



Data Driven Social

Turning Numbers into Strategy that Sticks

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What to expect today

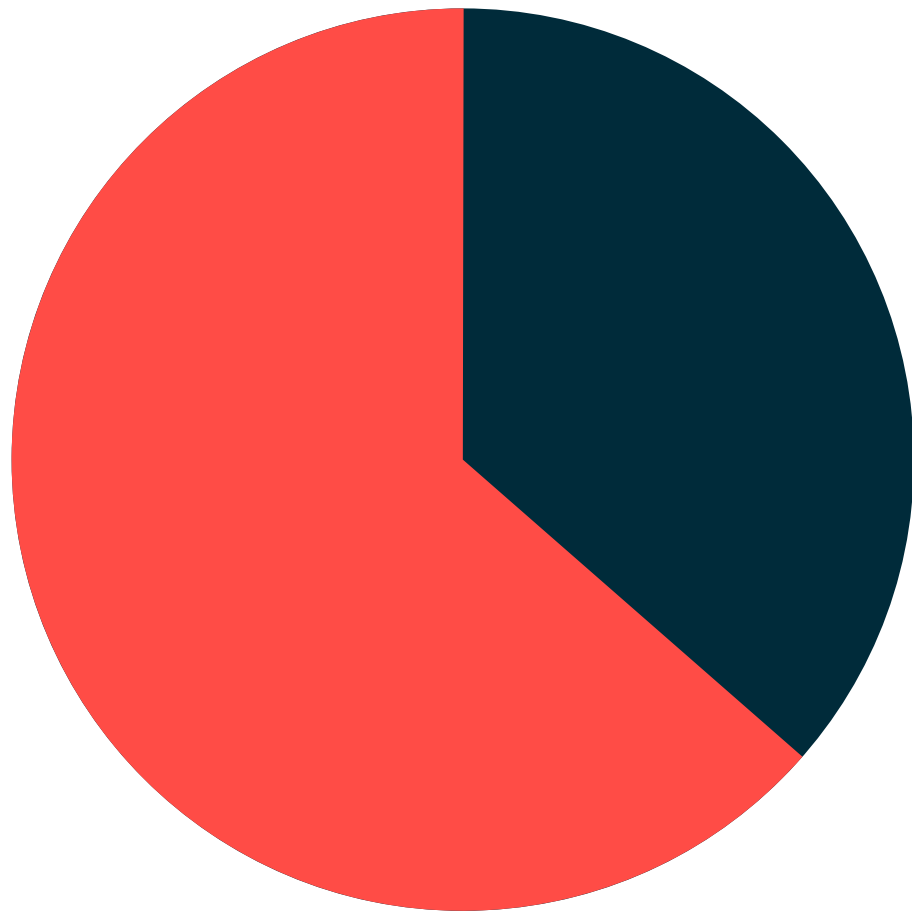
- 1 Raw Data, Real Moves**
- 2 Social Stats that Slap**
- 3 Beyond the Scroll**
- 4 AI Meets ROI**
- 5 Questions**

01 ***Raw Data Real Moves***

Turning Insight to Action

78%

*of college-bound high school students said that **social media influenced their decision-making process** when choosing a college.*



75%

of parents said they **had visited a college or university's social media account.**

The Conference Board

37%

said that a university's social media presence **would have an impact** on their child's decision to attend.

Data Driven Strategy



ROI 8x

Data-driven personalization and decision making produces 5-8X the ROI on non data decision

30%

Reduction

total cost of student acquisition and total paid spend

50% Increase

Optimized content and post timing increases baseline engagement by 20% - 50%

02 *Social Stats that Slap*

*Numbers that Talk
Insights that Walk*

Metrics that Matter



Engagement Rate

Sentiment Score

Reach vs Impressions

Share of Voice

Click Through Rate

Conversion Metrics

YoY Performance

Follower Growth

Building relationships on social



1 Engagement

- Likes
- Comments
- Shares
- Saves
- Video Views
- Completion Rate
- Story Replies
- Sticker taps

2 Awareness & Reach

- Follower Growth
- Impressions
- Reach
- #hashtags
- Share of Voice

3 Conversion & Website Behavior

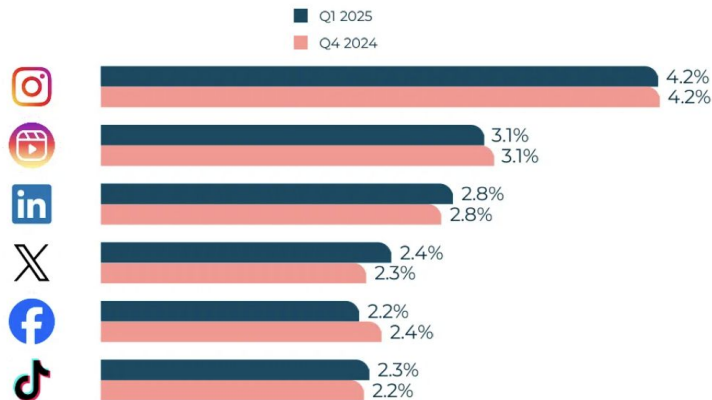
- Link Clicks
- UTM Tracking
- Traffic
- Form Fills
- RSVP's
- Applications

4 Brand Health & Sentiment

- Volume of Mentions
- Sentiment
- Positive/Negative
- Keywords
- Emotion Analysis

Social is all about engagement and driving conversations!

Engagement rates Industry: Education



Average Engagement Rate
Posts from Q4 2024 & Q1 2025
Source: Critical Truth

Wondering if your engagement rates are high enough?

Here are the industry averages across all major social networks as of April 2025 in Higher Education

416K

Fans & Followers

40m

Page & Profile Reach

24m

Page & Profile Impressions

36k

New Fans & Followers

6.85%

Avg. Engagement Rate

138K

Shares to further amplify UCR

6K

Post Link Clicks



You've been busy!

Instagram is your priority social network for posts for this period.

1,850 total posts across all networks!



1,093 Instagram



260 Twitter



240 Facebook






79 LinkedIn



178 YouTube

Audience Growth YoY (25 vs 24)

Network	Followers	Growth
 LinkedIn	187K	9.1%
 Instagram	64K	15.9%
 Facebook	88K	1.2%
 X	43K	-1.1%
 YouTube	33K	1.1K%



UCR Flagship Top Posts

Sept 1, 2024 - June 30, 2025



 **UC Riverside**
[Apr 07, 17:10](#)

UCR LOVE STORY 💙 Sandra Ayllon '21 & Diego Payan '22 met as members of the same campus organization, Hermanos Unidos (now La Hermandad de UCR). They spent more & more time together, even both getting jobs with UCR Housing Services. On

24.85 % engagement rate



 **ucriversideofficial**
[Nov 13, 19:22](#)

Wow!!! #UCRiverside Baseball alumnus Jordan Howlett '20 (aka @jordan_the_stallion8 on social media) was ranked #43 on Forbes Top Creators List 2024! 🙌🙌🙌 Howlett hit viral fame on TikTok by first revealing fast-food secrets, and now he

18.55 % engagement rate



 **University of California, Riverside**
[Jun 20, 16:16](#)

The tassels are turned... and the Class of 2025 is just getting started! 🎓🐾 Check out some of these photos from commencement by #UCR photographer Stan Lim! #ucriverside #ucrgrad25

38.08 % engagement rate



 **@UCRiverside**
[Mar 15, 14:31](#)

WOW! Did you catch the #lunareclipse2025 this week? 🌑 @UCRCNAS' Department of Physics & Astronomy & the Astro Club at #UCR set up a telescope to view the moon in detail. This photo was taken by the Bell Tower on campus. 📸: Alex de la Vega,

10.63 % engagement rate

**Impressions =
38,242**

**Impressions =
36,744**

Impressions = 17,711

Impressions = 1,204

Post Engagement Rate



6.66%



8.34%



3.1%



4.19%

Average Post Engagement 6.85%

Audience growth rate

11.2%

new followers

■ INDUSTRY

13.02%

new followers

● YOU

Way to go, rockstar! Your fan growth rate is higher than the industry average. Keep going—take a course to learn more ways to grow your community.

[Take the course](#)

Posting frequency

0.83

posts/day

■ INDUSTRY

3.62 ↗ **338%**

posts/day

● YOU

Great work, all-star! You've published 2.79 more posts per week than your industry average. Make sure you review your post performance to see what's working.

[Review post performance](#)

Turn Data into Action

SMART

- Create + Test
- Watch + Listen
- Adapt + Pivot



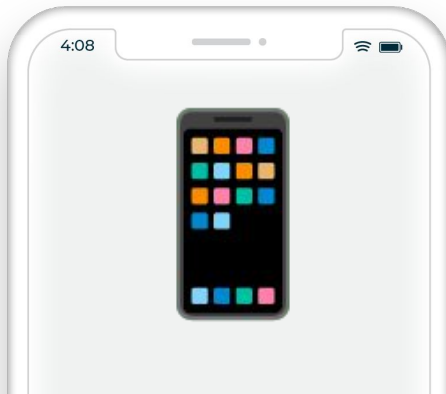
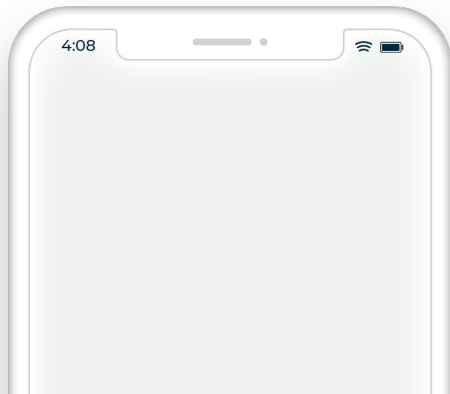
Benchmark

- Past Performance
- Competitive Analysis
- Link Tracking



Evaluate

- Diagnose the WHY
- Don't Report
- Recommend



03 ***Beyond the Scroll***

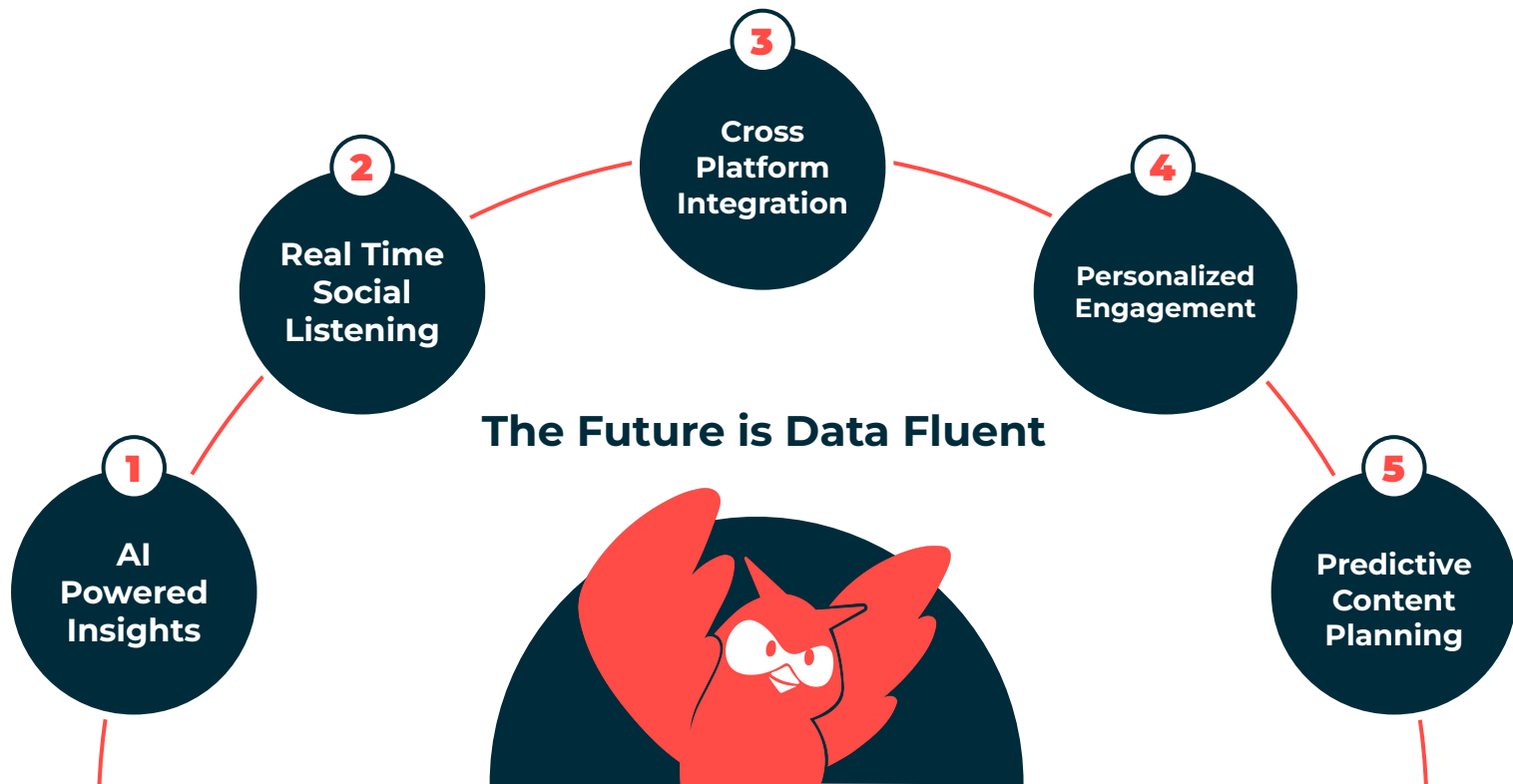
*What's Hot, What's Working,
What's Next*

Hootsuite is a powerful social media performance engine that drives business success.

- **Insights:** Better understand your customers
- **Action:** Improve strategy and execution
- **Impact:** Drive results that matter to your business



Trend Spotting Like a Pro



Scroll Stopping Strategy **starts here**



Alpha Rising: Preparing for Gen A

1

Digital Natives

- *Fast*
- *Intuitive*
- *Interactive*
- *On Demand Content*
- *Short Attention Span*
- *Most AI-exposed generation*

2

Video First

- *YouTube*
- *TikTok*
- *Shorts*
- *Gamified Content*
- *Community Driven*

3

Data Implications

- *Test Quickly*
- *Real Voices*
- *Real Stories*
- *AI Tools*
- *Predictive Content Planning*

04

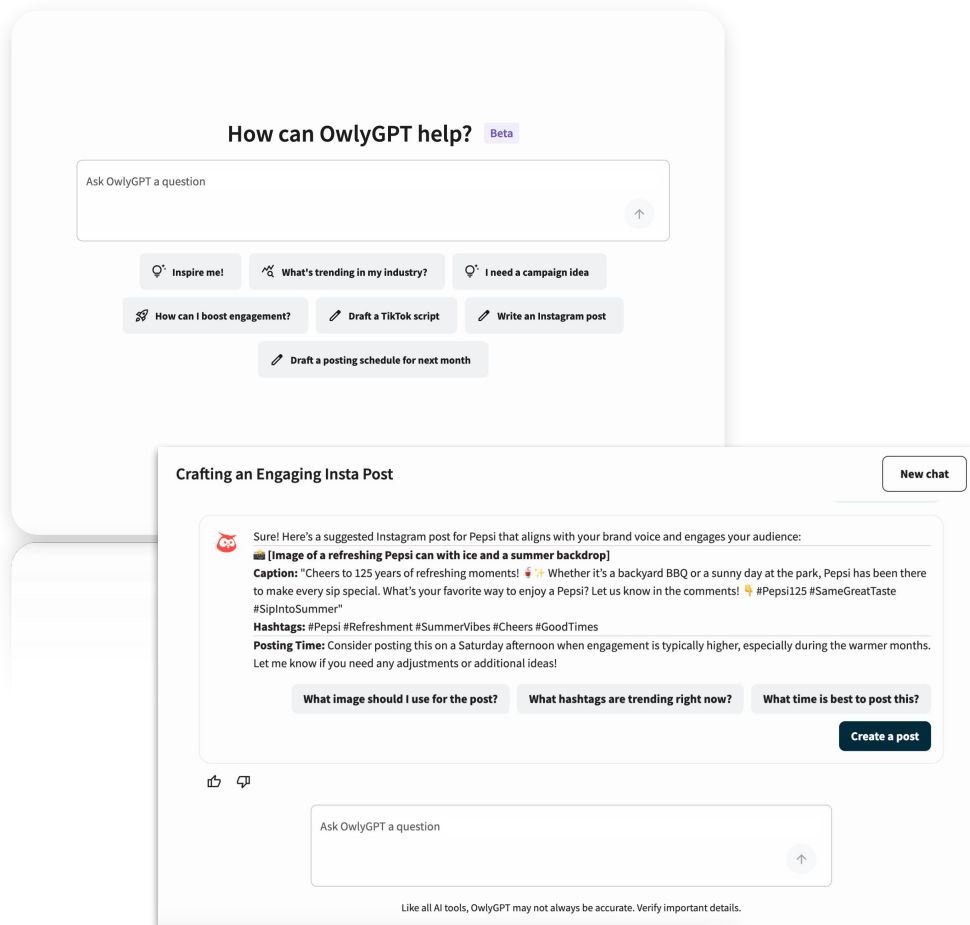
AI Meets ROI

*AI-Powered Content
ROI-Proven Results*

Your new AI assistant for all things social.

Get AI-powered insights, expertise and content creation where and when you need them - from an owl you trust.

Your new AI assistant is trained on your brand and industry with real-time access to social media data, ready to help you **make more informed decisions, craft more effective content, and level up your social performance.**



At a glance: What sets OwlyGPT apart



OwlyGPT

- ✓ Pulls from real-time social conversations
- ✓ Spots relevant, post-worthy trends
- ✓ Knows your brand's social voice (by channel!)
- ✓ Understands your audience and target demographics
- ✓ Posts approved content directly to your social channels so you never have to leave Hootsuite



Other AI tools



- ✗ Trained on outdated articles, blogs, and websites
- ✗ Can't spot new trends and topics
- ✗ Doesn't know your brand voice
- ✗ Unfamiliar with your audience
- ✗ Leaves your team copy-pasting between tools and tabs

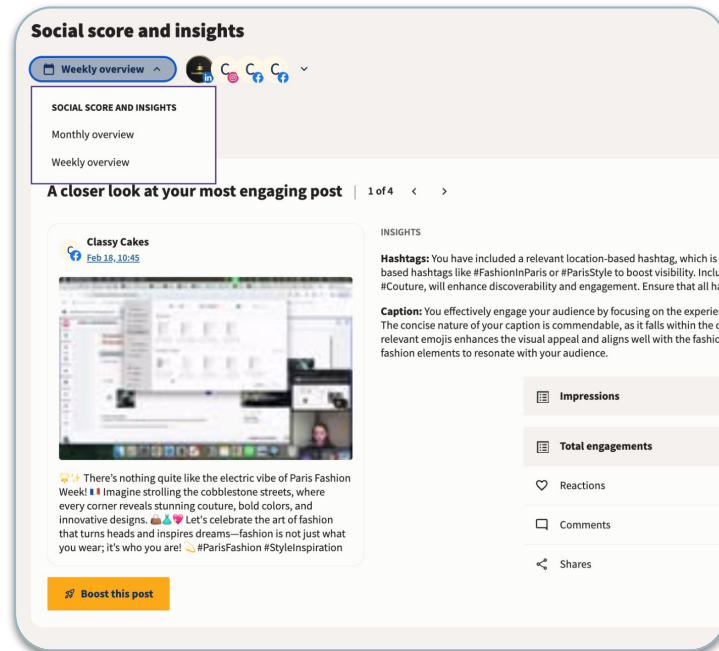
Meet



owly GPT

Social Performance Score Enhancements!

- ✓ Weekly and Monthly Overview
- ✓ Multi-account Selector
- ✓ Boost Button on Most Engaging Post 
- ✓ Follower Growth Widget
- ✓ Integration of Instagram Story Results 
- ✓ Improved Image Analysis



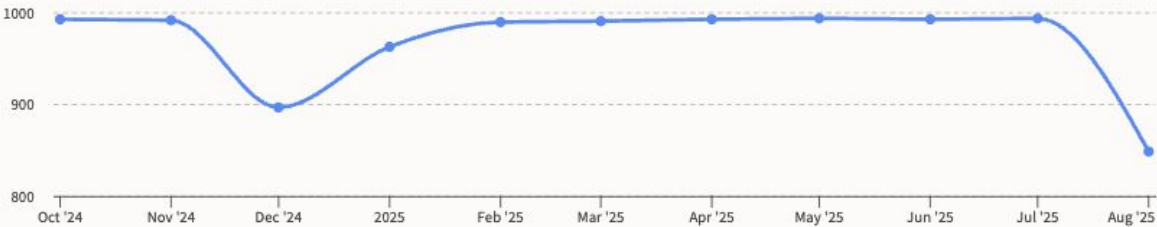
Social performance score ⓘ

849 ⓘ
/ 1,000 ↘

Room to grow.

Over the past two months, we've noticed a gradual decline in your score. When we compare it to earlier this year, your average score has taken a hit. Overall, your performance has been somewhat inconsistent lately.

SCORE HISTORY



FACTORS INFLUENCING YOUR SCORE OVER THE PAST 8 WEEKS

Post Views



Post Clicks

Post Interactions

Post Comments

Post Shares

Followers

Aug 2025 Instagram Social Performance Score		
		
Total Engagement	67K	+31%
Impressions	2.4M	+20%
Post Frequency	43	-29%
Follower Growth	2.1K	+72%

ucriversideofficial

Aug 01, 16:25



BIG ANNOUNCEMENT!!! 📣 Ludacris will perform at UCR Alumni Homecoming 2025 on Sat., Nov. 8 at 2 p.m.! 🎵🎶 Registration opens for UCR alumni Aug. 19! Tickets are \$20. More details: homecoming.ucr.edu #ucriverside #ucr #ucrhomecoming

Impressions	166K
Total engagements	11K
Reactions	4.9K
Comments	142
Shares	5.7K

INSIGHTS

Video performance: You effectively placed text overlays throughout the video, ensuring they do not interfere with key margins, which enhances visibility. Continue to position text above the bottom quarter and away from the top and right margins for optimal viewing on social platforms. The narrative structure is engaging, building suspense effectively before revealing Ludacris as the performer. Maintain this clear and visually engaging narrative style in future videos to keep the audience excited and informed.

Hashtags: You are using relevant hashtags, including #ucriverside, which is great for local engagement. To further enhance this, consider adding location-based hashtags like #RiversideCA and #InlandEmpire to reach a broader local audience. Your current hashtag count is within the recommended range, and all hashtags are relevant to the event. Continue this practice to maintain effective reach and engagement.

Caption: Your caption is appropriately enthusiastic and celebratory, fitting the friendly tone required for the event. However, consider rephrasing it to sound even more inviting and conversational, such as expressing excitement about Ludacris's performance. Additionally, include a direct call to action to encourage audience interaction, like asking viewers to share their excitement in the comments. This will enhance engagement and create a sense of community around the event.

Post performance: This post performed exceptionally well, garnering 166009 impressions, and 4891 reactions and 5688 shares, making it one of your top-performing posts compared to recent ones.

Social A+ Takeaways

1

Let Data Lead the Way

2

One size does not fit all

3

Benchmarking is power

4

Let AI & automation elevate your strategy





Questions

Appendix

Posting Frequency

Finding the Sweet Spot!



Value > volume. 3x / week - 2.86% engagement rate



Busy & consistent. 5-7x / week for ~5.6% engagement rate



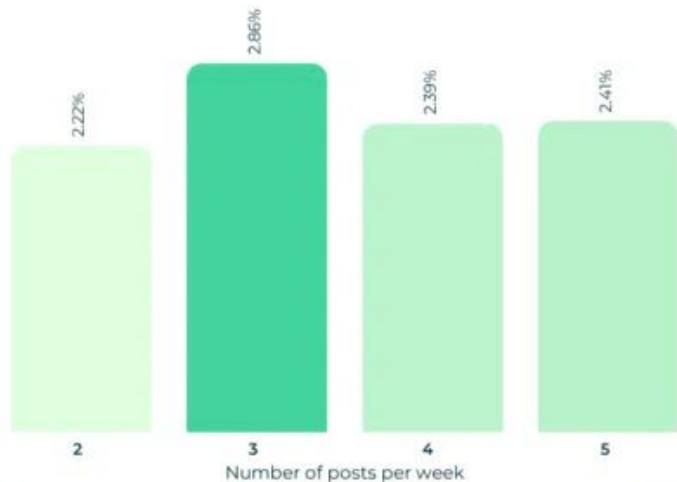
Daily+ posts are key 7 to up to 9x / week for 2.3% engagement rate



Less is more. 1-4x / week for ~up to 4% engagement rate

Posting Frequency X Engagement Rate

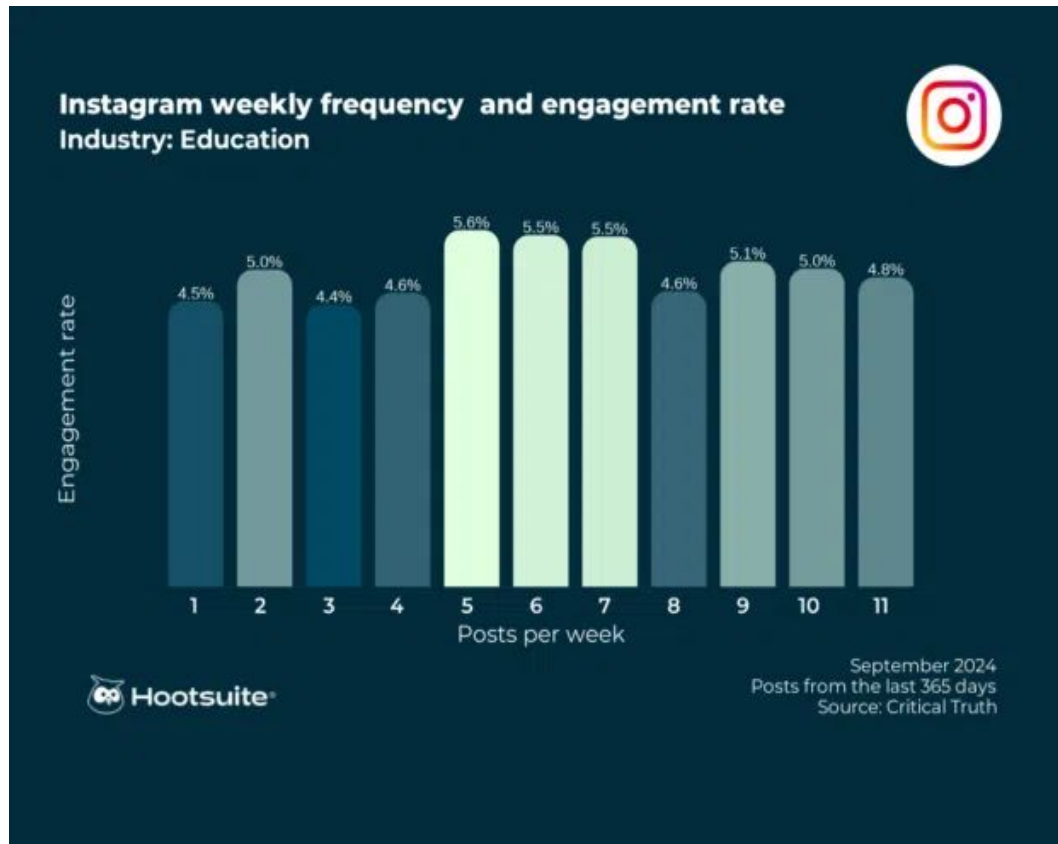
Facebook weekly frequency and engagement rate
Industry: Education



Our research found that educational institutions post on Facebook more often than on other social platforms — an **average of 4 times a week**.

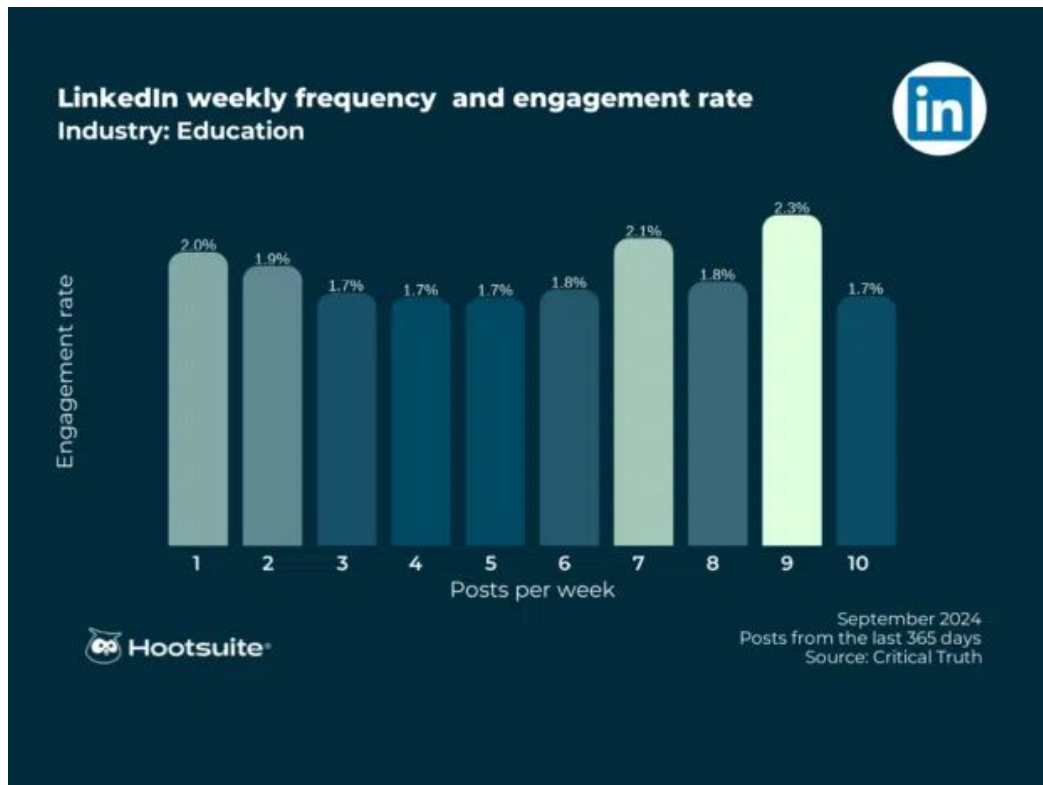
On Facebook, performance depends more on the content you post than on how often you post. However, institutions that posted three times saw a higher engagement rate of 2.86%.

Posting Frequency X Engagement Rate



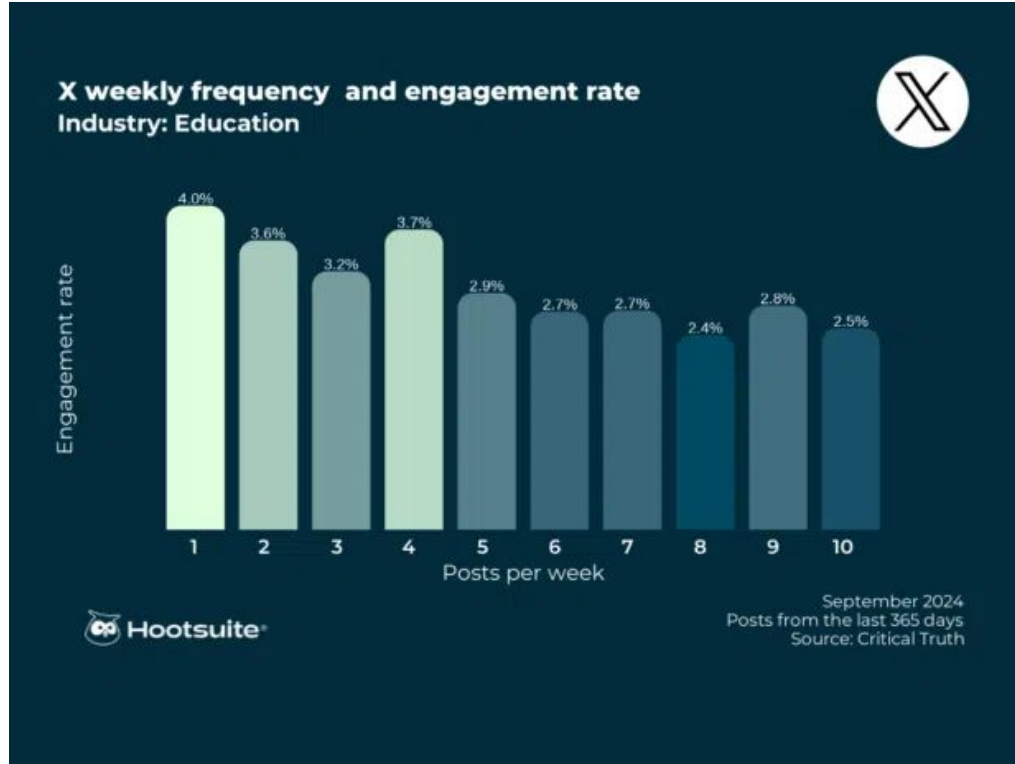
On Instagram, you're most likely to keep your audience engaged if you keep your posting schedule busy and consistent. 5-7 posts a week seems to be the sweet spot!

Posting Frequency X Engagement Rate



On LinkedIn, institutions posting 9 times a week see the highest average engagement on their posts.

Posting Frequency X Engagement Rate



... whereas on X (formerly Twitter), 1-4 posts a week are enough to keep engagement rates high.

Automated DM Replies on Instagram!

You can now invite followers to include a specific keyword when they comment on an Instagram post, triggering a range of automated comment replies and DMs.

