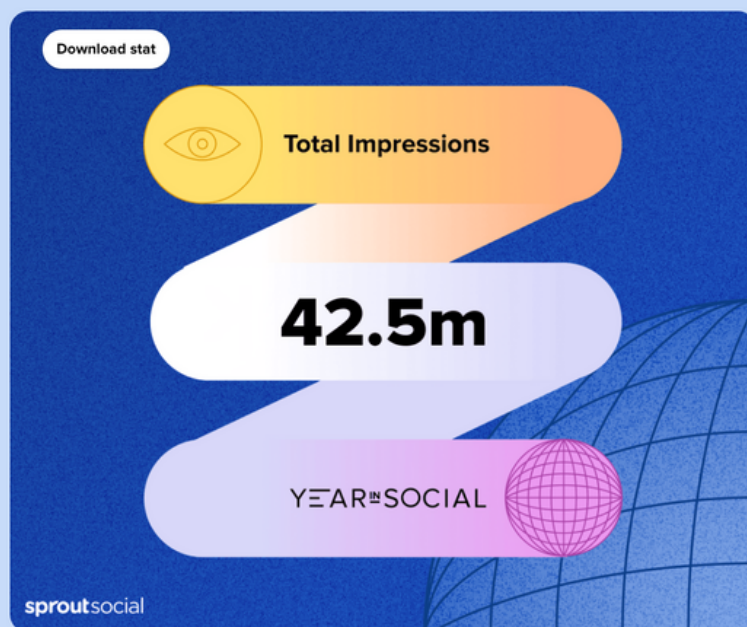


YEAR IN SOCIAL

Let your 2023 wins be the fuel you need to drive the future forward

Wow, Texas Christian University! Your strategy is going places. Celebrate all you learned last year.

This is aggregate data pulled from Facebook, X, TikTok and Instagram between 1/1/23–12/10/23.



42.5m
Total Impressions

The number of times your content showed up in your audience's feeds in 2023.

Share This Stat



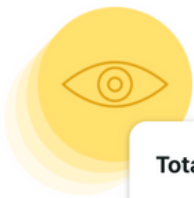
Total impressions

Posts published

New followers

Total engagement

View all stats



Total Impressions in 2023

You



42.5M

Industry Avg



2.8M

Impressions

★ Higher than average

Congrats! Your content was seen in 2023 more than the average Sprout user. [To get even more eyes on your content in 2024](#), make sure your content is optimized for the different platforms.



Publishing

★ Higher than average

Congrats! You delivered more content to your audience in 2023 than the average Sprout user. To get even more eyes on your content in 2024, [let's discuss what you can do to optimize your strategy](#).

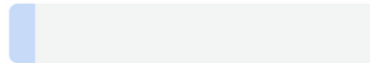
Posts Published in 2023

You



13.5K

Industry Avg



998



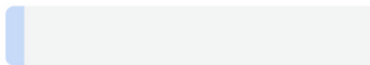
New Followers in 2023

You



30.5K

Industry Avg



1.6K

Audience

★ Higher than average

Congrats! Your audience grew in 2023 more than the average Sprout user's. To keep the lead, you'll want to identify the biggest spikes in audience growth in 2023 and use that data to [inform your 2024 content strategy](#).



Engagements

★ Higher than average

Congrats! Your audience interacted with your content in 2023 more than that of the average Sprout user. Pay attention to what content performs best on each platform to keep your lead in 2024. [Sign up for a 1:1 consultation](#) to help optimize your engagement even further.

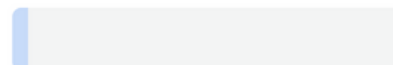
Total Engagement in 2023

You



4M

Industry Avg



151.6K