June. 2023.

I-LABS Social Media Report

INSTITUTE FOR
LEARNING
& BRAIN
SCIENCES

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Summary

What we will know from this report:

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  - Suggestions
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  - Suggestions
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About this report

In today's digital era, social media platforms provide invaluable opportunities to disseminate cutting-edge research and engage with a global audience. As a leading interdisciplinary center in early learning and development research, I-LABS goal is to be at the forefront of global research generation. By investing in our social media presence and communication strategies, we bridge the gap between the science of learning and its practical applications.

The goal of I-LABS' social media projects is to enhance scientific literacy, foster understanding of cutting-edge research, engage people in the science of the brain and early learning, and encourage practical application in everyday life. It is a crucial aspect of our scientific studies, enabling widespread dissemination and comprehension of research findings for informed decision-making and action.

This report emphasizes and evaluates the role of social media investments and the public communication for the Institute for Learning & Brain Sciences (I-LABS).

Social Media Performance
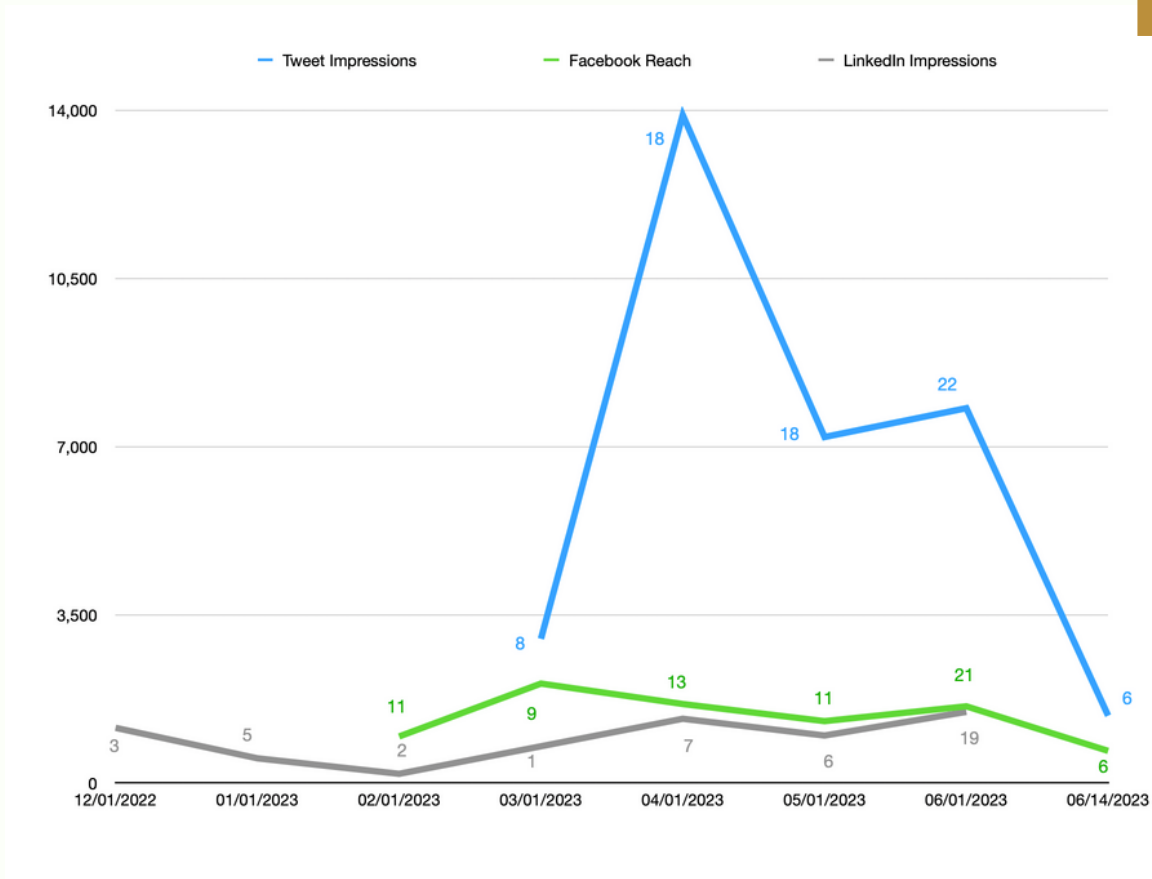
In the past 5 months, we have published a total of 72 campaigns on Twitter, 71 campaigns on Facebook, and 42 campaigns on LinkedIn.

Twitter has shown remarkable growth as the most successful platform for I-LABS, with an average of **8K** **impressions** per month this year, representing a significant **increase** of **60%** compared to the **5K** impressions per month we achieved last year.

Facebook experienced a **decrease** in average volume per month, with this year's average at **1.5K** compared to **2K** volume per month last year, resulting in a decline of 25%.

As for our new channel, *LinkedIn*, it has shown promising growth with an average volume of **1K** per month this year.

Increase in March: The data shows a significant increase in engagement and reach on Twitter in March. This notable spike can be attributed to the implementation of **fan growing hacks**, which were actively employed during the period. These growth strategies proved to be successful in acquiring additional volumes of followers and expanding the audience base.

Drop in April: Following the reduction of the following strategy, we observed **a return to normal levels** in the data. Despite this adjustment, our engagement has continued to improve, as indicated by an increase in average impressions from 5K to 7K. This demonstrates the effectiveness of our efforts in enhancing audience engagement and reaching a wider audience.

Suggestions

- Continue investing in and **maintaining efforts on follow-unfollow growing strategy**, as it brings the best ROI.

- Consider **revising** the Facebook strategy or **reducing** investment based on current results.

- Increase investment in LinkedIn, potentially by subscribing to a **Premium Account**, to leverage its potential as a significant channel for I-LABS.

Follower growth

Across our social media platforms, we have observed notable growth in our fan base during the period of January to June. Here is a summary of the growth rates:

- **Facebook**: Experienced a growth rate of approximately **0.6%** (from 3.3K to 3.32K followers).

- **Twitter**: Achieved a growth rate of around **6.9%** (from 2,607 to 2,787 followers).

- **LinkedIn**: Demonstrated significant growth with a growth rate of about **600%** for connections (from 157 to 1,100) and approximately **615%** for company page followers (from 52 to 372).

- **YouTube**: Showed steady growth with a growth rate of approximately **1.4%** (from 36.2K to 36.7K subscribers).

- **Instagram**: Just switched from #FindingMath project. (from 300 to 362 followers).

Follow-back Rate Test

During March, we conducted a follow-back rate test across all platforms. The results revealed that **LinkedIn** experienced the highest growth, with a remarkable follow-back rate of approximately **40%**. **Twitter**, on the other hand, exhibited a follow-back rate of **10%**, while the growth on other platforms remained relatively minimal.

Suggestions

- The **Follow-back Growing Strategy** has demonstrated its effectiveness in increasing both followers and engagement. It is crucial to diligently execute this strategy to capitalize on its potential.

- Taking into account these findings, I-LABS should place a significant emphasis on fostering the growth of our **LinkedIn** presence. This can be accomplished by tailoring our content to resonate with the preferences and interests of the LinkedIn user base.

- Regarding **Facebook's** stagnant growth: Personal invitations may not be effective on this platform. Instead, we can consider joining **local Facebook education groups** and actively share valuable information like parenting tips to foster engagement and attract a targeted audience.

Audience Demographics

Learn from our current followers, and grow it better!

Distribution
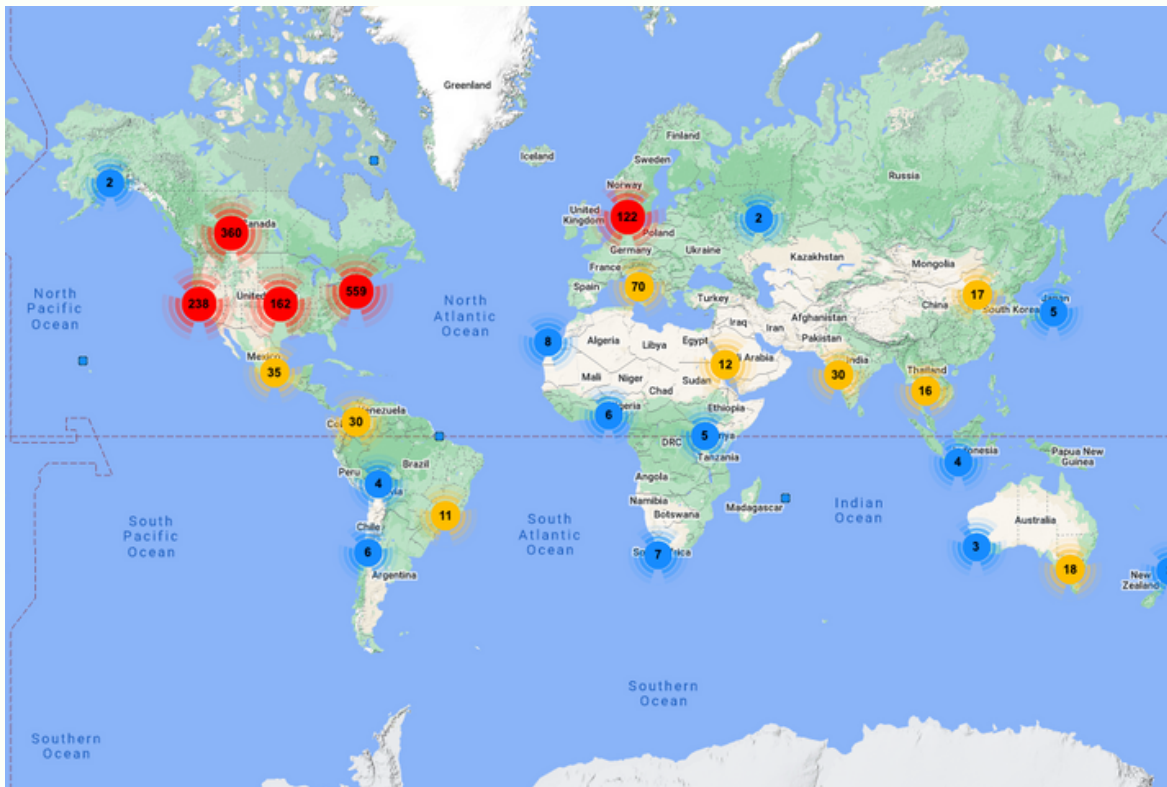
Follower Distribution

The majority of I-LABS followers, comprising over **64%**, are located in the **United States** across all social media platforms. A significant portion of the followers, 2.9%, originate from India, while 2.6% come from Canada. Brazil contributes 2.1% of the followers, and 1.8% each come from Australia, Mexico, and the UK. Moreover, 1% of the followers are from Spain, Greece, and Italy.

Focusing on the **U.S. followers**, it is noteworthy that approximately **10%** of them reside in **Seattle, Washington**, further highlighting the concentration of engagement within the community near I-LABS.

Suggestion: To deepen engagement, I-LABS can considerate leverage strong presence in Seattle with the **local community** by organizing events, workshops, or seminars that provide opportunities for people, especially for local **educators**, **policymakers** and **parents** to learn about early brain science research and its implications.
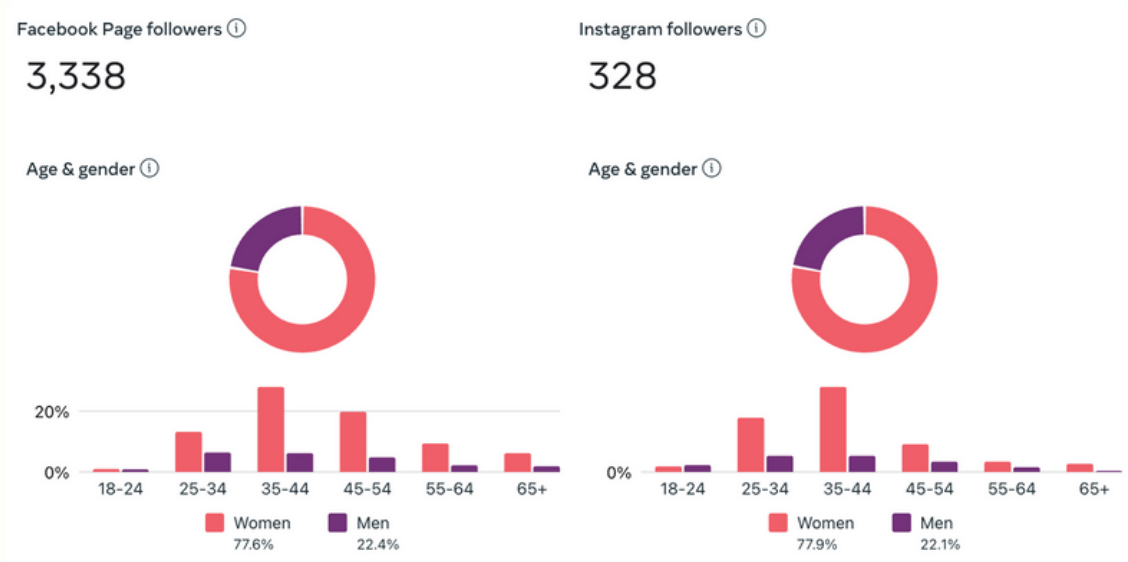
Active time
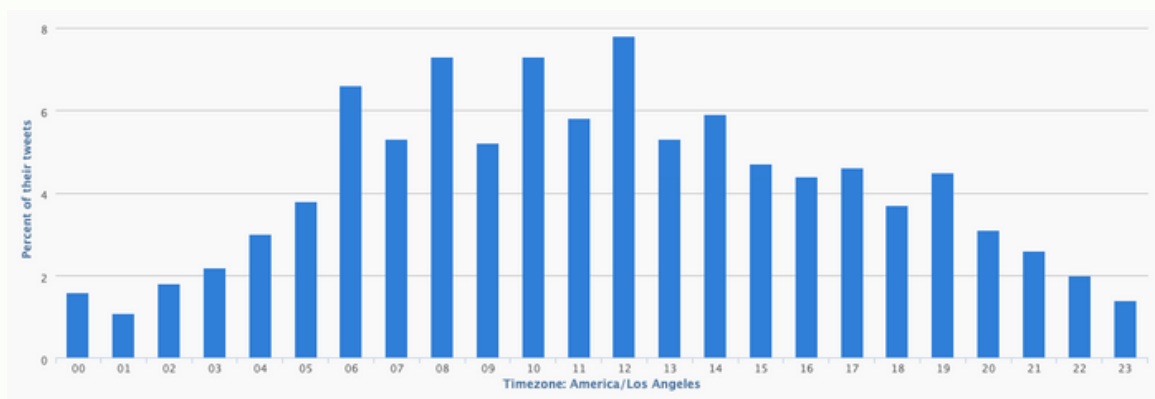
Followers Active Time

Based on our findings from the previous report, it was observed that I-LABS followers exhibit peak activity between **9 AM and 12 PM Pacific Time**, equivalent to **12 PM and 3 PM Eastern Time**. In response, we implemented a strategic posting schedule centered around **10 AM**. Subsequently, we witnessed enhanced content reach and dissemination over the past six months compared to previous periods.

Suggestion: Given the positive feedback, it is recommended to maintain and continue executing this strategy moving forward.

Gender & Age & Languages

Facebook Page followers ⓘ

3,338

Instagram followers ⓘ

328

Age & gender ⓘ

20%

0%

18-24   25-34   35-44   45-54   55-64   65+

■ Women   ■ Men
77.6%   22.4%

Age & gender ⓘ

0%

18-24   25-34   35-44   45-54   55-64   65+

■ Women   ■ Men
77.9%   22.1%

Gender & Age Distribution

Through the analysis of data feedback from I-LABS' accounts, it has been observed that approximately **77%** of I-LABS fans are likely to be **female**, while around **22%** are **male**. This indicates that females constitute the majority of our fan base. And the **Age Distribution** is primarily in the 35–54 age range.

This finding provides valuable insights for our social media strategy, encouraging us to better cater to **the needs of our female audience** in content creation and targeting, ensuring our communication resonates with and retains this key demographic.

Languages
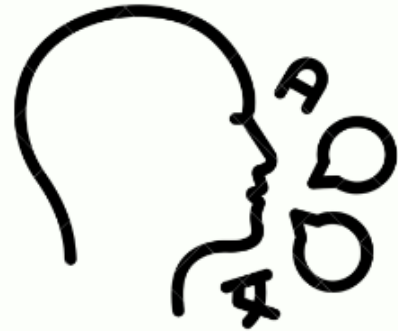
According to Twitter data, 72.2% of our followers are English speakers, while the remaining **27.8%** are **bilingual, multilingual or non-English speaker**. That means the research related to **bilingual studies** may capture the interest of 1/4 of our followers.

Future Campaign Idea:

1. **Mother's Day Campaign**: Highlight the important role of mothers in child development, share inspiring stories of mothers, and promote I-LABS research related to motherhood and parenting.
2. **Community Stories of Women**: Feature a series of community stories that showcase the diverse experiences and achievements of women in various roles related to child development.
3. **Girls/Women in STEM**: Highlight the accomplishments and contributions of female researchers, scientists, and innovators in advancing the understanding of early brain development and nurturing young minds.
4. **Language Learning Tips:** Offer short, practical tips and resources for parents and caregivers on how to support language development in children who are growing up in multilingual environments.

Representative Followers

I-LABS followers including policy makers, media reporters, world renowned universities, research centers, organizations, independent researchers and the public. Check out if you know any of our followers!

Famous Followers

@PattyMurray
Senator Patty Murray
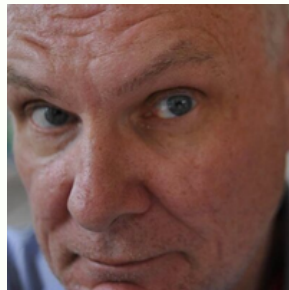

@RepJayapal
Congresswoman

@NickKristof
NY Times columnist

Top Followers From March to June

Ben Heddy
@DrHubaEvaluator

@DrHubaEvaluator
George J Huba PhD

@NewAmericaEd
New America Ed

Researchers & The followers who interacted with us the most

@AllisonMaster
Dr. Allison Master

@KCCompton
KC Compton

@blueridgegurl
Linda Shockley

In-network Organizations

Collaboration and engagement are at the heart of social media ethos, and this extends to our relationships with other organizations. Throughout the year, we have had the privilege to interact with, highlight, and learn from these organizations and the people behind them. View the List.

@BezosFoundation
Bezos Family Foundation

Overdeck Family
Foundation
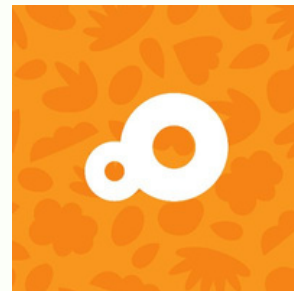
@joinvroom
Vroom

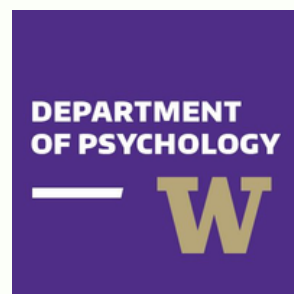@EarlyLearnNatn
Early Learning Nation

@edutopia
edutopia

@HuntEarlyEd
The Hunt Institute - Early
Childhood

@UW
University of Washington

@sciam
Scientific American

@UWPsychology
UW Psychology

How to use the Contact Lists?

To enhance our follower growth strategy, we have compiled a **contact list** for I-LABS, including **relevant accounts** for interactions and **key organizations** in the field of Early Learning and Brain Science. Here are some recommended approaches for utilizing these connections:

1. **Follow the accounts followed by our listed contacts, as this increases the likelihood of reciprocal follows.** Given that these accounts are within our field, there is a higher chance of receiving follow-backs compared to users focused on unrelated topics.
2. **Engage in trending threads initiated by these accounts.** Leave comments or share posts related to I-LABS research when appropriate. This participation helps increase our visibility and establishes our presence within the community.
3. **Collaborate with our partners to amplify our important news.** Request retweets and likes for significant updates, such as groundbreaking research findings and seminar information. Partner involvement increases the reach and impact of our content.

The National Association for the Education of Young Children	National Scientific Council on the Developing Child
Zero to Three	Society for Neuroscience (SfN) Annual Meeting
EarlyBrainDev	International Congress of Infant Studies (ICIS)
Society for Research in Child Development	Biennial Meeting of the Cognitive Development Society
American Psychological Association	Early Years Conference

View the full *Lists*.

Work Report Summary

Here's a summary of I-LABS recent achievement on Social Media:

- We have successfully published **185 posts** across all social media platforms.
- We have newly established accounts on LinkedIn and Instagram, and have experienced rapid growth on both platforms.
- We have witnessed a notable increase in our fan base over the past 6 months, gaining a total of **1763 new followers**. This represents a **4.1% growth rate**, bringing our accumulated follower count to **44,621 across all channels**.

Suggestions to gain more impact:

- Use **Audience Demographics** data to create content tailored to users' preferences, including themes focused on women, bilingual learning, and research pertaining to minority ethnic communities.
- Establish a sense of **community** and promote interactive engagement to attract **local followers** and involve them in I-LABS' events and lectures.
- Experiment with publishing or creating additional **video content**, for example, by inviting I-LABS researchers to participate in the "People of I-LABS" campaign through video interviews or profiles.
- Continue implementing innovative **Follower Growth Strategies** to achieve a greater impact.

Thank you for reading the report!

At the last part of this report, I would like to extend my heartfelt gratitude to supervisors **Erica Stevens** and **Amelia Bachleda** for their invaluable support and guidance throughout this project. It has been an incredibly rewarding work experience under their leadership.

I would also like to take this opportunity to warmly welcome **Joanna Yang**, the new Social Media Manager of I-LABS. With Joanna on board, I am confident that we will further enhance our impact and reach in the field.

Lastly, if there is a need for additional data or any further clarification, please do not hesitate to reach out to me via email.

✉ Jia Liu <jliuzhh@gmail.com>

Keep up the excellent work, team! Let's continue engaging our audience and expanding our presence on various social media platforms.