

Texas State University

Spring 2025

**MC 4326- Advanced Social
Media and Analytics**

Instagram



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A decorative arrangement of seven stars in dark red and gold colors surrounding the central title box.

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Client Overview: SJMC

Mission:

“To nurture dynamic learning environments, cultivating strong skills in professionals, scholars, and citizens in the realm of media.”

7 degrees offered:

1. B.S. in Public Relations
2. B.S. in Mass Communication
3. B.S. in Electronic Media
4. B.S. in Advertising
5. B.S. in Digital Media Innovation
6. B.S. in Journalism
7. M.A. in Mass Communication

Key Player:

Digital Media Specialist:
Albert Suarez



Social Media Presence

Instagram:

- Frequent posts, roughly weekly or bi-weekly
- Centered around SJMC events, holidays, competitions or informational opportunities
- Visually appealing with lots of graphic use
- Recently started posting more Instagram reels
- Utilizes hashtags and emojis in captions
- Targeted towards current students and prospective students

LinkedIn:

- Reposts more than publishing original content
- Newer account
- Formal content
- Very heavy focus on SJMC faculty, staff or student career or academic achievements
- Showcases real-life opportunities SJMC students have been apart of
- Targeted towards alumni and media professionals

FaceBook:

- Posts more sporadically, consolidated around SJMC events
- Updates on achievements and awards rather than posting informational content
- Hashtag and emoji use in captions
- Targeted towards alumni, current students, faculty and parents

Instagram Analysis



Audience and Community:

The audience of SJMC's Instagram is current and prospecting students. Following that, alumni that are 0-10 years post grad. The typical age range is 18-24 years old. SJMC represents all 7 of the degree programs which includes Public Relations, Journalism, Advertising, Digital Media Innovation, Electronic Media and Mass Communication, both Bachelor's and Master's. This means that posts have to stay relevant and inclusive to each program.

Content, Tone and Frequency:

SJMC's Instagram consists of colorful and visually appealing graphics and photos that are easy to digest. The content is mainly jabs with a couple of right hooks every now and again, usually asking students to comment or participate in an event that they are promoting in their post. They appeal to a younger community by sometimes participating in trends, using hashtags and emojis sparingly in captions as well as creating fun Instagram reels with trendy audios. Out of all the social media platforms, Instagram is the most utilized with posts weekly or bi-weekly.

Engagement:

Instagram is the most followed social media platform used by SJMC with around 2,500 followers. Each post averages about 110 likes and 3 comments. A recent Instagram reel from February 21st, 2025 amassed 1,578 likes, 17 comments and 249 shares.

Instagram Analysis



Strengths:

SJMC's Instagram has a lot of strengths such as following trends and tying them back into the SJMC brand, producing high quality photo and video, maintaining a personal, optimistic and talented voice and capturing student experience and opportunities. They do a really good job of balancing fun while still being formal in regards to highlighting achievements, promoting opportunities and encouraging students to get involved.

Weaknesses:

SJMC's Instagram could make a couple of improvements to better their page. One idea is making their Instagram highlights more organized so it allows for accessibility for students looking for information. Other suggestions include keeping the content light-hearted, casual and focused on the student experience. These small changes may be better suited for current students who find the content relatable but also for prospective students who may find it appealing and easy to find information.

Opportunities:

Some opportunities for SJMC's Instagram could be posting more reels since they seem to get the most reach and engagement as well as posting at least once a week, to keep the content feeling updated and informative for students.

Recommendations for the Future on Instagram



Goal: Connect with students and promote student involvement within the School of Journalism and Mass Communication at Texas State

Strategies:

- Post more often, at least 1-2 times per week, to keep students engaged
- Highlight more opportunities for students to get involved and enhance their education
- Post more reels

Recommended Post #1

 txstsjmc
Sponsored





89 views

txstsjmc This summer, #TXSTSJMC bobcats are returning to Edinburgh, Scotland! 🇬🇧 ✨

As a part of our series of Education Abroad programs, Scotland is led by none other than our own Director @drjudyoskam! Our students are ecstatic to be back in such a beautiful and historic place filled with immersive experiences that build their portfolios. 📚

Visit the link in our bio to explore more details regarding all of our Education Abroad programs! 🌐 📖

[View all 14 comments](#)

Recommended Post #2



txstsjmc
Sponsored

...



KT SW
89.9
THE OTHER SIDE OF RADIO



89 views



txstsjmc Hey Bobcats! Ready to explore the other side of radio?

Join #KT SW899 and discover exciting opportunities in journalism, media, and broadcasting, all within the School of Journalism and Mass Communication.

#TXST #TXSTSJMC #JoinOurTeam

[View all 14 comments](#)

Recommended Post #3

**txstsjmc**
Sponsored





89 views
txstsjmc We 🤖 The Star!

Working with @universitystar gives students the opportunity to grow as journalists by gaining real-world experience. 📰

Find out how to join the staff at the link in bio.
#txst #txstsjmc
View all 14 comments

Recommended Post #4

**txstsjmc**
Sponsored







89 views
txstsjmc SJMC students earn their bling! ✨

Congratulations to our Bobcats for reaching this milestone. We are so proud of all you have accomplished!

#TXSTRingCelebration #txstsjmc #70hours
[View all 14 comments](#)

Analytics Report



INSTAGRAM ANALYTICS REPORT

Dec 1-31st, 2024

TOP POST



This post was the best performing as it had the most reach of 2,300 unique viewers and 252 likes. The post celebrated the students who graduated from the School of Journalism and Mass Communication at the end of the fall semester with a Master's degree in Mass Communication.

ANALYTICS



Followers: 2,326



Posts: 4



Average Likes: 146.5



Average Reach: 1,625



Average Shares: 7.8



Average Comments: 2.8



Gender breakdown:
72.7% female, 27.3% male

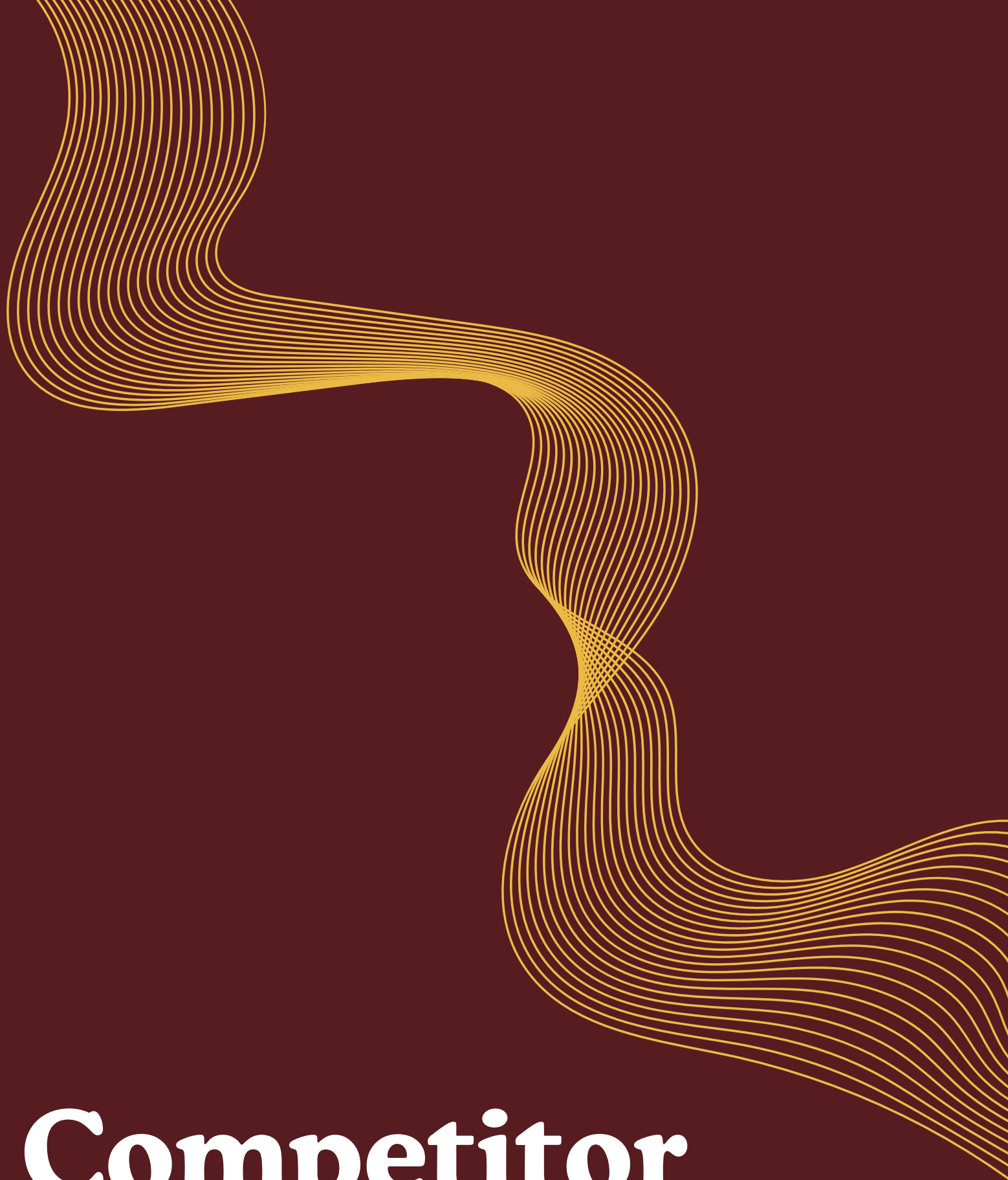


Top Age Range:
18-24 (30%) female, 18-24 (10%) male



Top 3 Cities: San Marcos (30%), Austin (16.5%), San Antonio (6.5%)

TEXAS  STATE
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION



Competitor Analysis

Competitor Overview

We conducted a competitor analysis by comparing the Instagram accounts of three other universities to evaluate engagement, posting frequency, and content in relation to Texas State University's School of Journalism and Mass Communication. While each school maintains its own unique style, there are notable similarities across the accounts. Follower counts vary, with the University of Texas at Austin leading in both followers and engagement. Texas A&M University's content closely mirrors that of Texas State, featuring frequent graphics and occasional staff highlights.



TEXAS

The University of Texas at Austin



Handle:

@texasmooddy

Followers: 17k

Posts in March:

17

Average Likes:

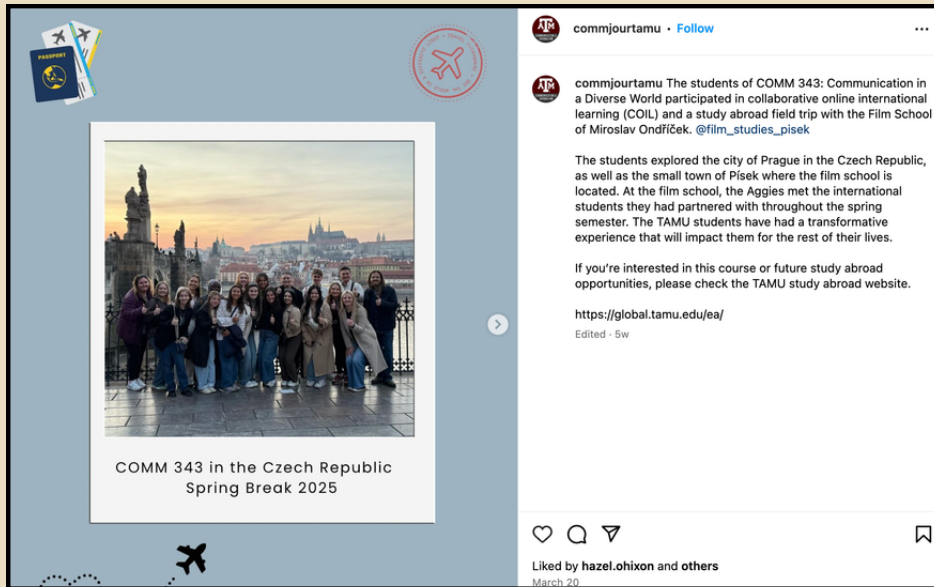
1,266.6

Types of Content:

Usage of high production in videos and pictures, graphics , and on campus interviews conducted by students.

Overview:

The @texasmooddy Instagram is performing well, currently holding the highest follower count among our three competitors. They produce frequent reels to highlight various opportunities available to students, and much of their content appears to be student-led, adding personal and authentic branding. Most of their visuals are likely taken with high-quality cameras, giving their feed a professional aesthetic. Notably, UT doesn't incorporate infographics into their posts.



Handle:

@commjourtam

Followers: 1,827

Posts in March:

1

Average Likes:

85

Types of Content:

Frequent usage of graphics and strong student focus through highlights.

Overview:

The @commjourtam Instagram primarily uses infographics to promote its content, sharing opportunities, ways for students to get involved, and even giveaways. However, the account receives very few interactions unless it highlights specific students. TAMU could improve the account by reducing the number of infographic posts to avoid repetitiveness in the feed. Introducing more variety among posts could lead to higher engagement and make the account feel fresher and more dynamic.



Handle:

@unt.mayborn

Followers:

1,422

Posts in

March: 12

Average Likes:

42.7



Types of Content:

Frequent use of graphics and some lower-quality images are used to highlight accomplishments.

Overview:

The @unt.mayborn Instagram uses infographics to highlight staff, students, and events. In March, only one post was not an infographic, and overall, their feed is predominantly made up of this type of content. The account receives fairly consistent interactions, with posts featuring actual photos typically getting the most comments. I would recommend that the account experiment with higher-quality photography and incorporate fewer infographic posts.