



STUDENT TRANSFORMATIVE LEARNING RECORD



UNIVERSITY OF CENTRAL OKLAHOMA

SOCIAL MEDIA ANALYTICS

August 2020- May 2021

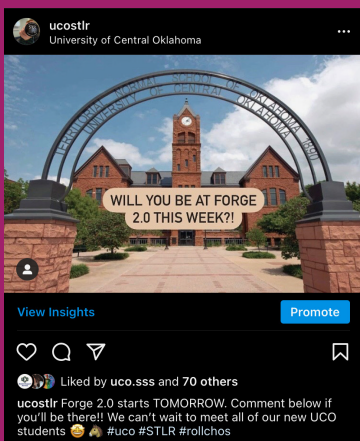
INSTAGRAM 

@ucostlr

Post: **130**

Followers: **1,247**

Most Popular Post:



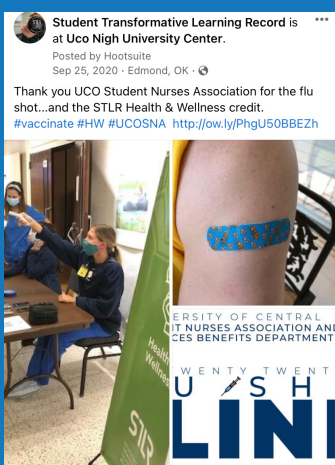
FACEBOOK 

@ucostlr

Post: **132**

Followers: **625**

Most Popular Post:



TWITTER 

@ucostlr

Post: **136**

Followers: **633**

Most Popular Post:

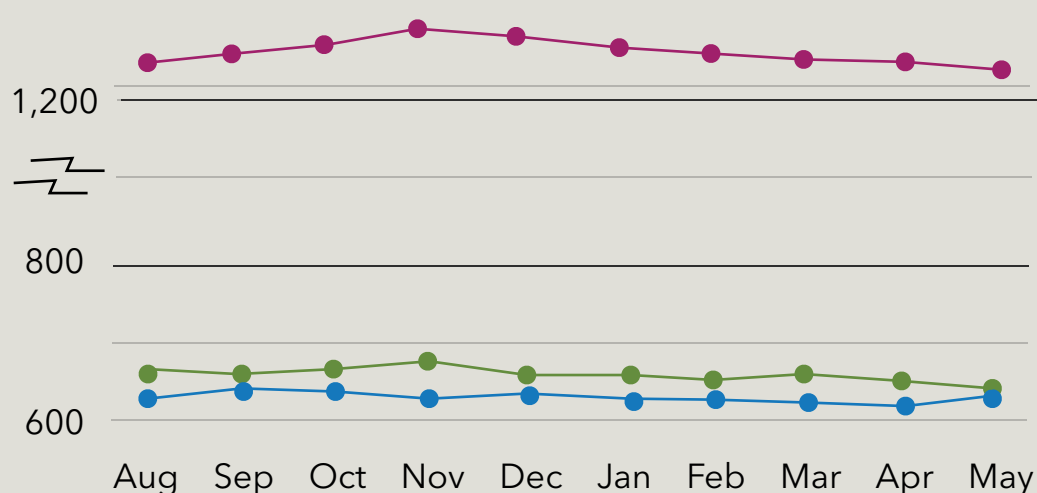


Instagram has the most **likes** and **followers** in the fall semester.

Twitter has the most **profile visits** in the spring semester

FOLLOWERS

Instagram Facebook Twitter



FACEBOOK HIGHLIGHTS



POSTS/TWEETS

POSTS PER MONTH

Aug	17
Sep	17
Oct	17
Nov	10
Dec	6
Jan	10
Feb	16
Mar	14
Apr	13
May	10

Instagram



POSTS PER MONTH

Aug	20
Sep	16
Oct	17
Nov	10
Dec	6
Jan	12
Feb	17
Mar	14
Apr	14
May	10

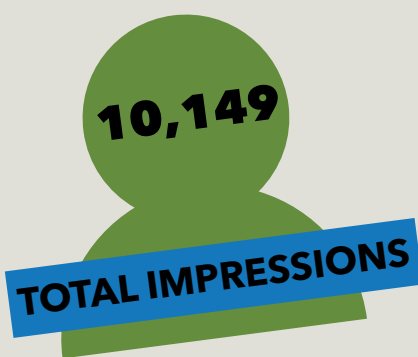
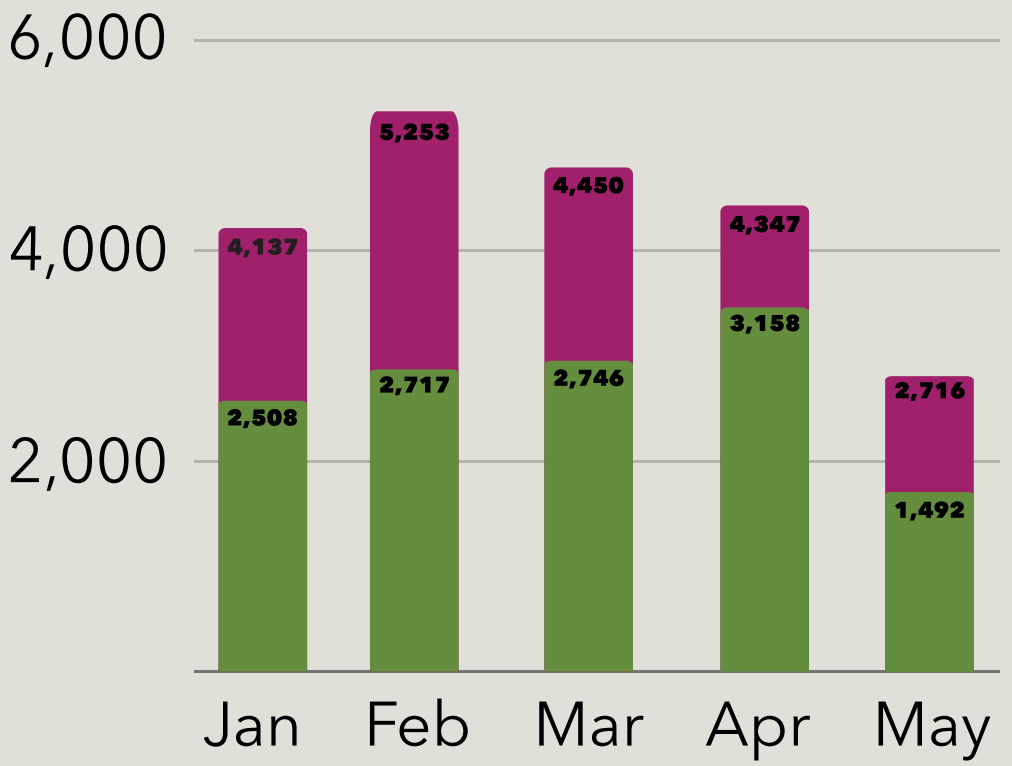
Twitter



Spring Semester Impressions

The number of **times** a piece of content was displayed to the target audience.

Instagram Twitter



Spring Semester Reach

The number of users **exposed** to a piece of content.

Instagram Facebook

