

Tyresse Maxy Foundation
Back to School Block Party Campaign

Social Media
Analytics Report
August 4th - September 4th

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Summary

The Tyrese Maxey Foundation's Back to School Block Party campaign aimed to empower Garland school children for a successful academic year. Their objectives included providing essentials like backpacks, school supplies, giving away 10 laptops to 300 Garland ISD students, promoting confidence through free haircuts, offering food options to support local families, and establishing partnerships with 10 collaborators.

The campaign successfully met these goals and exceeded expectations, raising \$30,000 in donations while achieving a reach of 23,355 and an engagement rate of 10% on Instagram. The social media campaign utilized a combination of static posts, carousels, reels, and stories to highlight the foundation's efforts totaling 68 content pieces shared and 2,355 interactions. Content posted including inside looks at highlights of the event, teaser posts, and recap photos and videos.

68

Content Shared

23K

Accounts Reached

2K

Interactions

10%

Engagement Rate

886

+196

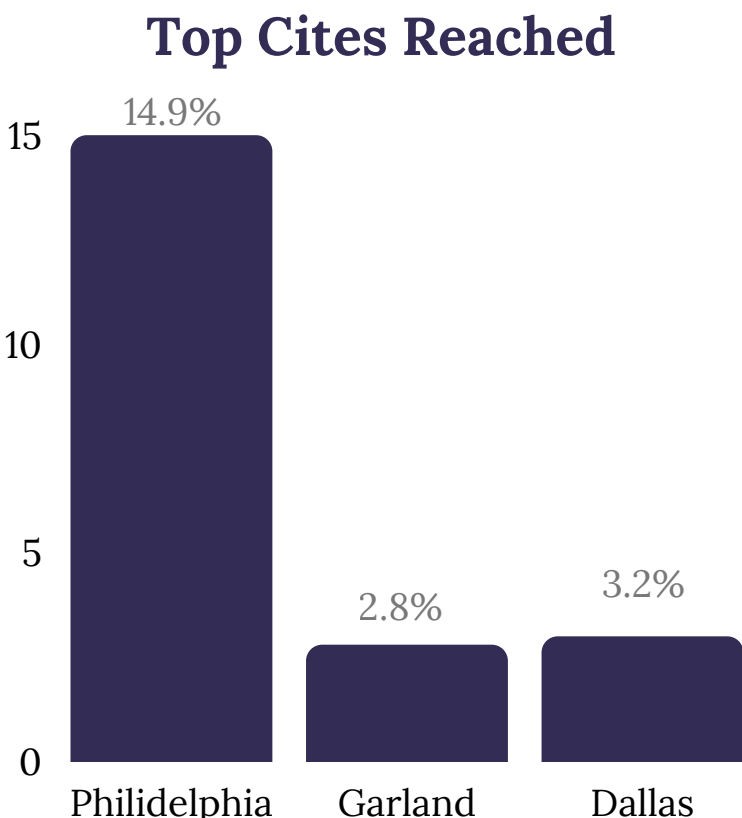
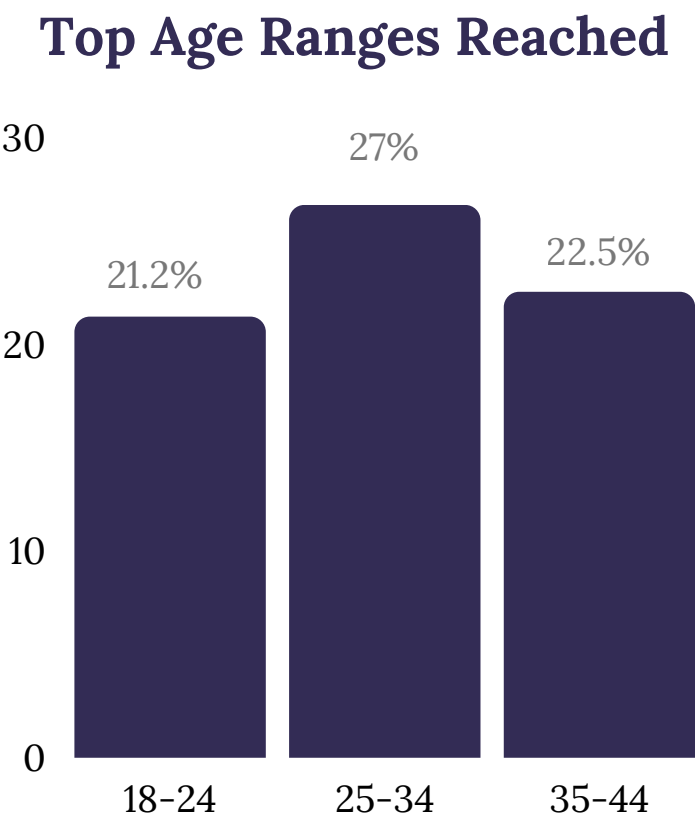
Followers

Audience Demographics

Our audience demographics analysis revealed a male audience at 48.6%, with predominantly women accounting for 51.3%. The campaign's primary age groups reached were 18-24 (21.2%), 25-34 (27%), and 35-44 (22.5%), indicating a youthful and socially active demographic. Geographically, reach was highest in Philadelphia (14.9%), followed by Garland (3.2%), and Dallas (2.8%).



Notably, content featuring Tyrese Maxey interacting with children generated the most engagement, showcasing his genuine care for youth and his role as a role model for young sports enthusiasts. This emotional connection fostered deeper engagement and support from the audience, aligning perfectly with the campaign's mission to support local students. This insight underscores the power of authentic influencer connections and emphasizes their potential for future campaign strategies to maintain and enhance audience engagement.



Metrics

The Tyrese Maxey Foundation's campaign achieved remarkable results by focusing on key performance indicators (KPIs) such as reach, impressions, interactions, and engagement rate. With a total reach of 23,373, an impressive 48,033 impressions, and 2,355 interactions, the campaign demonstrated its strong online presence. An outstanding average engagement rate of 10% underscored the meaningful connections fostered with the audience. Notably, posts generated the highest engagement, while reels excelled in reach and impressions.

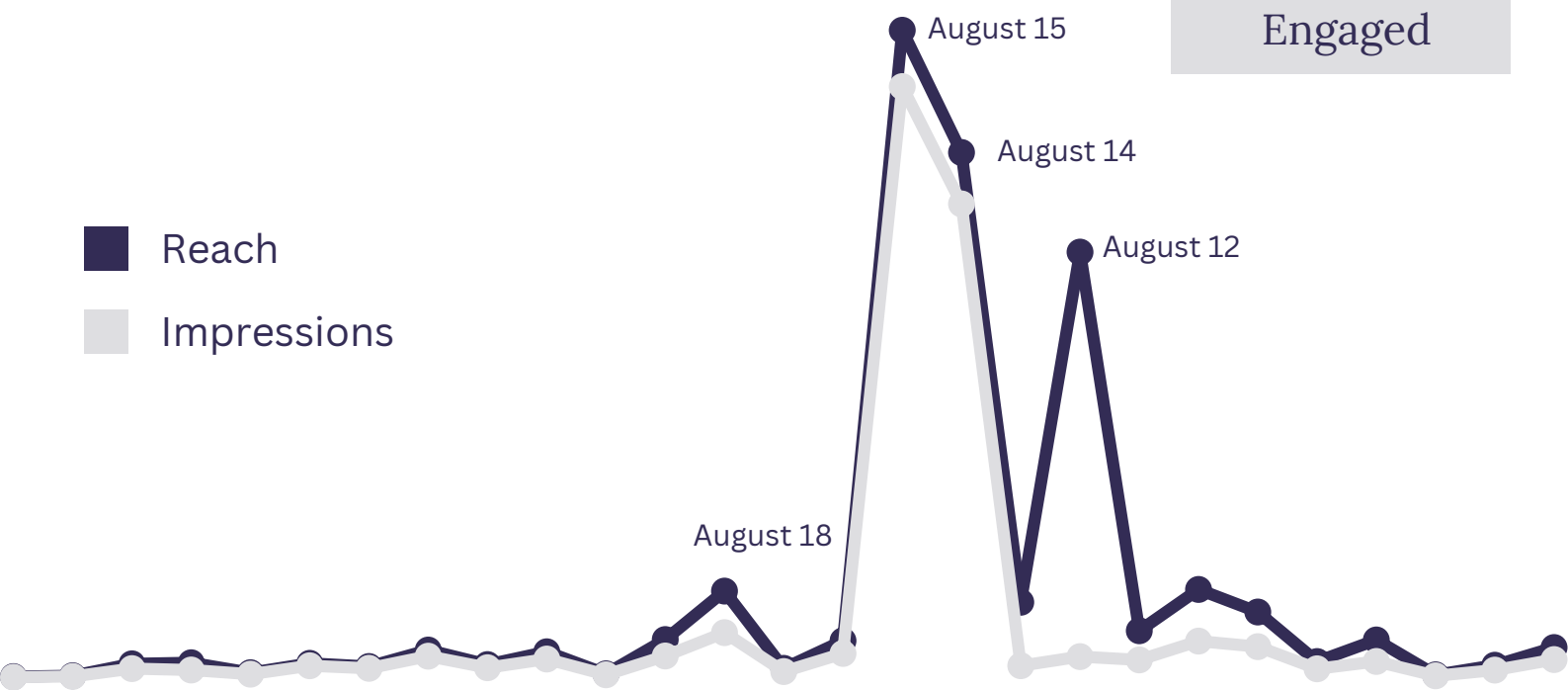
Temporally, the campaign saw a peak in reach and impressions from August 12th to 15th, followed by sustained engagement from the 15th to the 18th. The campaign's success is a testament to its strategic content balance and authentic community engagement through tagged posts, reaffirming its mission to support local students.

2,355
Interactions

48,033
Impressions

23,373
Reach

840
Engaged



Data collected from Instagram Insights on September 6th

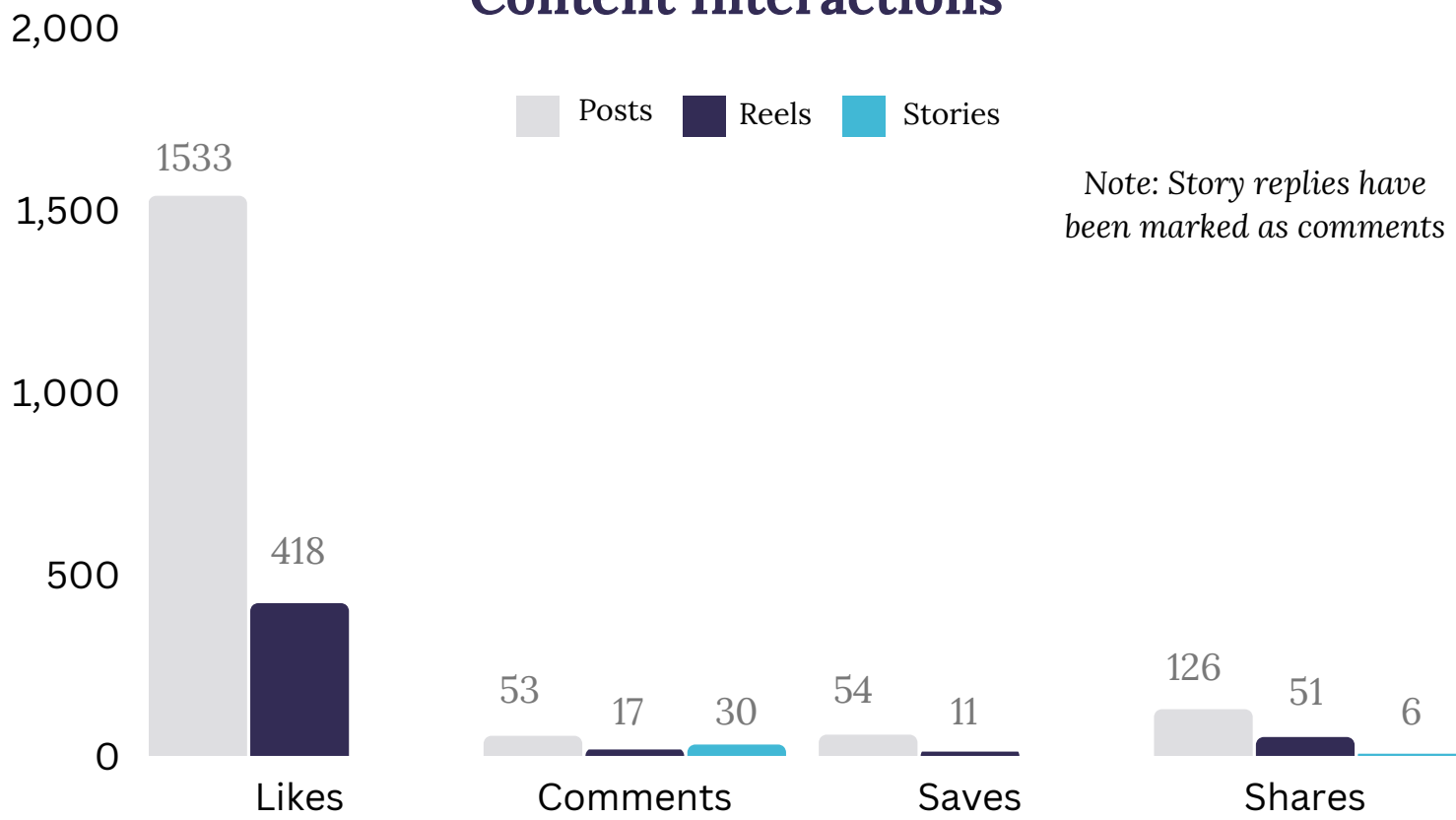
Engagement

The campaign's average engagement metrics offered valuable insights into audience interactions. There were 1814 post interactions, 497 reel interactions, and 36 story interactions, reflecting an actively engaged audience.

A noteworthy observation was that when Tyrese Maxey reposted campaign content on his personal Instagram story, those posts experienced a significant boost in engagement as well as previous campaign interactions. This insight underscores the impact of influencer involvement and the power of personal endorsements in driving higher levels of audience engagement. Leveraging Tyrese's personal endorsement through reposts on his story can be a strategic tactic for future campaigns to further enhance engagement and reach.



Content Interactions



Note: Story replies have been marked as comments

Data collected from Instagram Insights on September 6th

Content Analysis

The content analysis of the campaign revealed an interesting trend when comparing top posts based on reach versus engagement. The campaign included a total of 17 posts, 3 reels, and 48 stories. Reels garnered the highest reach, making them the top content type for extending the campaign's message to a wider audience. In contrast, posts generated the most engagement, indicating that they resonated deeply with the audience, fostering more interactions and discussions.

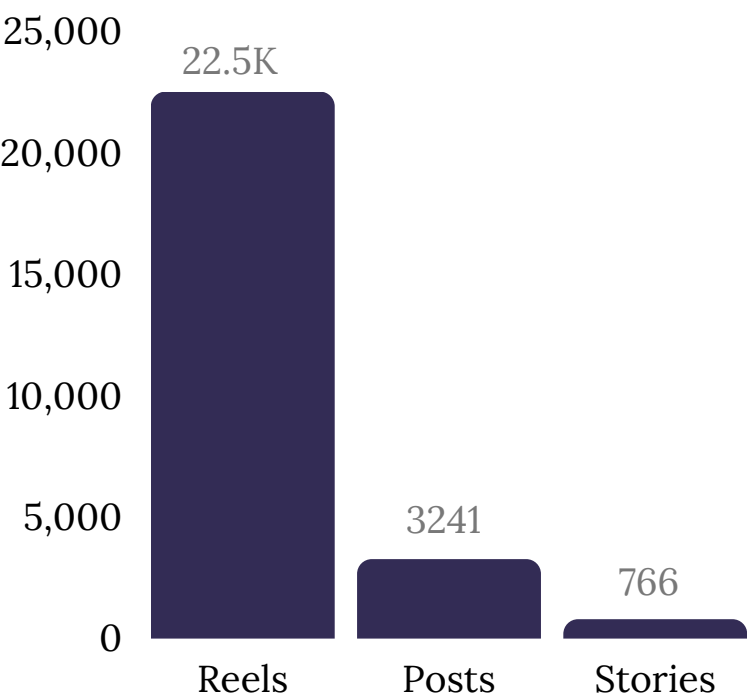
This insight highlights the importance of a balanced content strategy, using reels for broader visibility and posts for fostering meaningful engagement

17
Posts

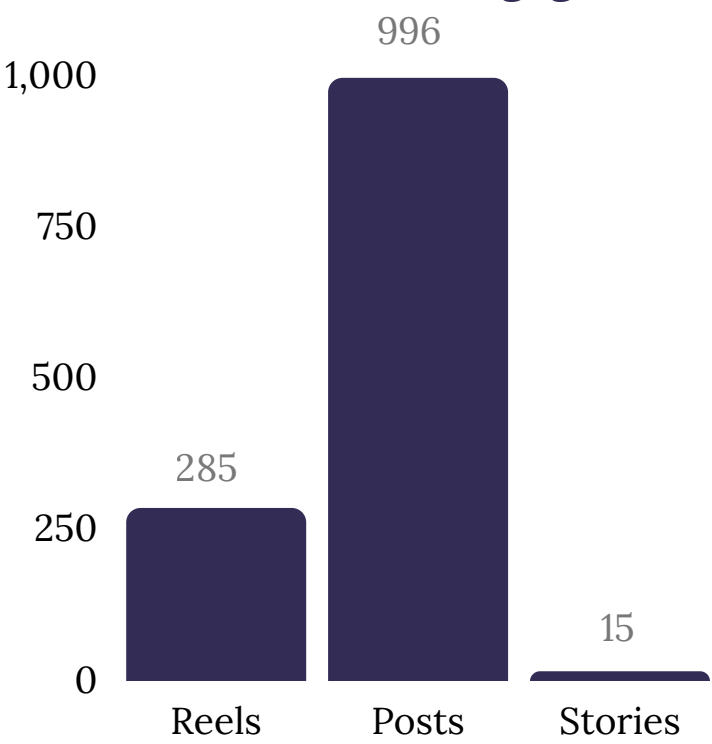
3
Reels

48
Stories

Performance Based on Reach



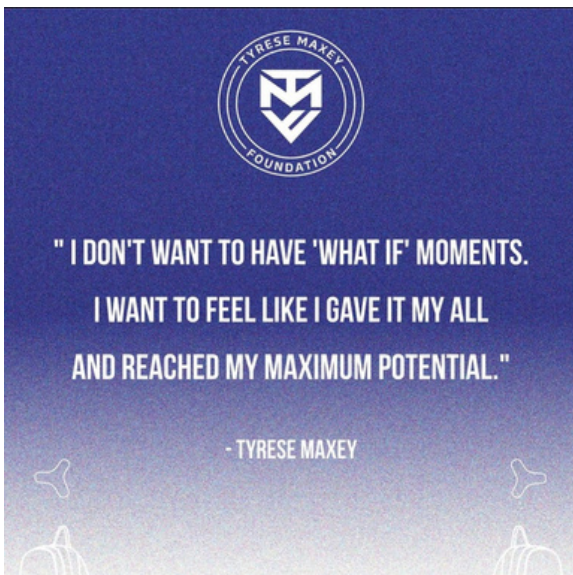
Performance Based on Engagement



Top Posts



Reach	1.2K
Likes	432
Comments	13
Saves	5
Shares	29
Engagement	36%



Reach	675
Likes	157
Comments	6
Saves	32
Shares	57
Engagement	28%

Top Reels



Reach	21.7K
Likes	165
Comments	6
Saves	3
Shares	18
Engagement	0.88%



Reach	775
Likes	126
Comments	6
Saves	5
Shares	24
Engagement	20%

Low Posts



Reach	237
Likes	24
Comments	1
Saves	1
Shares	1
Engagement	10.97%



Reach	238
Likes	15
Comments	0
Saves	0
Shares	0
Engagement	6.38%

Both of these posts served as campaign templates to promote the Back-to-School Block Party, offering essential event details like the date, time, location, and registration information. However, they both lacked compelling visual elements and a personalized touch, which could explain the audience's limited engagement. The absence of user interaction, including likes, comments, and shares, might be attributed to the format and the missing elements that encourage direct engagement.

Moving forward, to enhance post-performance, future content should consider incorporating more visually appealing components, storytelling, and prompts for audience interaction to make the content more engaging and relatable.

Hashtag Analysis

Top hashtags

#memories,
#thankyouforattending
#successahead
#shareyourpics
#3daysleft
#countdown

Low hashtags

#tmfbactoschool
#communitylove
#empowering
#striveforsuccess
#kindnessmatters
#confidence
#classroomgrowth

Industry hashtags

#motivation,
#sport, #lifestyle,
#community, #goals,
#supportlocal, #mindset,
#inspiration, #success,
#successmindset, #quote,
#motivationalquotes

While the campaign primarily focused on specific campaign-related hashtags, there is potential to incorporate industry-related hashtags (sports and fitness, lifestyle, and motivation) in future campaigns to expand reach and engagement. The primary hashtags used in the campaign (#educationmatters, #backtoschool, #communitylove) aligned with the foundation's goals and objectives, but they did not perform as well as the ones listed above that were only used once.

Additionally, the campaign found success in using other hashtags like #memories, #shareyourpics, and #thankyouforattending, which consistently generated higher engagement, reaching a median of 432 likes, 13 comments, 1,514 impressions, and 1,221 reach. These hashtags emphasized the importance of community engagement and appreciation.

By strategically utilizing both campaign-specific and industry-related hashtags, future campaigns can effectively target and engage a broader audience while maintaining the authenticity and relevance of the content.

Recommendations

Community Engagement

Leveraging hashtags like #shareyourpics, #memories, and #thankyouforattending to promote community engagement and appreciation. These hashtags encourage audience participation and gratitude. Respond to comments as it encourages others to respond, increasing engagement.

Diversify Hashtags

Implemented campaign-related, relevant, and industry-based hashtags to broaden the reach to an audience that is interested in sports, support, motivation, and personal growth.

Content Strategy

Continue to emphasize content featuring Tyrese Maxey interacting with children and showcasing his genuine care for youth. This content resonated deeply with the audience and can continue to foster emotional connections. Define KPIs/ metric goals so they can be compared with campaign performance.

Audience Segmentation

Further analyze audience demographics to identify specific subgroups that engage more with certain types of content. Tailor content to these segments to maximize engagement.

Impact Measurement

Continuously assess the impact of the campaign on the target audience, including the direct beneficiaries (students in this case). Gather testimonials and success stories to showcase the foundation's positive contributions.