

# THE STATE OF USMA SOCIAL MEDIA PRESENCE.

Presented by the Social Media Team

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LINKEDIN.



## Visitor highlights ?

**82**  
Page views  
▲ 256.5%

**30**  
Unique visitors  
▲ 233.3%

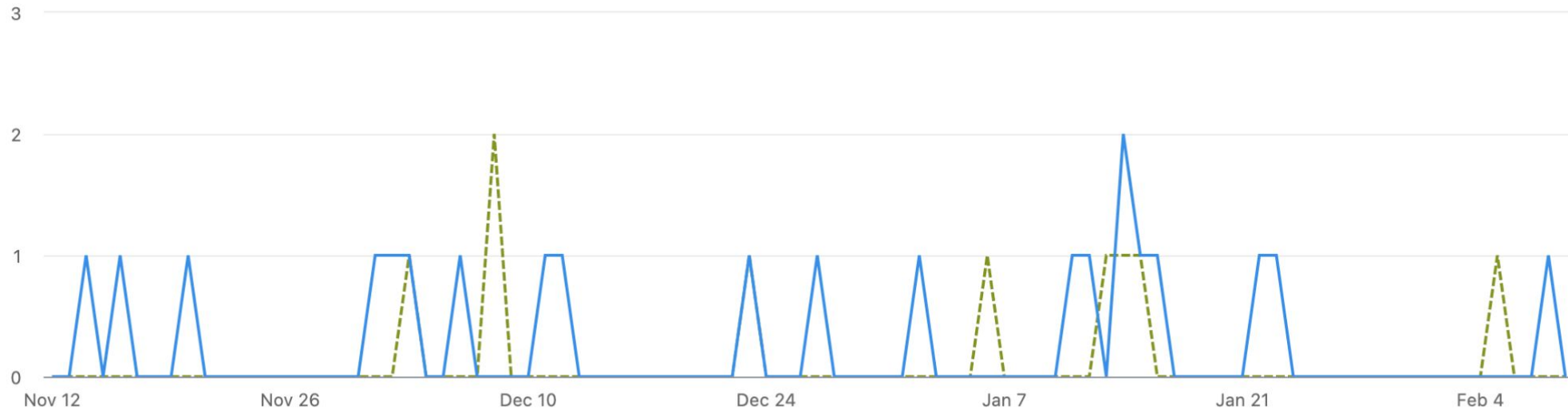
**9**  
Custom button clicks  
▲ 50%

## Visitor metrics ?

Unique visitors ▾

All pages ▾

All filters



Desktop

21

Mobile

9

## Follower highlights ?

**57**  
Total followers

**17**  
New followers in the last 29 days  
**▲183.3%**

## Follower metrics ?



Sponsored

Organic

## Visitor demographics

Job function 

Engineering · 28 (34.1%)



Information Technology · 12 (14.6%)



Arts and Design · 10 (12.2%)



Business Development · 7 (8.5%)



Research · 7 (8.5%)



Purchasing · 3 (3.7%)



Sales · 3 (3.7%)



Community and Social Services · 2 (2.4%)



Customer Success and Support · 2 (2.4%)



Operations · 1 (1.2%)



## Visitor demographics ?

Location ▾

Tucson, Arizona Area · 12 (14.6%)



Athens, Georgia Area · 11 (13.4%)



London, United Kingdom · 11 (13.4%)



Greater New York City Area · 10 (12.2%)



Greater Nashville Area, TN · 9 (11%)



San Francisco Bay Area · 6 (7.3%)



Washington D.C. Metro Area · 3 (3.7%)



Kansas City, Missouri Area · 3 (3.7%)



Nantes Area, France · 2 (2.4%)



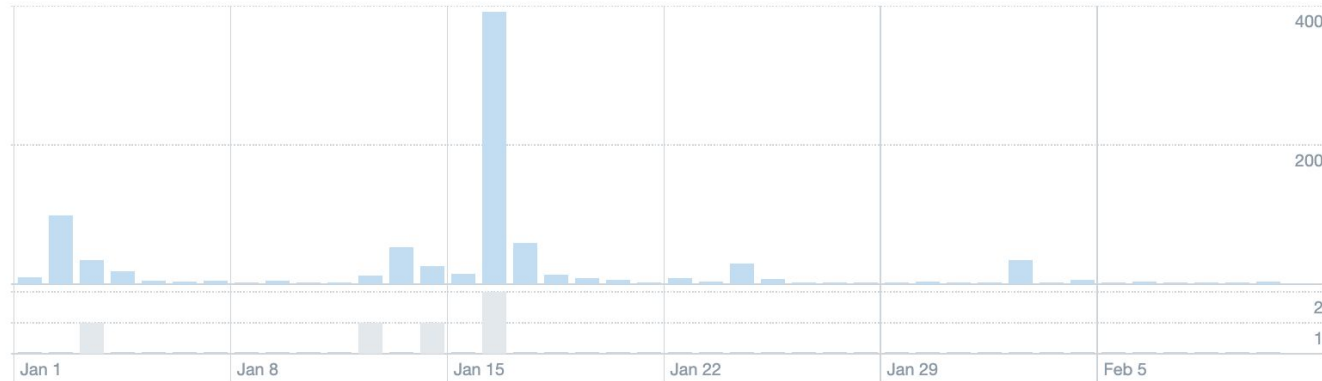
Greater Philadelphia Area · 1 (1.2%)






**TWITTER.**



# Your Tweets earned 875 impressions over this 41 day period



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

 <b>US Metric Association</b> @usma_metric · Jan 16 Save the date for the USMA Winter Virtual Meetup 15 February 2023 4:00 PM to 5:30 PM PT 5:00 PM to 6:30 PM MT 6:00 PM to 7:30 PM CT 7:00 PM to 8:30 PM ET <a href="https://pic.twitter.com/aRgO4rMdrE">pic.twitter.com/aRgO4rMdrE</a> <a href="#">View Tweet activity</a>	467	15	3.2%
 <b>US Metric Association</b> @usma_metric · Jan 3 FYI - Have you seen this episode of Cartoon Networks Teen Titans (2018) where Robin teaches the other Titans about the difference between the imperial system and the metric system? <a href="https://rottentomatoes.com/tv/teen_titans...">rottentomatoes.com/tv/teen_titans...</a> <a href="#">View Tweet activity</a>	87	2	2.3%
 <b>US Metric Association</b> @usma_metric · Jan 12 Metric Scholarship Award  Win a \$2500 scholarship for tuition payments toward a college degree!  All US high school seniors are eligible for the Kevlin/Jordan USMA Student Metric Scholarship Award.  Apply here: <a href="https://usma.org/metric-awards">usma.org/metric-awards</a>	71	18	25.4%

## Engagements

Showing 41 days with daily frequency

Engagement rate

5.0%

Feb 10  
0.0% engagement rate



Link clicks

7

Feb 10  
0 link clicks



On average, you earned 0 link clicks per day

Retweets without comments

4

Feb 10  
0 Retweets without comments



On average, you earned 0 Retweets without comments per day

Likes

7

Feb 10  
0 likes



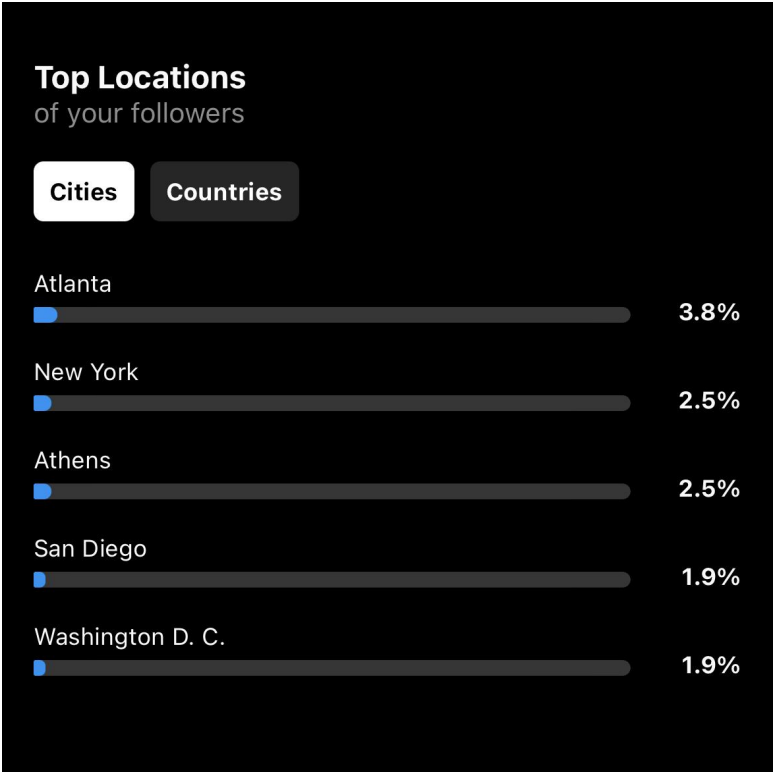
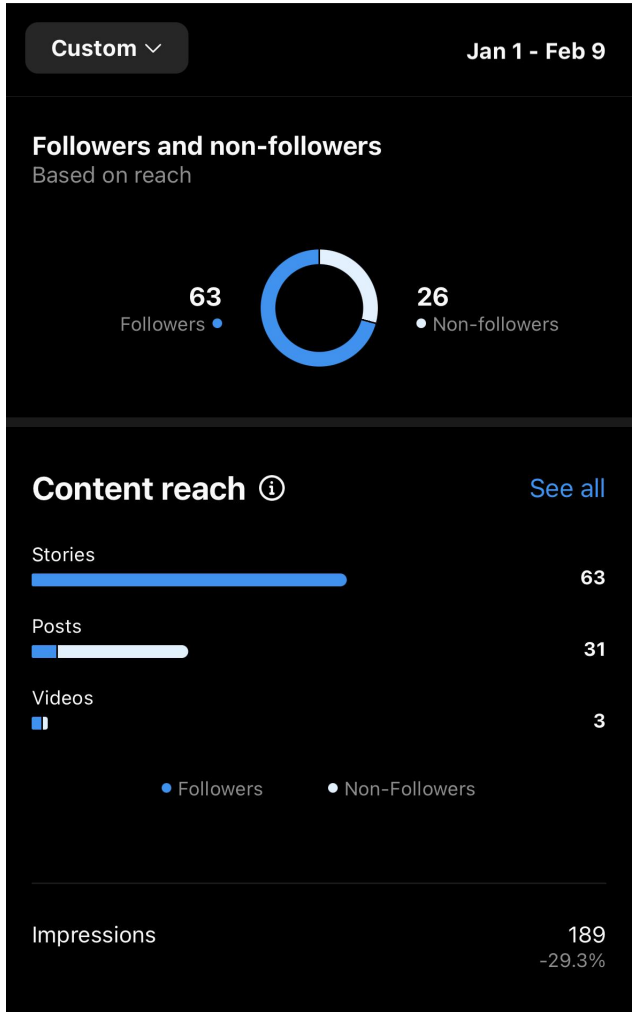
On average, you earned 0 likes per day







# INSTAGRAM.

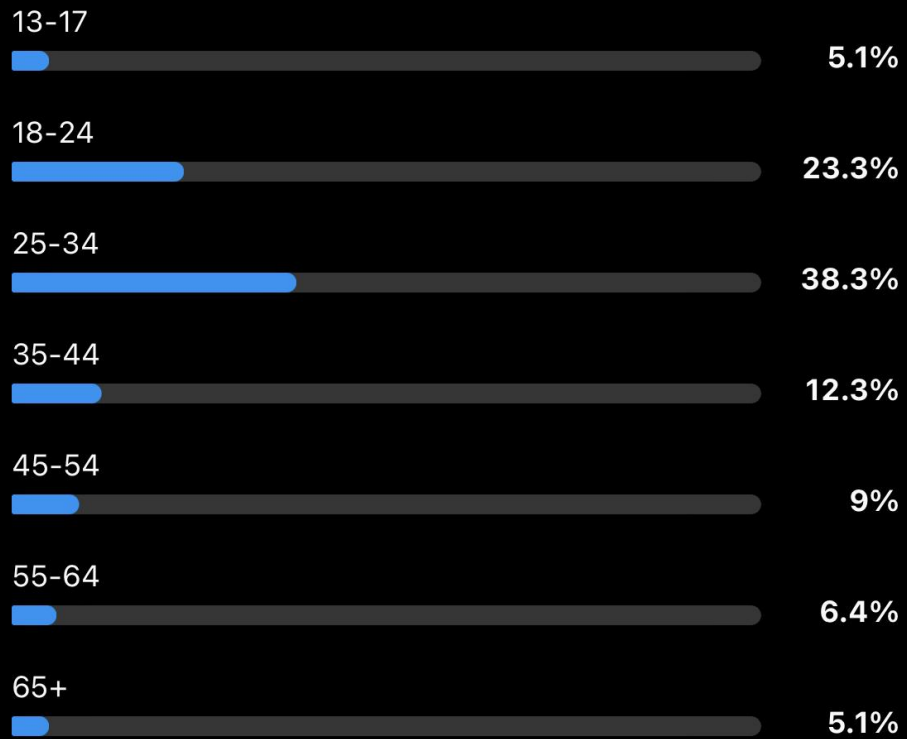


## Age Range of your followers

All

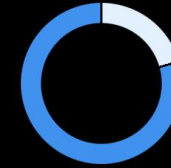
Men

Women



## Gender of your followers

79.3%  
Men



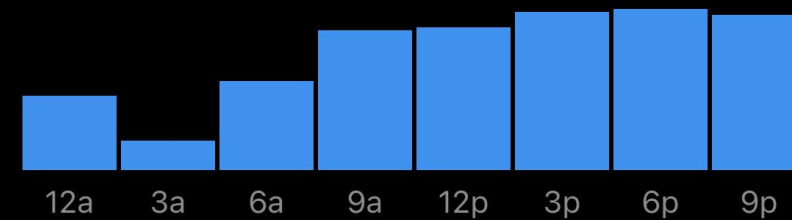
20.6%  
Women

## Most Active Times

Hours

Days

< Thursdays >













**FACEBOOK.**

## Page Overview

Last 28 days

Followers: 61

	Post reach 	8
	Post Engagement 	6
	New Page likes 	2
	New followers 	4