

The Scope (CJRU) World Children's Day Campaign

Social Media Campaign Report

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Pre-Analysis of Campaign

The Social Media Campaign that we helped The Scope with was slightly difficult at first due to a large shift in goals. This was a result of delayed communication between The Scope and us, which forced us to reevaluate our goals. Fortunately, in the end we had the chance to help The Scope with meaningful campaign.

When our decided to create a social media campaign for CJRU's The Scope we simply intended on increasing their volume of listeners. There was a brainstorming stage where we discussed how we could expand The Scope's audience and enrich the experience and we decided to do this by both informing non-listeners of what The Scope has to offer as well as creating a way that listeners could have a say in what is featured on the radio station. The idea to add in a more customizable experience was clearly something my group and I had to discuss with The Scope but we had only spoken with them once before the Social Media Campaign Pitch in week 7.

We finally spoke to The Scope and discovered that they were taking on a campaign for #WorldChildrensDay from Nov. 19th to the 21st and that they needed our team to help them come up with content that promoted what The Scope was doing to spread awareness. This changed our original goals from simply expanding The Scope's reach to promoting The Scope's podcasts and social awareness through this campaign.

Our goals for this campaign were hard to narrow down before we started because all we knew from The Scope was that they wanted us to simply get the word out and show that they were supporting #WorldChildrensDay. They did not have a fundraising goal and at most, just wanted people to tune into the podcasts they had created for #WorldChildrensDay that were being broadcasted across Canada at other campus and community radio stations.

Post-Analysis of the Campaign

Our Social Media Campaign consisted of promoting The Scope's involvement in World Children's Day, which began on November 20th and ended on November 22nd. The Scope created Radio Change The World, which pushes other college/community radio stations across Canada to take on social responsibility. Therefore, as part of World Children's Day The Scope and other radio stations came up with their own ways to promote.

On November 20th CJRU and participating radio stations broadcasted topics relating to World Children's Day. On November 21st we continued the conversation by tweeting about the upcoming Senator Munson Breakfast, the song a Ryerson musician wrote for the breakfast, and by tweeting answered questionnaires from children at a local elementary school. On November 22nd at 8 a.m. is when the Senator Munson Breakfast took place in Ottawa where a CJRU employee was there to take pictures. We used the pictures to create a slideshow, which we shared, making that our final post.

We helped CJRU with their posts using the three social media platforms we had intended to use; Facebook, Instagram, and Twitter. We collaborated with CJRU on a Google Spreadsheet to come up with all of the posts and what posting times would be most appropriate.

Areas to Improve

Clear campaign goals

Having clear campaign goals is very important with a social media campaign, although we knew the basis and the idea of the campaign we were not aware of the specific desired outcome, only to generally bring awareness to National Children's Day. Having clear precise campaign goals could have enhanced our performances and the outcome of the campaign. For example, goals could've been to gain 10 new followers on CJRU's facebook page from 790 to 800 likes, have Karis follower count increase to 10 new followers, increase the Children's Podcast by 10% or lastly to increase the instagram followers to more students across campus from 193 to 250. Having these specific goals changes the way you go about the campaign and would have made it easier to examine the outcome of the campaign.

Social Media

Social networks were a big part of the campaign, deciding what to post on what social media platform was one of the major decisions we had to make as a group. A way to improve was to focus more on the popular sites for most important information, for example we posted weekly stories on their instagram @thescope, but we could have been more inclusive with our audience with polls, information and little snips of National Childs day. Only 6 posts were posted on the instagram, this could have been increased to bring more awareness, also reposting of UNICEF and other celebrities taking part of National Children's day would have brought different awareness for the cause. Live video could have been used during the breakfast for the last day of the campaign to show the followers what was going on and how this day came together. Snapchat was not used during the campaign but could have been a great asset, behind the scene snapshots could have brought followers closer to the campaign and show everything that was put into making this day as big as it is.

Engagement

Involving the viewers could have been a big improvement with our campaign. Viewers are a big part of campaign they determine what they grab onto and what they chose to ignore, if we included them more with polls and quizzes about National Children's Day there might have been more of an outcome and more of a follower base. Hashtags are also a big part of viewer engagement, we could have looked at celebrity posts, other blog and radio station posts and use their hashtags in order to create a larger viewer base not just from toronto but from all over Canada. Creating more of an engagement is not just good for National Children's day but also for CJRU's viewer count, it brings more awareness to what they are doing as an organization and allows for more people to feel connected and want to follow for more information about the campaign and then continue to listen even after the campaign is over.

Successful Elements

Consumer Insight

Throughout the social media campaign, we kept a detailed description of our target audience. Allowing our posts to relate to these individuals helped to create more talk about World Children's Day. Some ways in which we used the element of consumer insight was through hash tags such as #WorldChildrensDay, #UNICEF, etc. Using these hash tags allowed more individuals to view our posts and tune into the different radio shows being featured from our social media platforms. Another way in which we ensured consumer insight is through retweeting, sharing links and liking photos. Moreover, this means that tweets from certain leaders and influencers were retweeted, links from other World Children's Day were shared and photos that had to do with our campaign were liked to create attention. Each of these contributed to the focus of target market in order to ensure clarity.

Consistency

One of the key success elements throughout our social media campaign was the consistency of each post and time that they were posted. Throughout the outset of our campaign times were chosen to allow for the best reach of followers and viewers. These time were found in the morning as many individuals check their phones as they awake and then during lunch and after work around 5pm. Making sure our campaign posted during this time helped to increase the amount of likes and views. In addition, the consistency of each post was obtained from numerous posts per day. Before this social media campaign CJRU did not post consistency throughout the day on all platforms nor did they post everyday. This allows for followers to lose real time information and leaves followers not in consistency of their brand. Throughout the campaign consistency was a huge success and allowed viewers to receive updated information and tease posts that kept them wanting more.

Social Platforms

Within our social media campaign each post ensured that it was specific to a certain social platform. This means that lengthy videos and writing were posted to Facebook due to no restraint to work count and the widespread generation. Also, sharing links and other resources for World Children's Day allowed our page to have more viewers as well. Next, Instagram was used for tease clips on Instagram Stories and also smaller video clips were posted to create integration between Facebook and Instagram. In addition, Twitter was used the most frequent and contained information in short pretenses that allowed for real time updates throughout the course of the day.

Tease Posts

One of our groups main key success element was our tease posts on our Instagram stories. This means that our followers were able to keep with real time data and see small clips of different projects that CJRU was working on for the campaign and the process of behind the

scenes at a radio station. This allowed our followers to feel included within our campaign and build relationship and interest amongst viewers. One of the main attractions that Ryerson contributed to World Children's Day was a song written by a Ryerson student that would be sung in front of many leaders and other school representatives. Small backroom recordings were taken of this song and played in our stories to give viewers a preview on what was to come. Our group and CJRU continued to post these ideas and helped to create buzz.

Analytics

Key Performance Indicators (KPIs)

As directed by Jacky (the lead coordinator of the campaign), there were three main key performance indicators in our campaign:

- 1) Celebrate UN's Day of the Child
- 2) Promote Youth Across Canada
- 3) Promote songwriter Karis and youth advocate Irwin Elman at the Senate Breakfast

Pros

Effective use of the Rhetorical Triangle

The rhetorical triangle is applied to persuade a strong argument, to the benefit of raising user engagement in a social media campaign. It entails three concepts: ethos, logos, and pathos. As expected, the Facebook posts in our campaign which had the highest engagement made excellent use of the rhetorical triangle. Arguably, videos make better use of the triangle better than pictures/text since they are longer (hence more to tell). This is likely why video posts in our campaign netted the highest engagement. The last facebook video particularly makes great use of the rhetorical triangle, with the most facebook engagement out of all the posts. How it was applied:

Goal: Effectively promote Karis's song 'Change the World' and have viewers look into it
Application of the rhetorical triangle:

Ethos:

The popularity of the CJRU and partners involved in the campaign showcasing Karis's music establishes higher status for her music. This status boost of Karis's latest song makes adds credibility, making it worth checking out.

Pathos:

The goal with pathos in the video was to build empathy with the audience to make them invest in Karis's music. It's bleak message relates to viewers ("I wish to provide a voice for those who have none", dark imagery to amplify). It's captivating tone creates an incentive for the viewer to check out her music.

Logos:

The last part of the video ties everything together and shows the viewer where they can access more information about Karis' music.

The use of the rhetorical triangle is invaluable in a social media campaign. Since the combination of ethos, pathos, and logos makes the targeted post more engaging, its user engagement will also rise.

When comparing the same post across the used social media platforms, Twitter appears to have the best engagement for textual posts (using an engagement-reach ratio). This makes sense, as it is a mostly text based platform.

The CJRU should continue focusing most of their text posts on Twitter.

Well-timed Scheduling

Using Facebook as an example, the scheduling was done at appropriate times (when users most active ~10 a.m. -> 10 p.m.):

Well-timed scheduling helps maximize user engagement, which is a must for the success of a social media campaign.

Positive Sentiment

Thankfully, the social media campaign was well-received by all parties and had a positive sentiment all throughout. Either people shared, like, or enthusiastically commented on the content

Interestingly, the reason why this campaign was "immune" to negative feedback was since the topic/KPIs was positive by nature (promoting youth around the world), no product/service was being sold (no bad customers), and that the engagement was biased to positive sentiment (likes, grateful comments, no proper "dislike" buttons). Notably, such a strong streak of positive sentiment is rare for ~95% of social media campaigns, since capitalistic motives inevitably receive negative sentiment when dealing with unhappy customers/unethical company practises.

Cons

Lack of social media tools.

Decent user engagement is the best way to mark the success of a social media campaign. The best way to raise engagement is by aligning the produced content with the personality of the target audience. A social media tracking tool can help by revealing users' search habits.

Example: KPI#1: "Celebrate day of the Child". Best hashtags to use for the target of children: #kids, #family, #education, etc. ... Source: hashtagify.me).

Moving on, an inefficient function of the campaign was that the scheduling was mostly done manually. More consistent use of pre-schedulers could have made the release of posts more streamlined (and easier for Karen, the social media coordinator).

Example: Twitter has a pre-scheduling feature "Tweet Deck" that unfortunately the CJRU took little advantage of. Next time, all the posts should be pre-scheduled (during active user times of course).

Also, use of the comprehensive social media program "Hootsuite" (as our group intended) would have been very helpful. Not only can the free version pre-schedule posts, but it also has neat analytic features (i.e. detailed reports). Our group tried convincing the CJRU to use Hootsuite, to which they replied that they use "Buffer", which ironically was seldom used (and much more basic). This proves that the CJRU is not too keen on using social media analytic tools when it could have helped a lot in this campaign.

Therefore, good use of social media tools could have made The Scope's social media campaign run smoother and be more effective.

Influencers – Hit or Miss

Many influencers helped achieve the campaign's KPIs, notably the NCRA and various youth advocates. However, influencers cannot guarantee meaningful engagement.

Example: Consider this twitter post from the campaign (left side).

Interestingly, social media analytics website "hashtagify.me" states that UNICEF is the 2nd best influencer to hashtags pertaining to children's rights, as relevant to the first KPI (celebrating Day of the Child). However, despite UNICEF's large follower count, the outcome of the post was just two likes. UNICEF's followers were not converted to (any) engagement. This proves that

supposedly “strong” influencers cannot necessarily raise the engagement of posts in a social media campaign.

Also, posts only about the influencers had low engagement (most just came from themselves). An example of this is shown on the left. The Scope thanks RCYBC, RCYBC is one of the very few users who liked the post. In the campaign, “Thank you” posts had the worst user engagement (which makes sense, it is uninteresting) so this should be avoided next time.

Therefore, influencers are not reliable in the raising the engagement (hence success) of a social media campaign.

Success of the KPIs

1) KPI #1: Celebrate UN’s Day of the Child

For this KPI, the CJRU relied heavily on connecting with influencers to make it happen. However, the engagement that came out was not that meaningful (as shown on the left). Despite this, awareness was technically raised for the Day of Child, so to some degree this KPI was a success.

2) KPI #2: Promote Youth Across Canada

As this KPI is related to the first, similar to the points mentioned above, the CJRU did try to promote youth across Canada with the help of some influencers, however the impact was not that meaningful (low engagement). However, generally the station did try at least, showcasing several youth events across the country and related radio events. The demographics for the Facebook posts were also mostly Canadian. To a degree, this KPI was a success. Bonus: feature on Ryerson’s login page!

3) KPI #3: Promote Karis/Irwin Elman at the Senate Breakfast

This KPI was a success because the reveal of Karis’ music had the highest reach and engagement out of all the Facebook posts in the campaign and youth advocate Irwin Elman was honored at the Senator’s breakfast and shared Karis’s music too.

Conclusion

To conclude, we were glad to work with the CJRU for their social media campaign. The staff was friendly and provided great assistance. The campaign was mostly a success, and we wish the CJRU good luck with their future social media campaigns.