

Einstein Digital Marketing

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Final Project, MC 4326: Advanced Social Media & Analytics, School of Journalism and Mass Communication,  
Texas State University

## Texas School Safety Center

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## ***Contributions to the Texas School Safety Center***

- *Hootsuite social media strategists*
  - *Adwords fundamentals*
  - *Twitter Flight School certified team members*
  - *Team members with advanced editing and graphic design skills*
  - *Positive brand establishment*
  - *Innovative team members*
  - *Creative content*
  - *High quality original images*
  - *Critical thinking*
  - *Professional analytical skills*
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# **TxSSC Facebook Analytics Reports**

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# TXSSC FACEBOOK ANALYTICS REPORT

1

1. 1. 2018 - 1. 31. 2018

By: Jake Fest



*Total page likes*



791

*Total posts*



16



Average number of  
reactions per post

3.25

Average number of  
comments per post

0.44

Average number of  
shares per post

1.69



## Demographic Information

Common age range of  
followers

35 - 54

Dominant Region Following

Central Texas

# TXSSC FACEBOOK ANALYTICS REPORT

2

2. 1. 2018 - 2. 20. 2018

By: Jake Fest



## Total page likes

Like 808

Number of page likes  
since report 1:

17

Percent difference  
since report 1:

2.15% increase



## Total Reach Between Feb. 1 - Feb. 20

2,663



Average number of  
reactions per post

3.75

Average number of  
comments per post

0.33

Average number of  
shares per post

1.67

## Percent difference from report 1

Reactions:  
15.38% increase

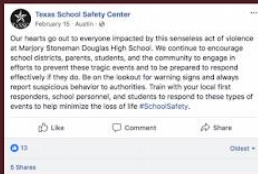
Comments:  
25% decrease

Shares: 1.18%  
decrease



Top performing post occurred:

Feb. 15th



Post likes: 13

Post comments: 2

Post shares: 5



# TXSSC FACEBOOK ANALYTICS REPORT

3

2. 21. 2018 - 3. 22. 2018

By: Jake Fest



## Total page likes



830

Number of page likes  
since report 2:

22

Percent difference  
since report 2:

2.72% increase



## Total Reach Between Feb. 21 - Mar. 22

4,079



Average number of  
reactions per post

3

Average number of  
comments per post

0.14

Average number of  
shares per post

1

## Percent difference from report 2

Reactions: 20%  
decrease

Comments: 57.58%  
decrease

Shares: 40.12%  
decrease



Top performing post occurred:

March 1st



Post reach: 400

Post likes: 9

Post comments: 0

Post shares: 3



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# Competitor Reports

## Twitter

### Colorado School Safety Center:

- Twitter Handle: @CoSSRC
  - Number of followers: 682
  - Number of tweets in the past 3 months: 29
  - Their twitter has more right hooks. They encourage their audience to stay involved and even when they don't directly ask and just give information, there is always a link involved. They also retweet other school programs and school facts from school related project organizations or promote their posts themselves as jabs.
  - Their account stays involved with the audience and also stays involved (replies) with/to other programs frequently
  - Positives: LOTS OF POSTS. Not just from themselves but they retweet, favorite and quote other posts as well so the account is breathing. Negatives: Sometimes they go too long without posting with a week gap. TXSSC should involve themselves with other
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organizations on their page as well so that their content is more than their own.

Illinois School and Campus Safety Resource Center:

- Twitter Handle: @ILSchoolSafety
  - Number of followers: 115
  - Number of tweets in the past 3 months: 6
  - Majority of the post on their twitter account they focus on right hooks more than jabs.
  - They had 4 right hooks and 3 jabs. When they use the right hooks, they talk about visiting a site to get more information or they tell them download a PDF for information.
  - On this account I don't see them regularly reply to the audience
  - Overall the content of the twitter account has positive feedback. In my opinion it need to have some lighter content and be more engaged with tweets. Have some tweets with jabs for the holidays to wish them a good time but keep safety in mind or even some posts that ask other people's opinion of what they used that worked to get a discussion going. I recommend to TxSSC to put posts out there that has content to get people to have a
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discussion going to get others involved and videos that demonstrate some of the resources visually to practice them.

Arizona Department of Education:

- Twitter Handle: @azedschools
  - Number of followers: 8,743
  - Number of tweets in the past 3 months: 284 (including Retweets)
  - The account utilizes an equal distribution of jabs and right hooks. By retweeting other accounts' Tweets (jabs), the Arizona Department of Education relays views they agree with. In addition, @azedschools uses right hooks in their own Tweets by adding relevant hashtags and links to expand on the Tweet.
  - When Twitter users comment on @azedschools' Tweets there are not many replies from @azedschools, however they do reply to Tweets that include their Twitter handle.
  - Overall the Twitter account creates a relevant presence, by staying up-to-date with current news. TxSSC Twitter account should strive to stay current with its' Tweets
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## Facebook

### Colorado School Safety Center:

- Facebook URL: <https://www.facebook.com/COPublicSafety/> , School safety resource center is joined with the public safety department
  - Number of followers: 547 and 514 people liked the page
  - Number of posts in the past 3 months: 17 posts directly from profile. All other content is shared posts from related events they may have attended or the relate to the organization
  - They have heavy content on their page. Mainly shared posts. Very minimum to no text only posts, a good 65% of their posts contain links with pictures or they will add pictures to their photos, they share videos for their contents or will put gifs.
  - *Average likes, comments and shares per post for the past three months:* About 4 likes per post, 2 shares per post, 1 comment per post
  - *Does the FB account focus on jabs or right hooks? How so?:*
  - Their facebook page has more jabs. They tend to let everyone know their community involvement and information dealing with Colorado safety in the area or news.
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- Overall opinion of the assigned FB page (positives, negatives, biggest thing you would recommend TxSSC consider with its own content):
  - Positives: Heavy content, good time spacing between posts. They seem to have a good pace going on facebook. Negatives: Very minimal right hooks, it's like you never know what you can involve yourself in. TXSSC should consider doing posting more pictures of what they do to add a human and community element to their page.

#### Arizona Department of Education

- Facebook URL: <https://www.facebook.com/AZDeptofEducation>
  - Number of followers: 3,830
  - Number of posts in the past 3 months: 128
  - *Types of posts in the past three months:* Most of the competitor's posts consist of images
  - with text, however they have post videos which led to more follower engagement.
  - *Average likes, comments and shares per post for the past three months:* Average likes per post: 2.54
  - Average comments per post: 0.22
  - Average shares per post: 1.21
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- *Overall opinion of the assigned FB page (positives, negatives, biggest thing you would recommend TxSSC consider with its own content):*
  - Overall opinion of the competitor's Facebook page is they seem to do a good job of posting about local events happening, leading to a fair amount of engagement.

#### Illinois School and Campus Safety Resource Center:

- Facebook URL:  
[https://www.facebook.com/ILSchoolSafety/?ref=aymt\\_homepage\\_panel](https://www.facebook.com/ILSchoolSafety/?ref=aymt_homepage_panel)
  - Number of followers: 21
  - Number of posts in the past 3 months: 7
  - *Types of posts in the past three months (break down between text, video, images, links).*
  - The types of posts were 4 jobs and 1 right hook. Some of the post was images of their information of communication tips and the other was image of their resources about school threats. None of the posts had videos. Most of the posts was Images with text underneath. There was only one post with a link to save the date for an event for a conference.
  - *Average likes, comments and shares per post for the past three months:* In the past 3 months there was no likes, comments or
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shares that I have seen. Therefore the average is 0 average likes comments and shares.

- *Average likes, comments and shares per post for the past three months:* When looking at this Facebook account it looks like it focuses on more of jobs than right hooks. The reason I say that is because they only had one post with a call to action to visit a site to get tickets for a conference. Now for the jobs they were just informational for people to read and there was not a call to action for them to do.
  - *Overall opinion of the assigned FB page (positives, negatives, biggest thing you would recommend TxSSC consider with its own content):* Overall the content of the Facebook account has positive feedback. This Account has the same information as twitter for the post. In my opinion it needs to have some lighter content. Have some tweets with jobs for the holidays to wish them a good time but keep safety in mind or even some posts that have discussions. I recommend to TxSSC to put posts out there that have content to get people to have a discussion going to get others involved.
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# Instagram

## Arizona Department of Education

- Instagram Handle: @azedschools
- Number of followers: 565
- Number of posts in the past 3 months: 19
- *Average likes and comments per post for the past three months*

Average likes: 11.11

Average comments: 0.32

- The Instagram account focuses primarily on jobs, by not utilizing many call to action posts. Overall the competitor's Instagram account has minimal follower interaction. TxSSC should incorporate high quality photos on this platform.
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# SOCIAL MEDIA TOPIC CALENDAR 2018

HOLIDAY	DATE	NOVEMBER							DECEMBER							JANUARY							FEBRUARY							MARCH							APRIL																				
		M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
NEW YEAR'S DAY	January 1 <sup>st</sup>	1	2	3	4	5	6			1	2	3	4								1					1	2	3	4	5																				1	2						
GROUNDHOG DAY	February 2 <sup>nd</sup>	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9														
VALENTINE'S DAY	February 14 <sup>th</sup>	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16														
PRESIDENTS DAY	February 19 <sup>th</sup>	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26	17	18	19	20	21	22	23														
DAYLIGHT SAVING	March 11 <sup>th</sup>	28	29	30				26	27	28	29	30	31	23	24	25	26	27	28	29	27	28							27	28	29	30	31																								
ST. PATRICK'S DAY	March 17 <sup>th</sup>													30	31																																										
EASTER	April 1 <sup>st</sup>																																																								
MOTHER'S DAY	May 13 <sup>th</sup>																																																								
MEMORIAL DAY	May 28 <sup>th</sup>																																																								
FATHER'S DAY	June 17 <sup>th</sup>	1	2	3	4	5	6	7			1	2	3	4								1	2	1	2	3	4	5	6						1	2	3																				
INDEPENDENCE DAY	July 4 <sup>th</sup>	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8														
LABOR DAY	September 3 <sup>rd</sup>	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15														
HALLOWEEN	October 31 <sup>st</sup>	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22														
THANKSGIVING	November 22 <sup>nd</sup>	29	30	31				26	27	28	29	30	24	25	26	27	28	29	30	28	29	30	31						25	26	27	28	29	30																							
CHRISTMAS	December 25 <sup>th</sup>													31																																											

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## Strategic Overview

The Texas School Safety Center (TxSSC) brand will be established as a serious and informative source to the community with the ability to convey humor. The content created for the brand will include innovative ideas to promote school safety, as well as staying up to date with all relevant news regarding school safety.

The content created for the brand will be politically correct and will promote the growth of society as a whole. The brand will demonstrate awareness of national topics concerning safety, and will address these topics by creating captivating content with original ideas.

Currently the TxSSC has done an adequate job of engaging followers. However, there is always room for improvement. The Einstein Digital Marketing (EDM) team can improve the overall awareness of the TxSSC brand, as well as increase the engagement with the TxSSC audience. Collaboration is crucial to the success of two organizations. A few proposed ideas for the growth of the brand and follower engagement will be covered below.

With the always evolving social media platforms, a major factor to capturing an audience's attention is the utilization of high-quality video content. A few innovative content ideas will be listed below.

- Post a captivating Facebook Live video
  - Incorporate a weekly video of innovative school safety procedures
  - Conduct interviews of the faculty/staff in order to put a face to the TxSSC team
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- Incorporate short videos involving everyday tasks of the TxSSC team
  - Include humor to acceptable topics

The Creative Edge team at EDM will provide innovative school safety content and engage the TxSSC audience. This engagement will lead to shares of the created content, which will then lead to the organic reach to potential new followers.

Another aspect to the evolution of the digital media platforms is the decreasing retention rate of the users. It is imperative to grasp the viewers attention immediately. In order to accomplish this, the EDM Creative Edge team will demonstrate expertise in viewer retention practices.

EDM will aid in the TxSSC mission to serve schools and communities to create safe, secure, and healthy environments, by successfully disseminating the TxSSC vision.

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# **Future Content**

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## Red Ribbon Week



Image 1 (jab): Did you know smoking can lead to cancer or other harmful things to your body. Let's Say "no" and Not be active in this and keep our body's healthy. Your body will be happy with you and won't have to suffer from harmful chemicals from smoking. [#schoolofSafty](#) [#TXSSC](#)



Image 2(jab): Tips and tricks to get out of peer pressure of doing drugs "**Just SAY NO**".

1. Leave the situation.
2. Make an excuse to leave.

You do have courage. Always ask if you need support from other friends or adults. We will be there for you. [#TXSSC](#)



Image 3(jab): Have you ever thought how **drugs can affect your life** in your workplace and at home? Slow thinking process, learning an ability, always sleepy and so much more can happen due to drugs. Some facts: it affects all these areas it leads to fighting and violence or child abuse or neglect or arrests and jail. **It Kills** and can drain you dry Let's stay away and be aware of this. [#SchoolOfSafety](#)

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Image 4(Right Hook): Red Ribbon Week is here. Every day a different event to share with staff, teachers, and students. Good news there will be Prizes given out to students. Let's inform them how to **say "NO"** and what drugs can do to a person. Click here for more information for ideas for Red Ribbon Week at

<https://txssc.txstate.edu/> and <http://redribbon.org/> #TXSSC #SchoolofSchool

## Fluff holidays



Image 4(Right Hook): Red Ribbon Week is here. Every day a different event to share with staff, teachers, and students. Good news there will be Prizes given out to students. Let's inform them how to **say "NO"** and what drugs can do to a person. Click here for more

information for ideas for Red Ribbon Week at <https://txssc.txstate.edu/> and <http://redribbon.org/>

Jab 2: (October 31) Happy Halloween! We want you to keep our students safe. Here are some tips for your students to remember during trick or treating:

1. Check Candy
2. Always have a buddy
3. Wear something bright or reflective





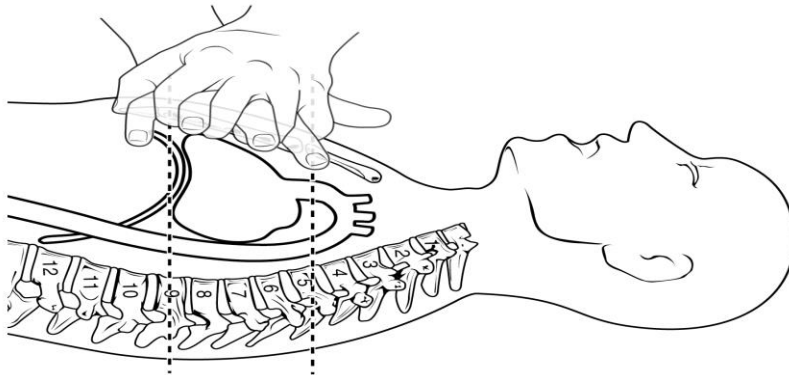
Jab 3: (December 10) Today we celebrate Human Rights Day. What better way to support safety than to make sure our rights are just that? Safe

Right Hook: (March 4) Today is National Safety Day! Safety is a #1 priority of ours and we encourage you to make sure it is yours as well. Send us pictures of drills for your schools with the hashtag #TXSSCsafety! It can either be a drawn floor plan drill or photos of teachers and staff helping our students. A safe school is a great school! #school Safety



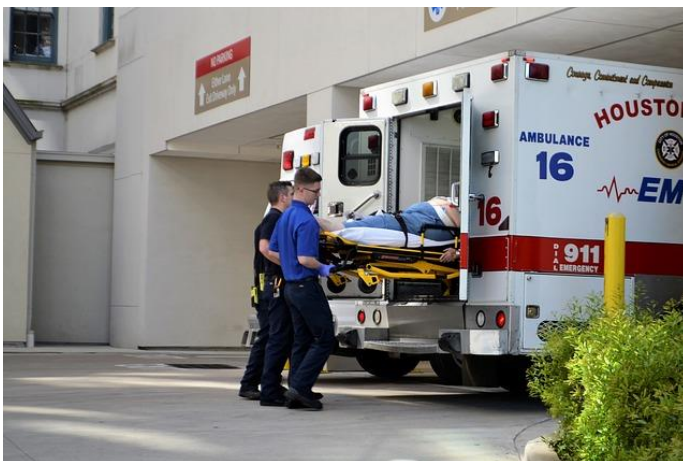
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## CPR Saves Lives



Statistics show that the earlier CPR is initiated, the greater the chances of survival.

#CPR #CPRsavesLives #TxSSC



The American Heart Association estimates that 100,000 to **200,000** lives of adults and children could be saved each year if CPR were performed early enough.

#AHA #FirstResponders #CPR #CPRsavesLives #TxSSC

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You may need to save a life one day by using CPR.

The correct way to perform CPR is to utilize the 30 compressions to 2 breaths ratio. #savealife #CPR #TxSSC

**LEARN CPR**  
You Can Do It!

Everyone should know how to properly perform CPR, follow the link to learn the three simple steps to CPR and watch the

video demonstration. #LearnCPR #CPRsavesLives #TxSSC

<http://depts.washington.edu/learncpr/quickcpr.html>

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