



ASUCLA Media Contact:
Christina Manuel
ASUCLA Communications Specialist
(310) 794-8828
cmanuel@asucla.ucla.edu

ASUCLA Marketing Contact:
Ari Baron
ASUCLA Marketing Director
(310) 794-8802
abaron@asucla.ucla.edu

FOR IMMEDIATE RELEASE

ASUCLA ranked among top UCLA Instagram accounts in 2022

A report analyzing the successes of UCLA affiliated Instagram accounts found ASUCLA as a leader among many of the categories and a repeat finalist for top posts of 2022.

Los Angeles, Calif., April 5, 2023 – At just the few taps of a screen, [Associated Students UCLA](#)'s (ASUCLA) social media team is making waves for ASUCLA's brand online.

A UCLA School of Law report generated by [Dunroe](#), a software that tracks industry Instagram and TikTok data, analyzed 49 Instagram accounts affiliated with UCLA between Jan. 1, 2022 - Jan. 1, 2023. In the category of Instagram content, ASUCLA took home nearly half of the top 12 posts of the year, with [@asucla](#) on Instagram accounting for three of the posts, and [@uclastore](#), an enterprise of ASUCLA, with one post.

The ASUCLA social media team is composed of a small but strong team of two part-time UCLA students under the guidance of the ASUCLA Marketing department. All ASUCLA social media content is student-generated to share ASUCLA's mission of providing excellent services, programs, products and facilities through creative storytelling.

"We are extremely proud of the work we do," said Ari Baron, ASUCLA Marketing director. "In 2022 we were very successful despite having limited resources. However, our team is dedicated to listening to our followers to deploy meaningful and engaging content that is of value to our Bruin community online."

Of the leaderboard results, ASUCLA's accounts ranked in the top 20 in six of the seven categories between its two accounts [@asucla](#) and [@uclastore](#) on Instagram.

ASUCLA's hard work went on to place 8th in Instagram follower counts at 19,700, reigning in 7th place for an overall 5.2% engagement rate. The UCLA Store Instagram came in at 11th place for both its follower count of 16,500 and an engagement rate of 3.4%.

And as the social media team began to only scratch the surface of Instagram Reels in the last few years, ASUCLA received 38.7% reels reach rate placing 5th, with the UCLA Store placing 10th at a 21% reels reach rate.



“We’d also like to thank our campus partners for the ongoing collaboration that has aided our successes,” Baron said. “We look forward to future joint-efforts to continue reciprocating the same engagement and support online.”

To connect with ASUCLA, follow its accounts on Instagram [@asucla](#), TikTok [@asucla](#), Facebook [@asucla](#) and Twitter [@ASUCLASStudentU](#); and its UCLA Store accounts on Instagram [@uclastore](#) and Facebook [@theuclastore](#).

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About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA’s campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit [asucla.ucla.edu](#).

Photo: (From left) Abigail Cardenas, third-year Spanish community and culture student, and Kimia Abbassi, third-year psychobiology student, are the two UCLA students behind the ASUCLA social media success.