



**BJU #SOCIAL**

**August 2021**

**Social Report**

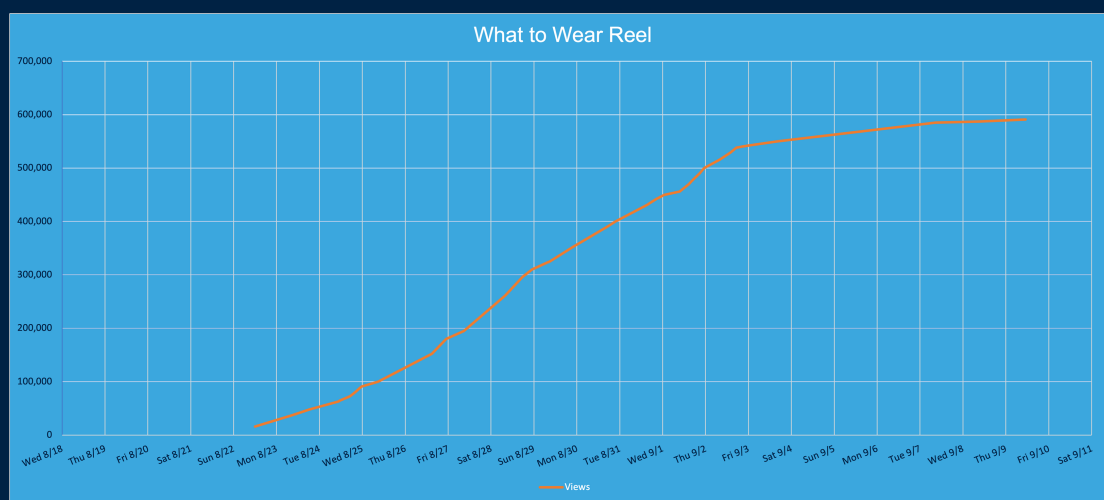


# PLATFORM REPORT INSTAGRAM

→ In August, we saw our all-time highest metrics across any platform for social media. We saw significant increases across all metrics. Of the total 476K accounts reached, 464K of those were non-followers. That means we reached a very large audience that we likely haven't reached before which is great for growth of our account.

→ We again saw success this month with Reels. Our what to wear on the first day of school Reel reached 442K views by the end of Aug. For context, our second top Reel currently has 48K views. The what to wear video now has almost 600K views, 5.5K shares & over 25K likes.

→ Reels have been effective for us as reflected in our metrics, and we're also seeing that it's the best place to show more of our brand's personality. We're able to show a fun and engaging side of BJU which ultimately builds a stronger affinity with the students. We plan to continue to test & jump on trends that are appropriate for our brand.



→ This chart shows the growth in views over time. We posted the video on Aug. 19 and began tracking on Aug. 22.



# 1,173,975

IMPRESSIONS 324%



# 52,123

INTERACTIONS 295%



# 13,179

FOLLOWERS 3%



# PLATFORM REPORT INSTAGRAM STORIES

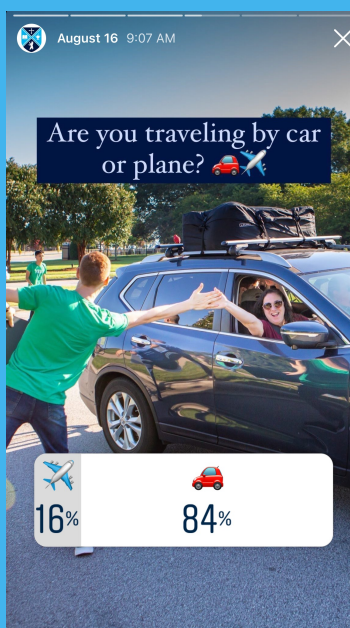
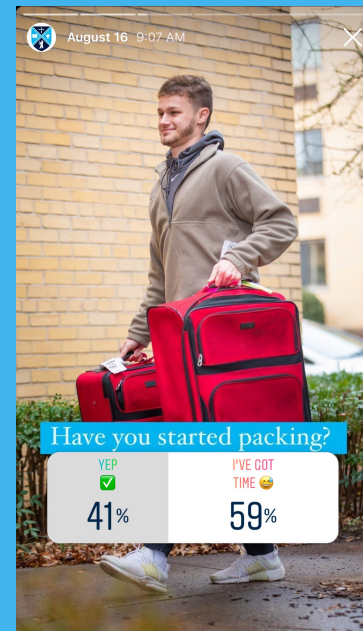
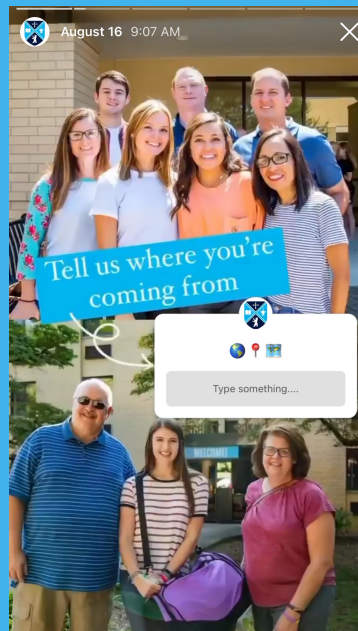


We posted 144 story frames in August. Much of our content was focused on new student check-in and the start of the new semester. As we saw on all platforms, our first day of classes content was a top performer.



We tested a week-long Q&A series for new students at the beginning of August with each day focused on a different topic. We found this to be a great resource for freshman to ask their questions & for us to provide answers to a broader audience.

## TOP STORIES





# PLATFORM REPORT FACEBOOK

→ In August, we saw a significant increase across all metrics. Our post about Dr. Panosian's passing reached over 53K people and was shared 258 times. 34% of the total reach this month came from this post alone.

→ Much of our engagement this month came from our posts from check-in and the start of the new year. Our class photo which is usually a top-performer reached over 35K people and was commented on 125 times! This is great to see as we like to start the school year out with high engagement and excitement.

## TOP PERFORMING POST

On Saturday, Dr. Edward Panosian went home to be with the Lord. He was a professor, actor, and author at BJU for 50 years and impacted the lives of thousands of students during his time. Thanking the Lord for his service and heart for his students.



Without further ado, we present to you the Class of 2025 🐾



# 160K

REACH 190%



# 201

NEW FOLLOWERS 134%



# 89K

ENGAGEMENTS 372%



# PLATFORM REPORT TWITTER



The top-performing tweet this month was the first day of class tweet. We typically see first day of class content outperform other content for the month since it's student-focused and highly engaging as students & parents are excited about a new year.



Our post about the passing of Dr. Ed Panosian performed well across all platforms. Our posts this month averaged 13 likes, but this specific post received 60 likes as well as 15 retweets. Our audience had a strong affinity towards Dr. Panosian and it showed in the metrics of this post.

## TOP PERFORMING POST

**Bob Jones University** @BJU... Aug 25  
Happy first day of class, #bjuedu 🎉📚  
😊📖  
Hope you're ready for the awesome year ahead! 🙌👏

💬 1 🔄 3 ❤️ 10 ⋮

**Bob Jones University** @BJUedu Aug 9  
Dr. Edward Panosian, beloved history professor, actor and author for over 50 years, went home to be with the Lord on Saturday. We're so thankful for his service and impact on the lives of our students.



# 46.3K

IMPRESSIONS 68%



# 16

NEW FOLLOWS 24%



# 2,975

ENGAGEMENTS 66%