

ITMSA MARKETING REPORT

July 2021 - December 2021

Information Technology Management Students' Association



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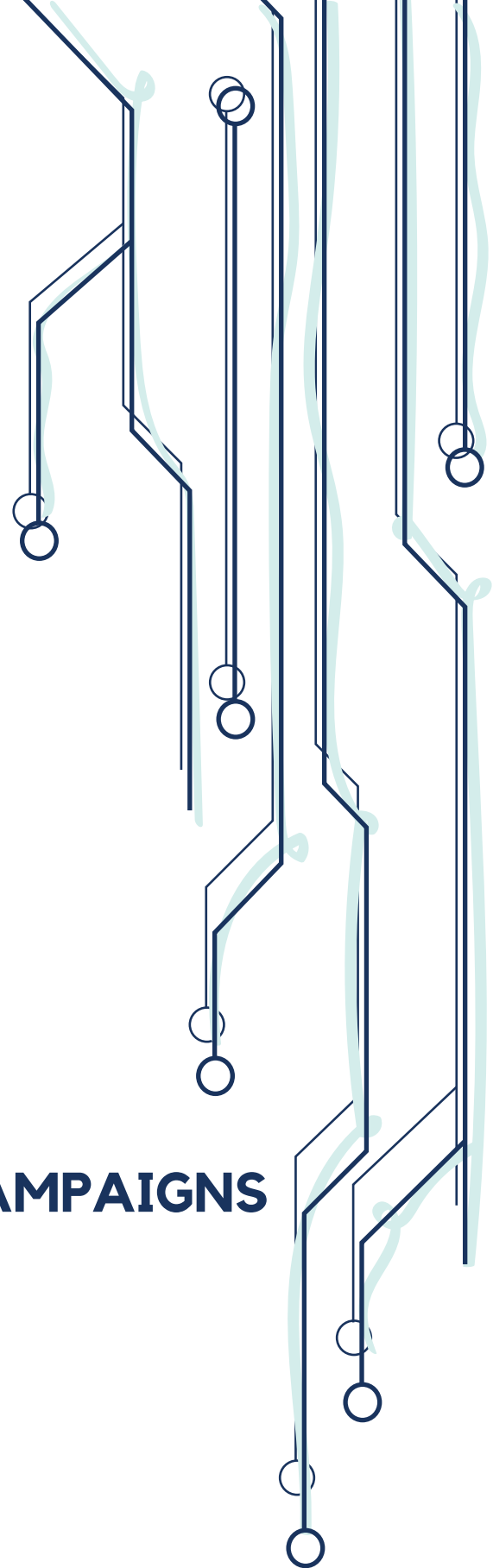
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Social Media Links



@itmsa



Social Media Overview

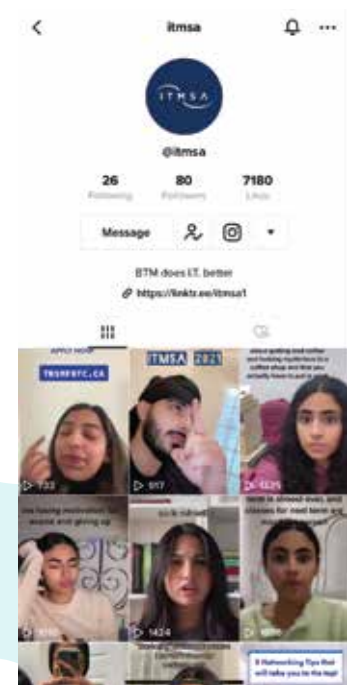
This section provides a detailed overview of the Information Technology Management Student Association (ITMSA) social media...

Work done this period

- Launched the Uni Prep Guide Series Campaign on our socials, which ran through August 2021
- DM'd first year Instagram accounts and FB groups to increase ITMSA followings
- Started to create more Instagram Reels and TikTok content
- Instagram takeovers to answer questions on events

Goals

- To grow the ITMSA Instagram to 1.6K followers
- To create more engaging and relatable content through Reels and TikTok
- To gain a personal connection with followers through posts and TikTok



INSTAGRAM ANALYTICS

*NOTE: No Analytics for the month of July

Followers OVERVIEW



1,530+

Follower Count
(as of Jan 1st)

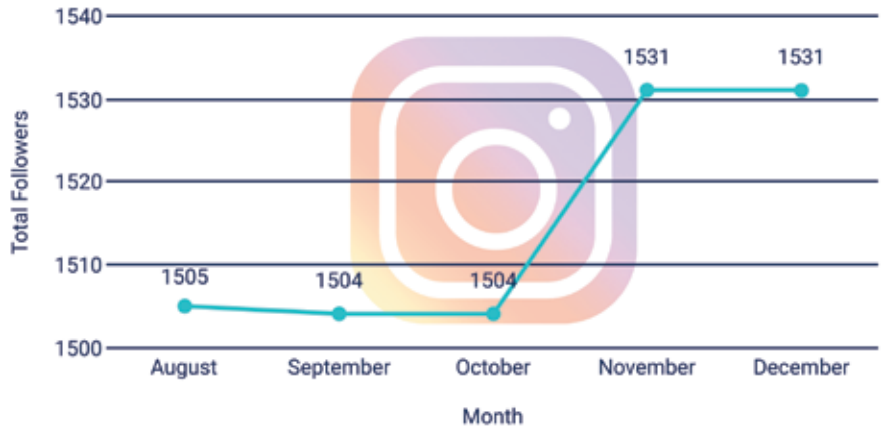


+26

Follower Growth
(Aug 1-Dec 31)

Instagram Follower Growth

August 2021 - December 2021



ENGAGEMENT METRICS

POST

Number of Posts: **39**

Total Post Interactions: **5,238**

Total Likes: **3,227**

Total Comments: **436**

Total Saves: **971**

Total Shares: **391**

VIDEO

Number of Video Posts: **6**

Total Post Interactions: **412**

Total Likes: **252**

Total Comments: **50**

Total Saves: **48**

Total Shares: **62**

REELS

Number of Reels: **13**

Total Views/Plays: **36,807**

Total Reels Interactions: **1,588**

Total Likes: **1,191**

Total Comments: **61**

Total Saves: **244**

Total Shares: **92**

PROFILE ANALYTICS

Profile Impressions: **16,5461**

Profile Visits: **9,410**

Total Profile Reach: **39,107**



Top Locations

of our followers

Toronto **672**

Brampton **139**

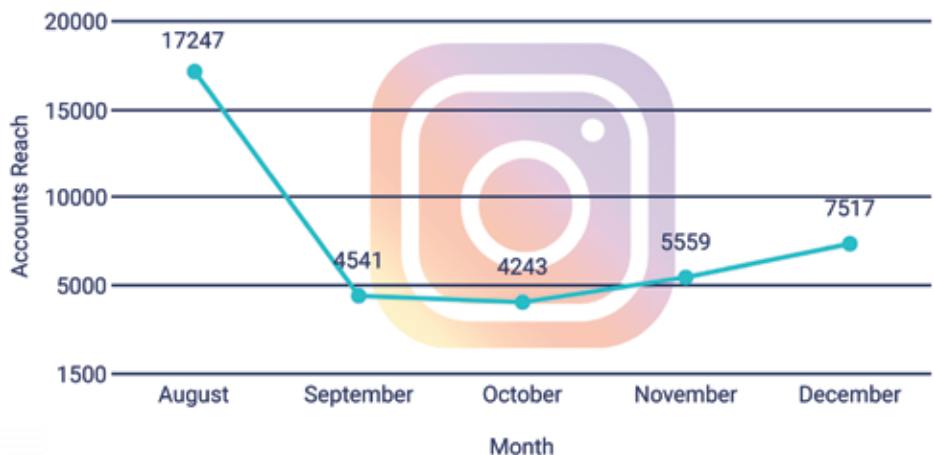
Mississauga **127**

Markham **81**

Vaughan **63**

Instagram Accounts Reach

August 2021 - December 2021



FACEBOOK ANALYTICS

Followers OVERVIEW



1,700+

Follower Count
(as of Jan 1st)



32

New Followers
(July 1-Dec 31)



Top Locations

of our followers

Canada 1,170

India 71

Pakistan 70

United States 59

Philippines 27

PROFILE ANALYTICS

Profile Impressions: **3,173**

Page Shares: **10**

Facebook Followers Growth

July 2021 - December 2021



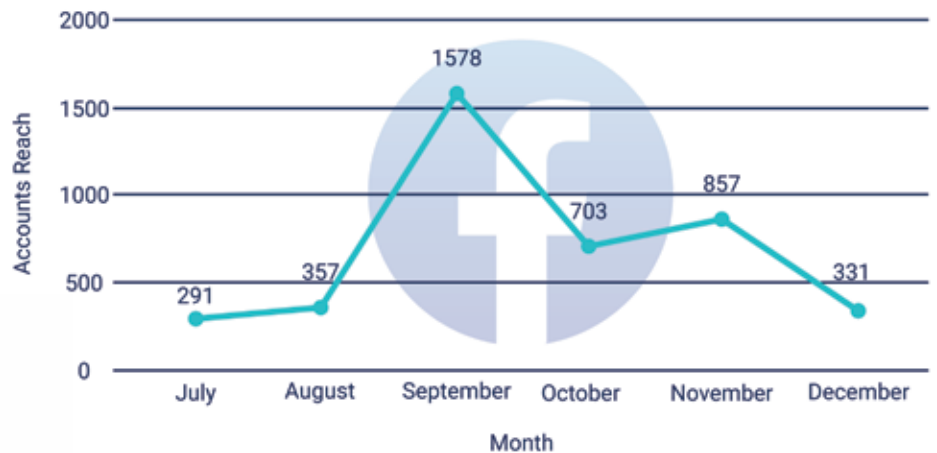
ENGAGEMENT METRICS

POST

Number of Posts: **40** Engagement Rate: **1.15%**
Total Reactions: **128** Total Page Engagement : **432**
Total Comments: **23** Total Post Impressions: **4,117**
Total Shares: **4** Post Link Clicks: **11**

Facebook Accounts Reach

July 2021 - December 2021



LINKEDIN ANALYTICS

Followers OVERVIEW



2040+

Follower Count
(as of Jan 1st)



+32

Follower Growth
(July 1-Dec 31)

LinkedIn Follower Growth
July 2021 - December 2021



ENGAGEMENT METRICS

POST

Number of Posts: **34**

Engagement Rate: **8.16%**

Total Reactions: **256**

Total Comments: **9**

Total Shares: **20**

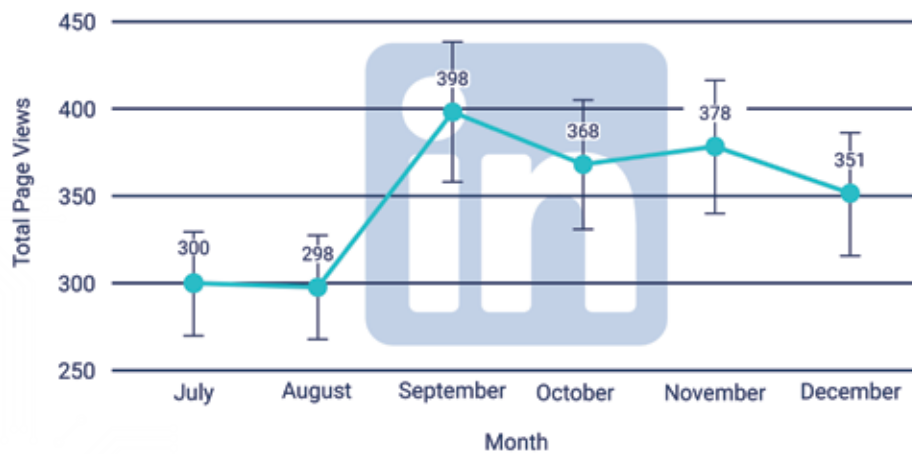
Total Post Impressions: **15,818**

PROFILE ANALYTICS

Profile Impressions: **15,818**

Page Clicks: **1,560**

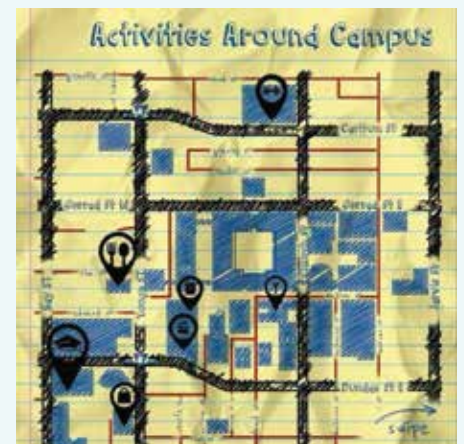
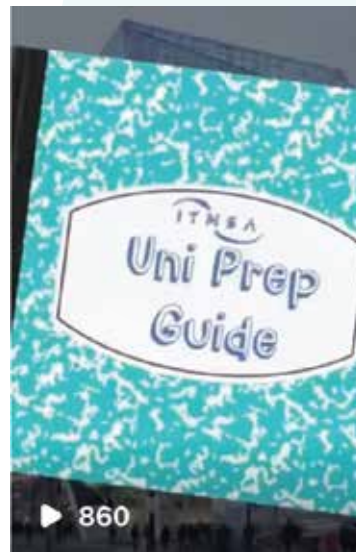
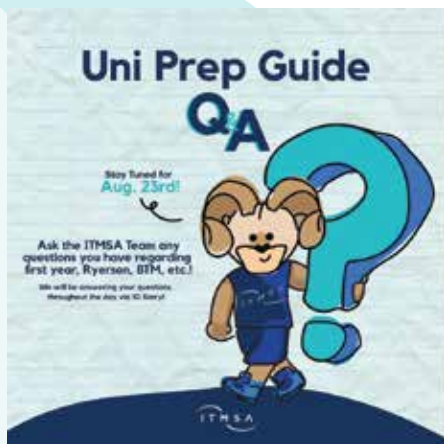
LinkedIn Page Views
July 2021 - December 2021



Social Media Campaigns

Uni Prep Guide

The Uni Prep guide was created to help navigate first years coming to Ryerson. With the help from upper years in our team, we created a series in which we shared tips and tricks, showcased activities that they can find around campus and provided a short campus tour. Along with sharing tips and tricks, we did a live Q&A session to answer any questions they may have. The goal of the campaign was to help first years come to Ryerson and ensure BTM students are prepared.



CAMPAIGN OVERVIEW

Launch Date: August 16, 2021

Duration: August 16th - September 2nd, 2021

Logistics ● Online School tips

● University Essentials

● Navigating Campus

● Q&A session for first-years on Instagram Story

Social Media Campaigns

Family Series

The Family series contains resources and careers that can help students in BTM and other programs get a headstart in building their careers in IT. On a bi-weekly basis, we would alternate between sharing either family resources or career pathways in technology. The resources would focus on advancing skills and thriving in tech-related fields while careers would enable students to start thinking about the career in technology that would be most suitable for them. The goal of the campaign was to provide students in Ryerson primarily BTM students with resources and career options.



CAMPAIGN OVERVIEW

Launch Date: July 15, 2021

Duration: July 15 - August 24th, 2021

- Logistics
- Weekly share either a career or resource
 - Provide website and links to access resources and opportunities
 - Give in-depth information on careers