

CARTER BURDEN GALLERY: 12x12 CAMPAIGN SUMMARY

GOAL

Increase awareness of CBG within the target audience, as well as increase followers.

IDEA

Use artist's stories to create a connection and interest between the audience and CBG, and promote the closing reception to increase attendance.

KEY TAKEAWAYS | RECOMMENDED ACTIONS

- Artist-specific content receives more engagement than general exhibition promotional content.
 - For each exhibition, develop content that highlights artists' stories and coordinates with the exhibition theme
- We recommend posting regularly, not just before/after gallery openings.
 - Planning out content for each week will help keep a regular cadence on each platform
- Community management (responding to comments, liking user photos, tweeting at people) produces more followers.
 - Spending 10-15 minutes a day on Instagram, liking and commenting on art concentrated posts, will increase CBG's followers.
 - Find posts/accounts to interact with by searching through general art hashtags (#nycart, #artoftheday, #artist)
- Twitter generates less engagement for CBG than Facebook or Instagram, but this is typical of the platform.
 - We recommend focusing content creation on Facebook and Instagram, to then recycle and use that content on Twitter.
 - Maintaining Twitter profile to engage with the gallery space will help to assert CBG's professionalism.
 - We recommend retweeting trending art news and interacting with other art leaders.

12X12 FAN GROWTH PER CHANNEL

OBJECTIVES

RESULTS

	Before	(↑25%)	After		Before		After
Facebook	357	+ 89	446	Facebook	357	+ 40	397 (↑11.2%)
Twitter	91	+ 23	114	Twitter	91	+ 6	97 (↑6.6%)
Instagram	44	+ 11	55	Instagram	44	+ 26	70 (↑59.1%)
Total	492	+ 123	615	Total	492	+ 72	564 (↑14.6%)

AVERAGE Q2 PERFORMANCE / POST

Facebook:

Reach (Organic) = 81

Engagement = 8

Twitter:

Reach = 120

Instagram:

Engagement = 4

AVERAGE 12X12 PERFORMANCE / POST

Facebook:

Reach (Organic) = 118 (↑45.7%)

Engagement = 13 (↑62.5%)

Twitter:

Reach = 87 (↓27.5%)

Instagram:

Engagement = 13 (↑225.0%)

DEFINITIONS

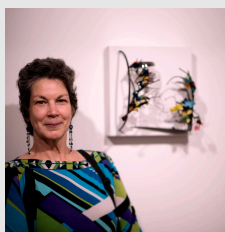
Organic Reach: The number of unique people who saw your content in their News Feed, ticker or on your Page

Engagement Rate: Total Engagement (Likes + Shares + Comments) per post/ Reach

CARTER BURDEN GALLERY: FACEBOOK REPORT

POSSIBLE

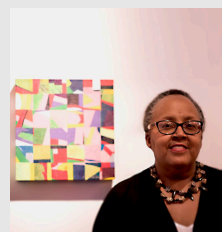
TOP 3 ORGANIC POSTS BY ENGAGEMENT RATE



12 Stories | 12 Days
Reach: 179
Engagement: 38
Engagement Rate: 21.23%
Clicks: 2



12 Stories | 12 Days
Reach: 148
Engagement: 23
Engagement Rate: 15.54%
Clicks: 0



12 Stories | 12 Days
Reach: 338
Engagement: 45
Engagement Rate: 13.31%
Clicks: 0

BOTTOM 3 ORGANIC POSTS BY ENGAGEMENT RATE



Announcement
Reach: 26
Engagement: 0
Engagement Rate: 0.00%
Clicks: 0



12x12 Closing Reception
Thursday, July 30 at 5:00pm
Carter Burden Gallery in New York, New York
28 people went

Announcement
Reach: 39
Engagement: 1
Engagement Rate: 2.56%
Clicks: 0



Announcement
Reach: 154
Engagement: 8
Engagement Rate: 5.19%
Clicks: 6

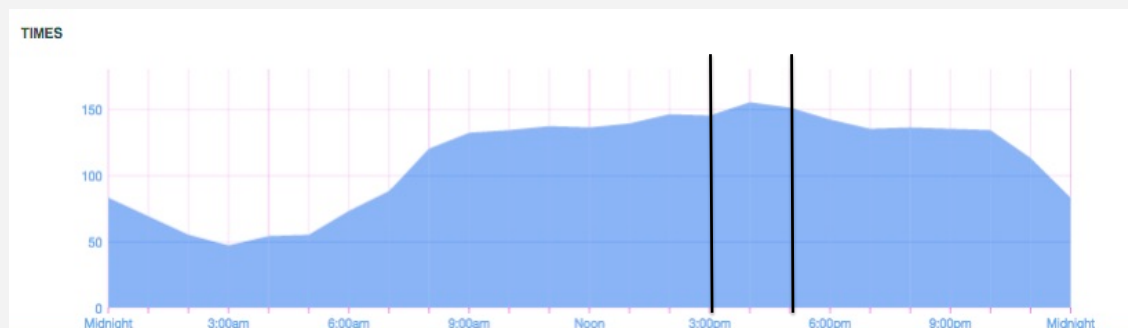
KEY INSIGHTS

- Posts with rich copy about artists and/or their inspiration receive higher engagement
- Tagging artists in posts allows the post to be seen by more of the artists' Facebook friends, therefore increasing reach and potentially engagement
- Copy that is strictly promotional receives low engagement

RECOMMENDED ACTIONS

- In future posts, feature artist's background and/or artistic inspiration, as people better connect with this rich content
- Whenever possible, tag artists featured in a post/photo in order to extend the reach to the artist's Facebook friends
- When using a call-to-action in a rich-content post, place it at the end of a post after rich content in order to limit the "promotional" feel

BEST TIME OF THE DAY TO POST ON FACEBOOK



KEY INSIGHTS

- The best time of day for Carter Burden Gallery to post on Facebook is at 4:00 PM. At this time, there are 155 of CBG's Facebook Fans online.
- The best range of time is between 3:00-5:00 PM. Over these two hours is when the most amount of CBG Facebook Fans are online.

RECOMMENDED ACTIONS

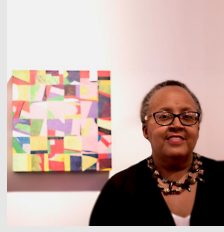
- To increase organic engagement, plan to post anytime between 3:00-5:00 PM, however the best time being 4:00 PM.
- Posting when the majority of CBG's followers are on Facebook, means more interaction from fans, and in turn, more visibility by people not yet fans of CBG yet. People can see their friends liking CBG posts, which will make them be more inclined to look at CBG's page.

CARTER BURDEN GALLERY: TWITTER REPORT

TOP 3 TWEETS BY REACH



Website Relaunch
Reach: 210
Engagement: 0
Clicks: 3

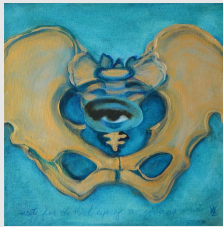


Social Media/Event Promotion
Reach: 142
Engagement: 2
Clicks: 3

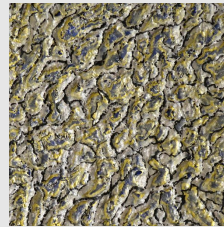


Website Relaunch
Reach: 111
Engagement: 1
Clicks: 0

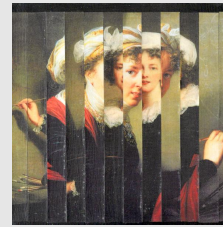
BOTTOM 3 TWEETS BY REACH



Event Promotion
Reach: 25
Engagement: 0
Clicks: 0



Event Promotion
Reach: 29
Engagement: 0
Clicks: 0



Website Relaunch
Reach: 29
Engagement: 0
Clicks: 0

KEY INSIGHTS

- Tweets with links to rich content (ex: artist profiles, 12 Stories | 12 Days on Facebook) received higher reach, engagement, and/or clicks than tweets with links to the event page.
- Content about artists and/or their inspiration with links to more information about them had higher reach.

RECOMMENDED ACTIONS

- When using a link in a tweet, the link should be to rich/informative artist content.

CARTER BURDEN GALLERY: INSTAGRAM REPORT

TOP 3 INSTAGRAM BY ENGAGEMENT



Event Promotion
Engagement: 18

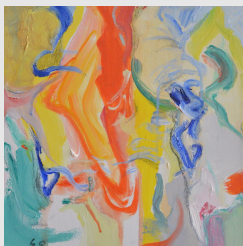


Event Promotion
Engagement: 16



Event Promotion
Engagement: 16

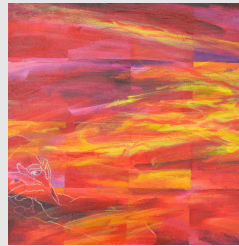
BOTTOM 3 INSTAGRAM BY ENGAGEMENT



Event Promotion
Engagement: 11



Event Promotion
Engagement: 8



Event Promotion
Engagement: 5

KEY INSIGHTS

- Posts introducing Instagram users to an artist and his or her work--before stating the relevant event description and call to action--perform better than general event announcement/call to action posts.
- Posts with 5-7 hashtags are the most successful.

RECOMMENDED ACTIONS

- Create more artist-specific content for Instagram, sharing snippets of artists' stories as event teasers.
- Posts featuring the faces behind the works may better entice Instagram followers to visit the gallery, see the pieces in person, and learn more about the artists.
- Apply 5-7 hashtags to each post and write them strategically. Use a gallery specific post (#carterburdengallery), one to two campaign specific hashtags (#NYartselfie), and two to four awareness type hashtags (#nycart).