

# **Communications and Marketing**

**Student Success Internship** 



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### **Project Description**

- Create content that appeals to undergraduates
- Gain familiarity with library's activities and resources
- Increase our Instagram fans and their engagement with our posts
- Implement targeted campaigns to highlight Library resources, services and events
- Gather and analyze post statistics

I was interested in this internship because I wanted to develop my skills in social media platforms, creating campaigns and learning the process.

Top Posts									
Likes	Engagement Rate	Category	Format	Time Posted					
39	28.37%	Holiday Post	Photograph	Morning					
56	23.67%	Library Resources	Graphic	Afternoon					
12	20.31%	Library Resources	Graphic	Afternoon					
36	19.90%	Digitization	Photograph	Morning					
24	10.05%	Library Resources	Photograph	Afternoon					
	B Likes 39 56 12	B     C       Likes     Engagement Rate       39     28.37%       56     23.67%       12     20.31%	B C D   Likes Engagement Rate Category   39 28.37% Holiday Post   56 23.67% Library Resources   12 20.31% Library Resources	B C D E   Likes Engagement Rate Category Format   39 28.37% Holiday Post Photograph   56 23.67% Library Resources Graphic   12 20.31% Library Resources Graphic					

Post Name	LIKes	People Reached	Snares	Category	Format (Re	Time Posted (
Favorite Place #4 (Jessica)	16	435	6	Favorite Library Spot Campaign	Reel	Afternoon
Favorite Place #6 (Maritza)	22	378	10	Favorite Library Spot Campaign	Reel	Afternoon
Favorite Place #1 (Jacalyn)	25	371	8	Favorite Library Spot Campaign	Reel	Afternoon
Study spaces available	56	300	0	Library Resources	Graphic	Afternoon
Favorite Place #5 (Jenny)	13	254	7	Favorite Library Spot Campaion	Reel	Afternoon

## **Observations of Posts**

#### **Engagement Rate:**

- Majority of posts related to library resources
- All posts were photographs or graphics
- Highest engagement post featured library staff

#### People Reached:

- Top posts featured library spaces
- Most posts are in the format of reels which

### **Account Growth**

- From January 2022 to April 2022
  - 45% engagement rate increase
  - 5% fan increase
  - 2% reach increase
- Increases may be due to
  - Creation of mini campaigns catered to undergraduates
  - Mix of content format such as reels, stories, graphics
  - More people featured → more post interaction





- Capturing Library's story in a post
  - A lot of information for a simple post
  - Making sure what is important is highlighted
- Stats Collection
  - Understanding what the numbers mean in terms of reaching our initial engagement goals
- Technical difficulties
  - Posting on Falcon and Instagram

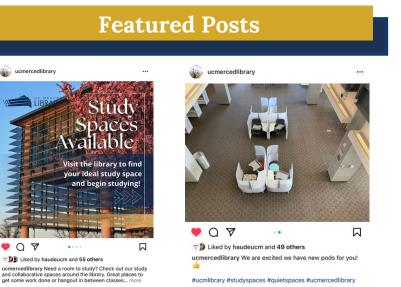
- include undergraduates being showcased
- Afternoon posts tended to perform better
- Sharing/reposting content amplifies the amount of engagement

#### Definitions

**Engagement Rate:** A measurement of how many people interact with your social media content. For example like, comment, and share.

**Reach:** Total amount of people who had a post of our channel enter their feed

**Fan:** Someone who likes your account. "Fan" is sometimes refer to someone who follows you on any social channel.



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