



NOVEMBER 1 - 30, 2018

MARKETING AND COMMUNICATION OVERVIEW





Social Media

FACEBOOK

Pageviews: 318

Page Likes: 14

People Reached: 5,085

Post Engagement: 1,056

Total Video Views: 996

Followers: 5,182



Post of the Month

Reach: 1,452

Engagement: 255

Website

as.sdsu.edu

Unique Pageviews

Top 3 Pages

Home Page: 2,406

24% increase in views over October 2017

Average time spent on page 2:10 (Very High)

Part-time Jobs: 2,698

Average time spent on page 1:45 (High)

Rock the Vote: 1,021

Average time spent on page 2:02 (Very High)

Social Media

TWITTER



Impressions: 23,400

Profile Visits: 435

Mentions: 122

Follows: 3,706



Tweet of the Month

Impressions: 3,970

Engagement: 68

Engagement

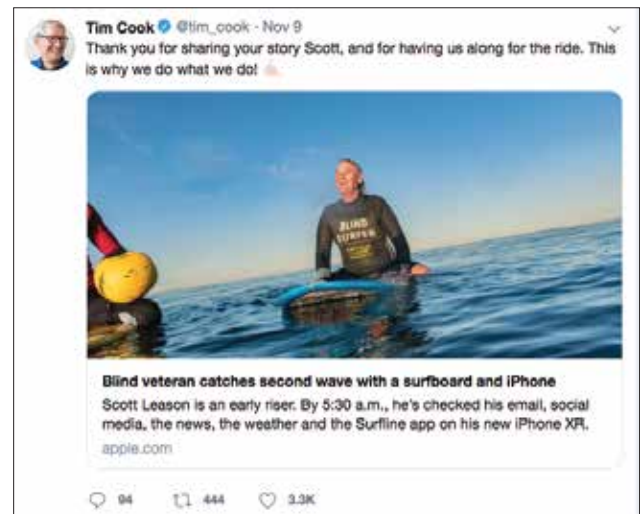
Rate: 1.7%

Highlighted Tweet



Impressions: 1,465

Apple CEO, Tim Cook, tweeted about this amazing MBAC story regarding blind surfer Scott Leason.



INSTAGRAM



Followers:

33% Men

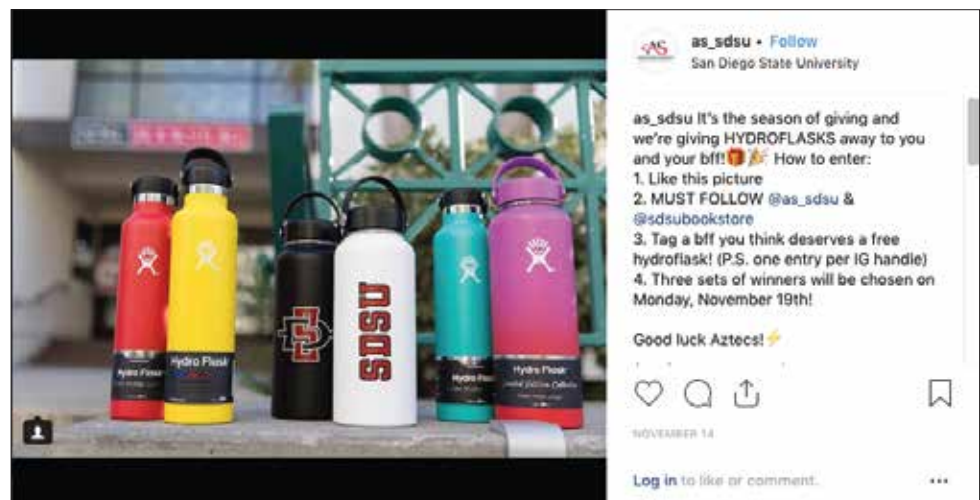
67% Women

Followers: 2,306

Post of the Month

Reach: 5,008

New Followers: 490



Print Materials - Highlights

