



2018-2019
NEAT Grant Program Report

Ashlyn Helus, NEAT Grant Intern
Krista Darting, Associate Director of Membership and Marketing

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Project Purpose

Since its founding in 1874, the K-State Alumni Association has embodied the mission statement: “to lead and inspire lifelong involvement that will benefit Kansas State University and all members of our Wildcat Community.” The Alumni Association has six core values that help achieve the mission. One of these values is “link.” The Alumni Association aims to “provide the lifelong link that alumni and friends depend on to remain connected to and engaged with K-State and one another.” Today, it is much easier to remain connected to alumni and friends through social media and other online platforms.

The purpose of this project was to gain a better understanding of how alumni, friends and students engage with the K-State Alumni Association through social media and the Alumni Association website. The data gathered and analyzed for this project will be used to guide the Alumni Association’s future marketing strategy in the hope of continuously increasing engagement and growing membership.

Scope of the Project and Research Process

For this project, the student intern and the associate director of membership and marketing worked collaboratively to analyze Facebook, Twitter and K-State Alumni Association website data.

Data analysis happened in two phases. In the first phase, data was analyzed from the same six-month periods in 2016, 2017 and 2018. Different trends were discovered. We then applied those findings to 2019 membership marketing plans. In the second phase of data analysis, we analyzed data from two different membership promotions once they had concluded; the PopSocket promotion (February 14th – March 15th) and the membership video campaign (March 24th – May 16th). The data was compared to the 2016-18 data.

Google Analytics, Facebook Analytics and Twitter Analytics were used to collect the data. All data was exported and analyzed using Microsoft Excel. The overall goal of the project was to discover best practices for social media, marketing campaigns and online promotions that strengthen the brand through engagement and increase membership numbers.

All findings will be applied to the future digital marketing strategy. This will allow social media posts to reach the maximum number of alumni, students and friends, increase engagement on the website and social media pages and entice more people to become members of the K-State Alumni Association.

Project Timeline (The original timeline was slightly adjusted to adjust for winter break)

1. May: Reach out to College of Business Administration for possible student candidates
2. June – July: Identify and interview student candidates for this project
3. August: Hire student (Ashlyn Helus) and begin training
4. September – October: Gather and analyze data
5. October – December: Create report on findings and use findings for 2019 marketing plans
6. January: Create membership solicitation video based on findings
7. January – March: Implement findings into PopSocket promotion
8. April: Analyze January – March data
9. May: Report on changes in digital media engagement and membership numbers
10. June: Report done by mid-June

Methodology for the Process

For this project, social media and website data was collected and analyzed to discover trends. Data was analyzed in six-month periods from 2016-18. Insights from the data were then used to determine best practices. Best practices were tested by implementing the findings into two marketing promotions/campaigns (PopSocket promotion February 14th – March 15th and membership video campaign March 24th through May 16th). The results were then compared to similar posts and campaigns from prior years. The comparison determined if the trends remained consistent and if best practices were accurate. The comparison also determined if these recent campaigns performed better than previous campaigns in driving membership and engagement.

Project Budget

\$4,445 - Student worker (\$4,455 actual total pay)

- 450 hours per year (495 actual hours total)

\$1,000 - Video marketing (\$0 actual billed)

- Create membership solicitation video

Total project budget = \$5,000 (\$4,455 actual)

Data Gathering

K-State Alumni Association social media data from 2016-18 unveiled a few trends/best practices:

1. Video social media posts were generating higher reach, more impressions and more engaged users.
2. On average, pictures with people* generated higher reach, more impressions and more engaged users than non-people social media posts.
*Pictures with people were classified as having a photo take up at least 50% of the image with people being the focus versus in the background.
3. Topics that performed well on the K-State Alumni Association social media pages included sports, weather and Homecoming.
4. Saturdays and Sundays were peak days for posting on both Facebook to increase reach, impressions, and engaged users; the same held true on Twitter to increase impressions and engagement.
5. On Twitter, “takeovers” (where current students or alumni share their firsthand experience at K-State Alumni Association events) generated significantly more interest than a typical tweet.

Data trends identified from 2016-18 are listed on the following pages.

(All posts with an organic reach of less than 100 were removed from the data due to a Facebook tracking error. **Please Note:** Facebook changed its algorithm in January 2018 which affects the data from January 2018 – March 2019. *See the appendix for more information on the Facebook algorithm change.*)

Facebook Data

- **Original Video Posts Created and Posted by the Alumni Association**

- 7/1/2016 – 12/31/2016
 - Average Organic Reach: 6,553 (video) vs. 4,214 (non-video posts) **+2,339**
 - Average Organic Impressions: 11,745 (video) vs. 6,586 (non-video posts) **+5,159**
 - Average Engaged Users: 420 (video) vs. 289 (non-video posts) **+131**
- 7/1/2017 – 12/31/2017
 - Average Organic Reach: 5,070 (video) vs. 3,870 (non-video posts) **+1,200**
 - Average Organic Impressions: 8,274 (video) vs. 6,032 (non-video posts) **+2,242**
 - Average Engaged Users: 758 (video) vs. 183 (non-video posts) **+575**
- 7/1/2018 – 12/31/2018
 - Average Organic Reach: 5,728 (video) vs. 2,859 (non-video posts) **+2,869**
 - Average Organic Impressions: 7,908 (video) vs. 4,077 (non-video posts) **+3,831**
 - Average Engaged Users: 360 (video) vs. 167 (non-video posts) **+193**
- **Findings:** Video posts led to higher organic reach, organic impressions, and engaged users on average compared to non-video posts.

- **Posts of People*** (Photos that make up over 50% of the image with people being the focus and not the background)

- 7/1/2016 – 12/31/2016
 - Average Organic Reach: 4,488 (people) vs. 4,204 (no-people posts) **+284**
 - Average Organic Impressions: 7,125 (people) vs. 6,508 (no-people posts) **+617**
 - Average Engaged Users: 495 (people) vs. 195 (no-people posts) **+300**
- 7/1/2017 – 12/31/2017
 - Average Organic Reach: 4,544 (people) vs. 3,768 (no-people posts) **+776**
 - Average Organic Impressions: 7,180 (people) vs. 5,883 (no-people posts) **+1,297**
 - Average Engaged Users: 221 (people) vs. 242 (no-people posts) **-21**
- 7/1/2018 – 12/31/2018
 - Average Organic Reach: 3,334 (people) vs. 2,992 (no-people posts) **+342**
 - Average Organic Impressions: 4,928 (people) vs. 4,163 (no-people posts) **+765**
 - Average Engaged Users: 236 (people) vs. 161 (no-people posts) **+75**
- **Findings:** Except for 2017 engaged users, posts of people perform better than posts with no people in terms of organic reach, organic impressions and number of engaged users.

- **Sports and Marching Band Posts** (includes all posts about K-State sports, marching band, tailgates, pre-game parties, game day information, live updates, coaches, etc.)
 - 7/1/2016 – 12/31/2016
 - Average Organic Reach: 5,174 (sports) vs. 3,961 (non-sports posts) **+1,213**
 - Average Organic Impressions: 8,088 (sports) vs. 6,181 (non-sports posts) **+1,907**
 - Average Engaged Users: 479 (sports) vs. 220 (non-sports posts) **+259**
 - 7/1/2017 – 12/31/2017
 - Average Organic Reach: 5,138 (sports) vs. 3,747 (non-sports posts) **+1,391**
 - Average Organic Impressions: 7,980 (sports) vs. 5,886 (non-sports posts) **+2,094**
 - Average Engaged Users: 514 (sports) vs. 180 (non-sports posts) **+334**
 - 7/1/2018 – 12/31/2018
 - Average Organic Reach: 4,394 (sports) vs. 2,864 (non-sports posts) **+1,530**
 - Average Organic Impressions: 6,344 (sports) vs. 4,045 (non-sports posts) **+2,299**
 - Average Engaged Users: 436 (sports) vs. 138 (non-sports posts) **+298**
 - **Findings:** Sports-related content performed significantly better in the areas of organic reach, organic impressions and engaged users versus non-sports posts.
- **Weather Posts**
 - 7/1/2016 – 12/31/2016**
 - Average Organic Reach: 3,771 (weather) vs. 4,302 (non-weather posts) **-531**
 - Average Organic Impressions: 5,631 (weather) vs. 6,719 (non-weather posts) **-1,088**
 - Average Engaged Users: 161 (weather) vs. 293 (non-weather posts) **-132**
 - 7/1/2017 – 12/31/2017
 - Average Organic Reach: 6,409 (weather) vs. 3,935 (non-weather posts) **+2,474**
 - Average Organic Impressions: 10,427 (weather) vs. 6,161 (non-weather posts) **+4,266**
 - Average Engaged Users: 361 (weather) vs. 234 (non-weather posts) **+127**
 - 7/1/2018 – 12/31/2018
 - Average Organic Reach: 4,557 (weather) vs. 3,067 (non-weather posts) **+1,490**
 - Average Organic Impressions: 6,092 (weather) vs. 4,360 (non-weather posts) **+1,732**
 - Average Engaged Users: 434 (weather) vs. 179 (non-weather posts) **+255**
 - **Findings:** Current weather posts are more successful than non-weather posts in organic reach, organic impressions and the number of engaged users. In 2016, only throwback or upcoming weather posts were used. These posts were poor performers compared to non-weather posts. Therefore, it is important to post about current weather.

*Partnership advertisements and photos that link to an article or story are not included in the data.

**There were not any current weather posts for 2016. All posts were all regarding upcoming weather or a throwback post to a snowy day.

- **Performance Each Day of the Week**

FACEBOOK 7/1/2016 – 12/31/2016			
Day of the Week	Average Organic Reach	Average Organic Impressions	Average Engaged Users
Sunday	4,406	8,527	471
Monday	4,091	6,145	170
Tuesday	3,517	5,347	153
Wednesday	4,380	6,822	402
Thursday	4,197	6,525	319
Friday	4,569	6,990	225
Saturday	5,615	8,834	545
All Posts	4,296	6,707	292
Posts with an organic reach of less than 100 are not included in these calculations due to a Facebook analytics data tracking error			

FACEBOOK 7/1/2017 – 12/31/2017			
Day of the Week	Average Organic Reach	Average Organic Impressions	Average Engaged Users
Sunday	4,536	7,268	225
Monday	3,731	5,816	172
Tuesday	3,774	5,797	186
Wednesday	3,446	5,434	142
Thursday	3,681	5,772	175
Friday	4,217	6,701	271
Saturday	5,473	8,537	619
All Posts	3,981	6,240	236
Posts with an organic reach of less than 100 are not included in these calculations due to a Facebook analytics data tracking error			

FACEBOOK 7/1/2018 – 12/31/2018			
Day of the Week	Average Organic Reach	Average Organic Impressions	Average Engaged Users
Sunday	5,267	7,765	480
Monday	2,983	4,235	258
Tuesday	2,761	3,930	105
Wednesday	2,479	3,435	91
Thursday	2,927	4,217	155
Friday	3,474	4,912	232
Saturday	4,090	5,721	204
All Posts	3,094	4,392	183
Posts with an organic reach of less than 100 are not included in these calculations due to a Facebook analytics data tracking error			

- **Findings:** Facebook posts on Saturdays and Sundays experienced a greater organic reach, higher organic impressions and more engaged users than any other day of the week.

Twitter Data*

- **Twitter Takeovers** (NOTE: There is no 2016 data because Twitter takeovers did not occur until 2017.)
 - 7/1/2017 – 12/31/2017
 - Average Impressions: 2,857 (takeover) vs. 2,530 (non-takeover tweets) **+327**
 - Average Engagements: 269 (takeover) vs. 124 (non-takeover tweets) **+145**
 - 7/1/2018-12/31/2018
 - Average Impressions: 3,803 (takeover) vs. 2,613 (non-takeover tweets) **+1,190**
 - Average Engagements: 264 (takeover) vs. 109 (non-takeover tweets) **+155**
 - **Finding:** Twitter takeovers are relatively new to the K-State Alumni Association social media pages; however, takeovers performed better than non-takeover tweets in the two years they were implemented.
- **Videos** (includes videos, GIFs, boomerangs and moving pictures)
 - 7/1/2016 – 12/31/2016**
 - Average Impressions: 11,807 (video) vs. 2,667 (non-video posts) **+9,140**
 - Average Engagements: 878 (video) vs. 106 (non-video posts) **+772**
 - 7/1/2017 – 12/31/2017
 - Average Impressions: 3,646 (videos) vs. 2,446 (non-video posts) **+1,200**
 - Average Engagements: 121 (videos) vs. 131 (non-video posts) **-10**
 - 7/1/2018 – 12/31/2018
 - Average Impressions: 3,780 (videos) vs. 2,511 (non-video posts) **+1,269**
 - Average Engagements: 132 (videos) vs. 112 (non-video posts) **+20**
 - **Findings:** Tweets containing videos generally resulted in higher impressions and engagements compared to non-video tweets.

*Removed replies and tweets with an impression count of less than 100 for all Twitter data due to a Twitter analytics data tracking error.

In 2016, the video spike was caused by an outlier in the data. A student from Kansas State University had a Kit-Kat candy bar stolen from his car. Nestlé donated 6,500 candy bars to fill the student's car. The Alumni Association tweeted a video of students across campus eating the donated candy bars. This content generated the most engaging tweet of the year with 10,310 engagements. Even without the Kit-Kat post included in the numbers, the average impressions (3,242**) and the average engagements (**153**) for video posts performed better than non-video posts.

● Performance Each Day of Week

TWITTER 7/1/2016 – 12/31/2016		
Day of the Week	Average Impressions	Average Engagements
Sunday	4,423	232
Monday	2,273	55
Tuesday	2,554	94
Wednesday	2,510	154
Thursday	4,348	305
Friday	2,412	85
Saturday	3,943	316
All Posts	2,961	157
Replies to other users on Twitter are not included in the data		

TWITTER 7/1/2017 – 12/31/2017		
Day of the Week	Average Impressions	Average Engagements
Sunday	2,521	139
Monday	2,162	76
Tuesday	2,708	162
Wednesday	2,925	176
Thursday	2,216	110
Friday	2,401	93
Saturday	3,082	195
All Posts	2,544	130
Replies to other users on Twitter are not included in the data		

TWITTER 7/1/2018 – 12/31/2018		
Day of the Week	Average Impressions	Average Engagements
Sunday	4,535	381
Monday	2,603	79
Tuesday	2,385	78
Wednesday	2,221	58
Thursday	3,196	129
Friday	2,428	107
Saturday	2,596	167
All Posts	2,649	114
Replies to other users on Twitter are not included in the data		

**

- **Findings:** Saturday and Sunday posts had higher average impressions and average engagement than other days of the week.

*In 2016, the video spike on Thursday was caused by an outlier in the data. A student from Kansas State University had a Kit-Kat candy bar stolen from his car. Nestlé donated 6,500 candy bars to fill the student's car. The Alumni Association tweeted a video of students across campus eating the donated candy bars. This content generated the most engaging tweet of the year with 305 engagements. Without this tweet, the average engagements on Thursday were 176.

**In 2018, Sunday had much larger numbers because there were only 22 total tweets on this day. A tweet relating to football raised the average impressions from 3,341 to 4,535 and the average engagements from 245 to 381.

Promotion Analysis

Nostalgia Promotion

The first promotion analyzed was executed in 2018 and focused on the use of nostalgic photos, significant university events and memories from specific eras at K-State. These images and reminders from the past were used to engage with K-State alumni, friends and social media followers. The promotion included a print piece that was mailed to all lapsed members and targeted alumni and friends by decade (1963-72, 1973-82, 1983-92, 1993-2002, 2003-2012 and 2013-2017). This promotion also included paid and unpaid posts on both Facebook and Twitter. The paid ads targeted specific decades at K-State. These ads highlighted nostalgic memories from that specific era. Each advertisement linked to a page on the Alumni Association website that included additional memories from that decade as well as a membership “join” form at the bottom of the page (see posts at end of report).

Goal #1 – Engage Alumni on Social Media

Our first goal for this campaign was to engage alumni on social media by using nostalgic images and memories from their specific era at K-State.

Facebook Ads Nostalgia Promotion Results:

Decade	Link Clicks	Reach	Click Thru	Freq.	Reactions	Comments	Shares	Duration	Amount Spent
1963-1972	246	8,297	3.0%	1.33	166	43	25	7 days	\$100
1973-1982	390	7,262	5.4%	1.90	383	138	78	8 days	\$100
1983-1992	347	9,180	3.8%	1.93	305	37	55	9 days	\$100
1993-2002	289	10,586	2.7%	1.63	273	38	46	7 days	\$100
2003-2012	242	7,698	3.1%	2.22	202	26	33	7 days	\$100
2013-2017	207	14,044	1.5%	1.55	59	0	2	9 days	\$100

- **Findings:** This campaign generated higher engagement than any other campaigns during the previous years analyzed. The 1973-82 decade was the most likely to comment, react, share and click thru to the “join” page than any of the other generations. The 2013-17 post reached the most people, but this group was the least likely to engage or click thru to the “join” page. The nostalgia social media content resonated most with those 48-to-68-years-old.

Goal #2 – Increase Views on Special “Join” Webpage to Convert Non-Members to Members

The second goal for this campaign was to increase the number of pageviews on the special “join” pages. These pages were created to entice people to become members of the alumni association. Additional memories from each decade were included above the “join” form on the decade-specific pages.

K-State Alumni Association Website Nostalgia Promotion Results:

Decade	Pageviews	Joined Online	Joined by Mailer	Mailer Return Rate	Duration
1963-1972	446	2	44	2.50%	7 days
1973-1982	955	3	39	1.17%	8 days
1983-1992	1,052	5	45	1.12%	9 days
1993-2002	612	2	29	0.25%	7 days
2003-2012	422	7	11	0.06%	7 days
2013-2017	330	14	13	0.17%	9 days
Total	3,817	33	181	0.34%	

- **Findings:** The '70s and '80s groups were much more likely to view their generation-specific landing page on the K-State Alumni Association website than other eras. However, these groups preferred to join via the print piece instead of online. The older generations preferred to mail in their membership form while the younger generations preferred the online option. While the nostalgia campaign generated a lot of brand awareness and engagement, a large majority of the people who viewed the sign-up page did not complete the process and become a member of the Alumni Association.

Application of Findings

The discoveries made during the data analysis phase (2016-18) were applied to 2019 membership promotions and campaigns. This was done with the goal of translating increased social media engagement with students, alumni and friends into more memberships. **Note:** The organic reach and impressions have decreased over time due to Facebook changing their algorithm in January 2018, so the organic results in 2019 were slightly lower than previous years. The Alumni Association added more paid advertisements to the mix to supplement the algorithm change.

PopSocket Promotion:

The first post data analysis membership campaign was the PopSocket promotion. Since the nostalgia campaign had high engagement but a low conversion to membership, a gift with membership was added to this promotion. When non-members joined as a three-year member, they received a free K-State PopSocket. Research showed short videos (such as boomerangs and gifs) were successful on social media, so a boomerang image was used on Facebook and Twitter. A very specific audience was targeted for this promotion. The target audience was 20 to 44-year-old females who live in Kansas zip codes with the highest percentage of K-State graduates and fans. This audience was selected since PopSockets resonate with a younger, female audience (Castle, 2016). The advertising dollars were also focused on areas that have a high concentration of K-Statens.

Goal #1 - Determine if More Specific Targets Increase Engagement and Membership

Our first goal with this campaign was to discover if more specific targeting would increase engagement and membership. There were three specific target groups.

- 20 to 24-year-old females
- 25 to 34-year-old females
- 35 to 44-year-old females

A \$50 Facebook ad was purchased for each small, segmented group. Specific Kansas zip codes were selected for all groups as well based on the highest percentage of K-State graduates and fans in those areas.

Facebook PopSocket Promotion Results:

Age Group	Link Clicks	Reach	Likes	Comments	Shares	Duration	Amount Spent
20-24	47	2,869	4	0	0	8 days	\$50.00
25-34	14	1,385	4	0	0	8 days	\$50.00
35-44	22	1,429	7	0	0	8 days	\$50.00

- **Findings:** The very specific age groups and zip codes were not effective at generating engagement. None of the advertisements were shared for this promotion.

To learn if frequency or reach was more important, the same ad was used and targeted 20 to 44-year-old women all over the United States (not specific zip codes) with specific K-State interests. Since this target market was much larger, the budget was increased to \$75 and the advertisement ran for twice as long as the segmented age group ads.

Facebook PopSocket Promotion Results:

Age Group	Link Clicks	Reach	Click Thru Rate	Cost Per Click	Frequency	Duration	Amount Spent
20-24	47	2,869	1.64%	\$1.06	3.27	8 days	\$50.00
25-34	14	1,385	1.01%	\$3.57	4.71	8 days	\$50.00
35-44	22	1,429	1.54%	\$2.27	4.54	8 days	\$50.00
20-44	197	8,121	2.43%	\$0.38	2.08	15 days	\$75.00

Age Group	Likes	Comments	Shares	Duration	Amount Spent
20-44	27	6	0	15 days	\$75.00

- **Findings:** The broader demographic was more likely to click on the link and engage with the post (2.43% click thru rate). Spreading the advertising budget across a longer, two-week period, slightly increasing the money spent and expanding the audience location generated more link clicks and engagement. This also increased the ROI to a cost per click of only \$0.38. While the smaller groups saw the advertisement on average twice as many times, frequency did not generate additional link clicks or engagement.

Goal #2 - Determine if Targeting Engaged Facebook Users via Print is Effective

Another goal for the PopSocket promotion was to determine if people who engaged with the K-State Alumni Association Facebook page could be converted to membership by receiving a print solicitation. Those who engaged with the nostalgia advertisements on Facebook, but were not members, were sent a print mailer for the PopSocket promotion. Engaged users from Facebook were cross-referenced with those already in our database to build a portion of the targeted print mailer list. The rest of the target audience included Tradition

Founders donors (annual fund for the Alumni Association and donors were at one time members of the Alumni Association), past members of the Student Alumni Board (a professional group students who enhance the K-State experience by creating a link between the Alumni Association and past, present and future students) and alumni and friends whose memberships had lapsed. These people received the print mailer as well as the same e-mail that was sent to every lapsed or “never been a member” person in the database.

PopSocket Promotion Print Mailer Results:

Joined	PopSocket Print Mailer Memberships	All other Memberships from Mailer	PopSocket Mailer Return Rate
Mailed Back	16	31	
Mobile App	0	2	
Online	44	56	
Walk-In	1	1	
Total	61	90	2.16%

- **Findings:** The mailer was successful at getting alumni and friends to join the Alumni Association. These alumni and friends engaged with nostalgia posts on social media during the earlier membership campaign but did not join. 61 people targeted from their Facebook engagement with the nostalgia posts joined as three-year members. An additional 90 people who received the print mailer joined at a different level (annual, life member, life pledge) for an overall 2.16% return rate. The PopSocket mailer served as a good reminder to those people who engaged with the K-State Alumni Association on social media to renew their membership.

Goal #3 – Increase Membership

The final goal was to increase membership numbers. The social media findings above as well as adding a gift with purchase component (PopSocket) were added to the spring 2019 membership promotion to increase membership numbers.

PopSocket Promotion Total Memberships:

Membership Type	Memberships	% Returned
Regular Single 3 years (\$110)	62	
Regular Joint 3 years (\$125)	75	
Recent Grad Single 3 years (\$60)	14	
Recent Grad Joint 3 years (\$75)	6	
Total	157	2.15%

- **Findings:** For this campaign, 157 people joined during the month-long promotion. Specific people were targeted via mailer and email and additional alumni and friends received only the email (7,281 opened). There was an overall 2.15% return rate (from those who received some form of communication about the promotion). Using the mailer to target a very specific 7,000

people yielded a much higher return rate (2.15%). The return rate from prior promotions was not as high. The method of targeting engaged users on social media proved to be successful.

Membership Video Campaign:

The second post data analysis membership campaign was the membership solicitation video campaign. By applying data findings on the success of video posts, posts that include people as the focus and K-State nostalgia posts, a new membership video was created. This video included campus scenes, families, students, and kids to try and increase engagement with K-Staters. The membership solicitation video campaign included four social media posts (one unpaid post on Facebook, Twitter, and Instagram and three paid posts on Facebook).

Goal #1 - Discover the Success of Weekend Posts

The first goal for this campaign was to discover if weekends were a good time to post. Research showed Saturdays and Sundays had better organic reach and higher engagement than weekdays; however, there were few posts on these days and the posts were generally sports related.

FACEBOOK		
Campaign	Average Organic Reach	Average Engaged Users
Nostalgia	5,758	357
Membership Video	5,871**	107
Sunday Average*	4,641	321
Posts with an organic reach of less than 100 are not included in these calculations due to a Facebook analytics data tracking error		

TWITTER	
Campaign	Average Engagements
Nostalgia	176
Membership Video	44
Sunday Average*	143
Replies to other users on Twitter are not included in the data	

*The Sunday averages were calculated using data from January 2016 through December 2017. 2018 data was not included in this comparison since that data included the nostalgia post.

**The membership video reached around 5,600 people shortly after posting; however, has remained tagged to the top of the Facebook page for branding purposes since its original posted date. This has increased the number of people reached slightly over time. The numbers used in the table were collected on May 16, 2019.



- **Findings:** On Facebook, the membership video and nostalgia post both had an organic reach greater than the Sunday average. On Twitter, the nostalgia post had more engagements than the Sunday average; however, the membership video only had 44 engagements. Sunday is a good day to post to increase organic reach, regardless of whether the post is related to sports or not. However, engaging content is the most critical. The video did not have a higher engagement number on Twitter than the Sunday average OR the Nostalgia posts.

Goal #2 - Discover Content Preferences for Older Age Groups

Our second goal was to find out if the 58 to 64-year old age group preferred the nostalgia photo post versus the video post. Both posts targeted the same age group across the United States with the same K-State interests. Both advertisements also ran for eight days, starting and ending on Wednesday.



Facebook Membership Video Campaign results:

Post	Link Clicks	Reach	Frequency	Shares	Comments	Likes
70s Nostalgia Post	390	7,262	1.90	78	138	383
Membership Video	126	4,565	2.39	1	0	26

- **Findings:** The nostalgia post with pictures reached a larger audience and had a higher number of engaged users. This led us to believe content was the determining factor of reach and engaged users and not the type of media used to convey the message.

Goal #3 - Compare Engagement Between People Ages 25-39 and 40-57.

Our final goal for this campaign was to compare the 25 to 39-year-old segment to the 40 to 57-year-old segment. Both \$50 advertisements ran for one week (Sunday-Saturday) and targeted both males and females across the United States with the same K-State interests as used in all our advertisement campaigns for this report.

Facebook Membership Video Campaign results:

Age Group	Link Clicks	Reach	Click Thru Rate	Impressions	Frequency	Likes	Comments	Shares
25-39	60	4,448	1.3%	9,108	2.05	13	0	1
40-57	55	3,666	1.5%	7,450	2.03	45	3	3

- **Findings:** The 40 to 57-year-old segment reached fewer people; however, this segment engaged with more likes, comments and shares than the younger segment. This provides more evidence that the older market segments tend to be much more engaged with posts on Facebook.

Summary of Conclusions

The analysis of data from January 2016 through December 2018 showed original videos, pictures with people as the focus, sports and marching band, as well as weather posts all perform better than average in terms of organic reach, organic impressions and engaged users.

Using a very specific age group to target social media advertisements was not effective at generating engagement compared to a broader group unless the advertisements are specific to that age group only.

On Facebook, posting on Saturdays and Sundays increased organic reach, organic impressions and the number of engaged users. The membership video and nostalgia unpaid posts were posted on the weekend to verify non-sports related posts also perform well on weekends. Both posts performed well on Sunday with a higher than average organic reach for both posts on Facebook. On Twitter, the nostalgia video was more engaging than the membership video.

On Twitter, Sunday seemed to be the highest performing day. Based on the research, posting the content on Sundays increases the impressions and engagements of the content.

Twitter “takeovers” have also proven to be successful; however, these were not used by the K-State Alumni Association until 2017. Twitter takeovers involve having students or alumni provide a firsthand event experience by tweeting live on the K-State Alumni Association Twitter account from the event.

After implementing the changes in 2019, it was discovered targeting individuals who engaged on social media with an additional mailer for a promotion is a successful tactic. While the nostalgia promotion was the most engaging promotion in 2018, this success did not translate into a significant membership increase. The PopSocket promotion as an added gift with membership resulted in a 2.16% return rate which was higher than any of the other promotions analyzed.

The performance of our post-analysis video campaign suggested that the content of the post is more important than the type of media when trying to engage an audience. Content that tends to resonate with the followers of the Alumni Association social media pages relates to football, basketball, marching band, homecoming, weather and nostalgic pieces.

Future Impacts

The first takeaway from this research that the K-State Alumni Association can continue to use in the future is to post more content on the weekends. Before testing the trends, weekend posts performing well were assumed to be content-related. Usually, weekend posts were related to sports - especially Saturday football posts. After testing the weekend times with the unpaid nostalgia and membership video posts, it is believed that the weekend days have some impact on the performance of the post. While posts need to continue to be distributed throughout the week, posting the most important items on the weekends may be more beneficial to the organization.

Another takeaway, and perhaps the one that has the biggest impact on post engagement, is high-quality content posts. What is considered “quality content” will vary for every organization. For the K-State Alumni Association, football, basketball, marching band, homecoming, weather, and nostalgia are some of the types of content that performed above average. Incorporating more content relating to these themes in the future will help to increase the reach and engagement of K-State Alumni Association members and followers.


The third takeaway from this research is that Twitter “takeovers” are effective at engaging alumni and friends on social media. In the future, a student or K-State Alumni Association member will post about their experience at events while the event is taking place. This was shown to be much more effective in increasing impressions and engagements.

Appendix

Nostalgia Advertisements:

K-State Alumni Association
Sponsored · 1/11

- ♥ You pulled cards for enrollment in Ahearn Fieldhouse...and waited and waited and waited.
- ♥ You ate at Vista often and still crave Vistaburgers and shakes.
- ♥ You watched football games in both Memorial Stadium and KSU Stadium.
- ♥ You remember when there was one commencement ceremony for the entire campus.



Willie

k-state.com
You spent time at K-State in the 60s if... [LEARN MORE](#)

K-State Alumni Association
Sponsored · 1/11

- ♥ You made frequent stops at Vern's Donuts.
- ♥ You knew your social security number by heart...because it was also your student ID.
- ♥ Your Friday and Saturday nights included stops at Aggie Lounge (The Lou), Mother's Worry, Brothers Tavern, Dark Horse Tavern, Mr. K's, Kite's, Aggie Station, Rockin' K's and more.



Enrollment

k-state.com
You spent time at K-State in the 70s if... [LEARN MORE](#)

K-State Alumni Association
Sponsored · 1/11

- ♥ You craved a Yum Yum or Chocolate Yum Yum from Swanson's (a.k.a. Swannie's).
- ♥ You camped out for basketball tickets in front of Ahearn Fieldhouse and remember the last game in "The Barn."
- ♥ You remember "The Pass" from Carl Straw to Frank Hernandez.
- ♥ You ate lunch in The Stateroom at the Student Union cafeteria-style.



NEW HOME

k-state.com
You spent time at K-State in the 80s if... [LEARN MORE](#)

K-State Alumni Association
Sponsored · 1/11

- ♥ You remember Willie on top of the press box near the end of the Nebraska game in 1998 (Loudest. Game. Ever). Added bonus...the goal post making it 2.5 miles to the rooftop of Rusty's Last Chance.
- ♥ More in Aggieville was still a two-way street.
- ♥ "The Campus Fourum" was the first section of the Collegian you read.



K-S-U Wildcat

k-state.com
You spent time at K-State in the 90s if... [LEARN MORE](#)

K-State Alumni Association
Sponsored · 1/11

- ♥ You know the song that goes with 775-5577..."Call us now...Pizza Shuttle."
- ♥ You were one of the first to shop at the Manhattan Target...and life was good.
- ♥ You remember Coach Snyder retiring...and coming back.
- ♥ You were one of the first to join www.thefacebook.com.



Coach Snyder

k-state.com
You spent time at K-State in the 00s if... [LEARN MORE](#)

K-State Alumni Association
Sponsored · 1/11

- ♥ You ate grilled cheese mac and cheese and bacon bombs from the Varsity Donuts truck after a late night in Aggieville.
- ♥ You were at the K-State vs. Texas football game when the Wildcats won the Big 12 Title... [More](#)




Varsity Truck

k-state.com
You spent time at K-State in the 10s if... [LEARN MORE](#)

PopSocket Advertisement (moving graphics):

K-State Alumni Association · Written by Kimberley Anne · February 14 ·


Become a 3-year Alumni Association member now and get our exclusive K-State PopSocket for FREE!



WWW.K-STATE.COM
K-State PopSocket [Get Offer](#)

K-State Alumni Association · Written by Kimberley Anne · February 14 ·

Become a 3-year Alumni Association member now and get our exclusive K-State PopSocket for FREE!



WWW.K-STATE.COM
K-State PopSocket [Get Offer](#)

Definitions:

- **Facebook Analytics**

- **Lifetime Post Total Reach***: “The number of people who had your Page’s post enter their screen. Posts include statuses, photos, links, videos and more” (Facebook insights, 2019).
- **Lifetime Post Organic Reach****: “The number of people who had your Page’s post enter their screen through unpaid distribution” (Facebook insights, 2019).
- **Lifetime Post Total Impressions*****: “The number of times your Page’s post entered a person’s screen. Posts include statuses, photos, links, videos and more” (Facebook insights, 2019).
- **Lifetime Post Organic Impressions******: “The number of times your Page’s posts entered a person’s screen through unpaid distribution” (Facebook insights, 2019)
- **Lifetime Engaged Users*******: “The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post” (Facebook insights, 2019).
- **Tradition Founders**: This is the annual fund for the Alumni Association. Tradition Founders are generally people who already are members or who at one time were members of the alumni association.
- **Student Alumni Board**: A professional group of approximately 35 passionate students who enhance the K-State experience by creating a link between the Alumni Association and past, present and future students.

- **Twitter Analytics**

- **Impressions**: “The number of times users saw the Tweet on Twitter” (Tweet activity, 2019).
- **Engagements**: “The total number of times a user has interacted with a Tweet. This includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes” (Tweet activity, 2019).

*Referred as “reach.”

**Referred as “organic reach.”

***Referred as “impressions.”

****Referred as “organic impressions.”

*****Referred this metric as “engaged users.”

2018 Facebook Algorithm Change

In January of 2018, Facebook announced a large algorithm change that would affect the visibility of posts made by organizations, such as the Alumni Association, and prioritize social interactions between family and friends instead (Bromwich et. al., 2018). Facebook has introduced algorithms as part of this change to predict which posts an individual wants to see (Bromwich et. al., 2018). This algorithm change has caused the K-State Alumni Association to increase spending on paid posts to reach a similar audience size from previous years.

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