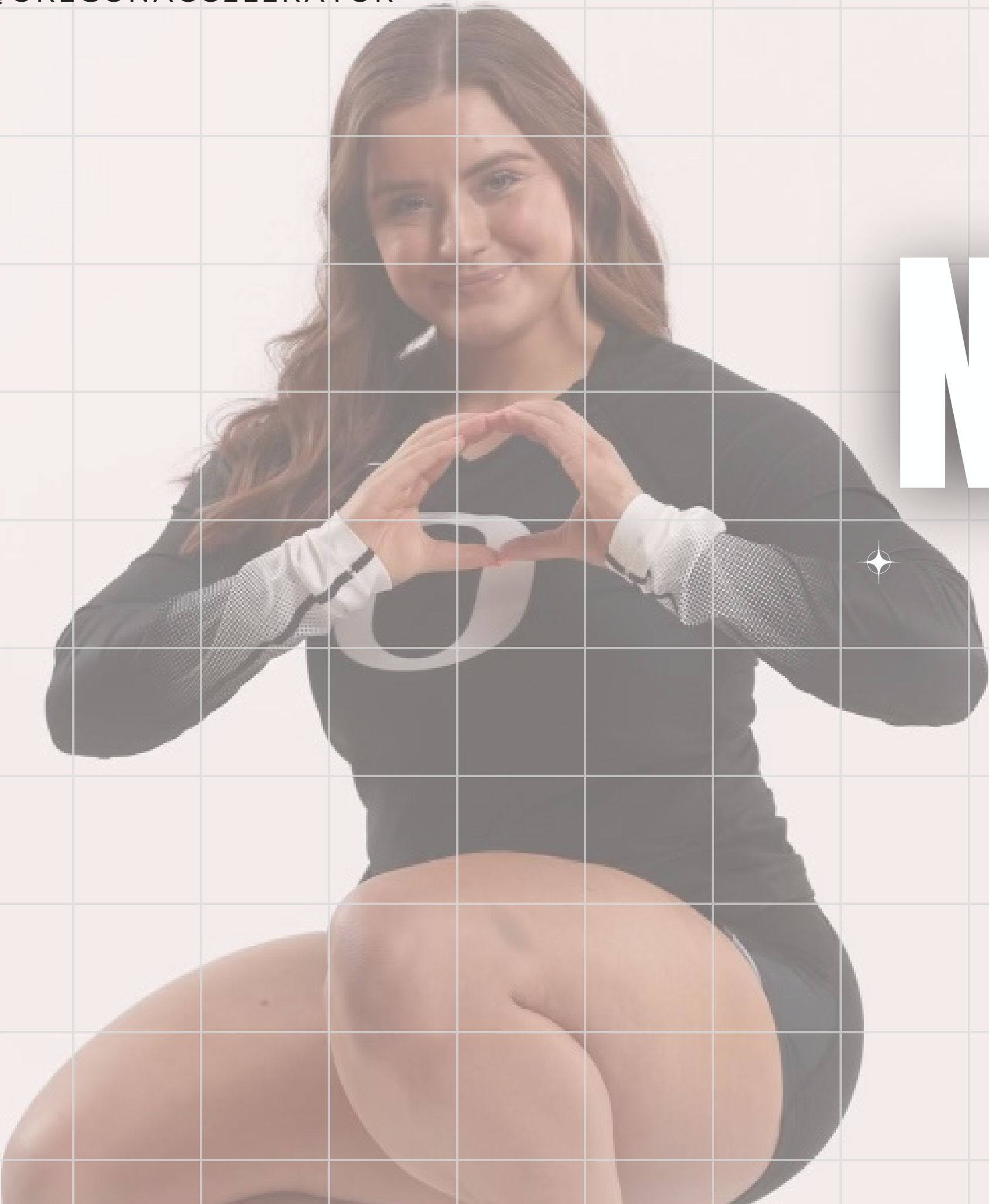




NIYA HEWITT

SOCIAL AUDIT




SOCIAL MEDIA INSIGHTS

These are your current statistics for your Instagram, @niya_hewitt. Additionally, these are KPIs to aim for by June 2024.

WINTER 2024 RESULTS

-  166 POSTS
-  2,598 FOLLOWERS
-  0.43% ENGAGEMENT RATE
-  15 COMMENTS/POST

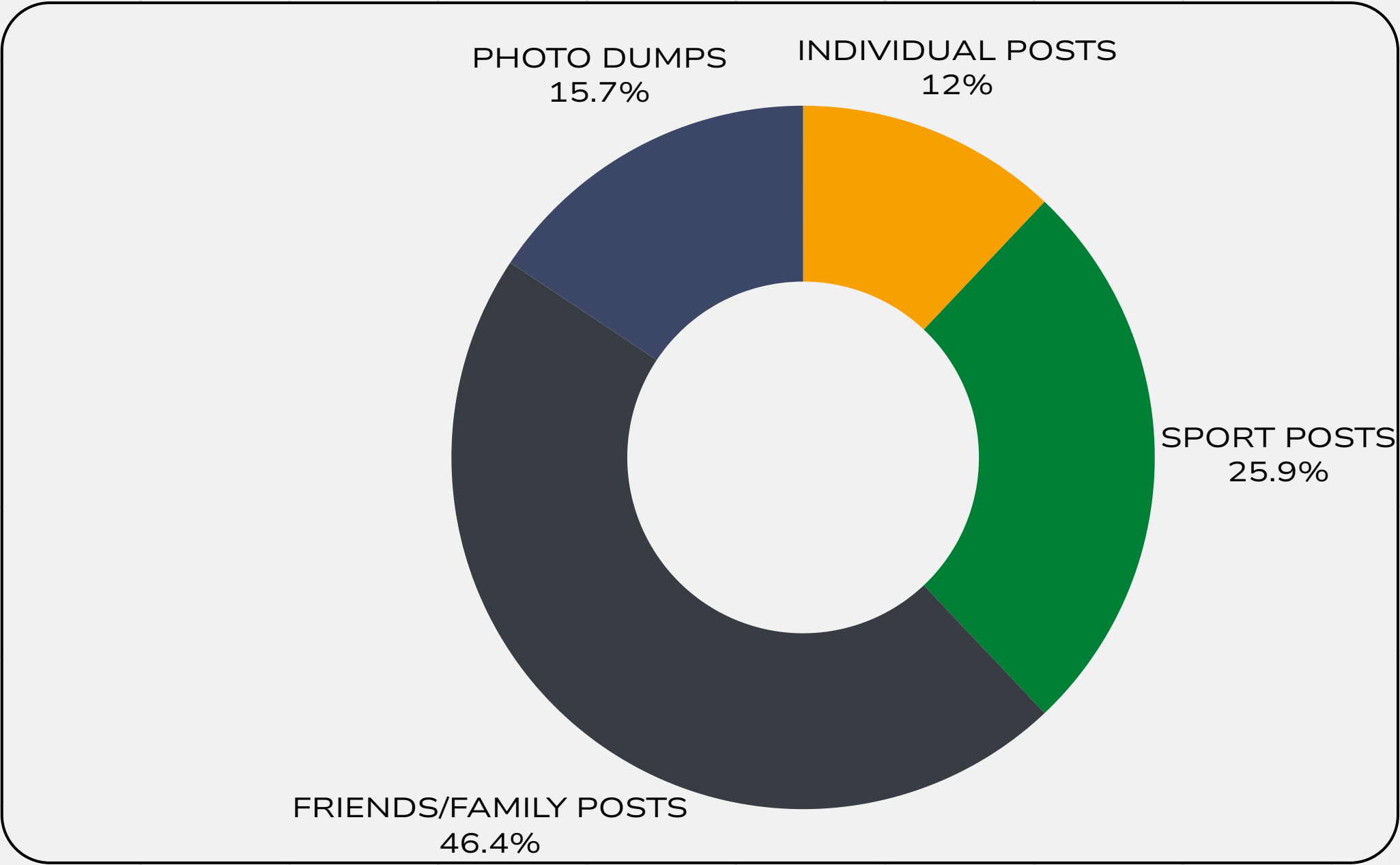
SUMMER 2024 PLAN

-  180 POSTS
-  2,700 FOLLOWERS
-  0.50% ENGAGEMENT RATE
-  20 COMMENTS/POST



POST DISTRIBUTION

Posts are broken up by themes: posts with just you, posts specific to your sport, posts with friends and family, and posts that are photo dumps and fall into multiple categories.

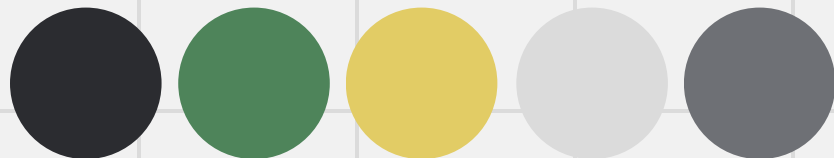




SOCIAL MEDIA MOOD BOARD

Acro Posts

Colors:



OREGON
ACCELERATOR



4/13



ACTIVATIONS

- Close-up, action shots during practice or meets
- Workout routine
- Keep colors neutral and backgrounds dark to help uniform colors pop and keep posts cohesive



SOCIAL MEDIA MOOD BOARD

Friends/Family Posts

Colors:



ACTIVATIONS

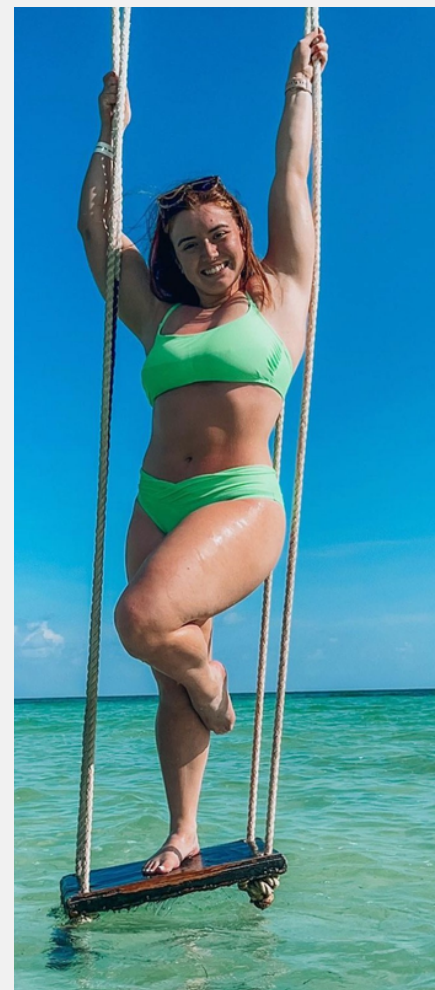
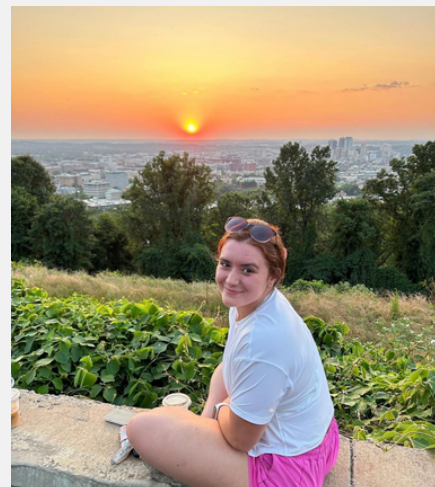
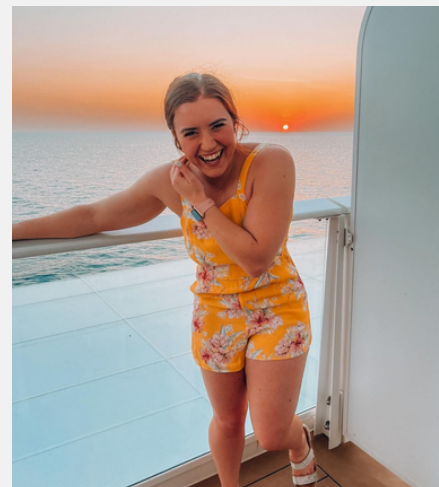
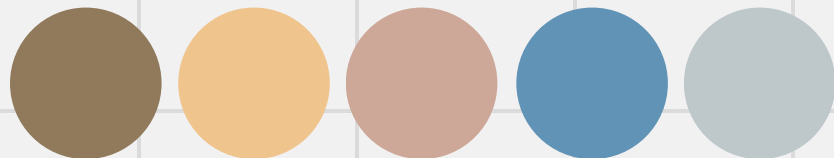
- Candid photos with friends and family
- Duck games
- Anything that you do with friends or family regularly



SOCIAL MEDIA MOOD BOARD

Individual Posts

Colors:



ACTIVATIONS

- Life updates
- Travel posts
- Personal journey posts
- Everyday life posts
- Fun/interesting backgrounds



RECOMMENDATIONS

Recommendations to implement in order to hit suggested KPIs for Summer 2024.

ACRO POSTS

- Share posts that give an inside look into life on the Oregon Acro team. Posts at meets and practices can showcase the athlete aspect of your life.

INDIVIDUAL POSTS

- Show different aspects of your life to your audience. Let individual posts illustrate your everyday life and activities. Try to get pictures with fun/interesting backgrounds to differentiate them from other types of posts.

FRIEND/FAMILY POSTS

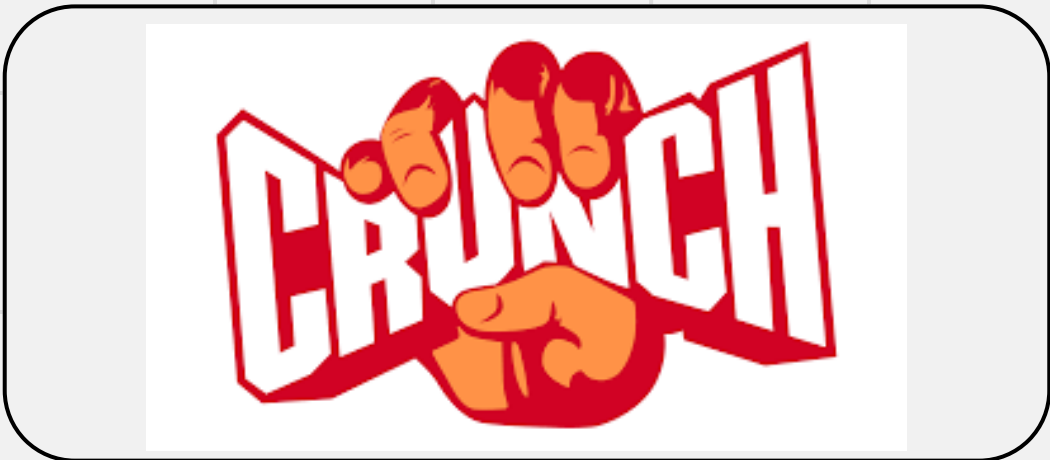
- Collaborative content often gets higher engagement as it involves multiple audiences. Keep posts authentic to you and the people you surround yourself with.





POTENTIAL PARTNERS

Accessible or Local Partners





STEP 1

Make your Instagram account into a creator account so you can see more in-depth insights.

STEP 2

Ensure your bio is concise, engaging and communicates your niche or focus. Point followers to your TikTok handle @niya_hewitt.

STEP 3

Reach out to brands showing interest in working together. Showcase how it can be mutually beneficial (utilize insights).

STEP 4

Maintain a consistent aesthetic in your posts, stories, and overall feed. Use a consistent color scheme and style that aligns with your brand.

NEXT STEPS



@OREGONACCELERATOR



@NIYA_HEWITT

TIKTOK AUDIT


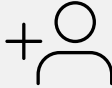
SOCIAL MEDIA INSIGHTS

These are your current statistics for your TikTok, @niya_hewitt. Additionally, these are KPIs to aim for by June 2024.

WINTER 2024 RESULTS

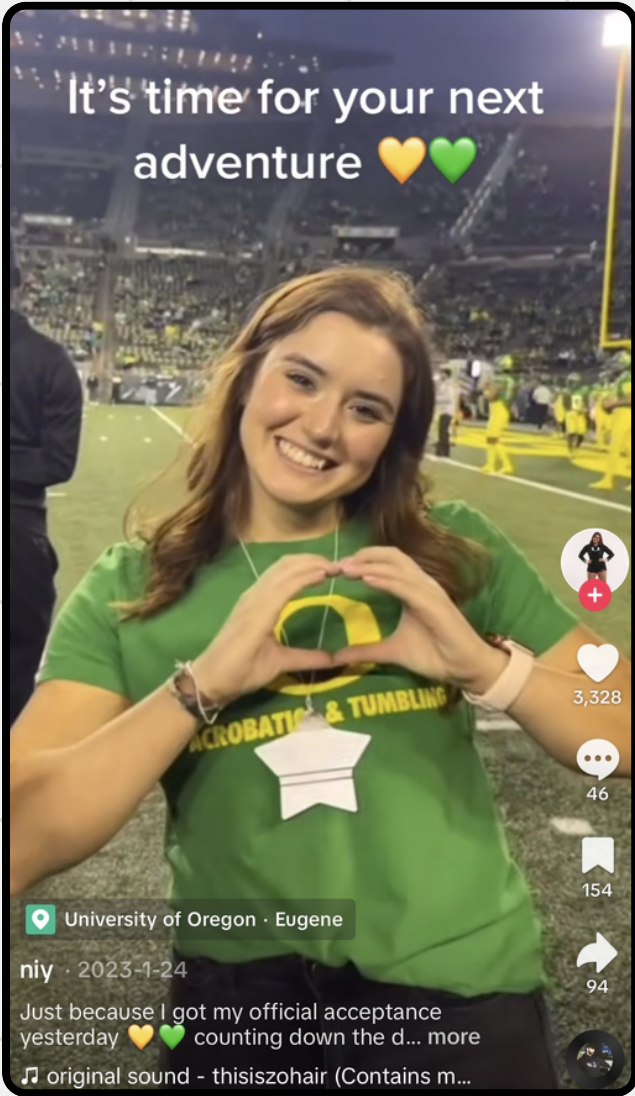
-  149 POSTS
-  804 FOLLOWERS
-  **53.36%** ENGAGEMENT RATE
-  10 COMMENTS/POST

SUMMER 2024 PLAN

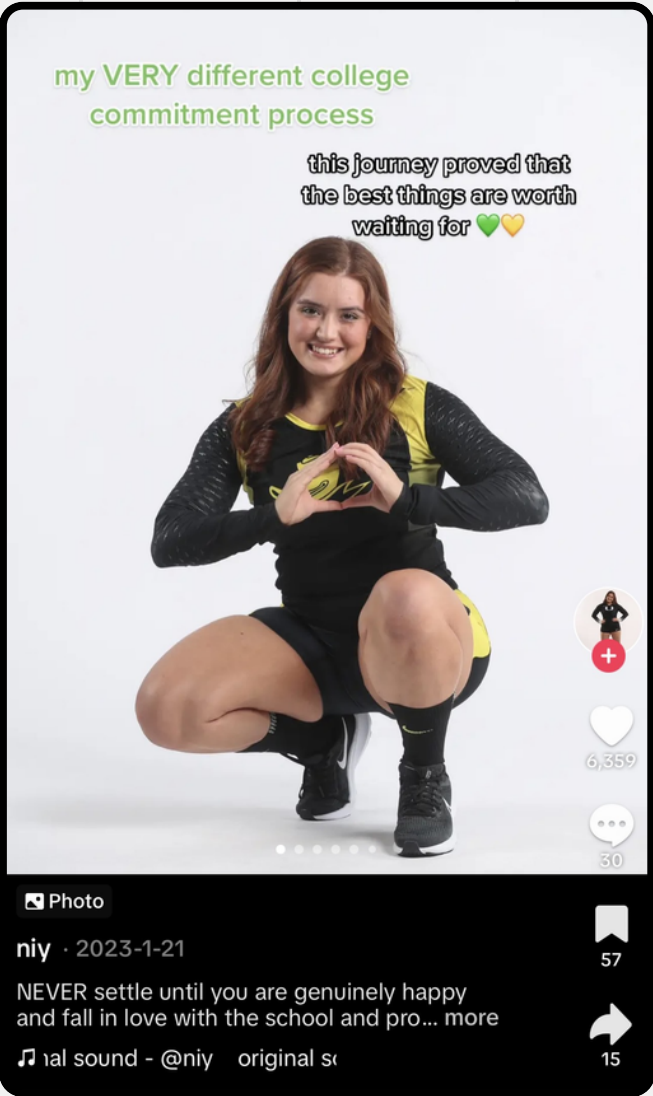
-  160 POSTS
-  830 FOLLOWERS
-  **55%** ENGAGEMENT RATE
-  15 COMMENTS/POST



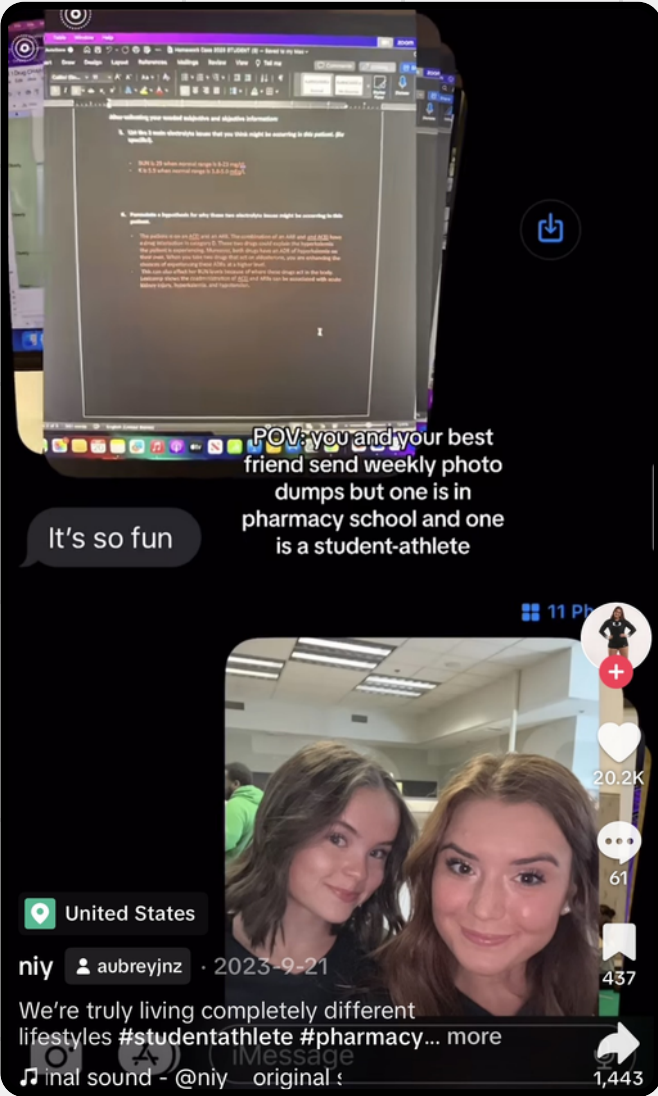
MOST SUCCESSFUL TIKTOKS



Likes: 3.3K
Views: 25.8K
Comments: 46



Likes: 6.4K
Views: 91.3K
Comments: 30



Likes: 20.2K
Views: 129.3K
Comments: 61





RECOMMENDATIONS

Recommendations to implement in order to hit suggested KPIs for summer 2024.

- **Share Tips and Workouts:** Provide valuable content by sharing workout routines, training tips, or drills that can benefit your followers, especially those interested in sports or fitness.
- **Document Behind-the-Scenes Moments:** Take your audience behind the scenes of your athletic life. Show them what it's like to balance academics, training, competitions, and other aspects of being a student athlete.
- **Collaborate with Other Student Athletes:** Collaborate with fellow student athletes to create engaging content. You can do duets, challenges, or even joint workouts to cross-promote each other's accounts and reach a wider audience.
- **Interact with Your Audience:** Engage with your followers by responding to comments, answering questions, and acknowledging their support. Building a strong connection with your audience can help foster a loyal fanbase.
- **Stay Authentic:** Be true to yourself and your brand. Authenticity resonates with audiences, so don't be afraid to show your personality, quirks, and interests outside of athletics.
- **Stay Updated with TikTok Trends:** Keep an eye on trending topics, challenges, and hashtags on TikTok. Incorporate relevant trends into your content to stay current and increase your visibility on the platform.





THANK YOU

Contact your account manager, Maddie Knapp, with any questions or further needs. We appreciate your work with Oregon Accelerator and look forward to guiding you in your future NIL endeavors.

