

Mass Communication & Journalism Social Media Project



1,564 People Reached

89 Likes, Comments & Shares		
75 Likes	48 On Post	27 On Shares
9 Comments	6 On Post	3 On Shares
5 Shares	3 On Post	2 On Shares

198 Post Clicks

114 Photo Views	0 Link Clicks	84 Other Clicks (i)
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Twitter:

- 2015: 85,000 impressions
- 2014: 1,100 during same period
- 2015: 4.2% engagement rate
- 2014: 1% during same period

Facebook:

- 2015: 911 people reached per day, avg.
- 2014: 208 people during same period
- 2015: 64 post likes per day, avg.
- 2014: 10 during same period



The MCJ Department's social media platforms have reached record levels of engagement by including:

- Student highlights
- Alumni profiles
- Faculty wisdom
- Original content
- Helpful articles
- Added value

MCJ Department @FSMCJDept - Feb 12
Thank you to @jetherkelsen and @FSGetInvolved for a great time at @Fresno_State #FStalks #Discovery #Storytelling pic.twitter.com/38KaudTvaA

1,569 160 10.2%



The MCJ social media project is being implemented by a team of seven MCJ students under the direction of PR Prof. Betsy Hays:

- Jason Kelm – Manager
- Bianca Biglione – Analytics
- Erika Castanon – Multimedia Production Content
- Joe Manavazian – Advertising Content
- Kiley Norvell – Print Journalism Content
- Seleyna Mendoza – Broadcast Journalism Content
- Jenna Futrell – Public Relations Content

Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	MCJ Department @FSMCJDept - Feb 13 STUDENTS! TODAY IS THE DEADLINE TO PETITION FOR @FresnoStateASI OFFICE! Learn more: bit.ly/17v1pqj		533	14	2.6%
	MCJ Department @FSMCJDept - Feb 13 Kudos to @Fresno_State students Nathan Fuentes, Kat McCurry and Juan Scoggins for winning an AVA Digital Award! bit.ly/1vJ9l2x		2,164	21	1.0%
	MCJ Department @FSMCJDept - Feb 13 "People who think business cards are irrelevant must not understand their power." -Katherine Tattersfield #MCJ pic.twitter.com/hp1VxOKAUV		510	26	5.1%

