TCU | 150 1873 2023

SOCIAL MEDIA YEARLY REPORT

JANUARY 2023 - DECEMBER 2023

MARKETING & COMMUNICATION

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METRICS

Total cross-networks measured year over year:
- Total impressions increased by 8.8% and hit over 79.3 million
- Total engagements increased 28.7% and hit over 4.2 million
- Post link clicks increased 67.3% and hit over 653k

TikTok measured 2023 compared to July 2022–December 2022
* Full 2022 not available*
- Total followers increased by 66% and hit over 18k in net growth
- Total engagement increased by 85% and hit over 266.7k likes
- Total reach increased by 83% and hit over 2.8 million views

In-depth metrics:

Across Facebook, Instagram, Twitter (X), TikTok, and LinkedIn reporting metrics, we saw increases in these main categories— impressions, engagements, and post clicks. The growth in these categories was likely driven by the increase in content, increased ad dollars spent on boosted posts, and high-profile events like TCU's 150th year and the success of TCU athletics – especially football going to the National Championship which led to increased visibility and audience engagement across platforms.

YouTube also saw an increase in its main categories – views, watch time, and subscribers compared to last year. The growth in these categories was likely driven by the increase in content and TCU's sesquicentennial year.

INSTAGRAM
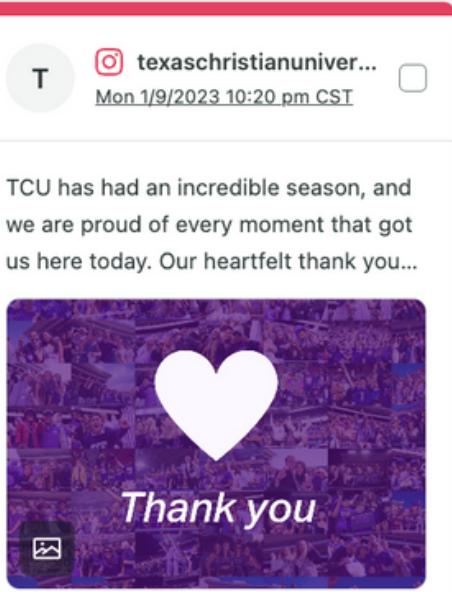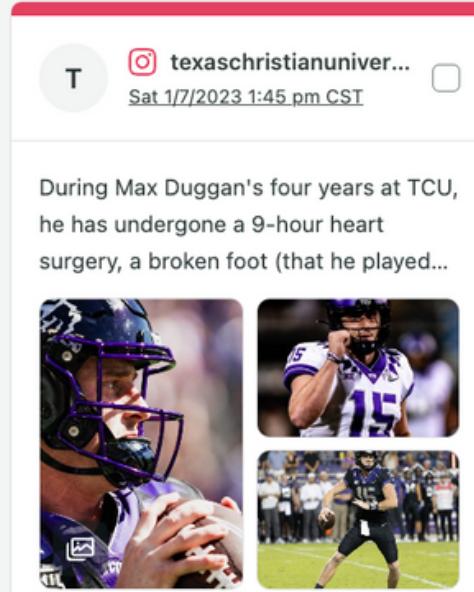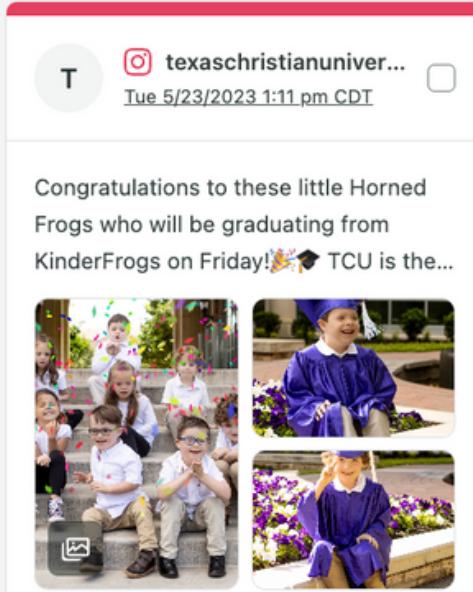
METRICS

Profile ⬍	Audience ⬍	Net Audience Growth ⬍	Published Posts ⬍	Impressions ⬍	Engagements ⬍	Engagement Rate (per Impression) ⬍
Reporting Period Jan 1, 2023 – Dec 31, 2023	109,659 ↗ 12.3%	12,065 ↗ 30.1%	2,896 ↗ 41.7%	33,947,510 ↘ 4.9%	1,610,023 ↗ 18.1%	4.7% ↗ 24.1%
Compare to Jan 1, 2022 – Dec 31, 2022	97,688	9,277	2,044	35,684,350	1,363,601	3.8%
🐸 texaschristianunivers…	109,659	12,065	2,896	33,947,510	1,610,023	4.7%

TOP POSTS
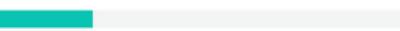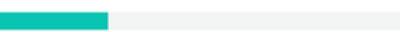
texaschristianuniver…
Mon 1/9/2023 10:20 pm CST

TCU has had an incredible season, and we are proud of every moment that got us here today. Our heartfelt thank you…

Total Engagements	22,456
Likes	19,506
Comments	523
Shares	2,201
Saves	226

texaschristianuniver…
Sat 1/7/2023 1:45 pm CST

During Max Duggan's four years at TCU, he has undergone a 9-hour heart surgery, a broken foot (that he played…

Total Engagements	18,852
Likes	18,481
Comments	86
Shares	—
Saves	285

texaschristianuniver…
Tue 5/23/2023 1:11 pm CDT

Congratulations to these little Horned Frogs who will be graduating from KinderFrogs on Friday!🎉🎓 TCU is the…

| Total Engagements	13,212
Likes	12,996
Comments	114
Shares	—
Saves	102

MARKETING & COMMUNICATION

INSTAGRAM

DEMOGRAPHICS

Audience Demographics
Review your audience demographics as of the last day of the reporting period.

Audience by Age

13–17	6.9%
18–24	29.6%
25–34	23.4%
35–44	14.8%
45–54	14.5%
55–64	8%
65+	2.8%

Audience by Gender
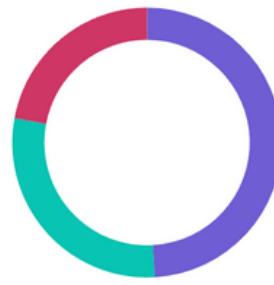
Men	28.8%
Women	49.1%
Nonbinary/Unspecified	22.1%

Women between the ages of **18–24** have a higher potential to see your content and visit your Page.

Audience Top Countries

United States	87,531
Pakistan	1,005
Nigeria	968
Mexico	495
Panama	391
Brazil	383
India	294
Canada	290
United Kingdom	275
Vietnam	190
Honduras	158
Spain	153
Germany	149
El Salvador	147
Australia	131

Audience Top Cities

Fort Worth, Texas	17,601
Dallas, Texas	2,946
Houston, Texas	2,020
Arlington, Texas	1,327
Austin, Texas	1,198
New York, New York	976
San Antonio, Texas	892
Benbrook, Texas	663
Plano, Texas	543
Frisco, Texas	524
Aledo, Texas	462
San Diego, California	449
Burleson, Texas	432
Los Angeles, California	432
North Richland Hills, Texas	424

FACEBOOK

METRICS

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Jan 1, 2023 – Dec 31, 2023	117,821 ↗ 12.7%	13,304 ↗ 53.5%	1,539 ↗ 98.3%	31,511,282 ↗ 27.8%	1,773,778 ↗ 40.2%	5.6% ↗ 9.7%
Compare to Jan 1, 2022 – Dec 31, 2022	104,499	8,666	776	24,647,459	1,264,943	5.1%
TCU – Texas Christian...	117,821	13,304	1,539	31,511,282	1,773,778	5.6%

TOP POSTS

TCU – Texas Christia...
Mon 1/9/2023 10:20 pm CST

TCU has had an incredible season, and we are proud of every moment that got us here today. Our heartfelt thank you...

Total Engagements	26,072
Reactions	16,115
Comments	1,146
Shares	955
Post Link Clicks	—
Other Post Clicks	7,856

TCU – Texas Christia...
Mon 1/9/2023 5:06 pm CST

The rain can't stop these Horned Frogs from tailgating! 🐸 #TCU #GoFrogs #NattyFrogs @tcualumni

Total Engagements	25,267
Reactions	1,664
Comments	68
Shares	19
Post Link Clicks	—
Other Post Clicks	23,516

TCU – Texas Christia...
Sat 1/7/2023 10:30 am CST

During Max Duggan's four years at TCU, he has undergone a 9-hour heart surgery, a broken foot (that he played...

Heart of a Horned Frog - TCU M...

Total Engagements	22,371
Reactions	12,505
Comments	817
Shares	876
Post Link Clicks	3,775
Other Post Clicks	4,398

FACEBOOK

DEMOGRAPHICS

Page Follower Demographics
Review your audience demographics as of the last day of the reporting period.

Audience by Age

Age	%
13–17	0.3%
18–24	7%
25–34	28%
35–44	24%
45–54	18.9%
55–64	13.2%
65+	8.6%
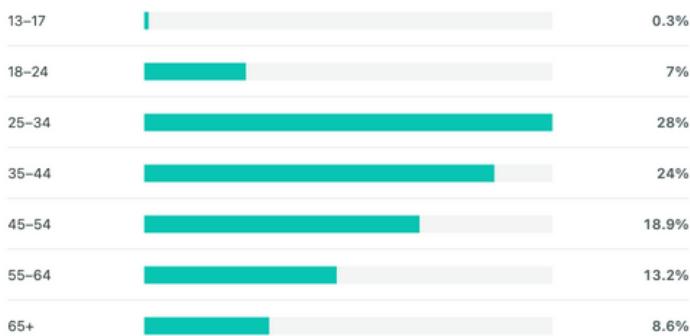
Audience by Gender
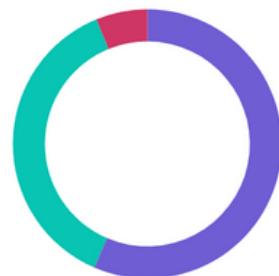
Men	37.4%
Women	56.4%
Nonbinary/Unspecified	6.2%

Women between the ages of **25–34** have a higher potential to see your content and visit your Page.

Audience Top Countries

Country	
United States	101,658
Mexico	1,478
Nigeria	1,038
Vietnam	924
India	551
Brazil	493
Philippines	490
Pakistan	408
Canada	395
Bangladesh	371
United Kingdom	351
Kenya	303
Tanzania	296
Germany	278
Indonesia	267

Audience Top Cities

City	
Fort Worth, TX	16,588
Dallas, TX	3,578
Houston, TX	2,170
Arlington, TX	1,982
San Antonio, TX	1,506
Austin, TX	1,497
Burleson, TX	802
New York, NY	742
Plano, TX	671
Mansfield, TX	618
Frisco, TX	587
Weatherford, TX	579
North Richland Hills, TX	573
Los Angeles, CA	547
McKinney, TX	521

TWITTER

METRICS

Profile ⬍	Audience ⬍	Net Audience Growth ⬍	Published Posts ⬍	Impressions ⬍	Engagements ⬍	Engagement Rate (per Impression) ⬍
Reporting Period Jan 1, 2023 – Dec 31, 2023	**153,930** ↗ 2.5%	**3,715** ↘ 24.2%	**897** ↗ 18%	**7,802,182** ↘ 9.1%	**205,621** ↘ 32.4%	**2.6%** ↘ 25.7%
Compare to Jan 1, 2022 – Dec 31, 2022	150,215	4,898	760	8,583,426	304,352	3.5%
🟣 🐦 @TCU	153,930	3,715	897	7,802,182	205,621	2.6%

TOP POSTS

Post 1

🟣 🐦 @TCU
Thu 6/1/2023 11:24 am CDT

Y'all means all. #PrideMonth 🏳️‍🌈

Total Engagements	13,826
Likes	1,010
@Replies	173
Retweets	138
Post Link Clicks	34
Other Post Clicks	12,466
Other Engagements	5

Post 2

🟣 🐦 @TCU
Thu 11/30/2023 4:11 pm CST

Our hearts are broken for the Muckleroy family.

Total Engagements	10,397
Likes	335
@Replies	8
Retweets	15
Post Link Clicks	2
Other Post Clicks	10,033
Other Engagements	4

Post 3

🟣 🐦 @TCU
Sat 1/7/2023 10:22 am CST

Max Duggan has undergone a 9-hour heart surgery, a broken foot (that he played on for 7 weeks), lost his starting gig, and led TCU through this magical season with 3,321 yards and 30 touchdowns. #GoFrogs @TCUMagazine @MaxDuggan_10 @TCUFootball

Total Engagements	5,728
Likes	1,867
@Replies	27
Retweets	207
Post Link Clicks	791
Other Post Clicks	2,827
Other Engagements	9

LINKEDIN

METRICS

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Jan 1, 2023 – Dec 31, 2023	101,336 ↗ 6.4%	18,202 ↗ 33.7%	686 ↗ 75%	6,071,688 ↗ 51.2%	652,297 ↗ 78.9%	10.7% ↗ 18.3%
Compare to Jan 1, 2022 – Dec 31, 2022	95,234	13,611	392	4,014,342	364,590	9.1%
TCU in Texas Christian Unive...	101,336	18,202	686	6,071,688	652,297	10.7%

TOP POSTS

Texas Christian Univ...
Sun 1/1/2023 12:25 am CST

We couldn't have asked for a better way to kick off our 150th year than with a College Football Playoff win and a trip...

Total Engagements	**23,608**
Reactions	3,016
Comments	94
Shares	114
Post Clicks (All)	20,384

Texas Christian Univ...
Fri 1/6/2023 11:28 am CST

We're feeling the love from all of DFW! Thanks to everyone who came out today to support our Championship-...

Total Engagements	**17,564**
Reactions	2,310
Comments	73
Shares	101
Post Clicks (All)	15,080

Texas Christian Univ...
Thu 1/12/2023 11:20 am CST

SuperFrog has seen a number of changes since 1949 when the first costumed mascot appeared on campu...

Total Engagements	**15,079**
Reactions	809
Comments	13
Shares	20
Post Clicks (All)	14,237

LINKEDIN

DEMOGRAPHICS

Audience Demographics
Review your follower demographics as of the last day of the reporting period.

Audience By Seniority Level

Senior	26,902
Entry-level	25,095
Director	8,301
Manager	5,688
Vice President (VP)	4,309
Owner	3,859
Chief X Officer (CXO)	3,152
Training	2,478
Partner	1,012
Unpaid	553

Audience Top Job Functions

Business Development	10,887
Education	8,955
Sales	6,655
Operations	6,195
Healthcare Services	5,609
Finance	3,875
Community & Social Services	3,761
Marketing	3,047
Human Resources	2,676
Media & Communications	2,660
Information Technology	2,477
Arts and Design	2,334
Engineering	2,096
Administrative	2,063
Research	1,781

YOUTUBE

MEASURED YEAR OVER YEAR

- Views – 236.7k, +8%
- Watch time – 11.8k hours, +7%
- Subscribers added – 1,291, +62%

TOP POSTS

	Content	Average view duration	Views
1	**TCU 2022-23 Institutional Spot: Lead On 150** Aug 31, 2022	0:13 (43.4%)	52,880
2	**TCU Campus Tour** May 29, 2019	3:31 (34.1%)	13,408
3	**TCU Campus Tour** Jun 1, 2023	3:30 (35.0%)	9,872
4	**The College Tour - Full Episode** Oct 21, 2021	6:20 (19.5%)	9,210
5	**2023 Spring Commencement - Morning, 5/13/23** May 13, 2023	10:50 (6.8%)	4,536
6	**TCU Campus Aerial Tour** Nov 17, 2022	0:41 (70.3%)	4,037
7	**2023 Spring Commencement - Afternoon, 5/13/23** May 13, 2023	11:45 (7.5%)	3,861
8	**TCU Dorm Rooms** Feb 19, 2023	1:12 (58.1%)	3,549

YOUTUBE

DEMOGRAPHICS
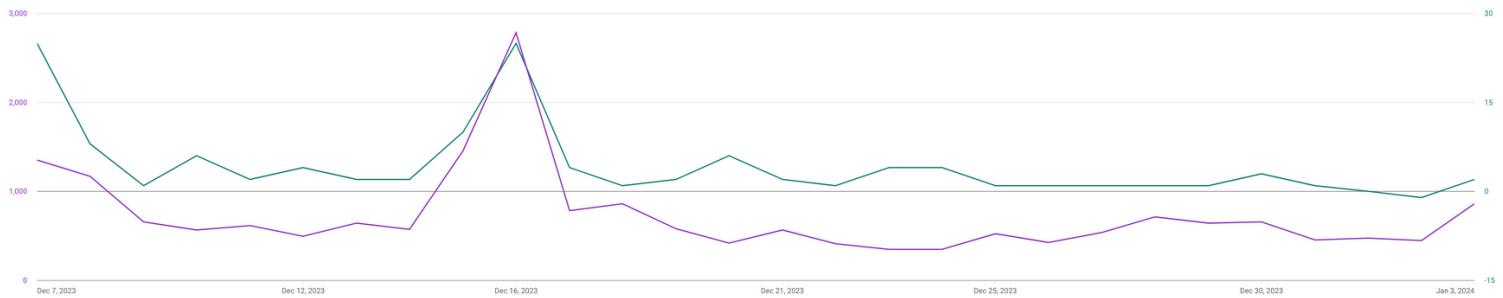
| Geography	Subscribers		Views ↓		Watch time (hours)		Average view duration
Total	**119**		**20,458**		**1,157.5**		**3:23**
United States	38	31.9%	14,965	73.2%	932.4	80.6%	3:44
Philippines	0	0.0%	96	0.5%	5.1	0.4%	3:11
Nicaragua	0	0.0%	61	0.3%	5.5	0.5%	5:22
Mexico	0	0.0%	46	0.2%	11.3	1.0%	14:42
Saudi Arabia	0	0.0%	31	0.2%	1.9	0.2%	3:39
India	0	0.0%	15	0.1%	4.3	0.4%	17:11
Singapore	0	0.0%	15	0.1%	0.1	0.0%	0:35
Vietnam	0	0.0%	14	0.1%	1.1	0.1%	4:51
United Kingdom	0	0.0%	11	0.1%	1.1	0.1%	6:06

Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
13–17 years	—	—	—	—
18–24 years	20.6%	2:46	9.5%	15.5%
25–34 years	29.8%	1:42	10.8%	13.8%
35–44 years	22.0%	2:20	9.8%	13.8%
45–54 years	18.5%	5:42	15.1%	28.4%
55–64 years	4.4%	9:25	14.4%	11.2%
65+ years	4.7%	13:35	16.8%	17.3%

Viewer gender ↓	Views	Average view duration	percentage viewed	Watch time (hours)
Female	50.0%	3:43	11.9%	58.9%
Male	50.0%	2:36	11.0%	41.1%

TIKTOK

METRICS

Reach

Video views	Reached audience	Profile views
3,417,909	2,632,050	91,829
--	--	--

Engagement

Likes	Shares	Comments
311,396	11,233	11,362
--	--	--

Followers

Net growth	New followers	Lost followers
27,133	31,394	4,261
--	--	--

TIKTOK

TOP POSTS

First team in TX and proud to be. #NattyFrogs #GoFrogs #TCU #frogsby90 @tcu.superfrog @tcufb

857.9K Video views   83.4K Likes   2.4K Comments   221 Shares

Jan 6, 2023

Congratulations to these little Horned Frogs who graduated from KinderFrogs!🎉🎓 TCU is the only university in the nation with two on-campus special education laboratory schools, KinderFrogs and Starpoint!🐸 #TCU TCU - College of Education Three Arrow Images

310.6K Video views   58.6K Likes   192 Comments   1K Shares

May 27, 2023

TCU is the only school in history to make the College Football Playoff, College World Series, and NCAA Basketball Tournament in the same season!😈LET'S GO FROGS!🐸💜 #TCU #EverythingSchool

206.6K Video views   17.8K Likes   127 Comments   212 Shares

Jun 11, 2023

Happy first day, Horned Frogs! Here's an inside look of @SuperFrog's day in the life! 🐸 #GoFrogs #TCU

171.4K Video views   10K Likes   84 Comments   100 Shares

Aug 21, 2023
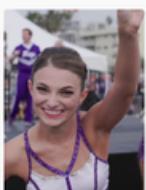
We're here in L.A. to win...and party 🎉 #TCU #frogsby90 #GoFrogs

153.1K Video views   16.6K Likes   766 Comments   100 Shares

Jan 9, 2023

Replying to @datboihuntsysgirlfriend say less. 💯 #GoFrogs

74.5K Video views   7.7K Likes   100 Comments   297 Shares

Jan 6, 2023

# *TIKTOK*

## *DEMOGRAPHICS*

Gender ⓘ

60% Male

40% Female

Age ⓘ

Age	
18-24	44.7%
25-34	32.7%
35-44	14.2%
45-54	6.2%
55+	2.2%

Top countries ⓘ

Country	
United States of America	97.7%
Nigeria	0.8%
Mexico	0.3%
Canada	0.1%
Vietnam	0.1%
United Kingdom	0.1%
Germany	0.1%
Germany	0.1%
Kenya	0.1%
Others	0.7%

Top cities ⓘ

City	
Dallas	7.9%
Houston	5.7%
Fort Worth	4.6%
San Antonio	2.2%
Atlanta	2.2%
Austin	2%
Chicago	1.9%
Chicago	1.9%
Arlington	1.3%
Irving	1.2%
Denver	0.9%
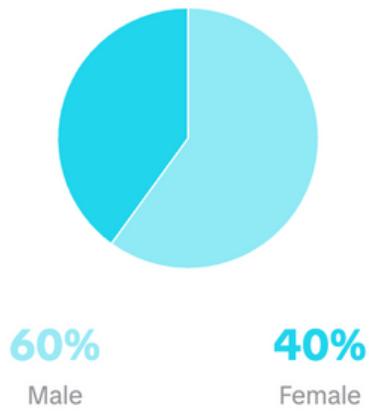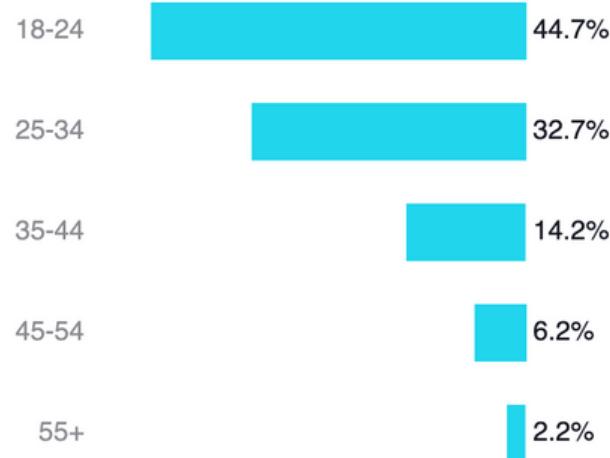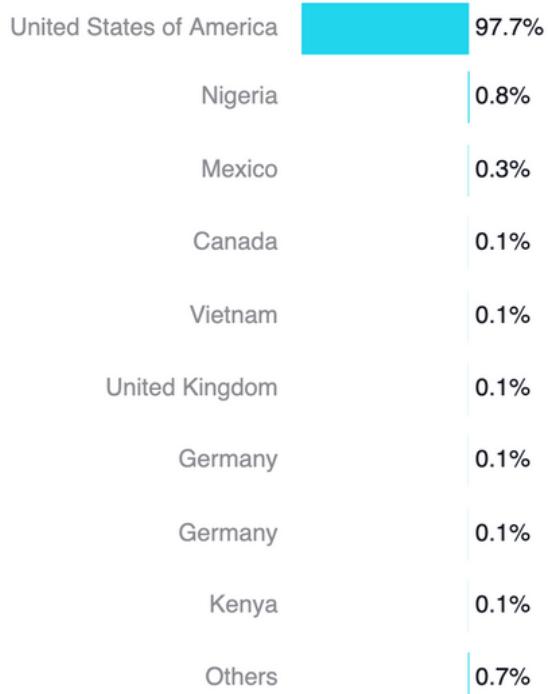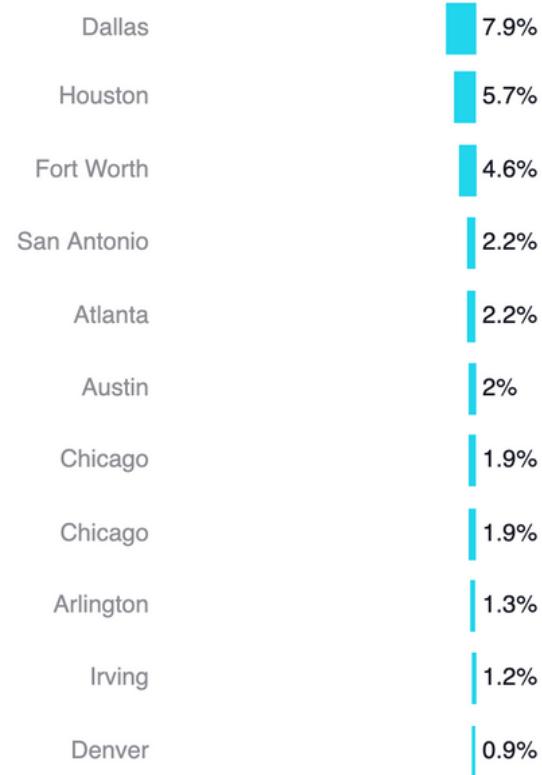
PEERS AND COMPETITORS

TCU's Twitter profile had a net follower growth of 3,715, which was a +2.4% increase year over year. The net follower growth was higher than the competitor average and behind us comes Baylor, Vanderbilt, and SMU (+2.33%, +2.34%, and +2.62%, respectively). Twitter engagement decreased by 6.25%, however, our engagement this year is 42.5% higher than the competitor's average and indicates increased audience engagement YOY. Only Baylor had a larger increase with Vanderbilt and Tulane behind us.

TCU's Instagram profile had a net follower growth of 12,065 which was a 12.36% increase. Similar to Twitter, our net follower growth was higher than the competitor's average with Baylor, Vanderbilt, and Wake Forest behind us. We outgrew all our competitors overall in follower and engagement average, as well as having the second-highest follower count just behind Baylor.

TCU's Facebook profile surpassed competitors in net follower growth, engagement averages, and engagements per post. Additionally, we ranked first in engagements overall above Wake Forest (2) and Vanderbilt (3). Note: Baylor's data was not available via Sprout, which is why we ranked #1.

Competitors include:
- Baylor
- Pepperdine
- SMU
- Tulane
- Vanderbilt
- Wake Forest

PEERS AND COMPETITORS

INSTAGRAM

Summary
Compare your profile performance to your competitors.

Followers Average		Public Engagements Average		Public Engagements per Post	
🟩 You	109,659.00	🟩 You	1,453,214.00	🟩 You	3,125.19
🟪 Competitor Average	84,013.50	🟪 Competitor Average	548,904.50	🟪 Competitor Average	2,543.19

Audience Metrics, by Page	Followers	Net Follower Growth	% Follower Growth
Your Average	109,659.00	12,065.00	12.36%
Competitor Average	84,013.50	8,054.00	10.60%
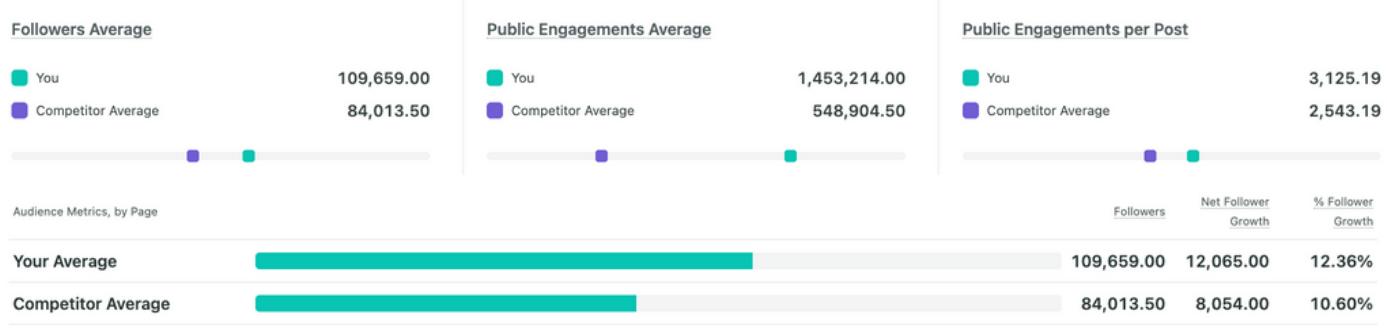
FACEBOOK

Summary
Compare your profile performance to your competitors.

Followers Average		Public Engagements Average		Public Engagements per Post	
🟩 You	117,821.00	🟩 You	704,442.00	🟩 You	471.20
🟪 Competitor Average	77,798.80	🟪 Competitor Average	42,705.20	🟪 Competitor Average	130.60

Audience Metrics, by Page	Followers ⚠	Net Follower Growth	% Follower Growth
Your Average	117,821.00	13,304.00	12.73%
Competitor Average	77,798.80	3,767.40	5.09%
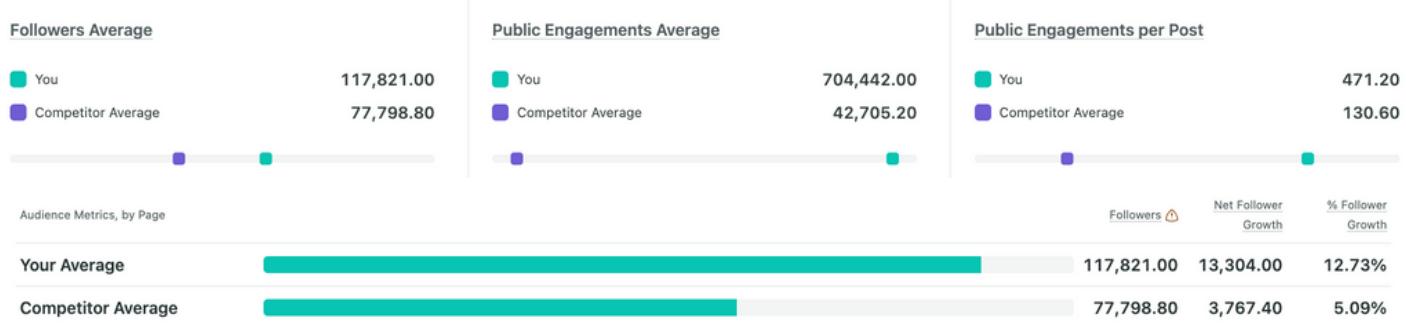
TWITTER (X)

Summary
Compare your profile performance to your competitors.

Followers Average		Public Engagements Average		Public Engagements per Post	
🟩 You	153,930.00	🟩 You	75,970.00	🟩 You	85.07
🟪 Competitor Average	51,705.50	🟪 Competitor Average	32,477.17	🟪 Competitor Average	51.21

Audience Metrics, by Page	Followers	Net Follower Growth	% Follower Growth
Your Average	153,930.00	3,715.00	2.47%
Competitor Average	51,705.50	1,443.83	2.87%