

# January 2022: Social Media Recap

**Da'Vonna Shannon**  
Digital Communications Specialist  
DaVonna.Shannon@asu.edu

**Joycelyn Cabrera**  
Student worker, Digital Team  
jjcabre1@asu.edu

**Morgan Bircher**  
Digital Content Strategist  
Morgan.Bircher@asu.edu

# Monthly social media benchmarks

## Facebook

Average reach per post: 800

Daily goal: 6,000

## Instagram

Average reach per post: 2,000

Weekly goal: 5,000

## Twitter

Average impressions per post: 2,000

Weekly goal: 7,000

# GOALS

# Top post(s): Twitter

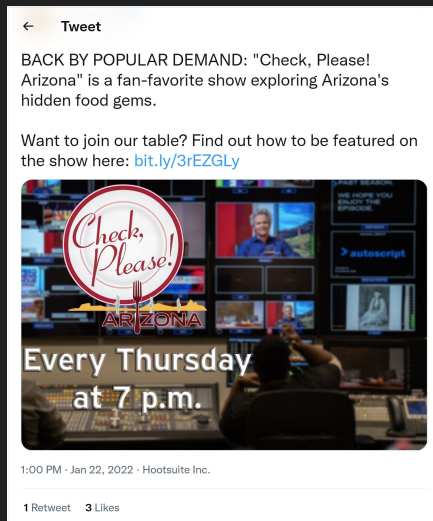
## Most Impressions

6,279 impressions  
Posted Jan. 12



## Best Engagement Rate

5.92% eng. rate  
Posted Jan. 22



## Highest Engagement

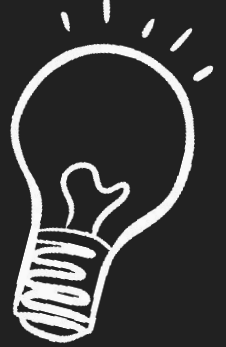
47 engagements  
Posted Jan. 10



## How did we compare on Twitter?

- December # of tweets: 100
  - Followers: 40
  - Retweets: 261
  - Replies: 26
  - Mentions: 119
  - Likes given: 4,192
  - Engagement overall: 1.5%
- January # of tweets: 115
  - Followers: 40
  - Retweets: 276
  - Replies: 26
  - Mentions: 187
  - Likes given: 291
  - Engagement overall: 2.16%

# Key takeaways from Twitter



## Let's keep up the pace!

We're in a much better spot than we were in December. Keep in mind, December was a bit of an anomaly given we weren't posting nearly as much as we should've been—negatively impacting our metrics and goals. Last month, we skyrocketed by comparison.

- **Average impressions per post:** 581 impressions per post
- **Average Weekly impressions:** 15,986 (63,942 total for the month)

There's the practical reasoning behind us doing so well now: we're posting more. But going into mid-February/March, how can we strategize and fine-tune that posting?

- **News topics seem to do very well on Twitter over January, even if the news was about our own shows!**
- **How can we adjust our tone on Twitter to fit this pattern?**

# Facebook Top Posts

## Most Impressions & Highest Engagement

47,382 impressions  
4,785 engagements  
Posted Jan. 26

Arizona PBS  
January 26 at 10:01 AM · 🌐

Get the inside scoop from Rachel Shenton about her character's romance with James Herriot. Plus, how Helen's relationship is evolving with her sister, Jenny, in the new season. #AllCreaturesPBS

PBS.ORG  
**Rachel Shenton Interview: Making Season 2 | PBS**  
All Creatures Great and Small's Rachel Shenton shares insights on the romance w...

2.2K 60 Comments 47 Shares

## Best Engagement Rate

5.92% eng. rate  
Posted Jan. 22

Arizona PBS  
January 10 at 2:29 PM · 🌐

PRESS RELEASE: Exciting new changes are happening with the leadership team at Arizona PBS. <https://azpbs.org/.../2022/01/three-staff-members-promoted/>

Ebonye Delaney Tiffany Khan Marisa Upham

AZPBS.ORG  
**Arizona PBS promotes three staff members to key leadership positions**  
Arizona PBS has promoted three staff members to senior leadership roles as the ...

37 6 Shares

# Facebook Monthly Comparison

- December Page Impressions: 77,852
  - Reach: 39,566
  - Engagement: 2,512
  - New Page Likes: 50
  - Total Page Likes: 21,746
- January Page Impressions: 173,055
  - Reach: 94,100
  - Engagement: 5,068
  - New Page Likes: 50
  - Total Page Likes: 25,127

# Facebook Paid Efforts

## Paid overview

- Paid impressions: 50,018
- Post impressions: 40,016
- Post reach: 34,122
- Page reach: 34,122
- Page reach %: 27%

The image shows a Facebook sponsored post from Arizona PBS. The post features a photograph of chef Mark Tarbell in a white chef's coat, smiling. To his right is a circular logo with the text 'Check, Please!' in a red script font, with a fork and knife crossed behind it. Below the logo, the word 'ARIZONA' is written in a bold, black, sans-serif font. At the bottom of the image, the text 'Season Premiere Jan. 27' is displayed in a large, bold, black font. Above the image, the text reads: 'From fine dining to food trucks — uncover some of Arizona's hidden favorite gems! "Check, Please! Arizona" returns January 27.' Below the image, there is a 'LEARN MORE' button and the text 'AZPBS.ORG' and ''Check, Please! Arizona' Arizona PBS is calling for nomin...'. The post is marked as 'Sponsored' and has a close button (X) in the top right corner.

To ramp up awareness regarding the **Season 9 premiere** of **"Check, Please! Arizona"** we launched an **A/B test** to see which ad would generate the most clicks. A photo featuring **Mark Tarbell** out-performed a post featuring a glass of wine with the same messaging.

- Spend: \$47
- CPC: \$.10
- Duration: five days
- Post engagement: 752
- Landing page views: 84
- Post reactions: 209
- Reach: 10,467
- Link clicks: 475

Most successful ad



# Facebook Key Takeaways

## We blew through our monthly goals!

While keeping December's low performance in mind, we definitely blew through our monthly goals for Facebook as well. What else can we attribute to our success besides posting more often?

- Average reach per post: 1,299
- Daily reach: 3,956 (122,621 total)

Taking a look at our audience, there are some similarities in the posts doing exceptionally well. For example, a shared article about dramas, and a station update, tell us our audience is interested in one thing in particular: people.

- Let's keep highlighting the people behind the projects

Facebook is a place where people like seeing other people. Let's use that in our strategizing!

# Instagram: Top Posts

## Most Impressions & Highest Engagement

3,093 impressions  
232 engagements  
Posted Jan. 15



## Best Engagement Rate

9.9% eng. rate  
Posted Jan. 11



# Instagram: Monthly Comparison

- December Profile
    - Impressions: 5,793
  - Highest Reach: 932
  - Post Impressions: 2,723
  - Engagement Rate: 4.92%
  - New Post Likes: 119
  - New Post Comments: 2
  - New Followers: 87
  - Total Followers: 5,726
- January Profile
    - Impressions: 6,689
  - Highest Reach: 2,389
  - Post Impressions: 13,709
  - Engagement Rate: 5.8%
  - New Post Likes: 734
  - New Post Comments: 37
  - New Followers: 130
  - Total Followers: 6,085

# Instagram Key Takeaways



**We didn't reach our goal, but we have vastly different numbers from December to January - so what worked and what didn't?**

Instagram is similar to Facebook in a lot of ways: people like seeing other people on this platform. Taking a look at our top posts for Instagram, we can see that the image structure is similar, but it's also important to keep in mind what our audience is expecting from us.

**Average reach per post over time: 792**

**Weekly reach over time: 3,427 (13,709 total)**

Combining a strategy of highlighting people with news about our upcoming shows, events, stories, etc. could really help the team keep up the pace established last month. It also doesn't hurt to mix up various mediums - videos, gifs, stills, etc. What other ideas do we have for Instagram strategizing?

# Social Media Recap



# Facebook: Top post



 **Arizona PBS KIDS**  
Published by Hootsuite · January 10 · 🌐

Join Misty for a simple and fun activity on letter identification. You may want to spell your child's name, practice making words, or mix it up completely. The possibilities of learning with letters are endless with this versatile activity.

Materials for the activity:  
\*index card (or blank paper)  
\*pen or marker... [See more](#)



675 People reached      163 Engagements      [Boost post](#)

  10      2 Comments 9 Shares

The top performing post in January reached **675** people. In the previous month, the best performing post reached **279** people.

The post received high engagement because it's content the audience enjoys. This was a simple activity Misty recorded and we will post at least one activity video weekly for the audience.

### Performance

Reach	Reactions, comments and shares	Results
<p>Total <b>675</b></p> <p>Worst  Best</p> <p>This post reached more people than <b>98%</b> of your 50 most recent Facebook posts and stories.</p>	<p>Total <b>85</b></p> <p>Worst  Best</p> <p>This post received more reactions, comments and shares than <b>98%</b> of your 50 most recent Facebook posts and stories.</p>	<p>Total <b>78</b></p> <p>Worst  Best</p> <p>This post received more link clicks than <b>98%</b> of your 50 most recent Facebook posts and stories.</p>
Reach: 675	Reactions: 59 Comments: 17 Shares: 9	Link clicks: 78

# Facebook: Monthly Comparison

## December 2021

- Page Impressions: **8,710 (90%)**
- Page Reach: **3,279 (96%)**
- Page Engagement: **195 (51%)**
- New Page Likes: **4 (95%)**
- Post Published: **38 (15%)**
- Posts Engagements: **363 (51%)**
- Comments: **12 (59%)**
- Shares: **14 (55%)**

## January 2022

- Page Impressions: **14,510 (67%)**
- Page Reach: **5,500 (68%)**
- Page Engagement: **478 (145%)**
- New Page Likes: **16 (300%)**
- Post Published: **64 (68%)**
- Posts Engagements: **868 (139%)**
- Comments: **38 (217%)**
- Shares: **36 (157%)**

More people are seeing and engaging with our content across all metrics.

# Facebook: Key Takeaways

- Our metrics have increased over the month of January. To keep the upward trajectory we must continue with posting consistently and posting meaningful content to the audience.
- Pre-recorded activities and Story-Time segments are a big hit, so we have committed to posting one per week.
- We will choose stories and activities that correspond to holidays or seasons, and national days to observe.
- We are promoting in advance of planned social media events to increase our reach and engagement.
- **Next Step: In February we will start posting Story-Time and Activities from Facebook Live, because those videos reach more people and we can load a pre-recorded video.**



# Twitter: Top post

## Most Impressions

547 impressions  
Posted Jan. 06

## Best Engagement Rate

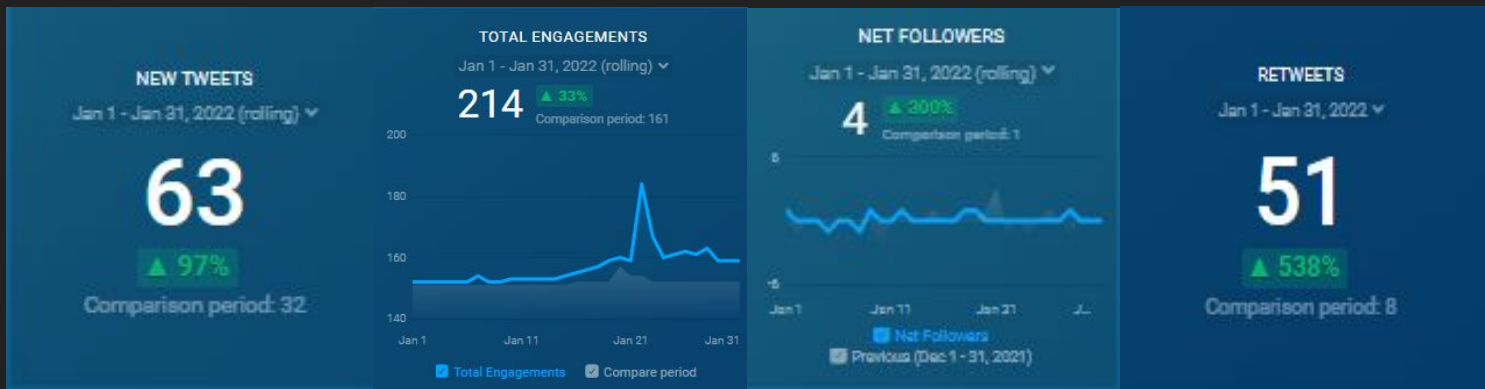
10.2% eng. rate  
Posted Jan. 28

## Highest Engagement

17 engagements  
Posted Jan. 24



# Twitter



All metrics trending upward.

We tweeted **97%** more.

**32** in December  
**63** in January

We had a **33%** increase in engagement.

**161** in December  
**214** in January

We gained **4** new follower in December.

**1** in December  
**4** in January

We had a **538%** increase in retweets.

**8** in December  
**51** in January

# Twitter: Monthly Comparison

## December

- Tweets: 32
- New Followers: 1
- Retweets: 6
- Replies: 0
- Mentions: 1
- Likes given: 9
- Engagement overall: 0.72%

## January

- Tweets: **63**
- New Followers: **4**
- Retweets: **27**
- Replies: 0
- Mentions: **4**
- Likes given: **40**
- Engagement overall: **2.11%**

# Next steps

## Engagement is increasing on Twitter!

What can we do to keep up the pace in February and March? We have a mixed bag of content on Twitter, stemming from kids shows, to Holocaust Remembrance Day, to highlighting the author of “Aruthur”.

- What needs fine-tuning?
- Do we want to expand our content, or narrow it down?

There are benefits to either one, whether we expand the type of content produced on Twitter or narrow it down (similar to Facebook and Instagram), there are pros and cons to both strategies. What works best for the brand?

Let’s define our target audience and what exactly they’re looking for on this platform. So far, our audiences enjoy the latest on our shows, and unique highlights/stories about those shows.

