

FAFSA updates for the Financial Aid 2023-24

Emails designed and sent Top performing emails

Social Media Posts



Post 1 on November 13, 2023



Post 2 on November 21, 2023



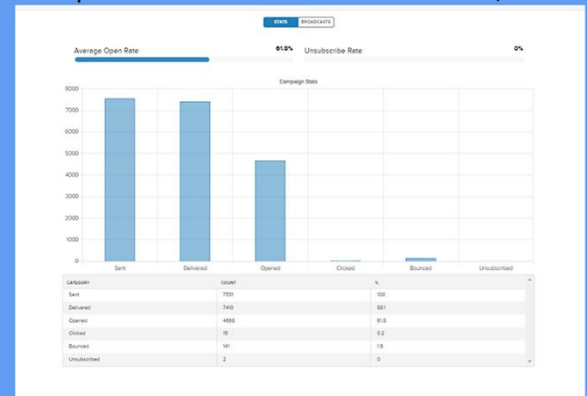
Post 3 on December 7, 2023



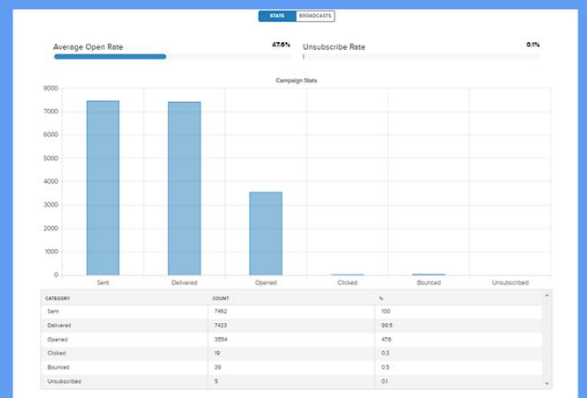
Post 4 on January 2, 2024



65.6% open rate for email on November 14, 2023



61.8% open rate for email on November 21, 2023

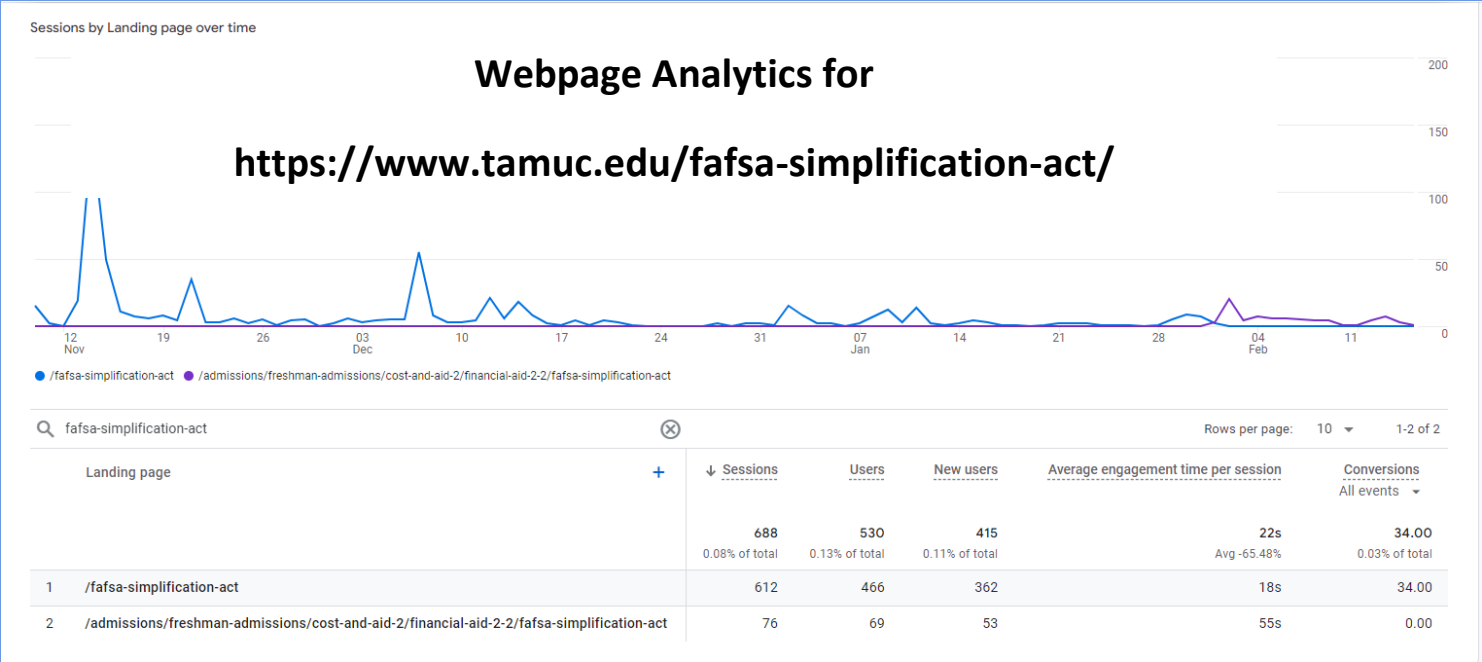


47.6% open rate for email on December 7, 2023

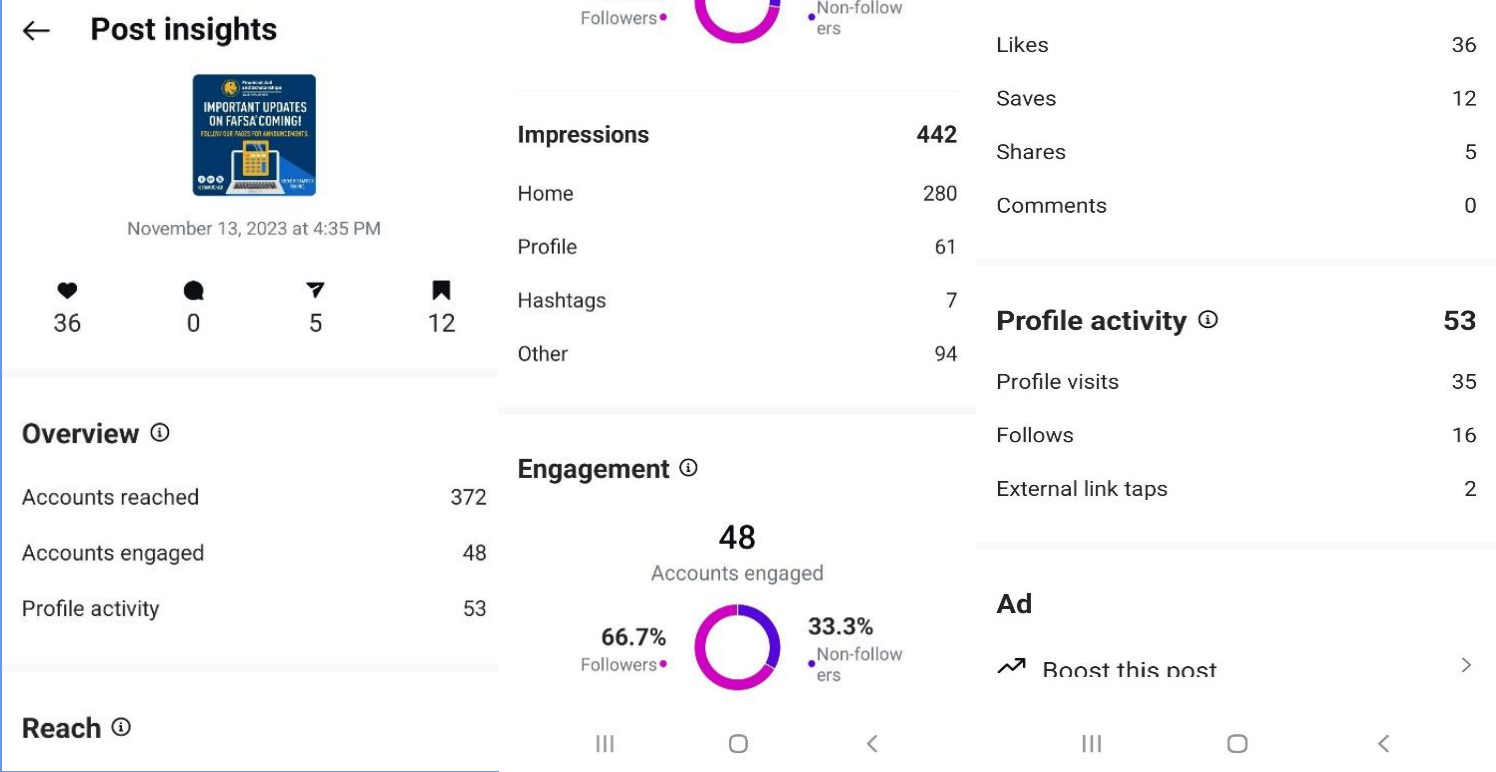
Important updates from Financial A...	Financial Aid - UG	Subroto Singha	Nov 13, 2023
Important updates from Financial A...	Financial Aid - UG	Subroto Singha	Nov 14, 2023
Important updates from Financial A...	Financial Aid - UG	Subroto Singha	Nov 21, 2023
Important updates from Financial A...	Financial Aid - UG	Subroto Singha	Nov 21, 2023
Important updates from Financial A...	Financial Aid - UG	Subroto Singha	Dec 7, 2023
Important updates from Financial A...	Financial Aid - UG	Subroto Singha	Dec 7, 2023

Emails were sent on November 14, November 21 and December 7 in 2023

We sent emails for FAFSA on November 14th, November 21, and December 7th that had the link <https://www.tamuc.edu/fafsa-simplification-act/> connected. A text message was also sent on January 4th that sent students to <https://studentaid.gov/announcements-events/fafsa-support>. A social media post was made with the link <https://studentaid.gov/apply-for-aid/fafsa/filling-out>



Instagram Post Analytics for November 13, 2024



Instagram Post Analytics for November 21, 2023

Post insights



November 21, 2023 at 1:09 PM

28 0 4 8

Overview ⓘ

Accounts reached	348
Accounts engaged	41
Profile activity	33

Post insights



Impressions	404
Home	245
Profile	55
Hashtags	18
Other	86

Engagement ⓘ



Post interactions	40
Likes	28
Saves	8
Shares	4
Comments	0

Profile activity ⓘ	33
Profile visits	21
Follows	10
External link taps	2

Ad

Roost this post

Instagram Post Analytics for December 7, 2023

Post insights



December 7, 2023 at 2:56 PM

73 0 5 10

Overview ⓘ

Accounts reached	557
Accounts engaged	81
Profile activity	26

Post insights



Impressions	681
Home	374
Profile	68
Explore	31
Other	208

Engagement ⓘ



Post interactions	88
Likes	73
Saves	10
Shares	5
Comments	0

Profile activity ⓘ	26
Profile visits	18
Follows	7
External link taps	1

Ad

Roost this post

A screenshot of a social media post. At the top, there is a back arrow icon and the text "Post insights". Below this is a blue square graphic with a yellow border. Inside the graphic, it says "Important Update! 2024-25 FAFSA is available through soft launch!" and "Get connected at: https://www.fafsa.gov/2024-25". Below the graphic, the text "January 2 at 2:54 PM" is displayed. Underneath the timestamp are four icons: a heart, a comment bubble, a share icon, and a bookmark icon. Below these icons are the counts: 80, 0, 16, and 12. At the bottom, there is a section titled "Overview" with an information icon. Below this section are three rows of data: "Accounts reached" with a value of 537, "Accounts engaged" with a value of 98, and "Profile activity" with a value of 39.

98
Accounts engaged

67.7%
Followers

32.3%
Non-followers

A donut chart with a purple outer ring and a blue inner ring. The purple ring represents 67.7% and is labeled 'Followers'. The blue ring represents 32.3% and is labeled 'Non-followers'. The chart is positioned between the two percentage labels.

Likes	80
Shares	16
Saves	12
Comments	0

Profile visits	30
Follows	8
External link taps	1

The screenshot shows a Facebook post interface. At the top, there's a back arrow and the text 'Post insights'. The post itself is a blue square graphic with a yellow speech bubble icon and the text 'The 2024-2025 school calendar information will be provided to schools in the first half of March'. Below this is a yellow box with the text 'TIME TO UPDATE' and 'Check the caption for info.'. The post is dated 'January 31 at 2:58 PM'. Below the post, there are four engagement icons: a heart (40), a speech bubble (1), a share icon (5), and a bookmark icon (6). At the bottom, there's a section titled 'Overview' with an information icon. Below this, there are three rows of statistics: 'Accounts reached' (401), 'Accounts engaged' (49), and 'Profile activity' (9).

← Post insights

TIME TO UPDATE
Check the caption for info.

January 31 at 2:58 PM

40 1 5 6

Overview ⓘ

Accounts reached	401
Accounts engaged	49
Profile activity	9

401
Accounts reached

84.5%
Followers

15.5%
Non-followers

Home	376
Explore	34
Profile	23
Other	30

49
Accounts engaged

98%
Followers

2.0%
Non-followers

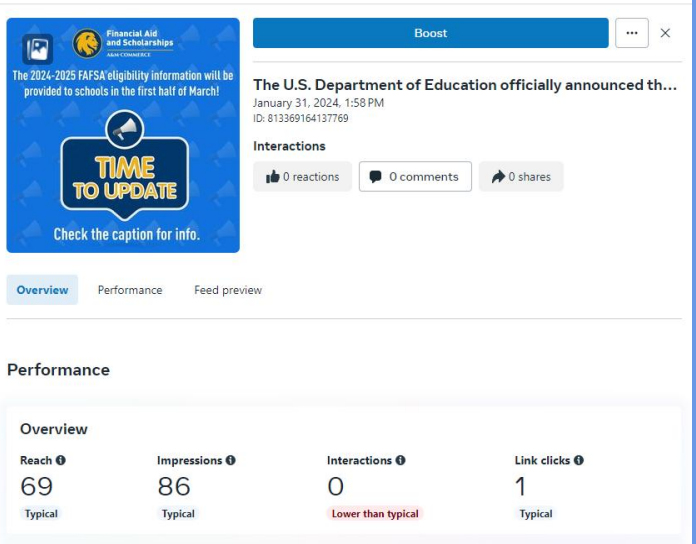
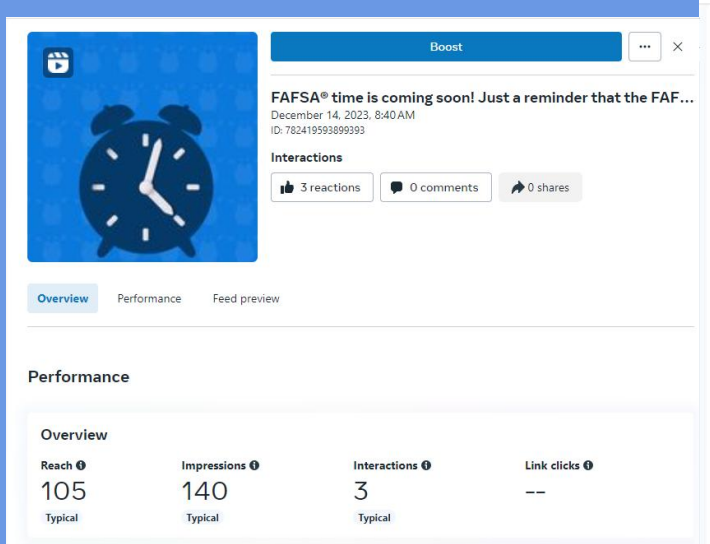
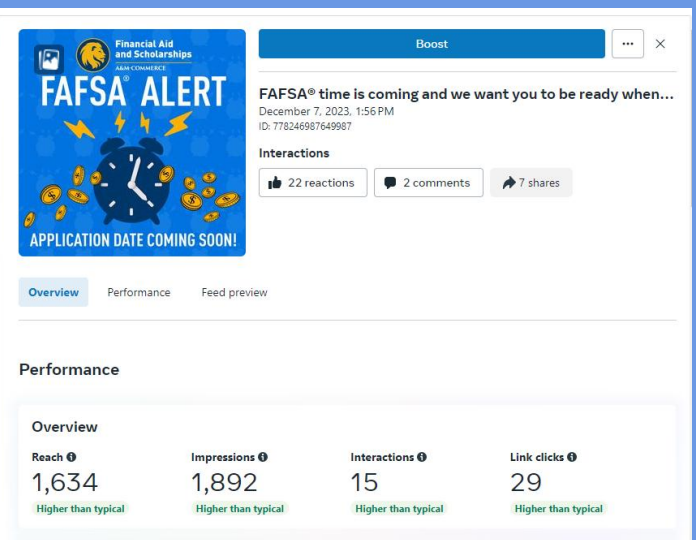
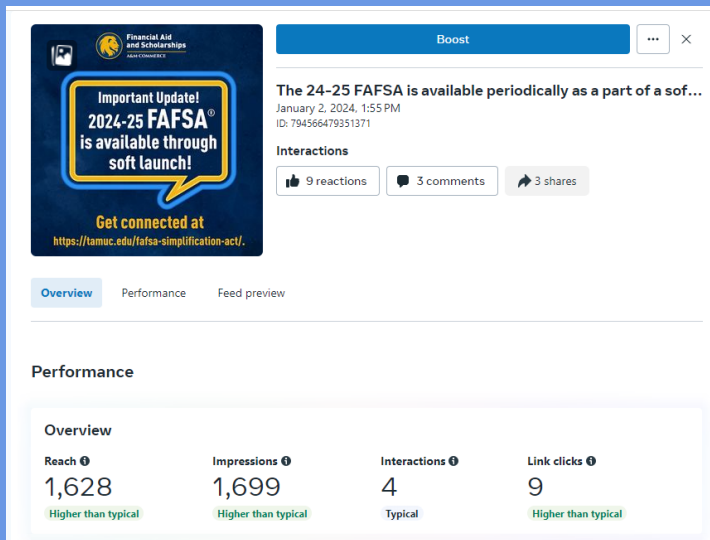
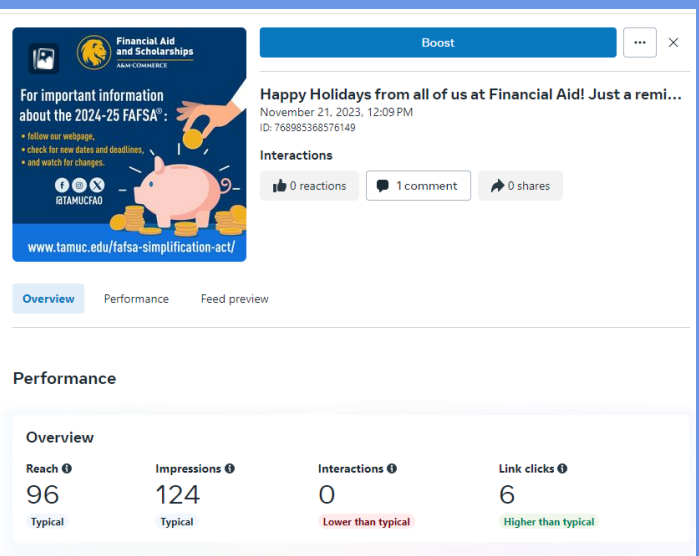
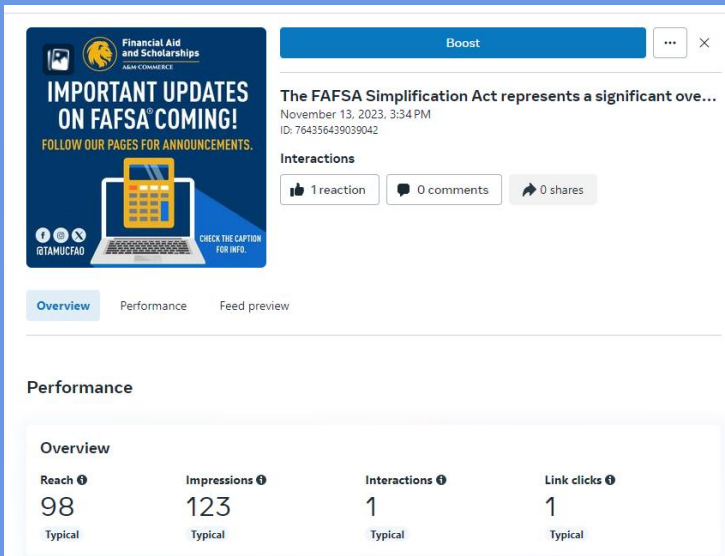
A donut chart with a purple outer ring and a small white inner circle. The chart is divided into two segments: a large purple segment representing 98% and a very small white segment representing 2.0%. The text '98%' and 'Followers' are to the left, and '2.0%' and 'Non-followers' are to the right. Above the chart, the text '49 Accounts engaged' is displayed.

Likes	40
Saves	6
Shares	5
Comments	1

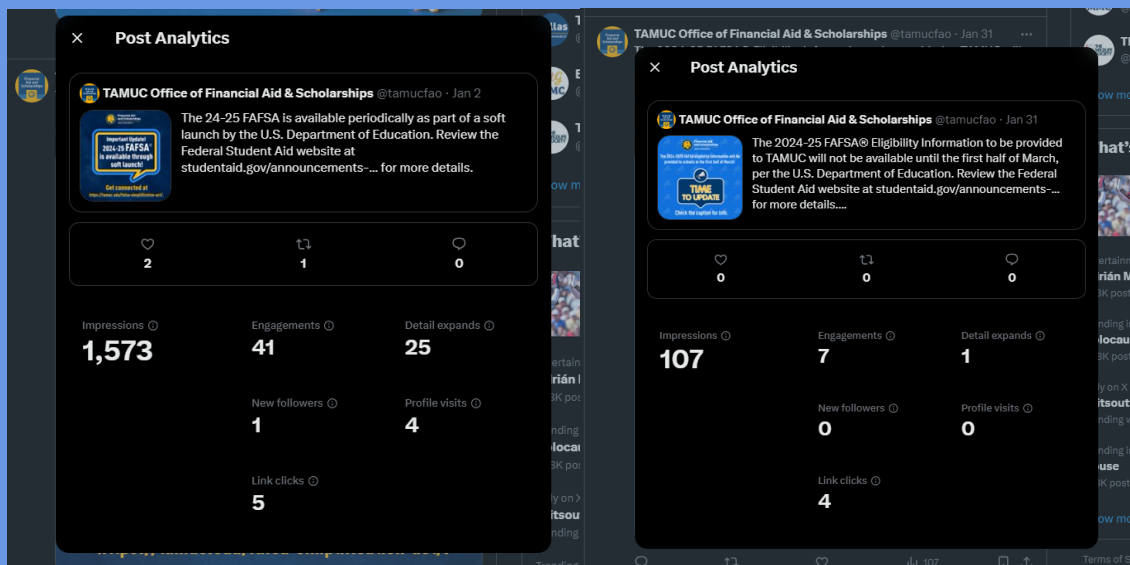
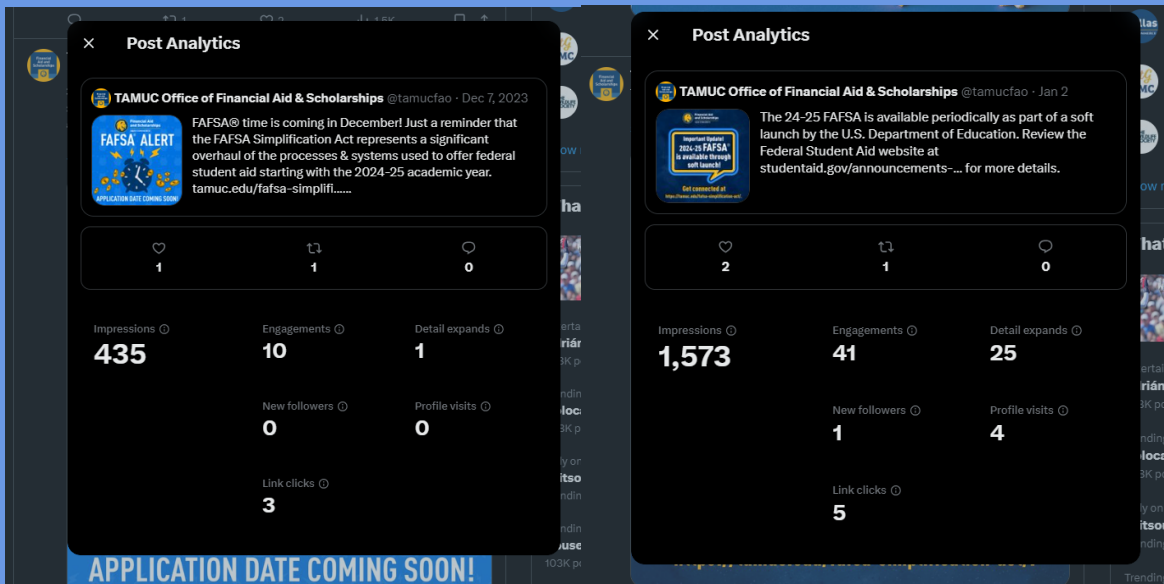
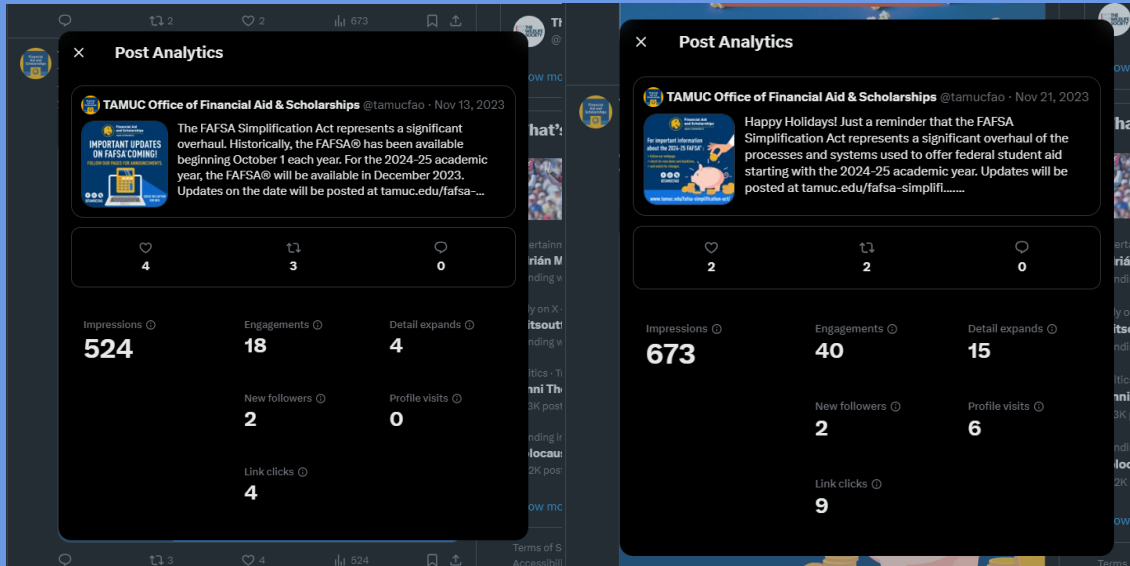
Profile visits	9
Follows	0

 Boost this post

Facebook Analytics for FASFA Posts



X formerly Twitter Analytics for FAFSA Posts



Emails for the FAFSA simplification



Important information about the 2024-25 FAFSA®



{!Contact.FirstName},

The FAFSA Simplification Act represents a significant overhaul of the processes and systems used to offer federal student aid starting with the 2024-25 academic year. This includes the Free Application for Federal Student Aid (FAFSA®), needs analysis (means of determining aid eligibility), and many policies and procedures for schools participating in federal student aid programs. The law will affect every school that offers assistance from the federal student aid programs

WHAT YOU NEED TO KNOW

2024-25 FAFSA will be available in December 2023. Priority Deadline for submitting the FAFSA has now changed to March 15, 2024.

To **find out everything you need to know** about the FAFSA Simplification Act visit the Federal Student Aid [webpage](#).

Stay Connected for all the latest information on [Facebook](#), [Instagram](#) and [X](#) (formerly Twitter) @TAMUCFAO.

[Learn More!](#)



Get Connected





FAFSA® ALERT



APPLICATION DATE COMING SOON!

{!Contact.FirstName},

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[Learn More!](#)



Get Connected





Look Out For the 2024-25 FAFSA® App Release!



Hello {!Contact.FirstName},

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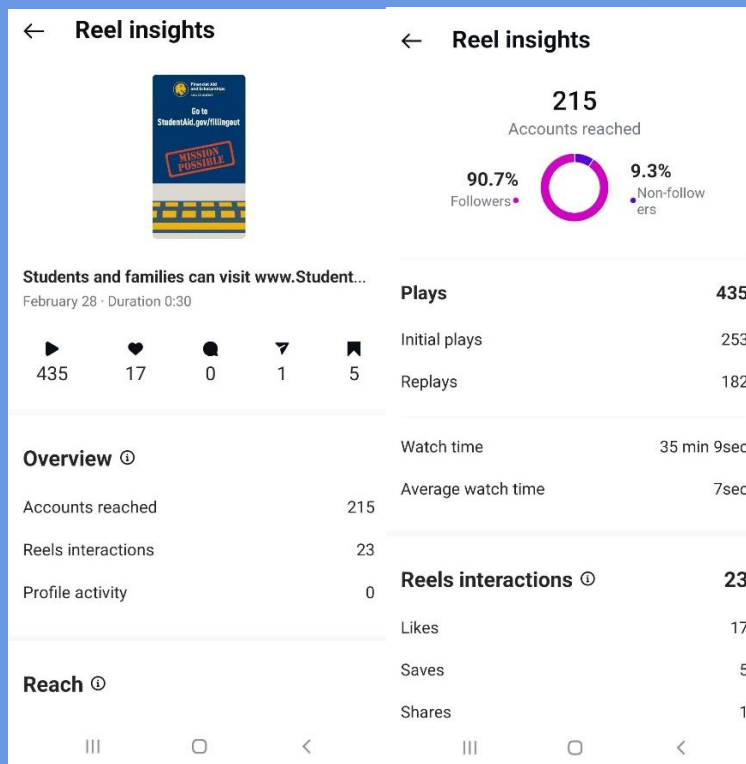
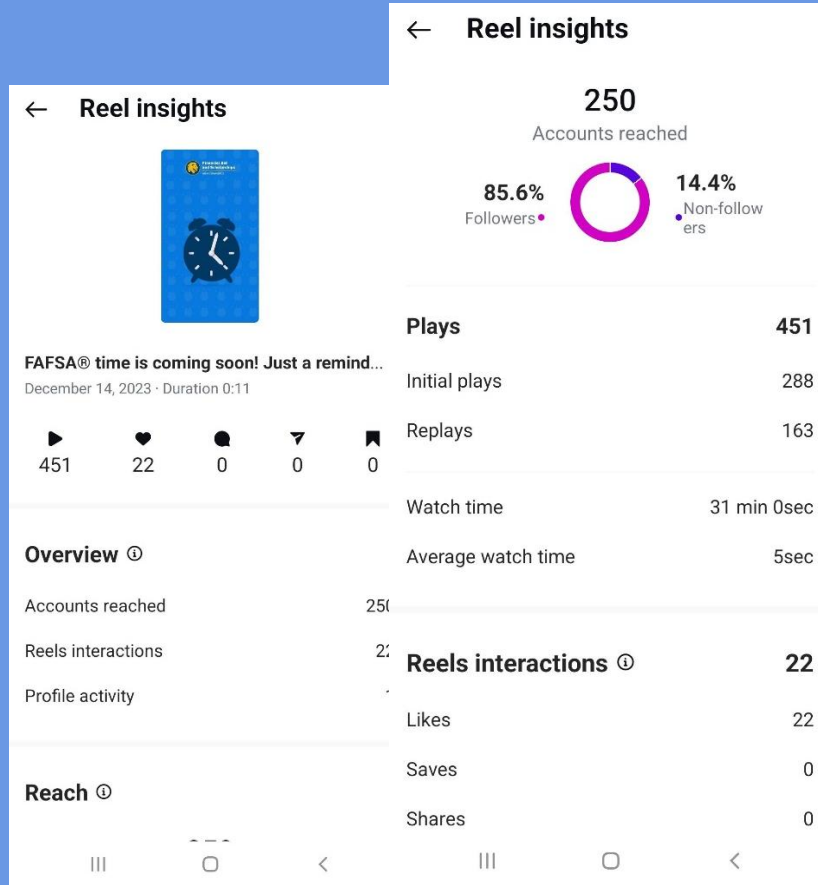
[Learn More!](#)

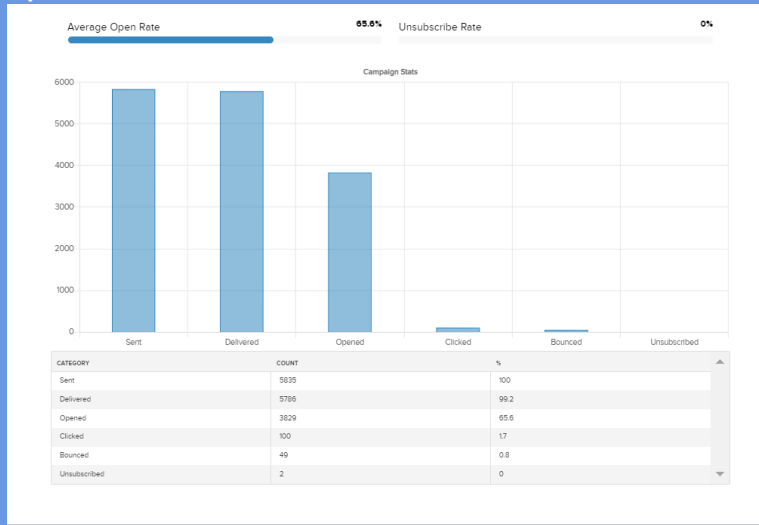
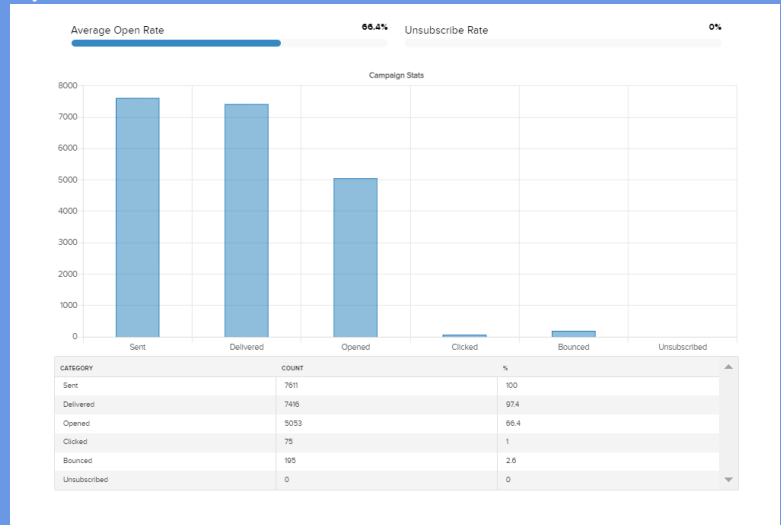
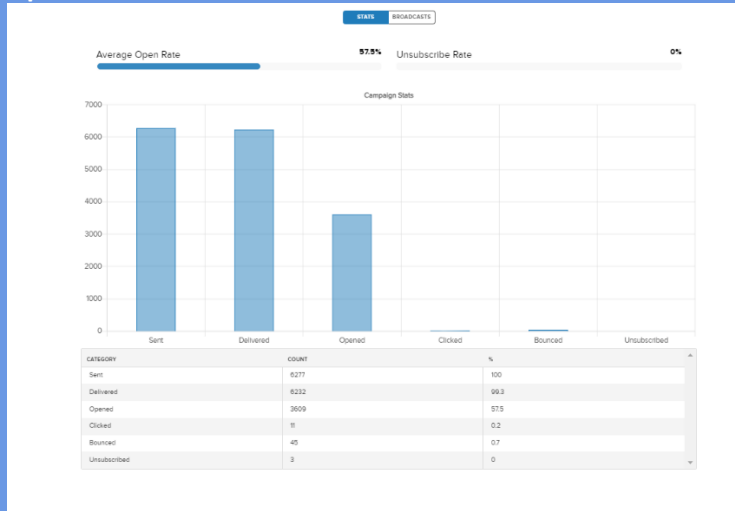
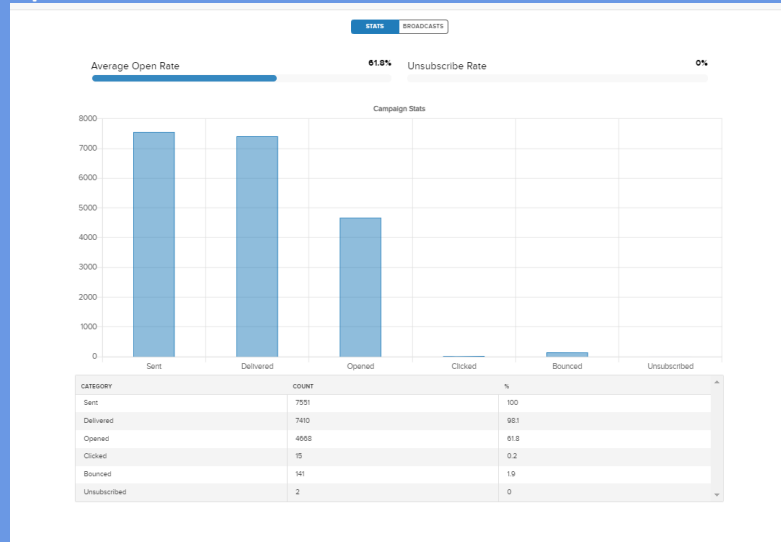
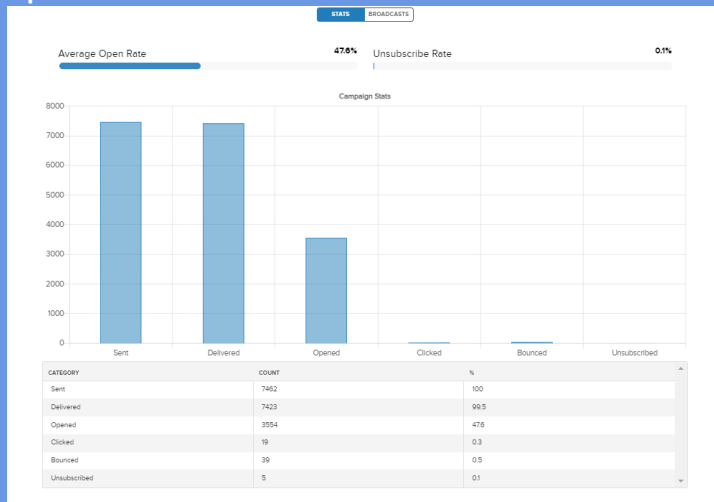


Get Connected



Analytics for Instagram Reels



1st FAFSA email 2024-25 students sent 11.14.23**Open rate 65.6%****1st FAFSA email allstudent sent 11.14.23****Open Rate 66.4%****2nd FAFSA email 2024-25 students results 11.21.23****Open Rate 57.5%****2nd FAFSA email all current students sent on 11.21.23****Open Rate 61.8%****3rd FAFSA email 2024-25 students results on 12.7.23****Open Rate 47.6%****3rd FAFSA email on December 7th all students sent on 12.7.23****Open Rate 53.2 %**