



The National Great Rivers  
Research & Education Center

OCTOBER  
2022

# FALL 2022 SOCIAL MEDIA REPORT

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# NGRREC SOCIAL MEDIA STARTING POINT

The National Great Rivers Research and Education Center is one of the leaders in freshwater research, dedicated to the advancement of education related to freshwater ecosystems and committed to building outreach programs in freshwater communities nationwide. As an organization, NGRREC is dedicated to sharing its research and translating it to decisionmakers working to improve freshwater communities.

As of October 2022, NGRREC has four social media accounts, of which three are currently active. These social media accounts include Instagram, Facebook, Twitter, and though not currently in use YouTube. Each account has had varying levels of success in this past year with the most successful one being Facebook with 2,090 likes and the least successful (of the active accounts) being Instagram with 439 followers.

Facebook - [@National Great Rivers Research and Education Center](#)

Instagram - [@TheNGRREC](#)

Twitter - [@NGRREC](#)

Youtube - [@NGRRECOfficial](#)

## 2022 SOCIAL STANDINGS

Instagram - 345 Posts, 439 Followers

Facebook - 2,090 Page Likes, 2,340 Page Follows

Twitter - 510 Followers, 258 Following

Youtube - 114 Videos, 118 Subscribers

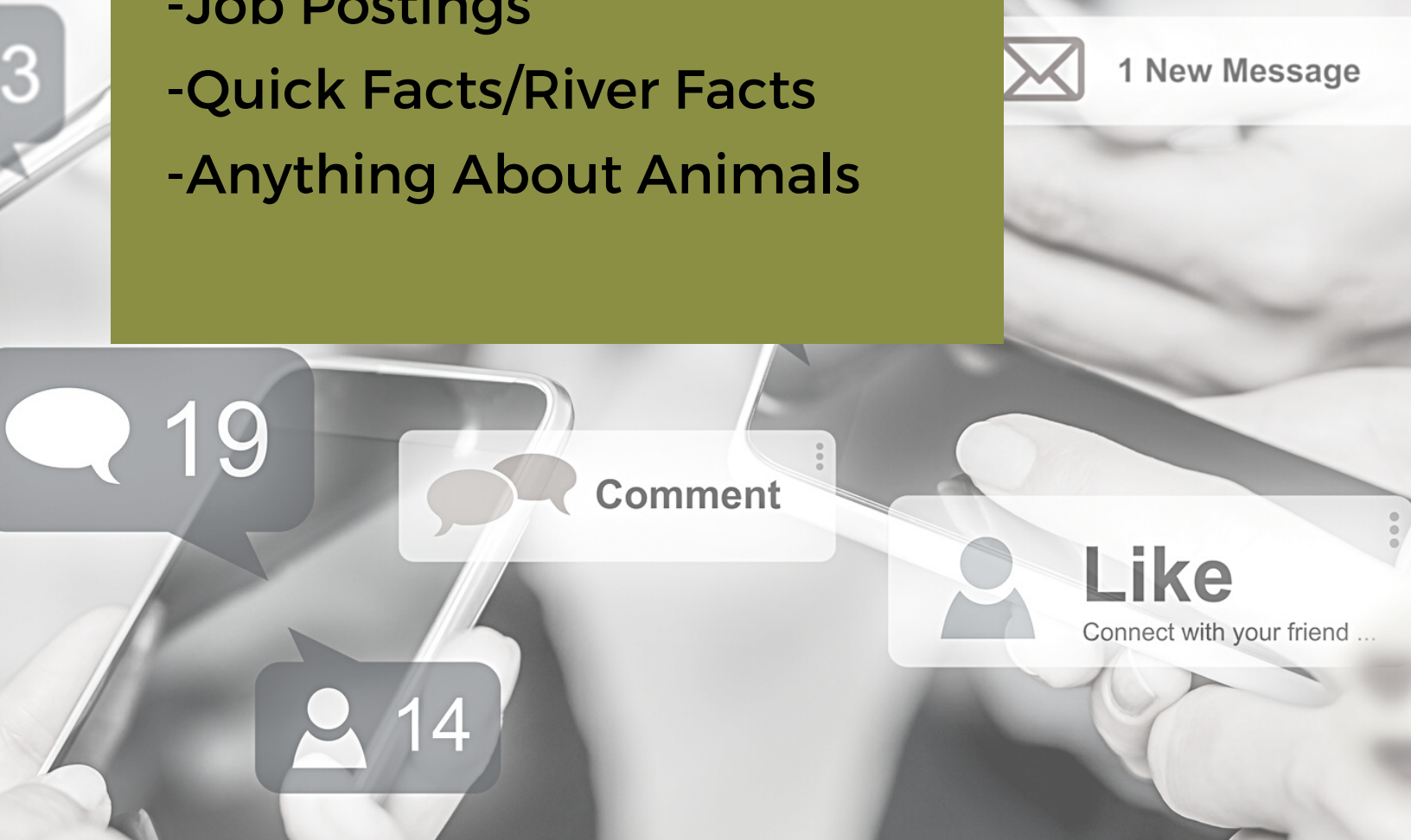
# FACEBOOK ACTIVITY

2,069 page visits

90,400 people reached

Top organic post topics

- Job Postings
- Quick Facts/River Facts
- Anything About Animals



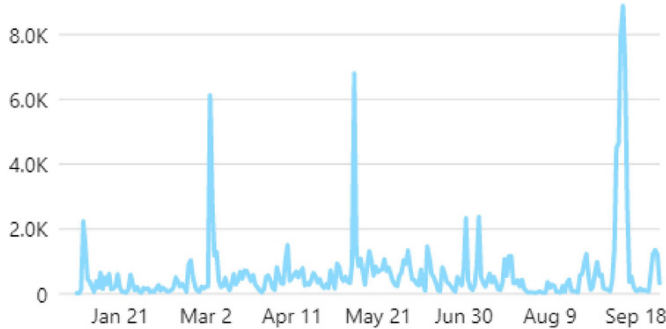
# META 2022 REACH

## REACH FOR INSTAGRAM AND FACEBOOK HAS SEEN AN INCREASE IN 2022

### Reach

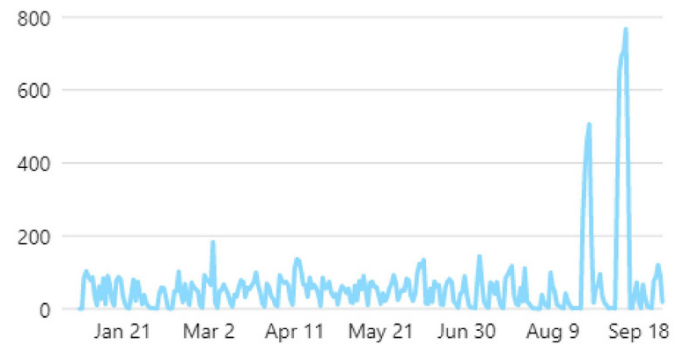
Facebook Page reach ⓘ

90,400 ↑ 175.5%



Instagram reach ⓘ

5,690 ↑ 258.3%



**90K**

ACCOUNTS  
REACHED  
THROUGH  
FACEBOOK

**5.5K**

ACCOUNTS  
REACHED  
THROUGH  
INSTAGRAM

**433**

PERCENT TOTAL  
INCREASE IN  
REACH

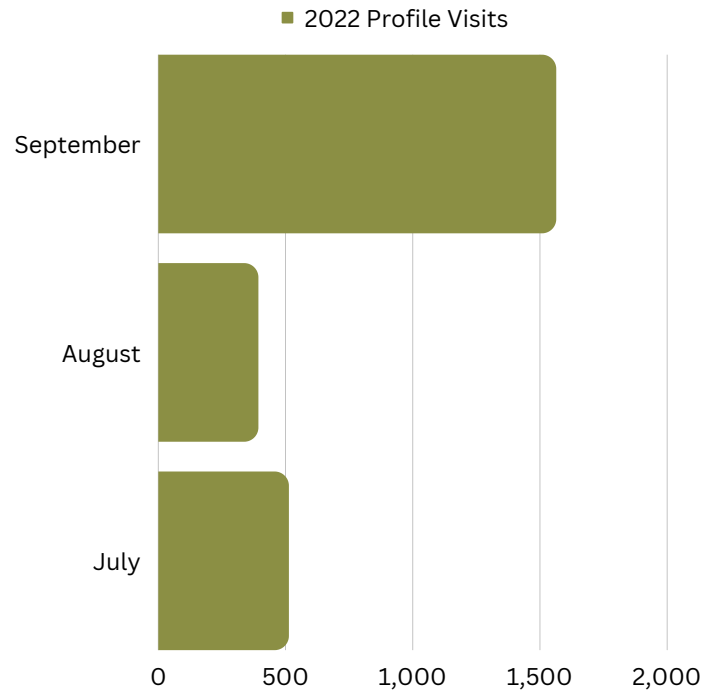
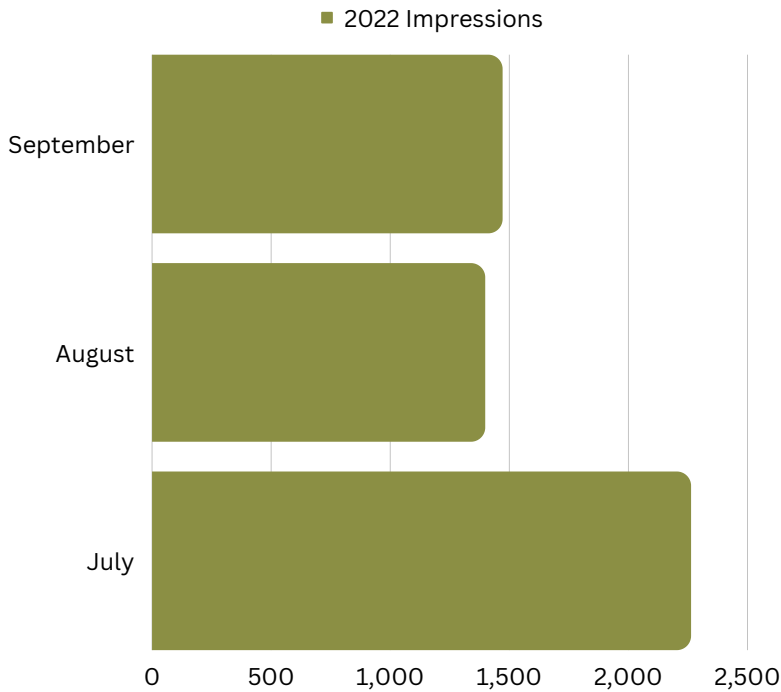
Based on the reach and engagement, all social media accounts received moderate to low attendance during the year, with a few spikes about once a quarter.

Recently with a paid ad, Facebook and Instagram have received a massive influx of engagement and an increase in reach, which continued into the following posts. The engagement has dropped off slightly since then but overall has increased, with a 24.3% increase in page visits and a 175.5% increase in reach for the year. Instagram page visits dropped by 4.4%, but the reach is up by 258.3% in comparison.

\*January 2022 - Present

# TWITTER 2022 IMPRESSIONS

**TWITTER HAS SEEN SOME  
VARIABILITY IN THE LAST  
3 MONTHS OF 2022**



**238**

IMPRESSIONS ON  
SEPTEMBER 2022'S  
TOP POST

**232**

IMPRESSIONS ON  
AUGUST 2022'S TOP  
POST

**173**

IMPRESSIONS ON  
JULY 2022'S TOP  
POST

Based on Twitter impressions and profile visits, Twitter has seen variable success in 2022. While the impressions on Twitter have gone down since July of 2022, profile visits have seen a dramatic spike in September. We also see a clear difference between each month's top post's number of impressions.



## STRENGTHS

- Our audience positively receives boosted posts
- Our Brand Messaging comes across very clearly in our posts especially our dedication to unbiased research and education about our freshwater systems
- We are doing a great job at follower retention
  - Facebook has gained 268 likes and lost 11 since January 2022
  - Instagram has gained 153 since January 2022
- On most platforms, we are the first page that pops up after searching "NGRREC" and/or "National Great Rivers Research and Education Center"
- Almost every post on our Facebook page has received some sort of audience reaction.

## WEAKNESSES

- Inconsistent use of hashtags
- Inconsistent usernames can make it hard to find each one of our pages/no clickable link to our other pages on most platforms
- One-sided interactions with our audience
- No clear posting schedule
- Each platform lacks unique platform-specific content

# RECOMMENDATIONS

- Encourage audience reaction and participation
  - Action: Give people a reason to comment
    - Example: Post a picture of a plant and ask the audience to guess what its called
- Be consistent
  - Action: Utilize the brands pallet, profile pictures and banners, consistent hashtag usage
    - Examples: #ngrrec on each post, regular posting schedule
- Tailor content for unique audiences
  - Action: Twitter and Instagram - Keep posts fun and simple
    - Light-hearted, less reading & imagery
  - Action: Facebook - storytelling
    - Longer and fuller content
- Link each page to one other
  - Action: Encourages your audience to view each page separately
- Interact with Audience
  - Action: Like the comments and respond to them, when appropriate
    - Why: Creates a connection to the organization
    - Why: Gives your followers a reason to come back and interact with your page



# The National Great Rivers Research & Education Center

