

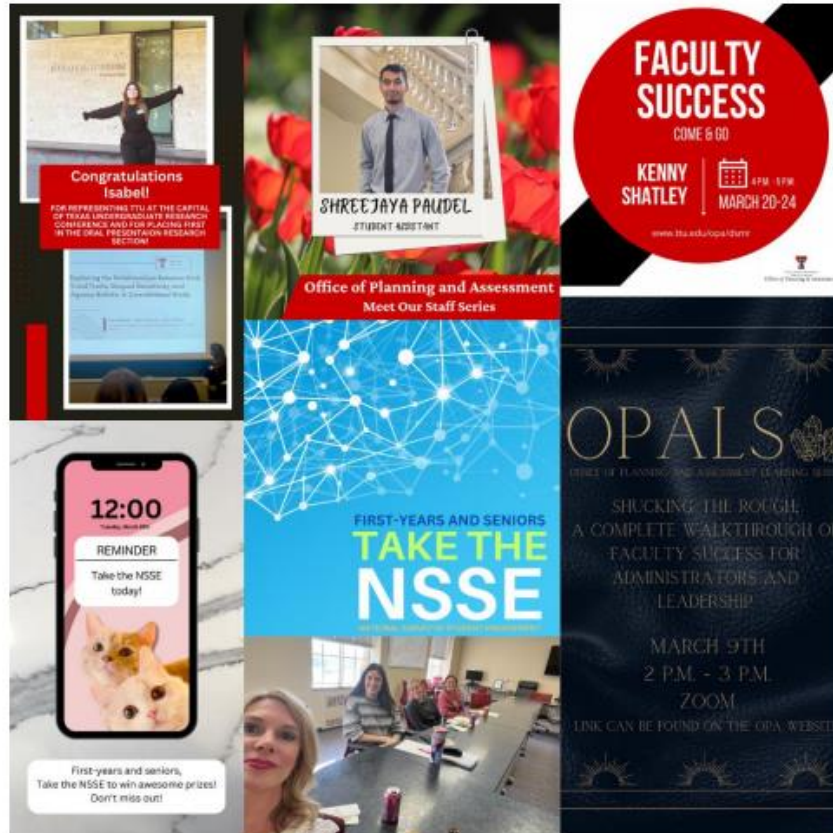
Institutional Effectiveness Monthly Report



March 2023 – Social Media Round-Up

Outcome 1

PROMOTE SUCCESSFUL ASSESSMENT INITIATIVES ACROSS CAMPUS



OPA's social media for March 2023 highlighted different aspects of the department. Academic aspects included promoting NSSE and the Office of Planning and Assessment Learning Series (OPALS) while more light-hearted aspects included our staff spotlight, highlighting staff meetings, and celebrating our student assistants' successes. Currently, OPA has 13 Facebook page likes and 134 Instagram followers. The top city the content is reaching is Lubbock, followed by neighboring towns in Texas. The gender demographics are 72.9% female and 27.1% male. OPA is currently averaging three posts a week.