

21 August Social Media Campaign Results

Description: VSE made a short video-poem ‘In the Light and the dark’ dedicated to those affected by terrorist attacks, aiming at raising awareness of the organisation and the first International Day of remembrance of and tribute to victims of terrorism. Hashtags used: #victims, #terrorism, #survivingterrorism
 Link: <https://www.youtube.com/watch?v=tb4sC4PBD8A>



Goals of the campaign

- Goal 1: Increased social media traffic
- Goal 2: Increased engagement
- Goal 3: Increased brand awareness
- Goal 4: Involve and unite VSE members around the matter (humanized experience!)

Approach taken

- Collaborator focus (collaborative effort of all members to share the video in social media) to maximise exposure including Facebook and Twitter outreach
- Unique content to grow likes and followers and generate Facebook and Twitter awareness
- Involvement of all VSE members in the creation of the video (creating the team-spirit)

Results:

1. Increased social media traffic
2. Involved participation all members
3. Raised widespread awareness (13,703 people reached)
4. Tripled the reach and impressions of social media accounts
5. Gained retweets by relevant influencers
6. The video viewed in youtube more that the rest of VSE's videos

Facebook (21 August - 27 August 2018):

13,703 People Reached
11, 600 People reached on the 21st of August
242 Reactions, comments & shares
68 shares
27 new page likes

Twitter (21 August 2018):

Impressions 5, 098
Total Engagement 130
Engagement rate 2,6%
Link clicks 33
Likes 29
Retweets 26
Media engagements 23
Detail expands 11
Hashtag clicks 4
Profile clicks 3
New Followers 17

Youtube (21 August - 27 August 2018):

Views 610
Impressions 96
Impressios Rate 19,8%
Average view duration 1:03(62.1%)
New subscribers 3

What should be improved for the next campaign?

1. To use the unique campaign hashtag
2. To skyrocket the Tweets and Facebook messages! Pre-plan follow-up tweets and facebook messages to go out to Twitter Feed (and Facebook Feed) at pre-determined times of the day! (The Buffer App???)