

Social Media Campaign Analysis of WCUG

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When looking through WCUG's Instagram page at the end of the semester, I am pleased to see that the organization has increased in the amount of followers. As of Aug 29, 2022 . The WCUG Instagram page has 1,109. As of Nov 28, 2022 the account has 1,150. Since the beginning of the semester the radio station has acquired a social media manager who has kept the account active with their last post being Nov. 23, 2022. This post also got 107 likes which could be one of the most liked posts on the page.

One thing that the organization does well is use the reel element of the app. This is important because the Instagram algorithm is pushing reel content right now to stay up with Tik Tok. WUG's most recent reels have brought in views in the thousands per reel. A recent reel hat was posted promoting "creepfest" gained lots of engagement like 2, 744 views as of Nov. 28, 2022 . As well as 150 likes, 1 comment, and 6 shares. They also utilize the story and highlights element of Instagram which is also super beneficial to the organization because the more elements of the app that are used the more Instagram will push the page. Unfortunately, the analytics to the account are not at my disposal, so I can't articulate what impact using these elements have on the page itself, but from knowing about the Instagram algorithm, I am able to see that we are off to a good start.

With all that being said, the page is not perfect. For instance, the Instagram page needs to be neater. In looking at the page, there are lots of reels which can throw off the look/aesthetic of an Instagram page, because no two videos are the same or have the same cover. If the social media manager would like to keep this environment on the page, they can create a border cover

around each picture and or reel cover to help give the page a more cohesive look while still allowing the main cover to be a “thumbnail” from the video.

In more detail, there is a reel on the page that is updating their audience in the absence of a show -Jukebox. This reel gained 693 views with 50 likes, 2 comments, and 6 shares. This reel incorporated a well known face of the radio station-Sho as well as being short and straight to the point. The organization has continued to salvage their entertaining, sarcastic, witty content which shows to be beneficial to them. When glancing at the page the first two story highlights - song request and concerts- do not have covers. To fix this, all the story highlights need a cover just for aesthetics. I quickly noticed that all the covers on the highlights go with the show or playlist which I personally do not see a problem with.

The bio itself is very good. Concise, informative, and simple, In a recent post, the caption invites the viewer to stay on their page by saying, “ If you miss the live version...link in bio.” This alludes to the linktree placed in the bio where more information and content can be found in the links provided which help gain engagement and followers.

The page also gets alot of engagement as in likes, and almost every post has at least one comment. To increase the amount of comments, provide a call to action by asking a question at the end of the caption. This helps to get people talking in the comments and actually engaging in the content being created. The captions should be broken up so they do not appear as large paragraphs. Continuous reading while scrolling is helpful because it allows for keeping the audience's attention while they move on to another post and can make them scroll back up and re-acknowledge the post and most likely leave a like or comment. Continually, the page has lots of flyers posted on their page, which is not inherently bad because it keeps the page filled with

different content and easier content to post than a video, A good thing to remember about Instagram is that people buy lifestyles. If WCUG continues to display a person in front of the camera promoting the event, this could help with engagement, interactions, as well as could help with the amount of people who tune in.