

DEPARTMENT OF
RECREATIONAL SPORTS
TEXAS A&M UNIVERSITY

**SOCIAL MEDIA CROSS
NETWORK REPORT**

JULY 2022 - FEBRUARY 2024

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CROSS NETWORK

PERFORMANCE SUMMARY

Analytics provided from Sprout Social

Impresssions	Engagements	Post Link Click	Engagement Rate Per Impression
6,306,493	315,458	315,459	5%
↑ 25.2%	↑ 113.1%	↑ 272.2%	↑ 69.9%

IMPRESSIONS: Rec Sports at Texas A&M offers extensive resources for all students, though many are unaware of them. Higher impression rates indicated our message was successfully reaching more of our target audience.

ENGAGEMENTS: At the start of my tenure at Rec Sports, I shifted the focus from just promoting events to educating and entertaining through our posts. College students and most online scrollers prefer quick, informative, and entertaining content.

POST LINK CLICKS: Rec Sports registration was exclusively online. Our goal was to use social media as a direct funnel for registration. Higher post link clicks indicated we were meeting this objective.

ENGAGEMENT RATING PER IMPRESSION: Engagements alone aren't enough. A better measure of content effectiveness is analyzing the engagement rate, showing how many viewers also interact with the post.

OVERVIEW

THE CHALLENGE

When I joined Rec Sports, social media management was already well-established, with the platforms in place for over a decade. However, despite having solid systems and procedures, Rec Sports wasn't reaching its full potential. Social media was treated merely as an event calendar rather than a window into the department's hidden stories, which limited its impact. To make a real difference, I had to challenge the old ways and routine thinking, transforming norms and habits to create something truly exceptional.

THE OPPORTUNITY

I create to tell stories, and that was exactly what Rec Sports was missing. The department had a unique opportunity to interact with its target audience daily, providing a nearly endless pool of stories to uncover and students to highlight. We could showcase the real-life impact of Rec Sports' resources and use these stories to promote future offerings.

REC SPORTS WAS EAGERLY AWAITING CHANGE, AND MY MISSION WAS TO SEIZE THIS OPPORTUNITY AND DRIVE GROWTH AT THE INTERSECTION OF THE CHALLENGE AND OPPORTUNITY.

OVERVIEW

SOCIAL MEDIA PROFILES



INSTAGRAM @RECSports



TWITTER @RECSports



FACEBOOK @TEXAS A&M REC SPORTS



LINKEDIN @TEXAS A&M REC SPORTS



YOUTUBE @TEXAS A&M REC SPORTS

TikTok was used at the start of my tenure, however on February 15, 2023 the platform was no longer allowed in Texas state agencies.

Threads was also added on, but API was not yet available for reporting.

TARGET AUDIENCE

Rec Sports' target audience was Texas A&M University students, ages 18-26, residing in College Station, TX, seeking ways to build and maintain a healthy lifestyle while attending classes.

GET: Texas A&M University student body

TO: to see and use Texas A&M Rec Sports as a resource for activity, wellness, and development goals

BY: publishing short form educational and entertaining posts on Rec Sports offerings, student success stories, and resources available.

CROSS NETWORK AUDIENCE GROWTH

Audience Metrics	Totals	% Change
Total Net Audience Growth	18,038	↗ 1,691.3%
Twitter Net Follower Growth	-81	↘ 636.4%
Facebook Net Follower Growth	1,174	↗ 362.2%
Instagram Net Follower Growth	16,289	↗ 2,757.7%
LinkedIn Net Follower Growth	526	↗ 171.1%
YouTube Net Subscriber Growth	130	—

In October 2022, Twitter, now known as X, began undergoing radical changes. From 2023 to 2024, Twitter experienced a 30% drop in usage.

Second only to TikTok, Instagram is the most used social platform among college students. Recognizing this, we understood that to effectively reach our target audience, we needed to concentrate our efforts on boosting traffic and engagement on our Instagram account.

CROSS NETWORK ENGAGEMENT

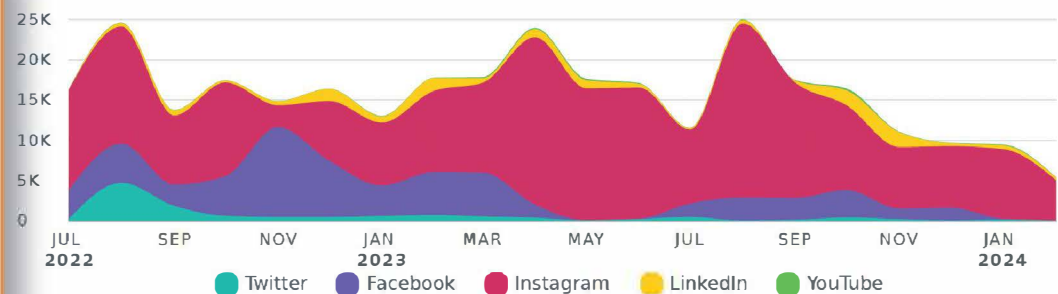
Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	5.0%	↗ 69.9%
Twitter Engagement Rate	2.7%	↘ 6.8%
Facebook Engagement Rate	6.9%	↗ 89.5%
Instagram Engagement Rate	4.6%	↗ 75.7%
LinkedIn Engagement Rate	13.9%	↗ 186.2%

Under my leadership, Rec Sports outperformed the education sector across all social media platforms, according to **Hootsuite's 2024** numbers.

- Average Instagram engagement rate: **2.55%**
- Average Facebook engagement rate: **1.34%**
- Average X (Twitter) engagement rate: **1.1%**
- Average LinkedIn engagement rate: **1.49%**

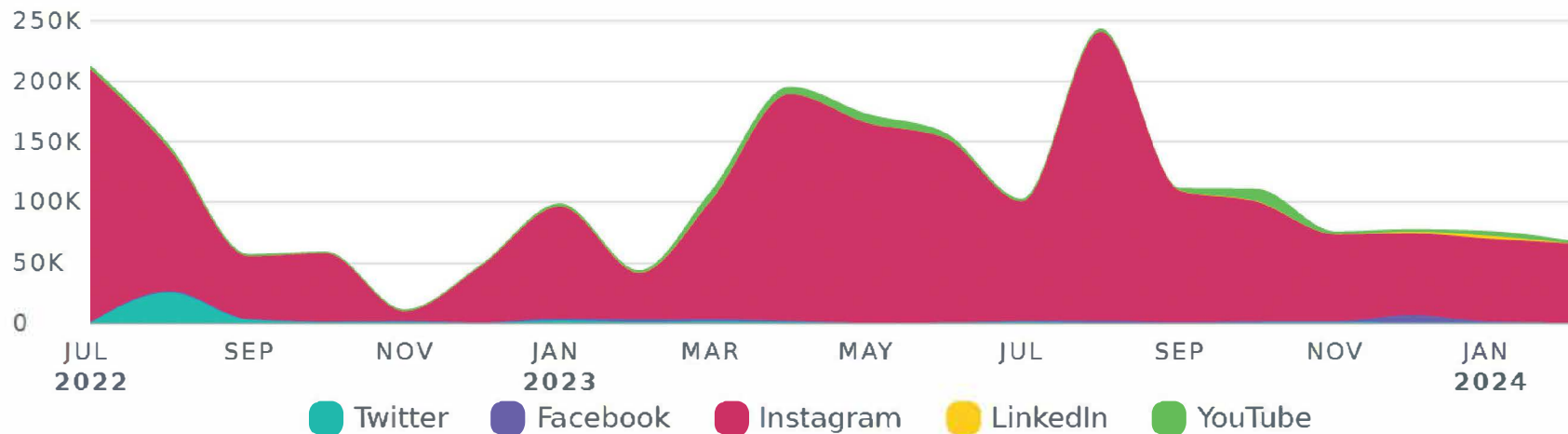
<https://blog.hootsuite.com/average-engagement-rate/>

Engagement Metrics	Totals	% Change
Total Engagements	315,458	↗ 113.1%
Twitter Engagements	12,301	↘ 63%
Facebook Engagements	63,690	↗ 48.7%
Instagram Engagements	223,409	↗ 214.1%
LinkedIn Engagements	14,292	↗ 6,280.4%
YouTube Engagements	1,766	↗ 207.7%



CROSS NETWORK VIDEO VIEWS

Not only am I passionate about videography, I excel at it. The challenge of increasing video engagement presented an incredible opportunity to leverage my skills to meet the needs of our target audience.



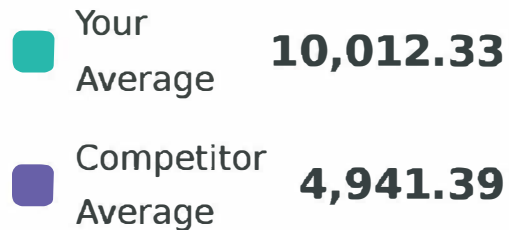
College students, primarily aged 18-24, engage heavily with video content because it is entertaining, easily consumable, and informative. Because of this, our social team, but a heavy focus on increasing video views, by making them shorter, more engaging, and relatable.

Video Views Metrics	Totals	% Change
Video Views	2,165,851	↗ 804%
Twitter Video Views	35,699	↗ 43.3%
Facebook Video Views	20,373	↘ 7.4%
Instagram Post Video Views	2,033,757	↗ 1,121.9%
LinkedIn Video Views	5,314	↗ 5,059.2%
YouTube Video Views	70,708	↗ 170.3%

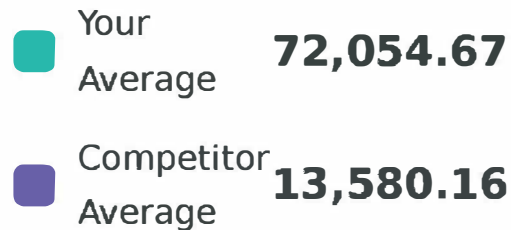
CROSS NETWORK COMPETITORS SUMMARY

When evaluating Rec Sports competitors, I looked for top performing Recreational Sports departments at universities as well as other departments within our division at Texas A&M University, The Division of Student Affairs. [Full competitors list can be found on page 11.](#)

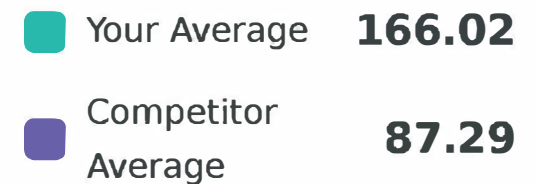
Audience Average



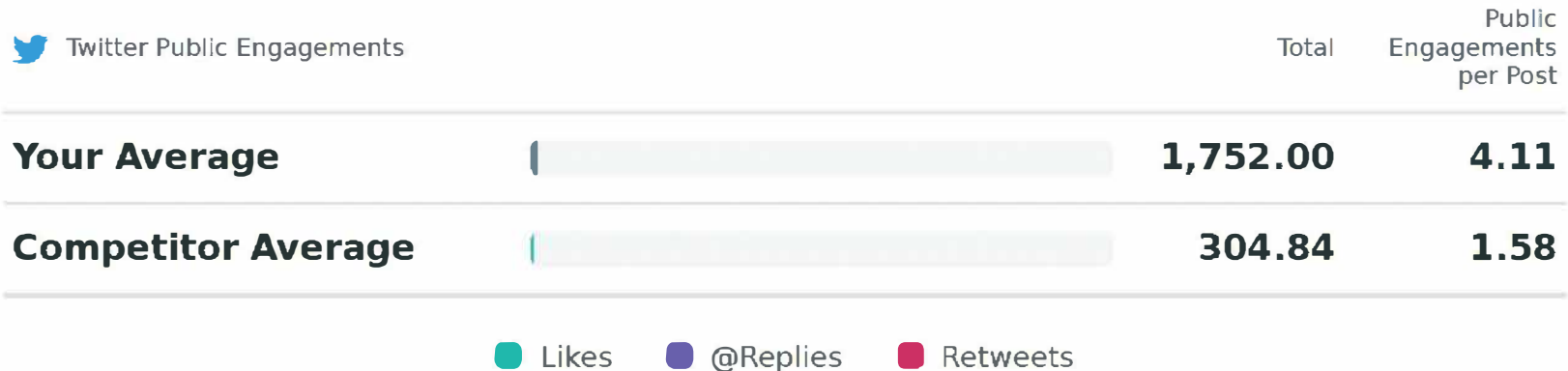
Public Engagements Average



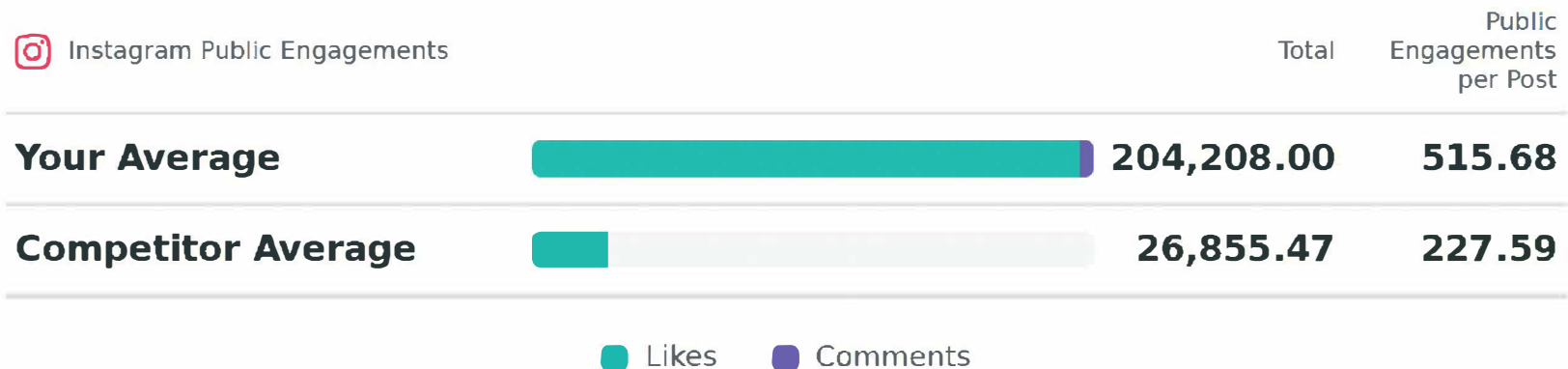
Public Engagements per Post



CROSS NETWORK COMPETITORS SUMMARY

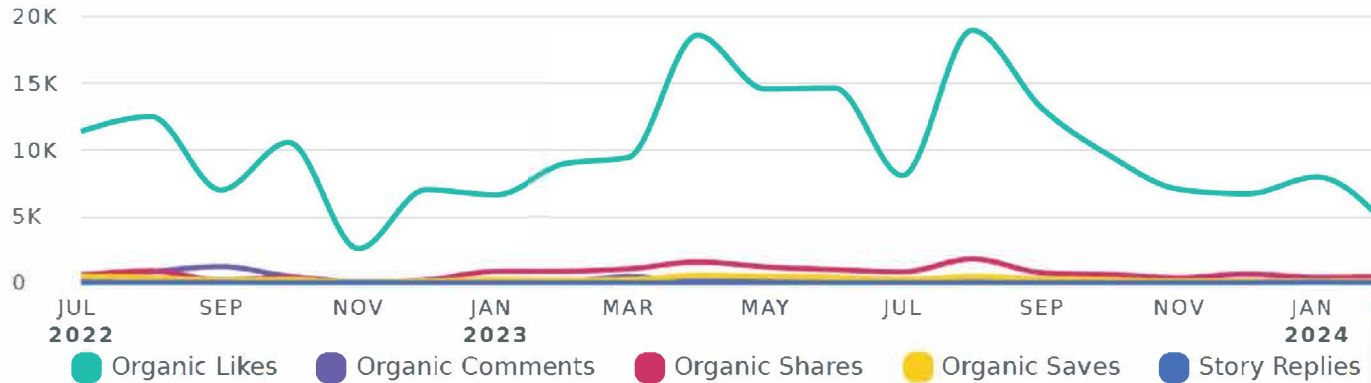


While Twitter analytics were down across the board for Rec Sports, it is important to note that the department still **maintained nearly three times the success of its competitors** on this platform.



As stated before, Instagram was our target audience's primary social media platform. Success on Instagram meant **our message was getting onto the screens of current & potential customers.**

INSTAGRAM ENGAGEMENT

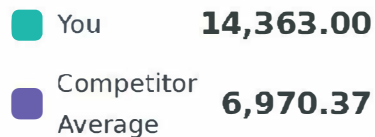


Due to limited budget size, we did not have extraneous funds for paid promotions. These impressive numbers are entirely organic, reflecting our ability to create content that genuinely excited and engaged our audience.

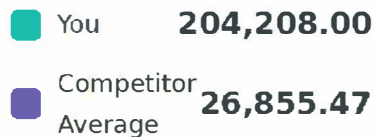
Impression Metrics	Totals	% Change
Organic Engagements	223,409	↗ 214.1%
Organic Likes	199,076	↗ 208.7%
Organic Comments	4,984	↗ 7%
Organic Shares	14,293	↗ 2,627.7%
Organic Saves	4,937	↗ 249.4%
Story Replies	119	↗ 133.3%

INSTAGRAM COMPETITORS SUMMARY

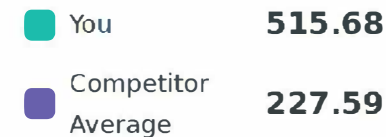
Followers Average



Public Engagements Average



Public Engagements per Post



COMPETITORS INCLUDED IN REPORT

 @RecSports
 @berkeleyrecwell
 @ksusportsrec
 @MizIMSports
 @OHIOCampusRec
 @SIUEcampusrec
 @UFRecSports
 @ukcampusrec
 @urecarkansas
 @UTSARec
 Texas A&M Rec Sports
 recsports
 mscopenhouse
 msctownhall
 successtamu
 tamuaggiepark
 tamuhealthpromotion
 tamustuact
 ufrecsports
 utrecsports
 vrsc.tamu
 Texas A&M Rec Sports

 @AuburnRecWell
 @IslanderRec
 @MiamiRecSports
 @MSU_RecSports
 @OSURec
 @UABURec
 @UGARecSports
 @UmichRecSports
 @UTRecSports
 @VTRecSports
 Texas A&M Division of Student Affairs
 auburnrecwellness
 mscprograms
 nsfptamu
 tamu_uc
 tamudsa
 tamureslife
 texasrecsports
 unccampusrec
 utsarec
 vtrecsports
 Texas A&M Rec Sports