



NGRREC Social Media Analysis and Future Goals

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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





NGRREC Accounts

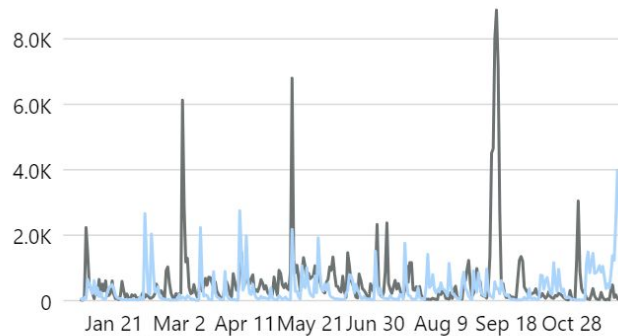
As of November 2023, NGRREC has four social media accounts, of which three are currently active. Although, for the past semester only 3 accounts have been sharing content.

- Instagram [Active]
- Facebook [Active]
- Twitter [Active]
- Youtube [Inactive]

Meta Report

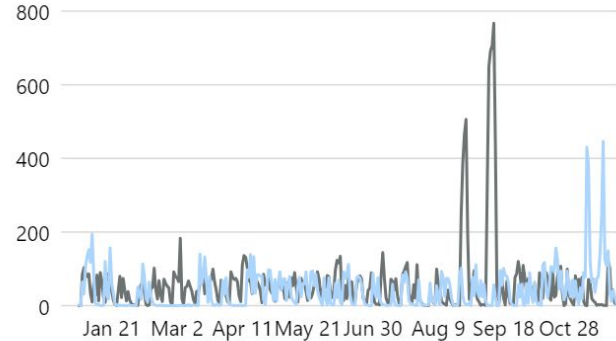
Facebook reach ⓘ

51,038 ↓ 45.4%



Instagram reach ⓘ

2,912 ↓ 52.5%



Facebook Page Reach

51,038

Instagram Page Reach

2,912

Facebook

@National Great Rivers Research and Education Center

Created: April 2011

Monthly Users : 2.91 billion 2

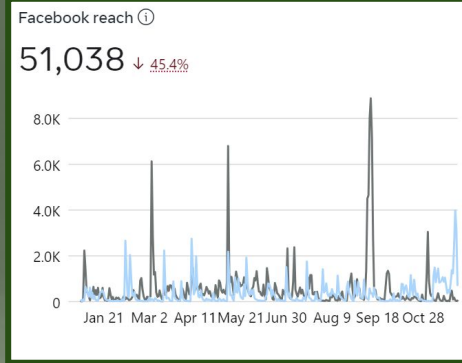
Followers: 2,506

Followers as of Fall 2022: 2,361

NGRREC Age Group: 35-44 [26.00%]

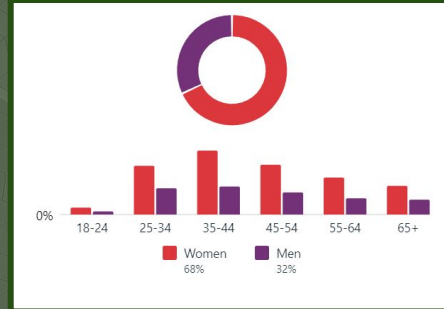
Reach (Since January 2023) : 51,038

Reach (January-November 2022):
90,400



2023 Facebook
Page Reach
January- November
2023 Blue vs
January- November
2022 Grey (Meta)

2023 Facebook
Age and Gender
Distribution As Of
November 2023
(Meta)



2023 Facebook
Page Visits January-
November 2023
Blue vs January-
November 2022
Grey (Meta)

2023 Facebook Post Reach and Engagement January – November 2023 (Meta)

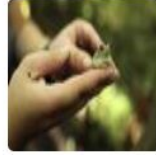
Highest reach on a post ⓘ



f Facebook post
Some of our researchers saw these rare ice formations, calle...
Nov 6, 2023, 6:25 AM

This post's reach (2,552) is **288%** higher than your median post reach (658) on Facebook.

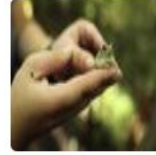
Highest reactions on a post ⓘ



f Facebook post
The Call of the Swamp
Nov 8, 2023, 1:38 PM

This post received **1,159%** more reactions (277 reactions) than your median post (22 reactions) on Facebook.

Highest comments on a post ⓘ



f Facebook post
The Call of the Swamp
Nov 8, 2023, 1:38 PM

This post received 36 comments compared to your median post (0 comments) on Facebook.

Post reactions, comments and shares ⓘ

1.3K ↑ 82.2%

Total from last 90 days vs 90 days prior



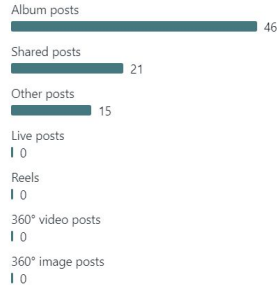
Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

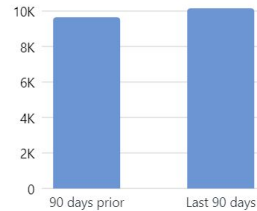
For posts created in the last 90 days



Post reach ⓘ

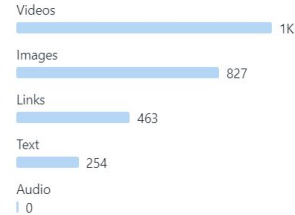
10.2K ↑ 5.2%

Total from last 90 days vs 90 days prior



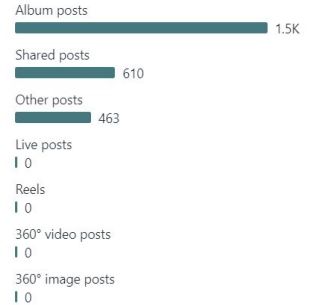
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Instagram

@TheNGRREC

Monthly Users: 2 Billion 2

Followers: 636

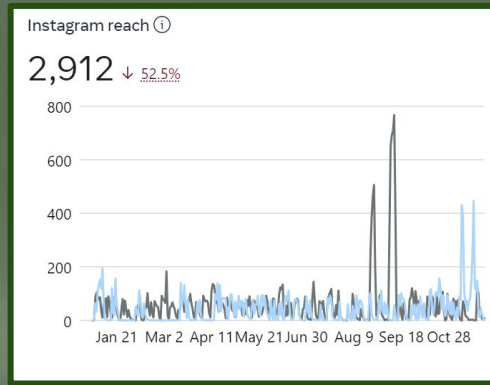
Followers as of Fall 2022 : 439

NGRREC Age Group: 35-44 [31.40%]

Reach (Since January 2023) : 2,912

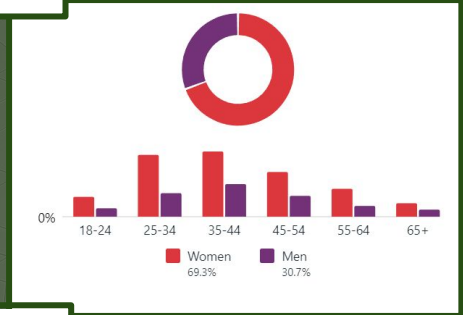
Reach (January–November 2022) : 5.690

First post: March 2018



2023 Instagram Page Reach January–November 2023 Blue vs January–November 2022 Grey (Meta)

2023 Instagram Age and Gender Distribution as of November 2023 (Meta)



2023 Instagram Page Visits January– November 2023 Blue vs January– November 2022 Grey (Meta)

2023 Instagram Post Reach and Engagement January–November 2023 (Meta)

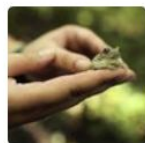
Highest reach on a post ⓘ



Instagram post
The Call of the Swamp: Investigating the State...
Nov 17, 2023, 8:34 AM

This post's reach (898) is **565%** higher than your median post reach (135) on Instagram.

Highest likes on a post ⓘ



Instagram post
Check out our brand-new treefrog trailer! The scientists a...
Nov 8, 2023, 1:46 PM

This post received 44 likes.

Highest comments on a post ⓘ



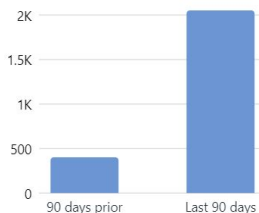
Instagram post
Here are some incredible snapshots from the filming of...
Oct 20, 2023, 12:05 PM

This post received 6 comments compared to your median post (0 comments) on Instagram.

Post reach ⓘ

2.1K ↑ 410.4%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Post likes, comments and shares ⓘ

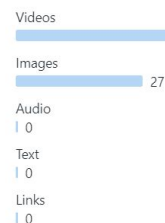
640 ↑ 218.4%

Total from last 90 days vs 90 days prior



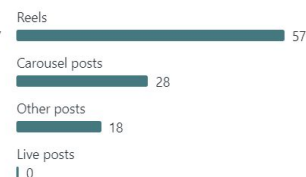
Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



X Or Threads?

X Account Information

Account Created: July 2009

Monthly Users 2022: 211 Million 2

Monthly Users 2023: 56 million

Followers: 514 (up from 510 Fall 2022)

Following: 287 (up from 258 Fall 2022)

Reach (Since July 2022) : 5,132

Possible Threads Account

Account Created: November 2023

Monthly Users 2023: 100 million

Followers: 0

Following: 0

Results

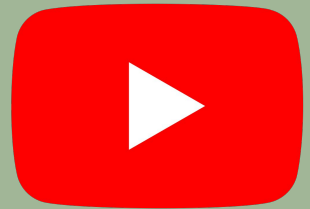
Strengths

- Our Brand Messaging comes across very clearly in our posts – especially our dedication to unbiased research and education about our freshwater systems
- We have seen an increase in followers since Fall 2022
- On most platforms, our page is the first search result for the phrases "NGRREC" and/or "National Great Rivers Research and Education Center"
- Almost every post in the past 3 months has reached at least 100 people and had 20+ engagements
- The boosted post from November 17th has already reached around 8500 people
- Improvement when responding to comments

Weaknesses

- There is an inconsistent use of hashtags, some posts are overloaded while some have none
- Inconsistent usernames can make it hard to find each one of our pages
- There is no clickable link to our other pages on most platforms
- One-sided interactions with our audience
- No clear posting schedule
- We have yet to utilize any of Facebook's short video features
- Youtube has posted content in the past year, however it has not been advertised

What Does the Future Have in Store For NGRREC Social Media?



NGRREC Shorts

- 3 new series in a short video format
- Releasing spring 2024
- 2 videos a week
- Will prioritize introducing NGRREC to a wider audience
- 2–3 minutes per video



Goals for Series

1. Creating a Regular Posting Schedule
2. Demystifying NGRREC and Our Work
3. Forming Bonds With Our Audience
4. Expanding Our Audience
5. Combating Misinformation



Posting Schedule

Content Every Tuesday and Thursday

Wild Misconceptions	Every Other Week	Every 1st and 3rd Tuesday
Welcome To NGRREC	Every Week	Every Thursday
Final Thought	Every Other Week	Every 2nd and 4th Tuesday

Wild Misconceptions

- Featuring species that NGRREC scientists and interns have worked with
- Focused on bridging the gap between NGRREC, the species we work with, and our audience
- 2 parts per species
 - Misconceptions that follow these species
 - How our audience can help them

Species to Cover

Species 1 – Bats

Species 2 – Tree frogs

Species 3 – Salamanders

Species 4 – Bees

Species 5 – Fish

Species 6 – Snakes

Species 7 – Turkeys

Species 8 – Turkey Vultures

Species 9 – Coyotes

Welcome To NGRREC

- Short versions of the upcoming tour series
- Posted weekly
- Scripts have been made
- Will explore a majority of NGRREC including spaces that some visitors have yet to see

Tour Sections

1. **The Lobby**
2. **Education**
 - a. The classroom
 - b. The riverview room
 - c. The Garage
3. **Labs**
 - a. Wet Labs
 - b. Dry Labs
 - c. Mobile Labs (Garage)
4. **The Roof**
5. **The Nature Walk**
6. **The Ponds**
7. **The River**

Final Thought

- Focuses on informing an audience by providing insights into the intricate landscape of environmental politics.
- Determined to present both sides of arguments in the environmental discourse.

Sackett vs. EPA

Ep 1. What is the Clean Water Act

Ep 2. Success and Challenges

Ep 3. How does this affect you

Ep 4. Sackett vs. EPA

Ep. 5 What does this mean?



Obstacles

- Filming Restrictions
- Finding usable stock or NGRREC owned footage for the videos
- Video editing
- Staying impartial even during topics we are passionate about including political or racial subjects
- Finding credible sources
- Having proper recording equipment/being able to get high quality photos and videos
- Finding proper sound effect or background music
- Learning how to create high quality short format animations

End of Spring Semester Goals

- 2000 Unique accounts reached through our videos
- 100 New followers gained through the videos
- 100 Page visits from the videos
- Higher attendance at Neighbors nights
- A stronger sense of community between NGRREC and our audience



Acknowledgments

A Special Thank You To...

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Jessica DeSpain

John Matta

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**The National Great Rivers
Research & Education Center**



Questions?

