

# January 2025 Social Media Review

Period: Jan 1, 2025 - Jan 31, 2025

Date Published: Feb 3, 2025

## Summary

### Facebook:

- **Performance Summary:** January 2025

**1,971** Impressions

**215** Followers

**121** Engagements

**9** Post link clicks

**6.1%** Engagement Rate  
(per Impression)

- **Top posts of the month**



UT Southwest...

Thu 1/23/2025 6:00 p...

The first ever Dallas Arthroplasty Journal Club was held this month. This new clu.



<b>Total Engagements</b>	<b>37</b>
Reactions	4
Comments	1
Shares	2
Post Link Clicks	—
Other Post Clicks	30



UT Southwest...

Thu 1/16/2025 7:00 p...

Yesterday was the inaugural Health Disparities Research Lecture Series that was hel...



<b>Total Engagements</b>	<b>21</b>
Reactions	3
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	16



UT Southwest...

Mon 1/6/2025 6:00 pm...

Did you know that our orthopaedic oncology program combines...

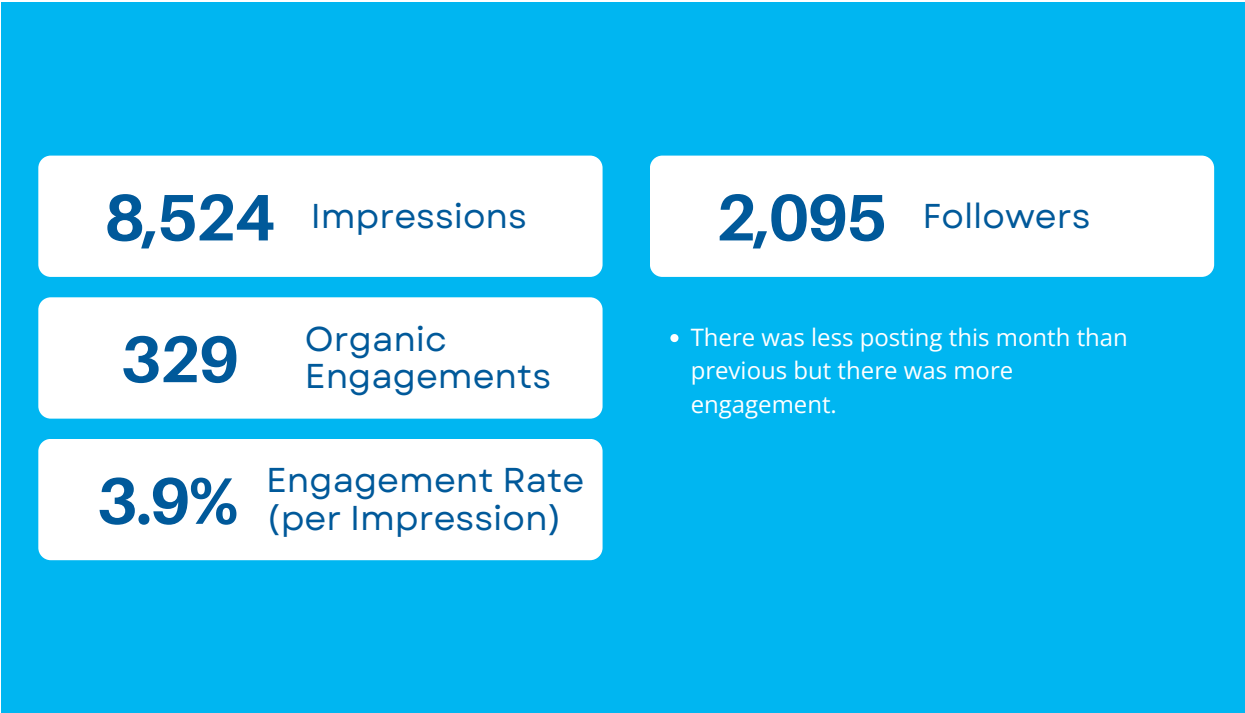
**In the Know: Getting...**



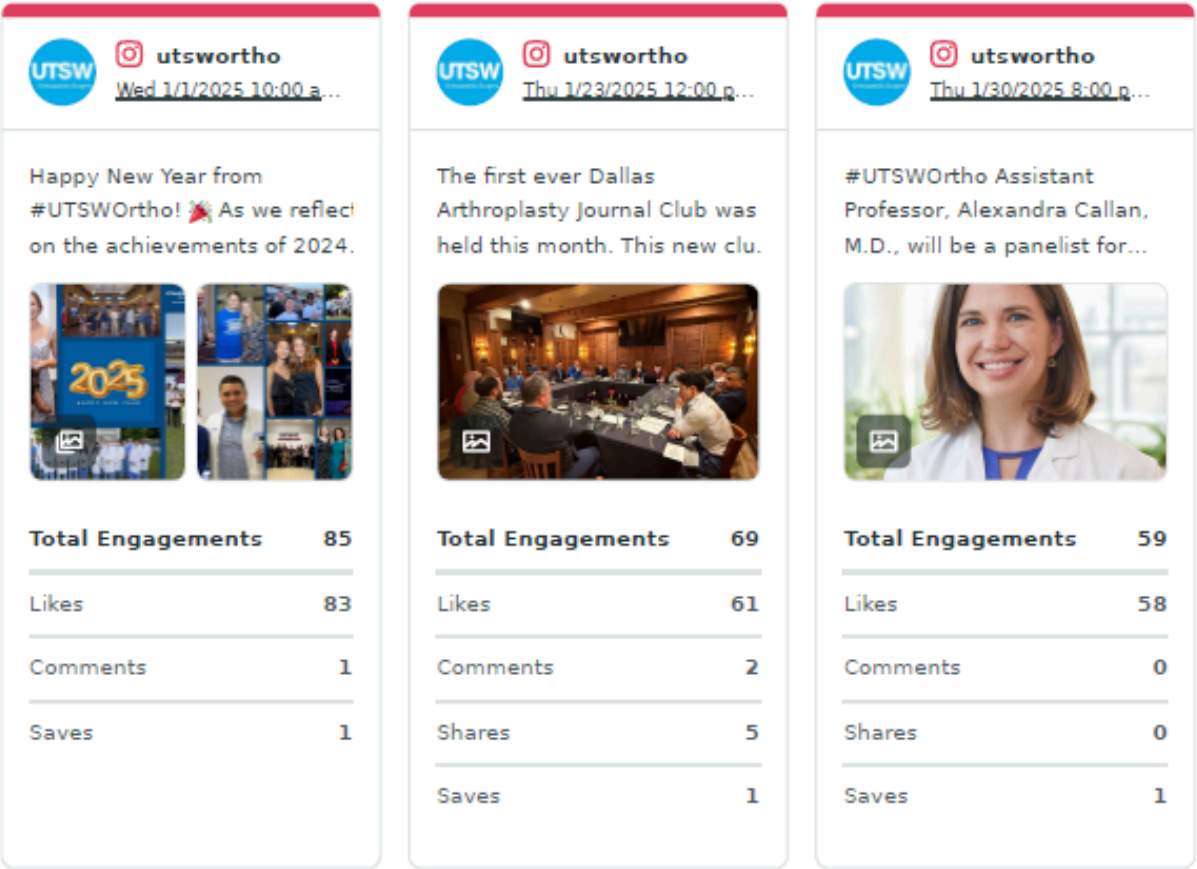
<b>Total Engagements</b>	<b>12</b>
Reactions	6
Comments	0
Shares	1
Post Link Clicks	5
Other Post Clicks	0

Instagram:

- Performance Summary: January 2025



- Top posts of the month



X/Twitter:

- Performance Summary: January 2025

**5,086** Impressions








**1,092** Followers

**141** Engagements

**11** Post link clicks

**2.8%** Engagement Rate  
(per Impression)

- Top posts of the month

<div><div>  @utswortho</div><div>Thu 1/23/2025 4:24 p...</div></div> <div>The first ever Dallas Arthroplasty Journal Club was held this month, and led by...</div> <div></div> <div><div>Total Engagements59</div><div>Likes7</div><div>@Replies0</div><div>Reposts1</div><div>Post Link Clicks—</div><div>Other Post Clicks51</div><div>Other Engagements0</div></div>	<div><div>  @utswortho</div><div>Tue 1/28/2025 12:18 p...</div></div> <div><div>#UTSWortho's Alexandra Callan, M.D. will be a panelist for the upcoming @USNewsHealth series called New Frontiers in Pediatric</div></div> <div><div>Total Engagements12</div><div>Likes6</div><div>@Replies0</div><div>Reposts0</div><div>Post Link Clicks1</div><div>Other Post Clicks5</div><div>Other Engagements0</div></div>	<div><div>  @utswortho</div><div>Mon 1/27/2025 2:42 p...</div></div> <div><div>#UTSWortho is excited for the upcoming @ORSociety 2025 Annual Meeting coming up next month. Faculty from our research team</div></div> <div><div>Total Engagements10</div><div>Likes3</div><div>@Replies0</div><div>Reposts1</div><div>Post Link Clicks—</div><div>Other Post Clicks6</div><div>Other Engagements0</div></div>
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## LinkedIn:

- Performance Summary: January 2025

**11,777** Impressions

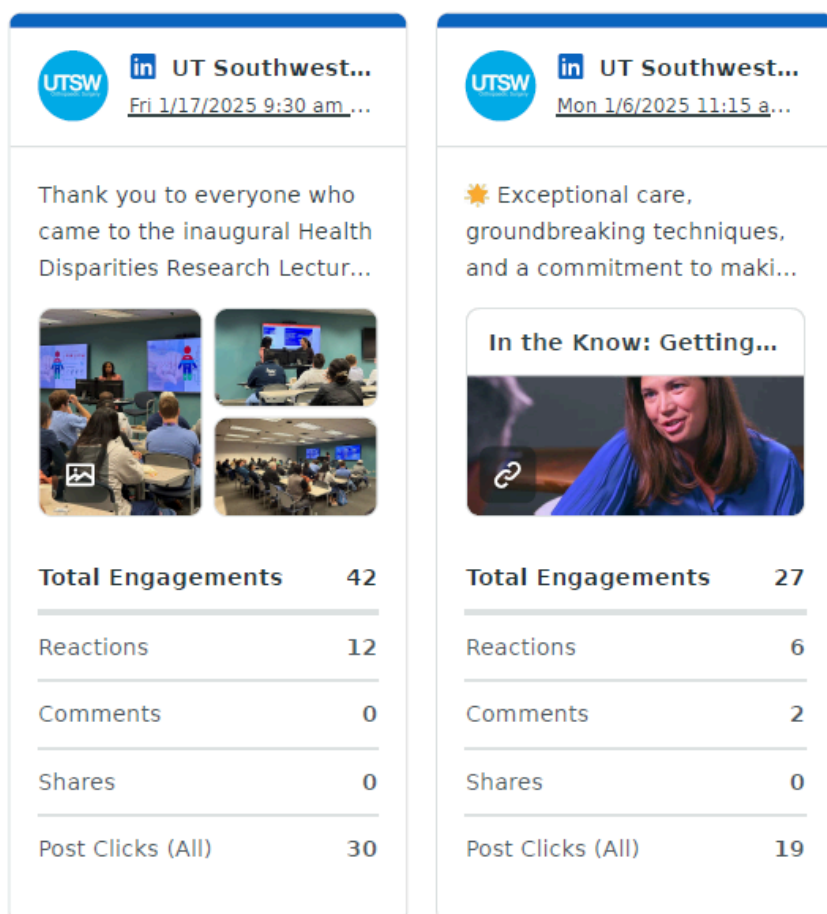
**663** Followers

**1,149** Engagements

**958** Post link clicks

**9.8%** Engagement Rate  
(per Impression)

- Top posts of the month



## Key Achievements and Milestones

Based on platform

<b>Facebook</b>	Followers grew by 2.9%
<b>Instagram</b>	Organic engagement increased by 29.5%; posting with pictures and promoting events gain engagement; There were less posts but still good engagement
<b>X/Twitter</b>	Increase of impressions by 8.4%; Estimated followers gained were 9 total and net follower growth is 3 total (given X's climate)
<b>LinkedIn</b>	Followers grew by 9.4% and net follower growth was 50%; increased impressions for the month at 47%

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## Challenges and Roadblocks

<b>Activity in the Department/Faculty</b>	As the new year began, there was notably less activity in the department, faculty, education, and research. The way to address it was repurpose some content and do event promoting/recaps.
<b>X/Twitter as a whole</b>	Over the past year, activity (followers, impressions, engagement) has been monitored given the current climate. I do think it has gotten better as far as activity.
<b>LinkedIn posting</b>	The time to post content on LinkedIn to get the best engagement and impressions is different than most of the other platforms. I will do more research this month to find best practices.
<b>Re-share posts</b>	It has taken a while for faculty to get involved on social and reshare posts (thank you Dr. Chen for being an example of re-sharing content).

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## Lessons Learned and Best Practices

### Learning and Improving for the Future

<b>Posts</b>	<b>IG/FB Stories</b>	<b>Tags</b>
<ul style="list-style-type: none"><li>• Sticking with the target of posting 2-3 times a week for most platforms</li><li>• Important events coming up: Match Day</li></ul>	<ul style="list-style-type: none"><li>• Since there was a lack of stories this month, we will post more stories in Feb.</li></ul>	<ul style="list-style-type: none"><li>• Continue to tag the main account more for the university.</li><li>• Tagging other major key players (likely to re-share)</li></ul>

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## Future Targets and Goals

February 2025

Facebook	Instagram	Twitter	LinkedIn
<ul style="list-style-type: none"><li>• Post 2 times a week</li><li>• Post more patient centered content and save department content for later</li></ul>	<ul style="list-style-type: none"><li>• Post about Match Day</li><li>• Post more stories</li></ul>	<ul style="list-style-type: none"><li>• Monitor activity throughout the month</li><li>• Short captioned content</li></ul>	<ul style="list-style-type: none"><li>• Faculty spotlight for our physicians; purpose is for faculty recruiting</li></ul>

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## Other Key Social Media Items

### January 2025

- The Social Media Intake Form is now in a RedCap form.
  - This report is a new format created to display social media analytics in a straight forward way. Information is gathered from Sprout Social.
    - Please let me know your thoughts on the new format and ways to improve.
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# Action Plan Next Month

## Social Media - February 2025

Key Recommendations	Action Plan
<ul style="list-style-type: none"><li>● Keep social media climate in the back of mind.</li><li>● Keep a cadence of posting based on social media platforms.</li><li>● Keep target audience in mind</li></ul>	<ul style="list-style-type: none"><li>● Content: Match Day promotion, recognition days</li><li>● Anticipate for any last minute content</li></ul>

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