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FunCheapSF
Social Media Analysis

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I. Twitter Analysis

A. Old Strategy

Funcheap's old Twitter strategy consisted of automated postings using a program called dlvr.it. Every event posted to the Funcheap website was linked to dlvr.it and was immediately posted automatically to twitter. This strategy caused a major spamming problem. On average, 19 tweets were sent out in a given day and on occasions up to 35 tweets in a day. Recurring events were also tweeted multiple times as shown in **Figure 1**. All tweets looked similar and included the event date, name, place, link and cost. Posts did not include hashtags, mention tags or pictures and in turn received very little engagement, if any at all. The strategy also did not include retweeting other users content or replying to user mentions. The strategy was self-supporting and did not have human interaction.



Figure 1. Events posted multiple times in a spamming fashion

The post shown in **Figure 2** was the most engaged, most retweeted, most favorited and most clicked URL during a 25-day analysis on the old strategy. This post was also a major outlier. It performed extremely well due to the type of content and not necessarily the chosen strategy. The post revealed info about finding free cash around the bay area. In **Table 1**, this posts stats are shown.

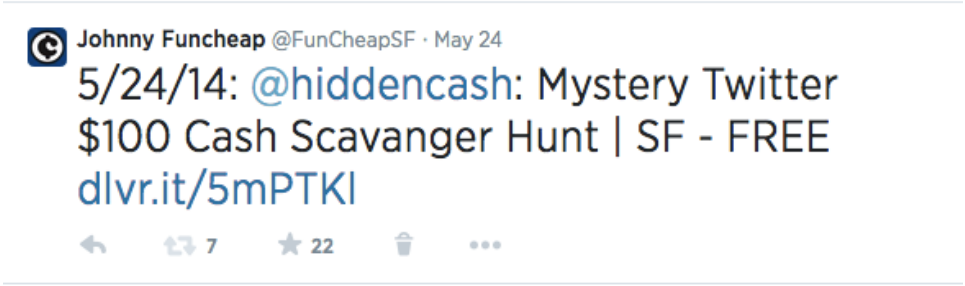


Figure 2. Most engaged post, most retweeted, most favorited, most clicked URL. *Outlier

Engagements[1]	Engagement Rate[2]	**Retweets**[3]	**Favorites**[4]	**URL Clicks**[5]

Table 1. Stats on post with the most engaged, retweeted, favorited & clicked URL. *Outlier

Below, **Figure 3** shows the post with the highest engagement rate. The high engagement rate may be due to the unusual content, which included the words "Masturbate-a-Thon." In **Table 2**, the posts stats are shown.



Figure 3. Highest engagement rate

Engagements	**Engagement Rate**	Retweets	Favorites	URL Clicks

[1] Engagements: Favorites, retweets, replies, link clicks
[2] Engagement Rate: (Favorites + Retweets + Replies + Link Clicks)/ Reach of post
[3] Retweets: when someone else tweets your tweet
[4] Favorites: when someone stars your post on twitter
[5] URL Clicks: #of times URL link was clicked

Table 2. Stats on post with highest engagement rate

Figure 4 below shows 1 of 52 posts that received 0 engagement, making them the least engaged posts. These posts were most likely not engaged due to the spamming effect of the strategy or uninteresting content. Stats are shown in **Table 3**, below.



Figure 4. 1 of 52 least engaged posts

Engagements	**Engagement Rate**	Retweets	Favorites	URL Clicks

Table 3. Stats on 1 post with the least engagement

With removing the outlier in **Figure 2**, the next most clicked URL post is shown below in **Figure 5**. It is likely that this posts link was the most clicked due to the popularity of "Patxi's" and that they were giving away free pizza. In **Table 4**, the stats on this post are shown.

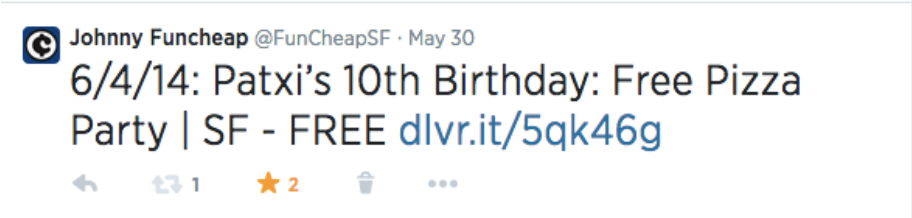


Figure 5. 2nd most clicked URL

Engagements	Engagement Rate	Retweets	Favorites	**URL Clicks**

Table 4. Stats on 2nd most clicked URL

With the outlier in **Figure 2** removed, **Figure 6** shows the next most retweeted post. This post may have performed well due to a picture being included. 99% of posts did not include pictures during the old strategy. **Table 5** shows the stats for this post.

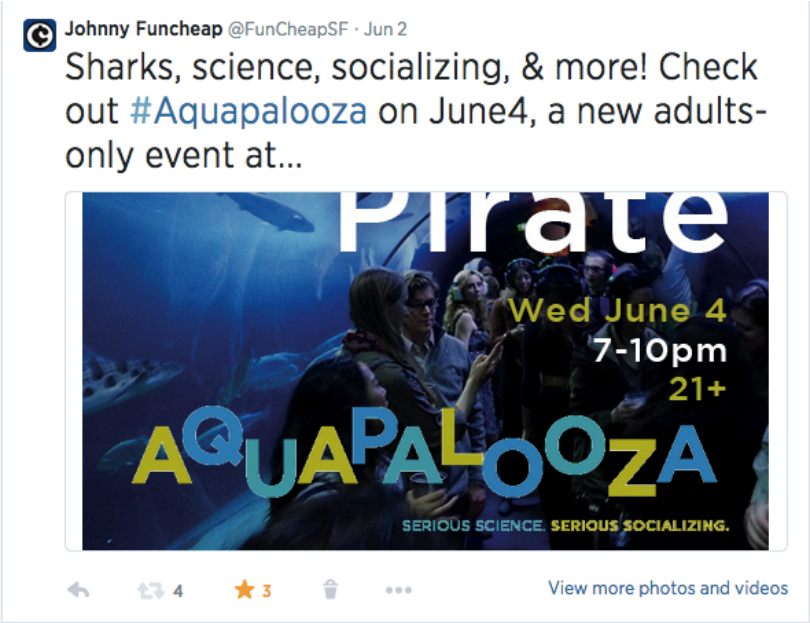


Figure 6. 2nd most retweeted post

Engagements	Engagement Rate	**Retweets**	Favorites	URL Clicks

Table 5. Stats on 2nd most retweeted post

Excluding the outlier shown in **Figure 2**, **Figure 7** shows the 2nd most engaged and favorited post. This post may have performed well due to the interesting name of the event. Stats on this post are shown in **Table 6** below.



Figure 7. 2nd most engaged & favorited post

Engagements	Engagement Rate	Retweets	**Favorites**	URL Clicks

Table 6. 2nd most engaged & favorited post

B. New Strategy

Funcheap's new Twitter strategy consisted of turning off the automated system and scheduling hand picked events to tweet through dlvr.it. We chose to use dlvr.it as our scheduling tool because we were able to schedule photos along with the tweets. Other programs such as Hootsuite did not allow this. All posts were handcrafted to include mention tags, pictures, hashtags, links and original text as shown in **Figure 8**. All posts were also formatted to fit within the 140-character limit and only posted on average 4 tweets per day. We also added a Twitter link to our Facebook and Instagram page. We acquired and changed the Twitter handle to @FunCheapSF from @JohnnyFuncheap to align the page with the brands name. We also reported and acquired the Twitter handle @FunCheap due to the fact that they were impersonating the company.



Figure 8. Example of new strategy post

The post in **Figure 9** shows the most retweeted post during a 25-day analysis of the new strategy. It included a beautiful picture along with an article that was not an event. This may have been retweeted most because of the picture or people are interested in keeping the bay lights lit longer. Stats on this post can be seen in **Table 7** below.



Figure 9. Most retweeted post

Engagements	Engagement Rate	**Retweets**	Favorites	URL Clicks

Table 7. Stats on most retweeted post

The post in **Figure 10** shows the most engaged and favorited post. This may have performed well due to it being about a free concert by a well-known artist "Neon Trees." Stats on this post are shown in **Table 8** below.



Figure 10. Most engaged post, most favorited

Engagements	Engagement Rate	Retweets	**Favorites**	URL Clicks

Table 8. Stats on Most engaged & favorited post

Figure 11 shows the post with the highest engagement rate. This post may have performed well due to the fact that it was an article people can relate to and people also love lists. **Table 9** shows the stats on this post.



Figure 11. Highest engagement rate

Engagements	**Engagement Rate**	Retweets	Favorites	URL Clicks

Table 9. Stats on Post with Highest engagement rate

The post shown in **Figure 12** had the most URL clicks. This was most likely due to the content of this post. People could get a luxury jet plane ride at an enormously low price of $4. Stats on this post can be seen in **Table 10** below.



Figure 12. Most clicked URL

Engagements	Engagement Rate	Retweets	Favorites	**URL Clicks**

Table 10. Stats on most clicked URL

The post with the least amount of engagement and also the lowest engagement rate is shown in **Figure 13.** This post most likely did not perform well because it did not follow the newly implemented strategy. It did not include a picture and characters were too long. It also may have not performed well because people were not familiar with the artist. Stats on this post are shown in **Table 11**.

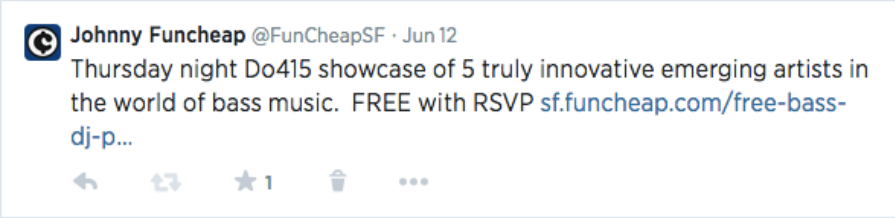


Figure 13. Least engaged post, lowest engagement rate

Engagements	**Engagement Rate**	Retweets	Favorites	URL Clicks

Table 11. Stats on least engaged post and lowest engagement rate

C. Followers

In **Figure 14**, the graph shows a spike in followers during the newly implemented strategy. **Table 12** shows the average new followers per day and the percent change between the old and new strategy.

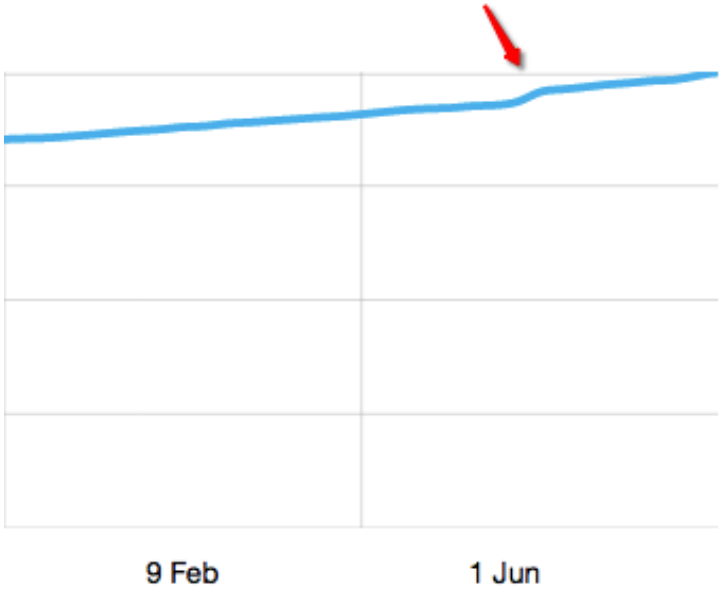


Figure 14. Spike in followers during new strategy
Source: analytics.twitter.com/accounts/cc1cc/followers_dashboard

Old Strategy	New Strategy	**Percent Change**
		+128.5%

Table12. Average new followers per day with % change

Unfortunately, Twitter analytics changed their dashboard and we are no longer able to see unfollows. However, before this change was made I was able to conduct a comparison for unfollows over a 14 day period. After comparing the 14-day periods of the old and new strategies, the data revealed a drop in unfollows by 48% (shown in **Table 13**). Although we cannot prove unfollows are still down after this period, I strongly believe that this trend has continued during the new strategy.

Old Strategy	New Strategy	**Percent Change**
		-48%

Table 13. Average unfollows per day during 14-day period with % change

D. Results of Posts: New Strategy vs. Old Strategy

The data shown in **Table 14** reflects the results of comparing 25 days of posts from the new strategy with 25 days of posts from the old strategy. In the 25-day period from the old strategy, there were 463 total tweets with an average of 19 tweets per

day. There were 98 total tweets during the new strategy with an average of 4 tweets per day. All areas improved significantly even with tweeting more than 4 times less during the new strategy. Both actual totals and averages per post were compared and shown in **Table 14**. However, because of the large difference in amount of tweets during the 2 periods, it makes more sense to look at the differences in averages per post.

	Engagements	**Engagement Rate**	**Retweets**	**Favorites**	**URL Clicks**
Actual Totals	+133%	+16%	+88%	+10%	+38%
Avg./Post	**+997%**	**+300%**	**+782%**	**+412%**	**+555%**

Table 14. % Change comparing old/new strategy posts over 25-day period

E. How to Post on Twitter & Dlvr.it

1. How to schedule posts on Dlvr.it:

- Use Dlvr.it to schedule posts: https://dlvr.it/
- Username: Password:

1. Click "post" tab at top of page
2. Paste event link into the "write your message box" (dlvr.it will automatically shorten it after you post)
3. Write post text in the "write your message box" (including mention tags & hashtags)
4. Schedule the post: date/time near end of page (do this before you add photo/destination. Sometimes it wont let you schedule after you add a photo/destination so you would need to start over)
5. Add photo from desktop by clicking in the "Add Photo" box. (Make sure picture is larger than 640x480p). Search Google by clicking on the "images" tab, type in image you are looking for and click "search." Then click: search tools>Size>Larger than>640x480.
6. Add destination: check "twitter"
7. Check total character count is under 140
8. Check mention tags, hashtags, links etc. are correctly spelled & photo was added
9. Click green "Post" button at bottom of page
10. Post will show up in the right hand side and can be edited by clicking on the post.

2. How to post on Twitter.com:

- Use Twitter to post Tweets in real time: https://twitter.com/
- Username: Password:

1. Click blue box with the feather on it in the top right hand corner
2. Type your text in the message box
3. Include mention tags and hashtags. To tag: use "@" sign directly followed by the name (Ex: @funcheap,)
4. Paste the event/news link (use bit.ly to shorten the link)
5. Add a photo by clicking the photo button. (Make sure picture is larger than 640x480p). Search Google by clicking on the "images" tab, type in image you are looking for and click "search." Then click: search tools>Size>Larger than>640x480.
6. Check that character count is not negative (when you have over 140 characters the count will be red and negative. This means your post will be cut off!)
7. Double check spelling, punctuation, tags and links
8. Click the blue tweet icon to post in real time

F. Twitter Post Guidelines/Tips to Follow

- Ideally post 4-6 times a day, depending on how many interesting/big events are going on during that week. You can use Facebook posts as a guideline and post the same content.
- Try to post at least 1 day in advance before the event takes place.
- Posts should be between 7am-930pm.
- Spread out the posts throughout the day, making sure there is a post during optimal times.
- Optimal posting times would be when people are commuting, on breaks or lounging at home. (7-9am, 11:30am-1:30pm, 5:30pm-700pm, 8:30-9:30pm)
- Try to keep character count around 100 if possible (this is the optimal best practice).
- NEVER post more than 140 characters (twitter will cut off anything over 140 characters) this includes links/tags.
- Write just enough to explain the interesting/cool things about the event. They will only see your picture and the text you write.
- ALWAYS include a relevant/fun photo in each Tweet.
- Make sure picture is larger than 640x480p. (Search Google by clicking on the "images" tab, type in image you are looking for and click "search." Then click: search tools>Size>Larger than>640x480.).
- ALWAYS include a link to the event. (Use bit.ly to shorten a link if not using dlvr.it).
- Tag relevant business'/groups that have twitter accounts & a decent amount of followers (500+).
- To tag: use "@" sign directly followed by the name (Ex: @funcheap).
- On dlvr.it you will have to search the companies/groups on twitter to find out their handle. Dlvr.it does not pop up names when your typing them in as twitter does.

- Only hashtag words relevant to funcheap or very unique to an event. (Ex: #FreeConcert #FunCheap #HaightAshbury).
- Use no more than 2 hashtags. Ideally 1 per tweet.
- Capitalize words in hashtags to avoid confusion. (See example: http://www.thestar.com/entertainment/music/2013/04/08/hashtag_confusion_thatcher_not_cher_has_died.html).

II. Facebook Analysis

A. Old Strategy

Funcheap's old strategy consisted of posting between 2-9 posts a day. There was no consistency with the number of posts per day and timing of posts were sporadic. The average length of each post was 141 characters long. Photo posts were posted twice as much as link posts. Funcheap did not consistently respond to all appropriate fan messages, comments and tags. The majority of posts focused on a wide variety of events from Funcheap's website with some news sources and interesting photos.

The post in **Figure 15** shows the post with the highest reach during a 2-month analysis of the old strategy. The posts stats are shown in **Table 15.**



Figure 15. Top Reached Post

Comments[6]	Likes[7]	Shares[8]	Link Clicks[9]	**Reach[10]**

Table 15. Stats on post with highest reach

Figure 16 shows the post with the highest number of link clicks. The posts stats are shown in **Table 16**.



Figure 16. Post with highest amount of link clicks

Comments	Likes	Shares	**Link Clicks**	Reach

Table 16. Data on post with highest amount of link clicks

Figure 17 shows the post with the highest engagement rate during the old strategy. The posts stats are shown in **Table 17.**

[6] Comments: when someone leaves a comment on your Facebook post
[7] Like: when someone likes your post on Facebook
[8] Share: when someone shares your post on Facebook
[9] Link Clicks: # of times link in post was clicked
[10] Reach: # of people who saw your post



Figure 17. Post with the highest engagement rate

Comments	Likes	Shares	**Engagement Rate[11]**	Reach

Table 17. Data on post with highest engagement rate

B. New Strategy

Funcheap's new strategy consisted of posting consistently about 6 posts a day scheduled out evenly throughout the day. We focused on only posting events that we thought would really stand out and interest people. We chose many events involving free alcohol, food, concerts, well-known festivals and odd events. We also focused on posting more "news related" articles of interesting things happening in the city. We eventually started writing our own articles about news in order to drive traffic to our site. We made an effort to respond to appropriate messages, comments and tags. We tried to keep the length of posts shorter with an average of 115 characters long. We posted 3 times more link posts than photo posts.

Figure 18 shows the post with the highest reach and also highest link clicks during the new strategy. The posts stats are shown in **Table 18**.

[11] Engagement Rate: (Likes + Comments + Shares)/ Reach of post



Figure 18. Post with highest reach and most clicked link

Comments	Likes	Shares	**Link Clicks**	**Reach**

Table 18. Data on post with most clicked link and highest reach

Figure 19 shows the post with the highest engagement rate during the new strategy. The posts stats are shown in **Table 19**.



Figure 19. Post with highest engagement rate

Comments	Likes	Shares	**Engagement Rate**	Reach

Table 19. Stats on post with highest engagement rate

C. Results of Posts: New Strategy vs. Old Strategy

The data shown in **Table 20** reflects the results of comparing 2 months of posts from the new strategy with 2 months of posts from the old strategy. Both total link clicks and reach increased and engagement rate remained about the same at less than a 1% increase.

- 4 of the top 5 most clicked links were "news type" posts (example shown in **Figure 18**)
- 4 of the top 5 shared posts were also "news type" posts
- 4 of the top 5 posts with the highest engagement rate were photos & also not event related (example shown in **Figure 20**)

	Link Clicks	**Reach**	**Engagement Rate**
Percent Change	**+13%**	**+41%**	**+.04%**

Table 20. % Change comparing old/new strategy posts over 2-month period



Figure 20. EX: Non-event related photo post

D. Followers

Table 21 shows the data for new Facebook followers comparing the 3-month period during the new strategy to the previous 3 months. The average new daily likes decreased by 18%, however the page is still growing. After reviewing data for the past year, it is not surprising to see this decrease as average daily likes have been decreasing since July 2013. It is possible that Facebook has hit its plateau and that this decreasing pattern is due to users moving to other social media platforms.

Old Strategy	New Strategy	**Percent Change**
		-18%

Table 21. Average daily new likes with percent change

E. How to Post on Facebook

- Login to your personal account: www.facebook.com
- Johnny will grant you access as an administrator

1. Click the FunCheapSF tab under “Pages” on the left side of your Facebook page.
2. Debug event link: https://developers.facebook.com/tools/debug (if not debugged, link may show old info).
3. Copy and paste your link in the text box that says, “What have you been up to?”
4. Delete the link from the text box.
5. If the image is not big enough, it will show up in a small box to the left of the text (**see Figure 21**). If it is big enough it will look like the post in **Figure 22.**
6. If image is too small or does not look good, go to Google.com to search for a new photo. Click on the “images” tab, type in image you are looking for and click “search.” Then click: search tools>Size>Larger than>640x480. This will bring up photos that will be big enough to post on Facebook.
7. Choose your new photo. Right click and save to your desktop with underscores between words. For example: “off_the_grid” This will make the image come up in future Google searches for “off the grid” and it will be linked to the FB post.
8. Scroll over the image you want to replace and click “upload image.” Upload the new image from your computer.
9. Add your post text in the box that says “Say something about this link”
10. Include relevant tags.
11. To tag: use “@” sign and start typing the name. Names will pop up and will need to click on the correct one. Sometimes spelling or spacing might be weird so try different things to make the name pop up (spaces, no spaces etc.) Words will be highlighted in blue when tagged.
12. Add the date of the event to the beginning of the description under the title. (See example in **Figure 22**).
13. Double check picture, spelling, punctuation & tags.
14. Click the blue “post” button to post in real time. (Or)
15. To schedule the post for the future, click the “clock icon.”
16. Enter date and time (double check am/pm).
17. Click the blue “schedule” button to schedule the post.
18. You can review, edit or delete scheduled posts by clicking the “view activity tab” immediately after you schedule the post or from the home page by clicking “view posts.”

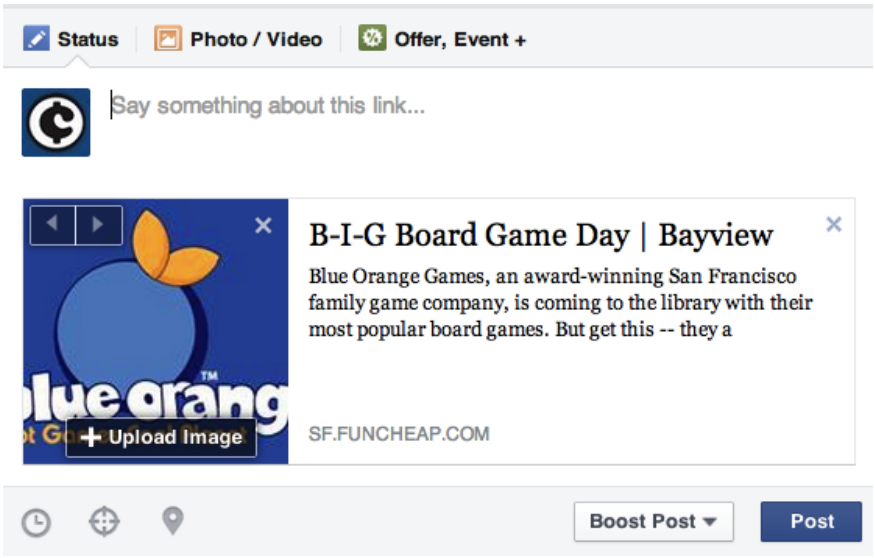


Figure 21. Example of incorrect photo size

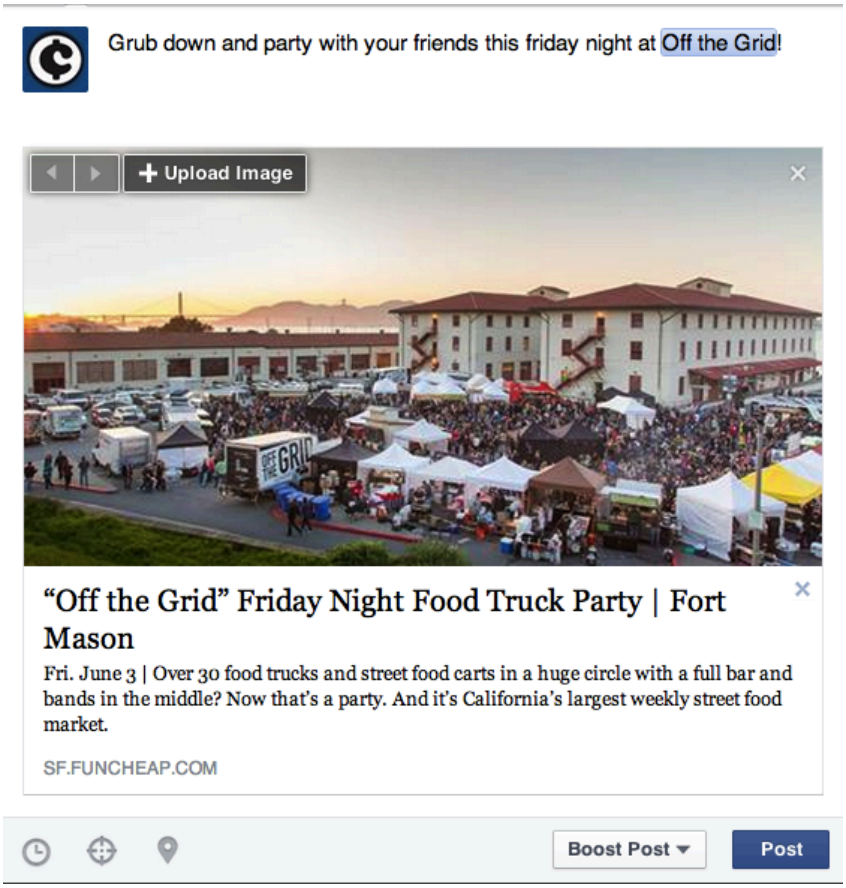


Figure 22. Example of correct photo size/added date

F. Facebook Post Guidelines/Tips to Follow

- Ideally post 4-6 times a day, depending on how many interesting/big events are going on during that week.
- Try to post at least 1 day in advance before the event takes place.
- Posts should be between 7am-930pm
- Spread out the posts throughout the day, making sure there is a post during optimal times.
- Optimal posting times would be when people are commuting, on breaks or lounging at home. (7-9am, 11:30am-1:30pm, 5:30pm-700pm, 8:30-9:30pm)
- Try to keep character count under 100 (shorter posts between 40-80 characters receive higher engagement). If post must be over 100 characters, add a question to improve engagement.
- Make the event sound fun and engaging with personality. Be creative with words. Don't be too formal.
- Focus on details about the event. What's unique? (Words in bold on the event page are a good guideline for what is unique.)
- If you don't know much about the event, research it for more info.
- If there is a popular name that people know, make sure to include it in the text of the post. (Ex: "Stern Grove Festival")
- Try to avoid generic sayings. (Ex: Instead of saying "drinks specials," say "cheap drinks")
- Include "day" or "night" when possible. (Ex: "Its free ice cream day!")
- Always include the date of event in every post and in the same spot. (Ideally at beginning of description under title)
- If posting about a news link that is not on the Funcheap site, make sure to use a local source (ex: SF Weekly, Bay Guardian, etc,)
- Make sure photos look nice/fun and are relevant to the event
- Make sure photos are large enough for the post (640x480+pixels)
- If posting someone else's photo from Facebook, make sure to give a photo credit or tag them (Ex: "Photo Credit: Vance Evans")
- Tag relevant business'/groups that have Facebook accounts & a decent amount of followers (500+)

III. What to Post on Twitter/Facebook

- Use only the most interesting/big events from the week to post from Funcheap.com.
- You can use the "Top Picks" section from Funcheap website as a guideline
- In general, posts that usually do well involve FREE alcohol/food, concerts, festivals & fairs in San Francisco.
- Events outside of SF do not usually do as well, so posts should mainly focus on SF events.
- If you don't think it sounds interesting & fun to you, then don't post it.
- Don't post recurring events from the grey box on the bottom of the page from Funcheap.com.

- Post outside news sources with interesting and relevant/controversial topics that people in SF can relate to.
- Try to post about 1 outside news source (non-event) a day.
- Posts that usually do well involve Muni/Bart, rent costs or lists with the "Top 'X' in SF" (Ex: "top 5 new bars in SF") People love lists!
- Other interesting things to post: pictures about odd weather (really hot, really cold, really windy, really rainy, etc.), or celestial events like rare full moons, meteor showers, etc.
- Review the posts listed in **Figures 9, 11 & 20** for some examples of good news type content

Top news sources to check first:

SF Weekly	http://www.sfweekly.com/
SFist	http://sfist.com/
The Bold Italic	http://www.thebolditalic.com/
7 x 7	http://www.7x7.com/

Additional news sources:
https://docs.google.com/spreadsheets/d/1ihj42gLgbddiriXXcSTLZbIStDurOn4yKBpO6bjhclQ/edit#gid=0

IV. Instagram

A. Old Strategy

Funcheap did not have an Instagram strategy. They had an account with 30 followers, but it was never used. There were 0 posts and they were not following anyone.

B. New Strategy

We launched the Instagram account with a photo contest during Bay to Breakers. Users were asked to follow Funcheap and tag #funcheapb2b in their photos to enter the contest for a prize pack (See **Figure 23** for the winning photo). The contest had 100 photo entries and the Instagram account gained 118 new followers. We added the Funcheap website, Facebook and Twitter handles to the profile page (shown in **Figure 24**). We also added an Instagram widget to the Facebook page. We started following other users and engaging with our users through tags, comments and likes.

Unfortunately Instagram received the least amount of attention, which did not leave much room for consistency. We posted 13 photos in May, 2 photos

in June and 17 photos in July. Ideally we would have liked to post a photo everyday.



Figure 23. Bay to Breakers contest winning photo

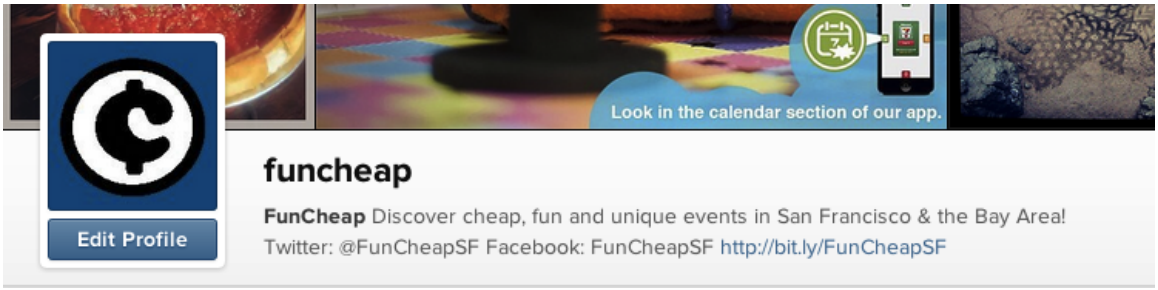


Figure 24. Instagram profile page

C. Results of New Strategy

Over a 2 ½ month period, the Funcheap Instagram account gained 173 new followers.

Old Strategy	New Strategy	Percent Change
		+576.6%

Table 22. Percent change in followers

D. How to Post on Instagram

- Login to the Instagram app on a smartphone
- Username: Password:

1. Tap the middle “camera” icon.
2. Take a photo or tap the photo box in the bottom left corner. (This will bring up pictures saved on your phone).
3. Choose your picture. (If you don’t have the photo you want to use saved on your phone, Google the image on your smartphone or email yourself the image and save it to your phone).
4. Tap “next” in the top right hand corner.
5. Choose a filter and/or use the editing tools by tapping the “wrench” icon.
6. Tap next after your done editing the photo.
7. Type in your text where it says “write a caption…” (No more than 2 sentences).
8. Include tags to a company if applicable (see **Figure 25** for an example). To tag: type “@” and start spelling the Instagram account you’de like to tag. The name should pop up (tap on it), if not you will need to follow them first.
9. Include a few relevant hashtags.
10. Tap the Facebook and/or Twitter icons if you’ de like to also post them to those pages.
11. Tap the blue “share” button at the bottom to post the photo.



Figure 25. Example of tags, date/time

E. What to Post on Instagram

- Find the coolest or most interesting event each day from funcheap.com to post a photo about. (Review past posts on the Instagram account for examples: http://instagram.com/funcheap)
- Post photos from fun events you attended around the city (Ex: Giants game, concerts, festivals, etc.)

F. Instagram Post Guidelines/Tips to Follow

- Ideally, post a photo once a day
- Always tag relevant companies
- Always use relevant hashtags (Ideally 2 or 3, never use more than 5)

- Don't write more than 2 sentences
- Always include the date/time in the text if posting about an event (see **Figure 25** for an example).
- Make sure to highlight the uniqueness of the event.
- Be creative to make the event sound fun.
- If you can't find a nice photo that looks good, don't post it.
- The ideal time to post photos are in the evenings between 5-10pm.
- When new followers follow the page, follow them back.
- Periodically "like" your follower's photos.

V. Daily Duties as Social Media Intern/Manager

1. Check news sources every morning for new content to post. If there is a system in place, send article to editor ASAP to get it on the "City Guide" section of funcheap.com before posting to social media. News sources need to be posted on social media ASAP in order for them to perform very well. The sooner we can post the article, the more people it will engage. If we can get the news content on our site, this will drive more traffic to our site rather than another company's site.

   Link to Google doc we used for drafting our own articles:

2. Check Funcheap.com for events to post/schedule each day.
3. Post or schedule these events on both Facebook/Twitter.
4. Find the coolest or most interesting event each day to post on Instagram. If you can't find a nice photo that looks good, don't post it. (The ideal time to post is in the evenings between 5-10pm).
5. Throughout the day, like your followers photos on Instagram (every time they see your name pop up, they will think of your brand),
6. Throughout the day, retweet/favorite mentions (that say something positive about Funcheap) and other content on Twitter that your fans would be interested in. (particularly stuff in SF) Ex: BART/Muni delays, new/fun events, contests, interesting SF related news, etc. See **Figures 26-30** for examples of good things to retweet.
7. Monitor and reply to all appropriate messages, comments, tags and mentions daily (be active) on Facebook, Twitter and Instagram. See **Figures 31-33** for examples of appropriate/inappropriate posts to respond to.

   If someone is trying to submit an event through Facebook/Twitter, reply with:

Hi ____! Thanks for your interest in adding your event to our calendar. Please use the following link to submit this event and all future events so that it can go straight to our editors for consideration. http://sf.funcheap.com/submit-form/ Thanks, The FunCheap Team

8. Cross promote every few weeks on all platforms (ex: on Twitter/Facebook: "follow Funcheap on Instagram for our top pick of the day")

9. Check old "@JohnnyFuncheap" account for new followers or mentions that mistakenly followed/mentioned the wrong account.

   Username: Password:

   Send direct message to new followers/reply to mentions with:

   "Hi we've moved! Please follow us on our new page at @FunCheapSF! See ya there! –The FunCheap Team"
10. Review success of Twitter posts weekly from analytics at: https://analytics.twitter.com/accounts/cc1cc/followers_dashboard
11. Review success of Facebook posts weekly from insights at: https://www.facebook.com/pages/FunCheapSF/327396872503?sk=insights
12. Rethink content and timing of posts/review guidelines if lower than expected reach/engagement.
13. Research industry news, social best practices and trends in Social Media



Figure 26. Example of mention to retweet and/or favorite



Figure 27. Example of mention to retweet and/or favorite

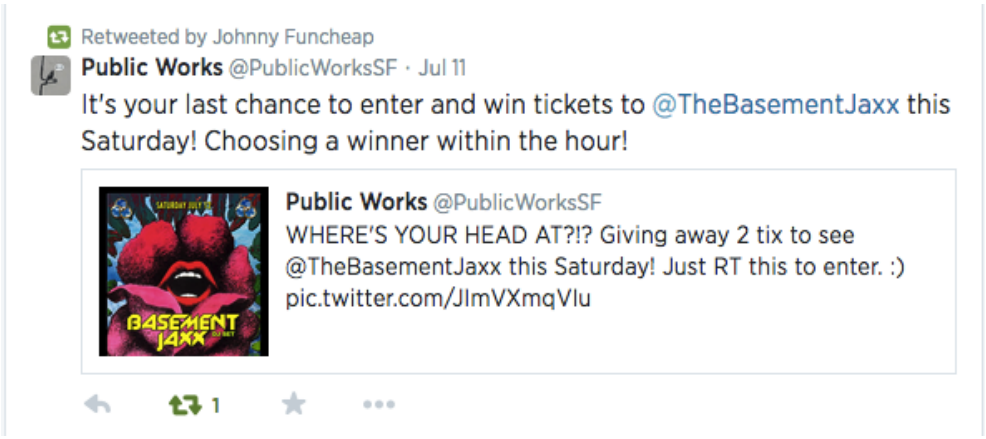


Figure 28. Example of a post to retweet



Figure 29. Example of a post to retweet



Figure 30. Example of post to retweet



Figure 31. Comment appropriate to respond to

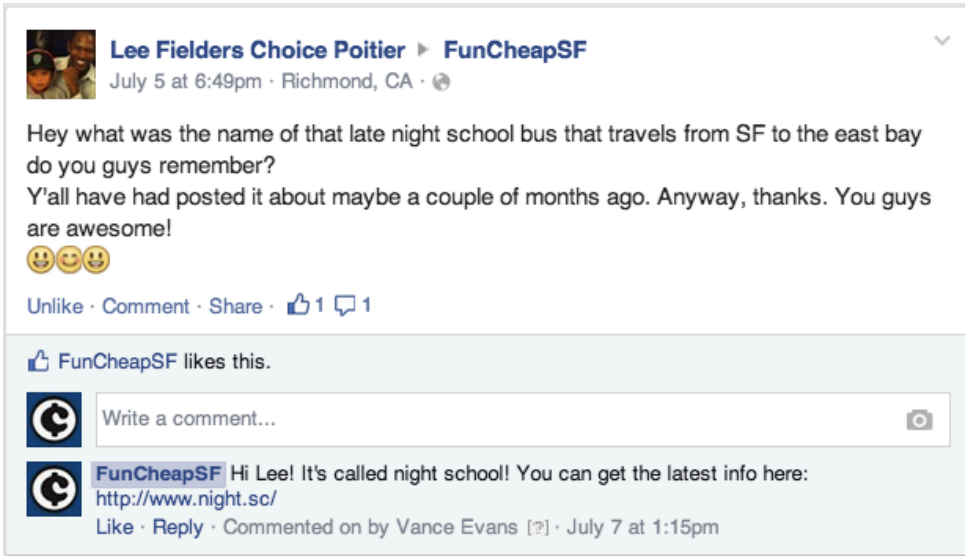


Figure 32. Comment appropriate to respond to

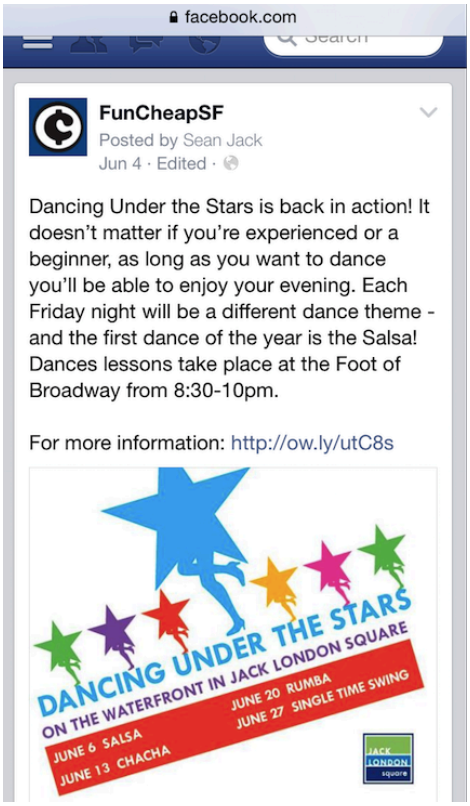


Figure 33. Comment not appropriate to respond to

VI. Recommendations

- Based on analysis conducted on the old and new strategies with Facebook and Twitter, focus efforts on adding all "news type" articles to the Funcheap City Guide section of the website before posting on social media. I believe that these news type articles had a big impact on increasing the overall reach of posts and URL clicks.
- If possible, hire an intern that solely focuses on drafting "news type" articles for the site. We tried this with the current intern, but he was bogged down with other editorial work and in turn could not produce articles for the "City Guide" section fast enough.
- Based on analysis conducted on the old and new strategies, continue using the newly implemented Twitter strategy. It has shown to be successful and I believe that the strategy will continue to flourish if the new social media intern/manager is consistent with the new strategy guidelines.
- Add widgets to the Funcheap webpage so that users can click and automatically follow @FunCheapSF on Twitter & @FunCheap on Instagram, just as they do for Facebook. They should all be placed near each other as well.

- Post more interesting photos (such as those shown in **Figures 17, 19, 20**) as photos had the highest engagement rates in both the old and new strategy.
- Continue to post the most interesting and fun handpicked events on social media.
- Post consistently as possible.
- Continue to respond to all appropriate messages, comments and mentions on Facebook, Twitter and Instagram.
- Focus on keeping Facebook/Twitter post character count around 100.
- Review guidelines/tips listed in this report with all employees posting to social media.
- Focus on shortening the characters of advertisement posts, as they are extremely long and in turn lose engagement. 1 in 2 people are using mobile social media apps. The longer the post, the less likely people will take the time to read it. **Figure 34** shows an example of how these posts look on mobile.



- **Figure 34. Example of Facebook post that is too long**

VII. Sources

- Analytics.twitter.com
- Facebook.com

- Twitter.com
- Instagram.com