

## **Socials Year in Review: 2022-2023**

**(August 1<sup>st</sup>, 2022 – May 31<sup>st</sup>, 2023 vs. August 1<sup>st</sup>, 2021 – May 31<sup>st</sup>, 2022)**

### **Facebook**

Impressions: 3,047,492

Engagements: 185,289 (up 10% from last year)

Post Link Clicks: 13,036

Video Views: 51,279

Likes (reactions): 46,411

Shares: 1,996

New Followers: 695 (up 151.8% from last year)

Comments: 4,738

Posts Authored: 324

Posts Ranked (by engagements):

1<sup>st</sup>

**Southern Wesleyan University**  
February 23 · Instagram

Prayer is powerful.


From the chapel to classrooms, dorm rooms and blue hill, at the cafe, in offices, on the sidewalks and athletic fields, the power of prayer at SWU is in everything we do. Three weeks ago spiritual emphasis week was held on campus and the ripple is still being felt. From students hosting prayer groups in Freedoms Hill, groups traveling to Asbury to experience revival, 24 hours of prayer in Alive Chapel and so much more.

Today we ask for your prayers over our students, faculty, staff, administration, community, and alumni.

Watch the Spiritual Emphasis service via the link in our bio, that brought over 40 students forward to make a new or reaffirmed commitment to Christ.

Today's post coincides with [collegiatedayofprayer.org](http://collegiatedayofprayer.org). Campus's across the nation are being prayed for. Check out their website for a further look into why prayer is so powerful in this generation.

#SWUwarriors #teamSWU  
 🏠 Forge/Britton Bishop  
 🏠 Van Steenburgs / @ Freedoms Hill  
<https://youtube.com/live/kP9MtX5CBJk?feature=share>



👍❤️🔥 374      26 comments 95 shares

Share

2nd

**Southern Wesleyan University**  
April 12 ·

This. Is. SWU.


Today, we celebrated with 13 students who publicly confessed their faith and commitment to Jesus and were baptized by Rev. Dill at the track.




👍❤️ 277      15 comments 52 shares

Share



3rd


 **Southern Wesleyan University**  
January 6 · 🌐

The Dean's list is posted!  
Congratulations to everyone who made it! 🎉 🎓 🎉



SWU.EDU  
**SWU December 2022 Dean's List**  
CENTRAL, S.C. – The following Southern Wesleyan University students earned a term GPA of 3.5 or...

  63 18 comments 47 shares

 Share

Extra:

Engagement Rate (per impression): 6.1% (up 108.3% from last year)

Total audience: 9,162

Total impressions: 977,922

## Instagram

Impressions: 507,693

Engagements: 38,055 (up 7.8% from last year)

Post Link Clicks: -

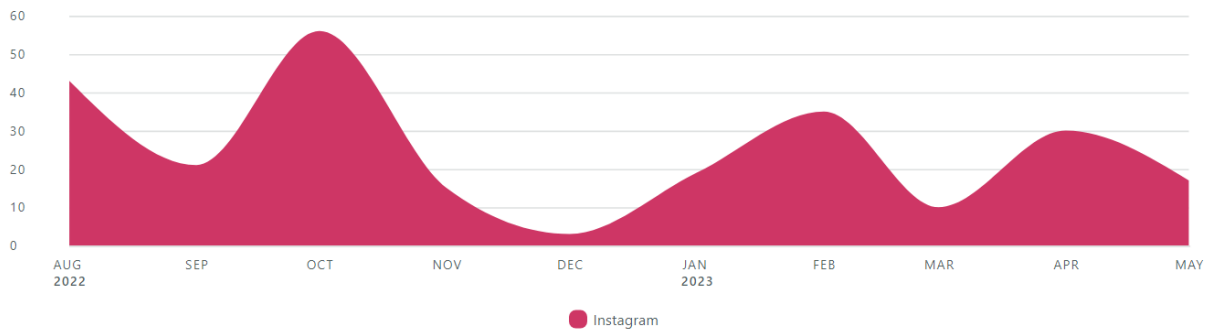
Video Views: 92,615 (up 119.6% from last year)

Likes: 36,500

Shares: 533

New Followers: 249

Net Audience Growth, by Month



Comments: 319

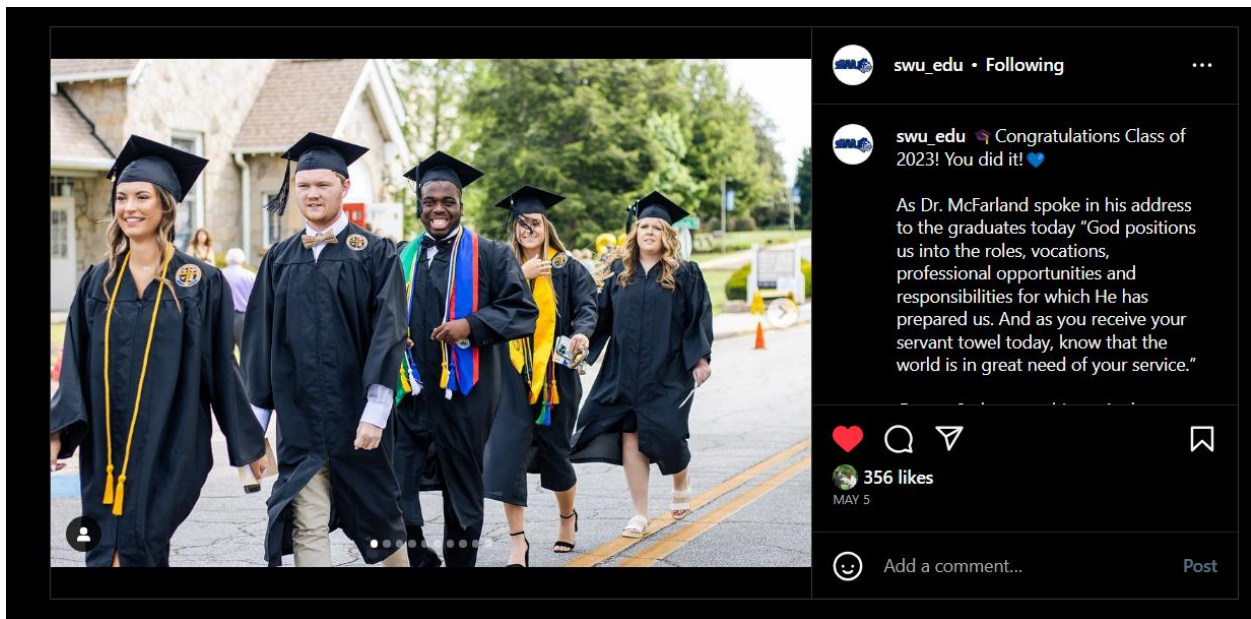
Posts Authored: 385

Posts Ranked (by reactions):

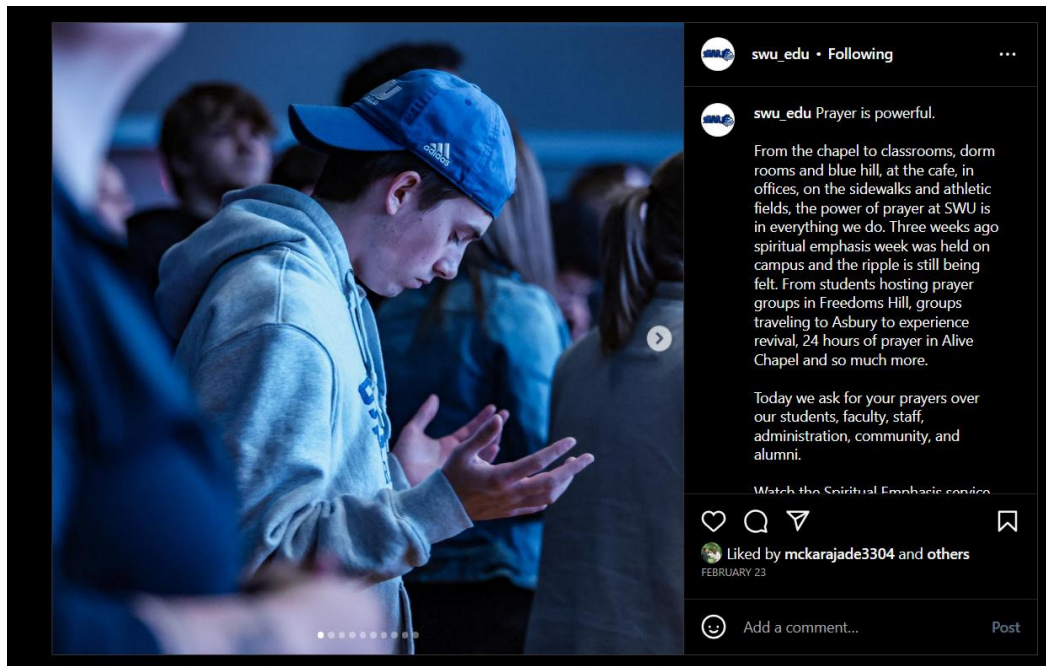
1<sup>st</sup>



2<sup>nd</sup>



3<sup>rd</sup>



Extra:

Engagement Rate: 7.5% (up 21.6% from last year)

Total Audience: 3,788 (up 10.5% from last year)

Story Taps Forward: 41,871

Saves: 315

## Twitter

Impressions: 9,721

Engagements: 295

Video Views: 158

Link Clicks: 13

Likes: 93

New Followers: 110

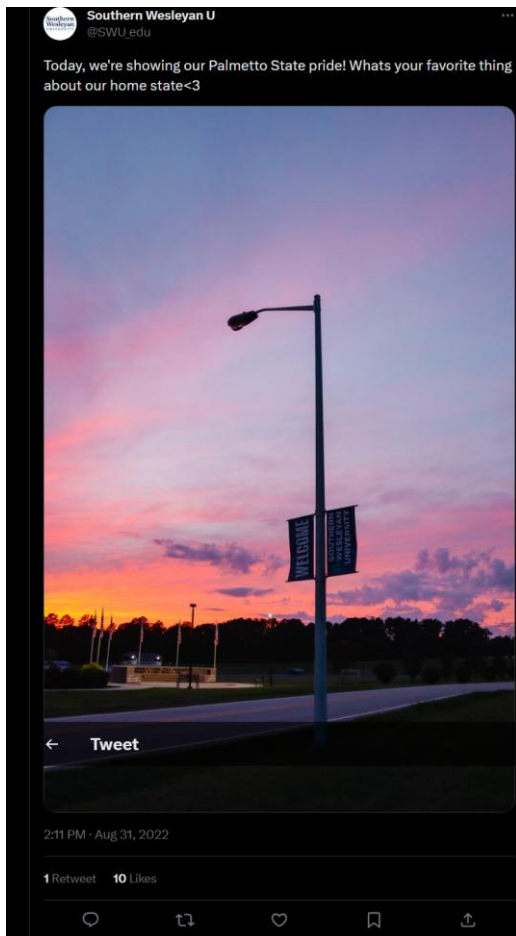
Shares: 7

Comments: 3


Posts Authored: 31

Posts Ranked:


1<sup>st</sup>



2<sup>nd</sup>

 **Southern Wesleyan U**  
@SWU\_edu

IT'S FINALLY HERE! Warrior Welcome Weekend starts TOMORROW 🌞🤗



3:00 PM · Aug 18, 2022

2 Retweets 6 Likes

3<sup>rd</sup>

 **Southern Wesleyan U**  
@SWU\_edu

Welcome to Joiner-Hilson Complex. This housing community provides comfortable single, dual and triple occupancy suites for 243 students. The floor plan also includes 15,000 square feet of space devoted to amenities. To learn more check the link in our bio [🔗](#)



2:59 PM · Mar 28, 2023 · 351 Views

2 Likes

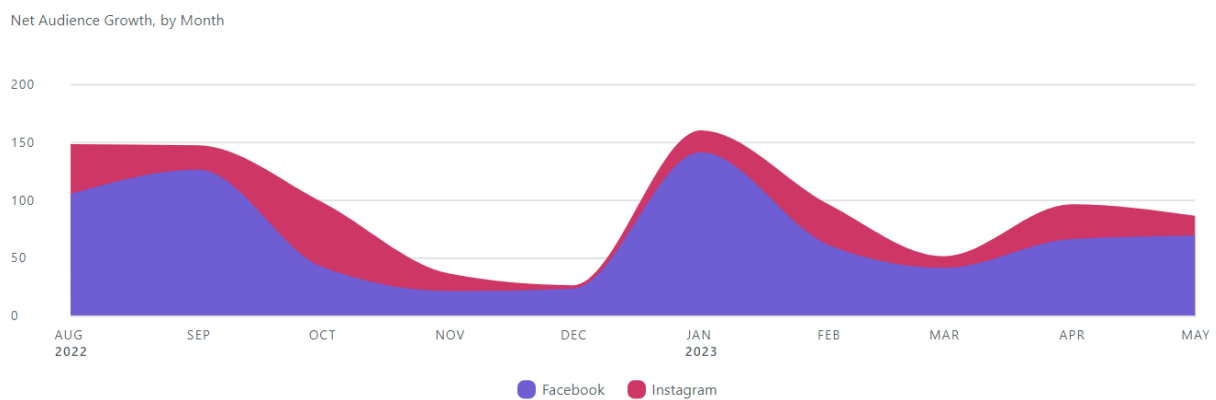
Extra:

Engagement Rate: 3.2% (up 12.3% from last year)

Other Post Clicks: 144

Other Insights:

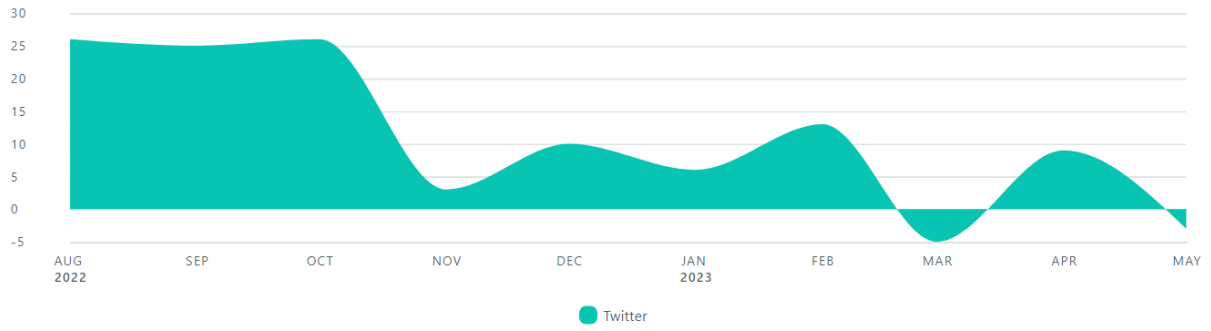
Both Instagram & Facebook



New Followers Total: 944 (up 31.7% from last year)

Twitter Audience:

Net Audience Growth, by Month



New Followers Total: 110 (up 12.2% from last year)