TEXAS ★ STATE ®

SCHOOL OF JOURNALISM
AND MASS COMMUNICATION

LINKEDIN
REPORT
SPRING 2025

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Client Overview

TEXAS ★ STATE ®
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION

Leadership:

Judy Oksam
Harry Bowers

Media Specialist:

Albert Suarez

Degrees Offered:

Advertising, Digital Media Innovation, Journalism, Electronic Media, Mass Communication, Public Relations

Mission:

SJMC wants students to unlock storytelling skills, embrace innovation, and be part of the future of media.

Social Media Presence

Facebook overveiw:

Overall the SJMC Facebook page uses the same post from their Instagram on their Facebook, they have been somewhat inconsistent, but improved for the month of April on posting more.

Instagram overveiw:

Texas State SJMC Instagram is very well kept and up to date with current trends which increases their reach to their target audiance.

Linkedin overveiw:

Texas State's SJMC LinkedIn profile is more professional and does a great job on keeping up with oppurtunities that SJMC offers its students, however just like Facebook their LinkedIn has been inconsistent in the past, but improved over the past month.

Albert Suarez, Media Specialist, manages all of the social media accounts.

Platform Analysis

Audience: Texas State SJMC's LinkedIn primarily targets current students and alumni.

Presence: Texas State SJMC maintains a professional and informative Linkedin presence that serves as a way to showcase milestones, achievements, and updates.

Content: Posts highlight achievements, organizations, and events for faculty members and students.

Tone: Tone comes off as professional and academic.

Frequency: Frequency is slightly low and inconsistent; ranging from taking a few months to post to posting a few times last month.

Platform Analysis Continued

Engagement: SJMC's engagement within LinkedIn is typically 5-20 reactions on average, with minimal comments and shares.

Strengths: Profile strengths revolve around the content of posts, which highlight engageing academic events, collaborative content, and alumni and student spotlights.

Weaknesses: Profile weaknesses lie with the frequency of posts, as well as reaching younger demographics.

Opportunities: Opportunities for higher engagement include utilizing tags, posting interactive content, and including calls to action in posts.

Future Reccomendations

The Goal:

Increase professional engagement from current students and alumni by implementing a consistent weekly content strategy focused on student and faculty success, alumni stories, and career opportunities.

Our Strategies/Recommendations:

- Post two or more times per week with student and alumni spotlights, professional opportunities, and industry insights to engage with the target audience.

- Use tags and calls to action to get more engagement on posts.

- Highlight career resources such as internships, opportunities, and portfolio tips to utilize LinkedIn's professional specialty.

Sample Post #1

Texas State University- School of Journalism and Mass Comm
39 followers
Promoted

· · ·

We are THRILLED to announce that Texas State's 2025 NSAC team has received first place in the District 10 American Advertising Federation National Student Advertising Competition which was held April 9th through 11th.

This happens to be the 4th time that our students have won districts since 2020! Texas State's NSAC team was going against other universities from Texas, Oklahoma, Arkansas and Louisiana. Now that our team has won districts they will be advancing to the semi-finals which will take place in May 2025.

The students included in this team are, Juliet Cano, Dalton Mumma, Hailey Aaron, Alex Lopez, Ryan Eldredge, Alex Beyerlein, Sonya Eberhart, Colin Wade, Augustus Krueger, Khrissalyn Maldonado, Dj Villarreal, Zach Schulte, Sydney Allen, Aeron Shipp, Molly Podber, Kailey Couillard, Austin Barwegen, Lauren McGilvray, Jayla Martinez, Madison Weaver, Annabella Easdon, Emily Chu, Reese Raley, Raymond Rodriguez, Keegan Lanzerio, Maite Napoliello and Tanner Owen.

#TXSTSJMC #txstad #NSAC

Learn More

👍47   21 Comments

👍 Like   💬 Comment   ↗ Share   ✈ Se

8

Sample Post #2

Texas State University – School of Journalism and Mass Comm...
39 followers
Promoted

New Destination Added: SJMC Japan Study Abroad 2025

We're thrilled to announce that the Texas State SJMC Study Abroad Program is expanding, and Hiroshima is officially joining the itinerary for Summer 2025!

Led by professors Gilbert Martinez and Jon Zmikly, this immersive, faculty-led program takes students to Tokyo, Kyoto, and now Hiroshima for two weeks of hands-on experience in journalism, digital media, and content creation.

Students will write daily blog posts, feature stories, and travel essays, visit The Wall Street Journal's Tokyo bureau & Kyoto Shimbun and explore Hiroshima just months before the 80th anniversary of the atomic bomb.

We're proud to continue offering life-changing experiences that shape the next generation of communicators. Below are the students who will be participating in this year's program!

Learn More

47   21 Comments

👍 Like   💬 Comment   ➡ Share   ✈ Send

Sample Post #3

At Texas State University's School of Journalism and Mass Communication, we believe storytelling isn't just taught... it's lived! 🎤✨

Today, we're proud to highlight one of our very own alumni, Victoria Greenhaw, who's been making big waves in the world of digital media innovation! 🌊

During her time at SJMC, Victoria covered major campus events like PR Day, where she collaborated with some of our top faculty members and leading student organizations to deliver high-quality, real-time coverage across all platforms. Her passion for connecting communities through storytelling shined, and continues to shine, through every project she touches! 🎬

Now, she's continuing the Bobcat legacy by stepping into her new role as Social Media Manager at The Learning Pear, where she's bringing fresh energy and creativity to digital education spaces. 🌟

At SJMC, we believe in turning passion into purpose and our alumni prove that every day. Congrats again, Victoria! We can't wait to see everything you accomplish! 🐾📚

#TXST #SJMC #AlumniSpotlight #BobcatPride #DigitalMedia #Storytelling #MassCommunication #SocialMediaInnovation #JournalismMatters #HigherEd

👍 47   21 Comments

👍 Like   💬 Comment   ↪ Share

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Sample Post #4

Texas State University - School of Journalism and Mass Comm... •••
39 followers
Promoted

Dr. Judy Oskam, Director of the School of Journalism and Mass Communication at Texas State University, recently took the TEDxTexasStateUniversity stage to share her story of growth, resilience, and reinvention. Reflecting on her experiences across journalism, education, and leadership, Dr. Oskam emphasized the importance of embracing change, staying curious, and trusting the journey.

She reminded the audience that success isn't about having all the answers — it's about having the tools, strategies, and mindset to make things work. "Potential isn't about perfection," she said. "It's about perseverance and practice." Dr. Oskam encouraged students and professionals alike to stay open to new opportunities, lean into challenges, and keep building the skills that will serve them throughout their lives.

Her talk was a powerful reminder that Texas State University is a place where curiosity, ambition, and resilience are nurtured. Dr. Oskam's message highlighted the idea that with the right mindset and preparation, every Bobcat has the power to create meaningful, lasting impact — both during their time at Texas State and beyond.

Learn More

👍47   21 Comments

👍 Like   💬 Comment   ↪ Share   ✈ Send

LINKEDIN
Analytics Report

Social Media Performance Overview from March 1 to March 31, 2025
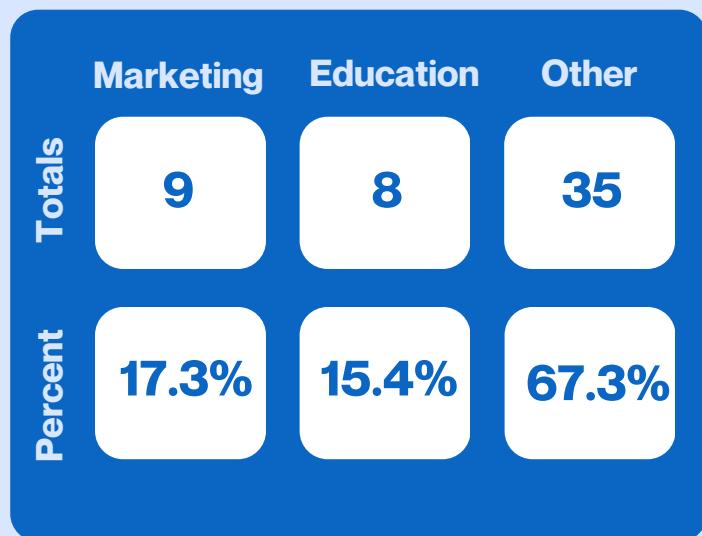
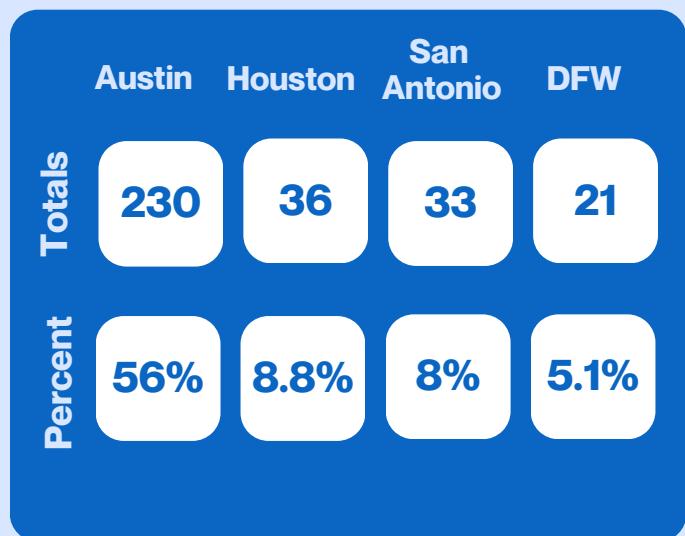### Page Views Desktop
36

Page Views Mobile
16

Followers
411

Top 3 Visitor Job Categories

	Marketing	Education	Other
Totals	9	8	35
Percent	17.3%	15.4%	67.3%

Top 4 Follower Locations

	Austin	Houston	San Antonio	DFW
Totals	230	36	33	21
Percent	56%	8.8%	8%	5.1%

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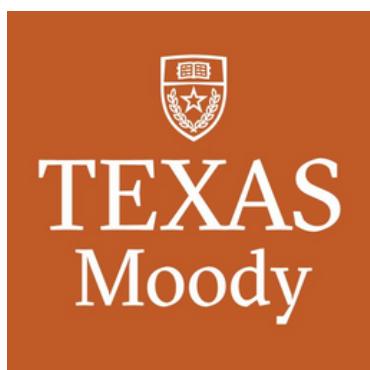
Competitor Analysis

Overview:

While researching the top three competitors' LinkedIn presence, we noticed a few insightful trends that helped some accounts perform better than others.

The LinkedIn for the University of Texas Moody College of Communication had the most followers among the three; their strength is carrying consistent and strong engagement.

Texas Tech University performed just slightly better than Texas State; having higher levels of engagement.

Texas A&M University and Texas State University had the closest presence on LinkedIn.

University of Texas
Moody College of Communications

Profile URL: https://www.linkedin.com/school/moodycollege/

Number of Followers: 11,421
Posting Frequency: 3-5 posts/week
Average number of Reactions: 100-200

Analysis:

When performing the competitor analysis of UT Moody, we noticed that they posted very frequently, with posts having a very polished, branded look to them.

Their content focused on major media collaborations, national awards, research, and faculty leadership.

Texas Tech University

College of Media & Communication

Profile URL: https://www.linkedin.com/school/college-of-media-&-communication-texas-tech-univer/

Number of Followers: 3,285
Posting Frequency: 2–3 posts/week
Average number of Reactions: 40–70

Analysis:

When performing the competitor analysis of Texas Tech CoMC we noticed that they focused heavily on career readiness, and highlighted real world applications.

They had significant alumni engagement, and tailored their content to the alumni audience .

Texas A&M University

University Department of Agricultural Leadership, Education & Communications

Profile URL: https://www.linkedin.com/company/texas-a-m-university-department-of-agricultural-leadership-education-communications/

Number of Followers: 1,373
Posting Frequency: 1–4 posts/month
Average number of Reactions: 10–20

Analysis:

When performing the competitor analysis of Texas A&M Communication, we found that they carry a strong platform presence with a steady frequency of posts, ranging between 1-4 posts a month.

Most of their content is focused on highlighting student and faculty achievement as well as posting upcoming events and news.