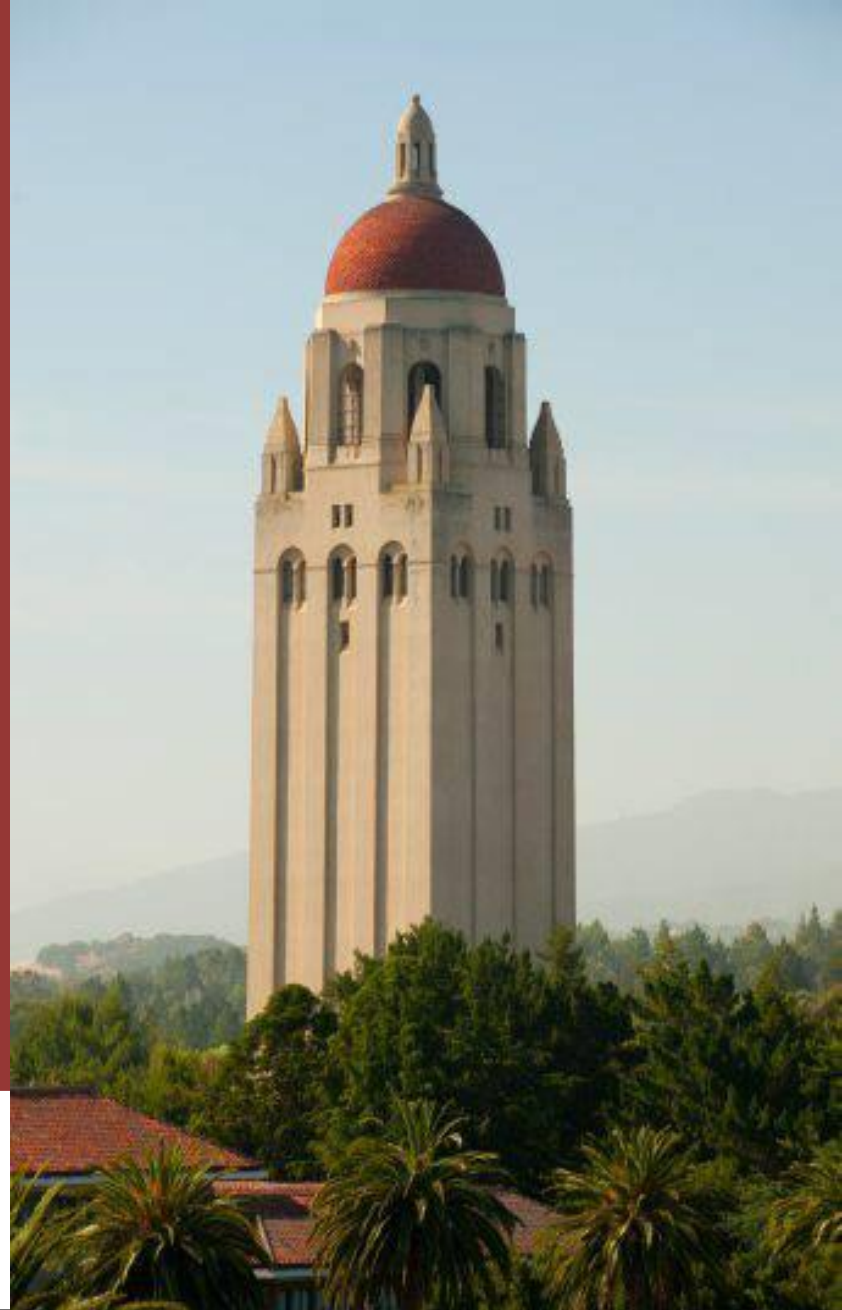


Goal-Driven Social Media

Stefania Pomponi — Founder, President, and
Chief Evangelist, Clever Girls Collective

Stanford SOCIAL
INNOVATION^{Review}



<http://www.ssireview.org/socialmediaonpurpose> | #SMoP14

GOAL DRIVEN SOCIAL MEDIA



Stefania Pomponi
Founder/President & Chief Evangelist
@CityMama
Clever Girls Collective

Stanford Social Innovation
Review
Social Media On Purpose
May 22, 2014

Clever Girls Collective

CONTENT AT SCALE

We **connect** brands
with social media
influencers

Our influencers
create authentic,
branded content,
native to their
channel of influence

Branded content
will **reach** the right
audience and
influence
purchasing
decisions



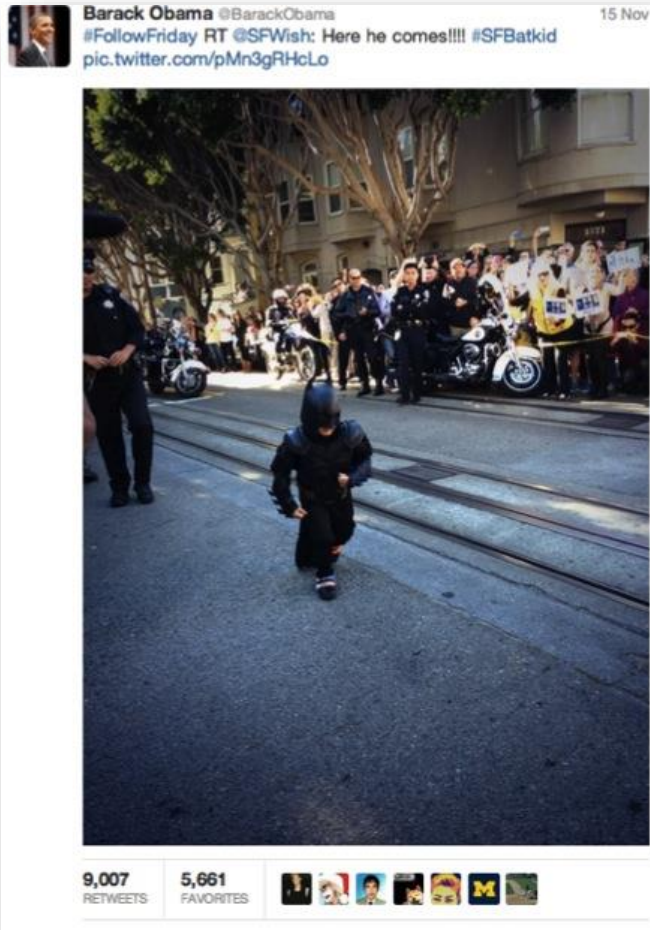
#SFBATKID

What Was #SFBatkid?



MARKETING GOES VIRAL

#SFBatkid By The Numbers



President Obama retweets one of our staff photos!

**1,840,577,475 OVERALL
SOCIAL IMPRESSIONS**

**1,816,783,718 TOTAL
TWITTER IMPRESSIONS**

**23,793,757 TOTAL INSTAGRAM
IMPRESSIONS**

THE SIX SECRETS OF #SFBATKID

1. **GOAL**
2. **EMOTIONAL STORY**
3. **PROCESS**
4. **AUDIENCE &
CHANNEL**
5. **PREPARATION &
AGILITY**
6. **METRICS**

A.K.A. THE SECRETS OF ALL SOCIAL MEDIA PROGRAMS

Secret #1: Goal



Secret #1: Goal



Justine Waldman
@JustineWaldman

Follow

Here's where #SFBatKid has crime fighting missions. Map by @GrantLodes on @kron4news. Watch out @PenguinSF! @SFWish pic.twitter.com/2n6eU3Lf7J

Reply Retweet Favorite More

RETWEETS: 279 FAVORITES: 112

9:19 AM - 15 Nov 2013

Flag media

Secret #2: Emotional Story



WHY WILL PEOPLE CARE?



Secret #3: Process

“WHAT’S THE HASHTAG?”

Worldwide Trends · Change

- #DollarMenu & More Promoted
- #SFBatKid**
- #WhatNow
- #BuenFin
- Doug Ford
- #TakibeGeldik
- #weekend
- Children in Need
- The Tribes
- BarzaniyeZiyaret Turkiye

United States Trends · Change

- #DollarMenu & More Promoted
- #SFBatKid**
- #Obamacare
- Pandora
- Florida
- #iPad
- Texas
- #HappyFriday
- #AMAs
- New York

BATKID SAVES CITY
Hooded hero nabs Riddler, rescues damsel in distress

#SFBatKid

Gerald's Illustration @TheArtgd
Good Morning #SFBatKid :D It's a good day to save Gotham City!
pic.twitter.com/8NSCUjyaZP

LeticiaTechSavvyMama @techsavvymama
That would be awesome right @CleverGirlsColl RT @mangalorean:
Now if only @twitter geotagged all of #sfbatkid tweets today with
Gotham City.

Secret #4: Audience & Channel

WHO DO YOU WANT TO REACH?

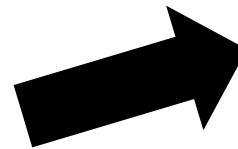
The collage features several key elements: a Reddit post from r/sanfrancisco titled "Best tourist attraction?..." with a search bar and login fields; a Make-A-Wish Greater Bay Area website with a "MILES' WISH TO BE BATKID" headline and a "WISHES" button; a video player showing "Batkid Saves The Day!" with a play button and a progress bar; and a Twitter profile for "The Penguin" (@PenguinSF) with tweets about the event, including one from Carmen Sandiego (@CarmenSandiego) and another from @PenguinSF asking "Will you get to Haha?".



AND WHERE ARE THEY?

Secret #5: Preparation & Agility

WHAT IF THIS DOESN'T WORK?



OR IF IT DOES!?

Secret #6: Metrics

YOU GET WHAT YOU MEASURE

- People who RSVP'd to volunteer via MAW website: **16,077**
- Estimated size of the crowd at City Hall: **20,000**
- Number of #SFBatKid #BatKid tweets generated thru Sunday, 11/17: **545,576**
- Number of countries where Batkid was discussed: **117**
- Total Twitter Reach: **777,453,544**
- Total Twitter Impressions: **1,816,783,718**
- Number of Instagram photos with #SFBatKid: **16,000**
- Total Instagram Potential Reach: **19.5 million**
- Total Instagram Potential Impressions: **23.6 million**
- Number of hits per second to all Make-A-Wish websites during peak: **1,400**



Gotham City Chronicle

BATKID SAVES CITY

*Hooded hero nabs Riddler,
rescues damsel in distress*



QUESTIONS?

Thank You!

CleverGirlsCollective.com

Stefania Pomponi

stefania@clevergirlscollective.com

@citymama

   : CleverGirlsColl

 : CleverGirlsCollective