

Dawg Daze 2023 Social Media Promotion Review

Social Media Promotion & Coverage of Dawg Daze 2023 on [@uwdawgdaze](https://www.instagram.com/uwdawgdaze) September 20~29, 2023

NUMBERS

General	
Content Shared (6/15/2023 ~ 10/2/2023)	280
<i>Posts</i>	
Countdown/Schedule Related	27
Key Event Related	23
Sponsors/Campus Partner Related*	12
<i>Reels</i>	
Street Interviews	4
Recap	1
<i>Stories</i>	
Event Coverage and Post Reshares	213

*Content created by sponsors and other campus partners (and not Mia), such as Fall Fling promos

Followers	
Overall Growth (9/2/2023 ~ 10/2/2023)	+21.5%
Follower Count on 9/2/2023	5007
Follower Count on 10/2/2023	6145
Overall Growth (7/4/2023 ~ 10/2/2023)	+35.3%
Follower Count on 7/4/2023	4525
Follower Count on 10/2/2023	6145
Overall Growth (October 2022 ~ October 2023)	+59.5%
Follower Count on October 2022*	3852
Follower Count on October 2023	6145

*Number taken from [stats sheet](#) on Social Media calendar

Reach	
Accounts Reached (7/5/2023 ~ 10/2/2023)	23,606
Followers Reached (% growth)	5,257 (+95.5%)
Non-followers Reached (% growth)	18.3K (+1,101%)
Impressions (7/5/2023 ~ 10/2/2023)	739,116 (+5,468%)
Top Content (Based on reach)	

<i>Content</i>	<i>Reach</i>	<i>Notes</i>
Street Interview Reel: "What do you think the Quad Flick will be?" Part 1	14,588	Most organic comments, 19K+ plays, 534 likes, collab w/ @uofwa tik tok
Street Interview Reel: "What do you think the Quad Flick will be?" Part 2	12,148	249 likes, collab w/ @uofwa tik tok
What is Dawg Daze	7,061	1196 likes, 294 saves, 476 shares, 5 comments; high performing!! Resulted in 58 follows; collab w/ newhuskies23
Recap of Dawg Daze 2023	6,279	439 likes, 15 shares, 6 saves
Late Night Carnival	5,411	609 likes, 231 shares, 38 saves

Engagement		
Accounts Engaged (7/5/2023 ~ 10/2/2023)		3,880
Followers Engaged (% growth)		2,279 (+625%)
Non-followers Engaged (% growth)		1,601 (+1,469%)
Content Interactions (7/5/2023 ~ 10/2/2023)		19,681
<i>Post Interactions</i>		
Likes		13,795
Comments		33
Saves		1,243
Shares		296
<i>Reels Interactions</i>		
Likes		1,328
Comments		10
Saves		36
Shares		54
<i>Story Interactions</i>		
Replies		20
Shares		585
Top Posts (Based on Likes)		
<i>Content</i>	<i>Likes</i>	<i>Notes</i>
What is Dawg Daze?	1,196	Explained what DD was with summary of key events; posted 8/25/2023
Late Night Carnival	609	Explanation of Late Night Carnival
Quad Flicks	514	Explanation of Quad Flicks
Student Activities Fair	439	Explanation of Student Activities Fair
HUB Crawl	438	Explanation of HUB Crawl

Top Reels (Based on Likes)		
Content	Likes	Notes
Street Interview: "What do you think the Quad Flick will be?" Part 1	534	Posted 9/26
Recap of Dawg Daze 2023	442	Posted 10/2
Street Interview: "What do you think the Quad Flick will be?" Part 2	249	Posted 9/26
Street Interview: "How have you been enjoying Dawg Daze?"	174	Posted 9/29

GENERAL REFLECTIONS

Mia – Digital Communications StuCo

It was a long three months. Content preparation began with the countdown posts in June and event promotions began at the end of August with the "What is Dawg Daze?" post. The post in collaboration with @newhuskeis23 performed really well and the timing of it was great. It kicked off the real onset of DD as the Quad Flicks movie voting and 5th Avenue Theatre promos followed.

Planning-wise, I had a concrete idea of the rest of the content to produce by the second week of September. Last year's promotions seemed a little sparse, so I took the liberty of creating a plan that I would've wanted to see if I were a first-year. That meant straightforward but comprehensive explanations of events so that students wouldn't have to go to an external site to decide whether or not to participate in the event. In a way, I tried to have students depend on @uwdawgdaze as their main source of DD information to encourage more followers.

As a result, I think the @uwdawgdaze account really flourished this year. We gained lots of followers, collaborated with various campus partners (ASUW+AE, uofwa TikTok, etc.), was recognized by other sponsors' socials (BECU, Harbor Wholesale, etc.) and engaged students real time (story questions, giveaways, etc.)!

The biggest challenge was keeping up with everything once DD started. I tried to finish all posts before the first day and have them scheduled, but delayed approval for sponsored event posts started to pile on top of DD promotion emails. While I was not able to get coverage of all the events I initially planned, I made sure to get some sort of word out (reshare posts, recreate "Today at DD" posts for socials, etc.). Another minor point was that filming events by myself the first few days was a little awkward because I didn't get a DD shirt or anything to mark me as DD staff other than my name tag. I really considered making a placard to hang around my neck that said "DD Social Media Staff" or some sort of crowd photography release notice haha. I found an old DD Staff badge later in the week which made it easier to go around! But as a future note, it's not really a job for shy people.

My favorite part about DD was definitely New Husky Welcome Day. There aren't many days in the office that I feel super connected to the entire FYP team, but amidst all the running around and radio calls I felt like all our work was being realized and that it really takes an entire team to put something like this together :)

FUTURE IMPROVEMENTS/SUGGESTIONS

Mia – Digital Communications StuCo

- Anything you can't complete by yourself (need sponsor approval, collaborate with campus partners, etc.) plan in advance! More than you think is enough!
 - Kindly remind people to get things done so you can do your job

- Reach out to other campus partners for event promo!
 - I casually DMed ASUW+AE's account asking if we could collab on their Fall Fling posts (since they have their own design team that creates pretty posts) and they said yes
- Would appreciate any official-looking DD staff wear or pass
- Street interviews did really well! You need more than one person to film it though so reach out to the uofwa TikTok people!

FOR FURTHER REFERENCE

Accounts Reached

The number of unique accounts that have seen your content, at least once, including promoted content. Content includes posts, stories, reels, videos, and live videos. Reach is different from impressions, which may include multiple views of your content by the same accounts.

Accounts Engaged

The number of accounts that have interacted with your content, including promoted content. Content includes posts, stories, reels, videos, and live videos. Interactions can include actions such as likes, saves, comments, shares, or replies.

[Dawg Daze Social Media Content Review Doc](#)

Document created to consolidate all feedback of social media posts related to Dawg Daze before posting. Content was reviewed by FYP ProStaff for improvements in language, branding, sponsorship material, accessibility, etc.

[Dawg Daze Social Media Marketing Plan & Timeline](#)

Detailed outline of what content to produce and when to schedule for posting leading up to, during and after Dawg Daze. Also includes a shot list of photos to be taken for sponsors.