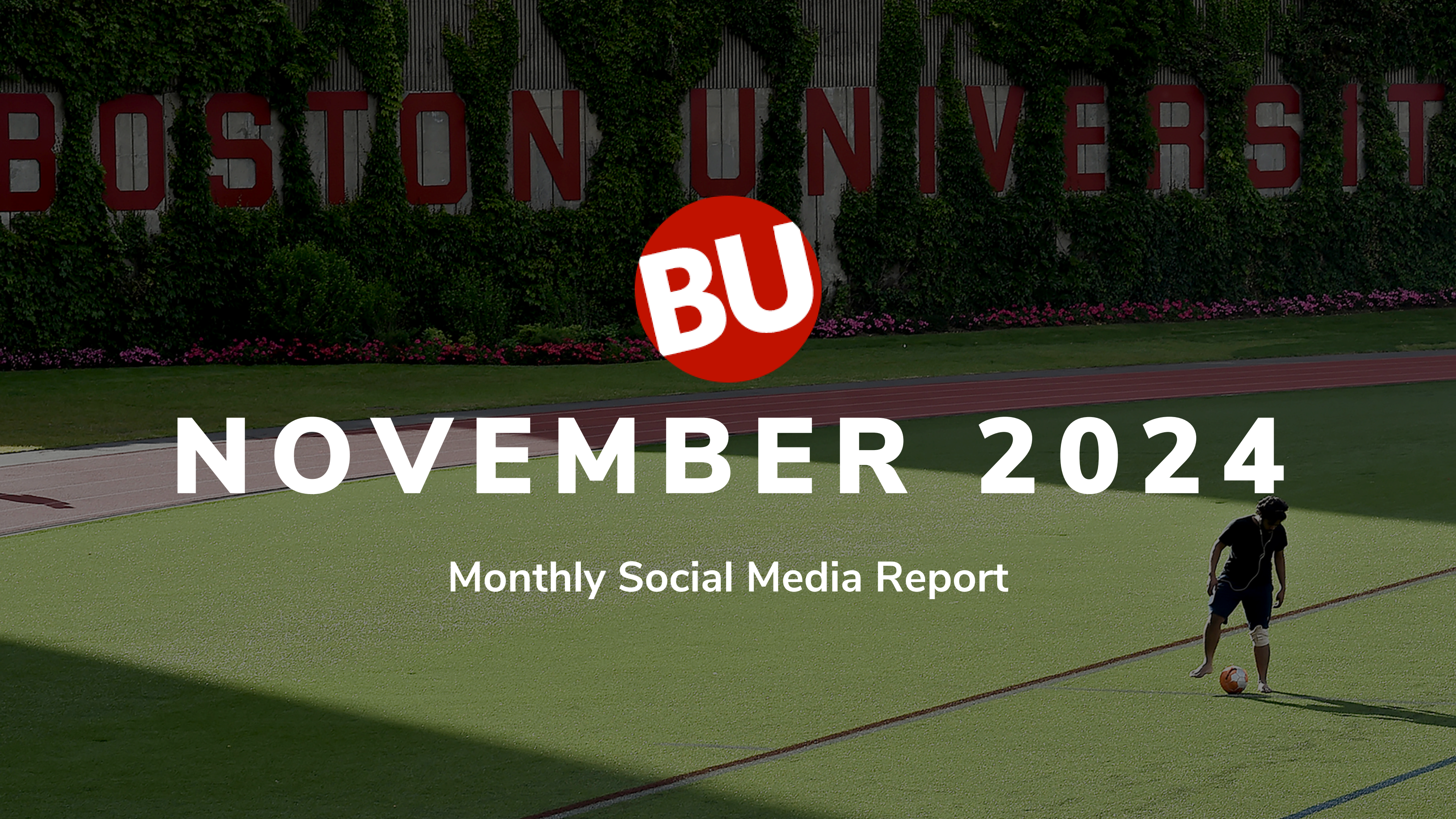




NOVEMBER 2024

Monthly Social Media Report

Flagship Channels Overview

Ups and Downs:

Engagements
-17.69%

Followers
+3.156%

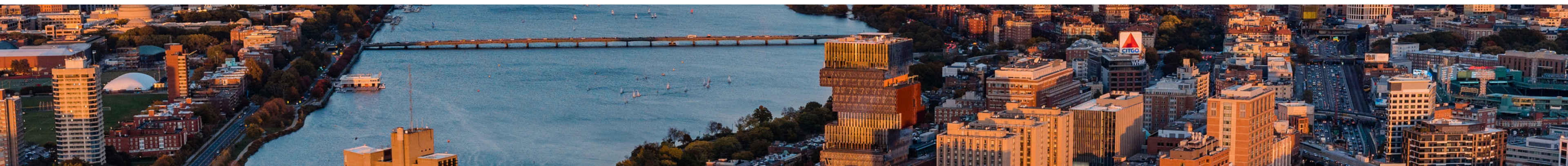
Shares
-24.59%

Comments
-30.09%

Posts Published
-33.75%

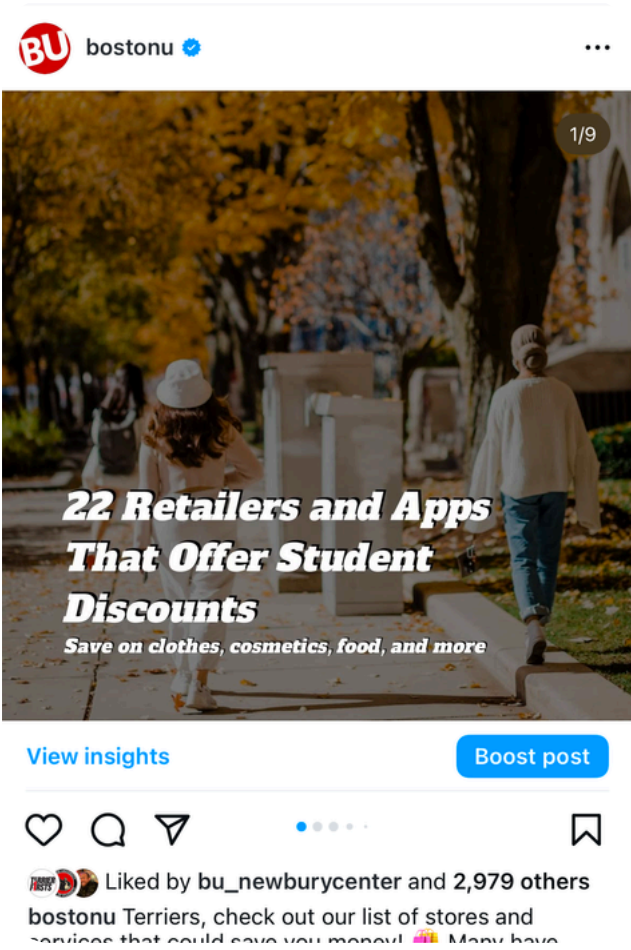
Reach
-47.70%

A cumulative report of key social stats from Boston University's main accounts (Facebook, X (Twitter), Instagram, LinkedIn, Threads, TikTok). Percentage is in comparison to the previous month.



Stand out posts by channel

BU Flagship



Retailers and Apps Offering Student Discounts

- 2.98K Likes
- 0 Comments
- 1.81K Post Saves
- 1.08K Shares

Media Type: **Carousel**



Fall in Boston Forever

- 52 Likes
- 9 Reposts
- 0 Reply

Media Type: **Photo**



Boston Winters (But When it Actually Snows)

- 131.1K Views
- 23.53K Likes
- 1.09K Shares
- 1.5K Saves

Media Type: **Carousel**



“Like” if BU is your home away from home.

- 64 Likes
- 5 Reposts
- 0 Replies

Media Type: **Photo**

Stand out posts by channel

BU Flagship

Four BU alums, Alexandria Ocasio-Cortez ([Boston University College of Arts & Sciences](#)'11, [Boston University - Frederick S. Pardee School of Global Studies \(Pardee School\)](#)'11), Jen Kiggans (Pardee'93), Lois Frankel (CAS'70), and Ayanna Pressley (Hon.'21), have been reelected to Congress, with the House and Senate under GOP control. From Florida, Massachusetts, New York, and Virginia, they will be back in their seats.

Read on <http://spr.ly/6049Sxqqb>



Four BU Alums Win Re-election to House

- 821 Likes
- 20 Comments
- 16 Shares

Media Type: Photo w/ Link

Meet Ria McGuire ([Boston University College of Arts & Sciences](#)'25), Studer café inside the CDS building. We talked to McGuire about her responsibilities, how this experience will aid her as she prepares to graduate.

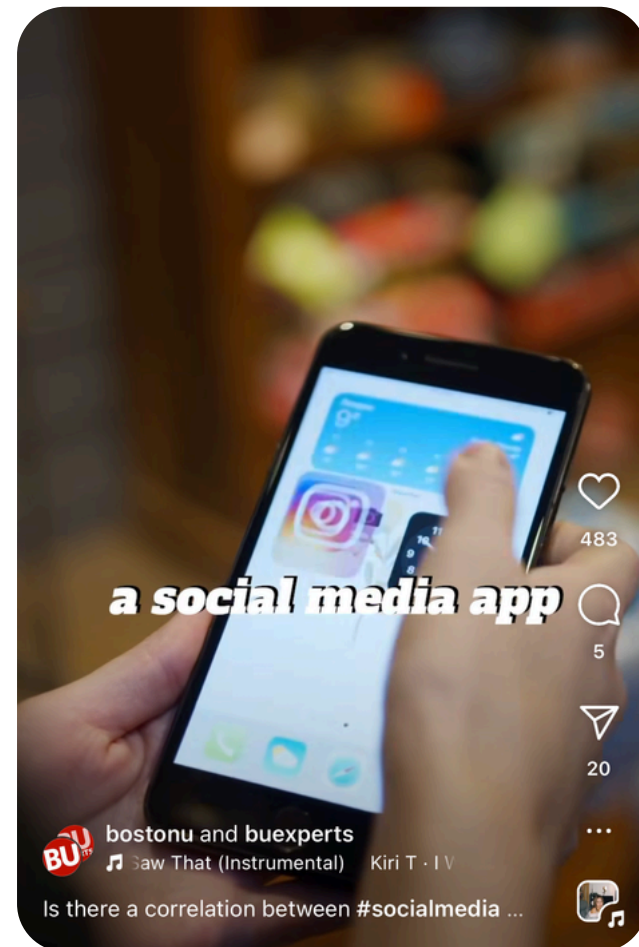
Her story <http://spr.ly/6187sCS1V>



Student CEO of Saxbys*

- 1.5K Likes
- 25 Comments
- 15 Shares

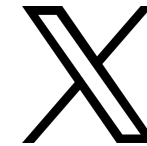
Media Type: Photo w/ Link



PR Lab: Social Media, Self esteem, and cosmetic surgery

- 483 Likes
- 5 Comments
- 20 Post Saves
- 15 Shares

Media Type: **Reel**



POV: Why I'm voting for Kamala

- 0 Likes
- 0 Reposts
- 1 Reply

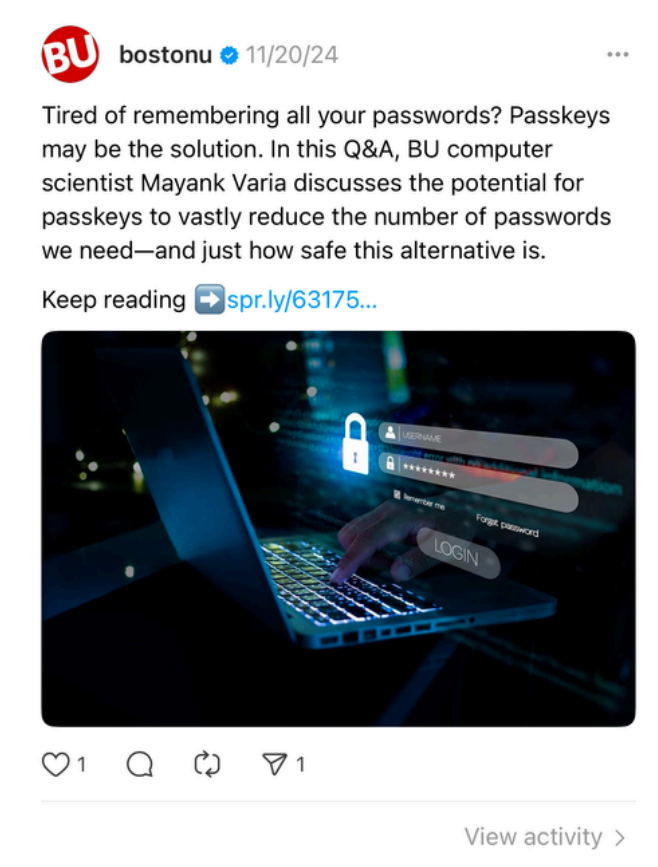
Media Type: **Photo**
w/ Link



Hyping Up BU vs. BC Women's Hockey Game

- 1.98K Views
- 54 Likes
- 7 Shares
- 0 Saves

Media Type: **Video**



Potential for passkeys

- 1 Likes
- 0 Reposts
- 0 Replies

Media Type: **Photo**
w/ Link

Worst performing posts

BU Flagship

Worst Performing Posts

BU Flagship

Two amphibian best friends have made their way to Wheelock Family Theatre. The theater's yearlong celebration of the power of friendship continues with a production of the Tony-nominated Broadway musical A Year with Frog and Today, based on the popular children's books by Arnold Lobel.

Check it out ➡ <http://spr.ly/6046tkhRY>



Wheelock Frog and Toad Production

- 18 Likes
- 0 Comments
- 0 Shares

Media Type: Photo w/ Link

Tired of serving just pie for your Thanksgiving dessert? 🥧 Try these delicious—and savory!—pumpkin miso bars. The miso paste lends a subtle sweet and salty richness that pairs well with the pumpkin flavor. 🍂 These bars will disappear off your table faster than the sweet potatoes topped with marshmallows.

Recipe 🍴 <http://spr.ly/6188trsqs>



Measure Mix Make: Pumpkin Miso Bars

- 26 Likes
- 0 Comments
- 1 Share

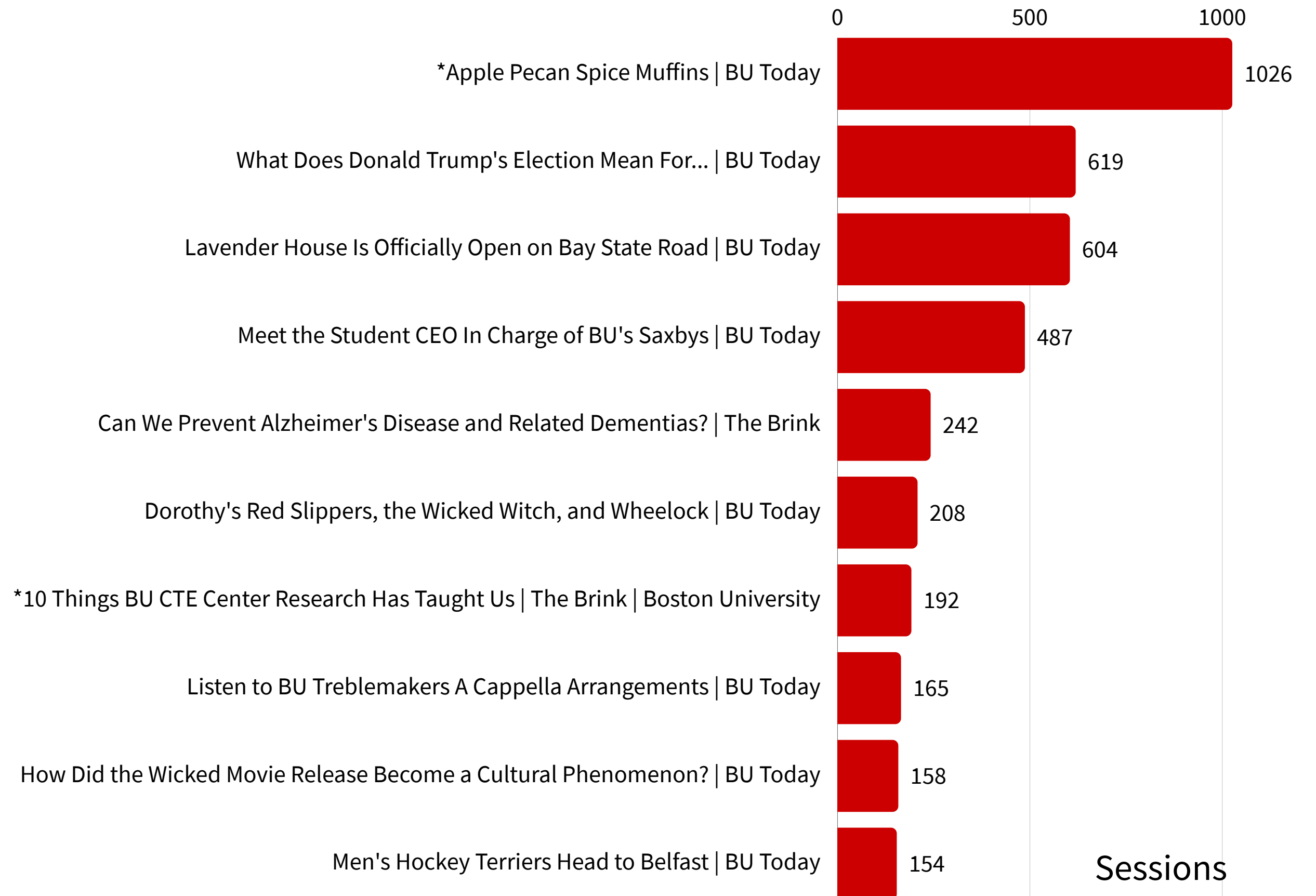
Media Type: Photo w/ Link



Top Stories by Social Traffic

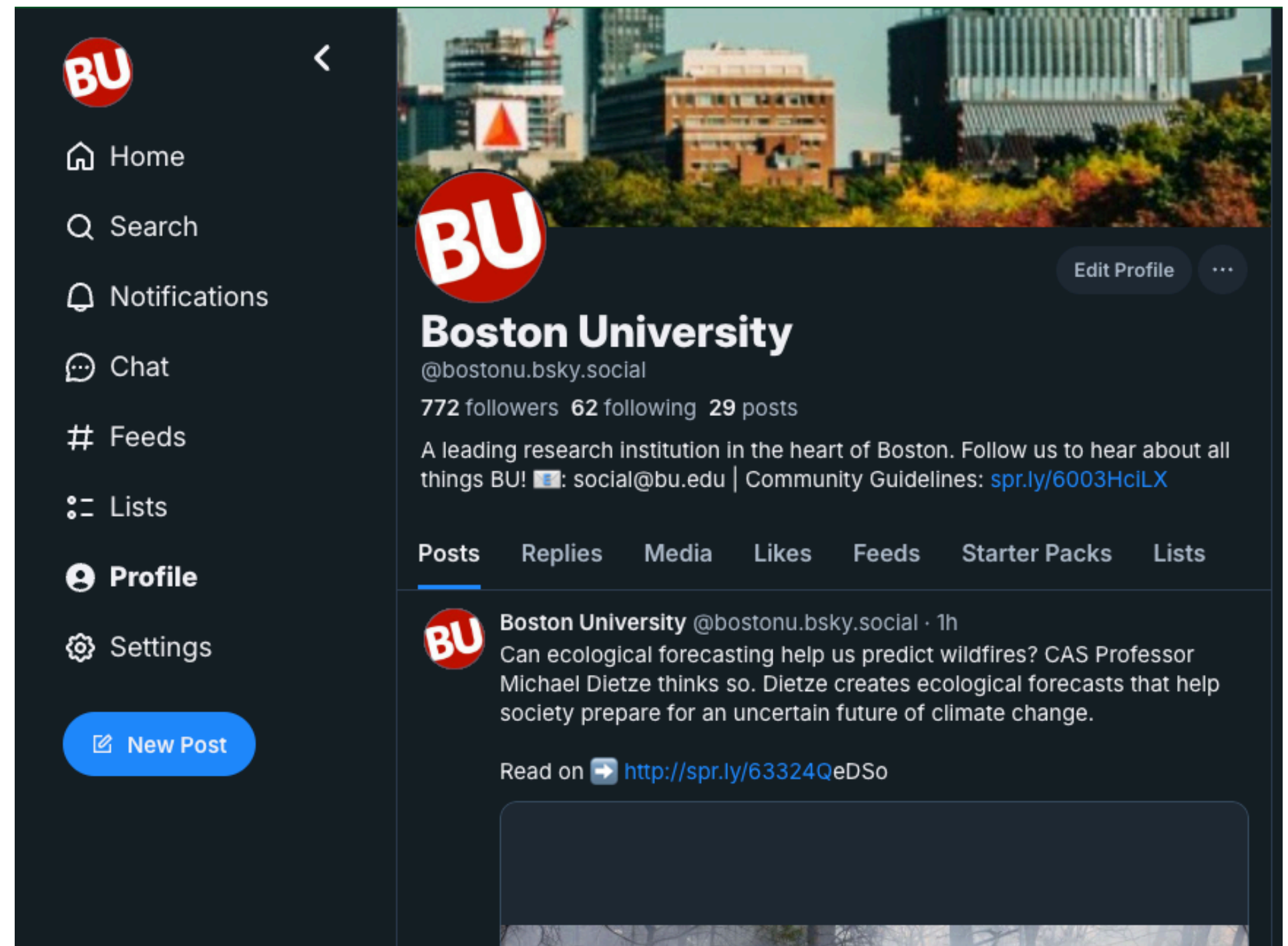
BU Flagship

**Indicates paid support*



Bluesky Update

- Posting to the channel daily
- We currently have 772 followers. We saw a significant spike in followers a few weeks back, jumping from just under 100 followers to 600+. Things have slowed since.
- There are about 16 other schools/colleges/departments at BU on the platform.



Top Flagship Channel Takeaways

November 2024

- We're down in engagements, shares, reach, comments, and posts published this month. This drop can be attributed to multiple highly engaged moments in October, including our CTE series paid push, viral moments such as the Northern Lights showing in Boston, and our Halloween content.
- In an excellent example of zero-click content, one of our top Instagram posts this month was our carousel highlighting retailers and apps that offer student discounts, which was pulled from a *BU Today* article. The post earned an impressive 1.08K shares and 1.81K post saves.
- “Action” and question-based posts tend to reign supreme on Threads. This month, our post asking our followers to “drop a ❤️” was the top performer.
- Our lowest-performing Instagram post this month was a video we worked on with PRLab to showcase *The Brink's* article on the correlation between social media, self-esteem, and the desire for cosmetic procedures. The video's lack of engagement is likely due to the use of stock video and not directly featuring students.
- On X, our lowest-performing post was a student's POV on why they voted for Kamala Harris to be president. The low engagement is likely due to topic saturation, as every other news publication discussed similar election topics at the time.

Top FlagShip Channel Takeaways (Cont.)

November 2024

- On TikTok, our lowest-performing post (a video promoting the BU vs. BC Women's Hockey game) opened with a wide, static shot of the empty hockey rink. While the video did make use of on-screen text, there were no people visible for the first few seconds of the video and there was no camera movement to direct viewers' eyes or give a feeling of progression. This could be improved in future videos by avoiding still shots and keeping the camera moving to consistently be delivering new information/images to the viewer's eyes.
- Our highest-performing TikTok post, (a Boston winter photos carousel) made a great use of trending sound and a visually-striking first image. The trending audio also had dialogue and not just music, giving viewers an incentive to listen in. This, paired with a series of high-quality photos that viewers could swipe through at their own pace, made for a post that strongly incentivized viewer engagement.
- Short-form videos shouting out/poking fun at other colleges continue to spark engagement on TikTok as well, with 2 of our top 5 most-engaged posts mentioning another Boston school.
- On LinkedIn, one of our top-performing posts focused on politics—a topic that typically doesn't perform as strongly on the platform. However, the post resonated because it highlighted a connection to BU, featuring alumni, including Alexandria Ocasio-Cortez (AOC). While the post garnered significant likes, it also sparked a lively discussion in the comments, with users sharing diverse opinions about the story and those mentioned. AOC, being a polarizing figure, often draws attention to our social content. Regardless of differing political views, the post successfully drove engagement and became one of our standout performers.
- Student-focused stories consistently perform well on Facebook, especially when supported by paid promotion. Content featuring BU 2028 students, along with other student-centered stories shared earlier in the semester, have been among our top-performing posts on the platform. Moving forward, we should continue prioritizing student and faculty-focused content on Facebook and allocate our paid budget strategically to amplify these stories.

Top FlagShip Channel Takeaways (Cont.)

November 2024

- Our lowest-performing post on LinkedIn likely underperformed due to the image lacking a "scroll-stopping" effect and the text failing to capture the attention of Boston University page followers. Additionally, the post lacked tags and a strong hook, both of which are often key ingredients for higher engagement. Moving forward, I'll prioritize crafting compelling hooks, even for weekend content, to drive stronger interaction and engagement.
- Ironically, a Measure Mix Make recipe was one of our top-performing posts on Facebook in October, but by November, the next recipe was our lowest performer. This highlights that the Measure Mix Make series tends to excel when supported with paid promotion, as it helps reach a broader audience that wouldn't typically turn to BU for recipes. Moving forward, we should ensure paid support accompanies these posts on Facebook to maximize their performance.

Chinese Social Overview

Ups and Downs:

Engagements

-23%

Video Views

-46%

Followers

+1.4%

Article Open Rate

+0.62%

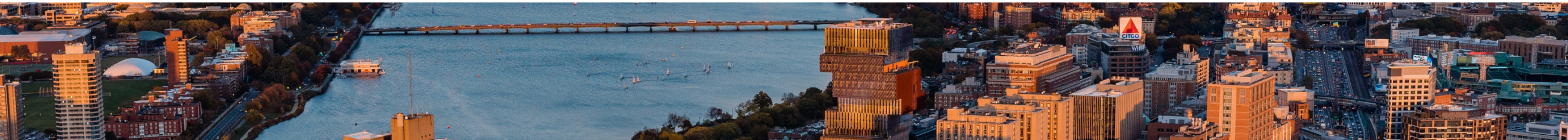
Video Engagement Rate

+0.6%

Posts Published

-19%

*A cumulative report of key social stats from Boston University's Chinese social accounts
(WeChat Subscription Account, WeChat Channels, and Red.)
Due to an API issue, we are not able to provide an accurate report for Weibo at this moment.
Percentage is in comparison to the previous month.*



Stand out posts by channel

Chinese Social

WeChat Carousel



波士顿大学邀全体学生吃免费感恩节大餐

Thanksgiving Meal for All Students

- 2,675 Views
- 5.42% Open Rate
- 384 Engagements
- 368 Shares

Travel Considerations Before a New Federal Administration

- 3,512 Views
- 5.40% Open Rate
- 339 Engagements
- 329 Shares

WeChat Article

学者办公室发

布旅行指南

Original BU ISSO BU新闻

2024年11月20日 19:00 7人



如同每次总统大选一样，新一届联邦政府可能会在政策、法规和程序上进行调整。目前去判断会出现怎样的情况仍为时过早，我们尚不清楚是否会有、或者何时会有可能影响国际旅行、签证处理和移民法规的变化。波士顿大学国际学生和学者事务办公室（ISSO）正在密切关注美国政府的交接事宜，并将在有更多信息或进展时，及时向BU学生、学者和学校相关人员更新情况。在此期间，我们鼓励大家牢记以下几点：

WeChat Article

OPT 申请历程

Original Kaylee Dong BU新闻

2024年11月18日 20:00 11人



作为一名即将在春季毕业的国际学生，我在十月初开始了OPT (Optional Practical Training) 的申请，希望毕业后能够在美国积累工作经验。在这里为大家复盘下我的OPT申请经历和体验，希望以下这些信息能为其他计划申请OPT的BU小伙伴提供帮助！

Step 1: 了解申请流程

在正式申请前，我先通过波士顿大学国际学生学者办公室（BU ISSO）提供的 OPT Application Basics Workshop 对整个申请流程进行了了解。这个

Blog: Applying for My OPT

- 1,552 Views
- 2.51% Open Rate
- 252 Engagements
- 236 Shares



Stand out posts by channel

Chinese Social

Short-Form Video



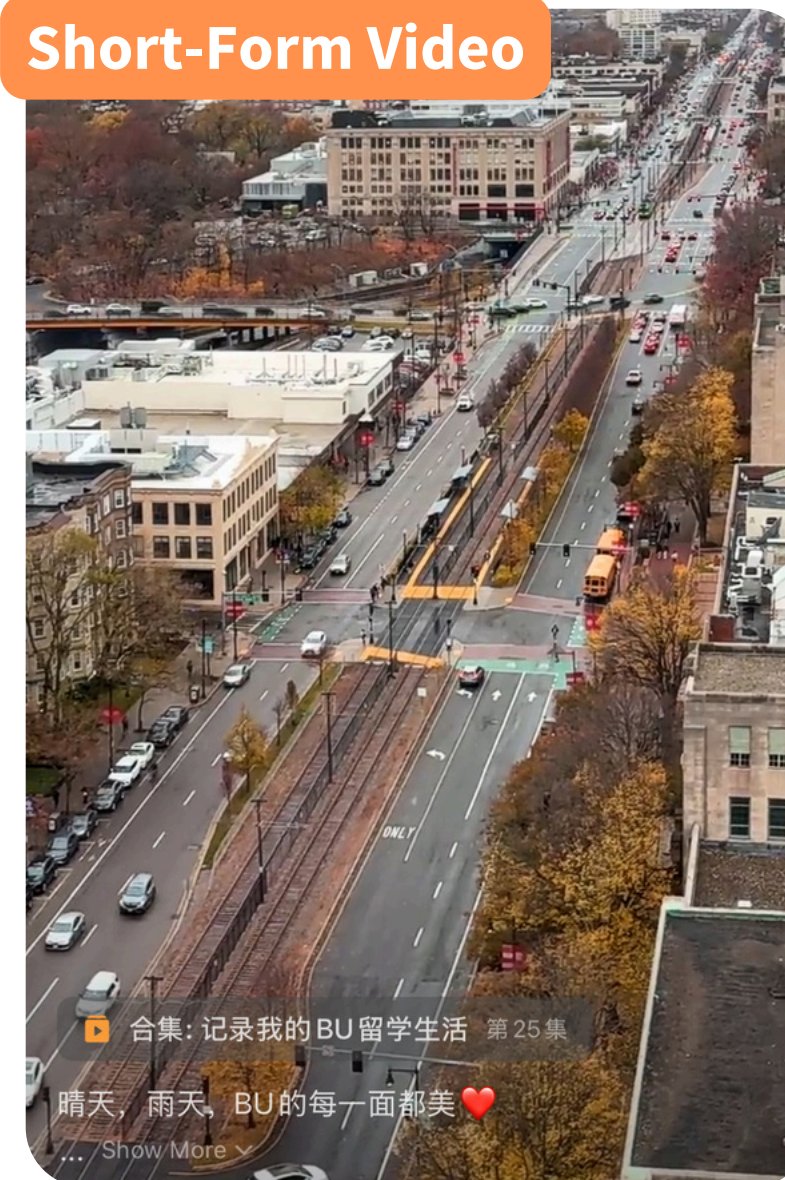
A Day in the life with President Gilliam

- 15,746 Views
- 683 Engagements
- 324 Shares

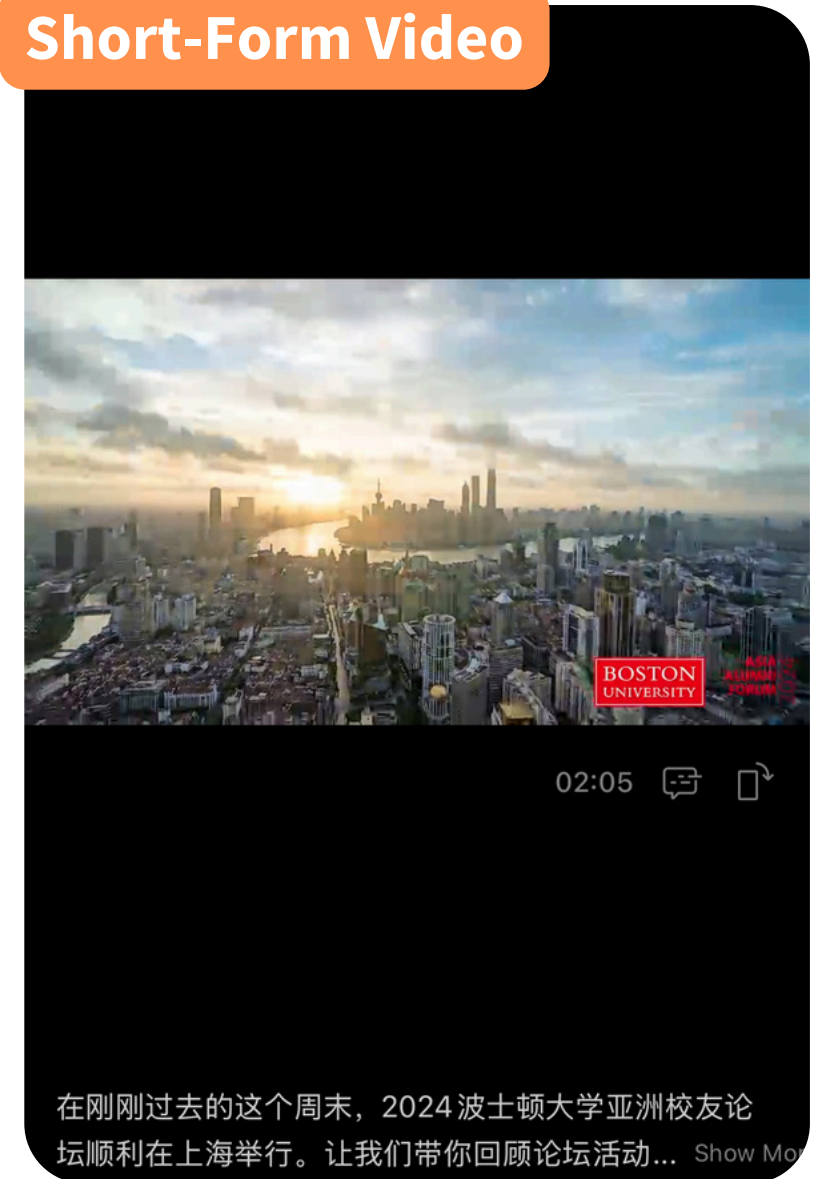
Rainy day on campus

- 13,057 Views
- 491 Engagements
- 180 Shares

Short-Form Video



Short-Form Video



2024 Asia Alumni Forum Highlights

- 6,005 Views
- 521 Engagements
- 146 Shares



小红书

Stand out posts by channel

Chinese Social



Graphic

BU邀请你吃
免费感恩节
大餐啦

试试文字发笔记

Post now >

BU邀请你吃免费感恩节大餐啦 🍴🍷

Thanksgiving Meal for All Students

- 2,213 Views
- 162 Engagements
- 85 Shares
- 3 New Followers

Travel Considerations Before a New Federal Administration

- 1,994 Views
- 113 Engagements
- 71 Shares
- 5 New Followers

Graphic

City Global Programs:
International Students & Scholars Office

1/3

IMMIGRATION AND TRAVEL CONSIDERATIONS
BEFORE A NEW FEDERAL ADMINISTRATION

in *Featured*

November 18th, 2024

As with every election, a new federal administration can implement changes in policies, regulations and procedures. It is still too early to know if, or when, there may be changes to travel, visa processing and immigration regulations that could impact our community. The ISSO is closely monitoring the change in administration and will update students, scholars and university stakeholders when we have more details or developments occur. In the meantime, we would encourage everyone to keep in mind:

- Each international student and scholar immigration situation is different. We encourage you to speak to your ISSO advisor if you have questions. Avoid making decisions based on social media, news reports and rumors that predict potential new policies and regulations. Rely on

BU 国际学生学者办公室发布旅行指南 ✈️

Graphic

1/4



冬令时即将到来!
明天可以
多睡一小时啦zzz

冬令时来啦, 明天懒觉时间加一小时! 🕒

Daylight Saving Time Ends Sunday

- 1,739 Views
- 70 Engagements
- 43 Shares
- 0 New Followers

Other Highlights

Chinese Social

WeChat Carousel



DAR Event: An Evening with BU in Beijing

- 2,050 Views
- 3.81% Open Rate
- 187 Engagements
- 176 Shares

Three things you should know about BU MET

- 3,332 Views
- 93 Engagements
- 46 Shares

Short-Form Video



WeChat Article



2025-2026 Global China Fellows Program

- 2,219 Views
- 3.2% Open Rate
- 180 Engagements
- 167 Shares

Worst Performing Posts

Chinese Social

Carousel



**BU国际教育周即将到来
都有哪些好玩的活动？**

在BU校园穿越文化，国际教育周精彩活动等你来！

IEW Events

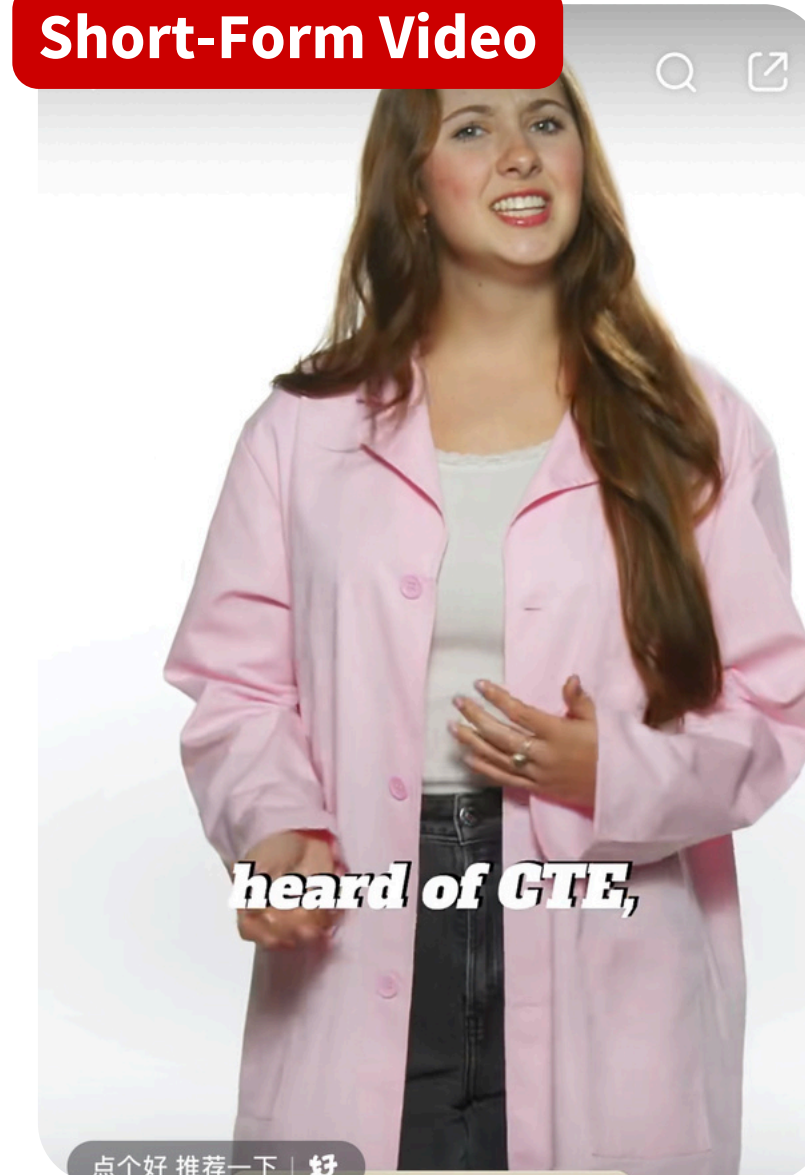


- 342 Views
- 3.20% Open Rate
- 30 Engagements
- 27 Shares



- 254 Views
- 19 Engagements
- 2 Shares

Short-Form Video



Terriers Explain Stuff: CTE



- 1,060 Views
- 21 Engagements
- 10 Shares



- 258 Views
- 9 Engagements
- 1 Shares

Top Chinese Social Takeaways

November 2024

- Our engagements declined in November, driven by seasonal factors and Red's updated algorithm. Being mindful of the community's sentiment during the 2024 Presidential Election, we also reduced our posting frequency.
- As students focused on academics, job hunting, and holiday celebrations, we created content providing helpful tips for career development (i.e., Kaylee's blog on her OPT application journey) and promoted on-campus community-building events, such as the free Thanksgiving meal offered to all BU students. We also collaborated with DAR, the GDP Center, and BU MET to promote alumni events, fellowships, and academic programs.
- In response to increased anxiety among students and parents about election outcomes, we translated key updates, including President Gilliam's community letter, BU Today's election coverage, and ISSO's travel advisory. We're also developing plans to address potential policy changes affecting international students while monitoring online discussions to identify advocacy opportunities.
- Despite a drop in total video views to 61,718, our video engagement rate remained strong at 4.2%. The "A Day in the Life with President Gilliam" video achieved over 15,000 views and nearly 700 engagements, effectively strengthening audience connection and humanizing the BU brand. Additionally, our fall-themed campus b-roll videos performed well, driving high engagement.
- On Red, users reported significant drops in content views due to stricter Zero-Click policies and shadow-banning of posts directing users to external sites. We'll continue studying the platform's algorithm changes and adjust our strategy accordingly.

BUExperts Overview

Ups and Downs:

Post Reach

-85.76%

Post Likes

+3.5%

Followers

+0.58%

Post Comments

+7.41%

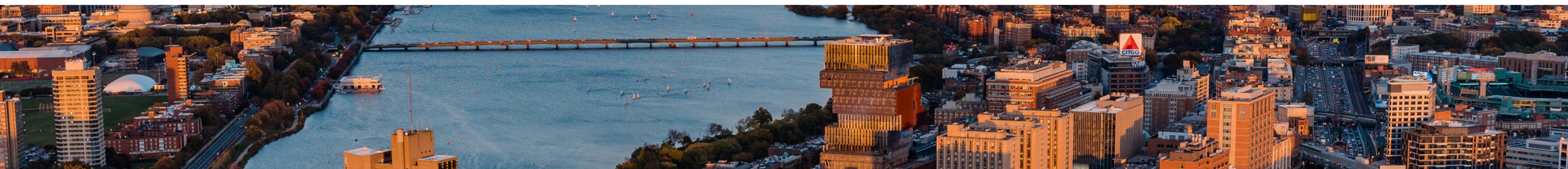
Total Engagements

+3.46%

Post Shares

+1.52%

A cumulative report of key social stats from Boston University's research and thought-leadership accounts BUExperts LinkedIn and Instagram.



Stand out posts by channel

BU Experts



2024 Kilachand Fund Awards - *Brink*

- 134 Likes
- 14 Shares

Media Type: Summary
and Photo w/ Link

How Did the Wicked Movie Release Become a Cultural Phenomenon? - *BU Today*

- 61 Likes
- 4 Shares



Media Type: Grid Post



Stand out posts by channel

BUExperts Instagram & LinkedIn Ads



Can We Prevent Alzheimer's Disease and Related Dementias?

- *Brink*

- 682 Link Clicks
- 140,084

Impressions

Media Type: Photo Ad
w/ Captioning



Liam Payne's Death Raises Questions about Teenage Stardom

- *BU Today*

- 4,474 Views
- 138 Likes
- 32 Saves
- 16 Shares



Worst Performing posts

BUExperts



How Can We Better Support the Mental Well-Being of Veterans Returning from Service?

- *Brink*

- 4 Likes

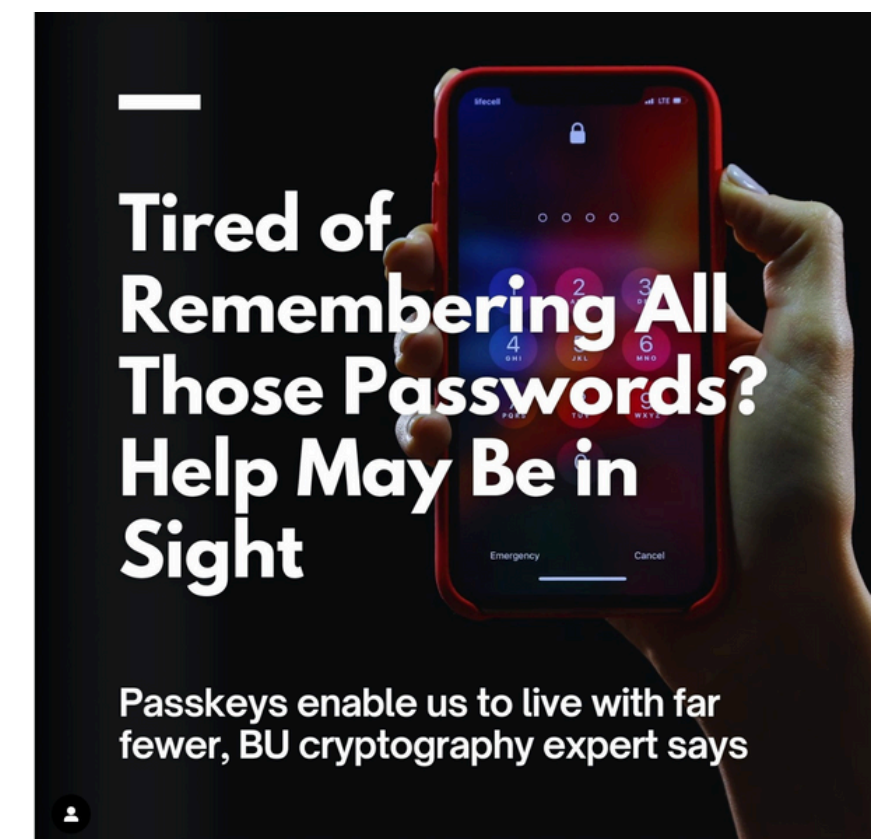
Media Type: Summary and Photo w/ Link



Tired of Remembering All Those Passwords? Help May Be in Sight - *BU Today*

- 9 Likes

Media Type: Grid Post (collab w CDS)



Top BUExperts Channel Takeaways

November 2024

- This month, we focused on audience growth for both LinkedIn and Instagram. In the fifth month of activity for both channels, we mixed in more paid advertising to expand our reach, but organic posting was still consistent. Notably, the BU Experts LinkedIn page continued to drive the most engagement in November (62%), outperforming Instagram (38%). However, Instagram engagement increased in the month of November due to the implementation of ads (in the form of boosts). One successful Instagram ad in particular was related to Liam Payne's death and the topic of stardom, which has received 138 likes so far. This was a topic that was discussed very heavily in the month of November, which can explain the high engagement. Moving forward, we will continue to look for both Instagram and LI posts that coincide with trending/popular topics to put paid behind for additional growth.
- Regarding the @buexperts Instagram page, moving forward, we will prioritize growing our followers through paid ads, as well as increasing our collaboration with the main @bostonu account and other BU colleges, organizations, and centers to enhance our presence on the platform. The PR intern will play a key role in designing Instagram graphics, including Carousels and Stories, to boost visibility as well.
- In November, our LinkedIn content received strong organic engagement, and we continued to focus on implementing visual components to each post for higher engagement rates. Posts that included faculty accolades such as the 2024 Kilachand Fund Awards, or pop-culture topics and discourse (like Wicked), did particularly well in November. We will continue to post a diverse array of content that appeals to a wide audience and their varying interests. Moving forward with the channel, we will look for more opportunities to include video content, as this is a strong way to boost our appeal to larger audiences.
- In the following months, we will utilize LinkedIn articles and the newsletter feature as a method of growing our channel's reputation and providing valuable research news and thought-leadership features in an easily digestible and eye-catching format. We will collaborate with faculty members who are planning to publish their research/have recently published papers or have key insights into trending/popular topics.



QUESTIONS?