

RPU SOCIAL MEDIA UPDATE

Office of Communications

FEBRUARY 2024

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OVERVIEW

As of December 31, 2023



Total # of Followers

18,189



Total Engagements

17,940



Total Reach & Impressions

910,892



Instagram
Most engaging platform and
platform with highest reach

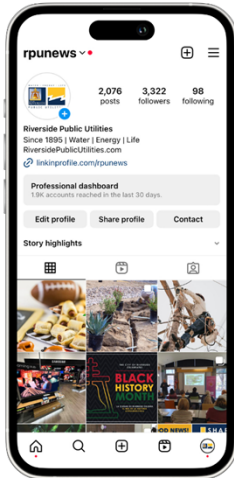


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SOCIAL MEDIA BREAKDOWN



Facebook (January 2023 – December 2023)		
Followers	Reach	Engagement
12,356	345,778 (28x)	4,896 (40%)

Instagram (January 2023 – December 2023)		
Followers	Reach	Engagement
3,320	414,327 (125x)	11,870 (358%)

X (January 2023 – December 2023)		
Followers	Impressions	Engagement
2,513	150,787 (60x)	1,174 (47%)

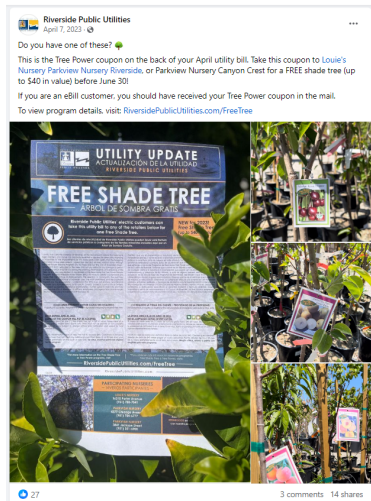


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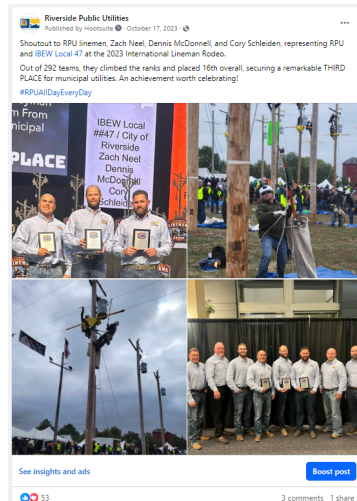
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FACEBOOK TOP POSTS



Reach:
7,910



Reach:
1,330



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INSTAGRAM TOP POSTS



Reactions: **1,111**
Reach: **33,705**



Reactions: **76**
Reach: **1,476**



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X TOP POSTS



Impressions: **1,618**



Impressions: **1,773**







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GOALS FOR 2024

<p> Engaging reels • Mainstream trends</p> <p> Targeted social ads • Multi-lingual, geo-locate, target audiences</p> <p> Collaboration and cross-promotion</p>	<p> Capital improvement project updates</p> <p> Data-driven decisions • Hootsuite analytics • Hyperfocus on behavior - times, frequency, content</p>
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