



NGRREC Social Media Analysis and Next Steps

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Introduction

- Widely used tool among all ages
- Way to extend reach and awareness
- Allows for people outside of scientists, activists, and those who live nearby to learn about NGRREC
- As of October 2022, NGRREC has four social media accounts, of which three are currently active.
 - Instagram [Active]
 - Facebook [Active]
 - Twitter [Active]
 - Youtube [Inactive]

Facebook

@National Great Rivers Research and Education Center

Monthly Users : 2.91 billion ²

Followers: 2,361

Typical Age Group: 25-34 [31.5%] ²

NGRREC Age Group: 35-44 [26.00%]

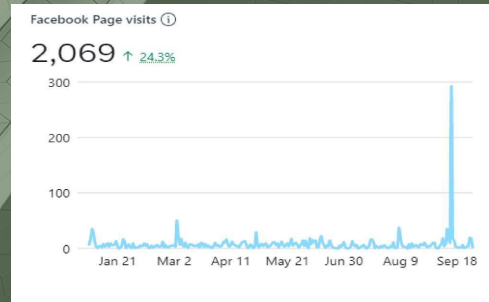
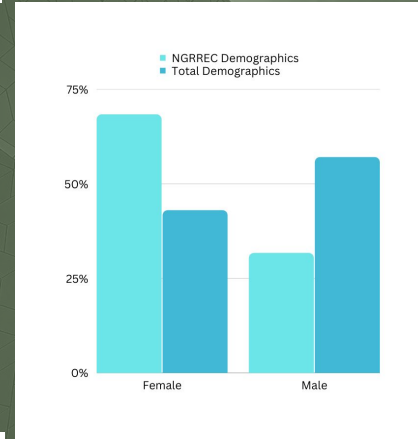
Reach (Since January 2022) :
90,400

Created: April 2011



2022
Facebook
Page Reach
(Meta)

2022 Facebook
Gender
Demographics



2022
Facebook
Page Visits
(Meta)

Instagram

@TheNGRREC

Monthly Users: 2 Billion ²

Followers: 439

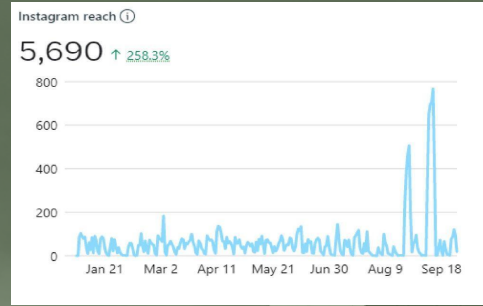
Following: 452

Typical Age Group: 25–34 (31.2%) ²

NGRREC Age Group: 35–44 31.40%

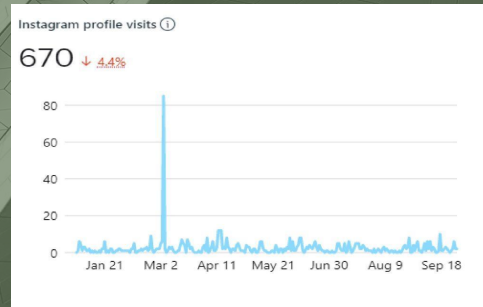
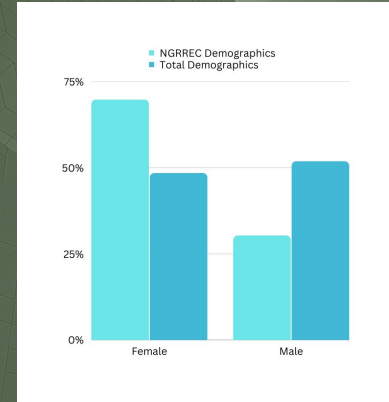
Reach (Since January 2022) :
5.690

First post: March 2018



2022
Instagram
Page Reach
(Meta)

2022 Instagram
Gender
Demographics



2022
Instagram
Page Visits
(Meta)

Twitter

@NGRREC

Monthly Users: 211 Million ²

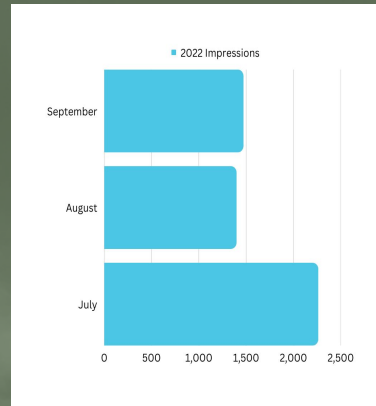
Followers: 510

Following: 258

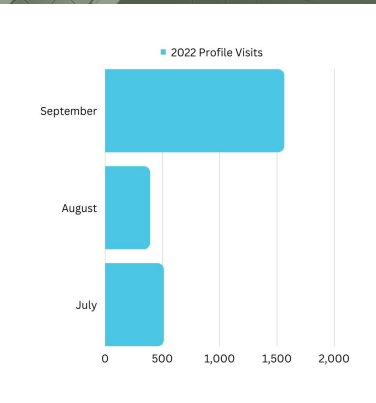
Typical Age Group 25–34 (31.5%) ²

Reach (Since July 2022) : 5,132

Created: July 2009

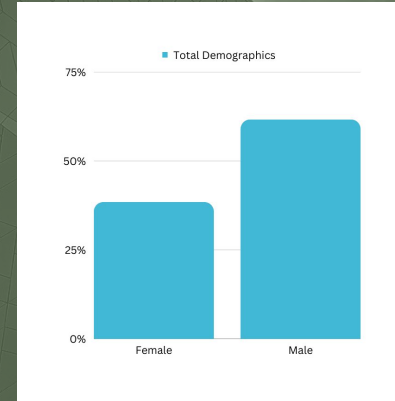


2022 Twitter Impressions



2022 Twitter Profile Visits

2022 Twitter Total Gender Demographics



Results

Strengths

- Our audience positively receives boosted posts
- Our Brand Messaging comes across very clearly in our posts
- We are doing a great job at follower retention
- On most platforms, our page is the first search result when searching NGRREC related phrases
- Almost every post on our Facebook page has received some sort of audience reaction.

Weaknesses

- There is an inconsistent use of hashtags
- It can be difficult to navigate to and from each one of our pages
- One-sided interactions with our audience
- No clear posting schedule
- Each platform lacks unique platform-specific content

How Can We Improve Our Social Media?

- Encourage audience reaction and participation
- Be consistent
- Tailor content for unique audiences
- Link each page to one other
- Interact with Audience

Next Steps

- Social media management tools
- Testing new styles of social media campaign
- Incorporate our social media into website



Questions?

