



FY 24

Social Media Report

Flagship Channels Overview

Ups and Downs:

Engagements
+22.36%

Followers
+0.72%

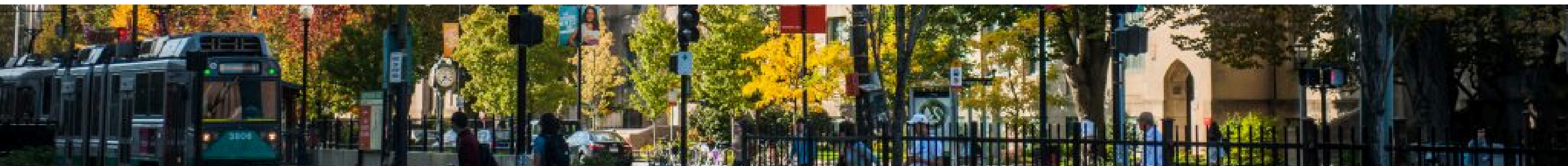
Shares
+43.10%

Comments
+21.43%

Posts Published
+21.96%

Reach
-18.82%

A cumulative report of key social stats from Boston University's flagship accounts (Facebook, Twitter, Instagram, LinkedIn, TikTok). Percentage is a year-over-year comparisons to FY23.



Stand out posts by channel

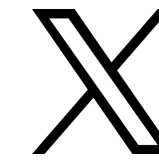
BU Flagship



For Valentine's Day: Call someone and tell them you love them.

- 542.59K views
- 38.83K Likes
- 39 Comments
- 1.44K Post Saves
- 1.32K Shares

Media Type: **Reel**



Announcement: Dr. Melissa L. Gilliam will be BU's 11th President

- 935 Likes
- 240 Reposts / Quote Posts
- 234 Replies

Media Type: **Photo w/ Link**



hi mom



Trend: Otto Landrum "Hi Mom"

- 938.79K Views
- 134.36K Likes
- 1.07K Comments
- 193 Shares
- 6,101 Saves

Media Type: **Carousel**

Stand out posts by channel

BU Flagship

*indicates paid support



Boston University

Published by Sprinklr · January 9 ·

A four-year varsity softball player at BU and a graduate of [College of Communication](#), [Boston University](#)'s film and television program, Liz Patrick (CGS'91, COM'93), won her first prime time Emmy this past weekend for an episode of Saturday Night Live, the show she's been directing for nearly two years.

Over her 30-year career, Patrick has directed concerts, red carpet specials, and game shows, with credits like MTV's Total Request Live and The Real World. Before SNL, she helmed nearly 2,200 episodes of The Ellen DeGeneres Show and won nine Emmys for her work as both a director and a producer.

Congratulations, Liz! You are what makes us [#ProudtoBU!](#) 🐾❤️

Learn more ➡ <https://www.bu.edu/.../how-bu-alum-became-newest-snl.../>

📷: Nina Prommer





BU Alum Wins Prime Time Emmy

- 4.51K Likes
- 112 Comments
- 59 Shares

Media Type: **Photo w/ Link**



Boston University

497,191 followers
3w ·

Really feeling that [#Boston](#) pride today. 🍀🤙🏀 Congrats, [Boston Celtics!](#) ❤️

📷: Amy Horo on IG





UGC shot after Celtics win the NBA Finals

- 2.16K Likes
- 19 Comments
- 69 Shares

Media Type: **Photo**

Worst Performing posts

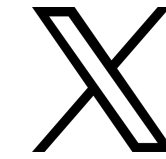
BU Flagship



Student Book Recommendations

- 29.16K views
- 391 Likes
- 9 Comments
- 11 Post Saves
- 4 Shares

Media Type: **Reel**

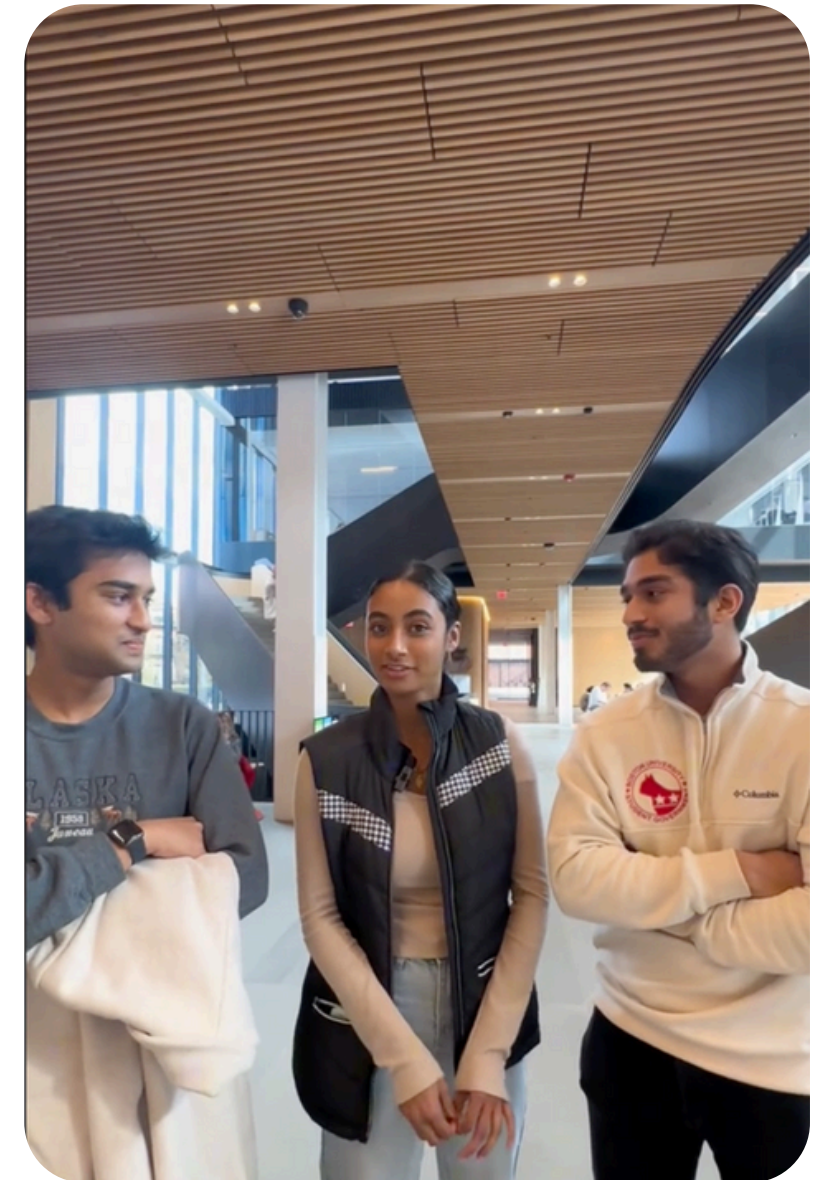


What's Hot In Music:

November 4 Post

- 1 Like
- 0 Reposts
- 0 Replies

Media Type: **Photo w/Link**



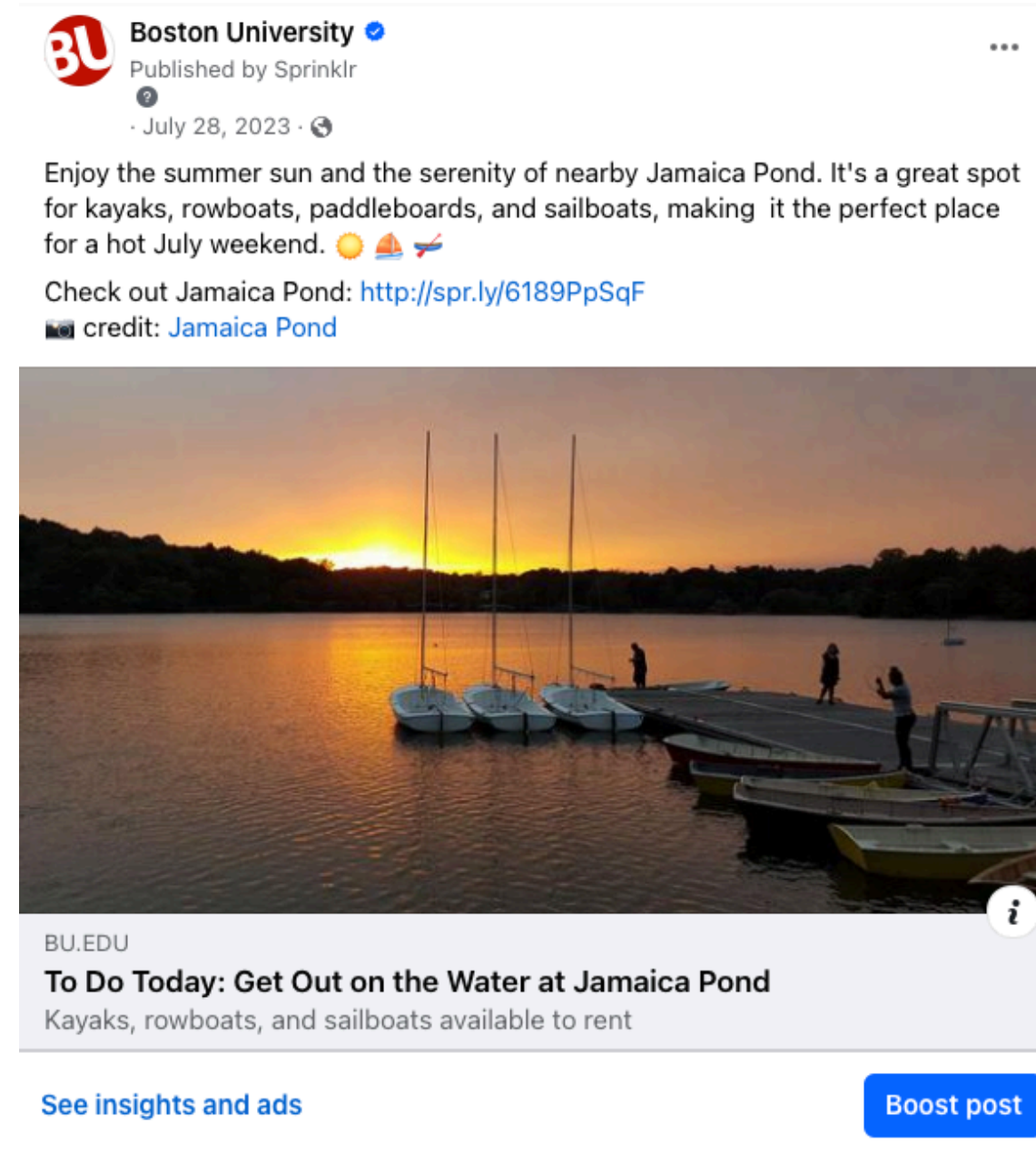
Student Government Spotlight

- 3.21K Views
- 57 Likes
- 1 Comments
- 4 Shares
- 4 Saves

Media Type: **Video**

Worst Performing posts

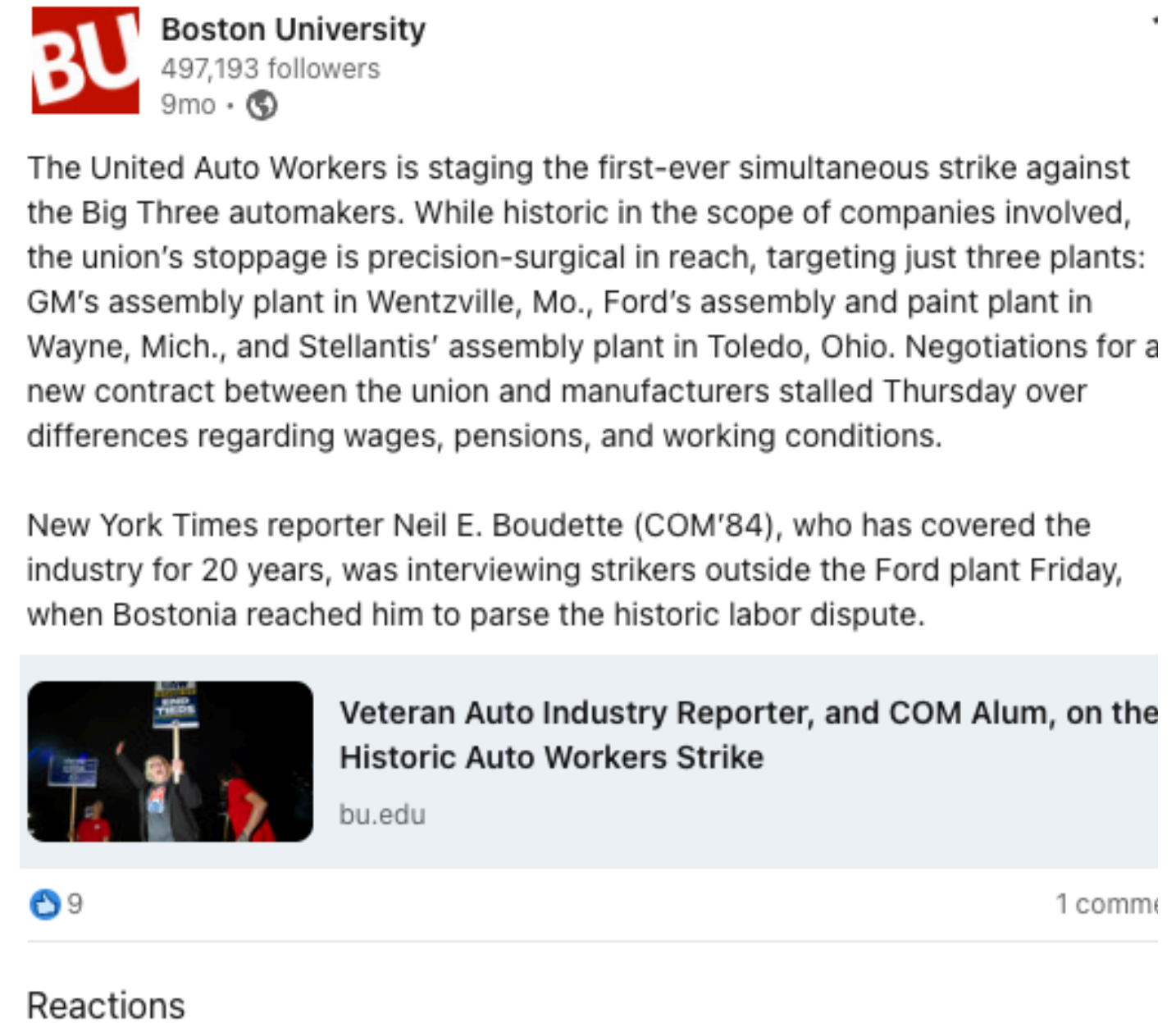
BU Flagship



BU Today: To Do Today - Visit Jamaica Pond

- 16 Likes
- 0 Comments
- 2 Shares

Media Type: Link



Auto Workers Strike

- 9 Likes
- 1 Comment
- 0 Shares

Media Type: Link

Honorable Mentions

BU Flagship



BU, but make it Barbie

- 23.96K Likes
- 275 Comments
- 7.67K Shares
- 794 Post Saves

Media Type: **Carousel**



Reasons we LOVE Boston as Terriers

- 865 Likes
- 30 Comments
- 32 Shares

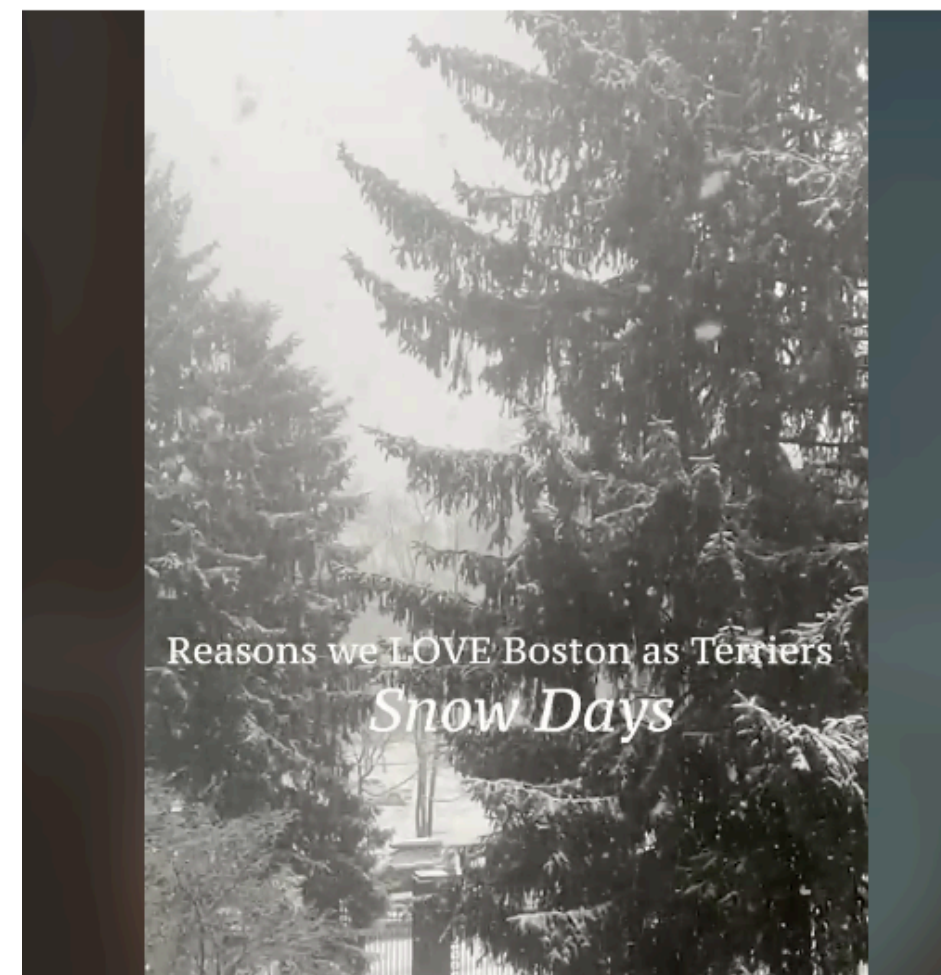
Media Type: **Video**



Boston University
497,195 followers
7mo • 🌐

The list could go on forever... but here are a few reasons we love Boston, from a Terriers point of view. ❤️ 🐾

What are your favorite parts of Boston? 📍 🇺🇸



Dorm Tour: “Person on the Street” style

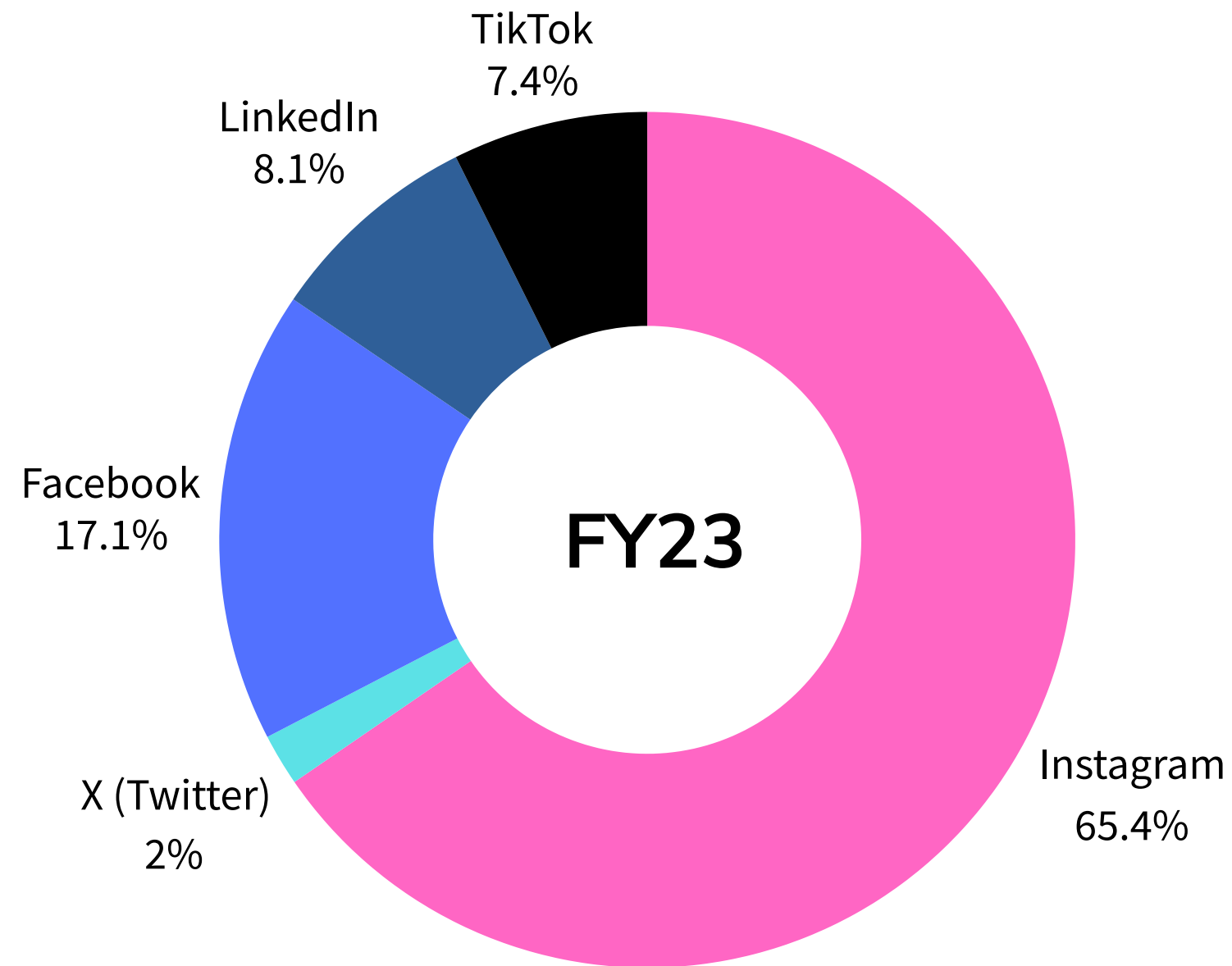
- 79.84K Views
- 5.27k Likes
- 260 Shares
- 304 Saves

Media Type: **Video**

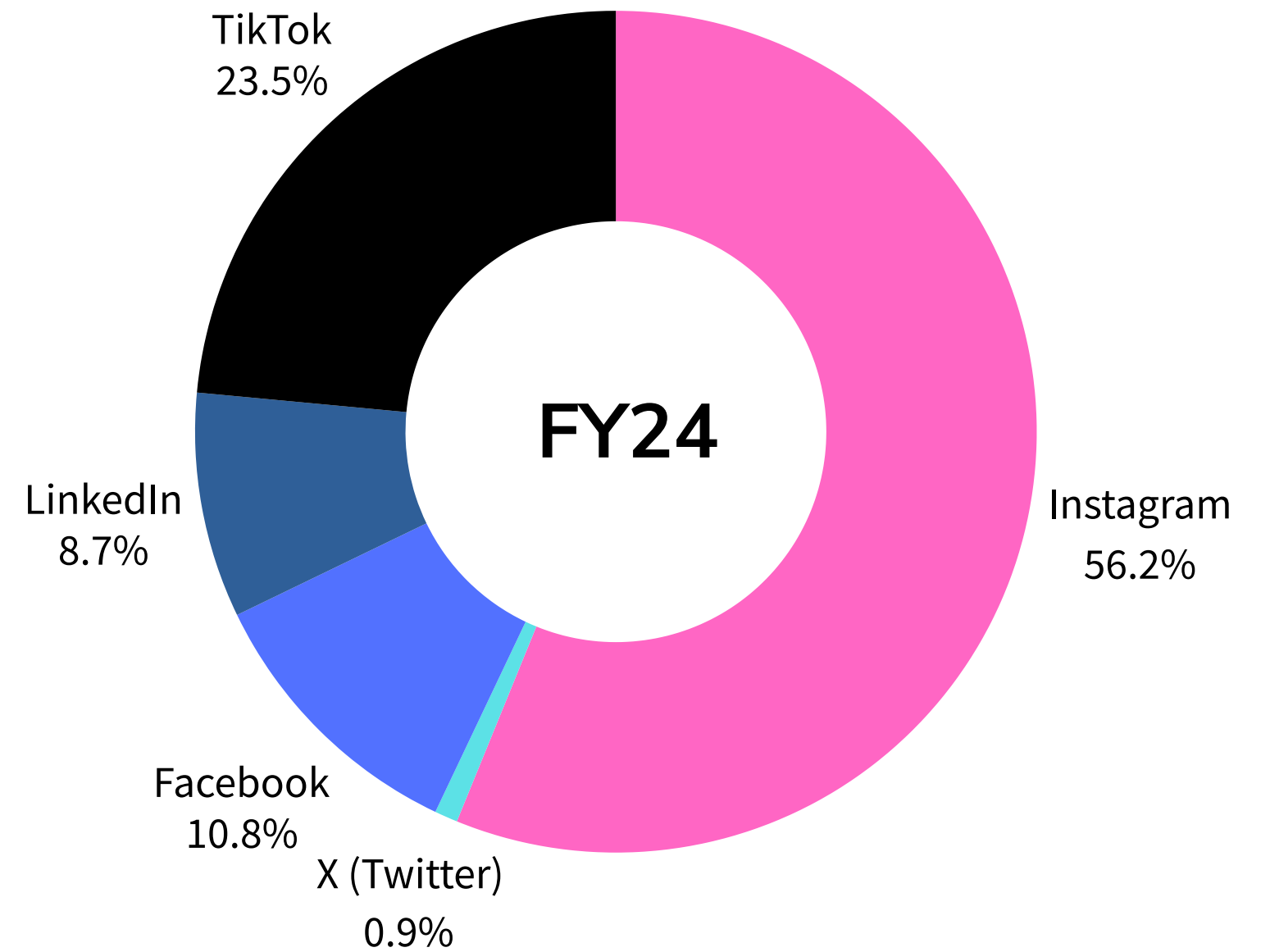


Engagement by Channel

FY23 vs. FY24



Total Engagements: 1.614M

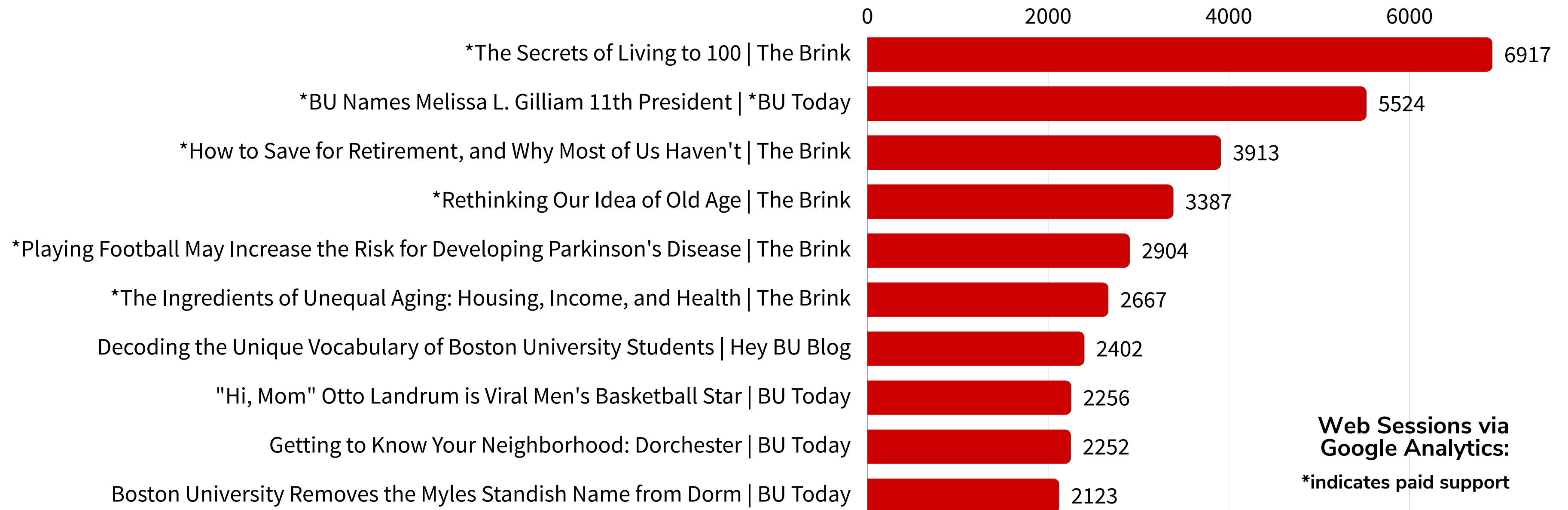


Total Engagements: 1.975M

Top 10 Stories by Traffic

BU Flagship

FY24 Total Sessions: 136,478



Web Sessions via
Google Analytics:
*indicates paid support

LinkedIn Newsletter

“Connecting With...”



155,159
Impressions

217,105
Article views

72,284
New Subscribers

Subscriber demographics ⓘ

Job titles ▾

Professor · 1.9%
[Progress bar]

Founder · 1.3%
[Progress bar]

Owner · 1.1%
[Progress bar]

Chief Executive Officer · 1.1%
[Progress bar]

Software Engineer · 1%
[Progress bar]

Top Flagship Channel Takeaways

FY24

- In FY24, we saw a year-over-year increase in engagements, followers, shares, published posts, and comments. Some factors that contributed to this increase include:
 - a. We are pushing out more content on our TikTok channel, a space where videos can easily go viral. Our increased presence on the platform also led to a jump in followers. We jumped from 11,355 followers to 30,145 in FY24, which is a +165.48% increase.
 - b. Our content announcing Dr. Melissa L. Gilliam as BU's 11th president, the renaming of Myles Standish Hall, and the announcement of the Graduate Workers Strike drove a spike in engagements
 - c. Our "BU but make it Barbie pink" post was a "viral" moment for our channels, driving over 20K engagements on Instagram alone. By hopping on the Barbie trend in a way that linked back to BU, we were able to drive a large amount of positive engagements. It's important to note that many of these engagements were also negative, as students are not fans of AI art.
- Last year, working with creative services, agencies like Carnegie were using our flagship channels to run ads on behalf of the schools and colleges at the University. There were fewer instances of this in FY24, which led to a drop in reach.
- Our person on the street video for Valentine's Day, asking students to call someone and tell them that they love them, was our top performer this year, with over 113K engagements across Instagram and TikTok. Authentic person-on-street videos that pull on the heart strings always tend to do well on our channels.
- Our content announcing Dr. Melissa L. Gilliam as BU's 11th President did well across all of our channels, it quickly rose to the top on X (Twitter). While X goes through an identity crisis with Elon Musk at the helm, breaking news continues to do well on the platform.
- Identifying and jumping on trends on TikTok is essential to growing on the platform. Over intercession, BU basketball player Otto Landrum went viral on TikTok with his "hi mom" sound. Using that audio, we quickly jumped on the trend, and our post became our most engaged TikTok post in FY24. Folks in editorial also jumped on the moment, publishing a fun story, which was then shared across our channels. That story was 8th in driving the most traffic from our flagship channels.

Top Flagship Channel Takeaways (cont.)

FY24

- Our book recommendations #TerrierCreator video was a low performer, likely because it lacked a solid video hook within the first three seconds and had a lot of stock footage within the video.
- On X (Twitter), one of our “What’s new in Music” posts was the lowest performer of the year, likely because the student audience is no longer on X.
- Our Student Government spotlight on TikTok was a low performer, likely due to its lack of a solid video hook within the first three seconds, and a lot of time in the video was also dedicated to students introducing themselves, which increased the bounce rate of the video.
- “Person on the street-style” videos continue to perform well on our Instagram and TikTok channels. In February, we took a page from popular realtor Instagram accounts that will “walk up to strangers” in cities and have them tour their apartments to showcase what living in a specific city’s neighborhood is like. We used this concept for a Stuvi1 dorm tour. — This insight reinforces the idea that personable, raw “phone-in-hand” style videos continue to rise to the top on Instagram and TikTok.
- When looking at a year-over-year comparison of engagement by channel, we can see some interesting insights, including:
 - TikTok continues to rise as a preferred channel for our audiences (specifically students and prospective students), accounting for 23.5% of our total engagements in FY24 compared to just 7.4% in FY23.
 - Our follower's interest in X (Twitter) continues to decline, accounting for only 0.9% of engagements this year compared to 2% last year.
 - We saw a slight uptick in engagements on LinkedIn.

Top Flagship Channel Takeaways (cont.)

FY24

- When analyzing web traffic, it's evident that paid ads are a major driver of sessions to our editorial sites (BU Today, The Brink, Bostonia). Six out of the top 10 web traffic stories are backed by paid ads. Human-interest stories, student-focused content, and breaking news related to the University also continue to perform well organically.
- Alumni stories consistently perform well on social media, especially when they highlight notable achievements. For example, the news of this BU alum's prime-time Emmy nomination and Dr. Drew Weissman's Nobel Peace Prize win both garnered significant attention across all of our channels. These stories evoke a sense of pride within the BU community and beyond, showcasing our alumni's remarkable accomplishments and global impact; we should continue to closely monitor alumni achievements and highlight on our socials when necessary.
- One of our top-performing LinkedIn posts in FY24 was a UGC photo we reshared from Instagram, featuring a Celtics flag hanging in Boston. Posted the morning after the Boston Celtics clinched the 2024 NBA Finals, the caption captured the city's pride and congratulated the team on their victory. This post resonated not only with the BU community but also with NBA fans, particularly the Celtics community. Going forward, we should keep highlighting snippets of Boston culture on our social channels, as it holds significant importance and meaning for our followers.
- As social media algorithms evolve, many platforms have started to deprioritize link-first content to keep users engaged on their platforms longer. LinkedIn, for example, now displays articles in a smaller format in users' feeds, causing many to scroll past them. Consequently, our link-first content has consistently been our worst performing content. Throughout FY24, we have shifted away from sharing link-first content, instead prioritizing photo or video-first posts and including links within the captions.
- As mentioned before, content that engages the greater Boston community continues to be stand out posts on our channels. On LinkedIn, the reel captioned “Reasons we LOVE Boston as Terriers” was a top performer, receiving positive feedback in the comments from those who have experienced the city.

Top Flagship Channel Takeaways (cont.)

FY24

- Like mentioned before, social media platforms have continued to make changes to their algorithms and release new features. Since LinkedIn released it's article feature, we worked on creating an article series, exclusive to the platform, that made sense for BU. With the help of BU HR, we launched an article series at the start of FY24 called "Connecting With...", that highlights the hard work of BU's faculty and staff. So, why create a LinkedIn article instead of a post? Here are the benefits:
 - LinkedIn articles have a longer in-feed lifespan.
 - Articles can be discovered by a broader audience beyond your immediate network.
 - They are indexed by search engines like Google, which means they can appear in search results and attract readers who are actively searching for relevant information.
 - Allows for a space to easily publish targeted long-form content with rich media, links & pull quotes.
- We've since featured 17 different faculty and staff members from across the university and even did a special edition feature for our intern team for national student employment week. The series has received overwhelmingly positive feedback.
- To help expand the reach of the article series, we took the articles and turned them into a "newsletter" on the platform. Each article within a newsletter will send a notification and email to your subscribers – a great way for you to stay top of mind with them. The newsletter feature aids in:
 - Enhancing community engagement
 - Help your articles be found via search engine
- Since launching the newsletter, we've seen an increase in engagement on each article. The newsletter has achieved the following statistics:
 - Over 155,000 impressions
 - 217,000 article views
 - Over 72,000 subscribers

Goals Check-in

FY24

Facebook Goals

- Achieve 276k total post engagements for FY24. - **Missed**
- Achieve ~12k total post shares for FY24. - **Missed**
- Maintain a cost per result range of \$0.10 to \$0.35 - **Achieved** ✓
- Maintain an engagement rate range of 0.5% - 1% - **Achieved** ✓

X (Twitter) Goals

- Maintain an engagement rate range of 0.02% - 0.04% - **Missed**
- Achieve 3,000 X reposts - **Missed**
- Continue to use X threads for long-tailed messages and explainers, using them in a similar fashion as our Instagram explainer carousels. - **Achieved** ✓

Goals Check-in

FY24

Instagram Goals

- Achieve 201K followers, a 9.5% increase from FY23 - **Achieved** ✓
- Maintain an average Instagram Story retention rate of 65% - 70% - **Achieved** ✓
- Maintain an engagement rate of 2.6% - 3.1% - **Achieved** ✓
- Post 6 Reels (similar to TikToks) a month - **Achieved** ✓
- Achieve 23K Reel shares, a 6.7% increase from FY23 - **Achieved** ✓
- Achieve 13K “Sprinklr link in Bio” visits - **Missed**

LinkedIn Goals

- Reach 495,000 followers on the platform. (6.4% increase from 480.86k total page followers from FY23). - **Achieved** ✓
- Maintain our current engagement rate (total number of likes, clicks, and shares divided by impressions) of 1.27%. - **Achieved** ✓
- Increase post shares by ~16% from 4,362 total post shares to 5,050 ~ total post shares. - **Achieved** ✓
- Continue to drive qualified audiences to One Editorial content through organic and paid targeting strategies and track pageviews from LI with Google Analytics. - **Achieved** ✓

Goals Check-in

FY24

TikTok Goals

- Reach 20K followers, a 76.1% increase from FY23 - **Achieved** ✓
- Post at least 7 TikToks per month - **Achieved** ✓
- Maintain an engagement rate of 2.6% - 3.1% - **Achieved** ✓
- Achieve 131K engagements, a 10% increase from FY23 - **Achieved** ✓
- Achieve 6K video shares, a 20% increase from FY23 - **Achieved** ✓

Chinese Social Overview

Ups and Downs:

Engagements
+15%

Video Views
+365%

Followers
+33%

Article Open Rate
-1%

Video Engagement Rate
-0.3%

Posts Published
+67%

*A cumulative report of key social stats from Boston University's Chinese social accounts
(WeChat Subscription Account, WeChat Channels, Red.)
Due to an API issue, we are not able to provide an accurate report for Weibo at this moment.
Percentage is a year-over-year comparisons to FY23.*



Stand out posts by channel

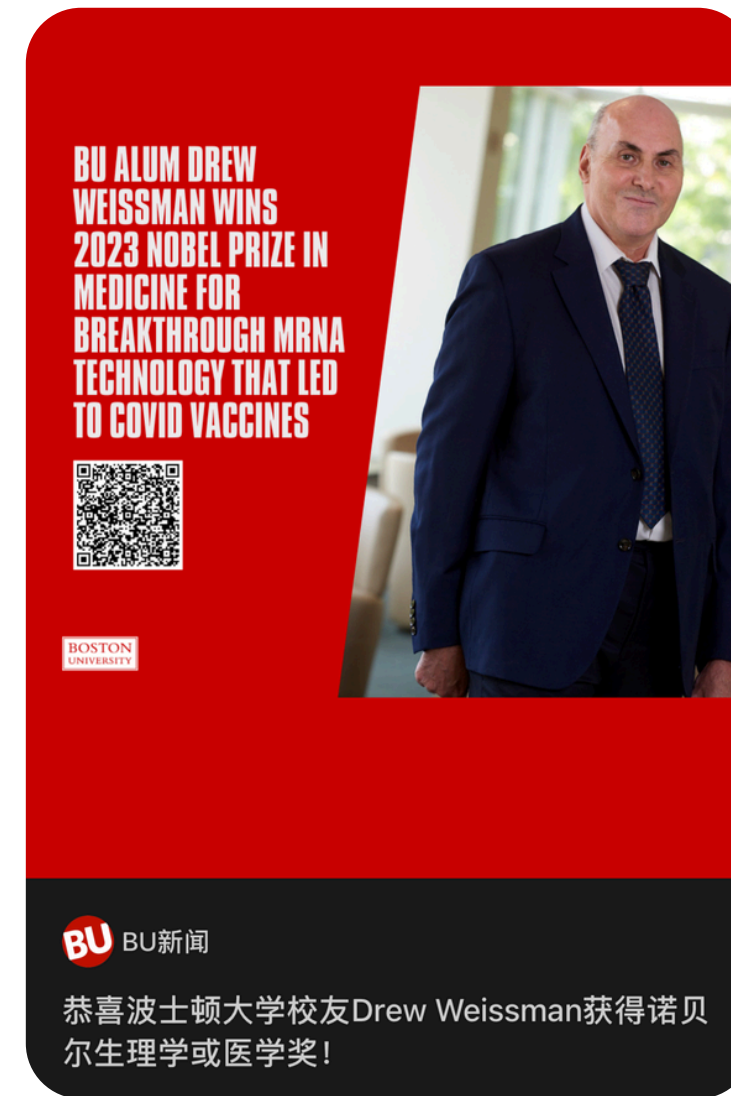
Chinese Social



WeChat Article

Boston University Names Melissa L. Gilliam 11th President

- 6,708 Views
- 9.84% Open Rate
- 1470 Engagements
- 562 Shares



WeChat Carousel

BU Alum Drew Weissman Wins Nobel Prize

- 5,793 Views
- 8.85% Open Rate
- 648 Engagements
- 506 Shares



WeChat Carousel

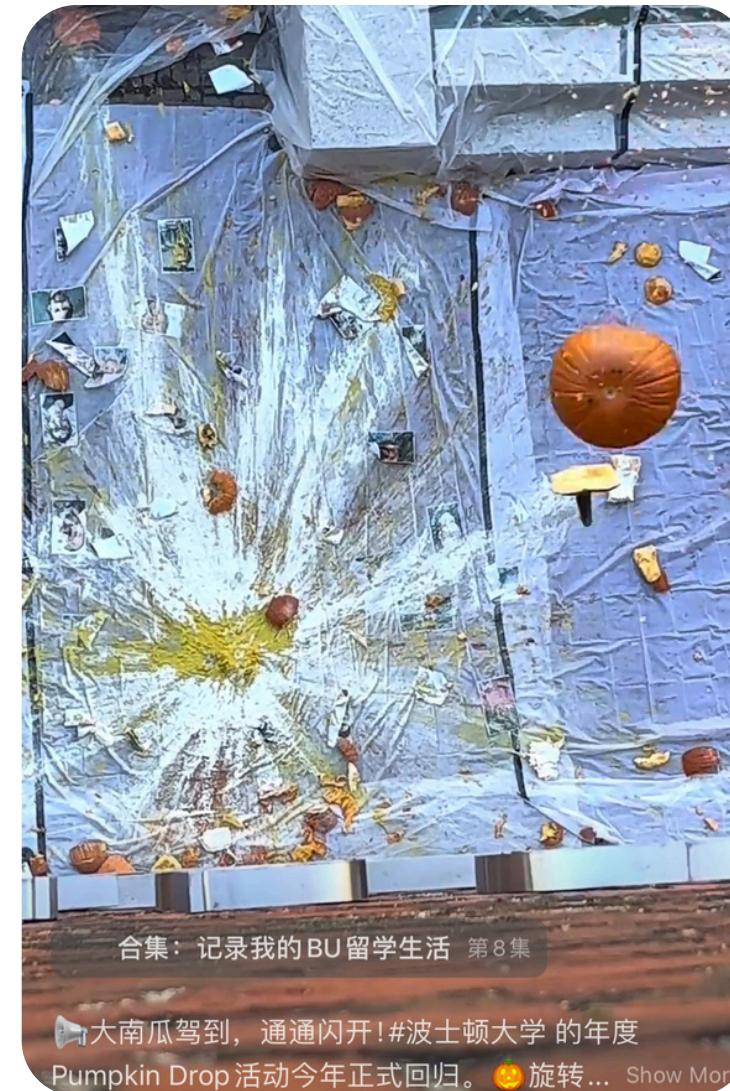
Finding Love on Comm Ave.

- 4,121 Views
- 10.24% Open Rate
- 164 Engagements
- 125 Shares



Stand out posts by channel

Chinese Social



Short-Form Video

Pumpkin Drop Recap

- 66,567 Views
- 1858 Engagements
- 88 Shares



Short-Form Video

StuVi1 Dorm Tour

- 60,149 Views
- 989 Engagements
- 615 Shares



Short-Form Video

Calling Someone to Say "I Love You"

- 58,137 Views
- 488 Engagements
- 102 Shares

小红书

Stand out posts by channel

Chinese Social



Short-Form Video

Can BC students give BU a compliment?

- 52,103 Views
- 778 Engagements
- 160 Shares
- 164 New Followers



Short-Form Video

StuVi1 Dorm Tour

- 17,200 Views
- 248 Engagements
- 38 Shares
- 22 New Followers



Graphic

We're on Red!

- 9,371 Views
- 471 Engagements
- 212 Shares
- 1478 New Followers

Honorable Mentions

Chinese Social

Carousel

BU 人的十大至暗时刻

1. B线又又又又坏了。
2. 有朋自远方来，问你波士顿有什么好吃的。
3. 带着父母在 Com Ave 上观光。你爸忽然问：“你怎么不带把爸爸妈妈去你的校园逛逛？”
4. 朋友在迈阿密的艳阳里四季如春。而你在波士顿的寒夜里暴雪纷飞。
5. 暴雪纷飞ing，仍没有等到停课的邮件。
6. 千呼万盼的龙虾夜，但你的晚课与它完美撞车。
7. 虽然群是属于5个人的。但作业是属于你1个人的啊！
8. 当你试图和丝毫不懂的亲戚解释，你虽然在波士顿读书，但不在哈佛或MIT时，对方投来“你高考落榜”的目光。
9. 感恩节假期回来的第一天，有 due。
10. 冬天下午4点的天空，已经乌漆嘛黑。

BU 留学生的至暗时刻，谁懂！！



“Darkest Hour” BU version

- 10,632 Views
- 505 Engagements
- 10.31% Open Rate
- 62 New Followers

Short-Form Video



Attending my best friend's graduation ceremony

- 9,665 Video Views
- 195 Engagements
- 49 Shares
- 5 New Followers

WeChat Article

那些年我们一起上过的Core

Original Joanna BU新闻 2023-11-02 20:01

1 listened

BU 点击“BU新闻”关注波士顿大学官方微信公众号

什么是 Core?

众所周知，气哭波士顿大学Questrom商学院的学生只需要一个词：Core。

Core是Questrom商学院的必修课程，学生们需要在一个学期内分别学习金融、市场营销、定量分析和生产运营这四门课程。每个小组通常由8-9名学生组成，他们将共同模拟推出一项创新产品或服务，根据整个学期所学到的内容完成一个final group project。



Tips for Surviving Questrom's Core

- 5,773 Views
- 209 Engagements
- 5.26% Open Rate
- 25 New Followers

Worst Performing posts

Chinese Social



BU Student Shangying sharing her journey to BU

- 225 Views
- 10 Engagements
- 6 Shares



Global Programs Photo Contest

- 294 Views
- 23 Engagements
- 22 Shares



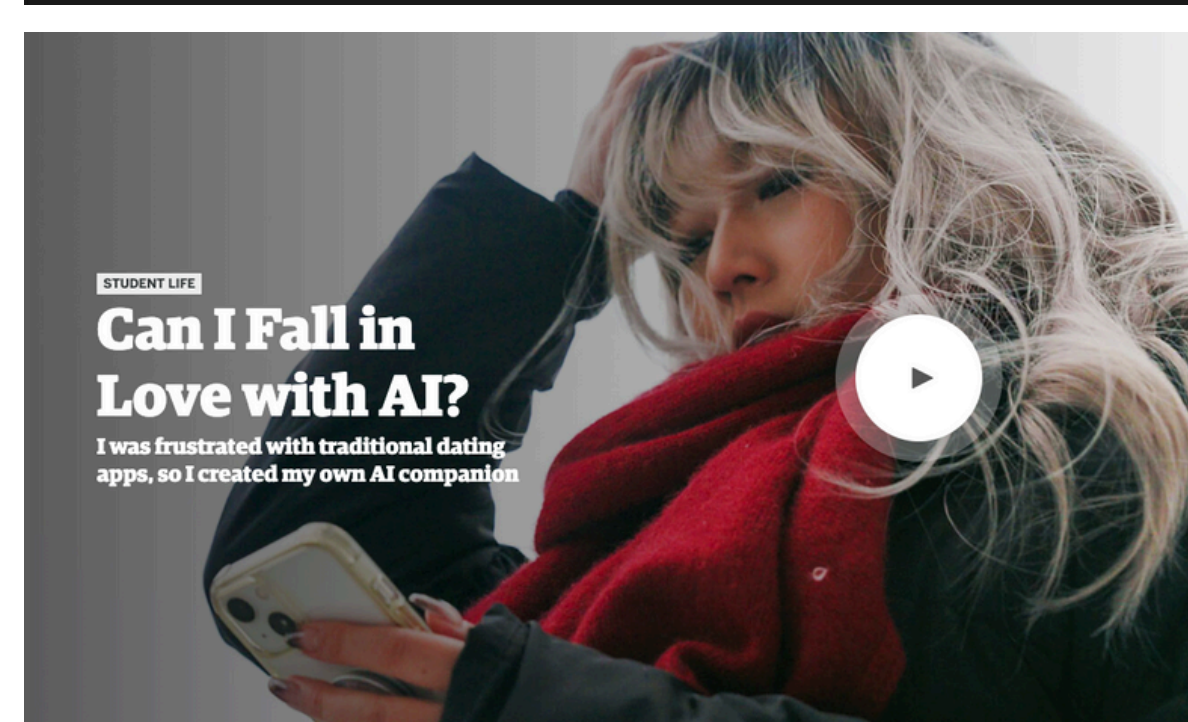
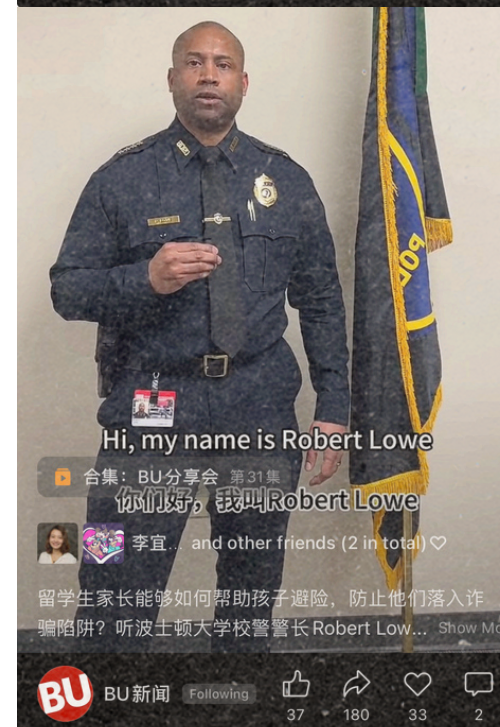
Happy New Year

- 369 Views
- 16 Engagements
- 6 Shares



Other Highlights

Chinese Social



Top Chinese Social Takeaways

FY24

- In FY24, we expanded our presence on Chinese social media by launching our Red account in the fall. The 431 posts we published on WeChat (Subscription & Channels) and Red in FY24 garnered over 45,000 engagements and more than 882,000 video views. This significant surge in engagement and content reach was driven by our enhanced capacity to utilize videos, a student-centric content strategy embracing authenticity, and the timely incorporation of emerging social trends.
- Our WeChat Subscription account remains the go-to source for institutional news and leadership communication. Young alumni and parents of Chinese students have emerged as the most active demographics on this platform. Responding to our followers' increasing preference for snackable content, WeChat Carousel became our primary format for sharing quick updates, #ProudtoBU moments, tips and guidelines, as well as visually compelling stories. We reserved long, blog-style WeChat articles for high-level content such as leadership announcements and Commencement speeches to address pressing issues, promote research excellence, and showcase the inspiring voices within our community. This strategic approach helped us establish and maintain a strong presence in the WeChat ecosystem, enhancing the overall impact of our communication efforts.
- WeChat Channels was our primary video-sharing platform in FY24. The best-performing content on this platform included short-form videos 1) offering an unfiltered look at campus life (e.g., Pumpkin Drop recap video), 2) adopting first-person narratives (e.g., student-led dorm tours and day-in-the-life blogs), and/or 3) amplifying student voices on trending topics within the community (Person on the Street series). Synced with our WeChat Subscription account, WeChat Channels also emerged as a significant driver of audience growth, contributing about 60% of follower expansion on our Subscription account in FY24.
- When it comes to social interactions, an increasing number of Chinese students have moved to Red for community discussions, honest peer reviews, and helpful tips. We used FY24 to explore this platform, hoping to gather insights to help us develop a strategy for FY25. Here's what we learned: 1) The utilization of first-person narratives on Red proved instrumental in establishing authentic connections with both prospective and current students. 2) Content centered around student-driven conversations emerged as key drivers of total engagements. 3) From unfiltered photos to videos showcasing everyday life on campus, students are seeking content to help them gain "immersive experiences" and become familiar with BU and the city of Boston. 4) Adoption of the latest social trends and vertical content marketing are keys to success on Red.

Top Chinese Social Takeaways

FY24

- Regardless of content format, authenticity is key to engaging students. Posts with a peer-to-peer tone that offered an honest look into the lives of international students at BU sparked conversations, reinforced a sense of community, and helped humanize the BU brand. Moving forward, we will continue to "BU-fy" content to facilitate authentic connections with our target audience.
- Compared to the same period last fiscal year, we observed a more pronounced impact of seasonality on audience behavior and social engagements. This prompted us to practice active listening, be more mindful of our publishing timing, and reduce the volume of social content as needed, providing our students with space for learning, self-reflection, and overall well-being improvement.
- Our strengthened collaboration with other BU departments and community influencers significantly improved our metrics in FY24. We worked with Admissions, BUPD, and DAR to engage admitted students, highlight safety information, and promote alumni events. With the help of our colleague Kevin Wang, the Comparing Mode video series garnered great admiration from peer institutions in China, positioning BU as a model for effectively engaging with international students. It was also a rewarding journey to support our Chinese social media intern, Emily, in turning her idea of AI's impact on our romantic lives into a BU Today video essay.

Goals Check-in

FY24

Primary

WeChat Subscription Account Goals

- Compared to FY23, increase total engagements by 5% to 31,026 in FY24 - **Missed**
(FY24 Total Engagements: 16,428)
- Increase total followers by 9% to 26,985 by the end of FY24 - **Supassed**
(FY24 Total Followers: 29,123)

Secondary

- Keep the average annual frequent reading ratio between 22% to 25% - **Missed**
(FY24 Frequent Reading Ratio: 20%)
- Secure a 4% annual open rate of WeChat articles - **Missed**
(FY24 Annual Open Rate: 3.58%)

WeChat Channels Goals

- Post at least 120 videos by the end of FY24 - **Surpassed**
(FY24 Total No. of Videos Published: 146)
- Secure 280,000 total video views - **Surpassed**
(FY24 Total Video Views: 599,660)
- Reach 12,000 total engagements - **Surpassed**
(FY24 Total Engagements: 17,089)
- Reach a monthly average video view count of 1500 - **Surpassed**
(FY24 Annual Average Video Views: 4,477)
- Create at least 30 “better-performing videos” in FY24 - **Surpassed**
(FY24 Total No. of “Better-Performing” Videos: 34)

BUExperts Overview

Ups and Downs:

Reposts

-8.47%

Post Likes

+31.35%

New Followers

+10.47%

Post Impressions

-43.06%

Total X Engagements

-24.64%

Engagement Rate

+22.25%

A cumulative report of key social stats from Boston University's research and thought-leadership Twitter (X) account, BUExperts Medium channel, research Facebook ads, and Reddit ads.



The Future of BUExperts: LinkedIn and Instagram

FY24

LinkedIn Mission

Through the BUExperts LinkedIn page, our goal is to spotlight Boston University faculty members, highlighting their expertise and significant contributions to their respective fields. Additionally, we will use the channel to amplify the latest academic research from BU's diverse array of schools, colleges, and departments, solidifying the University's position as a leading research institution. Our efforts also extend to celebrating the achievements of our faculty, including their research endeavors, awards, and research grants. By doing so, the page will foster a culture of recognition and support within the BU community and to external audiences.

Instagram Mission

The BU Experts Instagram account will aim to showcase the talent and groundbreaking work of BU faculty members. By leveraging Instagram's dynamic and highly visual platform, we will highlight the expertise and thought leadership from our faculty across various fields. This account will serve as a vibrant space to disseminate the latest academic research from BU's schools, colleges, and departments, reinforcing the University's status as a preeminent research institution.

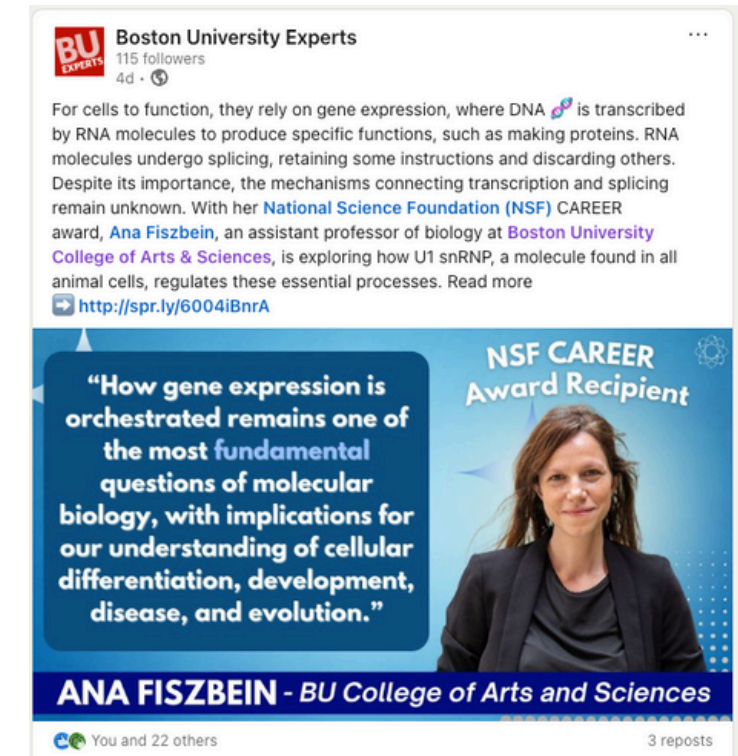
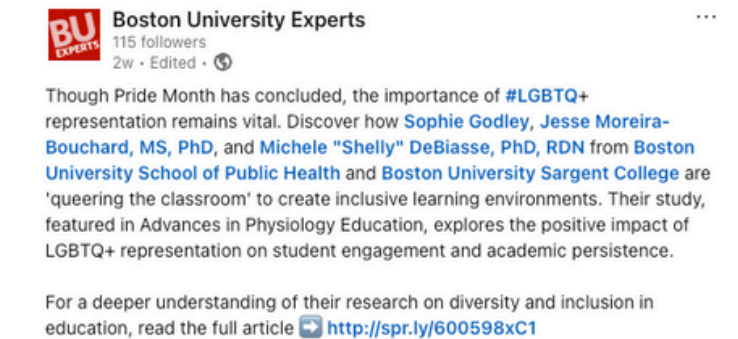
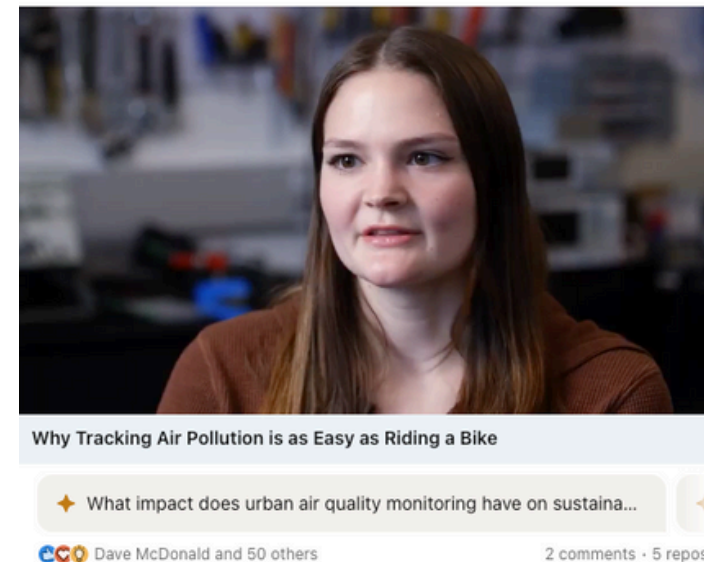
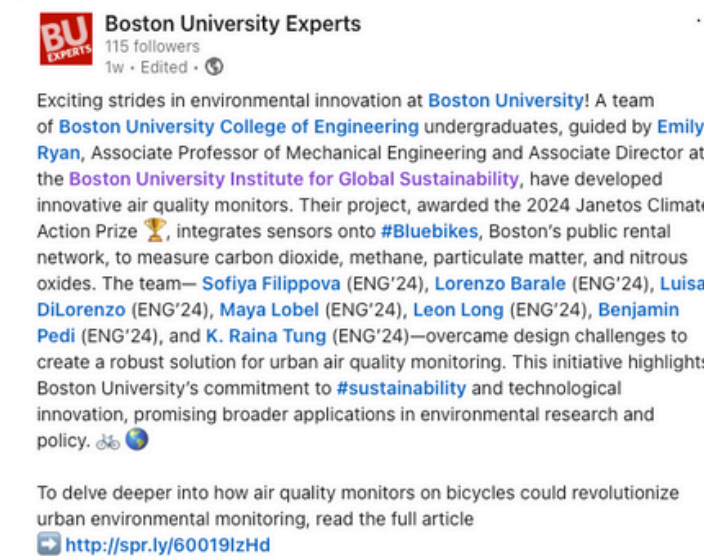


The Future of BUExperts: LinkedIn

FY24

Content Mix

- Our content on LinkedIn will be strategically curated to resonate with our target audience, offering a mix of formats tailored to their interests. We will share links to editorial research stories from *The Brink*, *BU Today*, and *Bostonia*, providing insights into different areas of University research.
- We will also experiment with reposting BUExperts Medium articles as LinkedIn articles. Repurposing these blog posts will allow us to extend the lifespan of the content and maximize its value.
- Additionally, we will utilize zero-click content like social quote cards and repurposed research Instagram story slides to boost reach and engagement for BU research findings. Visual elements like photo galleries, GIFs, and short-form videos will also be shared across the channel. This type of content not only presents research and thought-leadership related updates in a more digestible and accessible way for our target audience, but also tends to attract more attention and re-posting opportunities than text alone.
- Lastly, we will actively promote research-related events, including Reddit AMAs, Strategic Communication Series events, and collaborations with the Office of Research.



The Future of BUExperts: Instagram

FY24

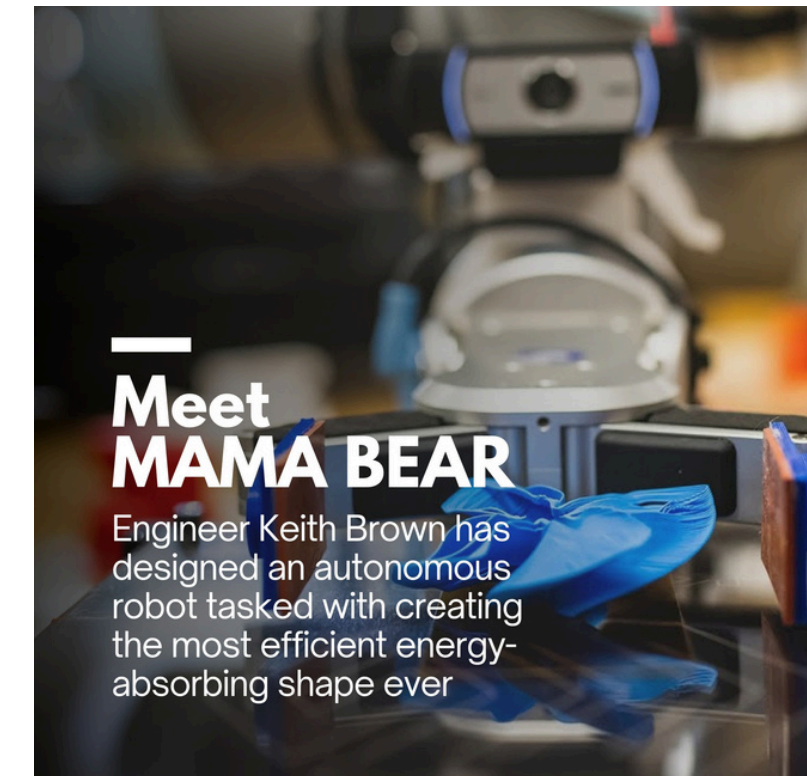
Content Mix

- Our content mix on Instagram will be thoughtfully curated to engage our target audience. We will employ a consistent template format for our posts, similar to how the *Boston Globe* and *New York Times* Instagram pages display their content. This will create a cohesive and recognizable aesthetic for our audience.
- We will share compelling story captions and summaries of editorial research articles from *The Brink*, *BU Today*, and *Bostonia*, providing captivating insights into various areas of BU research.
- Additionally, we will repurpose BUExperts Medium articles into Instagram posts and stories, extending their lifespan and maximizing their value.
- To further enhance engagement, we will utilize Instagram's dynamic features including stories, reels, and photo carousels.
- Short-form videos will also be prominently featured, presenting research and thought-leadership updates in a digestible and appealing format that tends to attract more attention and sharing opportunities than text alone.



buexperts Should the U.S. ditch pennies, nickels, and dimes? Jay Zagorsky, a [@buquestrom](#) clinical associate professor of markets, public policy, and law, dives into this debate with an in-depth look at [@tsa](#) data. "The world is increasingly using electronic payments. The data from TSA checkpoints, however, clearly shows people are carrying coins at roughly the same rate as back in 2012," he writes. This surprising information suggests coins 💰 are still very much in use.

Read more for Zagorsky's insights on why we might need to rethink eliminating these small-value coins at the [🔗](#) in bio.



buexperts Step into the lab at [@bostonuniversityengineering](#) where MAMA BEAR, a cutting-edge robot, is redefining energy absorption. Each day, it prints and tests small, colorful plastic structures designed to withstand incredible pressure. Led by Keith Brown and his team in the KABlab, these experiments are helping to shape the future of [#mechanicalengineering](#).

Learn more at the [🔗](#) in bio.

The Future of BUExperts: Instagram

FY24

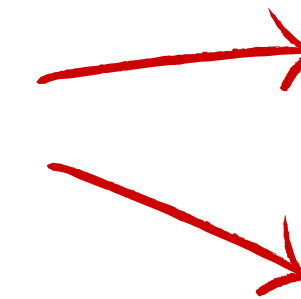
Research Stories



Wang and her colleagues conducted a study using data from the 2021 National Health Interview Survey, analyzing responses from 18,144 working adults across the US.



They examined how job flexibility and security relate to mental health, assessing factors such as the ease of changing work schedules, schedule variability, advance notice of schedules, and perceived job security over the next year.



EXPERT TAKE

Not Having Job Flexibility or Security Can Leave Workers Feeling Depressed, Anxious, and Hopeless

BY MONICA L. WANG

When employees don't have control over their work schedules, it's not just morale that suffers—mental health takes a hit too. That's [what my colleagues and I discovered](#) in a study recently published in the medical journal *JAMA Network Open*.

As a [public health expert](#), I know that the way our jobs are designed can affect our well-being. Research has shown that flexibility, security, and autonomy in the workplace are strong [determinants of health](#).

To understand how powerful they are, my colleagues and I looked at the 2021 [National Health Interview Survey](#), a major data collection initiative run out of the [National Center for Health Statistics](#). We analyzed responses from 18,144 working adults across the US, teasing out how job flexibility and security may be linked with mental health.

The Future of BUExperts

FY24

What's Changing?

- BUExperts will have an active presence on LinkedIn and Instagram. These channels aim to highlight the research and thought leadership of BU's faculty members.
- Our team will be taking a step back from daily postings and discontinue all paid advertising on the BUExperts X channel. The channel will remain active for high-priority content, such as breakthrough research and University announcements, and for amplifying posts from our campus partners upon request.
- Our team will no longer track analytics or share monthly, quarterly, or annual reports for the X channel. Instead, all goal-setting and reporting efforts will be concentrated on Instagram and LinkedIn.

What's Staying the Same?

- Paid advertising for research and thought-leadership content will continue across LinkedIn, Instagram, Facebook, and Reddit. We will continue to provide updates on paid performance during regular meetings.
- Our team will continue to publish faculty Q&As on the BUExperts Medium channel each month.
- We will continue to plan and execute Reddit AMAs with faculty members to showcase their expertise on various subject matters.

THANK YOU!

