

THE CURRENT STATE OF USMA SOCIAL MEDIA.

Presented by the Social Media Team

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OVERVIEW

CURRENT SOCIAL PLATFORMS



INSTAGRAM

@usma_metric



TWITTER

@usma_metric



FACEBOOK

@usma.metric

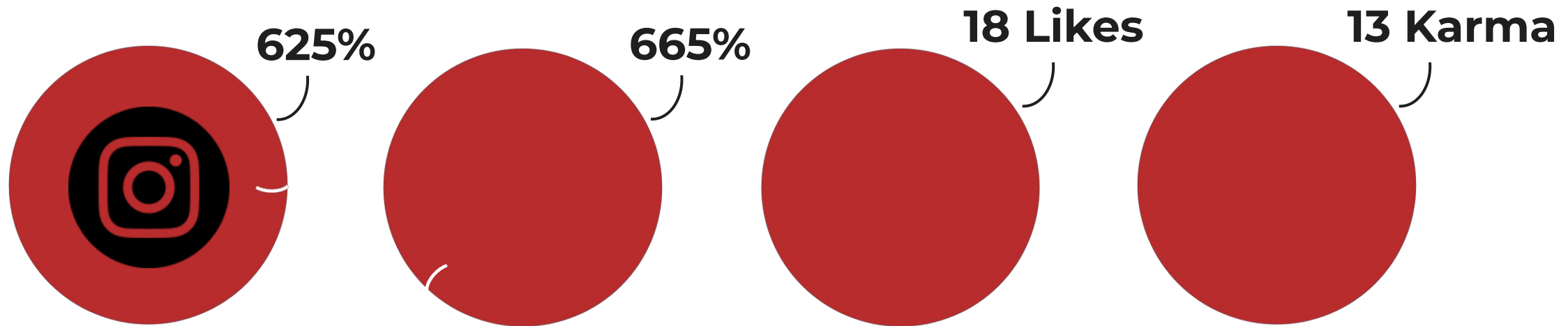


REDDIT

@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

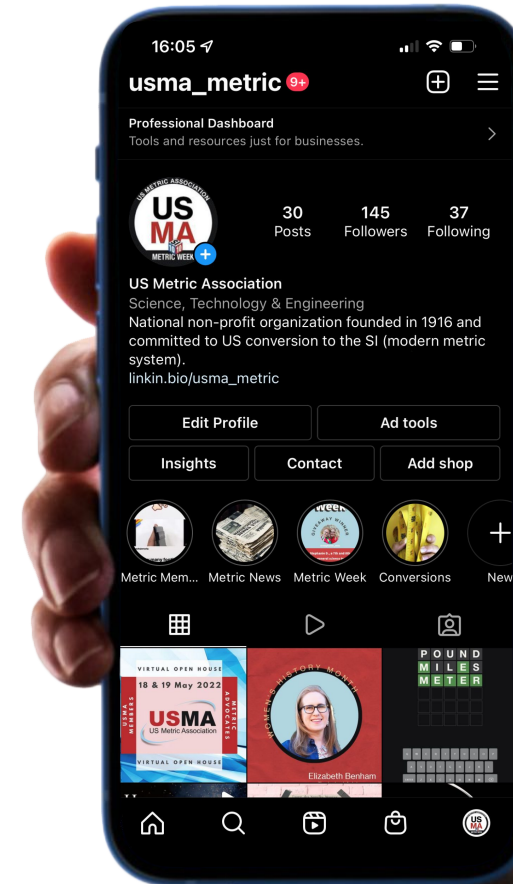
INSTAGRAM

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

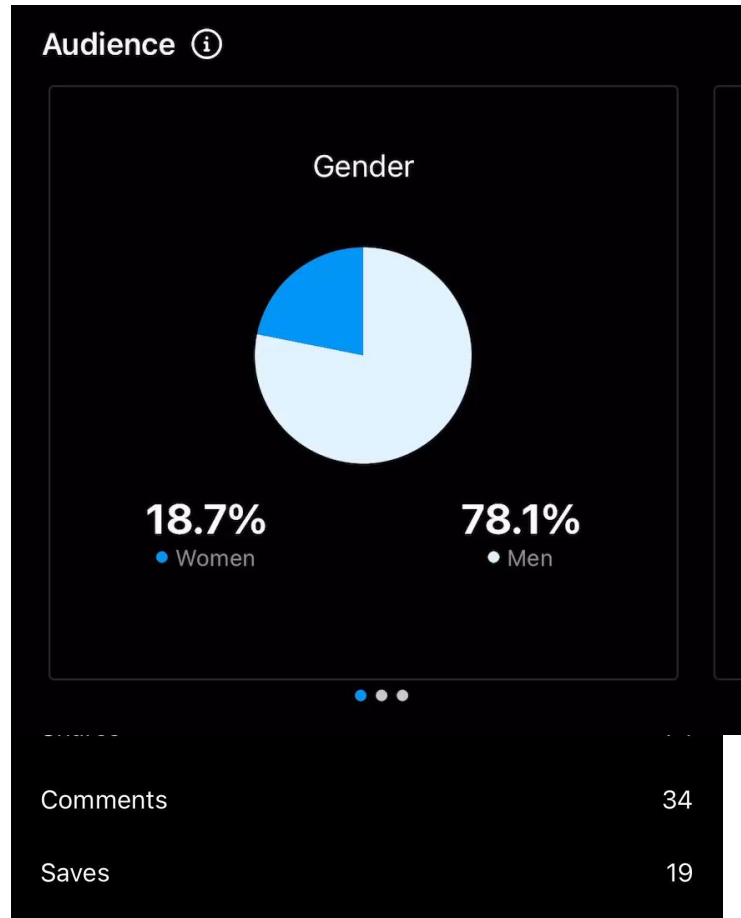
- Difficult, if not impossible, verification process
- Algorithm-based





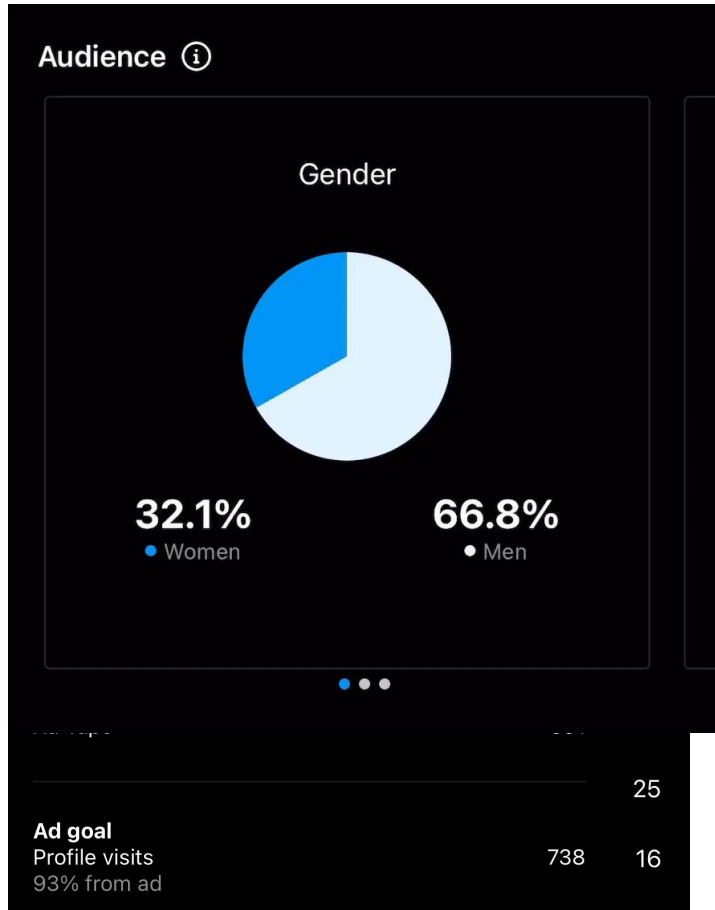
Top Performing Posts

AD-BOOSTED POSTS (\$25)





AD-BOOSTED POSTS (\$105)



Top Performing Posts

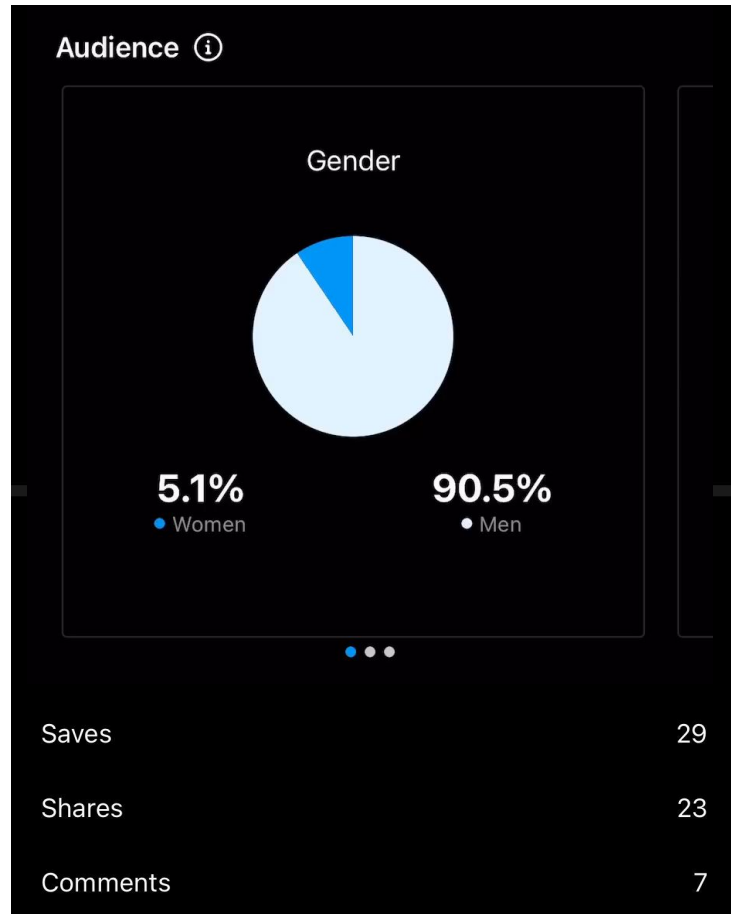




Top Performing

Posts


AD-BOOSTED POSTS (\$25)





Top Performing Posts

NON-BOOSTED POST

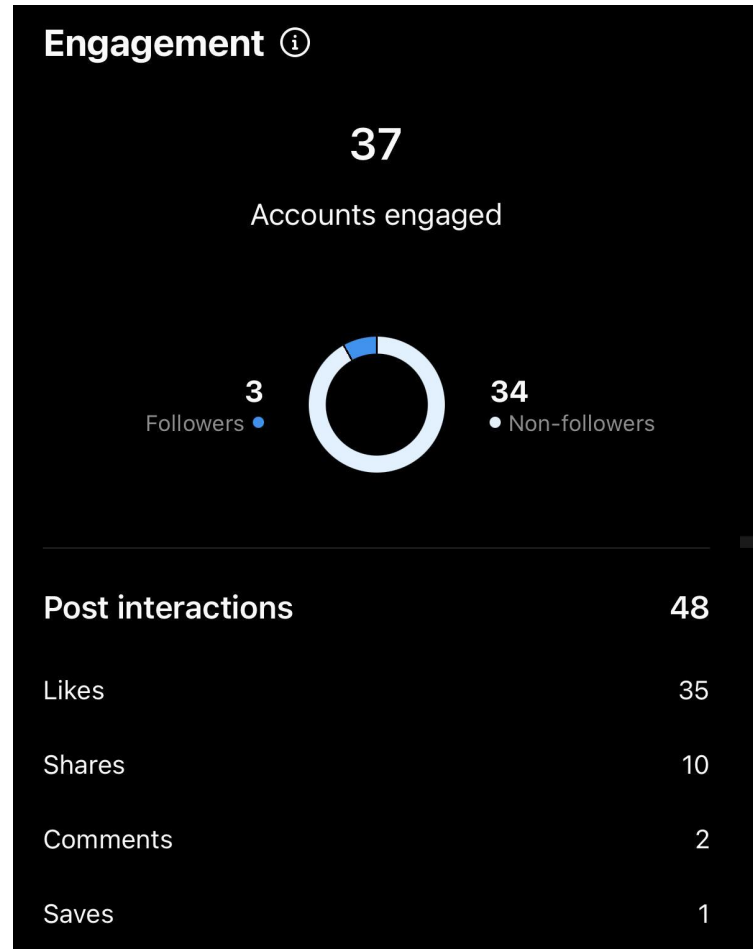
Reach ⓘ	
5,345	
People Reached	
<hr/>	
Impressions	6,544
From Other	4,217 
From Home	1,790 4
From Explore	422
From Profile	109 leted on s.
<hr/>	
Content Interactions ⓘ	54
Comments	21
Likes	20 5,345
Shares	9 54
Saves	4 108





Top Performing Posts

COLLABORATIVE POST





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

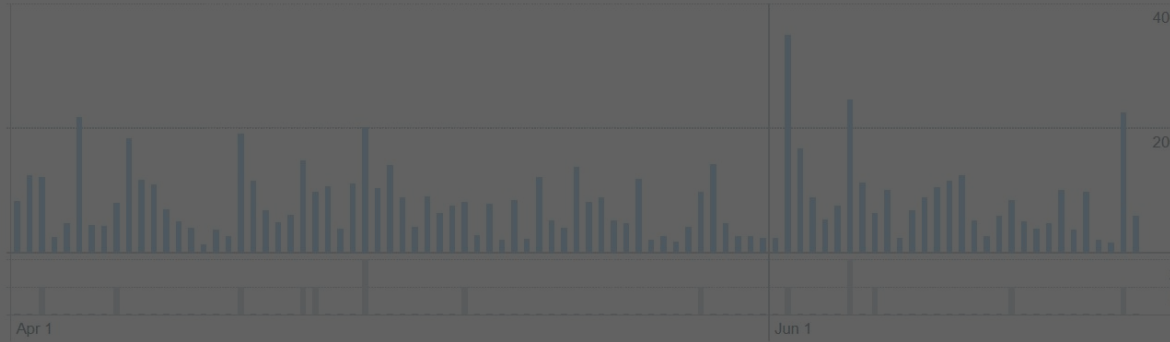
- Word limit
- Limited audience reach, especially younger audience
- No trends to capitalize on



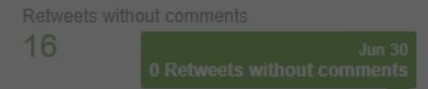
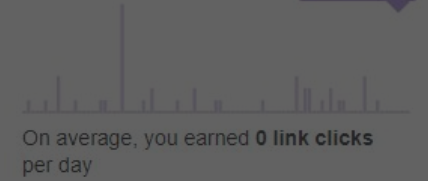
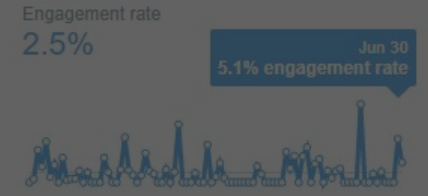


1 April – 30 Jun 2021

Your Tweets earned 7.5K impressions over this 91 day period



Engagements
Showing 91 days with daily frequency




On average, you earned 0 Retweets without comments per day




On average, you earned 1 likes per day

Tweets **Top Tweets** Tweets and replies Promoted

 **US Metric Association** @usma_metric · Jun 2
 #ThinkMetric
 #MetricMakesSense
 #GoMetric
 @usma_metric twitter.com/StarTalkRadio/...
 View Tweet activity

 **US Metric Association** @usma_metric · Jun 29
 pic.twitter.com/cs6phdtUwK
 View Tweet activity

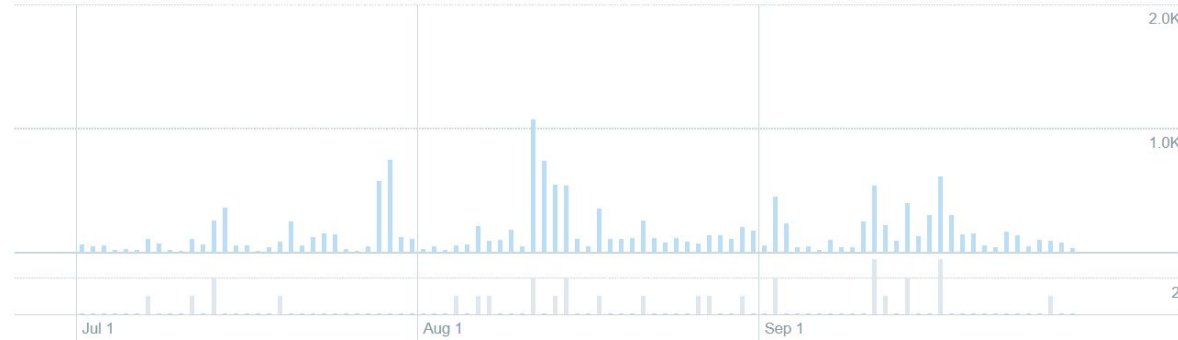
 **US Metric Association** @usma_metric · Jun 9
 The Energy Department announced an "Earthshots" initiative to reduce the cost of producing hydrogen by 80% from \$5 to \$1 per kilogram.
 thehill.com/policy/energy-...
 @usma_metric #thinkmetric
 View Tweet activity



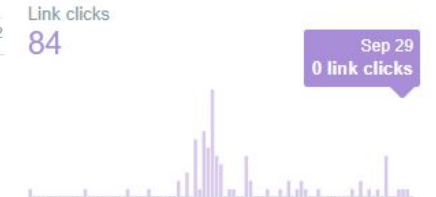


1 July – 29 Sep 2021

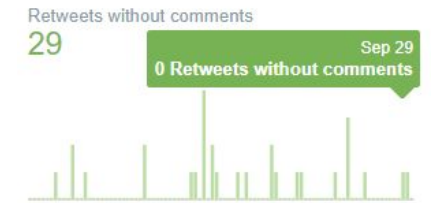
Your Tweets earned **15.1K impressions** over this **91 day** period



Engagements
Showing 91 days with daily frequency



On average, you earned **1 link clicks** per day



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



On average, you earned **1 likes** per day

Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

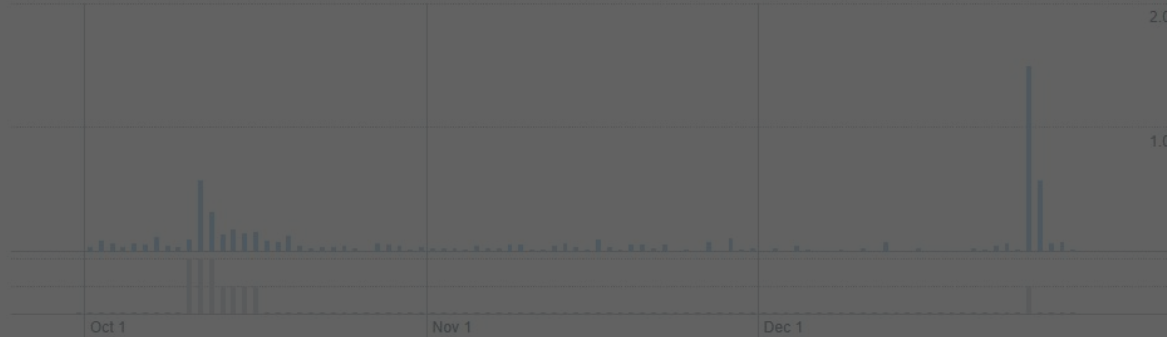
	US Metric Association @usma_metric · Aug 11 Did you know the Metric Conversion Act of 1975 set the metric system as the preferred system of weights & measures for US trade and commerce, and directed federal agencies to convert to the metric system, where feasible? #GoMetric usma.org/laws-and-bills... View Tweet activity	2,265	48	2.1%
	US Metric Association @usma_metric · Aug 13 Metric Road Signs! #GoMetric usma.org/metric-signs pic.twitter.com/0UaEvReZS3 View Tweet activity	1,488	129	8.7%
	US Metric Association @usma_metric · Jul 13 We think @MKBHD is on to something here....#GoMetric twitter.com/MKBHD/status/1... View Tweet activity	1,028	65	6.3%





30 Sep – 29 Dec 2021

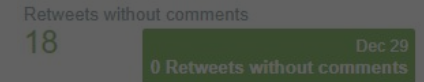
Your Tweets earned **6.8K impressions** over this **91 day** period



Engagements
Showing 91 days with daily frequency



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

Tweets **Top Tweets** Tweets and replies Promoted

US Metric Association @usma_metric · Dec 25
pic.twitter.com/NapEbkBvVM

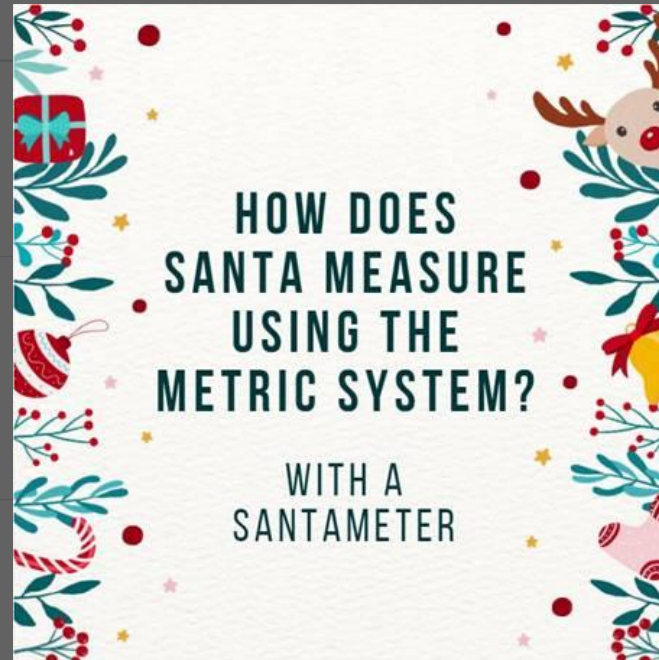
[View Tweet activity](#)

US Metric Association @usma_metric · Oct 11
10/10 - 10/16/2021
#MetricWeek #GoMetric #ThinkMetric
pic.twitter.com/KXwxM2aLsL

[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

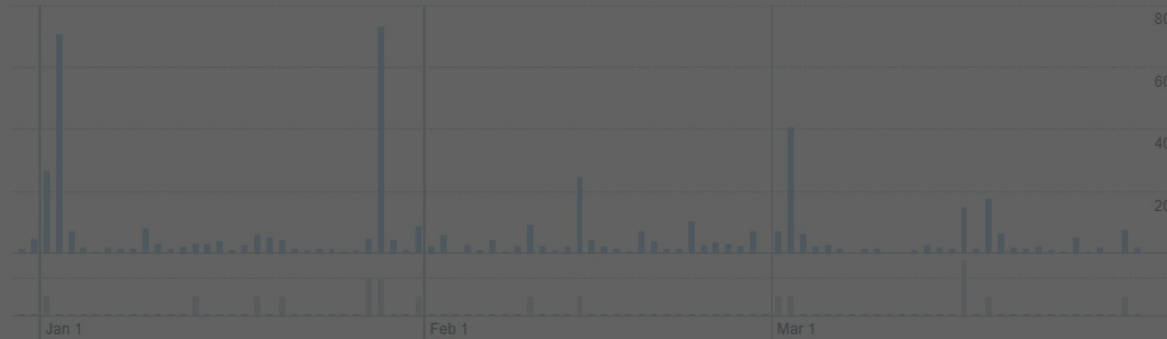
[View Tweet activity](#)



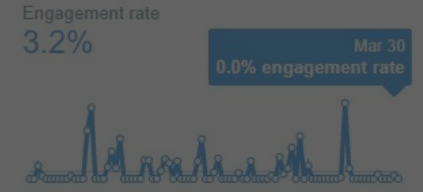


30 Dec – 30 Mar 2021

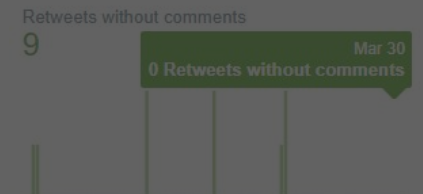
Your Tweets earned 5.1K impressions over this 91 day period



Engagements
Showing 91 days with daily frequency



On average, you earned 0 link clicks per day



On average, you earned 0 Retweets without comments per day



On average, you earned 0 likes per day

Tweets **Top Tweets** Tweets and replies Promoted

USMA **US Metric Association** @usma_metric · Jan 1
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](#)

USMA **US Metric Association** @usma_metric · Jan 28
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](#)

USMA **US Metric Association** @usma_metric · Mar 2
#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 gone #metric!

[View Tweet activity](#)



492 18 3.7%



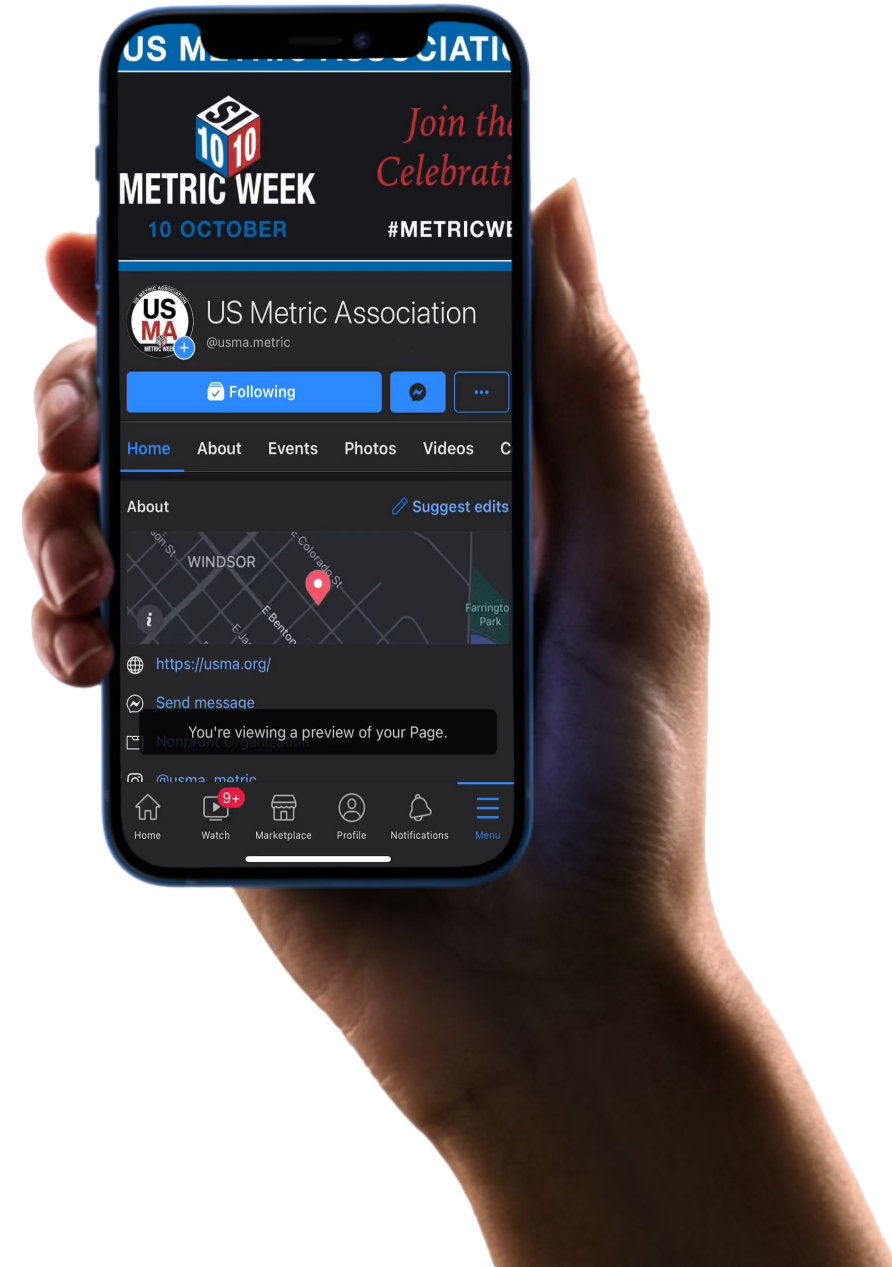


PROS

- 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



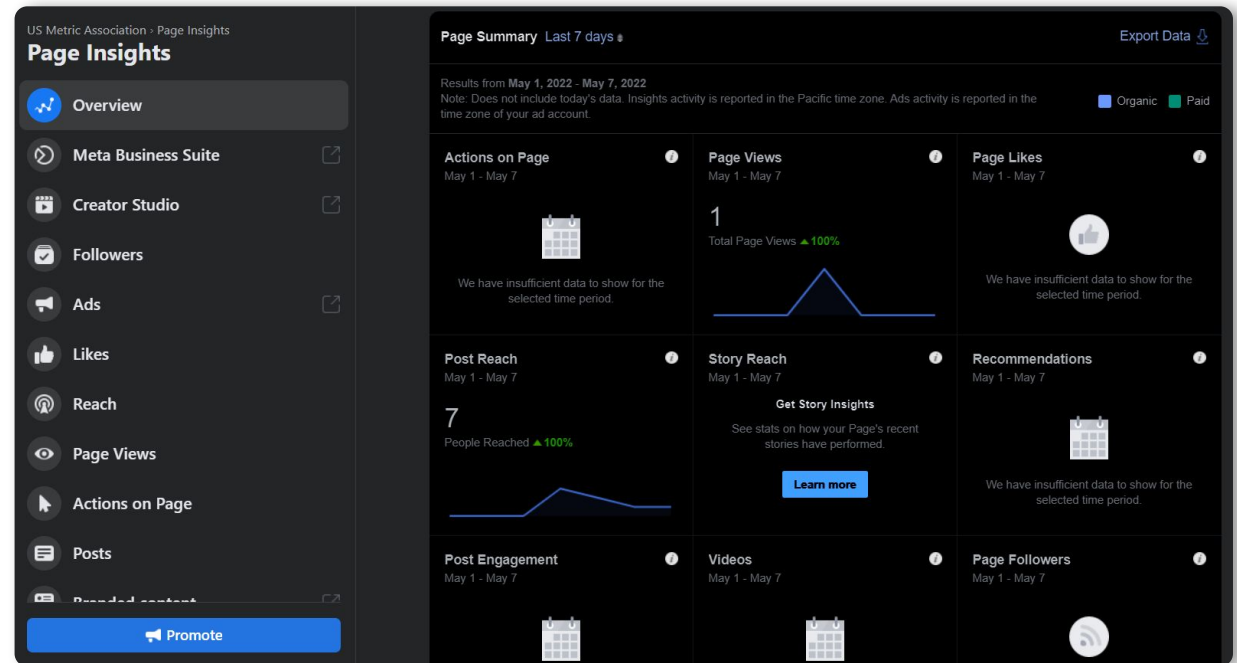


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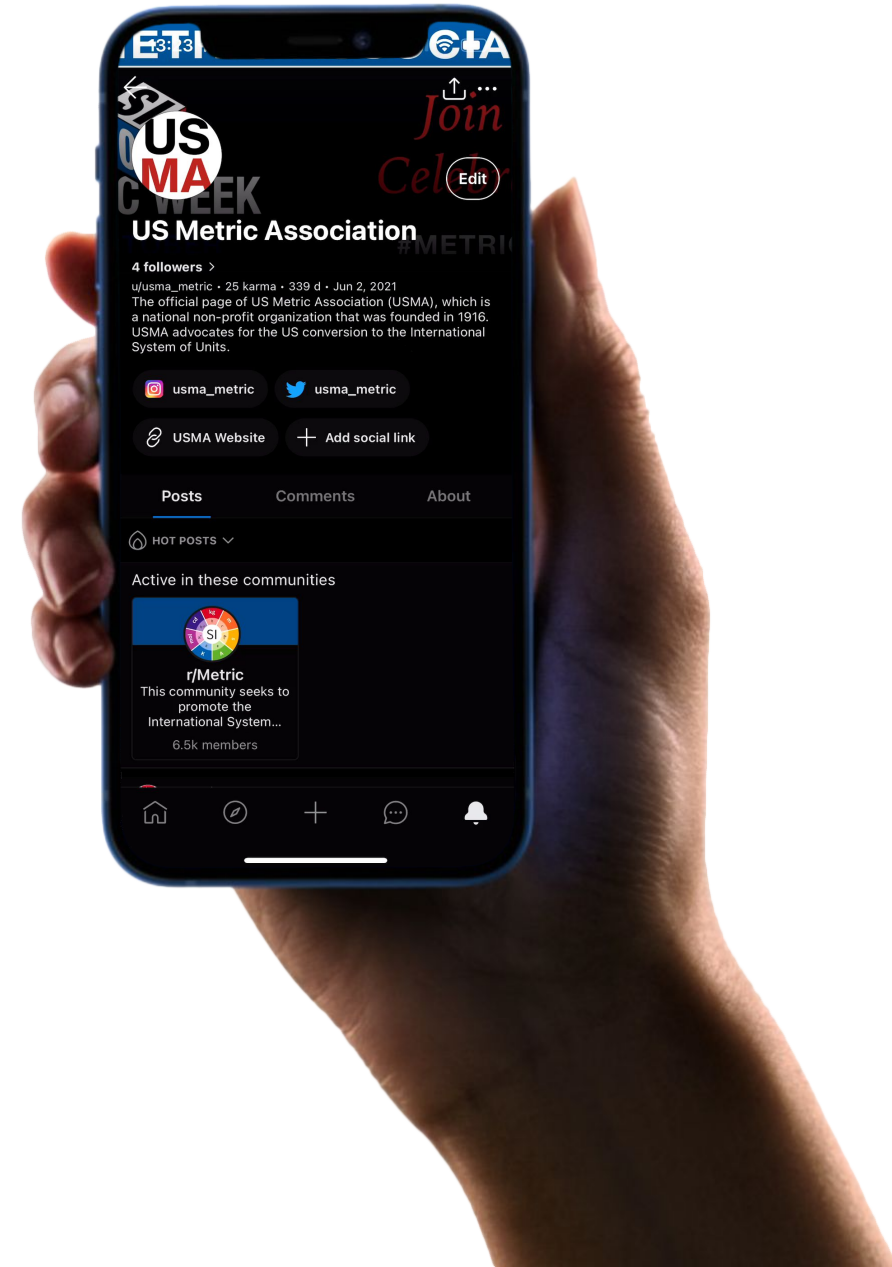


PROS

- 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



CONCLUSION

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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