

Media Strategy Campaign with the Carr Center

Summer 2020 | UX Internship

A social media campaign assessment to determine efficiency rates and methods on how to increase audience engagement on Twitter, Instagram and Facebook.

Role

Social Media Analyst

Duration

2 months

Tools Used

Google Drive, Zoom, Adobe Illustrator

Scope

User Interviews & Research, Surveying, User Flows/ Journey Maps, Competitive Analysis, Product Analysis, A/B Testing

Problem

Devoted to the preservation, presentation, promotion and development of the African and African American cultural arts traditions within their multicultural community. The Carr Center's aim to experience to inspire, entertain, challenge and educate. It is a place where artists, across all disciplines, and community come together.

Due to the covid-19 pandemic has presented some new challenges, this project addressed the challenges of connecting website and social media with the ticketing and promotional tools that support performances, particularly in the transition from live, in-person performances to more virtual and asynchronous audiences. Additionally, the Carr Center was interested in broadening their audience demographic to reach a diverse set of backgrounds (including race, gender, and age). Overall, the goal of this project was to learn how to:

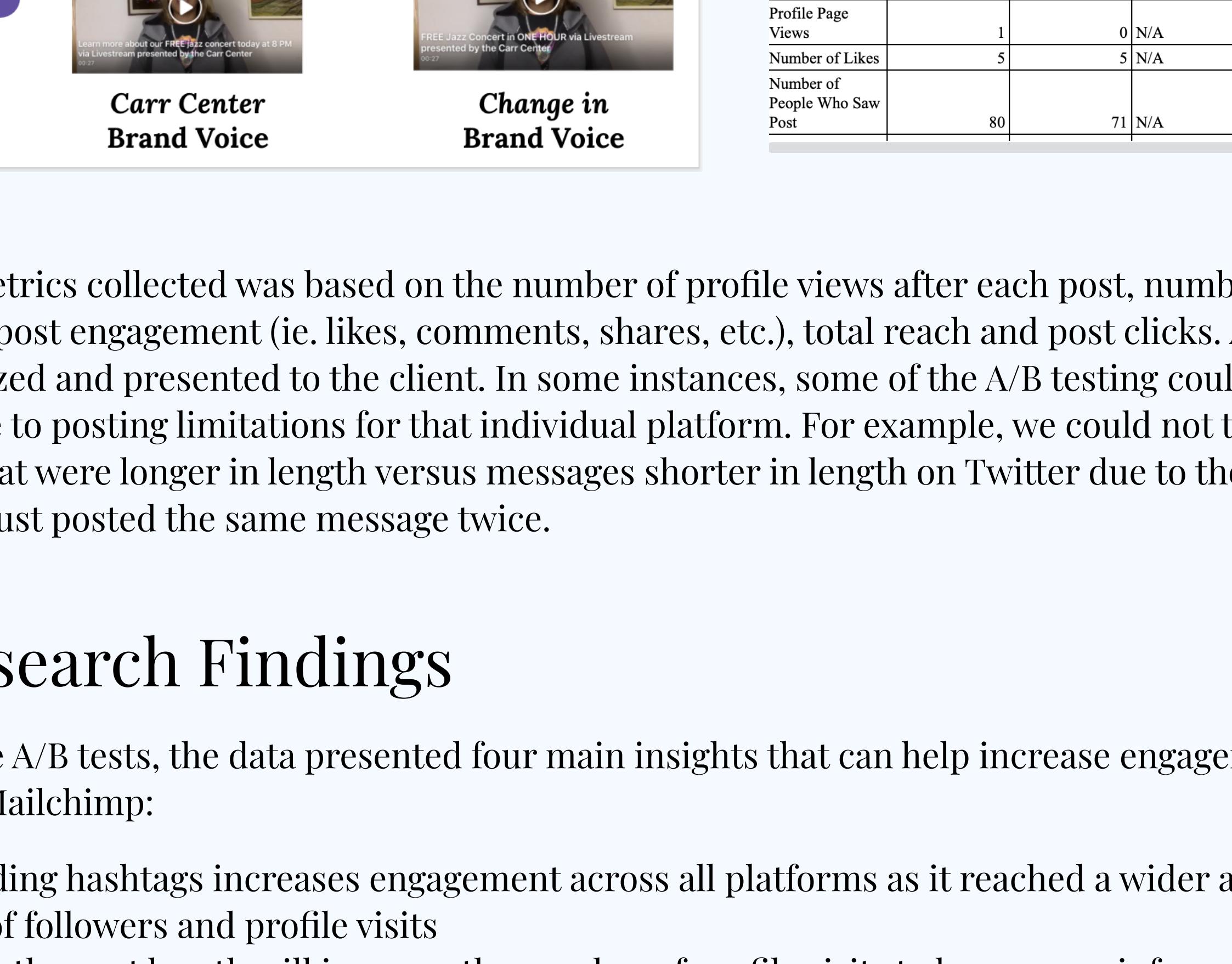
- engage audience and connect website and social media
- Leverage social media analytic tools to increase social engagement

Research

Competitive Analysis

As a group, we initially did a competitive analysis to determine the current status of their social media engagement and the type of demographics they currently interact with on each platform. We compared the different levels of social engagement on the Carr Center's four main platforms: Instagram, Facebook, Twitter and MailChimp. This helped to better how to leverage popular social engagement to increase interactivity with the Carr Center's target audience.

Our research determine that their most effective or strongest platform was Facebook with over 5,000 followers and 15+ people adding the Carr Center on Facebook each month. This contrasted to Instagram with only 263 followers and an additional follower per month. However, based on the research from the competitive analysis, Twitter had the highest potential to reach a more diverse audience, due to its rising prevalence in the summer of 2020.



Social Media Research

Following the competitive analysis research, we conducted in-depth research about each platform and previous techniques on how to increase engagement across all platforms. Our research led us to a variety of insights including:

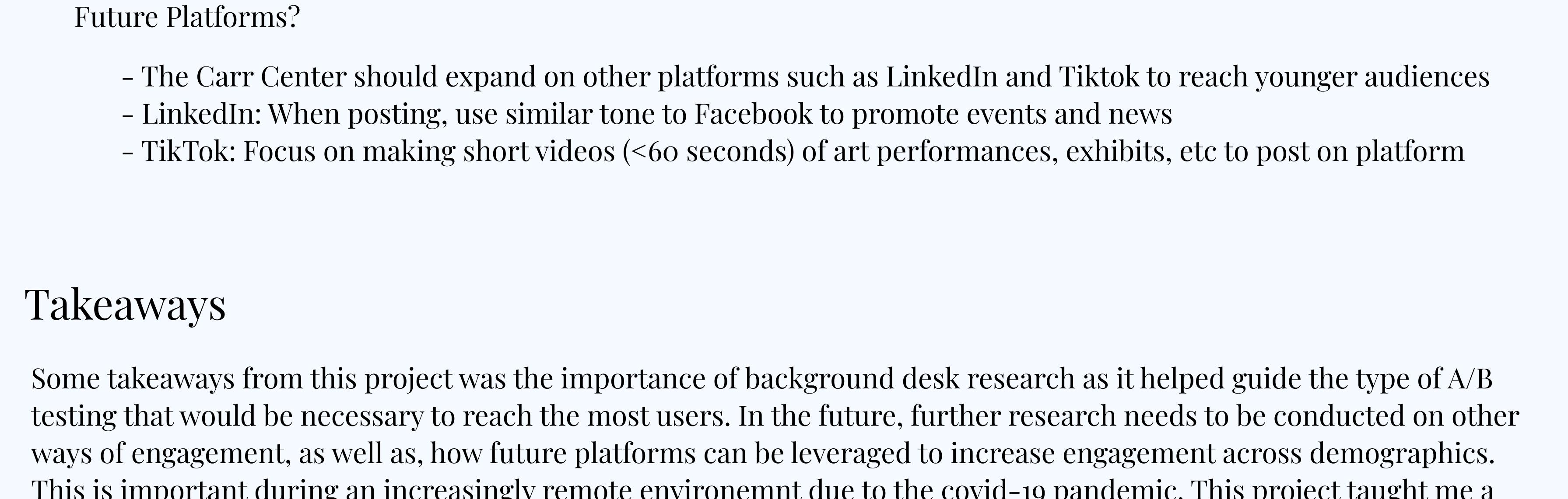
1. "Automatic" Instagram ads that has a specified audience between 18-35 seem most effective as those ads generate the most engagement with website/ profile clicks, as well as, the number of times the post is seen with the ad's time frame. However, a major con to this is that is cost money to do.
2. Currently, there are two separate Instagram accounts for the Carr Center, due to the transition of social media account ownership. However, the older account comes up first when searching for the Carr Center via the Instagram app. To resolve this issue, there needs to be some indication of which account is most active.
3. Increase Twitter engagement by interacting with the most popular follower under Twitter analytics (can be done through organization partnerships, brand deals, etc.)
4. Based on the Carr Center's newsletter, on average, 28.3% of people that view the email newsletter click on the home page but there is no links to each social media platform. There needs to be an opportunity to connect on social media to further engage visitors.
5. Provide social media handles on the newsletter through its own individual section to increase engagement from emailing list.
6. Using Mailchimp's integration system, the Carr Center has the ability to integrate social media platforms from Mailchimp to publish ads, add signup forms, and access your Instagram posts in Mailchimp's Content Studio (Facebook); and to automatically tweet campaigns when they're sent and add content from your page to your email campaigns (Twitter).

These research insights helped provide context on our next steps, leading us to conduct A/B testing on each platform to determine which method is more effective. By tracking different metrics in user engagement, we hope to see a change in trends based on the frequency, as well as, media engagement on Twitter, Facebook and Instagram.

A/B Testing

We encapsulated all the information learned during research to conduct A/B testing that evaluated the effectiveness of different strategies on each platform. These tests would be conducted between July 31st and August 8th to advertise for an upcoming live concert featuring Grammy-award winning artists and focused on these main components:

- Use of hashtags in post
- Use of images versus videos
- Utilizing Stories on Instagram and Facebook
- Difference in length of post
- Experimented with the "brand voice" for the Carr Center to analyze social engagement



The analytic data metrics collected was based on the number of profile views after each post, number of likes, number of views on each post, post engagement (ie. likes, comments, shares, etc.), total reach and post clicks. All of our findings were eventually summarized and presented to the client. In some instances, some of the A/B testing could not be conducted for that specific day due to posting limitations for that individual platform. For example, we could not test the difference in posting messages that were longer in length versus messages shorter in length on Twitter due to the 250 character limit. Therefore, this day just posted the same message twice.

Overall Research Findings

After conducting the A/B tests, the data presented four main insights that can help increase engagement on all three social media platforms + Mailchimp:

1. Using trending hashtags increases engagement across all platforms as it reached a wider audience and increased the amount of followers and profile visits
2. Decreasing the post length will increase the number of profile visits to learn more information and get contact info (except in the case of Twitter due to its character limit).
3. Posts are more effective in user engagement in advertisement than stories on Instagram and Facebook because the number of people reached. However, the stories feature will be good for daily personalized engagement (ie. question of the day, polls, etc.)
4. Posting videos increased engagement across all platforms.

Our recommendations for the Carr Center included:

- Schedule posts ahead of time based on Facebook most popular user engagement (9AM - 5PM)
- Post at least 1x a day to continue increasing engagement on platform (can be leveraged w/ scheduled post)
- Continue posting to increase # of followers = access to audience insights
- Keep videos below 30 seconds
- Schedule tweets ahead of time, following most active Twitter schedule
- Use hashtags within messages or hidden at bottom
- Hashtags should be targeted and should be popular (@ least 500k used)
- Use the story feature to have personalized engagement w/ followers

The Carr Center should expand on other platforms such as LinkedIn and TikTok to reach younger audiences b/c it's important for reaching younger demographics

- **TikTok:** focus on making short videos (<60 seconds) of artist performances, exhibits, etc.
- **LinkedIn:** Use similar tone as Facebook to promote events & news

Future Platforms?

< View City of Lansing Website Redesign

View Product Analysis Internship >

Let's Connect!

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