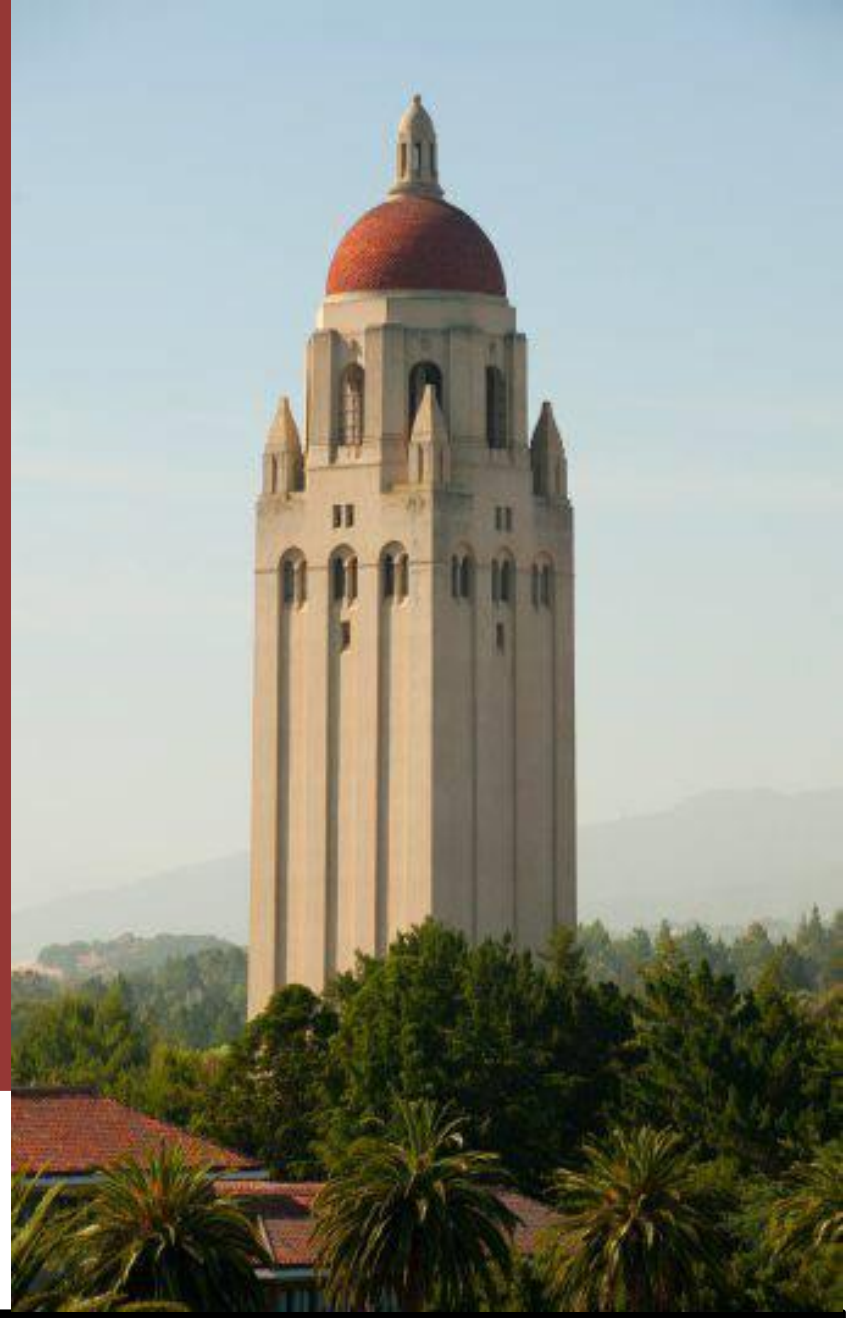
Crowdsourced Panel for Social Media Campaigns

Geoff Drake — Monterey Bay Aquarium
Christina Frenzel — Environmental Working Group
Julie Ellman — Connect360 MultiMedia

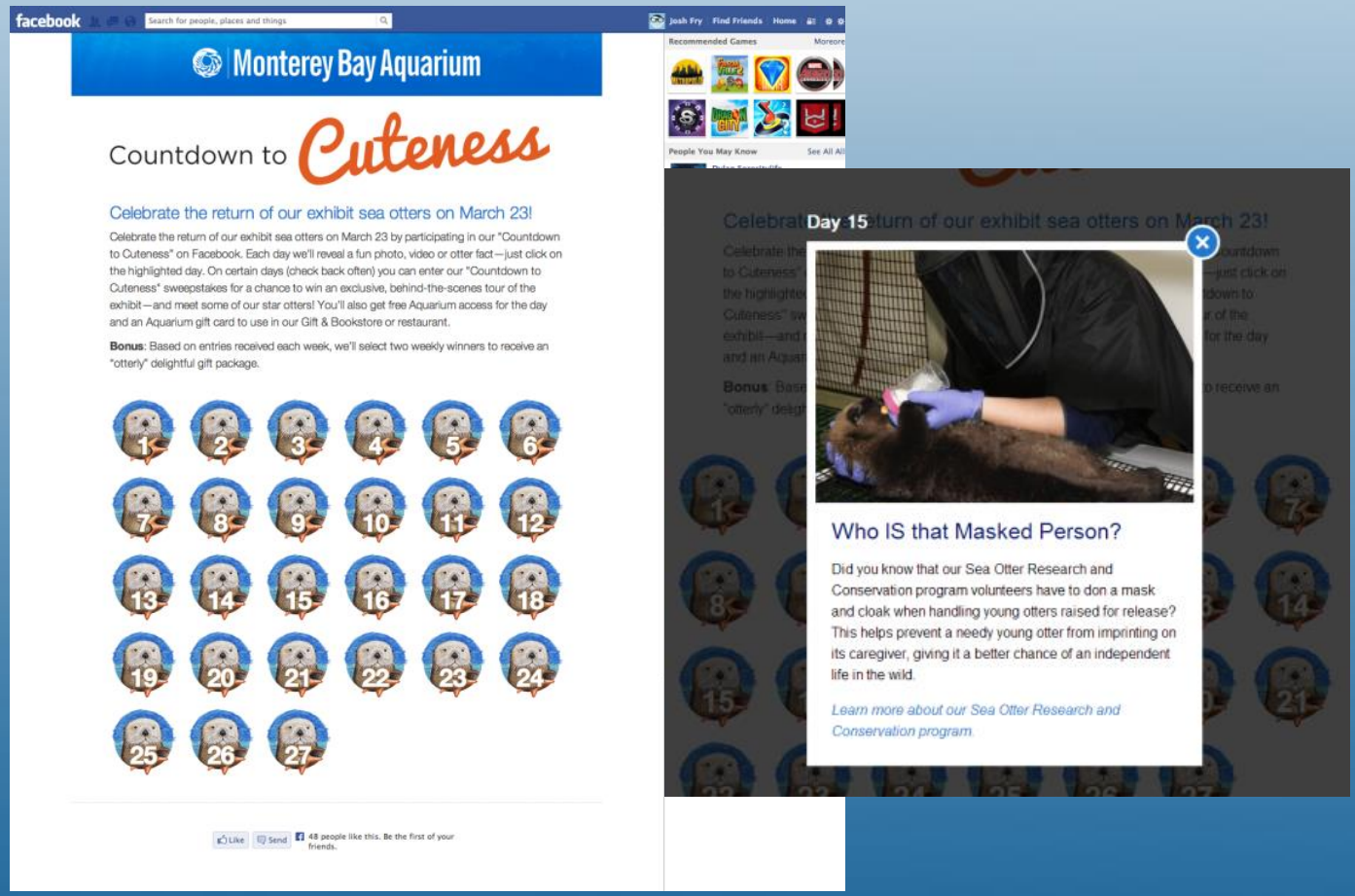


Stanford SOCIAL INNOVATION Review

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

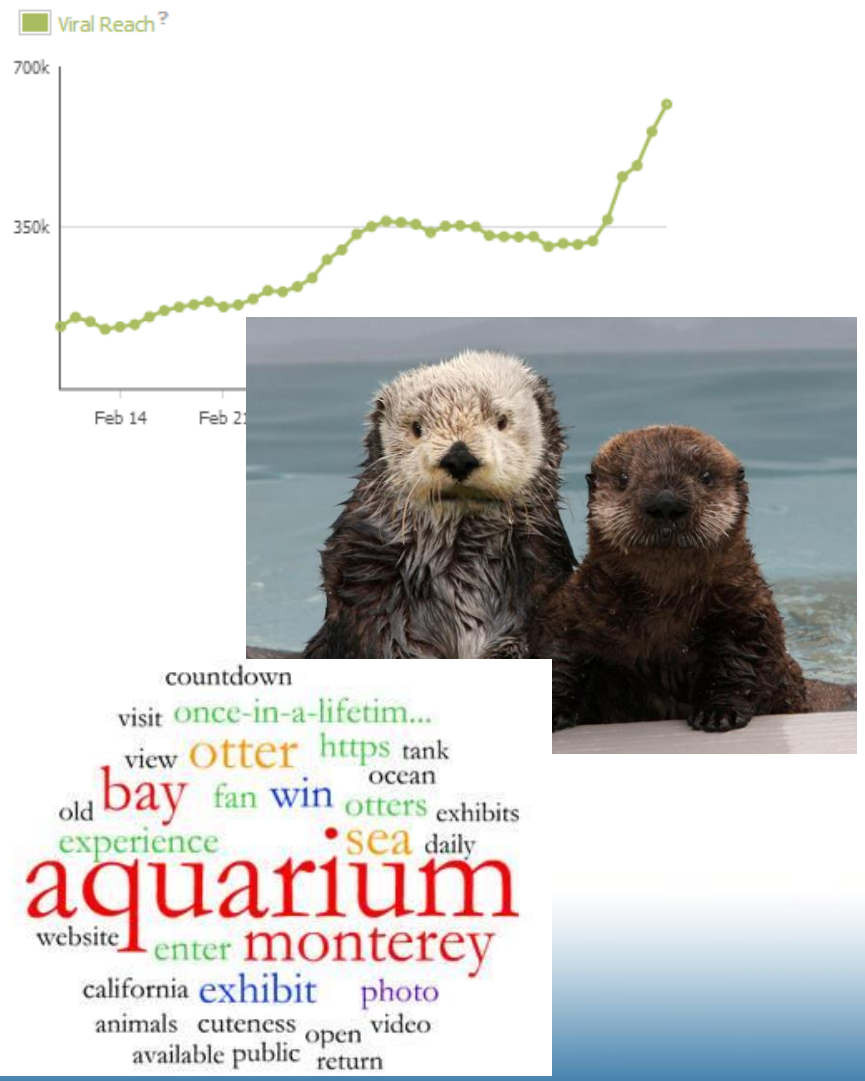
Monterey Bay Aquarium
“Countdown to Cuteness”

The Power of “Awww”
Each Day Reveals New Content



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



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

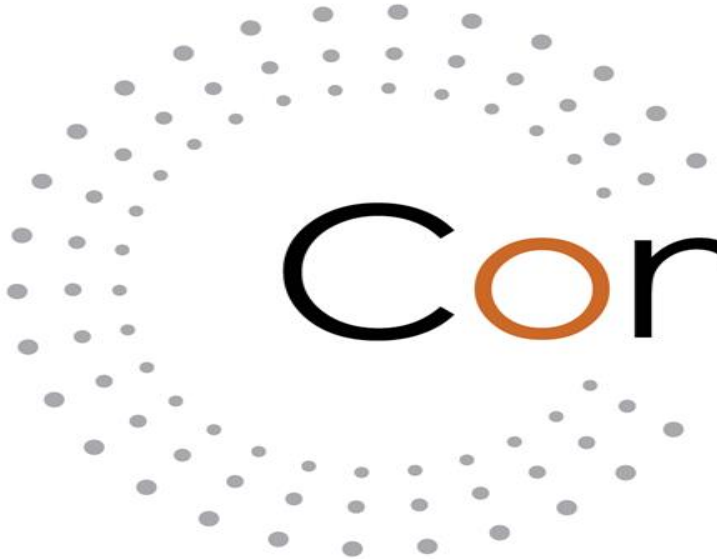
- Post Reach: 1 million+
- Post Shares: 10,000+
- Post LIKES: 10,000+
- Link clicks to report webpage: 63,000+
- Report shares on Facebook: 36,000+
- Tweets: 1,400+
- Pins: 8,500+
- Nearly 69,500 petition signatures

ENVIRONMENTAL WORKING GROUP'S
FOOD DATABASE
FOOD
ANSWERED
ENVIRONMENTAL
WORKING GROUP
0:40 / 0:43

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:

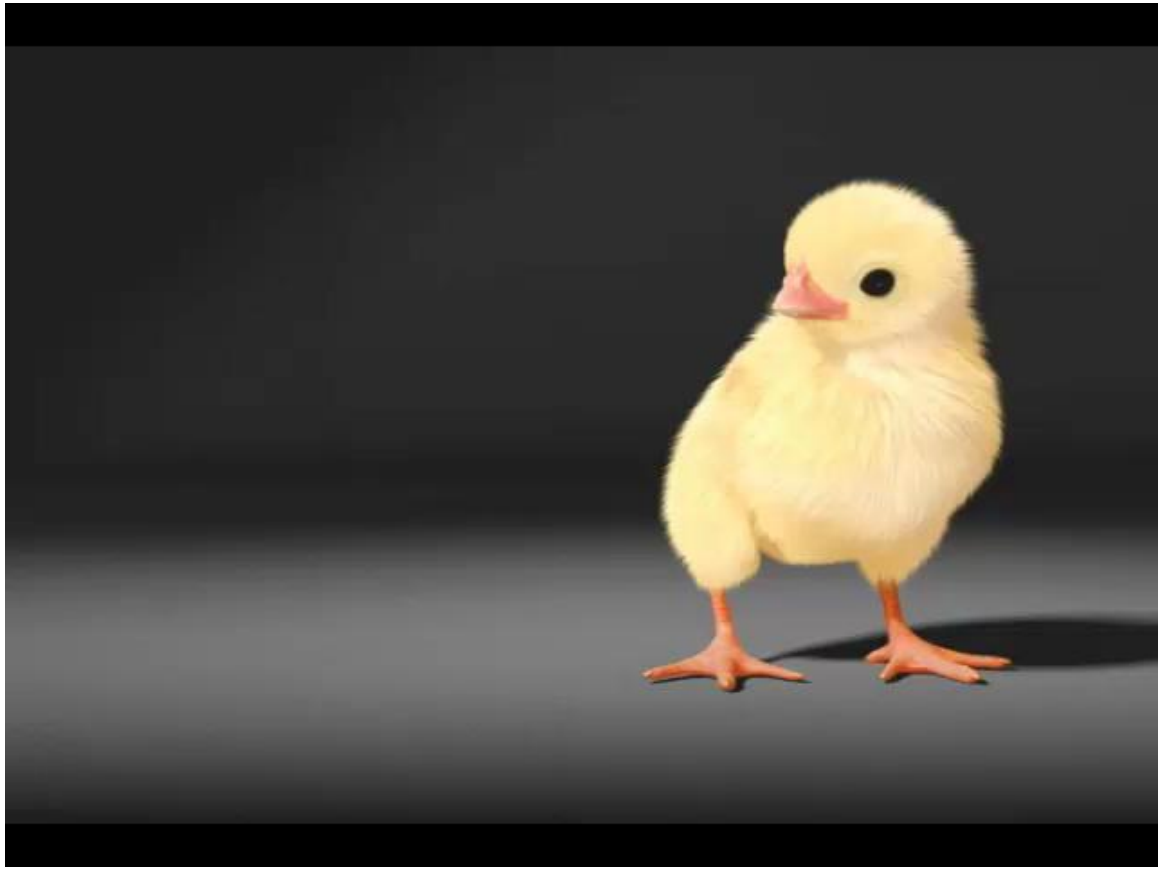
- *Leverage compelling creative to attract attention*
- *Highly targeted approach to reach the demographic profiles of the campaign*
- *Compliment with broad stroke coverage to extend mileage*

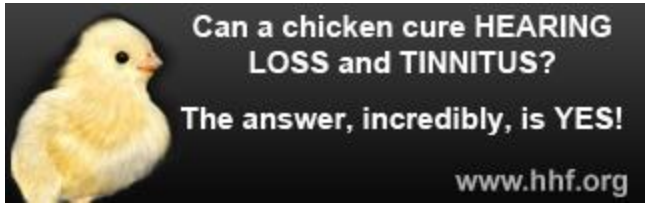
Tactics:

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

Connect360 MultiMedia

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
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!

Connect360 MultiMedia

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