

Crowdsourced Panel for Social Media Campaigns

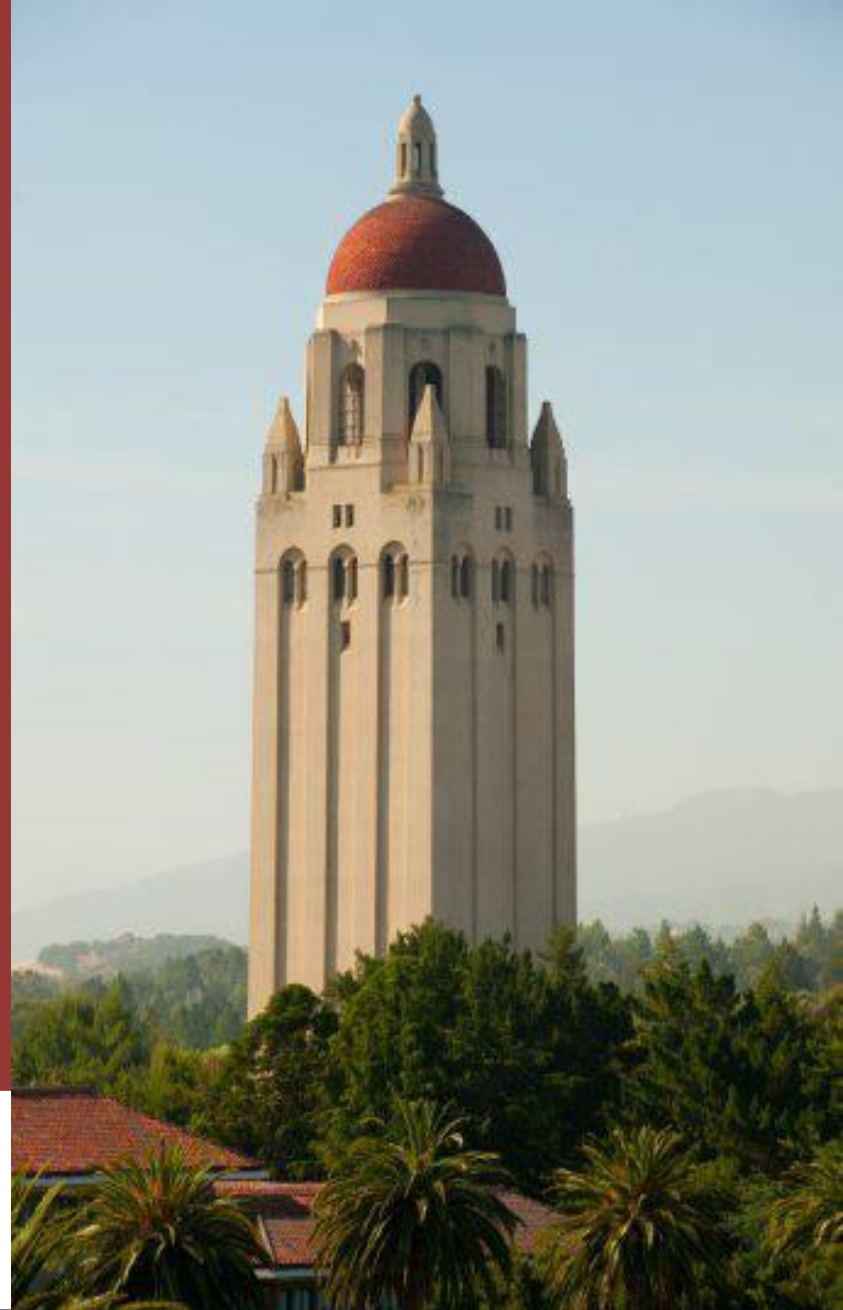
Geoff Drake — Monterey Bay Aquarium

Christina Frenzel — Environmental Working Group

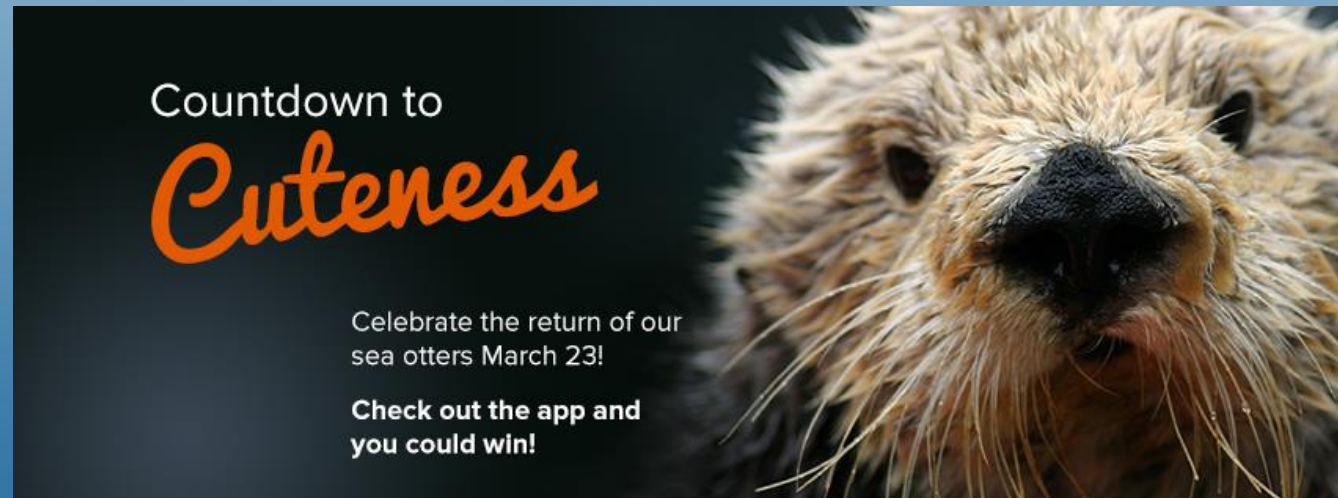
Julie Ellman — Connect360 MultiMedia

Stanford SOCIAL
INNOVATION^{Review}

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



Monterey Bay Aquarium “Countdown to Cuteness”



The Power of “Awww” Each Day Reveals New Content

The image shows a Facebook post from the Monterey Bay Aquarium. The post is titled "Countdown to Cuteness" and features a grid of 27 numbered icons of sea otters, representing a daily countdown. The text of the post describes a contest where users can win a behind-the-scenes tour and a gift card by clicking on the highlighted day. A "Bonus" section mentions weekly winners receiving a gift package. A video player is embedded in the post, showing a person in a black mask and purple gloves handling a young sea otter. Below the video, a text box asks "Who IS that Masked Person?" and provides information about the Sea Otter Research and Conservation program, explaining that volunteers wear masks and cloaks to prevent imprinting. At the bottom of the post, there are "Like" and "Send" buttons, and a notification that 48 people have liked the post.

facebook Search for people, places and things Josh Fry Find Friends Home

Monterey Bay Aquarium

Countdown to Cuteness

Celebrate the return of our exhibit sea otters on March 23!

Celebrate the return of our exhibit sea otters on March 23 by participating in our "Countdown to Cuteness" on Facebook. Each day we'll reveal a fun photo, video or other fact—just click on the highlighted day. On certain days (check back often) you can enter our "Countdown to Cuteness" sweepstakes for a chance to win an exclusive, behind-the-scenes tour of the exhibit—and meet some of our star otters! You'll also get free Aquarium access for the day and an Aquarium gift card to use in our Gift & Bookstore or restaurant.

Bonus: Based on entries received each week, we'll select two weekly winners to receive an "ottery" delightful gift package.

Recommended Games
People You May Know

Celebrate **Day 15** turn of our exhibit sea otters on March 23!

Celebrate the return of our exhibit sea otters on March 23 by participating in our "Countdown to Cuteness" on Facebook. Each day we'll reveal a fun photo, video or other fact—just click on the highlighted day. On certain days (check back often) you can enter our "Countdown to Cuteness" sweepstakes for a chance to win an exclusive, behind-the-scenes tour of the exhibit—and meet some of our star otters! You'll also get free Aquarium access for the day and an Aquarium gift card to use in our Gift & Bookstore or restaurant.

Bonus: Based on entries received each week, we'll select two weekly winners to receive an "ottery" delightful gift package.

Who IS that Masked Person?

Did you know that our Sea Otter Research and Conservation program volunteers have to don a mask and cloak when handling young otters raised for release? This helps prevent a needy young otter from imprinting on its caregiver, giving it a better chance of an independent life in the wild.

[Learn more about our Sea Otter Research and Conservation program.](#)

Like Send 48 people like this. Be the first of your friends.



Results

- **Sweeps Entries:** 10,720
- **New e-mail subscribers:** 6,839
- **Estimated number of Facebook likes (above normal increase):** 6,000
- **Number of posts across mediums (Facebook, Twitter, Google+, Tumblr, Instagram):** 120 (approx.)
- **Number of Facebook post interactions:** 52,420

■ Viral Reach ?



countdown
visit once-in-a-lifetim...
view otter https tank
old bay fan win otters ocean exhibits
experience sea daily
aquarium
website enter monterey
california exhibit photo
animals cuteness open video
available public return





Environmental Working Group

See the list of 500+ foods with EWG's NEW report: <http://bit.ly/1lmct3E>

SHARE & help spread the word!



Unlike · Comment · Share · 2,203 222 9,942 · February 27 at 7:47am ·



Environmental Working Group

TAKE ACTION here: <http://bit.ly/1cd70mr>



Like · Comment · Share · 1,087 43 1,298 · March 6 at 8:12am ·



EWG Social Media Campaign: "Yoga Mat Chemical"

Christina Frenzel

Digital Media Manager,
Environmental Working
Group (EWG)

cfrenzel@ewg.org

Campaign Goals

- Raise awareness about a chemical found in yoga mats that EWG discovered in 500+ foods.
- Have our followers sign a petition urging food companies to remove this chemical.
- Gain excitement about EWG's upcoming Food Database.

Campaign Results

- Post Reach: 1 million+
- Post Shares: 10,000+
- Post LIKES: 10,000+
- Link clicks to report webpage: 63,000+
- Report shares on Facebook: 36,000+
- Tweets: 1,400+
- Pins: 8,500+
- Nearly 69,500 petition signatures

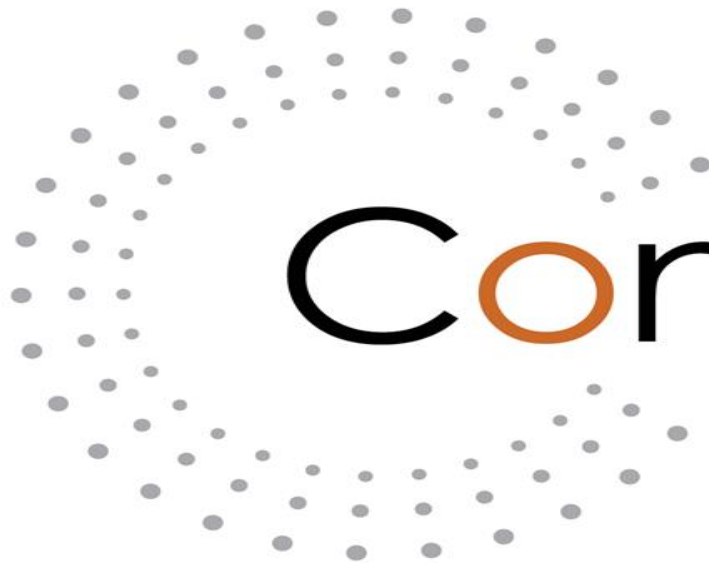




Hearing Health Foundation

Prevention | Research | Cure

Integrated Internet, Social Media,
Digital & Broadcast PSA Campaign



Connect360
MultiMedia

CAMPAIGN SUMMARY

Description:

Educate public about exciting, new developments in hearing research and latest discovery that chickens have the ability to spontaneously restore their own hearing. Through the Hearing Restoration Project, HHF is aiming to enable the same phenomenon in humans.

Campaign Goals:

- *Educate the public about HHF's promise to rid hearing loss within 10 years*
 - *Secure editorial blog interviews and other online coverage*
 - *Drive traffic to www.hhf.org*

Target Audiences:

Moms & Moms of Newborns, Moms of Teens, Parents, Military & Veterans, General Health, Hearing Loss & Tinnitus, Seniors & Boomers, Caregivers



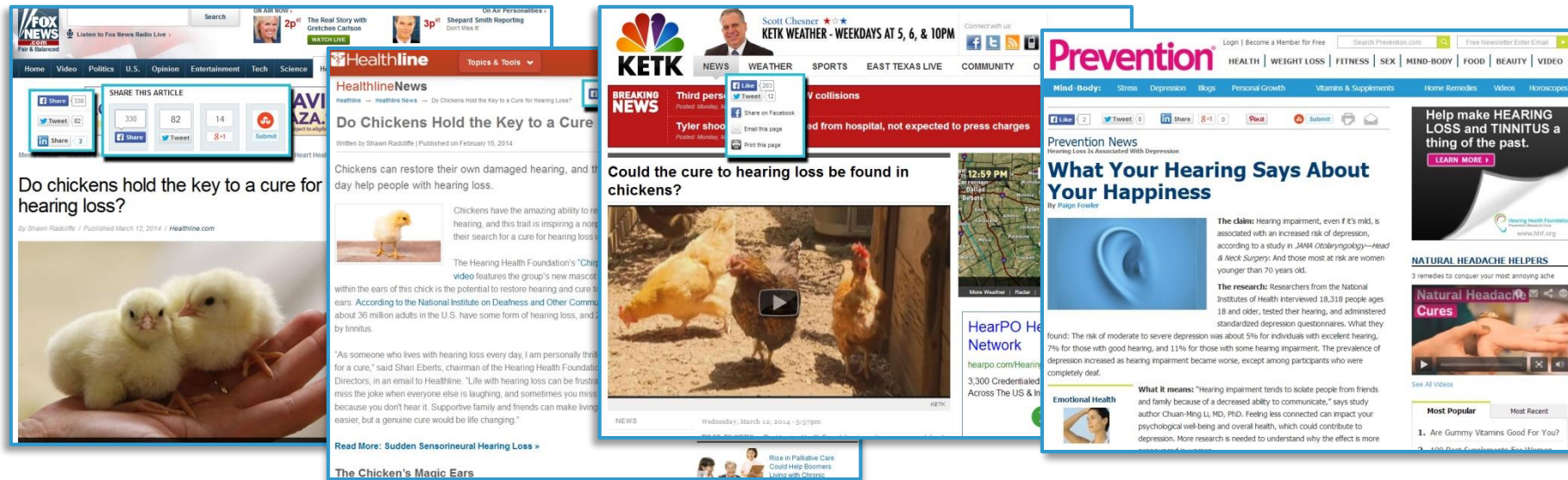
CAMPAIGN SUMMARY

Strategy:


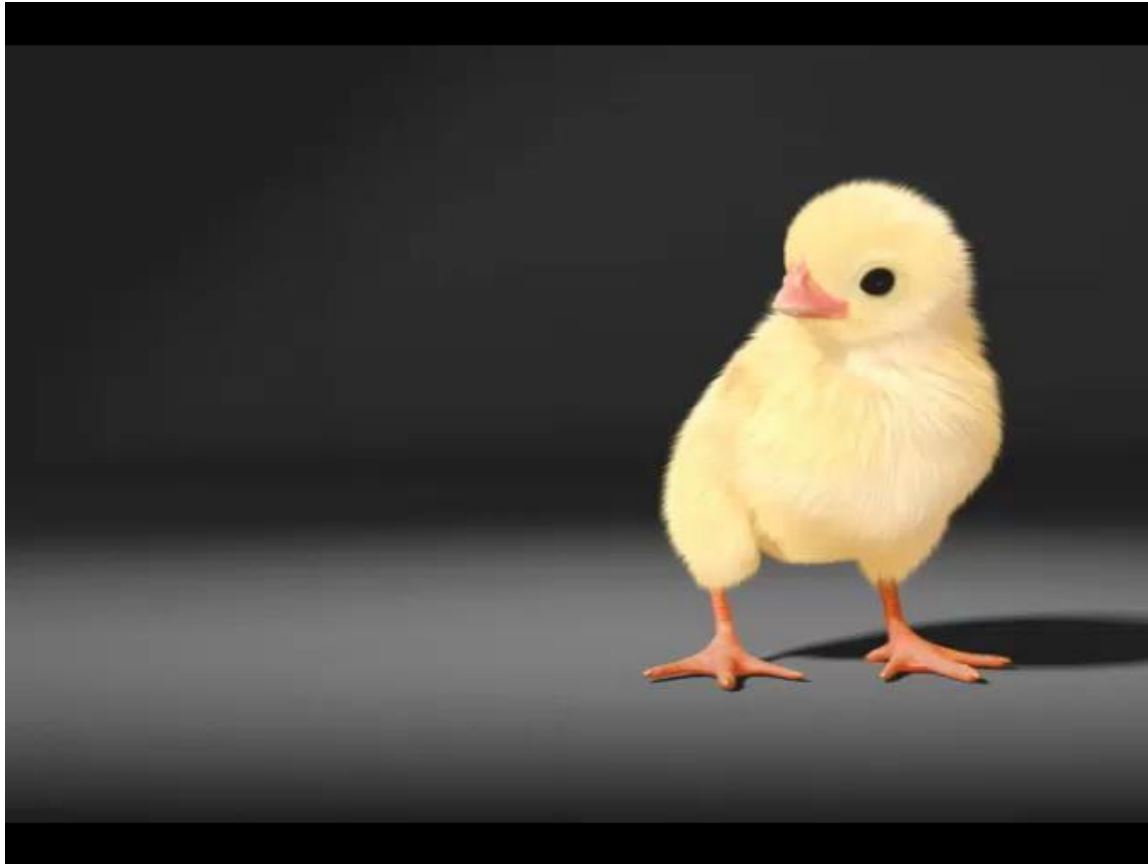
- Leverage compelling creative to attract attention
- Highly targeted approach to reach the demographic profiles of the campaign
- Compliment with broad stroke coverage to extend mileage

Tactics:

- Digital & Social Media
- Blog Engagement
- Search Intent Targeting
- Broadcast PSA outreach (hard copy & digital delivery)



CREATIVES



Can a chicken cure HEARING LOSS and TINNITUS?
The answer, incredibly, is YES!
www.hhf.org

THE PROMISE OF A CURE FOR HEARING LOSS AND TINNITUS IS VERY REAL.
www.hhf.org

Help make HEARING LOSS and TINNITUS a thing of the past.
[LEARN MORE >](#)



Hearing Health Foundation
Prevention | Research | Care
www.hhf.org

“CHIRP THE NEWS” CAMPAIGN STATISTICS

Overall Estimated Audience Reach: 39,403,604+

Total Number of Confirmed Features: 192

More than 78% Increase in New Visitor Website Traffic!

More Results After Only Three Months:

Online Conversations

Doubled conversations across online/social channels

YouTube Views to “Chirp the News” PSA

YouTube views increased by **more than six times!**

Website Traffic

Average **increase of 10,000** page views per month

41% increase in email sign ups

Search Intent

Total Click Thrus: **6,290**

Click-Through Rate: **0.68%***

**Click-through rate has certainly surpassed the industry average of .07%-.1%.*

Crossover to Broadcast

Total Number of Broadcast-Related Interviews: **2**
HealthLine article generated broadcast coverage!

Social Media Press Release

Total Audience of Clips: **6,199,352**

Combined Twitter Followers: **74,478**

Combined Facebook Fans: **521**

Total Combined Page Views: **1,840**

Total Links Clicked: **333**

BONUS

Broadcast “Chirp the News” PSAs

Continue to market Broadcast PSA with widespread airplay nationally & locally. Results to date –

Total Number of Airings: **5,616**

Total Number of Impressions: **237 million**

Media Value: **\$1,653,509**

Highlights: **CNN, Food Channel, HGTV, Travel Channel, Military Channel** and in markets such as **NY, LA, Chicago, SF, Dallas, DC** and more.

CNN approved PSA again for CNN’s Airport Network during May’s Better Hearing & Speech Month!



Your poll will show here

1

Install the app from
pollev.com/app

2

Make sure you are in
Slide Show mode

Still not working? Get help at pollev.com/app/help

or

[Open poll in your web browser](#)

