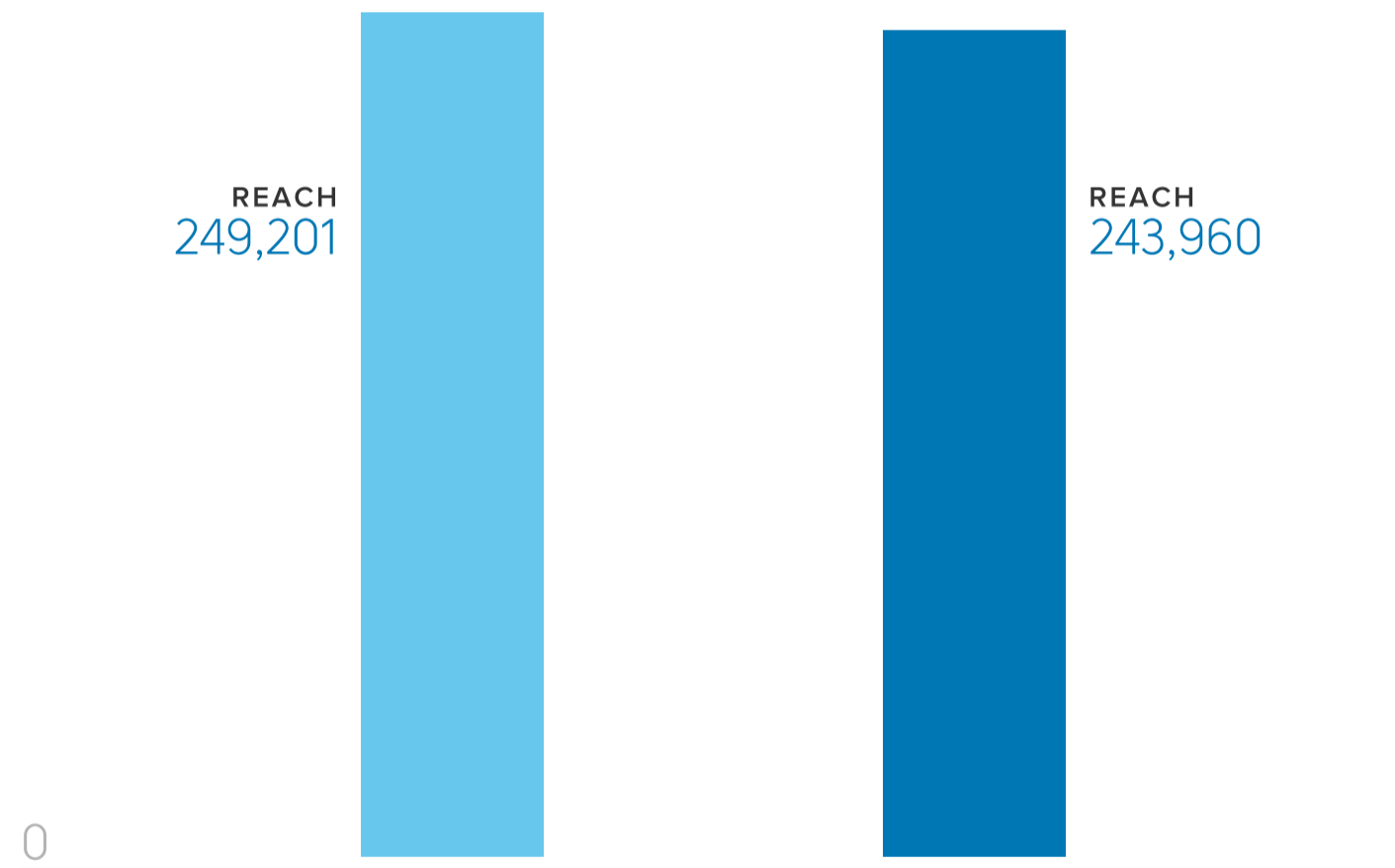
How many users potentially saw my posts?

249.2K

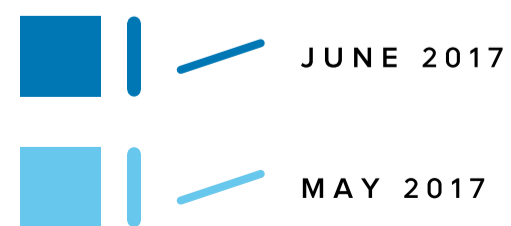
TOTAL REACH LAST MONTH

244.0K

TOTAL REACH THIS MONTH



How to read:



UTRGV Social Media Analytics

**AVERAGE POSTS PER DAY**

Average number of posts you shared each day.

**AVERAGE REACH PER DAY**

Average number of users that potentially saw your activity each day.

# LinkedIn Engagement

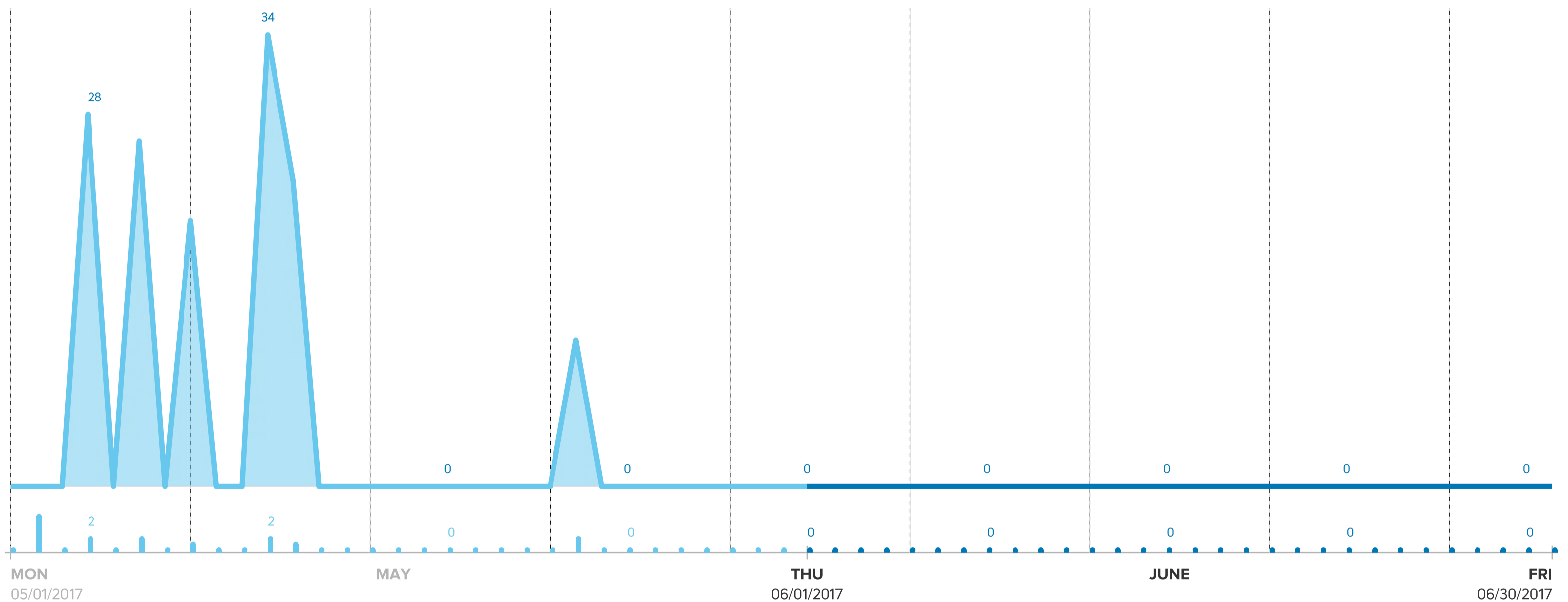
How often did users engage with my content?

142

TOTAL ENGAGEMENT LAST MONTH

0


TOTAL ENGAGEMENT THIS MONTH




How to read:

 JUNE 2017

 MAY 2017

 POSTS  
Number of posts you shared.

 ENGAGEMENT  
Number of likes, comments, and shares you received.

# LinkedIn Engagement

How often did users engage with my content?

142

TOTAL ENGAGEMENT LAST MONTH

0

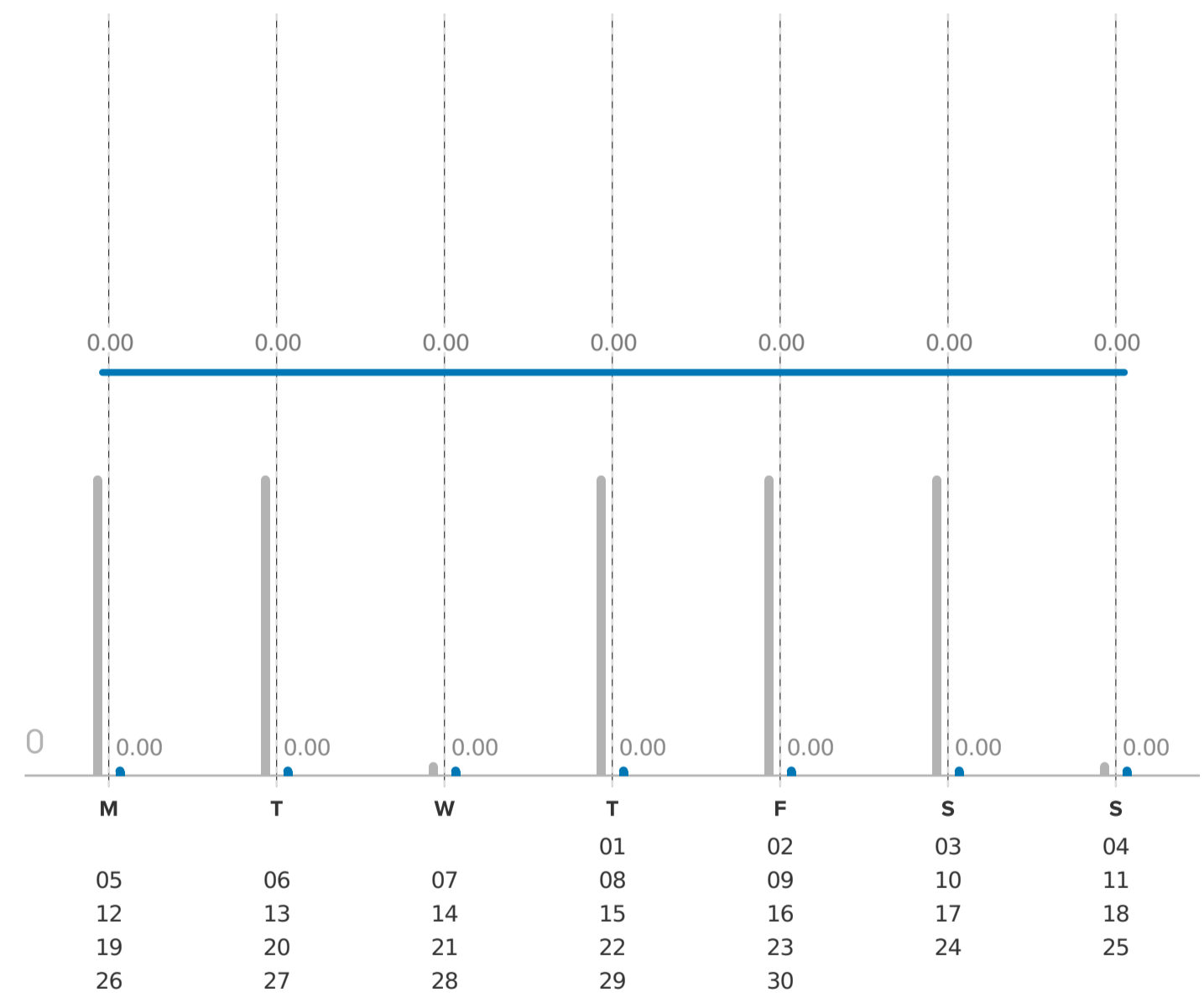
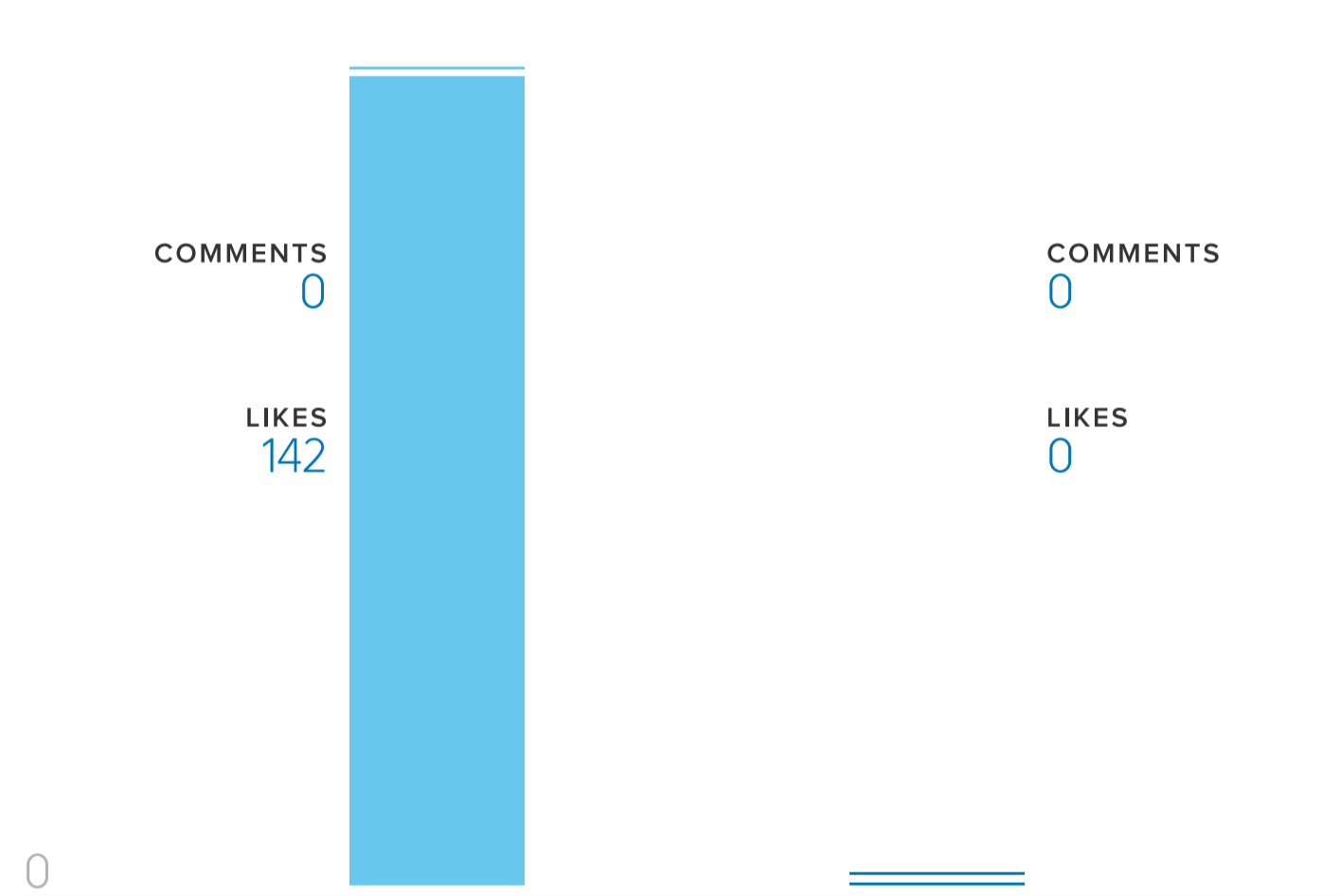
TOTAL ENGAGEMENT THIS MONTH

20.29

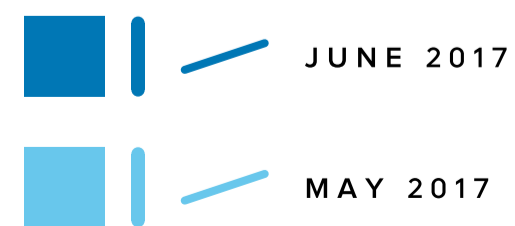
AVERAGE ENGAGEMENT PER POST  
LAST MONTH

0.00

AVERAGE ENGAGEMENT PER POST  
THIS MONTH



How to read:



UTRGV Social Media Analytics

**AVERAGE POSTS PER DAY**

Average number of posts you shared each day.

**AVERAGE ENGAGEMENT PER DAY**

Average number of times users interacted with your content each day.

# LinkedIn Followers

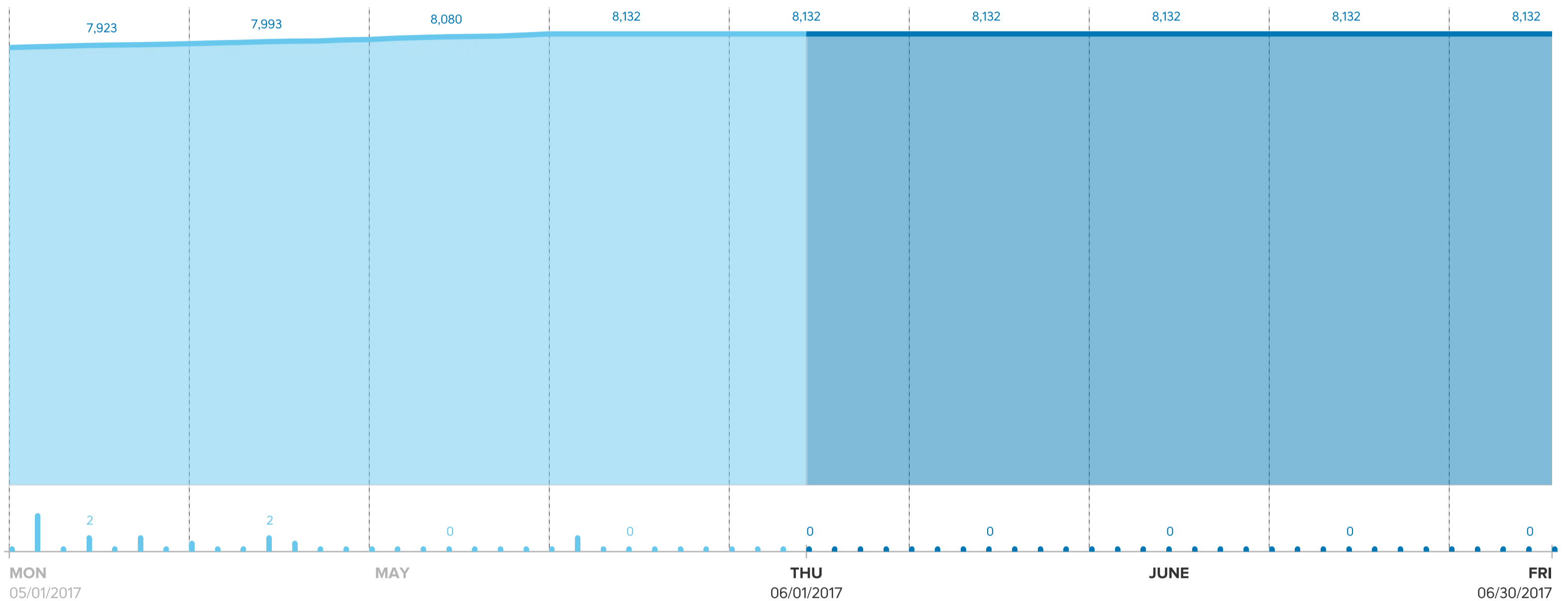
How many page likes did I gain?

+251

FOLLOWERS YOU GAINED LAST MONTH

0


FOLLOWERS YOU GAINED THIS MONTH



How to read:

 JUNE 2017

 MAY 2017

 POSTS  
Number of posts you shared.

 FOLLOWERS  
Total number of followers.

# LinkedIn Followers

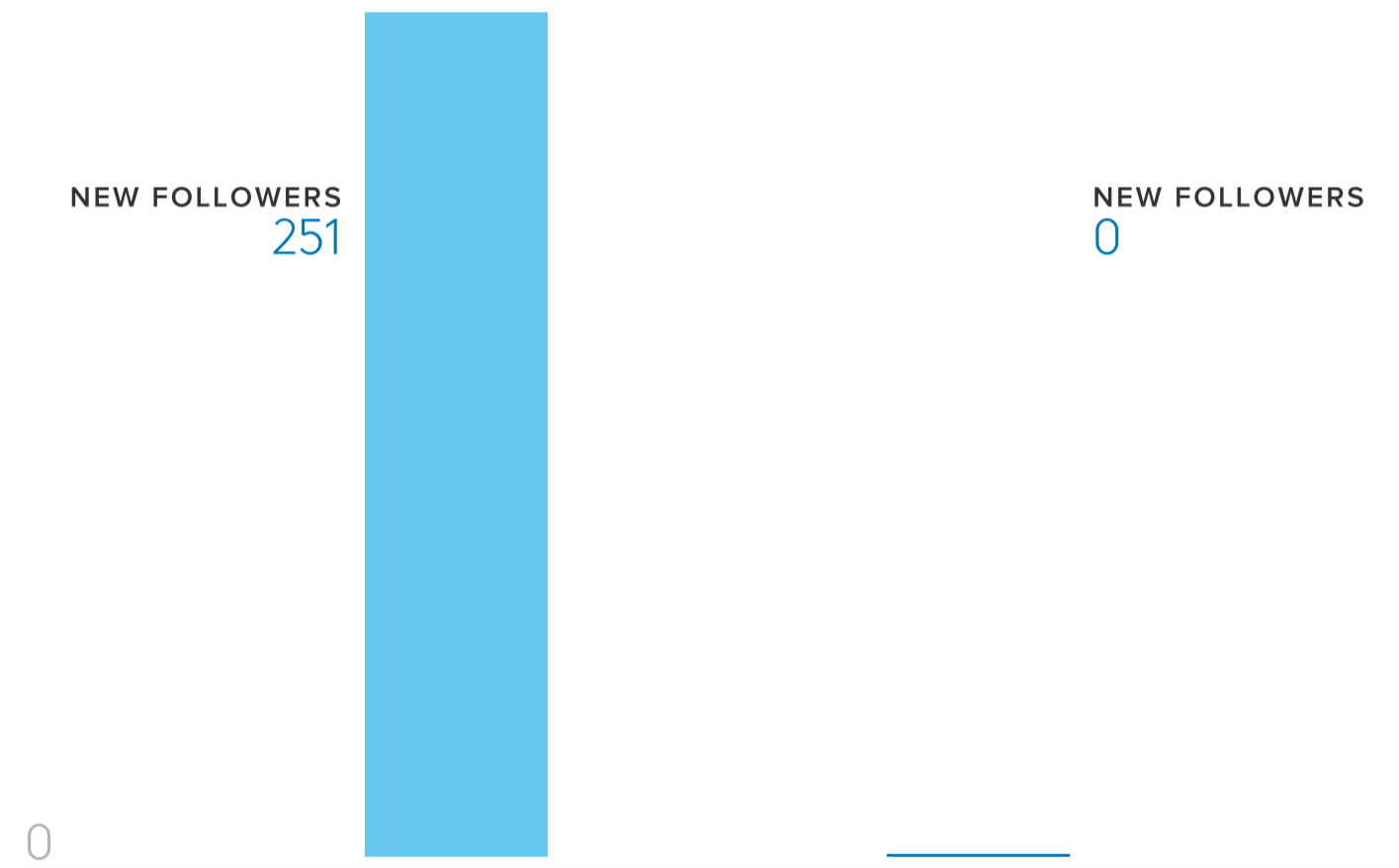
How many page likes did I gain?

+251

FOLLOWERS YOU GAINED LAST MONTH

0

FOLLOWERS YOU GAINED THIS MONTH

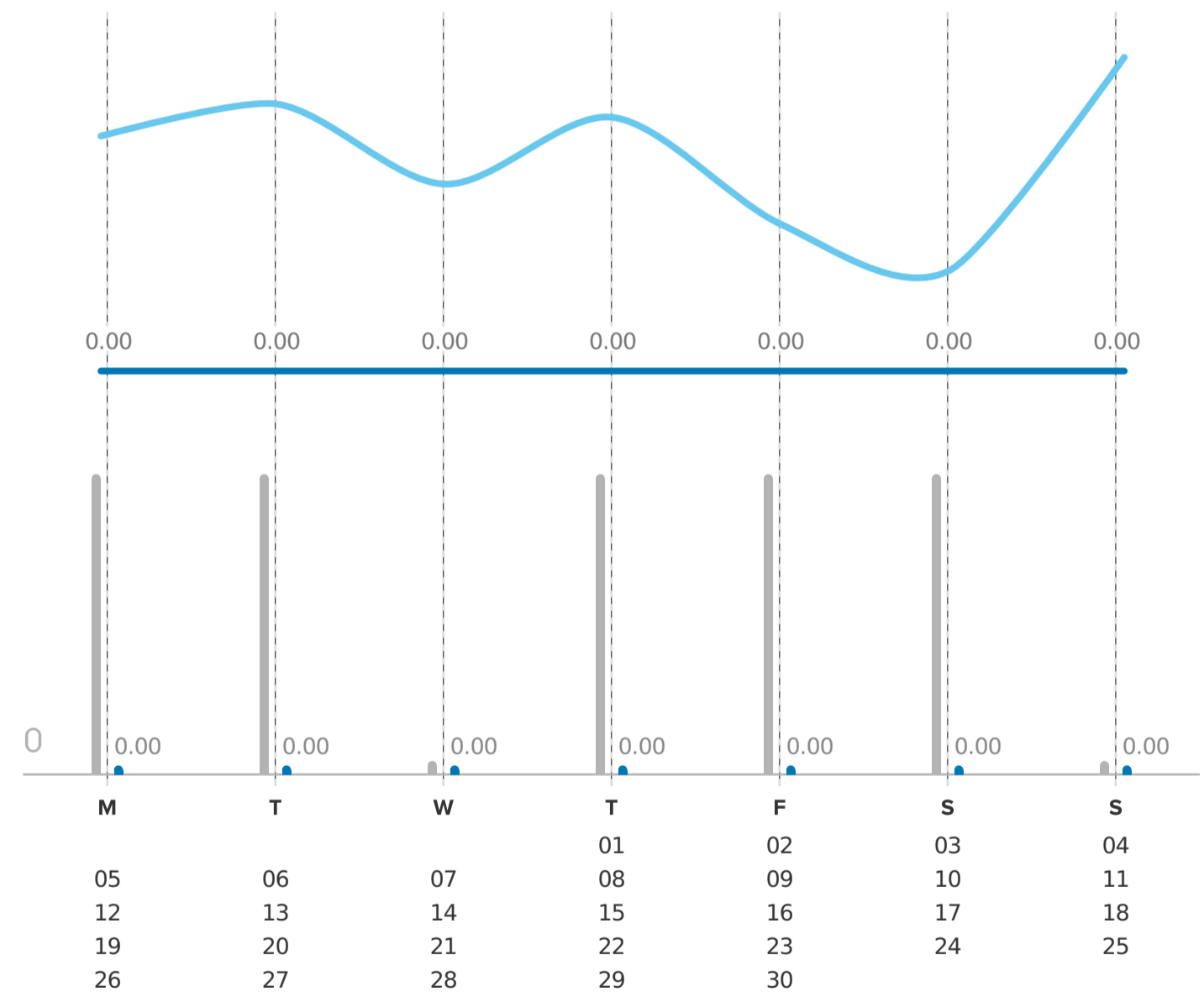


8.1K

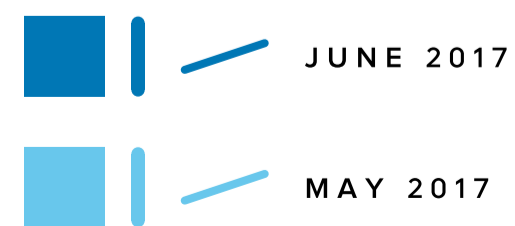
TOTAL FOLLOWERS LAST MONTH

8.1K

TOTAL FOLLOWERS THIS MONTH



How to read:



**AVERAGE POSTS PER DAY**

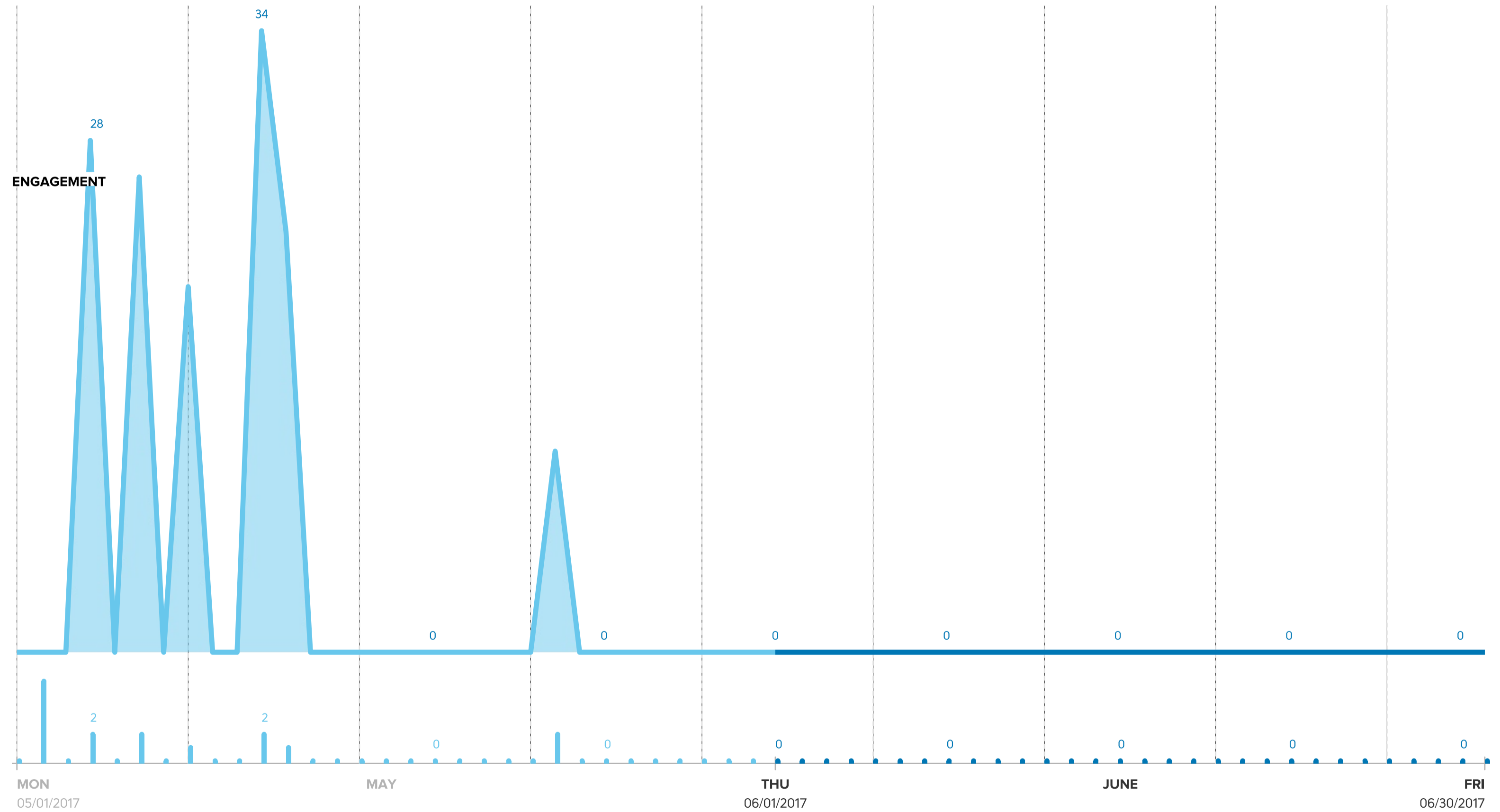
Average number of posts you shared each day.

**AVERAGE FOLLOWERS PER DAY**

Average number of followers you gained each day.

# LinkedIn Top Posts

What are my most engaging pieces of content?





How to read:

 JUNE 2017

 MAY 2017

 RANKING  
Post ranking by engagement.

 POSTS  
Number of posts you shared.

 ENGAGEMENT  
Number of likes, comments, and shares you received.

# LinkedIn Top Posts

What are my most engaging pieces of content?



This field is blank due to a lack of engagement with your posts. For tips on how to create a more interesting and interactive LinkedIn page, check out this blog post: <http://sum.al/1jYnv>



# Appendix

These are the terms we get asked about the most.

## Engagement

Engagement tells you how many times users interacted with your social media content. When a user favorites your tweet, comments on your post, or shares your content with other users, they are engaging with your content.

**Facebook** Engagement is the number of likes, comments, and shares your posts received.

**Instagram** Engagement is the number of likes and comments your posts received.

**Twitter** Engagement is the number of favorites, retweets, and replies your tweets received, as well as the number of times your Twitter handle was mentioned.

## Reach

Reach tells you how many people saw your activity on social media. The method for measuring reach can be different for each social media platform, but it generally tells you the size of your potential audience for your social media content or activity.

**Facebook** provides its own metric for reach. It is the number of people who had your post show up in their News Feed.

**Instagram** does not provide a separate metric for reach. In this report, there isn't a separate section for your Instagram reach because it will be identical to the number of Instagram followers you have.

**Twitter** Reach is the sum of three metrics: Followers + Retweet Reach + Mention Reach. Twitter Reach tells you how many people potentially saw your tweets or your Twitter handle.

**TWITTER MENTION REACH** Mention Reach is the follower count of users who mention your Twitter handle.

**TWITTER RETWEET REACH** Retweet Reach is the follower count of users who retweet you.

## Top Mentioners

Your Top Mentioner is the Twitter user with the most followers among all the users who mentioned your Twitter handle.

## Top Retweeters

Your Top Retweeter is the Twitter user with the most followers among all the users who retweeted you.