



Social Media Analysis | By Lydia Spann

Overview



/PropserWaco254



@prosperwaco

Anyone can follow Prosper Waco on Facebook and Twitter. Prosper Waco's goal is to communicate the Prosper Waco initiative to the Greater Waco community. Prosper Waco engages their followers by consistently posting articles, information about upcoming events, news about the initiative or community partners and pictures and videos of events on these platforms.

Research

Prosper Waco's audience encompasses the entire Waco community. According to the 2014 U.S. Census Bureau estimates, Waco's population is **48.5 percent male** and **51.5 percent female**. The **median age is 28.4** and 75.3 percent of the population is over the age of 18. The **median annual income is \$32,864** and the **mean annual income is \$49,229**. The percentage of those age 25 and older with at least a **high school degree is 77.8 percent**. The percentage of those age 25 and older with at least a **bachelor's degree is 21.3 percent**.

Analysis

Prosper Waco's audience encompasses the entire community. Multiple social media platforms need to be used in order to achieve the most reach and highest level of engagement. Prosper Waco's goal for social media usage is to increase awareness and engagement.

By May 1, 2016:

- Increase Facebook likes to 650.
- Increase Twitter followers to 350.
- Increase Facebook post reach to an average of 400.

Based on my research, the peak times for posting on Facebook to maximize reach are 11 a.m. and 3 p.m. To increase awareness, posts should be before noon and more frequent on weekends. The posts on Prosper Waco's Facebook that have the highest reach include pictures, link to articles and tag other organizations. The Twitter posts with the most impressions include hashtags. The number of Twitter followers can be increased by following people or organizations who may have an interest in Prosper Waco.

Communication

To increase Facebook likes and post reach, I have been tagging organizations in posts and posting short, relevant content that our followers are likely to share. I also am posting pictures and links to articles in order to increase the likelihood our posts will be featured on our followers' newsfeeds.

To increase Twitter followers, I have followed over 50 new accounts that may have an interest in Prosper Waco. I also have been using hashtags related to national issues to make our Tweets more searchable.

Evaluation

The number of Facebook likes has increased from 540 on Jan. 20 to **612 on Feb. 17**. The post reach has varied daily, but averages at 200. The number of Twitter followers has increased from 277 on Jan. 20 to **302 on Feb. 17**.

As I continue to work toward reaching Prosper Waco's social media goals for May 1, I am going to focus on posting content that is sharable. I also plan to create a hashtag our audiences can use to post about Prosper Waco's work. In addition, I'm setting up a Hootsuite account to monitor engagement across both platforms more easily.