

Match Day Overview of Social Media Posts

Facebook = School of Medicine

Twitter = @emorymedicine

Instagram = @emorymedschool

Channel	Number	Post Type/s
Facebook	5	5 original posts (3 images, 2 video)
Twitter	22	4 original posts 18 Retweets (2 videos)
Instagram posts	19	10 original posts 9 shares of other accts. (12 images, 7 videos)
Instagram stories	27	5 images 22 videos
Total	73	

Social Media Metrics

(original posts, excluding Twitter RTs)

Channel	Reach / Impressions	Engagements
Facebook	7,843	737
Twitter	18,763	1,173
Instagram posts	13,142	1,139
Instagram stories	8,286	81
TOTAL	48,034	3,127

Facebook

Strategy: Primary content was high-level / feature content, like congratulations videos. Shorter segments, RTs, shares, etc. were for Twitter and IG.

Outcome: Tribute videos by faculty and staff extremely successful.

Most successful:

5-minutes congratulations video produced in advance:

<https://www.facebook.com/146821672176725/posts/1311780855680795/>



Emory University School of Medicine posted a video to playlist Match Day 2020.
Published by Wendy Darling [?] · March 19 · 🌐

Emory Match Day 2020 is being conducted under very special circumstances, i.e. with social distancing in place but with lots of videos, video streams and social media. Here are a few congrats, kudos, shout-outs and heartfelt words from the faculty and staff of the School of Medicine.

This will be the first of MANY videos, photos and articles we'll be sharing over the next few days. Please share! And if you are posting Match Day stuff to social media, use hashtag #EmoryMatchDay -- we'll share your pics & videos etc. with our whole audience.

MED.EMORY.EDU
Emory Match Day 2020 - CONGRATULATIONS! [Learn More](#)

4,068 People Reached 349 Engagements [Boost Again](#)

Twitter

Strategy: Moderate number of original tweets, especially videos, and a lot of RTs, to share POV and spirit of M4s, their professors, etc.

Outcome: Original content like congrats videos did very well, POVs from all over the places were shared via RTs.

Most successful:

Announcement re: online event and Juicer:

<https://twitter.com/EmoryMedicine/status/1240986507860738048>



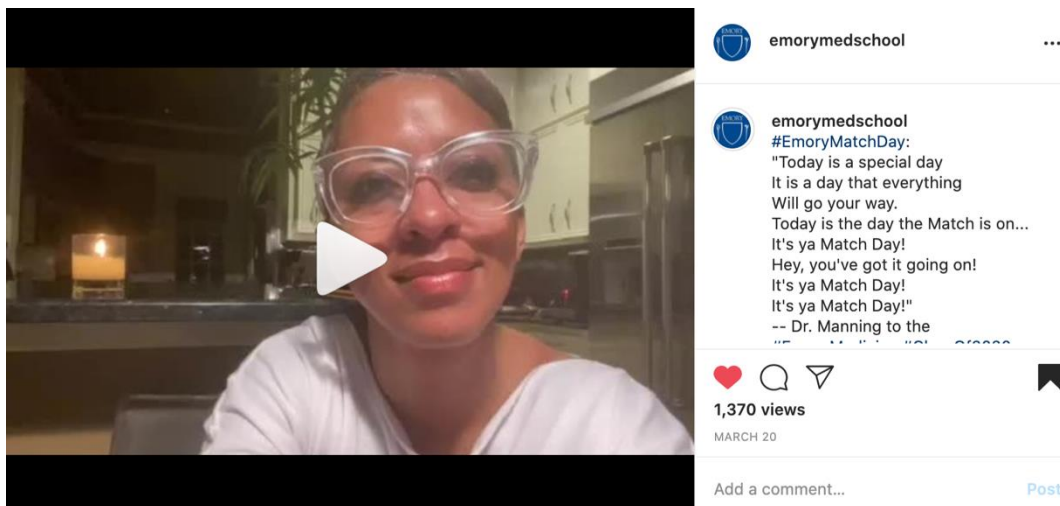
Instagram Posts

Strategy: Use just-launched channel as primary channel, sharing many posts and even more IG “Stories”

Outcome: Immediate success in getting likes on posts and many views on stories. Users began tagging account, attracting more views on Stories and many follows. (The Stories had a greater reach than all the posts on Facebook.) The account launched two days before Match Day (on a Friday) and by Sunday it had about 500 followers.

Most successful:

“It’s ya Match Day!” poem video by Kim Manning (clip from compilation video)
<https://www.instagram.com/p/B99bRBqoFkq/>



Instagram Stories

Strategy: Post majority of Match Day pictures and video as Stories as a way of sharing high volume without clogging up main IG feed or impact IG algorithm (which penalizes accounts if they post too much). As with regular posts, Stories used both original content, reshared user-generated content (from IG and Twitter), as well resharing other IG Stories. The original posters were tagged so they would find out about the account and tag the school in return.

Outcome: Total reach of Stories was 8,286, a higher figure than all the Match Day posts on the school's Facebook page. The most successful stories were short messages taken from the compilation video. Popularity of Stories also contributed to bringing the new account to over 500 followers in just a couple of days.

Most successful:

Many Stories had a similar level of success (here defined as "reach") but the last one posted was actually the most popular. The video was from the long compilation video produced by SOM Communications.



Use of Compilation Video

While the [5-minutes Match Day video](#) was shared in full on Facebook and proved popular, the greater success was on shares of individual segments of the video, edited down for use on Twitter and Instagram. The clips were particularly successful as Instagram Stories.