

Christmas In July Giveaway Report

Facebook	People Reached	Engagements	Comments	Shares
Prelude Post	9457	713	82	32
Facebook Giveaway Day 1 Post	8247	1814	503	70
Facebook Winner Post	5321	447	12	0
Instagram Giveaway Day 2 Post	3067	284	16	5
Twitter Giveaway Day 3 Post	1597	182	46	6
Snapchat Giveaway Day 4 Post:	983	7	0	0
Recap Post	1078	7	0	0
Instagram	Accounts Reached	Interactions	Comments	Shares
Prelude Post	550	69	42	67
Facebook Giveaway Day 1 Post	354	16	15	0
Instagram Giveaway Day 1 Post	1418	90	356	120
Instagram Winner Post	288	6	1	0
Twitter Giveaway Day 3 Post	342	10	7	0
Snapchat Giveaway Day 4 Post	138	1	0	0
Recap Post	119	0	0	0
Twitter	Impressions	Engagements	Comments	Retweets
Prelude Post	546	89	20	9
Facebook Giveaway Day 1 Post	197	25	4	2

Instagram Giveaway Day 2 Post	323	57	5	5
Twitter Giveaway Day 3 Post	9753	1029	179	129
Twitter Reminder Tweet 1	5547	307	41	26
Twitter Reminder Tweet 2	4230	238	22	23
Twitter Reminder Tweet 3	501	43	1	3
Twitter Reminder Tweet 4	2537	209	41	21
Twitter Winner Post	537	40	6	0
Snapchat Giveaway Day 4 Post	1434	107	12	10
Recap Post	147	16	0	1
Snapchat	Views		Screenshots	
Prelude Post	25		0	
Facebook Giveaway Day 1 Post	22		0	
Twitter Giveaway Day 3 Post	25		0	
Snapchat Giveaway Day 4 Post	56		0	
Snapchat Giveaway Rules & Disclosures	47		0	
Snapchat Giveaway How To Enter	45		10	
Snapchat Winner Post	41		0	

Followers Gained	Facebook	Instagram	Twitter	Snapchat
	171	208	228	45
<p>Summary:</p> <p>The Christmas in July giveaway ran from Monday, July 25th to Thursday, July 28th. There were four winners that each won \$50 for them, and \$50 for a friend of their choice. We ran the giveaway on Facebook on Monday, Instagram on Tuesday, Twitter on Wednesday, and Snapchat on Thursday. For the first day of the giveaway, contestants had to like our post and tell us which friend they wanted to win in the comments. For the second day of the giveaway, contestants had to like our Instagram post and tell us which friend they would like to win in the comments. For the third day of the giveaway, contestants had to like our Twitter post and reply to @Royal_CU and tag the friend they wanted to win. For the final day, contestants had to add us on snapchat @Royalcu, repost our story graphic and tag @Royalcu. Overall, this giveaway was extremely successful! The major success factor was that contestants were coming from one platform and following us on another for another chance at winning the giveaway. It also worked very well to have contestants tag/tell us a friend in the comments, as this engaged double our typically reached audience. Our following increased on each platform by almost 50 on snapchat, over 170 on Facebook, and over 200 on Instagram and Twitter.</p>				

Facebook Snips

Prelude Post:

Royal Credit Union
Published by Sendible · July 24 · 🌐

'Tis the season for giving! We wanted to spice up this summer with a [#ChristmasInJuly](#) [#CashGiveaway](#) starting tomorrow, Monday, July 25th! For the next four days, we will be giving away \$50 for you, and \$50 for a friend of your choosing! Follow along as we choose a winner from Facebook on Monday, Instagram on Tuesday, Twitter on Wednesday, and Snapchat on Thursday.

Facebook: @Royal Credit Union
Instagram: @RoyalCreditUnion
Twitter: @Royal_CU... See more



9,457 People reached 713 Engagements - Distribution score [Boost post](#)

You and 180 others 82 Comments 32 Shares

[Like](#) [Comment](#) [Share](#) [⋮](#)

Comment as Royal Credit Union 🗨️ 😊 📷 📺 📺

Press Enter to post.

Ifeanyi Barnabas
Yay 🥳 this is great 🙌 I hope to be lucky 🙏
Benvesper Jnr
#ChristmasInJuly
#C... See more

Facebook Giveaway Day 1 Post:



Royal Credit Union

Published by Sendible · July 25 ·

...

'Tis the season for giving! We wanted to spice up this summer with a Christmas in July Giveaway! Enter today on Facebook to win \$50 for you, and \$50 for a friend! Here's what to do:

- 1 Like this post
- 2 Tell us which friend you want to win
- 3 Spread the word with your family and friends using [#ChristmasInJuly](#) [#CashGiveaway](#) [#RoyalGivesBack!](#) (optional)... [See more](#)



MONDAY
FACEBOOK
GIVEAWAY





8,247
People reached

1,814
Engagements

—
Distribution score

Boost a post

 300

503 Comments 70 Shares

 Like

 Comment

 Share



 Comment as Royal Credit Union

Press Enter to post.

View more comments

1 of 237

Facebook Winner Post:



Royal Credit Union

Published by Sendible · July 26 ·

...

WINNER 1 of our [#ChristmasInJuly](#) [#CashGiveaway](#) ANNOUNCED!

Congratulations to Valerie Sanders! Contact us via Facebook messenger to claim your prize! Stay tuned for more Royal giveaways this week! [#RoyalGivesBack](#)



5,321
People reached

447
Engagements

-
Distribution score

Boost post

78

12 Comments

Like

Comment

Share



Most relevant



Comment as Royal Credit Union



Press Enter to post.



Roger Winch
Congratulations


Like Reply Hide 13w

View 8 more comments

Instagram Giveaway Day 2 Post:

Royal Credit Union
Published by Sendible · July 26 ·

It's time for day 2 of our #ChristmasInJuly #CashGiveaway! You can win \$50 for you, and \$50 for a friend by entering on our Instagram page! Head over to our account at [Instagram.com/RoyalCreditUnion](https://www.instagram.com/RoyalCreditUnion) to enter!



The graphic features a blue background with a white, wavy pattern. At the top, a string of colorful Christmas lights hangs across the width. In the center, the text 'TUESDAY INSTAGRAM GIVEAWAY' is written in large, white, bold, sans-serif capital letters. Below this text is a white rounded rectangle containing two pink rounded squares. Each square has a white '\$50' inside. Under the first square is the text 'for you' in pink, and under the second is 'for a friend' in pink. Above the squares is a small pink Instagram logo. At the bottom of the graphic is the Royal Credit Union logo, which consists of a stylized 'RCU' monogram and the words 'ROYAL CREDIT UNION' to its right.

3,067 People reached 284 Engagements — Distribution score [Boost post](#)

33 16 Comments 5 Shares

Like Comment Share


Most relevant ▼

Comment as Royal Credit Union
Press Enter to post.

Jana Kostecki Hundt
✓
Like Reply Hide 13w

Most Relevant is selected, so some comments may have been filtered out.

Twitter Giveaway Day 3 Post:




Royal Credit Union


Published by Sendible · July 27 ·

...

Today is day 3 of our [#ChristmasInJuly](#) [#CashGiveaway](#)! Enter today on Twitter and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! Visit us on Twitter at [Twitter.com/Royal_cu](#)




WEDNESDAY
TWITTER
GIVEAWAY



\$50
for you

\$50
for a friend



1,597
People reached

182
Engagements

–
Distribution score

Boost post

22

46 Comments 6 Shares

Like

Comment

Share


...

Most relevant

▼

Comment as Royal Credit Union

Press Enter to post.



Llehctim Atec

Shared
THANK YOUUU
BUNCHES
FOR SUCH A AMAZING
CHANCE

Like


Reply

Hide

13w

Most Relevant is selected, so some comments may have been filtered out.

Snapchat Giveaway Day 4 Post:




Royal Credit Union

Published by Sendible · July 28 ·

...

Today is the final day of our [#ChristmasInJuly](#) [#CashGiveaway](#)! Enter today by adding us on Snapchat at @ RoyalCU for more details. Stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! [#RoyalGivesBack](#)



983

69





~

Boost post

People reached


Engagements


Distribution score





11

5 Shares






 Like

 Comment

 Share



Comment as Royal Credit Union



Press Enter to post.

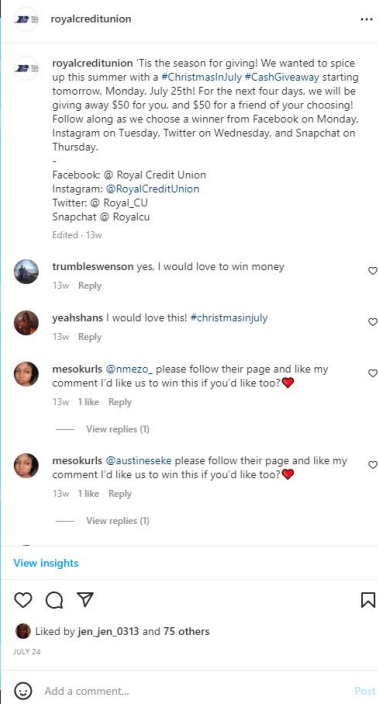
Most Relevant is selected, so some comments may have been filtered out.

Recap Post:




Instagram Snips

Prelude Post:



Post Insights	
<div> 76 </div>	<div> 42 </div>
<div> 67 </div>	<div> 2 </div>
Interactions ⓘ	
<div>69</div> <div>Actions taken from this post</div>	
Profile Visits	65
Website taps	4
Discovery ⓘ	
<div>550</div> <div>Accounts reached</div> <div>34% weren't following royalcreditunion</div>	
Impressions	606
From Home	311
From Hashtags	171
From Profile	67
From Other	57
Follows	84

Facebook Giveaway Day 1 Post:



**MONDAY
FACEBOOK
GIVEAWAY**

\$50 for you **\$50 for a friend**

ROYAL CREDIT UNION

royalcreditunion 'Tis the season for giving! Today is the first day of our #ChristmasInJuly #CashGiveaway! Head over to our Facebook page and enter to win \$50 for you, and \$50 for a friend! Visit our Facebook page at Facebook.com/likeRCU.

carlyjoes @mellyrox66 Would love to share the \$50 with @nikjohnson99 #ChristmasInJuly #CashGiveaway

laugh.corner What happened to your Facebook page? It no longer exists

sarah35604 @yasmeenarani @zainabfatima3054 Win

sarah35604

View insights

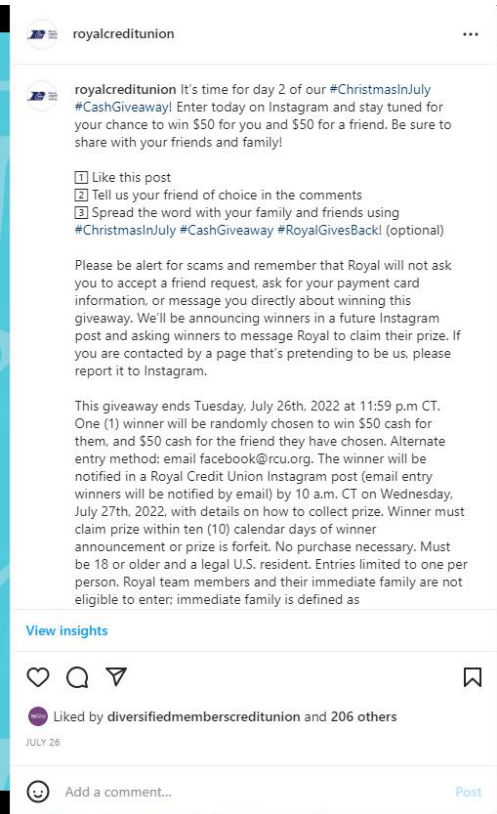
Liked by diversifiedmemberscreditunion and 21 others

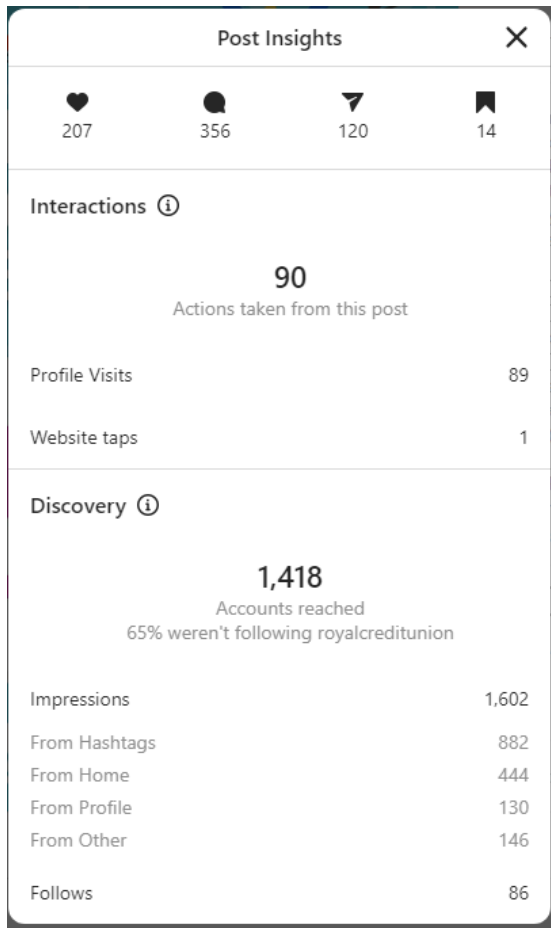
JULY 25

Add a comment... Post

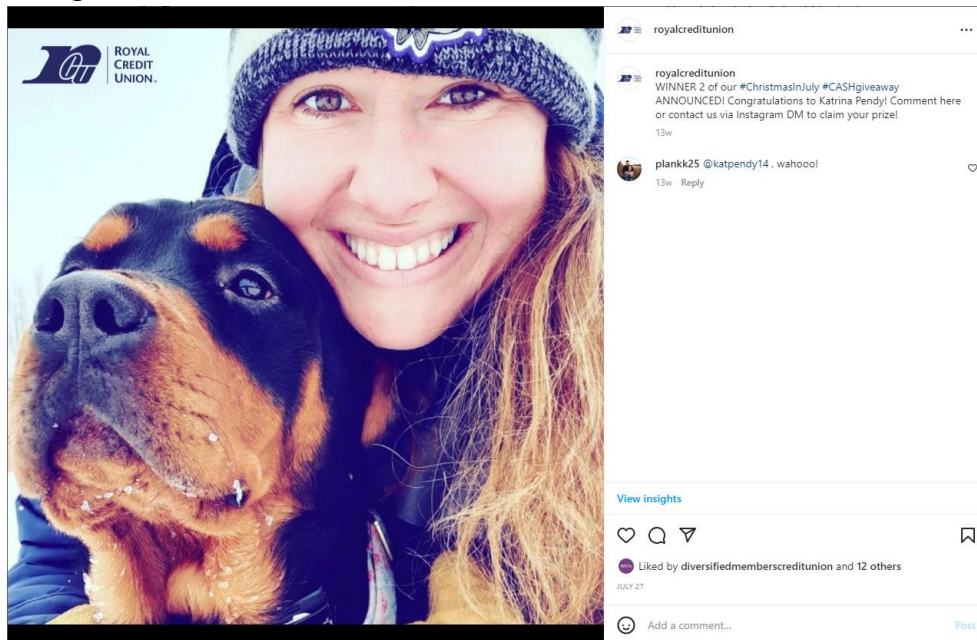
Post Insights	
22	15
0	2
Interactions ⓘ	
16	
Actions taken from this post	
Profile Visits	12
Website taps	4
Discovery ⓘ	
354	
Accounts reached	
32% weren't following royalcreditunion	
Impressions	442
From Profile	176
From Home	175
From Hashtags	81
From Other	10
Follows	6

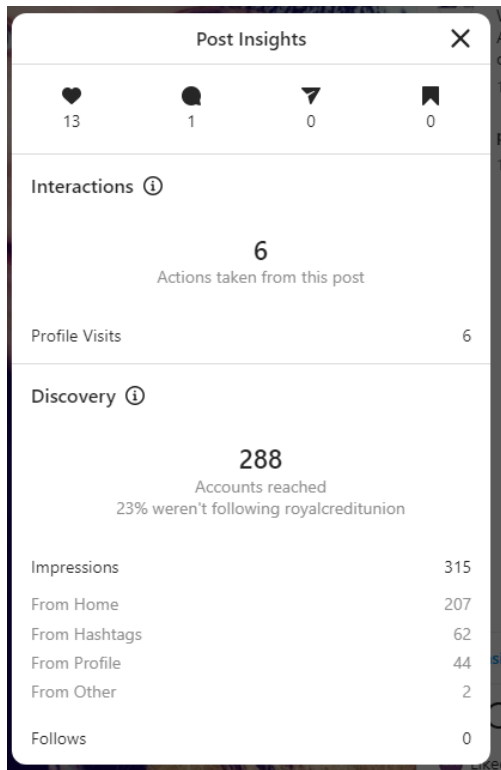
Instagram Giveaway Day 2 Post:






Instagram Winner Post:





Twitter Giveaway Day 3 Post:



The graphic features a blue background with a white, cloud-like shape in the center. Inside the cloud, there are two blue rounded rectangles, each containing a white "\$50" and the text "for you" or "for a friend" below it. Above the cloud is a string of colorful Christmas lights. The Twitter logo is positioned above the cloud. At the bottom left is the Royal Credit Union logo, and at the bottom right is the text "ROYAL CREDIT UNION".

WEDNESDAY
TWITTER
GIVEAWAY

\$50 for you \$50 for a friend

ROYAL CREDIT UNION

royalcreditunion

royalcreditunion Today is day 3 of our #ChristmasInJuly #CashGiveaway! Enter today on Twitter and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! Visit us on Twitter at [Twitter.com/Royal_cu](https://twitter.com/Royal_cu)
Edited · 13w

carlyjoes @christmasInJuly @cashGiveaway @kari.richards 13w Reply

nicoleschoice3 #ChristmasInJuly #CashGiveaway @dwilighf 13w 1 like Reply

nicoleschoice3 #ChristmasInJuly #CashGiveaway @sweetbearx66 13w 1 like Reply

nicoleschoice3 #ChristmasInJuly #CashGiveaway @johnniebowers47 13w 1 like Reply

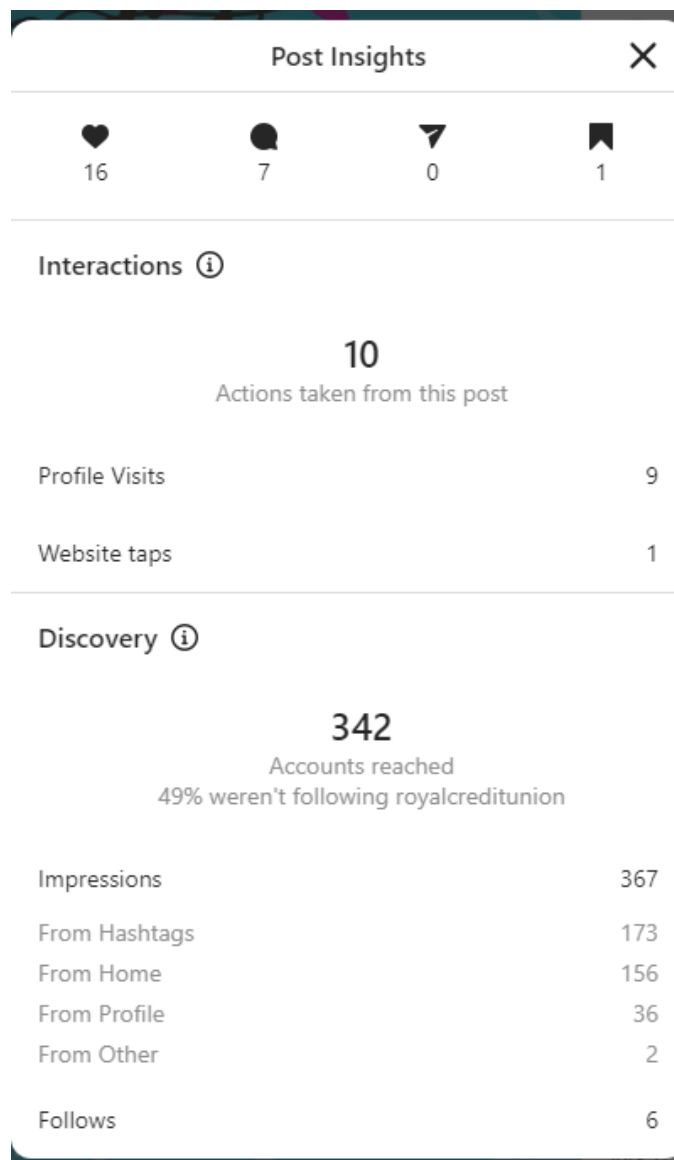
jackie_renee_86 #ChristmasInJuly #CashGiveaway @bowers8694 13w Reply

jackiemhays Entered thank you for the opportunity

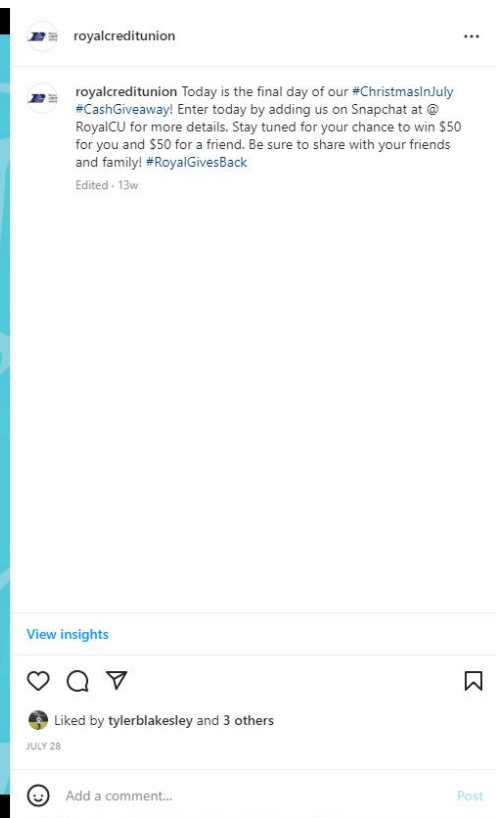
View insights

Liked by carlyjoes and 15 others
JULY 27

Add a comment... Post



Snapchat Giveaway Day 4 Post:



Post Insights	
<div> <div>4</div> <div>0</div> <div>0</div> <div>1</div> </div>	
Interactions ⓘ	
<div>1</div> <div>Action taken from this post</div>	
Profile Visits	1
Discovery ⓘ	
<div>138</div> <div>Accounts reached</div> <div>10% weren't following royalcreditunion</div>	
Impressions	164
From Home	138
From Profile	20
From Hashtags	1
From Other	5
Follows	0

Recap Post:



royalcreditunion

royalcreditunion Thank you to all who entered and participated in our giveaway throughout this week! Be sure to check us out on your favorite social media platform so you don't miss out on our next giveaway!

Facebook: @ Royal Credit Union
Twitter: @ Royal_CU
Snapchat: @ Royalcu
13w

[View insights](#)

👍 🗨️ 📌

👤 Liked by kosteckihundt and 2 others

JULY 29

😊 Add a comment... [Post](#)

Post Insights	
👍	3
🗨️	0
📌	0
🔖	0
Interactions ⓘ	
0	
Actions taken from this post	
Profile Visits	0
Discovery ⓘ	
119	
Accounts reached	
10% weren't following royalcreditunion	
Impressions	132
From Home	106
From Profile	25
From Other	1
Follows	0

Twitter Snips

Prelude Post:

← Tweet

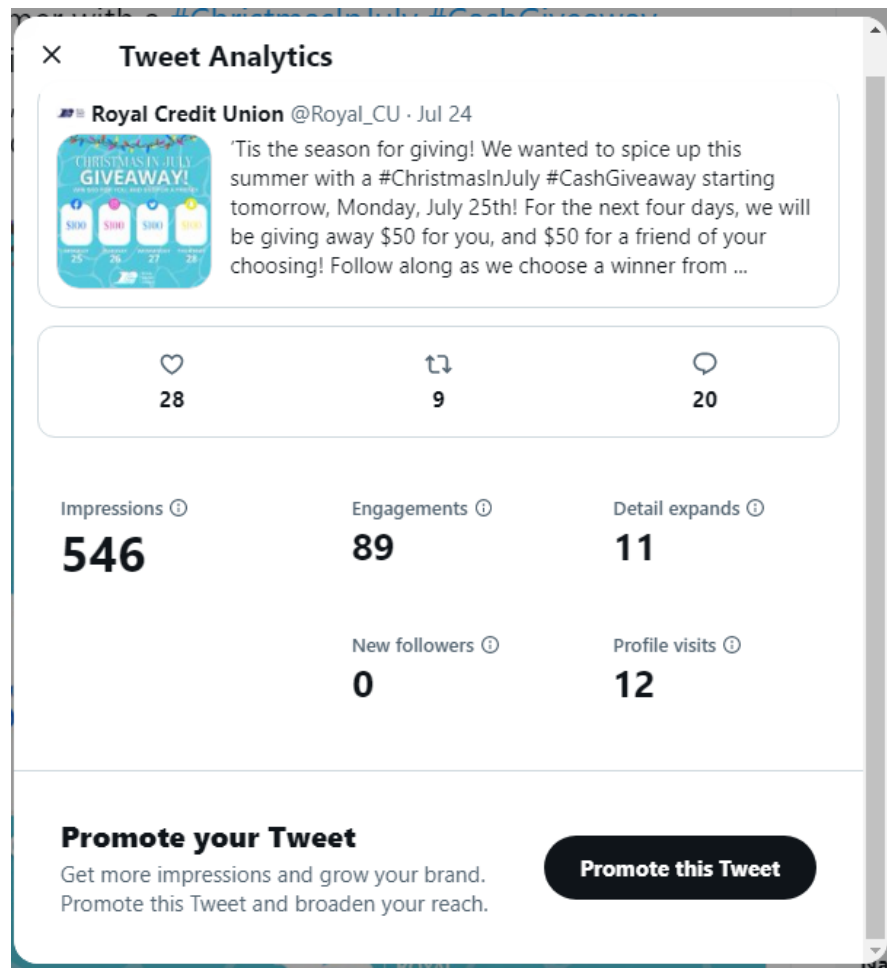
 **Royal Credit Union**
@Royal_CU

...

'Tis the season for giving! We wanted to spice up this summer with a [#ChristmasInJuly](#) [#CashGiveaway](#) starting tomorrow, Monday, July 25th! For the next four days, we will be giving away \$50 for you, and \$50 for a friend of your choosing! Follow along as we choose a winner from ...



10:31 AM · Jul 24, 2022 · Sendable



Facebook Giveaway Day 1 Post:



Tweet



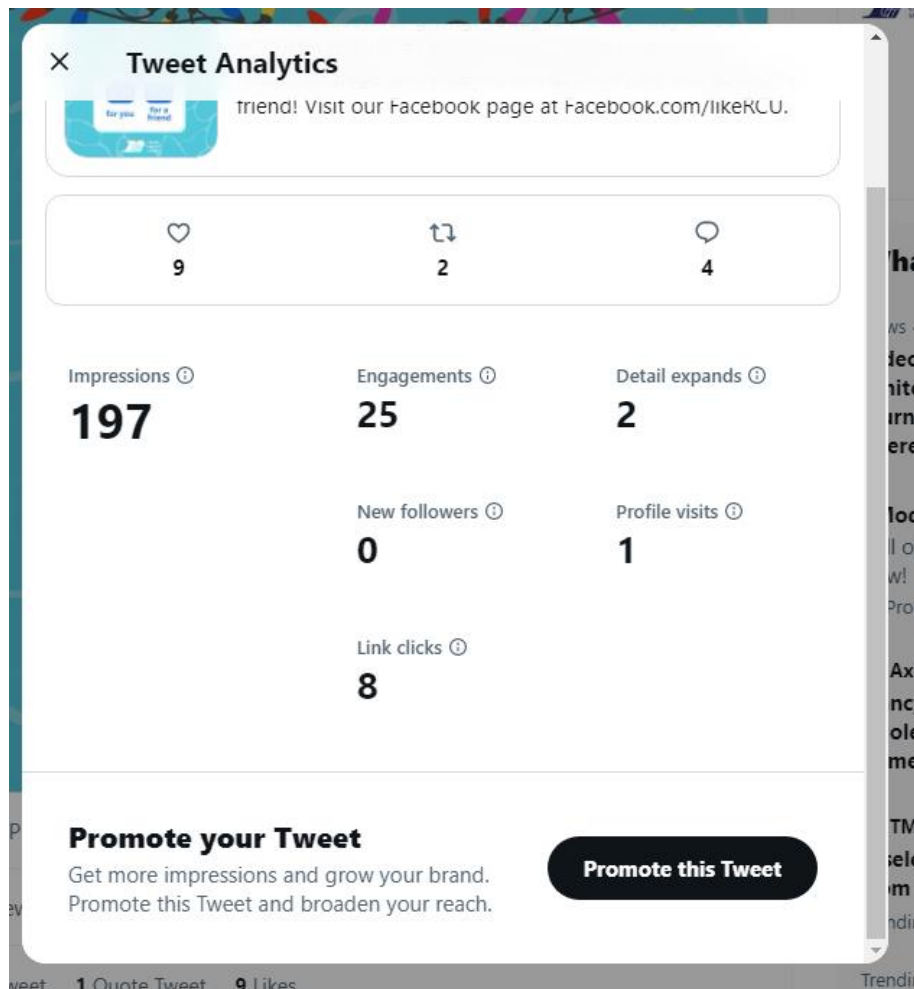
Royal Credit Union
@Royal_CU



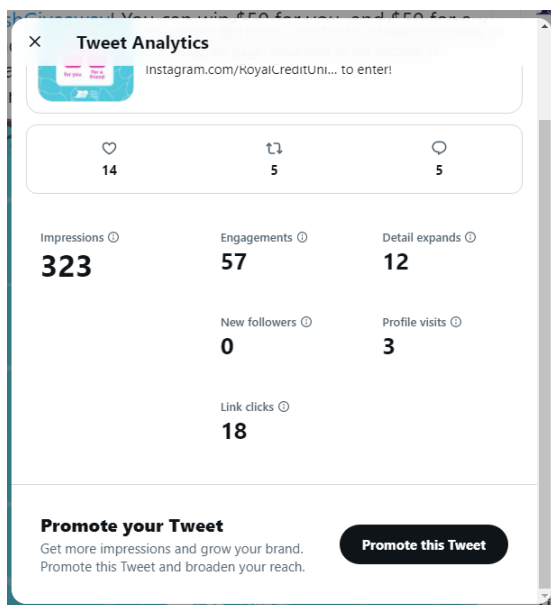
'Tis the season for giving! Today is the first day of our [#ChristmasInJuly](#) [#CashGiveaway](#)! Head over to our Facebook page and enter to win \$50 for you, and \$50 for a friend! Visit our Facebook page at [Facebook.com/likeRCU](https://www.facebook.com/likeRCU).



12:02 PM · Jul 25, 2022 · Sendable



Instagram Giveaway Day 2 Post:



Twitter Giveaway Day 3 Post:

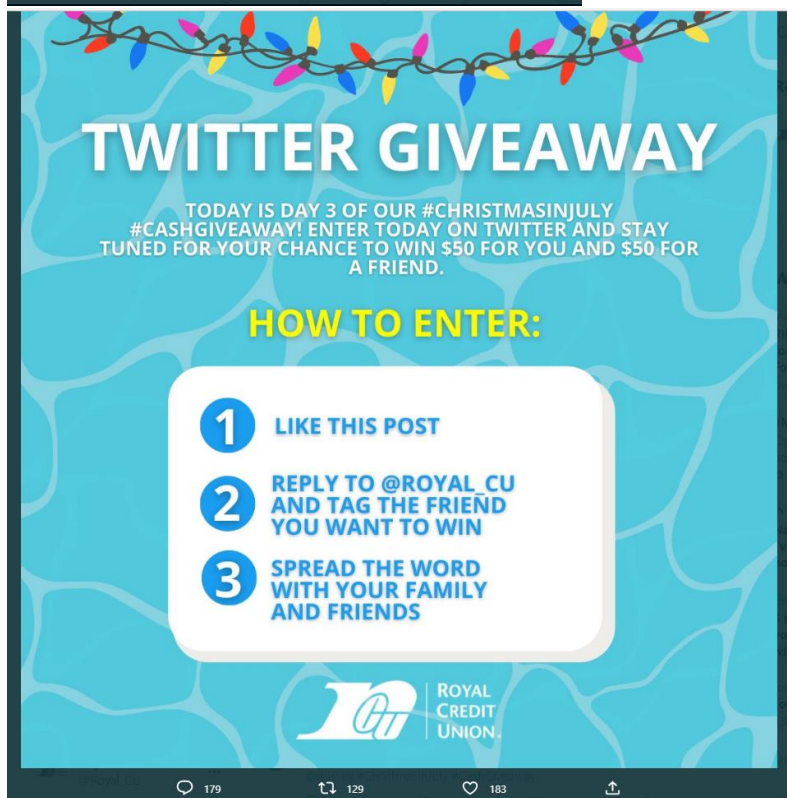
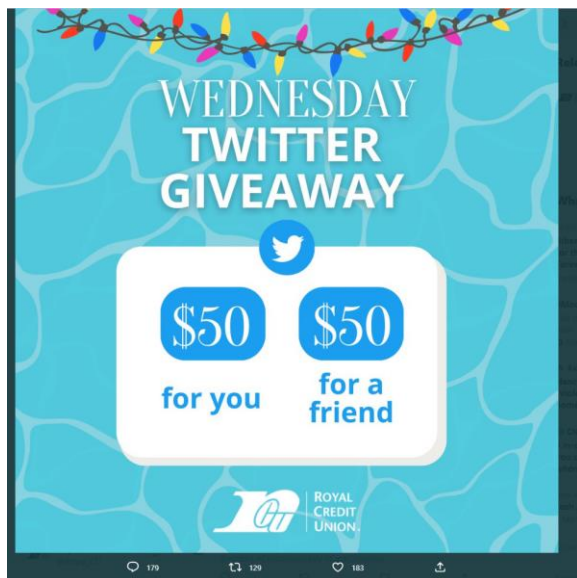

 McGraw-Hill

444

Today is day 3 of our [#ChristmasInJuly](#) [#CashGiveaway](#)! Enter today on Twitter and stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family!

[illegible]

12:01 PM · Jul 27, 2022 · Sendible



TWITTER GIVEAWAY

RULES & REGULATIONS

THIS GIVEAWAY ENDS WEDNESDAY, JULY 27TH, 2022 AT 11:59 P.M. CT. ONE (1) WINNER WILL BE RANDOMLY CHOSEN TO WIN \$50 CASH FOR THEM, AND \$50 CASH FOR THE FRIEND THEY HAVE CHOSEN. ALTERNATE ENTRY METHOD: EMAIL FACEBOOK@RCU.ORG. THE WINNER WILL BE NOTIFIED IN A ROYAL CREDIT UNION TWITTER POST (EMAIL ENTRY WINNERS WILL BE NOTIFIED BY EMAIL) BY 10 A.M. CT ON THURSDAY, JULY 28TH, 2022, WITH DETAILS ON HOW TO COLLECT PRIZE. WINNER MUST CLAIM PRIZE WITHIN TEN (10) CALENDAR DAYS OF WINNER ANNOUNCEMENT OR PRIZE IS FORFEIT. NO PURCHASE NECESSARY. MUST BE 18 OR OLDER AND A LEGAL U.S. RESIDENT. ENTRIES LIMITED TO ONE PER PERSON. ROYAL TEAM MEMBERS AND THEIR IMMEDIATE FAMILY ARE NOT ELIGIBLE TO ENTER; IMMEDIATE FAMILY IS DEFINED AS SPOUSE/SIGNIFICANT OTHER, CHILD, SIBLING AND PARENT (INCLUDING "STEP"). ROYAL RESERVES THE RIGHT TO DISCONTINUE THIS GIVEAWAY AT ANY TIME FOR ANY REASON. ODDS OF WINNING DEPEND ON NUMBER OF ENTRIES. THIS GIVEAWAY IS ADMINISTERED BY ROYAL CREDIT UNION MARKETING, 200 RIVERFRONT TERRACE, EAU CLAIRE, WI 54703. GIVEAWAY SUBJECT TO ALL FEDERAL, STATE, AND LOCAL LAWS, REGULATIONS, AND TAXES. THIS POST IS NOT SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH TWITTER. PARTICIPANTS ARE PROVIDING INFORMATION TO ROYAL CREDIT UNION AND NOT TO TWITTER. NAME, PHOTO, AND COMMENTS OF WINNERS MAY BE USED FOR PROMOTIONAL PURPOSES.



179

129

183



TWITTER GIVEAWAY

BE ALERT FOR SCAMS!

PLEASE BE ALERT FOR SCAMS AND REMEMBER THAT ROYAL WILL NOT ASK YOU TO ACCEPT A FRIEND REQUEST, ASK FOR YOUR PAYMENT CARD INFORMATION, OR MESSAGE YOU DIRECTLY ABOUT WINNING THIS GIVEAWAY. WE'LL BE ANNOUNCING WINNERS IN A FUTURE TWITTER POST AND ASKING WINNERS TO MESSAGE ROYAL TO CLAIM THEIR PRIZE. IF YOU ARE CONTACTED BY A PAGE THAT'S PRETENDING TO BE US, PLEASE REPORT IT TO TWITTER.



179

129

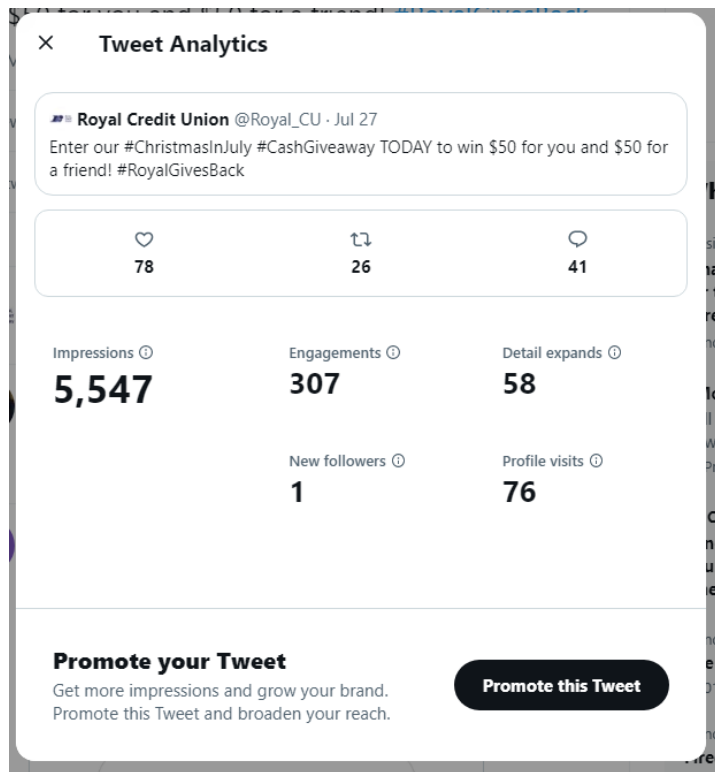
183





Twitter Reminder Post 1:





Twitter Reminder Post 2:

← Tweet

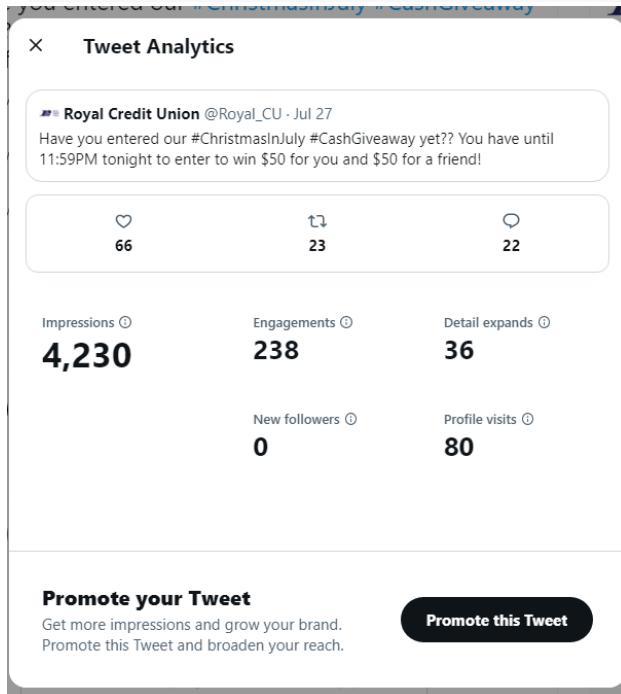


Royal Credit Union
@Royal_CU

...

Have you entered our [#ChristmasInJuly](#) [#CashGiveaway](#) yet?? You have until 11:59PM tonight to enter to win \$50 for you and \$50 for a friend!

3:00 PM · Jul 27, 2022 · Sendable



Twitter Reminder Post 3:



Twitter Reminder Post 4:

← Tweet



Royal Credit Union
@Royal_CU

...

It's not too late to enter our [#ChristmasInJuly](#) [#CashGiveaway](#)! Don't miss out on the chance to win \$50 for you and \$50 for a friend! [#RoyalGivesBack](#)

10:01 PM · Jul 27, 2022 · Sendable

× **Tweet Analytics**

Royal Credit Union @Royal_CU · Jul 27

It's not too late to enter our [#ChristmasInJuly](#) [#CashGiveaway](#)! Don't miss out on the chance to win \$50 for you and \$50 for a friend! [#RoyalGivesBack](#)

 60	 21	 41
---------------	---------------	---------------

Impressions ⓘ 2,537	Engagements ⓘ 209	Detail expands ⓘ 21
	New followers ⓘ 0	Profile visits ⓘ 52

Promote your Tweet
Get more impressions and grow your brand.
Promote this Tweet and broaden your reach.

Promote this Tweet

Twitter Winner Post:

← Tweet

 **Royal Credit Union**
@Royal_CU

...

WINNER 3 of our [#ChristmasInJuly](#) [#CashGiveaway](#)
ANNOUNCED! Congratulations to [@StephWester5](#) !
Comment here or contact us via Twitter DM us to claim
your prize!



8:15 AM · Jul 28, 2022 · Twitter for iPhone



Snapchat Giveaway Day 4 Post:

← Tweet



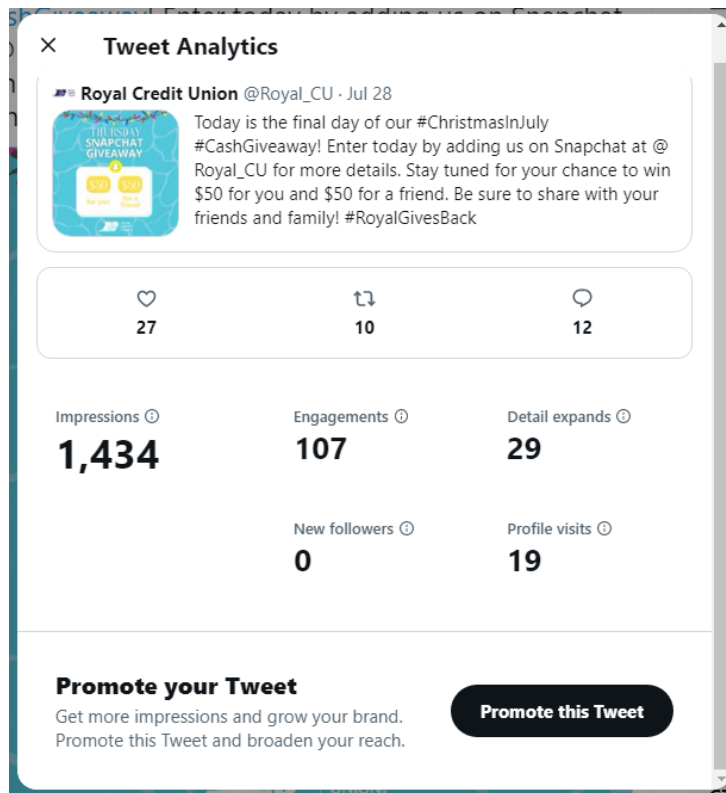
Royal Credit Union
@Royal_CU

...

Today is the final day of our [#ChristmasInJuly](#) [#CashGiveaway](#)! Enter today by adding us on Snapchat at @ Royal_CU for more details. Stay tuned for your chance to win \$50 for you and \$50 for a friend. Be sure to share with your friends and family! [#RoyalGivesBack](#)



12:01 PM · Jul 28, 2022 · Sendable



Snapchat Giveaway Reminder Post:



12:09 PM · Jul 28, 2022 · Twitter for iPhone



Recap Post:

← Tweet



Royal Credit Union

@Royal_CU

...

Thank you to all who entered and participated in our giveaway throughout this week! Be sure to check us out on your favorite social media platform so you don't miss out on our next giveaway!

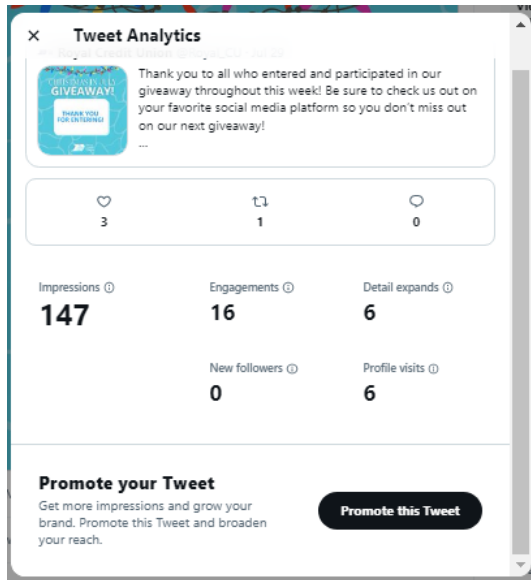
Facebook: @ Royal Credit Union

Instagram: @ RoyalCreditUnion

Snapchat: @ Royalcu

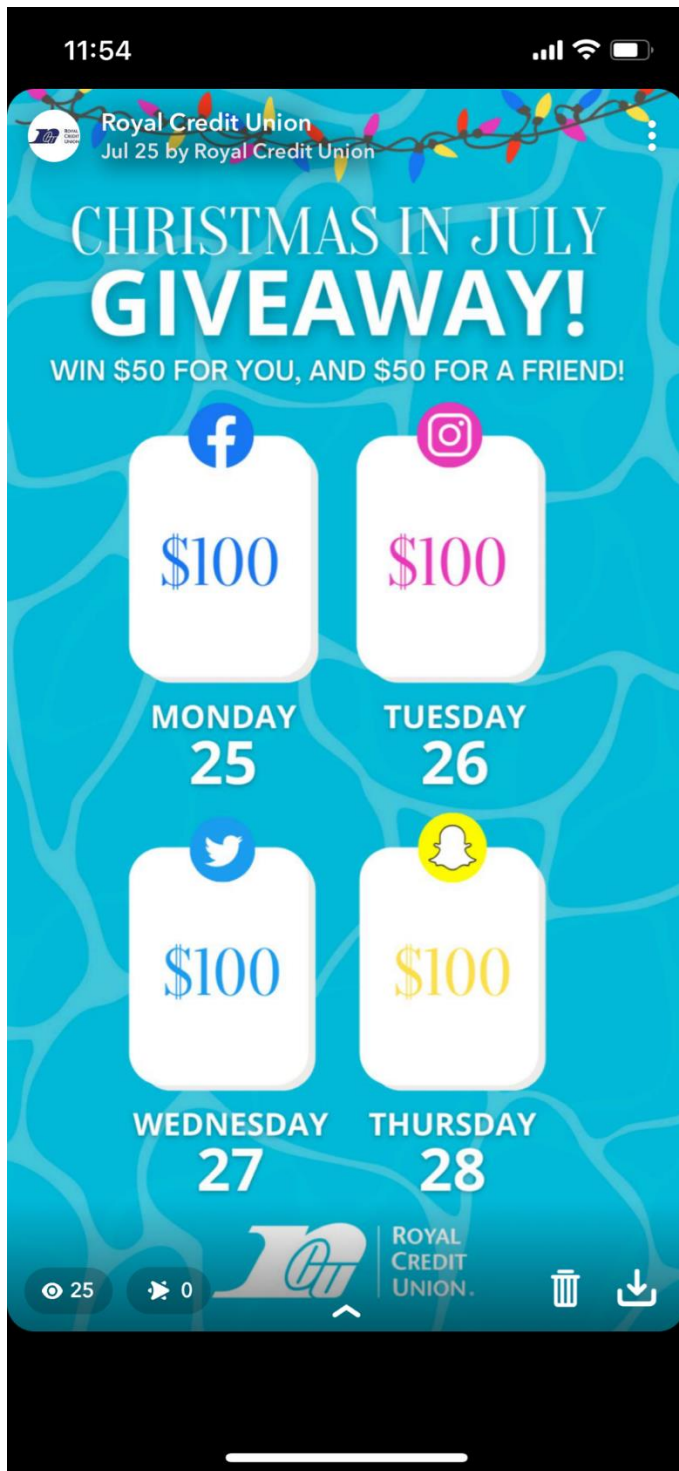


9:31 AM · Jul 29, 2022 · Sendable

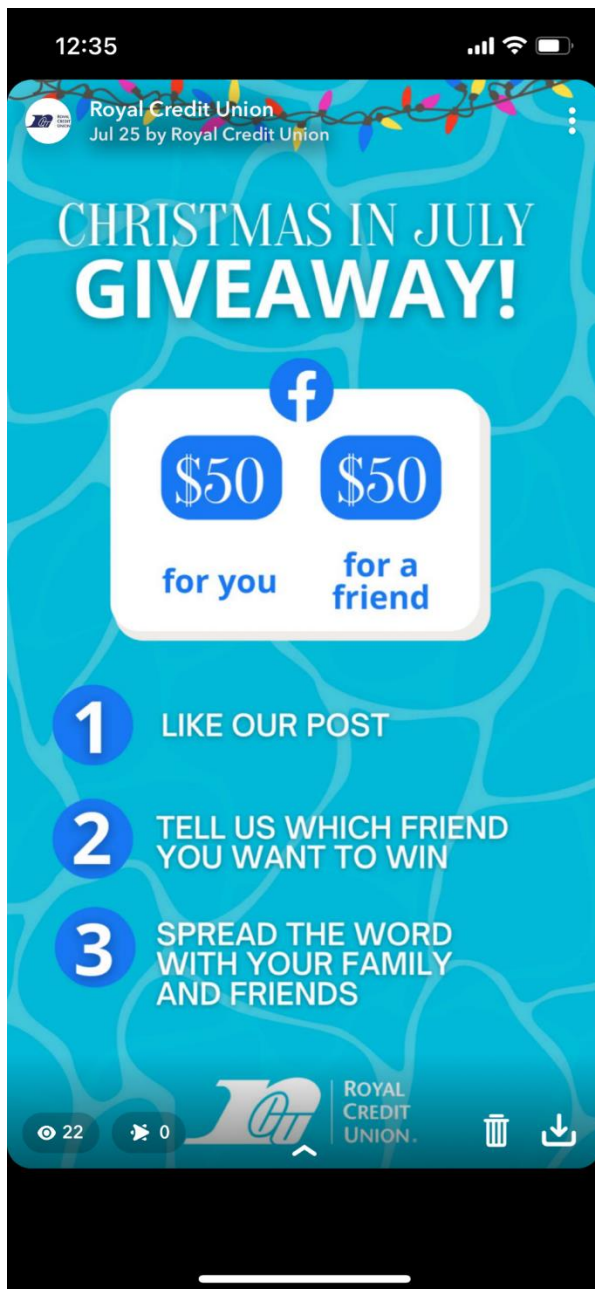


Snapchat Snips

Prelude Post:



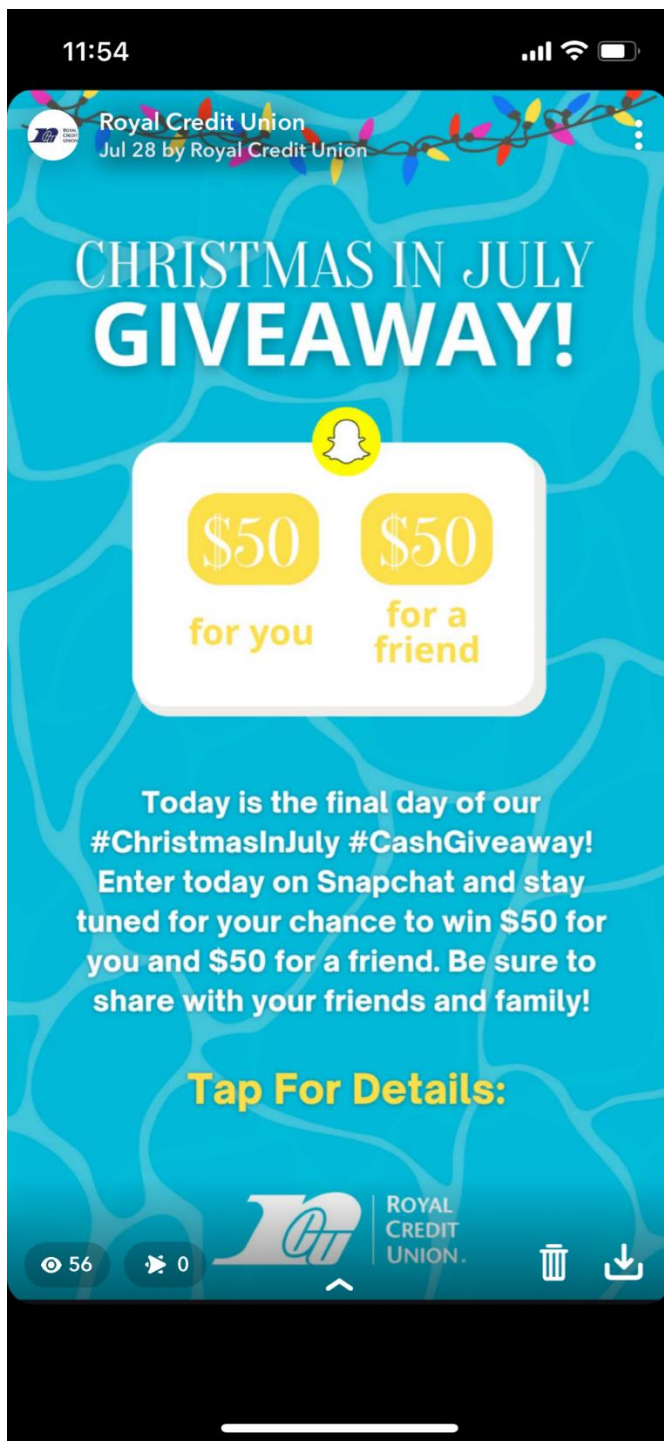
Facebook Giveaway Day 1 Post:



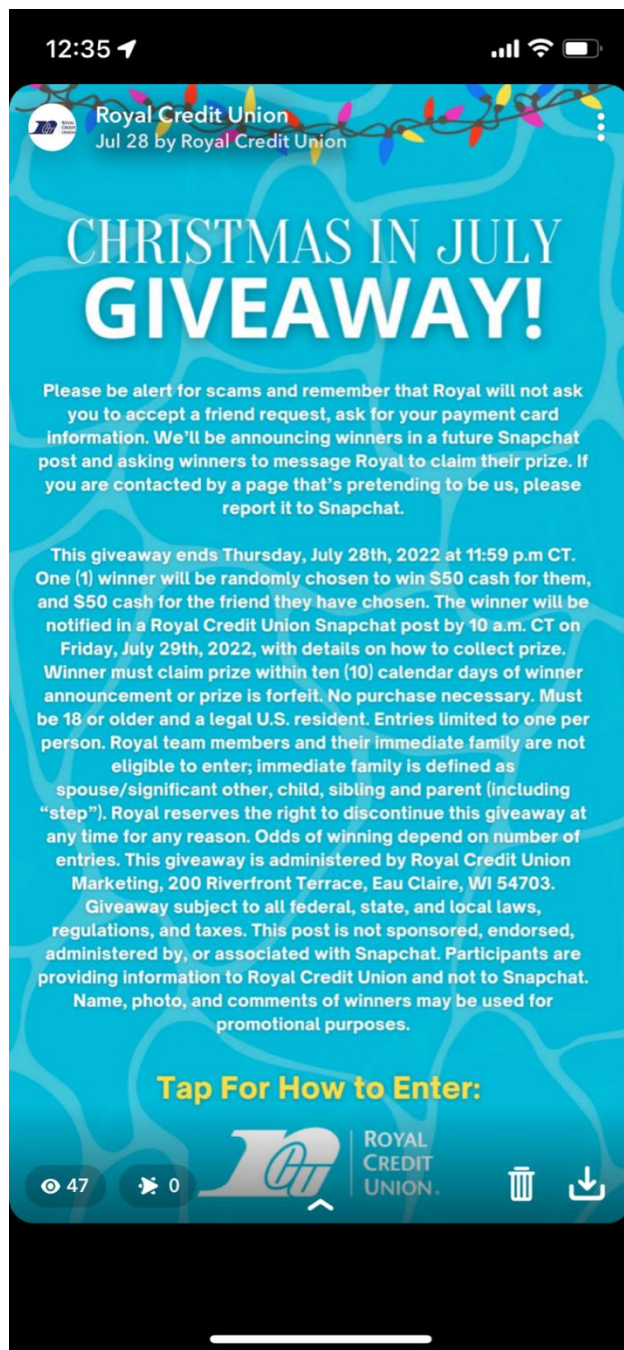
Twitter Giveaway Day 3 Post:



Snapchat Giveaway Day 4 Post:



Snapchat Giveaway Rules & Disclosures Post:



Snapchat How To Enter Post:



Snapchat Winner Post:

11:54



CHRISTMAS IN JULY GIVEAWAY!

THANK YOU FOR ENTERING!

WINNER ANNOUNCED!

CONGRATULATIONS TO
TAYLOR HANSON!

SWIPE UP AND
RESPOND TO LEARN
HOW TO COLLECT
YOUR WINNINGS!

41

0



ROYAL
CREDIT
UNION.

