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%

**INSTAGRAM 📸**

- Follows: 2,306

*Highlighted Tweet*

Impressions: 1,465

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

*Post of the Month*

Reach: 5,008
New Followers: 490
Print Materials - Highlights

SNOWTOPIA
AZTEC STUDENT UNION COURT YARD
DECEMBER 5TH
6:30-9:30pm
ENJOY A NIGHT OF WINTER WONDER WITH ICE SKATING, HOT COCOA AND MORE!

AZTEC ROCK
BATTLE OF THE BANDS
Dec 6th | 5-7pm
Montezuma Hall, Aztec Student Union

Coastal Geomorphology

The Historical Human Impact on Mediterranean Soils

Wednesday, November 20th
2-3:00pm-3:30pm
Aztec Student Union Theatre
Free organic lunch provided
Hillel and green love club members
as.sdsu.edu/greenlove

Coastal Geomorphology

green love

Hillel - San Diego

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