

@SWUCO2027 Instagram Analysis

Bio:

💙 Official account for SWU Class of 2027 💙

✉️ DM photos + short bio to be featured

🤝 Connect w/ fellow Warriors

👤 Run by Marketing Department Student Intern

200 followers (8/17/23)

- Up 88.6% from May 19-Aug 16
- 94: Overall follows from May 19-Aug 16

87 posts total (8/17/23)

68 student posts (8/17/23)

19 other posts (8/17/23)

- 2 of 19 were reels

May 19-Aug 16

- 67.8%: 18-24
- 67% women
- 32.9% men
- 620 accounts engaged
- 3,764 accounts reached

Student Interaction:

- Posted 68 students
- Texted 104 students
 - [70 replied or texted first(about 67%)]

Reaching out texts:

- “Hey (insert name)! Congratulations on your acceptance to SWU! This is the Official SWU Class of 2027 page. We would love to feature you on this page with your permission. Just send a short bio and photos to be posted and connect with fellow Warriors. Thank you and congratulations again!”

- Texted in response to their bios:
 - (also liked their text)
 - “Thank you! We will text you when you’ve been posted on the swuco2027 page!”

- Texted after they were posted:
 - “We’ve shared you on the swuco27 page! Thank you for the information! Welcome to SWU! ❤️”
 - (if they replied with thank you, sometimes said you’re welcome or simply liked their text)

Top Posts (per likes)

1 – 107 likes

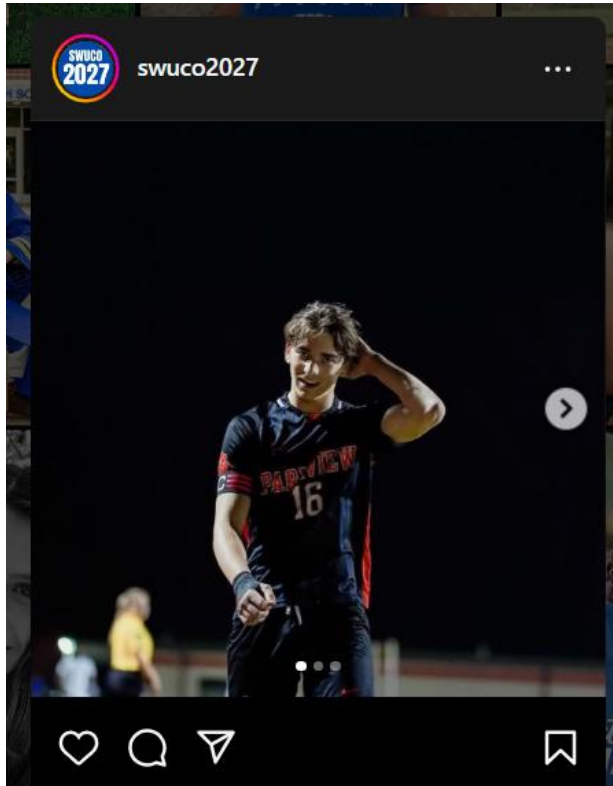


Caption:

LAST Future Warrior Day! ❤️ See you again soon Warriors! 📅

[#futurewarriorday](#) [#swuco2027](#) [#swulife](#)

2 – 104 likes



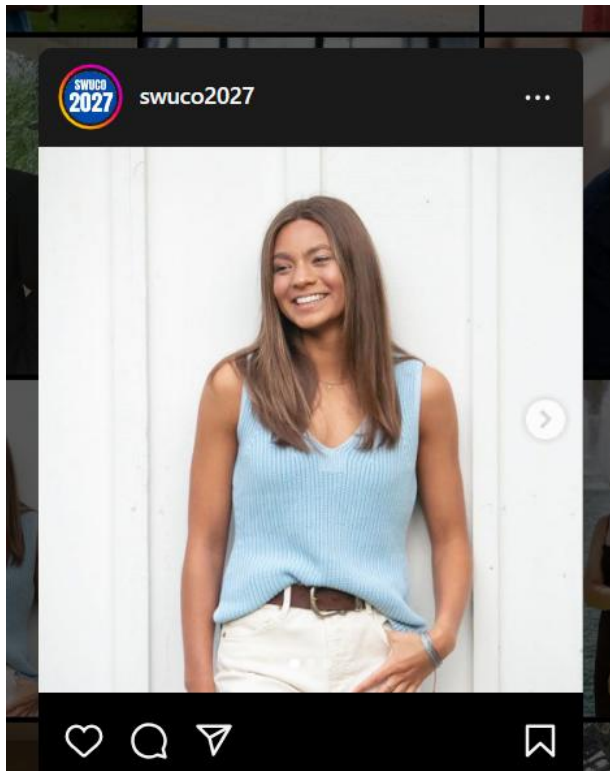
Caption:

🏆 I'm Dillon and I'm from Lilburn, Georgia. I'll be majoring in Media Communications and playing soccer!! I love Taylor Swift, soccer, and God!

Can't wait to meet all of you!

[#swuco2027](#) [#swulife](#)

3 – 92 likes



Caption:

🌍 Hey guys! I'm Vivianna and I'm from Statesboro, GA. I plan to major in Criminology, alongside playing on the Women's Soccer Team!

I love to cook, travel, and meet new people! I cannot wait for what God has in store for these next four :))

[#swuco2027](#) [#swulife](#)

Likes:

- Total likes (posts only; this does not include reels or stories): 9,739 (8/17/23)
- 57 likes per post on average

Stories:

- 132 stories total (8/17/23)
- All regular posts were reposted into stories

Types of stories:

- Repost posts
- Current Students: What advice would you give to future warriors?
 - 11 answers
- Tag us! FWD
- Repost Joiner and Mullinax videos (admissions page)
- Future Warriors: What questions do you have for current students?
 - Received 4 questions
 - Replied with 3 answers from current students (on a later date)
 - Asked for more questions right after answers were posted
 - Received 4-6 questions (some were the same)
 - Gave 3 answers to 4 questions (on a later date)
 - Asked for more questions right after these stories also
- Poll: Resident or Commuter?
 - 55 answers:
 - 46 residents
 - 9 commuters
- Poll: In-State or Out-of-State?
 - 62 answers:
 - 38 In-State
 - 24 Out-of-State
- Future Warriors: What are you most excited for?
 - 9 answers – posted each with a giph
- Poll: Favorite Season?
 - 64 votes
- Poll: Early Bird or Night Owl?
 - 64 votes
- Poll: Group Work or Independent Work?
 - 63 votes
- Repost swu life video on swu_edu

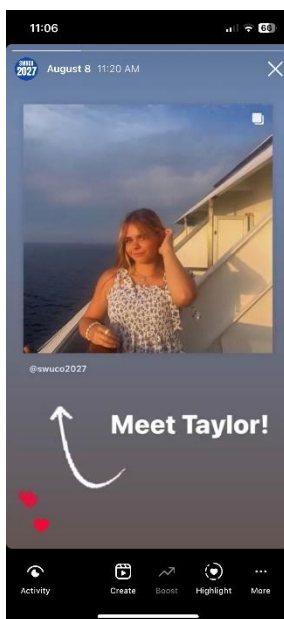
- Got Questions? DM us!
 - Ask about... gave options
 - Received about 4-5 engagements from students after this post
- Move-in countdown

Top 3 stories (per reach)

1 – 155



2 – 148





What new things should we do? What should we do differently?

- Which building is which – NEW (newby)
 - o Connect with their schedules
- More info on dorm specifics
- Dorm essentials reel/posts
- Posts that are more commuter focused
 - o Commuter lounge info
 - o Commuter tips
- Offer for students to dm us questions earlier
- Ask more specific questions for students to send a longer bio
 - o What is your goal for freshman year?
- Post less graphics
 - o Get photos ahead of time for posts like:
 - Register your vehicle
 - Next Steps (accepted page)
 - Parking
 - Are you excited for...? (group of people excited)
- More reels in general

What worked well?

- FWD posts
- Interacting with students such as:
 - Texting/communicating over Instagram DMs
 - Liking whatever they have shared that involves SWU
- Poll stories
- Posts such as info on the Grill and Chapel