

# #TitansGive Social Media Report



AMBASSADORS CHALLENGES DONOR WALL FAQ

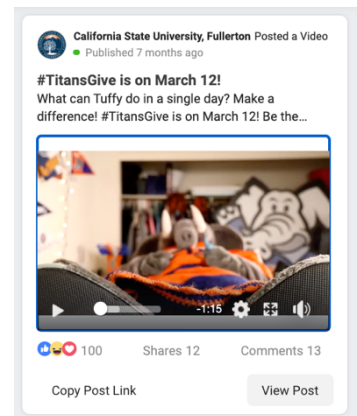


**\$208,294 RAISED 662 DONORS**

**Titans Give Website:** We used the website as the backbone to send prospective donors to from our social media posts. About a third of our donations are directly attributed to clicks on URLs embedded on our social media. <https://titansgive.fullerton.edu/>

**Videos:** Video was central to our social messaging. We dived into creating gifs that we then used as teasers to entice our viewers into looking at the videos. A key takeaway was that the short gifs had twice to three times the engagement as a static photo.

Ultimately, the success was in the strategies we used to move people from being engaged with a fun video showing our mascot going through a day of reminders to eventually clicking on a donation button and contributing to one of our deserving student-centered funds. We also included a thank you video from President Fram Virjee



**Video Links:** Tuffy's Reminder and Thank You

FB:

<https://business.facebook.com/CSUFOfficial/videos/157060472024335/>

GIF: <https://business.facebook.com/CSUFOfficial/videos/587592358503671/>

YouTube Links:


<https://youtu.be/UK3EdTrX11U>

<https://youtu.be/9HzwfS3-Axw>

**Social Posts:** Social media posts accounted for nearly a third of the clicks to our donor pages. We used separate tracking URLs for social to see if the clicks were coming from the website, emails, or social. The estimated amplification/metrics from our social ambassadors and the campus' social media network was well over a 50 percent increase had we not leveraged

California State University, Fullerton Posted a Video  
Published 7 months ago

**Day of Giving: March 12, 2020**  
One day. One goal. Will you be the difference? Join our university on March 12 for #TitansGive, Cal...



65 Shares 17 Comments 12

Copy Post Link View Post

**Distribution Summary**

+1.7x higher than your other posts within 21+ days of publishing.

- ↑ 1.6x more Average View Time
- ↑ 1.6x more Reactions
- ↑ 4.4x more Comments
- ↑ 4.6x more Shares

Did we succeed? The numbers tell the story.

## Amount Raised

**\$239,139** in support of student success.

## Organic across all platforms

Overall impressions – **1.5 million**

Overall Reach - **80,000**

Overall Engagements - **12,000** (clicks, shares, likes, comment)

## Paid (Facebook)


**31,500** total paid reach

**18,700** engagements (clicks, shares, likes, comment)

## Sample of post metrics

California State University, Fullerton  
Published by Jillian Boyd · March 11 ·

What can Tuffy do in a single day? Make a difference!  
#TitansGive is on March 12!  
Be the difference and be a part of Cal State Fullerton's first ever giving day: <https://titansgive.fullerton.edu/>



BIT.LY  
**#TitansGive is on March 12!** [Learn More](#)

**21,964** People Reached **698** Engagements [Boost Again](#)

Boosted on Mar 11, 2020 By Cal State Fullerton Completed

People Reached	<b>13.5K</b>	ThruPlays	<b>3.7K</b>
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[View Results](#)

54 3 Comments 11 Shares

Like Comment Share

**Performance for Your Post**

**21,964** People Reached

**11,287** 3-Second Video Views

**125** Reactions, Comments & Shares

83 Like	50 On Post	33 On Shares
16 Love	5 On Post	11 On Shares
2 Haha	0 On Post	2 On Shares
13 Comments	5 On Post	8 On Shares
12 Shares	11 On Post	1 On Shares

**573** Post Clicks

168 Clicks to Play	64 Link Clicks	341 Other Clicks
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**NEGATIVE FEEDBACK**

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts