



EVENT PROMOTION

3 - DAY REVIEW OF
EVENT SOCIAL MEDIA STRATEGY

PURPOSE | GOAL | PLAN | CONTENT

Social Media Review – March 25th through 28th, 2019

PURPOSE | GOALS

PURPOSE:

- 1. To promote a signature event across all social networks, highlighting our sponsors, artists, and activities – increasing their exposure among our community while pushing the signature event to all persons currently connected to the @ [redacted] network in an effort to drive ticket sales.

PRIMARY GOALS:

1. to increase awareness of the signature event,
2. to drive ticket sales.

SECONDARY GOALS:

1. to increase the number of followers across all networks,
2. to raise the level of engagement with all those currently connected to the @ [redacted] community.

3-DAY RESULTS

Instagram

  Selected: Mar 25 to Mar 28 Previous: Mar 21 to Mar 24 Mar 25 - Mar 28



Twitter

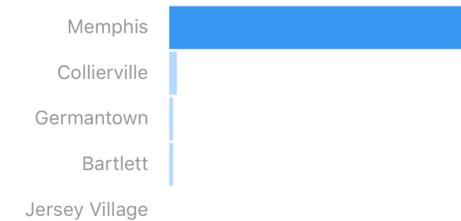
  Selected: Mar 25 to Mar 28 Previous: Mar 21 to Mar 24



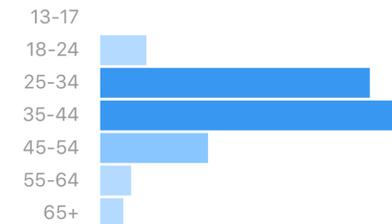
Instagram Demographics

768 followers
+10 vs. Mar 15 - Mar 21

Top Locations [Cities](#) [Countries](#)



Age Range [All](#) [Men](#) [Women](#)

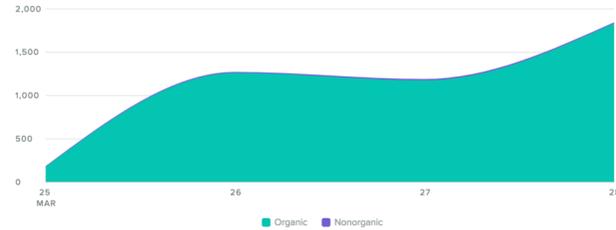


3-DAY RESULTS CON'T

Facebook

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

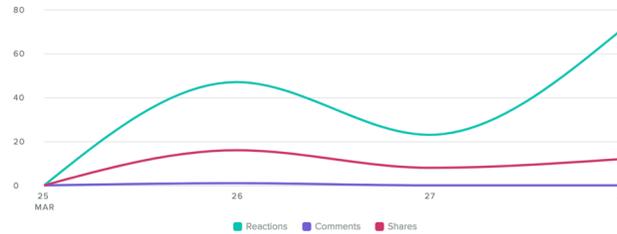


Impressions Metrics	Totals
Organic Impressions	4,432
Nonorganic Impressions	49
Total Impressions	4,481
Average Daily Users Reached	474

Total Impressions increased by
~151.3%
since previous date range

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	141
Comments	1
Shares	36
Total Engagements	178

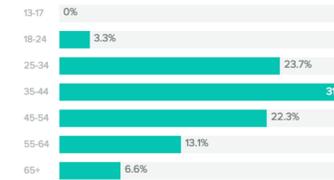
Total Engagements increased by
~4,350%
since previous date range

Facebook Demographics

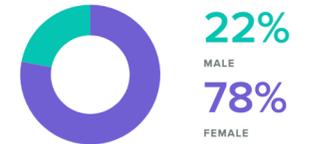
Facebook Audience Demographics

Page Fans | People Reached | People Engaged

BY AGE



BY GENDER



Women between the ages of 35-44 appear to be the leading force among your fans.

Top Countries

United States	1,380
India	5
Pakistan	5
Ghana	3
Australia	2

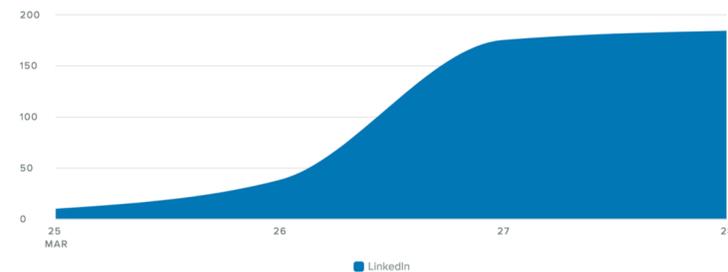
Top Cities

Memphis, TN	921
Collierville, TN	29
Germantown, TN	26
Olive Branch, MS	22
Nashville, TN	19

LinkedIn

Group Impressions

IMPRESSIONS PER DAY

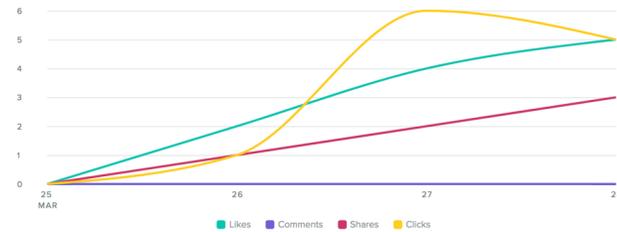


Impressions Metrics	Totals	% Change
LinkedIn Impressions	407	~352.2%
Total Impressions	407	~352.2%

Total Impressions increased by
~352.2%
since previous date range

LinkedIn Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes	11
Comments	0
Shares	6
Clicks	12
Total Engagements	29

Total Engagements increased by
~383.3%
since previous date range