

Social Media Campaign Evaluation

Carin Bess, Ethan John Canio, Haley Dow,
Kimberlee Tottori, Laurencia Trevino & Billy Zorzanello

March 12, 2021

Measurable Objectives:

Informational

1. To educate the public about how to create less plastic waste, dispose of it properly, or reuse plastics.

Motivational

2. Work to obtain 50 Instagram followers, Facebook followers/likes & Twitter followers.
3. Post content daily on all platforms.

Behavioral

4. Respond to all comments to engage with our audience.
5. Average 10 likes per Facebook and Instagram post, receive 2 retweets on at least 5 tweets.

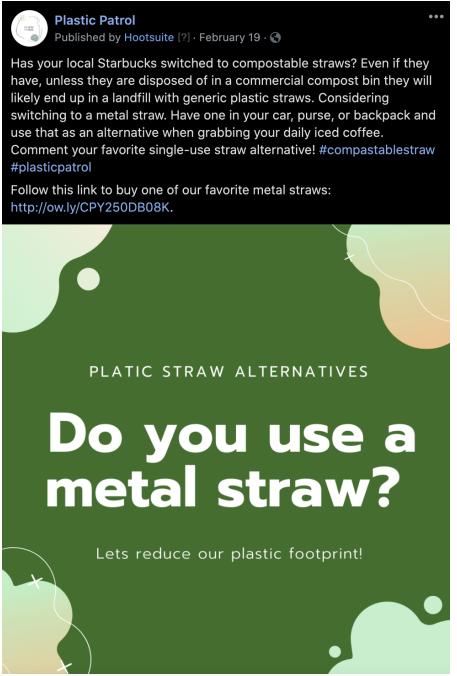
Outputs

	Total Posts	Posts/Stories per day	Content
Facebook	49	2-3	Photos, links, ideas/habits to try, facts
Instagram	21	2-3	Infographics, photos, quotes, facts, project ideas
Twitter	86	3-4	Infographics, articles, text, gifs, creative DIY ideas

Facebook:

Quantitative Evaluation:

Total Posts	Total Reach	Total Page Likes/Views	Total Post Engagements	Total Page Followers
49 Posts	538 People Reached	3 Likes/38 Page Views	128 Interactions	6 Followers

 <p>Plastic Patrol Published by Hootsuite [?] · February 24 · </p> <p>Plarn is only one of many creative ways to reuse plastic that otherwise could be sitting in a landfill. What are other fun ways you could reuse plastic?</p>	<p>2/24/21</p> <ul style="list-style-type: none"> - 14 Engagements - 7 People Reached - 3 Likes - 10 Clicks - 1 Comment - 0 Saves/Shares
 <p>Plastic Patrol Published by Hootsuite [?] · February 20 · </p> <p>Could you define microplastics? #microplastic #plasticwaste #plasticpatrol</p> <p>What are Microplastics?</p> <p>Tiny pieces or particles of plastic</p> <p>They pollute the environment and can be the result of the breakdown of larger plastics</p> <p>A common form of microplastics are microbeads from health & beauty products</p>	<p>3/2/21</p> <ul style="list-style-type: none"> - 12 Engagements - 7 People Reached - 2 Likes - 10 Clicks - 0 Comments - 0 Saves/Shares
 <p>Plastic Patrol Published by Hootsuite [?] · February 19 · </p> <p>Has your local Starbucks switched to compostable straws? Even if they have, unless they are disposed of in a commercial compost bin they will likely end up in a landfill with generic plastic straws. Considering switching to a metal straw. Have one in your car, purse, or backpack and use that as an alternative when grabbing your daily iced coffee. Comment your favorite single-use straw alternative! #compostablestraw #plasticpatrol</p> <p>Follow this link to buy one of our favorite metal straws: http://ow.ly/CPY250DB08K.</p> <p>PLASTIC STRAW ALTERNATIVES</p> <p>Do you use a metal straw?</p> <p>Lets reduce our plastic footprint!</p>	<p>2/23/21</p> <ul style="list-style-type: none"> - 6 Engagements - 8 People Reached - 4 Likes - 2 Clicks - 0 Saves/Shares

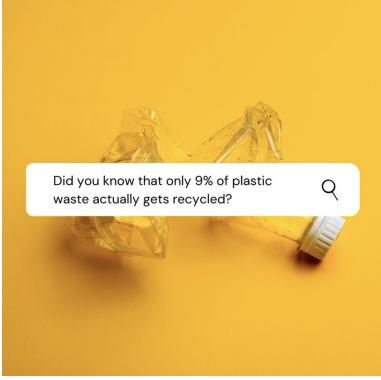
Qualitative Evaluation:

1. The posts that received the most engagements were infographics, more specifically an infographic about metal straws. This topic is extremely relevant and “trendy” among our target audience. These infographics with large engagement also included links to read more, or purchase a metal straw, etc.
2. Hashtags were not frequently used in content, and the ones that did feature hashtags did not garner any more engagement. This is typical for the FB platform.
3. Content did not garner high engagement regardless of the time we posted. Follow-up posts of core content, particularly the one about plastic, that were posted later in the afternoon/evening seemed to receive more engagement - but there was not enough to conclusively show how time affected engagement.
4. Towards the end of the campaign we started increasing the frequency of posts and that seemed to garner more opportunities for engagement. As aforementioned the incorporation of follow-up posts ensured a higher chance of appearing on followers home pages.

Instagram:

Quantitative Evaluation:

Total Posts	Total Reach	Total Page Likes	Total Post Engagements	Total Page Followers
21 Posts	575 Accounts Reached	162 Likes	163 Interactions	29 Followers



plasticpatrolsu Did you know that only 9% of plastic waste actually gets recycled? Link in bio to learn more! #plasticpatrol #plasticwaste

2d

9 likes 2 DAYS AGO

Add a comment... Post

3/6/21

- 25 Impressions
- 22 Accounts reached
- 9 Likes
- 0 Follows
- 3 Profile visits
- 0 Comments
- 0 Saves

 <p>plasticpatrolsu Did you know that not all plastic products can be recycled? Learn how to do it right so we can keep our planet clean! Link in bio to learn more! #plasticpatrol #plasticwaste</p> <p>6d</p> <p>Liked by misunderstoodnomore and 10 others</p> <p>Add a comment... Post</p>	<p>3/2/21 - Promoted Post</p> <ul style="list-style-type: none"> - 708 Impressions - 546 Accounts reached - 11 Likes - 0 Follows - 5 Profile visits - 0 Comments - 1 Saves
 <p>plasticpatrolsu Do you know about the recycling rules in King County?</p> <p>2W</p> <p>Liked by misunderstoodnomore and 9 others</p> <p>Add a comment... Post</p>	<p>2/23/21</p> <ul style="list-style-type: none"> - 39 Impressions - 26 Accounts reached - 10 Likes - 0 Follows - 1 Profile visits - 0 Comments - 0 Saves

Qualitative Evaluation:

1. The posts with the most engagement were infographics or links to articles that explained more in depth the rules of recycling in your specific area. The posts that showed this information directly in the infographic posted got the most likes on our page.
2. Hashtags were used on stories (posted behind the picture) to get on the discovery page and reach more of an audience.
3. Posting at a certain time each day didn't seem to make much of a difference. We posted at different times each day (8AM, 10AM, 2PM) and got the same amount of likes on most of our photos. There was no direct evidence that time posted had any direct link to more impressions.
4. Frequency of posts and more posts could have helped us engage more with the audience and show more information about Plastic Patrol the brand. We could have also included a post on the members behind the team to make it more personal and interactive.

Twitter:

Quantitative Evaluation:

Total Posts	Total Reach	Total Likes/RT's/pages	Total Post Impressions	Total Page Followers
86 Tweets	1,962 Profile Visits	220 Favs 4 RT's 7 Replies	3959 Impressions	16 Followers

Sample Twitter Content:

	3/7/21 <ul style="list-style-type: none">• 5 Likes• 178 Impressions• 33 Engagements
--	--

	<p>2/26/21</p> <ul style="list-style-type: none"> • 5 Likes • 1 Reply • 168 Impressions • 36 Engagements
	<p>3/4/21</p> <ul style="list-style-type: none"> • 5 Likes • 1 Reply • 7 Votes • 213 Impressions • 34 Engagements

Qualitative Evaluation:

1. Posts that received the most impressions/interactions were polls, clean/simple infographics, and original content such as pictures we took ourselves or casual/conversational toned tweets. Impressions ≠ Favorites/interactions.
2. #Hashtags weren't used very often in our tweets, but instead we used call to actions where we could. For instance "share a pic of your reusable water bottle" or prompting people to click a link after twitter polls.
3. On Twitter it seemed that posting from ≈ 8am-12pm tended to result in more likes/ interactions amongst our followers. It was not a super significant difference from the tweets we would send out at 2pm and 4pm.
4. The frequency of which we posted saw a great impact in the amount of total impressions and interaction we received. After week 1, we ended up doubling the amount of tweets we sent out each week.
5. I think having the casual/conversational toned tweets helped to make the account feel

more personable and less like a bot/ super formal type of account. It helped to make it feel more accessible.

Final Outcome:

Informational: Plastic patrol did educate the public on how to create less plastic waste, dispose of it properly, and reuse plastics in a creative way. Although we didn't reach as large of an audience as we set out to, we did provide that appropriate and relevant information on all social media platforms.

Motivational: Plastic patrol did not quite reach out motivational goal of obtaining 50 followers on all platforms. The average amount of likes on Instagram was about 8-12, Facebook was 3-4 likes, and Twitter was 3-5. Plastic Patrol did however succeed in posting content daily to all social media platforms, we actually posted multiple times per day.

Behavioral: We did respond to all comments when they were made. We didn't quite meet the objective of an average of 10 likes on Facebook, but on Instagram we averaged 8-12 likes per post. We didn't get as many retweets as we wanted, but the likes from tweet to tweet were fairly consistent throughout the entire campaign.

How to Improve:

Our campaign would have benefited from posting more frequently and consistently from week 1. If we started out by posting as much as we did in week 2 or 3, it would've helped us get out there and build up a more consistent following and an audience that keeps coming back to view and interact with new content. Our campaign would have benefited a lot if we promoted more of our content, especially on our Instagram account, to attract more followers and build awareness of Plastic patrol. There was limited promotion and paid advertising in this campaign, so an overwhelming majority of our content was organic. In terms of building a community, finding other small, like-minded accounts could have been a good way to build some familiarity/relationships with other accounts, especially if presented the opportunity for cross promotional posts or collaborations. Lastly, although we had a fair amount of original content, we could have increased the amount of interactions we received in total, as original content typically outperformed posts like links to informational articles.

Conclusion:

Our social media campaign was successful in informing our target audience about plastic pollution and others ways to reuse plastics. The campaign spread awareness of the misconceptions of recycling and provided helpful resources for users. We shared different facts about plastic pollution, informative links, and news stories related to plastic in our environment to encourage sustainable practices and plastic free alternatives. Despite minimal engagement, if this campaign were to continue with the benefits of more time and money invested, more users on each social platform would be reached. Ultimately our content provided the information and community that our target audience was seeking, and the account can be referred to if someone wants to learn more about plastic and its effects on humans and the environment.

References:

- 1) Analytics. Facebook.com. (2021). Plastic Patrol Insights Page. Retrieved from https://www.facebook.com/plasticpatrolSU/insights/?referrer=page_insights_tab_button
- 2) Analytics. Twitter.com (2021) Plastic Patrol 1 Summary Report. Retrieved from <https://analytics.twitter.com/user/PlasticPatrol1/home>
- 3) Analytics. Instagram.com (2021) Instagram Insights Page. Retrieved from <https://www.instagram.com/plasticpatrolsu/>