The Baylor Lariat Fall Socials

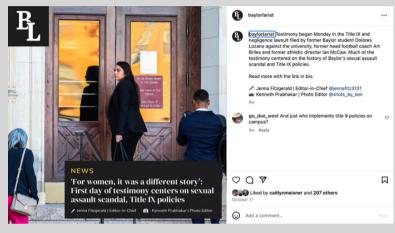
Baylor Title IX Lawsuit Coverage

During the Title IX and negligence lawsuit against former head coach Art Briles, former athletic director Ian McCaw and Baylor University, Lariat socials posted almost daily updates and breaking news on Instagram, Facebook and X.

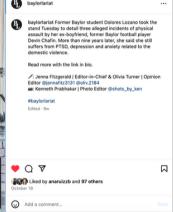
Instagram

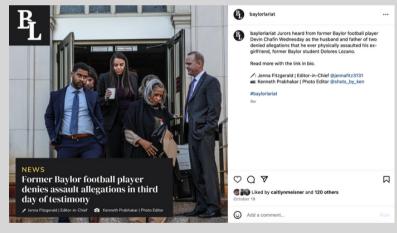






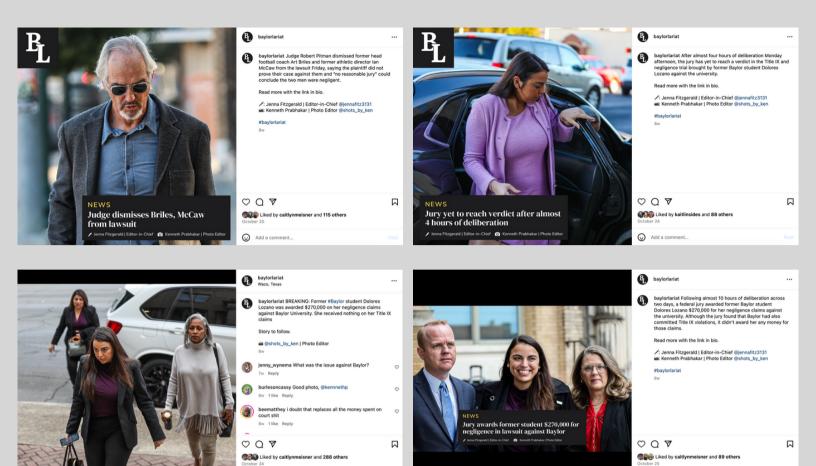












On Instagram, the Lariat posted 10 times about the trial. The post that was most interacted with was posted on Oct. 24, 2023, and received 289 likes, 4 comments, 50 shares and reached 4.2K accounts. During the trial, overall profile visits increased by 53.3% and reach by 26.2%.

Facebook

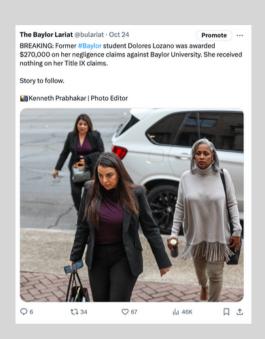




Add a comment.

On Facebook, the Lariat posted 10 times about the trial. The post that was most interacted with was posted on Oct. 20, 2023, and received 45 reactions, 7 comments, 5 shares and reached 2.4K accounts. During the trial, overall profile visits increased by 44.5%.

X





On X, the Lariat tweeted 10 times about the trial. The tweet that was most interacted with was tweeted on Oct. 20, 2023, and received 228 likes, 74 retweets, 16 comments, 105 profile visits and 47K views.

Overall, across all platforms, the most interacted posts were the breaking news stories on Oct. 20 and Oct. 24, which announced the dismissal of Briles and McCaw and the verdict, respectively.