



**TROJAN
ATHLETIC
FUND**

INVESTING IN TODAY'S CHAMPIONS
& TOMORROW'S LEADERS

Social Media Year-in-Review FY 2017-2018

A large group of people, mostly men, are gathered in a huddle on a green artificial turf field. They are wearing various red and white clothing, including hats and shirts, some with "USF" or "TBD" logos. The background shows a crowd of people standing on a red track. The text "Followers Across Accounts" is overlaid in large white font.

Followers Across Accounts

Facebook: 1,117 Likes
Instagram: 904 Followers
Twitter: 679 Followers

100% Organic Following

Top Tweet earned 14.7K impressions

ALL CAMPUS LOTS open at 6:00am for EVERY home game throughout the season. Now you know and we look forward to seeing you tomorrow! **#FightOn**

↩ 1 ↻ 17 ❤ 74

Top Tweet earned 3,303 impressions

Thanks to all of our **#TrojanAthleticFund** members who came out to support & kick off the new season! See you all 9/2! **#ThankYou #FightOn**
[twitter.com/USC_Athletics/...](https://twitter.com/USC_Athletics/)

↩ 3 ❤ 16

Top Tweet earned 12.4K impressions

For the fourth consecutive year, the Graduation Success Rate of **@USC_Athletics** is at an all time high of 86%! 9 out of the 18 USC sports had a GSR of 90%. We are so incredibly proud of our student-athletes and the work they put in both on and off the field. **#FightOn**
pic.twitter.com/EawpISLTt4



↩ 4 ↻ 18 ❤ 78

Top Tweet earned 933 impressions

Join us this weekend to support physically challenged at the 38th Annual **@SwimWithMike**. From 7:30am to 2:00pm there will be a range of activities, appearance from our very own **@USCTMB** and other events throughout the day. For more info check out: bit.ly/2EkxHEX

↩ 2 ❤ 7

Twitter

- Gained 174 Followers since 7/1/2017
- 2nd platform that has grown the most (1st is Instagram)
- 1st in engagement earned from followers
- 76% Male vs. 24% Female
- Top Interests
 - Sports News
 - College Football
 - Sporting Events
 - Sporting Themes
 - NFL Football

Trojan Athletic Fund

Nonprofit Organization

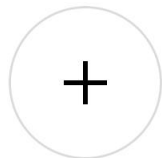
The official Instagram of the Trojan Athletic Fund 🙌

Investing in Today's Champions 🏆 & Tomorrow's Leaders 🎓

#FightOn

linktr.ee/trojanathleticfund

3501 Watt Way, Los Angeles, California



New



New Memb...



AWAY GAM...



TAPA



USC H

Call

Email

Directions



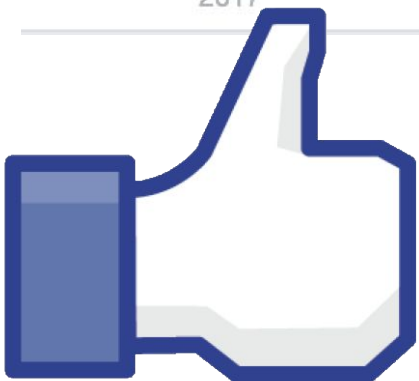
Instagram

- 904 Followers as of July 1st
 - 200+ since 7/1/2017
- 63% Male vs. 37% Female,
- Top Age Range 25-44
- Published 40 posts over the last year
- **#fighton** is our top tag for engagement

Instagram Stories Content





- Great tool for creating quick, short content from events
 - New Member Day
- Continue use? Yes!
 - Avg. reach is 223
 - Avg. # of impressions is 262





**TAF Facebook Page
Gained 60+ Likes since July 1st, 2017**

Most Engaging Types of Content

Type	Average Reach		Average Engagement	
 Video	404	<div></div>	42 32	<div></div> <div></div>
 Status	258	<div></div>	14 9	<div></div> <div></div>
 Photo	191	<div></div>	17 17	<div></div> <div></div>
 Link	181	<div></div>	15 12	<div></div> <div></div>

Trends with Social to Explore



- Adobe Spark: great for storytelling. Intersection between a presentation and video.
- Visual Storytelling is huge and is increasingly growing (IG and FB Stories)
- Live Streaming
- Bring back Student-Athlete Takeovers?

Graphic Design Templates:

- Save the Dates
- Events
- Reminders
- Highlights of Past Events



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