THE CURRENT STATE OF USMA SOCIAL MEDIA.

Presented by the Social Media Team

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CURRENT SOCIAL PLATFORMS

INSTAGRAM
@usma_metric

TWITTER
@usma_metric

FACEBOOK
@usma.metric

REDDIT
@usma_metric
April 2021- April 2022
SOCIAL GROWTH

INSTAGRAM
Est. 2020
- Initial follower count: 20
- Current: 145 (+125)

TWITTER
Est. 2020
- Initial follower count: 15
- Current: 115 (+100)

FACEBOOK
Est. 2021
- Currently reposting the Instagram account
- Current: 31 Likes & 38 follows

REDDIT
Est. 2021
- Posts on r/Metric to 6.5k subscribers
- Current: 25 post Karma & 4 followers
INSTAGRAM

PROS

• Wide target range of active users, especially younger audiences
• Collaboration with other accounts
• Posts, stories, and reels
• Many ad options to target specific audiences
• Ability to in-app purchase (future direction)

CONS

• Difficult, if not impossible, verification process
• Algorithm-based
AD-BOOSTED POSTS ($25)

Audience

Gender

18.7% Women
78.1% Men

Comments 34
Saves 19
INSTAGRAM

AD-BOOSTED POSTS ($105)

Audience

Gender

32.1% Women
66.8% Men

Ad goal
Profile visits
738
93% from ad
25
INSTAGRAM

AD-BOOSTED POSTS ($25)

Gender

- 5.1% Women
- 90.5% Men

Saves: 29
Shares: 23
Comments: 7

Top Performing Posts
**INSTAGRAM**

**NON-BOOSTED POST**

<table>
<thead>
<tr>
<th>Reach</th>
<th>5,345</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Reached</td>
<td>5,345</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impressions</th>
<th>6,544</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Other</td>
<td>4,217</td>
</tr>
<tr>
<td>From Home</td>
<td>1,790</td>
</tr>
<tr>
<td>From Explore</td>
<td>422</td>
</tr>
<tr>
<td>From Profile</td>
<td>109</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content Interactions</th>
<th>54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments</td>
<td>21</td>
</tr>
<tr>
<td>Likes</td>
<td>20</td>
</tr>
<tr>
<td>Shares</td>
<td>9</td>
</tr>
<tr>
<td>Saves</td>
<td>4</td>
</tr>
</tbody>
</table>
COLLABORATIVE POST

**Engagement**

- **37 Accounts engaged**

- **3 Followers**
- **34 Non-followers**

**Post interactions**

- **48**
  - Likes: **35**
  - Shares: **10**
  - Comments: **2**
  - Saves: **1**
**TWITTER**

**PROS**
- Text-based threads, allowing for conversations
- Retweets and responses
- In-depth analytics
- Ad options
- Instagram integration
- Many media outlets, corporate entities, and well-known individuals are active

**CONS**
- Word limit
- Limited audience reach, especially younger audience
- No trends to capitalize on
TWITTER

1 July – 29 Sep 2021

Your Tweets earned 15.1K impressions over this 91 day period

Engagements
Showing 91 days with daily frequency

Engagement rate
4.0%

Link clicks
84

On average, you earned 1 link clicks per day

Retweets without comments
29
On average, you earned 0 Retweets without comments per day

Likes
129
On average, you earned 1 likes per day

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Top Tweets</th>
<th>Tweets and replies</th>
<th>Promoted</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Metric Association @usma_metric · Aug 11</td>
<td>Did you know the Metric Conversion Act of 1975 set the metric system as the preferred system of weights &amp; measures for US trade and commerce, and directed federal agencies to convert to the metric system, where feasible? #GoMetric</td>
<td>2,265</td>
<td>48</td>
<td>2.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Metric Association @usma_metric · Aug 13</td>
<td>Metric Road Signs! #GoMetric</td>
<td>1,488</td>
<td>129</td>
<td>8.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Metric Association @usma_metric · Jul 13</td>
<td>We think @MKBHD is on to something here.... #GoMetric</td>
<td>1,028</td>
<td>65</td>
<td>6.3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your Tweets earned **6.8K impressions** over this **91 day period**

**TWITTER**

30 Sep – 29 Dec 2021

**US Metric Association**

@usma_metric · Dec 25

pic.twitter.com/NapEbkBvVM

View Tweet activity

**US Metric Association**

@usma_metric · Oct 11

10/10 - 10/16/2021  
#MetricWeek #GoMetric #ThinkMetric

pic.twitter.com/KXwvmZaLSL

View Tweet activity

**US Metric Association**

@usma_metric · Oct 16

METRIC WEEK DAY 7 | On the final day of Metric Week 2021, we want to say thank you to all the metric advocates who shared, participated, and promoted the metric system this week (and every day)!  
#MetricWeek #GoMetric #Education #science #metric

pic.twitter.com/zV4Nxy8FrR

View Tweet activity

**Engagements**

Showing 91 days with daily frequency

- Link clicks: 3
- Retweets without comments: 18
- Likes: 69

**On average, you earned 0 link clicks per day**

**On average, you earned 0 Retweets without comments per day**

**On average, you earned 1 likes per day**
Your Tweets earned **5.1K impressions** over this **91 day period**

**US Metric Association**

Happy New Year! What changes are you hoping to make this year?

Why not start 2022 off with something so easy yet so important:

switch to metric😊

#resolutions #GoMetric #nyeresolutions #meters #metrification #science #metric #newyear #newyearnewme #change pic.twitter.com/Y7d3rZZB4g

View Tweet activity

The Fahrenheit and Celsius scales have one point at which they intersect. They are equal at -40°F and -40°C.

How do I know?

View Tweet activity

#SOTU Biden: “And a pound of Ukrainian people ... proud, proud people, pound for pound, ready to fight with every inch of energy they have.”

Shoulda #metric!

View Tweet activity
FACEBOOK

PROS
- Create events (free or paid)
- Events can be ad-boosted
- In-depth analytics
- Ad targeting
- Instagram integration
- Wide age range, still popular amongst older audience

CONS
- 175 members are still using old account
- Not currently an active spot for discussion
**FACEBOOK**

**PROS**
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REDDIT

PROS
• Largest active audience with r/Metric
• Healthy amount of ongoing discussion
• Great way to find news to repost on other platforms

CONS
• Beyond posting about events, unclear on content creation for reddit
WHAT’S NEXT?
We are looking to broaden USMA’s reach while maintaining consistency. Here are some of our next steps.

PLATFORMS
- TikTok
- Instagram Reels
- YouTube Shorts
- Twitter Spaces

NEEDS
- Volunteers with social media experience
- Community feedback and ideas
- Content creation
- Connections for collaboration
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