Utah State Fair's "Greatest Hits" Facebook Campaign


August 15 – September 15
2014

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The Campaign

For the 2014 social media campaign we used The Fair's theme "greatest hits" in order to create parody images of well known music albums and movie covers. These images were then posted on Facebook every day at 11:45am from August 15 to September 15 and included a chance to win free fair tickets for anyone who "liked" or commented on the post. Each image contest would last 24 hours before a winner was randomly selected and winners were posted twice a week.
In order to give the contest some variety we would switch up the prizes to include all-you-can-ride wristbands and T-shirts and also increased our engagement by giving people a chance to win if they had the most "liked" comment on a post.
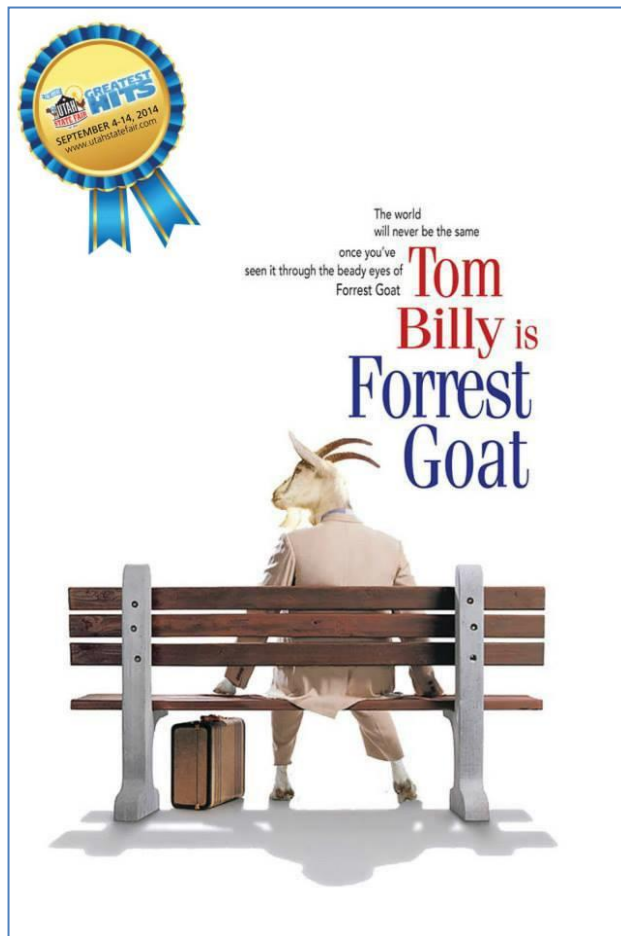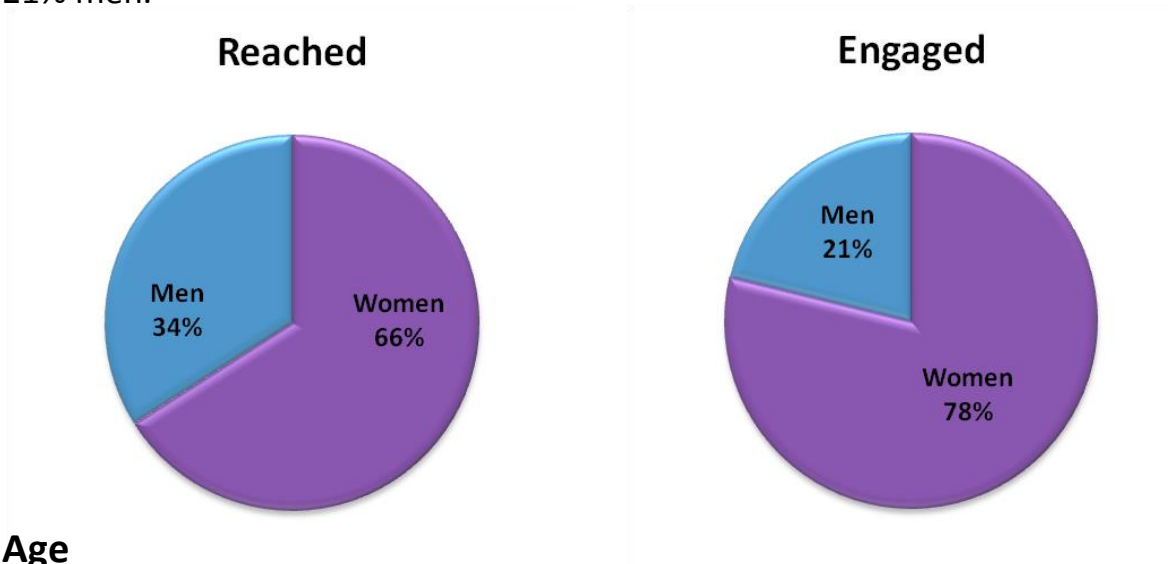
Demographics:

Gender

The demographics of the people *reached* during this campaign were 66% women and 34% men.

The demographics of people who *engaged* with our posts were 78% women and 21% men.

Reached

Engaged

Age

As displayed in the graph below, the majority of people *reached* were between the ages of 25-34, the same conclusion can be found when looking at those who *engaged* with our posts and "*liked*" our page.
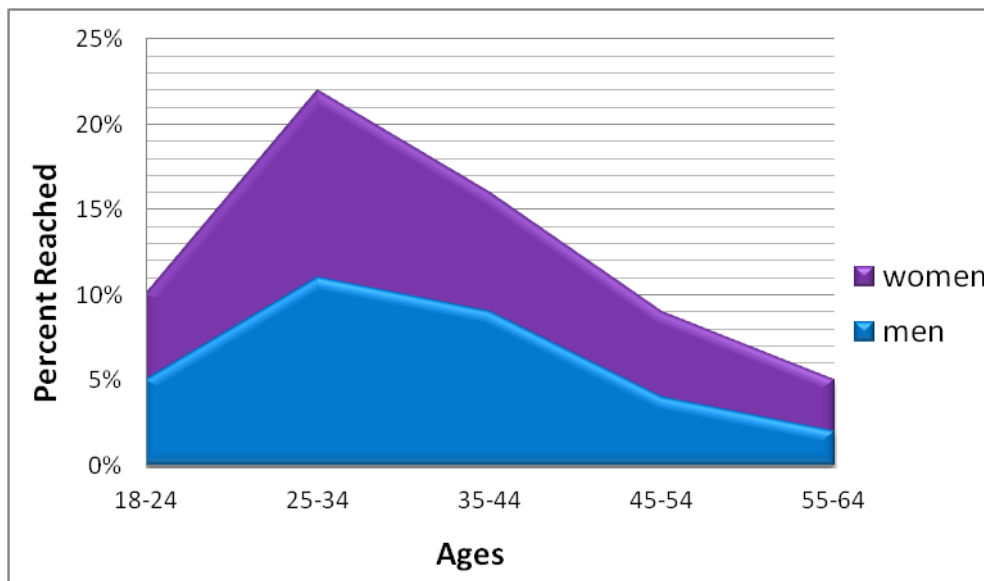
Campaign Reach

Page "Likes"

on August 15th, the first day of the campaign, the Facebook page had 14,549 likes; and on the last day of the campaign, September 15, we had 18,186 likes. This is an overall gain of 3,600 likes (25% increase) in a 30 day time period.

Page Likes
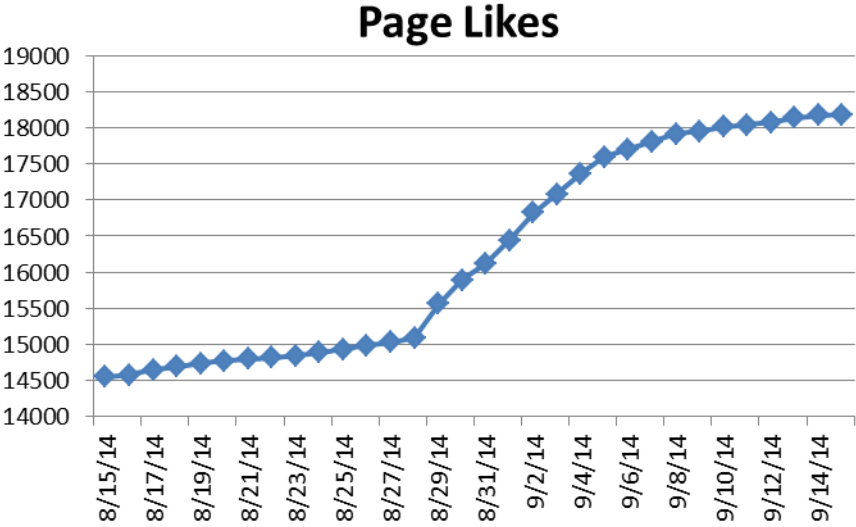
Post Reach

During the one month period of the campaign we had 36 contest posts and 33 non-contest posts with a combined total reach from these 69 posts of 293,110. We started off boosting each post in order to get a larger audience and within a week each post was easily able to carry itself into having a large organic reach.

Weekly Total Reach

Our top weekly total reach was 566,100. To understand what the weekly totally reach consists of, read the paragraph below.

The weekly total reach takes all interactions from all posts and counts them, along with all of their friends who had **potential** to see content from out page. For example if one person "liked" our post and they have 150 friends, it would add 151 to our total reach for that week. Since it only counts the potential to see our content the majority of these people probably did not see it as they could have missed their friends update or simply never logged on at the time.

Findings

There was a common occurrence during the campaign that posts on Wednesday's and Sunday's would always yield the highest reach while posts on Friday's and Saturdays would result in the lowest. Below is the ranking of each day of the week based off of the average organic reach received by a contest picture post.

Top Days
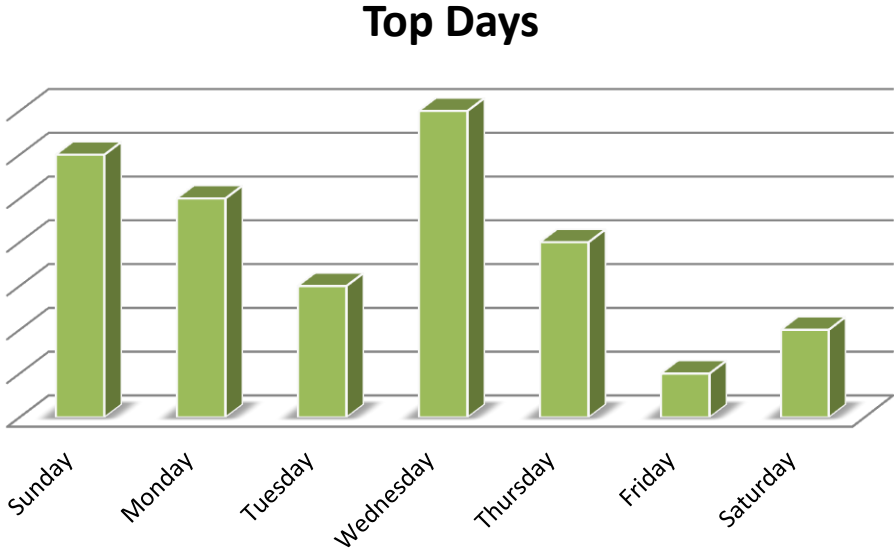
It can also be noted that the period of time in which our social media page had the most engagement and reach for the campaign was from August 28th to September 5th, during the middle of the campaign. This trend demonstrates the optimal days to advertise through social media for The Fair and should be utilized next year. The spike in activity can be easily seen on the previous page's "Page Likes" graph.