



Social Media Channel Audit
CMU Athletics
February 2017

Analysis

Central Michigan University athletics teams have their own social media channels with the exception of golf (no channels) and men's and women's cross country and track and field (shared accounts). Accounts tend to be self-promotional but will occasionally encourage audience to attend another team's game.

Most accounts are rather active but CMU Athletics and football have the largest follower bases. All team accounts are highly active during their team's season and nearly inactive during the off-season period. Teams should consider posting more content during these less active periods to keep followers engaged.

The most inactive channels are the Instagram accounts @cmulacrosse, @cmusoftball (accounts have no content) and @cmu_softball. These accounts should be deleted if they are not being used. Additionally, it is unclear as to which Instagram account belongs to the football team (@cmu_football or @cmufotball). One account should be deleted if the team is operating two separate accounts.

Main Channel

Observed on 2/8/17

Facebook	Likes	Last Updated	Notes
CMU Athletics	18,012	2-7-17	Content promotes a variety of teams rather than focusing heavily on one.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUAthletics	14.3K	705	7,250	2-3-17	Nice variety of photos, videos, articles and different sports.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmuathletics	3,468	133	424	10 weeks ago	Mainly promotes CMU

					Football, often posts graphics in place of photos.
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Teams

Baseball

Facebook	Likes	Last Updated	Notes
Central Michigan Baseball	2,073	1-23-17	Shares photo galleries with quality images and game details.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUBaseball	10.2K	10.1K	8,030	2-5-17	Nearly every tweet contains several images or a link to an article.

Instagram	Followers	Following	Photos	Last Updated	Notes
@centralmichiganbaseball	699	812	47	10 weeks ago	Posts graphics, fliers and fan photos.

Basketball (M)

Facebook	Likes	Last Updated	Notes
Central Michigan Men's Basketball	5,337	2-8-17	Graphics and links are consistent for each game.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUMensBBall	7,265	622	8,888	2-7-17	Live tweets events; due to this, other content get pushed down.

Instagram	Followers	Following	Photos	Last Updated	Notes
cmumensbball	685	92	207	2-3-17	Photos of logos are less engaging than the graphics and occasional videos

					shared on the account.
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Basketball (W)

Facebook	Likes	Last Updated	Notes
Central Michigan Women's Basketball	2,274	2-8-17	The use of vibrant photos and videos on the page is engaging for viewers.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUWBBall	4,272	1,208	9,085	1-10-17	Live tweeting of events as well as content consistent to Facebook photos and graphics.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmuwbball	561	60	284	1-10-17	Type of content posted is varied.

X-Country (M), X-Country (W), Track & Field (M), Track & Field (W) – shared account

Facebook	Likes	Last Updated	Notes
CMU Track & Field	1,068	2-5-16	Content typically includes photos or videos, but over the past two months has mainly been links or plain text.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUtrack	2,197	736	5,186	2-5-17	Live tweets events and shares links to articles.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmutrack	468	208	493	2-8-17	Most photos posted are consistent with Facebook and Twitter content

Field Hockey

Facebook	Likes	Last Updated	Notes
Central Michigan University Field Hockey	1,194	2-8-17	Promotes athletes outside of games (at practice, volunteering, etc.) and promotes other teams such as volleyball.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUFieldhockey	1,175	219	1,515	2-8-17	Photos are used to highlight player personalities and showcase player achievements; account promotes other teams on occasion.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmufieldhockey	228	77	37	2-8-17	Video content with music is created for Instagram and Twitter platforms, along with photo collages and simple photos.

Football

Facebook	Likes	Last Updated	Notes
Central Michigan Football	15,225	2-2-17	Content posted is a variety of videos, graphics and shared articles.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMU Football	19.3K	291	6,662	2-1-17	Content is consistent with what is posted on Facebook.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmufootball	1,038	60	47	2 weeks ago	*Unsure of which account is operated by the football team/athletics, if any. Content is not

					consistent with other platforms.
@cmu_football	1,041	519	17	23 weeks ago	*Unsure of which account is operated by the football team/athletics, if any.

Golf

Facebook and Twitter links on CMUCHIPPEWAS.COM redirect to CMU Athletics social accounts. No Instagram account exists.

Gymnastics

Facebook	Likes	Last Updated	Notes
Central Michigan Gymnastics	2,481	2-7-17	Graphics posted are consistent with those on Twitter and Instagram.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUGymnastics	2,094	557	3,018	2-8-17	Live tweeting of events, graphics are consistent with Instagram.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmugymnastics	335	295	31	2-8-17	Unique graphics are posted to notify followers of scores, upcoming events, etc.

Lacrosse

Facebook and Twitter links on CMUCHIPPEWAS.COM redirect to CMU Athletics social accounts.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmu_lacrosse	259	139	90	2-4-17	Photos/videos frequently show athletes outside of practice/games (attending other sporting events, traveling, etc.).

@cmulacrosse	19	0	0	N/A	
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Soccer

Facebook	Likes	Last Updated	Notes
Central Michigan University Women's Soccer	1,312	2-1-17	Creative posts welcoming new players to the team.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMU W Soccer	1,896	231	2,642	2-5-17	Promotes other sports (basketball, wrestling) and posts content similar to Facebook.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmu w soccer	386	42	189	2 weeks ago	Photos show players outside of games and practices; some videos posted periodically.

Softball

Facebook	Likes	Last Updated	Notes
Central Michigan University Softball	2,212	2-9-17	Graphics posted frequently to spotlight players and share "fun facts."

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUSoftball	3,197	352	8,380	2-9-17	Content posted is consistent with Facebook content.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmu_softball	138	43	4	113 weeks ago	Account has been inactive for over two years.
@cmusoftball	64	3	0	N/A	

Volleyball

Facebook	Likes	Last Updated	Notes
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Central Michigan Volleyball	1,550	2-2-17	Recent content is text heavy but content from the past several months is often accompanied with photos.
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Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUVolleyball	1,835	664	4,572	2-3-17	Content has personality and account sometimes promotes CMU men's and women's basketball.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmuvolleyball	642	146	269	1 week ago	Variety of videos, images, and photo collages.

Wrestling

Facebook	Likes	Last Updated	Notes
Central Michigan Wrestling	7,938	2-8-17	Variety of content, ranging from student spotlights to game-day graphics.

Twitter	Followers	Following	Tweets	Last Updated	Notes
@CMUWrestling	7,798	512	6,083	2-8-17	Content is mostly text, no photos or links.

Instagram	Followers	Following	Photos	Last Updated	Notes
@cmuwrestling	1,287	348	222	2-5-17	Updates to Instagram bio show when future competitions are.