



# Clemson Lacrosse

*Data Analysis for @Clemsonwlax on Facebook, Instagram, and X*

## **Zoomph**

### **BRAND VALUE**

An aggregated value of the logo and text mention exposures for the brand

### **SOCIAL VALUE**

The full equivalent media value of this social post based applicable impressions, video views, and engagements. You can see the CPM, CPE, and CPV used in your account settings.

### **ORGANIC POSTS**

The total number of posts across all sources. This excludes retweets and comments on posts.

### **IMPRESSIONS**

The number of times content was seen. True impressions are provided for owned content, and impressions for non-owned content are projected.

### **LOGO IMPRESSIONS**

The number of times Logo was seen. True impressions are provided for owned content, and impressions for non - owned content are projected.

### **ENGAGEMENTS**

The total number of standard engagements on this post such as likes, retweets, comments and reactions

### **VIDEO VIEWS**

The total number of times this creator's videos have been viewed.

## SOCIAL VALUE

**\$37,537**

*#8 in NCAA, #5 in ACC*

## ORGANIC POSTS

**450**

*#3 in NCAA, #1 in ACC*

## ENGAGEMENT RATE

**4.07%**

*#8 in NCAA, #4 in ACC*

## ENGAGEMENTS

**66,732**

*#6 in NCAA, #4 in ACC*

## IMPRESSIONS

**1,639,329**

*#8 in NCAA, #5 in ACC*

## VIDEO VIEWS

**238,951**

## SOCIAL VALUE

**\$2,809**

*#10 in NCAA, #6 in ACC*

## ORGANIC POSTS

**60**

*#9 in NCAA, #4 in ACC*

## ENGAGEMENT RATE

**6.61%**

*#10 in NCAA, #6 in ACC*

## ENGAGEMENTS

**2,399**

*#10 in NCAA, #6 in ACC*

## IMPRESSIONS

**36,313**

*#10 in NCAA, #6 in ACC*

## VIDEO VIEWS

**5,557**

*#19 in NCAA, #5 in ACC*

## SOCIAL VALUE

**\$28,487**

*#5 in NCAA, #4 in ACC*

## ORGANIC POSTS

**216**

*#10 in NCAA, #5 in ACC*

## ENGAGEMENT RATE

**3.25%**

*#7 in NCAA, #5 in ACC*

## ENGAGEMENTS

**59,468**

*#5 in NCAA, #4 in ACC*

## IMPRESSIONS

**1,425,887**

*#5 in NCAA, #4 in ACC*

## IG STORIES - ENGAGEMENTS

**498,320**

## SOCIAL VALUE

**\$6,241**

*#9 in NCAA, #4 in ACC*

## ORGANIC POSTS

**174**

*#17 in NCAA, #8 in ACC*

## ENGAGEMENT RATE

**1.74%**

*#13 in NCAA, #5 in ACC*

## ENGAGEMENTS

**3,055**

*#8 in NCAA, #4 in ACC*

## IMPRESSIONS

**177,129**

*#6 in NCAA, #4 in ACC*

# TOP POSTS

Clemson Lacrosse Owned

## Zoomph

@Clemsonwlax (IG)



WHAT Y'ALL KNOW ABOUT THE 9-0 TIGERS!!!!

IMPRESSIONS 46,557

ENGAGEMENT RATE 5.68%

BRAND VALUE \$0

@Clemsonwlax (IG)



Top-10 Tigers

IMPRESSIONS 33,284

ENGAGEMENT RATE 7.60%

BRAND VALUE \$0

@Clemsonwlax (IG)



Nothing better than a weekday surprise 🥰

IMPRESSIONS 29,482

ENGAGEMENT RATE 9.41%

BRAND VALUE \$0

## Social Demographics for @Clemsonwlax

- Male = 38.8%; Female = 61.2%
- Millennial = 36.9%; Gen-X = 24.6%; Gen-Z = 30.6%
- **Top 5 Locations** = USA, Spain, South Africa, New Zealand, and Mexico
- **Top 3 Terms & Time** = Lacrosse, Clemson, & School
- **Top 5 Social Connections** = Clemson WLax, UNC WLax, Syracuse WLax, BC WLax & Duke WLax
  - *The most prominent personality traits of your audience based on self-identified information and social activity.*

## Final Takeaways

- The entire Clemson Lacrosse social ecosystem (IG, FB, and X) for all accounts has combined for **316,319 followers**.
- The @Clemsonwlax social ecosystem (IG, FB, and X) has gained **4,423 followers in March**.
- Top 5 for overall social platform rankings in the ACC.
- Final graphics & Rankings do very well.
- Engagement rate on top 3 post are very good.
- Instagram is the accounts best platform.
- Interesting that account still is ranked well when numbers are lower than lots of our other accounts.
- Generational % is very even.

# **IT'S A GREAT DAY TO BE A CLEMSON TIGER!**

**MADISON NEEDHAM**