

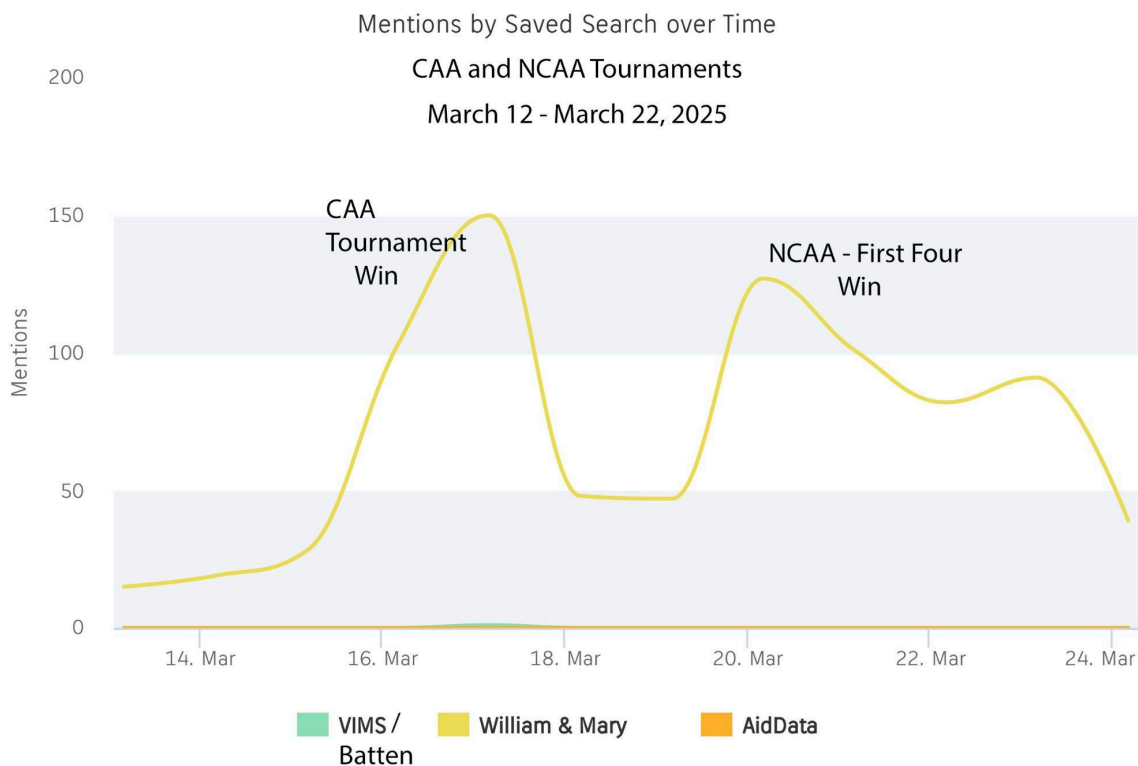
# W&M CAA / NCAA Tournament Media Recap

## 1. Earned Media Recap

Our tracking shows a sharp uptick in media mentions following both the Women's Basketball CAA Tournament win (Fig.1), as well as following both the First Four win at the NCAA Tournament and the First Round showing. Earned media mentions spikes following each of these were approximately three-times the baseline for that day.

William & Mary made the headlines in several March Madness coverage stories including [National AP](#), [ESPN](#), [USA Today](#) and the [Houston Chronicle](#). The best storytelling, however, has come from our own team in Austin, including our coverage on [Thursday](#) and [Friday](#).

**Fig. 1, Mentions by saved search over time:**



## 2. Owned and Paid Media Recap

- From our web traffic we see a strong ramp up following the CAA tournament win, with almost 50% growth in the last two weeks (Fig. 2), with a peak of 80K daily visitors vs less than 40K on an average day.
- Search traffic is up more than 50%, with 30K average daily searches over the last two weeks vs less than 20K normally.
- In terms of paid social, our paid Meta basketball ad is performing roughly 5x better than normal ads, with a reach of 500K vs 100K normally, and it's targeted to markets where we want to grow awareness. In terms of all paid social (on Meta and LinkedIn), we had more than 1.75M total impressions.
- On our owned social media, all platforms performed well beyond average:
  - Across all accounts, we saw engagement at 200% of our average, and spikes near the game days (Fig. 3).
  - Three basketball posts were in the top 10 widest-reaching story slides of the past year.
  - Average reach for basketball content is above our rolling 2-year average.
- Our Instagram story for Thursday's game reached 129K viewers, vs normal stories which reach around 20K, so more than 6x better. (Fig. 4)

**Fig. 2, overall web traffic:**

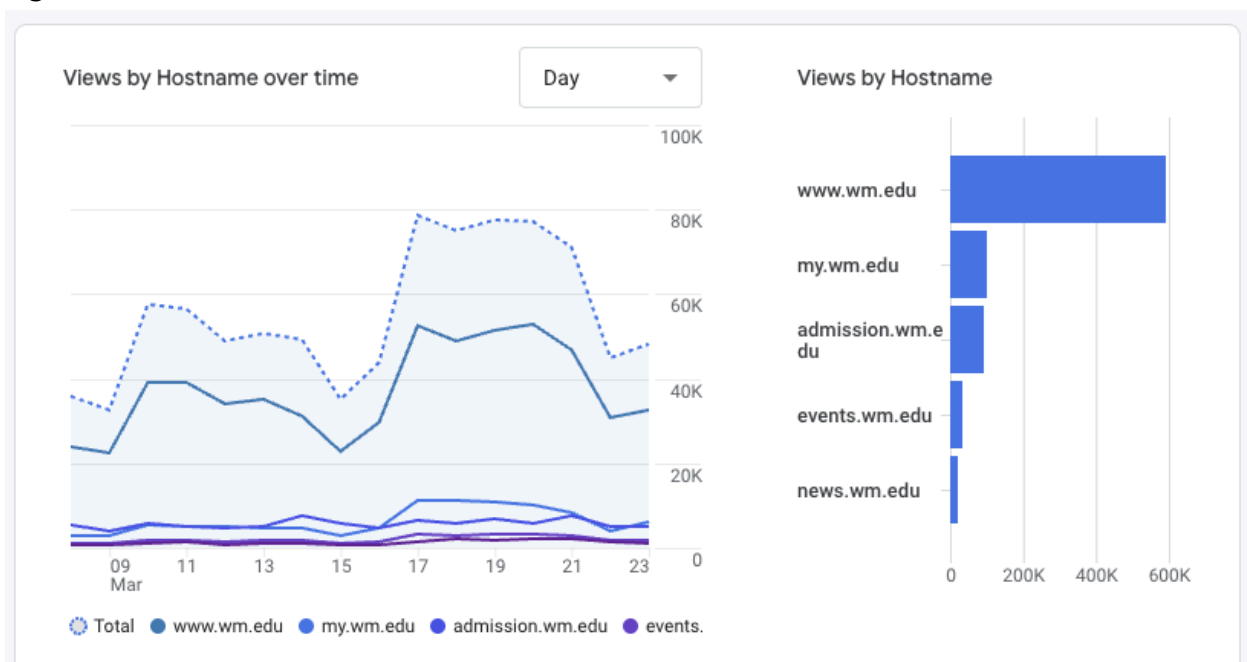


Fig. 3, Instagram and Facebook profile visits:

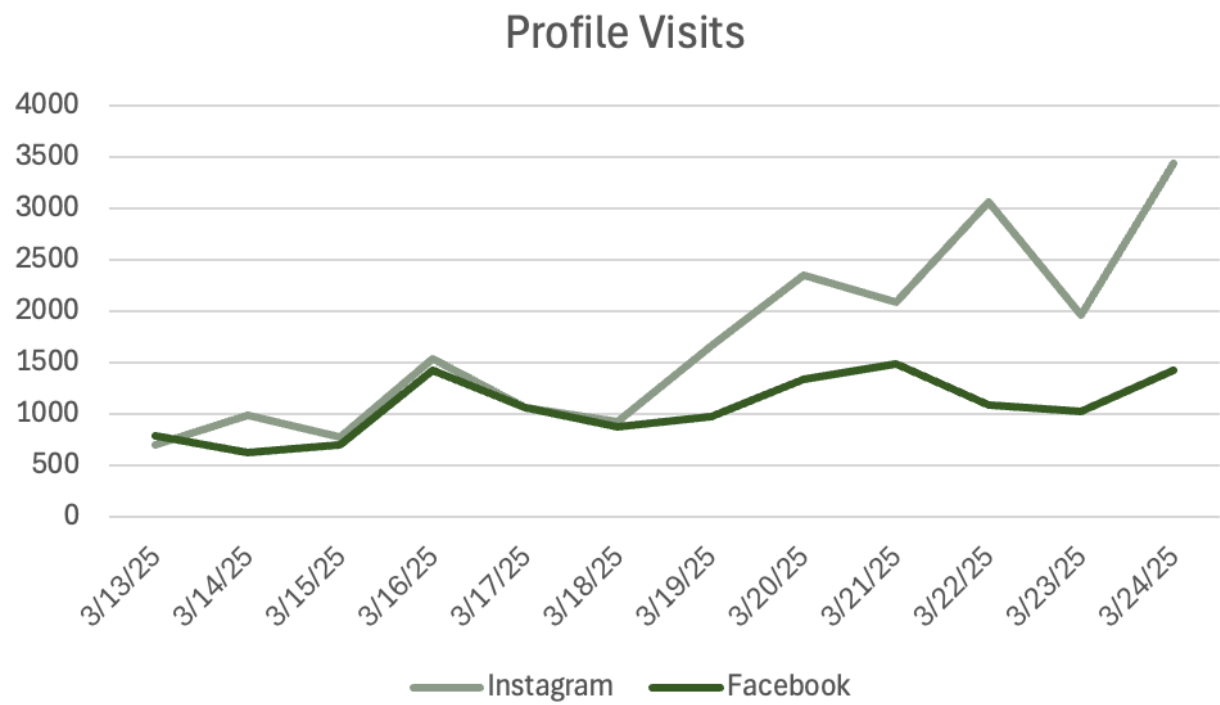


Fig. 4, Instagram Thursday story impressions

