Analysis Questions and Analysis Answers

For Administrative Support and Student Support Units

Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit’s clients/customers that you might attribute to these changes.

Established in 2012, the office of External Affairs, which includes Communication, has made numerous changes based on assessment activities. The Office of Divisional Communication was established to communicate with both internal and external audiences, from Student Affairs staff members to donors to currently enrolled students.

The Office of Communication created an assessment plan that allowed staff members to monitor and evaluate effectiveness and outreach activities. This was accomplished through the creation of social media accounts on Facebook, Twitter and Instagram, and the platforms were monitored for activity. Over the course of the last three years, growth has been seen in all accounts, with the Facebook account accruing 1,387 followers, the Twitter account accruing 3,310 followers and the newest account, Instagram, accruing 265 followers. This would indicate the plans and additional measures we have added since inception continue to provide us with data that is useful in helping us evaluate our reach to constituent groups. This would indicate Twitter the most opportunity for outreach, and should be a large part of our planning and content strategy.

The Office of Communication also created and distributed content to tell the story of Student Affairs. This included two editions of a printed magazine, Capstone, each year. In 2013-2014, there were 11,500 copies printed and distributed. The intention in developing content for Capstone magazine was to highlight the Division’s priorities. In its third year of publication, these items have become featured material for the Division and it is a staple in promoting these priorities.

Student Affairs’ message was also communicated through weekly e-newsletters and web highlight stories. The e-newsletter has become a go-to source for staff members in determining what is going on in the division each week. It is also beginning to be perceived as a means for external audiences to share content with the division university-wide.

The department has also hosted the Student Affairs Expo each year, to promote all departments within Student Affairs and encourage student engagement.

Mission / Purpose

To provide key constituents with appropriate resources, support and messaging related to communication about Student Affairs programming, services and opportunities.

Goals

G 1: Communication- External
Student Affairs communication will provide regular communication to external audiences including SA donors, Campus Partners and alumni of Student Affairs.

G 2: Communication- Internal
Student Affairs Communication will provide regular communication within the division to all staff and graduate assistants.

G 3: Communication - Students
Student Affairs communication will actively engage with students through various outlets throughout the year.

G 4: Resources
Student Affairs communication will provide resources to assist students and staff with promoting or communicating programs, events, etc.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Resources
Student Affairs communication will provide resources to assist students and staff with promoting or communicating programs, events, etc.

Related Measures

M 1: # of newsletters for offices within SA
Number of newsletters for offices within Student Affairs.

Source of Evidence: Activity volume

Target:
No target set.

Finding (2013-2014) - Target: Met
During the 2013-2014 assessment cycle, staff members in divisional communication provided assistance with creating three (3) newsletters for the Office of Parent Programs. Staff members also edited monthly e-newsletters for the Office of Parent Programs.
OthOtcn 2: Communication - Students

Student Affairs communication will actively engage with students through social media outlets throughout the year.

Related Measures

M 2: # of programs which engaged students
Number of programs and services offered to support students at UA and inform them of resources within the Division of Student Affairs.

Source of Evidence: Activity volume

Target:
No Target

Finding (2013-2014) - Target: Met
The Student Affairs Communication department held the third annual Student Affairs Expo in January, which promoted all of the department, programs and resources within the division to current UA students. Almost all of Student Affairs departments were represented at the event, which allowed almost 300 students to engage with Student Affairs professionals and learn more about the resources available to them. Overall, 293 students engaged with various departments at the 2014 Student Affairs Expo, and 153 fully completed engagement cards by visiting at least five department tables to learn more about programs and services.

M 3: Social Media - Facebook followers
Number of followers on Facebook, a social media platform.

Source of Evidence: Activity volume

Target:
No target set.

Finding (2013-2014) - Target: Met
The Division's reach on social media has continued to grow this year, with more than 1,387 Facebook fans, up from 1,100 Facebook fans last year.

M 4: Social Media - Facebook posts liked
Number of posts "liked" by followers on Facebook, a social media platform.

Source of Evidence: Activity volume

Target:

Finding (2013-2014) - Target: Not Reported This Cycle
The Division of Student Affairs Facebook account, Bama Student Life, had posts liked 213 times during the 2013-2014 year.

M 5: Social Media - Facebook posts shared
Number of posts "shared" by followers on Facebook, a social media platform.

Source of Evidence: Activity volume

Target:

Finding (2013-2014) - Target: Not Reported This Cycle
The Division of Student Affairs Facebook account, Bama Student Life, had posts shared 42 times during the 2013-2014 year.

M 6: Social Media - Twitter followers
Number of followers on Twitter, a social media platform.

Source of Evidence: Activity volume

Target:
No target set.

Finding (2013-2014) - Target: Not Reported This Cycle
The Division of Student Affairs Twitter account, Bama Student Life, had 3,310 followers for the 2013-2014 assessment year, up from 1,800 follower last year, an increase of 83.8%.

M 7: Social Media - Instagram posts liked
Number of posts "liked" by followers on Instagram, a social media platform.

Source of Evidence: Activity volume

Target:

Finding (2013-2014) - Target: Not Reported This Cycle
The Division of Student Affairs Instagram account, Bama Student Life, had posts liked 850 times during the 2013-2014 assessment cycle.

M 8: Social Media - Twitter posts favorited
Number of posts "favorited" by followers on Twitter, a social media platform.

Source of Evidence: Activity volume

Target:
No target set.

Finding (2013-2014) - Target: Not Reported This Cycle
The Division of Student Affairs Twitter account, Bama Student Life, had posts favorited 496 times.

M 9: Social Media - Twitter posts retweeted
Number of posts "retweeted" by followers on Twitter, a social media platform.
Source of Evidence:  Activity volume

Target:  
No target set.

Finding (2013-2014) - Target: Not Reported This Cycle
The Division of Student Affairs Twitter account, Bama Student Life, had posts retweeted 1,251 times during the year.

M 10: Social Media - Instagram followers
Number of followers on Instagram, a social media platform.

Source of Evidence:  Activity volume

Target:  
No target set.

Finding (2013-2014) - Target: Not Reported This Cycle
The Division of Student Affairs Instagram account, Bama Student Life, had 265 followers for the 2013-2014 assessment cycle.

OthOtc 3: Communication - Internal
Student Affairs Communication will provide regular communication within the division to all staff and graduate assistants.

Related Measures

M 11: # of Internal Communication Efforts
Number of publications or communication points provided to internal audiences regarding the Division of Studnet Affairs.

Source of Evidence:  Activity volume

Target:  
No Target

Finding (2013-2014) - Target: Met
Internal audiences received the following communication pieces from the Division of Student Affairs in 2013-2014: Capstone Magazine (Fall 2013) - 5,500 copies printed; Capstone Magazine (Spring 2014) - 6,000 copies printed; Student Affairs E-Newsletter - sent weekly to more than 300 staff members; Annual Report (2012-2013) - 1,600 copies printed; In addition, updated 911 Guides were created, printed and distributed to all University of Alabama staff members, and additional copies were shared with the Graduate School, Human Resources and other departments as requested. There were 7,725 copies of the 911 Guide printed, and 5,569 were sent out through UA's bulk mail unit. This publication was a guide to using campus resources to handle student issues, concerns and emergencies. Within Student Affairs, Shout Out notepads were created as a new way to spotlight great effort on the job within the Division of Student Affairs, encouraging staff members to congratulate each other when they witnessed great work being done. More than 320 copies of this custom notepad were created and each member of the Student Affairs team received a copy.

OthOtc 4: Communication - External
Student Affairs communication will provide regular communication to external audiences including SA donors, Campus Partners and alumni of Student Affairs.

Related Measures

M 12: # of publications for external audiences
Number of publications for external audiences.

Source of Evidence:  Activity volume

Target:  
No target set.

Finding (2013-2014) - Target: Met
Student Affairs Communication created or assisted with publications and projects for other departments throughout the year, including three editions of Parent Program's Crimson Connections print newsletter (summer, spring and fall) and two t-shirts for UA's Freshman Learning Communities.

Also, a new student position was created within the office to create more video content for sharing on websites and social media platforms. This student created a highlight video from the Student Affairs Expo, in addition to Camp 1831 videos and Parent Orientation videos.

M 13: # of External Communication Efforts
Number of External Communication Efforts

Source of Evidence:  Activity volume

Target:  
No Target Set

Finding (2013-2014) - Target: Met
External audiences received the following communication pieces from the Division of Student Affairs in 2013-2014:
Fall 2013
In Fall 2013, 5,500 copies of Capstone magazine were printed and 4,653 were mailed to homes and offices of Student Affairs staff, partners, alumni, donors and friends. The fall edition of the magazine featured stories on the following departments, programs, events and people: FYE’s Camp 1831, the 2013 Student Affairs Hall of Fame, student Jennifer Hodnett of Crimson Kindness, the Community Service Center’s non-profit protege program, University Programs, former SGA president Jim Priester, FYE’s Yell Crew, Student Media’s Mark Mayfield, photo story of fall highlights, Crimson Promenade, UA Away.

Spring 2014
In Spring 2014, 6,000 copies of Capstone magazine were printed and 3,894 were mailed to homes and offices of Student Affairs staff, partners, alumni, donors and friends. The spring edition of the magazine featured stories on the following departments, programs, events and people: Ferguson Center and Career Center expansion, UREC student Allie Hulcher, the Community Service Center, HRC director Steven Hood, VMA’s Campus Veterans Association, Student Leadership’s UA LEADS conference, UA parents Jamie and Neil Koonce, 2013 Gifts to Student Affairs, the Counseling Center’s radio show "Brain Matters," Ferguson Student Center’s Dinner With Strangers, 2013 Year In Review photo story, and a giving ad.

Quick Facts:
Quick Facts cards for the 2013-2014 year were created, printed and distributed to all Student Affairs councils, all UA advancement officers and central administration personnel. These cards featured the mission and vision of Student Affairs, along with up-to-date information on the 2013 freshman class and UA's enrollment and demographics.
Mission / Purpose
To provide key constituents with appropriate resources, support and messaging related to communication about Student Affairs programming, services and opportunities.

Goals

G 1: Communication-External
Student Affairs communication will provide regular communication to external audiences including SA donors, Campus Partners and alumni of Student Affairs.

G 2: Communication-Internal
Student Affairs Communication will provide regular communication within the division to all staff and graduate assistants.

G 3: Communication - Students
Student Affairs communication will actively engage with students through social media throughout the year.

G 4: Resources
Student Affairs communication will provide resources and expertise to assist students and staff with promoting or communicating programs, events, etc.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Resources & Expertise
Student Affairs communication will provide resources and expertise to assist students and staff with promoting or communicating programs, events, etc.

Related Measures

M 1: Number of newsletters for offices within SA for External Audiences
Number of newsletters for offices within Student Affairs for External Audiences
Source of Evidence: Activity volume
Target:
No target set.
Finding (2012-2013) - Target: Not Reported This Cycle
During the 2012-2013 assessment cycle, staff members in divisional communication provided assistance with creating three (3) newsletters for the Office of Parent Programs. Staff members also edited monthly e-newsletters for the Office of Parent Programs. This represents a 100% increase in the number of newsletters that staff provided assistance with over the previous year.

M 2: Number of publications for External Audiences
Number of publications for external audiences.
Source of Evidence: Activity volume
Connected Document Comm Pieces 2012-2013 - External
Target:
No target set.
Finding (2012-2013) - Target: Not Reported This Cycle
During the 2012-2013 assessment cycle, staff members created two (2) editions of Capstone Magazine, weekly Student Affairs e-newsletters, and the Student Affairs annual report. All of these publications contained important information that was intended to inform campus partners, donors and alumni about news and information from the Division of Student Affairs.
Connected Document Comm Pieces 2012-2013 - External

OthOtcm 2: Communication-Students
Student Affairs communication will actively engage with students through social media throughout the year.

Related Measures

M 3: Social Media Twitter
Number of followers on Twitter, a social media platform.
Source of Evidence: Activity volume
Target:
No target set.
Finding (2012-2013) - Target: Not Reported This Cycle
During the 2012-2013 assessment cycle, the Division of Student Affairs realized an increase from 698 Twitter followers to 1,800 Twitter followers. This would indicate that students are increasingly using social media resources provided by the Division.
M 4: Social Media Facebook
Number of likes on Facebook, a social media platform.
Source of Evidence: Activity volume
Target:
No target set.
Finding (2012-2013) - Target: Not Reported This Cycle
The Division's reach on social media has almost doubled this year, with more than 1,100 Facebook fans. These numbers are up from last year's 681 Facebook fans and 698 Twitter followers.

M 5: Number of programs which engaged students
Number of programs and services offered to support students at UA and inform them of resources within the Division of Student Affairs.
Source of Evidence: Activity volume
Target:
No Target
Finding (2012-2013) - Target: Met
The communications department held the second annual Student Affairs Expo, which promoted all of the programs and resources within the division to current UA students. Almost all of the Student Affairs departments were represented at the event, which allowed more than 400 students to engage with Student Affairs professionals and learn more about resources available to them.
The Division's reach on social media has almost doubled this year, with more than 1,100 Facebook fans and more than 1,800 Twitter followers. These numbers are up from last year's 681 Facebook fans and 698 Twitter followers.

OthOtcn 3: Communication- Internal
Student Affairs Communication will provide regular communication within the division to all staff and graduate assistants.
Related Measures

M 6: # of Internal Communication Efforts
Number of publications or communication points provided to internal audiences regarding the Division of Student Affairs.
Source of Evidence: Activity volume
Connected Document
Comm Pieces 2012-2013 - Internal

OthOtcn 4: Communication- External
Student Affairs communication will provide regular communication to external audiences including SA donors and Campus Partners.
Connected Document
Comm Pieces 2012-2013 - External
Related Measures

M 2: Number of publications for External Audiences
Number of publications for external audiences.
Source of Evidence: Activity volume
Connected Document
Comm Pieces 2012-2013 - External

Target:
No target set.

M 7: # of External Communication Efforts
Source of Evidence: Activity volume
Goals

G 1: Communication- External
Student Affairs communication will provide regular communication to external audiences including SA donors, Campus Partners and alumni of Student Affairs.

G 2: Communication- Internal
Student Affairs Communication will provide regular communication within the division to all staff and graduate assistants.

G 3: Communication - Students
Student Affairs communication will actively engage with students through various outlets throughout the year.

G 4: Resources
Student Affairs communication will provide resources to assist students and staff with promoting or communicating programs, events, etc.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Resources
Student Affairs communication will provide resources to assist students and staff with promoting or communicating programs, events, etc.

Related Measures

M 5: # of educational programs and services
Number of programs and services which educate students, faculty and staff about communication and the resources available.

Source of Evidence: Administrative measure - other

Target: No Target

Finding (2011-2012) - Target: Met

Professional Development Sessions

The Student Affairs Communication Team researched, planned and facilitated professional development sessions in Spring 2012 open to all professional, graduate and student staff in the Division of Student Affairs. The purpose of the Professional Development sessions is to enhance the competence of Student Affairs staff by preparing them to meet the diverse needs of the student population. During Spring 2012, the Student Affairs Communication Team planned and facilitated four professional development sessions:

Using Your Website to Tell Your Story (February 16, 2012)

- Six people attended the session and two people completed the online evaluation.
- All respondents agreed with the statement: “As a result of participating in this session I have become aware of web resources/services with which I was not already familiar.”
- The respondents also indicated that the session improved their understanding of how they could edit web content and post news, events and pictures that could be used by other departments.
- Staff participating in this professional development offering indicated that as a result of participation, they were able to identify staff members within the division that could assist them with communication initiatives.
- On respondent commented that they did not understand Google Analytics after the session.
- The respondents indicated that the presenters were knowledgeable about the topic and were well prepared to give the workshop.

Social Media 101 (February 28, 2012)

- Thirteen people attended the session and six people completed the online evaluation.
- All respondents agree with the statement: “The information shared in this session improved my understanding of the “90-9-1” rule of social media audiences.”
- All respondents agree with the statement: “As a result of participating in this session I can identify the differences between being a social media "broadcaster," "converter," and "connector."
- A majority of the participants indicated that the presenters were knowledgeable about the topic and were well prepared to give the workshop, but two respondents disagreed.
Promoting Your Area, Programs and Events (March 5, 2012)

- Six people attended the session and three completed the online evaluation.
- 66.7% of the respondents agreed with the statement: “The information shared in this session has helped me identify new ways to promote programs and events.”
- 66.7% of the respondents have used the Marketing Guide provided at the session.
- Staff participating in this professional development offering indicated that as a result of participation, they were able to identify staff members within the division that could assist them with communication initiatives.
- One participant recommended sharing new, innovative ideas for promoting or marketing on campus.
- The respondents indicated that the presenters were knowledgeable about the topic and were well prepared to give the workshop.

Social Media 102 (March 28, 2012)

- Nine people attended the session and six completed the online evaluation.
- 83.3% of the respondents agreed with the statement: “As a result of participating in this session I improved my understanding of the appropriate use of social media as a representative of the University.”
- 66.7% of the respondents agree with the statement: “This session improved my knowledge of the standards of law protecting free speech for students and for public employees.”
- Half of the respondents indicated that their interaction with students and student staff on social media has changed as result of participating in this session.
- One participant recommended presenting this topic to the whole Division of Student Affairs.
- A majority of the participants indicated that the presenters were knowledgeable about the topic and were well prepared to give the workshop.

Student Affairs Marketing Guide- produced to inform staff about the various resources available across campus to utilize with communication/marketing efforts.

OthOtcm 2: Communication- Students
Student Affairs communication will actively engage with students through various outlets throughout the year.

Related Measures

M 3: # of programs which engaged students
Number of programs and services offered to support students at UA and inform them of resources within the Division of Student Affairs.
Source of Evidence: Activity volume
Target:
No Target
Finding (2011-2012) - Target: Met

Ask Al
Ask Al is an online forum (askal.ua.edu) where students, parents, faculty, staff or anyone with a question about Alabama can come to ask “Big Al.” The Student Affairs communication monitors Ask Al daily and responds to questions within 48 hours.

11 questions were asked and answered during Fall 2011 and 20 questions were asked and answered during spring 2012 for a total of 31 people being assisted during the 2011-2012 academic school year through the Ask Al forum.

Student Affairs Expo- Each area within the Division of Student Affairs promoted resources and services in the Ferguson Center Student Union.

OthOtcm 3: Communication- Internal
Student Affairs Communication will provide regular communication within the division to all staff and graduate assistants.

Related Measures

M 1: # of Internal Communication Efforts
Number of publications or communication points provided to internal audiences regarding the Division of Student Affairs.
Source of Evidence: Activity volume

OthOtcm 4: Communication- External
Student Affairs communication will provide regular communication to external audiences including SA donors, Campus Partners and alumni of Student Affairs.

Related Measures

M 2: # of External Communication Efforts
The Capstone magazine is published biannually by the Division of Student Affairs and is distributed to Student Affairs staff, campus partners, alumni, donors and friends of the Division. The magazine tells the story of the Division of Student Affairs including a student spotlight, staff spotlight, alumni spotlight, donor spotlight, a focus on a student organization, a new feature on campus, a highlight from UA Away and more.

Fall 2011
· In Fall 2011, 9,000 copies of the Capstone magazine were printed and 8,500 were mailed to homes and offices of Student Affairs staff, partners, alumni, donors and friends of the Division.
· The digital edition of the Fall 2011 magazine was viewed 143 times.
· The Fall 2011 edition of the magazine featured stories on the following departments, programs, events and people:
  o Student Affairs Hall of Fame
  o Parent Programs: Parent Orientation
  o Lance Haynie: University Recreation (Staff Spotlight)
  o Greek Affairs: Expansion of Sorority Row
  o John and Molly Stone (Alumni Spotlight)
  o Student Organization: Alabama International Relations Club
  o House United: Community Service Center
  o Victor Luckerson: Office of Student Media (Student Spotlight)
  o Women Leaders in Action: Women's Resource Center
  o UA Away: Work Away
  o Graduate Assistantships: Graduate Student Services
  o Bravo! Student Affairs Divisional Awards

Spring 2012
· In Spring 2012, 9,000 copies of the Capstone magazine were printed and 7,292 were mailed to homes and offices of Student Affairs staff, partners, alumni, donors and friends of the Division.
· The digital edition of the Spring 2012 magazine was viewed 686 times.
· The Spring 2012 edition of the magazine featured stories on the following departments, programs, events and people:
  o Battleship: University Recreation (Intramurals/Aquatics)
  o Freshman Forum: First Year Experience
  o Brian Pohuski: Web Development & Processes (Student Spotlight)
  o UA Away: Study Away
  o Sport Clubs: University Recreation (Sport Clubs)
  o Keith and Amber Buchanan (Alumni Spotlight)
  o Student Organization: Resonance
  o Ellen Price: Housing and Residential Communities (Staff Spotlight)
  o David Blair: Veteran and Military Affairs
  o Gifts to Student Affairs: Advancement
  o Year in Review: Week of Welcome, Homecoming, Housing and Residential Communities, Ferguson Center, Greek Affairs, First Year Experience, Parent Programs, Community Service Center

Student Affairs Holiday Card

Each year, the Division of Student Affairs sends a holiday message to Student Affairs staff, campus partners, alumni, donors and other friends of the Division. This year, a New Year's Card was sent out the first week of January.

· 4,226 copies of the Student Affairs Holiday Card were printed and 4,126 were mailed to homes and offices of Student Affairs staff, donors and friends of the Division.
Student Affairs Highlights stories were sent monthly in Spring 2012 to the Student Affairs Leadership Council and the Parent Advisory Council.

Source of Evidence: Activity volume

**Oth Otcm 5: Web and Social Media**

Student Affairs Communication will have active web and social media presence.

**Related Measures**

**M 4: Web and Social Media Activity**

The level of activity on web and social media which promotes the Division of Student Affairs.

Source of Evidence: Activity volume

**Target:**

No Target

**Finding (2011-2012) - Target: Met**

### Student Affairs Website

The Student Affairs Communication Team came together to analyze and improve the Student Affairs website in Fall 2011. Donald Malone, Director of Web Development & Processes, and Kristen Moore, Communication Specialist for Student Affairs, implemented an updated Student Affairs website template, which included a redesigned home page, a new website structure, and updated content and images. The new site went live on January 16, 2012.

- From January 16, 2012 to June 10, 2012, 16,926 unique visitors viewed the Student Affairs website sa.ua.edu for a total of 22,929 visits and 55,613 page views. Each visitor viewed an average of 2.43 pages with an average visit time of 1 minute and 46 seconds.
- 68.49% of all visitors were new to the Student Affairs website sa.ua.edu
- The most visits were in February and March (when deadlines for applications occurred).
- Most viewed sections of the website include the calendar, news, highlights, departments, first year students, undergraduate students, UA Away, Blackburn App, and LeaderShape.
- Most visitors to the website were referred from ua.edu, mybama.ua.edu and housing.ua.edu with the rest performing organic Google searches.
- The most common search terms used on Google were “university of alabama student affairs,” “ua student affairs,” “student affairs university of alabama,” “sa.ua.edu,” and “alabama student affairs.”

### Social Media Engagement

Throughout Fall 2011, a social media plan was created for the Division of Student Affairs with the username “BamaStudentLife” on Facebook, Twitter and YouTube. Beginning January 16, 2012, the social media plan was implemented. Social media has been managed and monitored throughout the semester to increase engagement among Student Affairs staff, students, faculty and other members of the UA community that have connected with BamaStudentLife online. The goal of having a social media presence for the Division of Student Affairs is to create and sustain a favorable and approachable image of the Division by aggregating and sharing news, events and opportunities in Student Affairs and the UA community. The BamaStudentLife social media statistics show steady growth and engagement with the target audiences.

#### Facebook (facebook.com/bamastudentlife)

- The BamaStudentLife Facebook page has 681 “likes,” representing an 86% increase since January 16, 2012.
- From January 16, 2012, to June 10, 2012, BamaStudentLife posted an average of eight times per week.
- From January 16, 2012, to June 10, 2012, a weekly average of 38 people share a story about BamaStudentLife. These stories include liking the Page, posting to the Page’s Wall, liking, commenting on or sharing one of the Page posts, answering a Question that was posted, RSVPing to an event, mentioning the Page, or phototagging the Page.
- From January 16, 2012, to June 10, 2012, a weekly average of 1,286 people saw content associated with the BamaStudentLife page.

#### Twitter (twitter.com/bamastudentlife)

- The BamaStudentLife Twitter page has 698 followers representing a 643% increase since January 16, 2012.
- From January 16, 2012, to June 10, 2012, BamaStudentLife tweeted (including retweets and mentions) an average of 21 times per week.
- From January 16, 2012, to June 10, 2012, BamaStudentLife was retweeted an average of four times
per week.

- From January 16, 2012, to June 10, 2012, BamaStudentLife was mentioned an average of five times per week.

- According to Kout.com, BamaStudentLife has a Klout score of 27, which is classified as a conversationalist—Great at connecting with followers and sharing the inside scoop. A Klout Score is the measurement of someone’s overall online influence. The score ranges from 1 to 100 (the higher the score, the better). Klout measures True Reach, Amplification Probability, and Network Score to represent one’s sphere of influence.

- According to Klout.com, BamaStudentLife’s true reach is 101. The true reach is the number of people you influence within your network.

**YouTube** (youtube.com/bamastudentlife)

- Launched in March 2012, the BamaStudentLife Facebook page houses 12 videos related to the Division of Student Affairs.

- Videos on the BamaStudentLife YouTube page have been viewed 193 times.

- One person subscribes to the BamaStudentLife YouTube page.