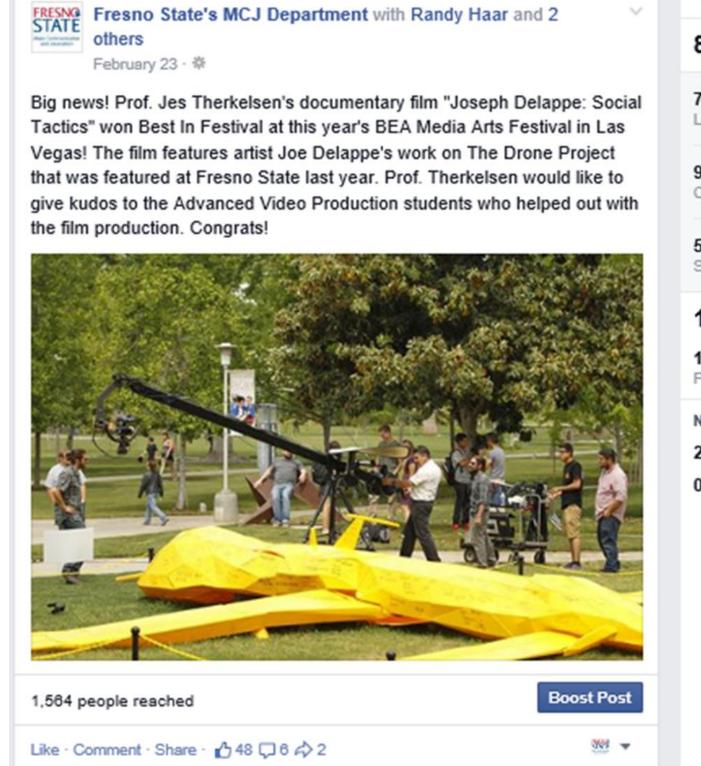
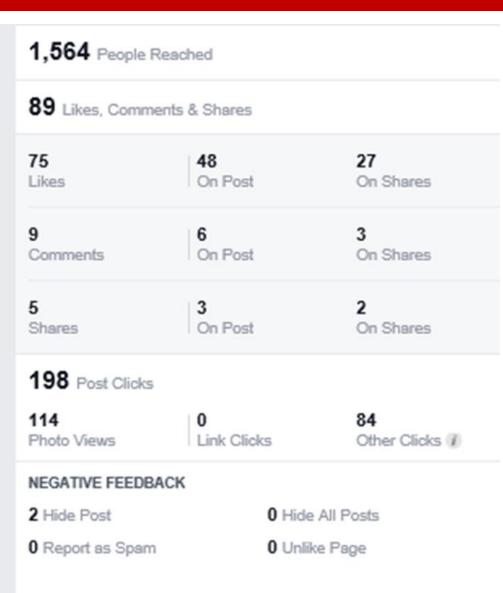
Mass Communication & Journalism Social Media Project





The MCJ Department's social media platforms have reached record levels of engagement by including:

- Student highlights
- Alumni profiles
- Faculty wisdom
- Original content
- Helpful articles
- Added value

Twitter:

- 2015: 85,000 impressions • 2014: 1,100 during same period
- 2015: 4.2% engagement rate
- 2014: 1% during same period

bit.ly/17v1pqJ

View Tweet details

Award! bit.ly/1vJ9lzx

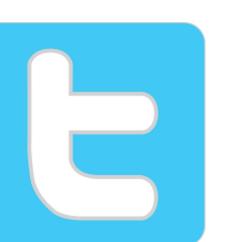
pic.twitter.com/hp1VxDKAUV

View Tweet details

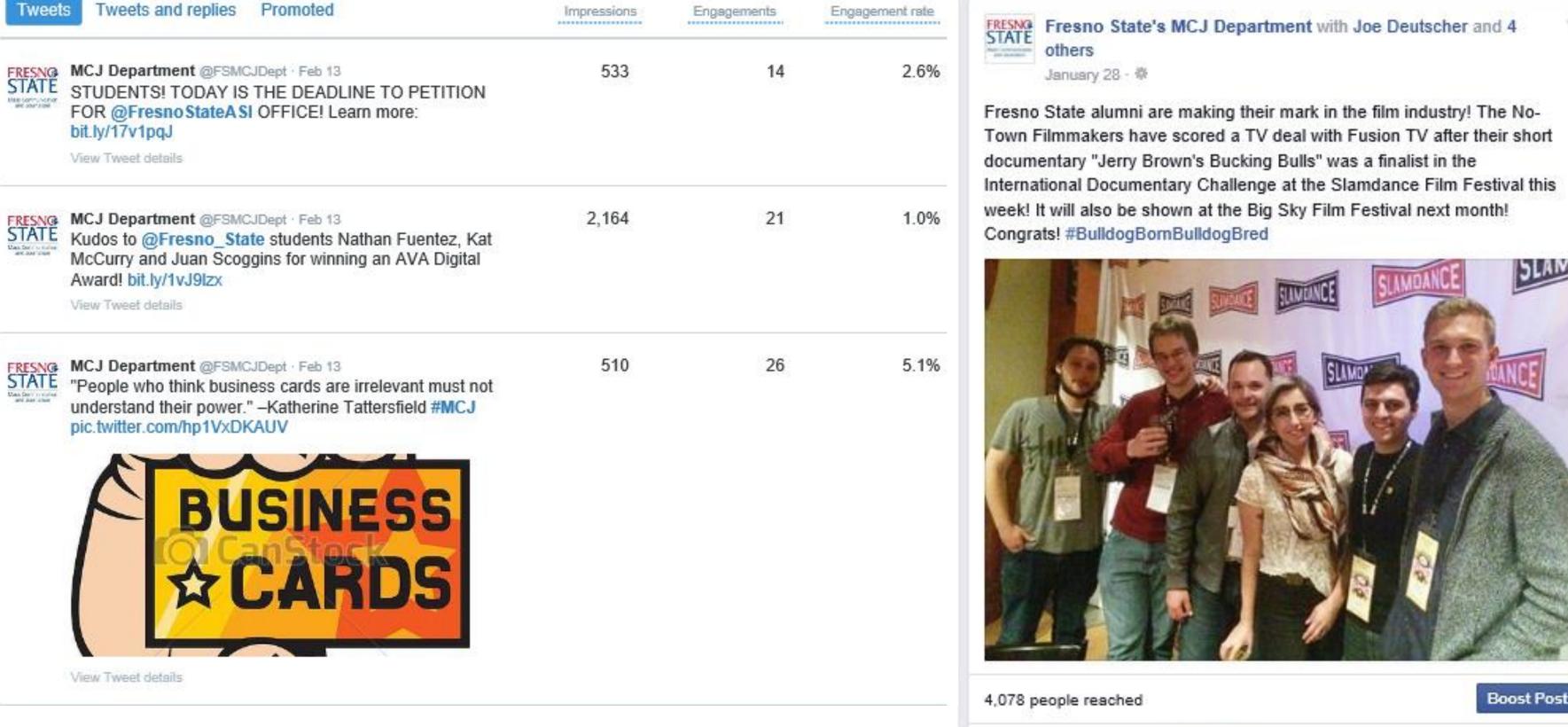
Facebook:

- 2015: 911 people reached per day, avg.
- 2014: 208 people during same period
- 2015: 64 post likes per day, avg.
- 2014: 10 during same period

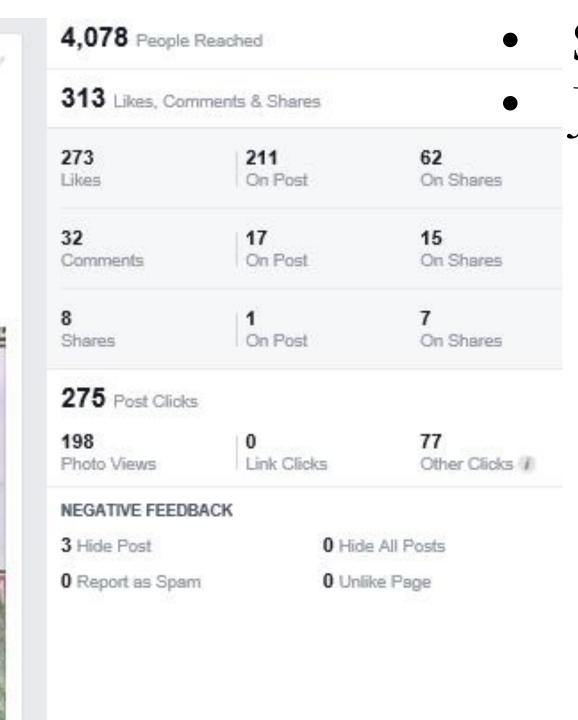








Like : Comment · Share · 🖒 211 🖵 17



Thank you to @jestherklesen and @FSGetInvolved for a great time at @Fresno_State #FSTalks #Discovery MCJ Department @FSMCJDept : Feb 12 #Storytelling pic.twitter.com/38KaudTvaA



The MCJ social media project is being implemented by a team of seven MCJ students under the direction of PR Prof. Betsy Hays:

10.2%

160

- Jason Kelm Manager
- Bianca Biglione Analytics
- Erika Castanon Multimedia Production Content
- Joe Manavazian Advertising Content
- Kiley Norvell Print Journalism Content
- Seleyna Mendoza Broadcast Journalism Content • Jenna Futrell – Public Relations Content

