

Working with Texas State Department of Housing and Residential Life this semester has been a pleasure. Throughout my time with you I have noticed a consistently higher number of shares and comments per post on Facebook. The first six posts of the semester only had half the posts receiving any shares, while the last six only had one that did not receive a share. We have increased the number of likes on your page by 100 and content on Facebook has become much more visually appealing and engaging. Some tweets were specific to issues that people were having on mobile devices and there was engagement with other Texas State accounts.

There is a good mix on all platforms of jabs, where your content gives to the audience, and right hooks, where you are asking something of the audience. Keeping this balance while tailoring the type of content per platform will give the best results.

I would suggest on Instagram that all photos be formatted for Instagram. Even though you can post horizontal, the boxes on your profile are still square and it looks low quality when posts cut off. I would also suggest that poster type graphics not be posted to Instagram. You will receive more appreciation and attention on that platform by taking the time to get an artistic, high quality and interesting photo to look at and keep the words in the caption.

On Twitter I see an opportunity for more engagement. You could do a poll asking which residence hall has the best pool table. Or ask for pictures of residence's rooms and then curate them in a Storify which shows up in an engaging slideshow when tweeted out. Twitter is the place to grow community and engagement.

One of the biggest things that would grow your followers and overall feel of Texas State Housing on Twitter is by responding and engaging with residents living in your halls. There are no replies to students and very few recent likes. If you started to respond to people posting pictures of an event in their dorm or posting about their hall you would become much more personable. Students would pay more attention to what you post if they feel like they can talk to you instead of you just posting information.

The best way to start this is by being more engaging and not using the same content on Facebook and Twitter. Or if you do want to use the same photo or graphic, don't use the same wording because people interact with the platforms differently.

I think one of the best things you could do for your platforms is to host an event that engages all of them. A winter carnival with food, hot chocolate and games for all residents hosted on a Saturday evening in the quad could do just that. You could start by asking what games or activities residents would be interested in on Twitter. Leading up to event you could start a Facebook live talking to a volunteer about why they should come, then talking to students about how they're having fun and showing some of the activities. While the event is going on a gorgeous photo could be captured of lights, with laughing students holding cups of hot chocolate. This could be posted to Instagram the day after the event showing that it was a success and that coming to Texas State and living in the residence halls will provide awesome opportunities like this. If you wanted to expand it, video could be taken at the event and compiled along with video throughout the year of what it's like to live in a dorm and be posted to Twitter as you are getting ready for move as a type of preview to students of what's to come. This could be used over and over in promotions for your department.

Overall your accounts have the opportunity to greatly expand and build a sense of community. There are no negative feelings surrounding your account and a solid base is there to start developing and implementing more of these social strategies.