

Fresno State Social Media



Sharing Content from University Communications and Beyond:
 The Latest from FresnoStateNews.com on Awards, Events, Points of Pride and More
 Incredible Photos by University Photographer Cary Edmondson
 In-depth Fresno State Magazine stories edited by Eddie Hughes
 High-quality Videos by Domenick Satterberg and Randy Haar
 Contests, Info on FREEbies and What's Happening on Campus
 How Fresno State Impacts the Community and How the Community Impacts Us
 Reaching Campus, the Community, Alumni, Donors, Fans, and Prospective Students

Want to Learn More?

- Join our Listserv for news on Social Media
- Get the latest tips and tricks at workshops
- Submit YOUR pictures, stories and events

Jenny Toste, Social Media, University Communications
 jetoste@csufresno.edu, 999-7455



60,618 Facebook Page Likes
 More than 3 Million Total Reach/Year



@Fresno_State
 35,624 Twitter Followers
 More than 1 Million Reached/Month



@Fresno_State
 4,874 Periscope Followers



@Fresno_State
 15,500 Instagram Followers



Fresno_State
 "Our Story" on Snapchat



Fresno State Channel
 More than 1 Million Minutes
 Watched in 2015



University Page
 62,987 LinkedIn Followers

Sharing our story!



"March Matchup Challenge"

We shared challenge videos in which people donated and "threw" the basketball to the next person to donate

The challenge spread from Athletics and City Hall, to an Olympian, Miss Clovis, and a TV news anchor, then ended with the Mayor of Fresno

\$106,000+ Donated
 to the Student Cupboard

