

# Mass Communication & Journalism

## Social Media Project

**1,564** People Reached

89 Likes, Comments & Shares

75 Likes	48 On Post	27 On Shares
9 Comments	6 On Post	3 On Shares
5 Shares	3 On Post	2 On Shares

198 Post Clicks

114 Photo Views	0 Link Clicks	84 Other Clicks
-----------------	---------------	-----------------

NEGATIVE FEEDBACK

2 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

1,564 people reached

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

1,569      160      10.2%

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

- 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



### Twitter:

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

### 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

Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	MCJ Department @FSMCJDept · Feb 13 STUDENTS! TODAY IS THE DEADLINE TO PETITION FOR @FresnoStateASA OFFICE! Learn more: <a href="http://bit.ly/17v1ppj">bit.ly/17v1ppj</a>		533	14	2.6%
	MCJ Department @FSMCJDept · Feb 13 Kudos to @Fresno_State students Nathan Fuentez, Kat McCurry and Juan Scoggins for winning an AVA Digital Award! <a href="http://bit.ly/1vJ9tzz">bit.ly/1vJ9tzz</a>		2,164	21	1.0%
	MCJ Department @FSMCJDept · Feb 13 "People who think business cards are irrelevant must not understand their power." –Katherine Tattersfield #MCJ <a href="http://pic.twitter.com/hp1VxDKAUV">pic.twitter.com/hp1VxDKAUV</a>		510	26	5.1%

**4,078** People Reached

313 Likes, Comments & Shares

273 Likes	211 On Post	62 On Shares
32 Comments	17 On Post	15 On Shares
8 Shares	1 On Post	7 On Shares

275 Post Clicks

198 Photo Views	0 Link Clicks	77 Other Clicks
-----------------	---------------	-----------------

NEGATIVE FEEDBACK

3 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

4,078 people reached

58 posts      112 followers      36 following