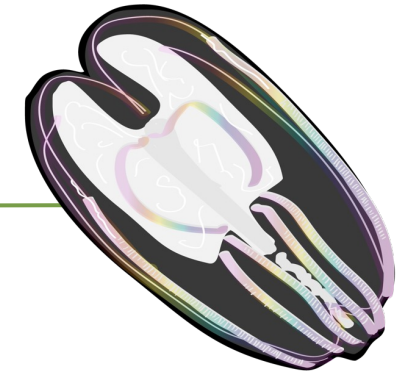
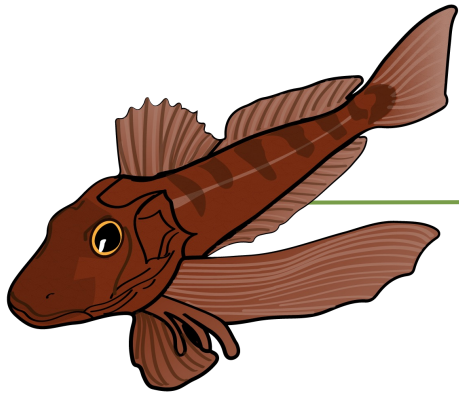
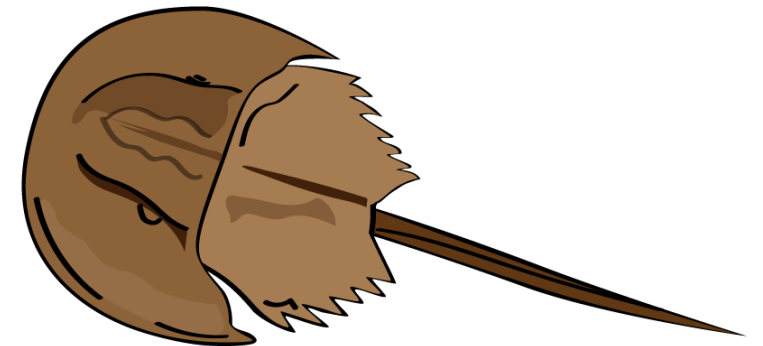
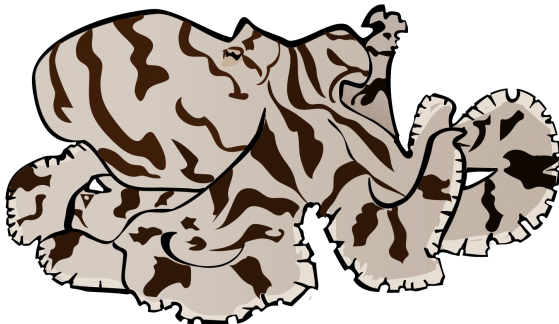


Sample Social Media Campaign and Report

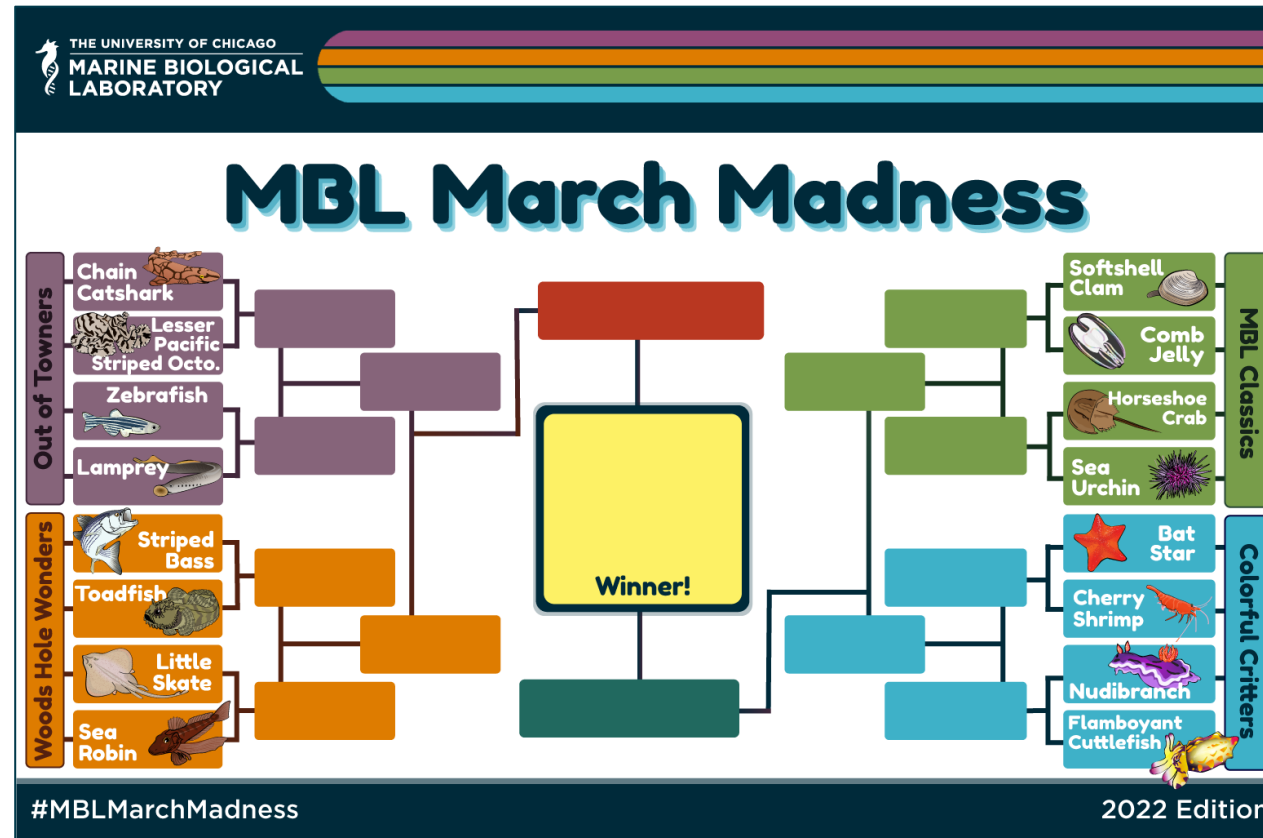
MBL March Madness



Emily Greenhalgh
Digital Media Manager
Marine Biological Laboratory



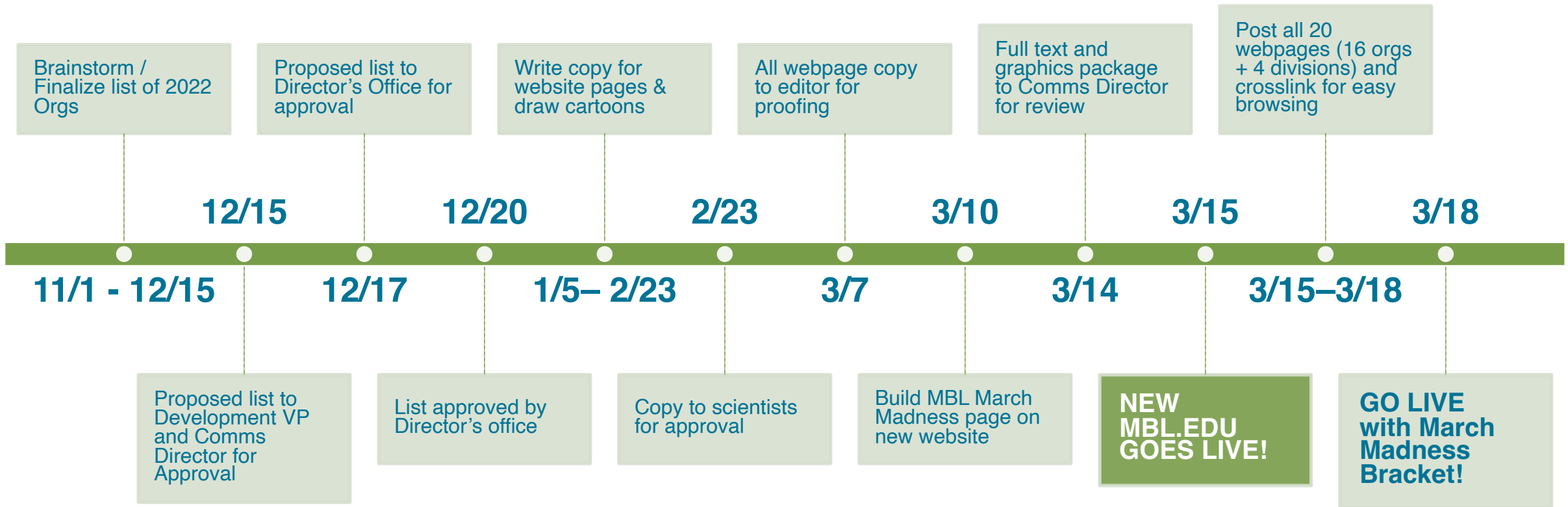
Concept



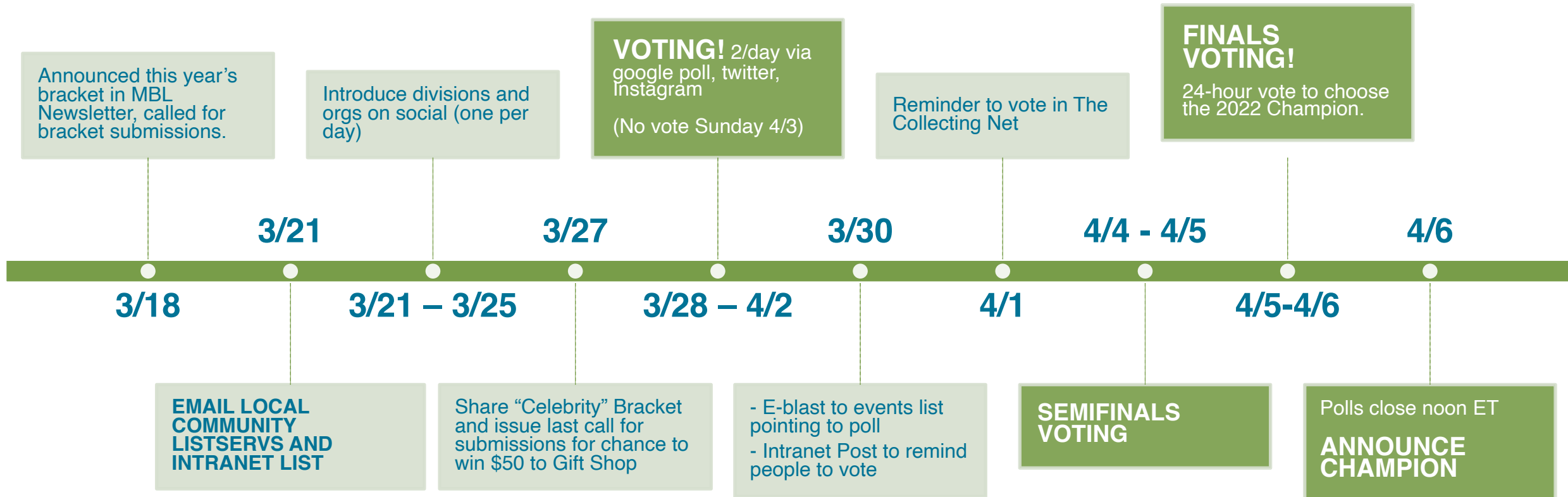
Welcome to #MBLMarchMadness! Based on the March Madness NCAA basketball tournament, but instead of basketball teams, MBL research organisms go gill-to-gill with members of the MBL Community voting on their favorites. This year's divisions: Woods Hole Wonders, Out of Towners, MBL Classics, Colorful Critters

Voting took place on the MBL's most popular social media channels (Twitter and Instagram) along with a Google Poll that anyone could vote in. The google poll was shared on Facebook and LinkedIn. Each organism had its own detailed page on the MBL website, highlighting its importance as a research organism, its history with the MBL, and high-quality images.

Prep Timeline



Launch Timeline



- **MBL Event:** Highlighted as “featured event” on MBL homepage and featured in the calendar on MBL.edu and in Collecting Net
- **New Voting Mechanism:** Introduced Google Poll for people with no social media
- **Voting window:** Voting ran from noon ET – 9 a.m. ET vs last year (9 a.m. – 6 p.m. ET)

Announcement

MBL March Madness launched on Friday, 3/18. It was announced to our audience on 3/18 and 3/21 the following ways:

- The Collecting Net e-newsletter (~14,800 subscribers)
- Development e-blast (~18,600 subscribers)
- The Weekly Catch (internal MBL Newsletter)
- SEMCO and WHSTEP email list serves
- mbl.edu/march-madness (and featured event on new MBL homepage)
- Facebook Post (and pinned to page)
- LinkedIn Post (and pinned to page)
- Twitter Post (and pinned to page)
- Instagram Post & story announcement



How People Could Participate

Tell us your predictions

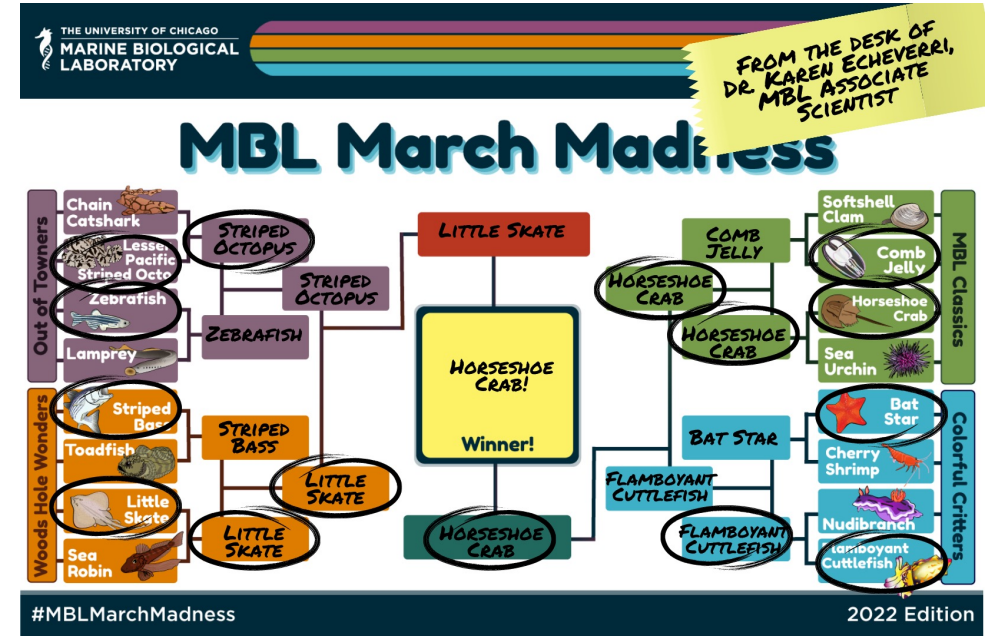
- Send your completed bracket to MarchMadness@mbi.edu by 11:59 ET on March 27 for a chance to a \$50 gift card to the MBL Gift Shop. You don't need to participate in voting to send us your predictions (though it would help them come true).

• **Predictions Received: 97**

Vote for Your Favorites

- Voting will take place on the MBL social media channels and via Google Poll. From March 28 – April 6, you will have the opportunity to vote on TWO match-ups every day. Voting will take place between 12 p.m and 9 a.m. ET. Each match-up will be posted on our Facebook, LinkedIn, Instagram, and Twitter. You can vote as MANY TIMES AS YOU WANT on the Google Poll.

• **Total Votes: 7580**



Voting Mechanisms

Google Poll: No social media required. The google poll at go.mbl.edu/MarchMadnessVote was open to anyone and people could vote as many times as they wanted.

The screenshot shows the MBL March Madness 2022 Google Poll page. At the top, it says "MBL March Madness 2022" and "It's the FINALS of 2022 MBL March Madness!". Below this, it explains that after massive support in the google poll, the Comb Jelly beat out the Flamboyant Cuttlefish for a space in the finals. It's the MBL Classics vs Out of Towners final with the Comb Jelly going cilia-to-stripe against the Lesser Pacific Striped Octopus. The poll asks to choose a champion between the Lesser Pacific Striped Octopus (O. chierchiae) and the Comb Jelly (M. leidyi). A "Submit" button is at the bottom.

MBL March Madness 2022

It's the FINALS of 2022 MBL March Madness!

After MASSIVE support in the google poll, the Comb Jelly beat out the Flamboyant Cuttlefish for a space in the finals. It's MBL Classics vs Out of Towners this final with the Comb Jelly going cilia-to-stripe against the Lesser Pacific Striped Octopus! Choose your champion!

☐ Lesser Pacific Striped Octopus (O. chierchiae)

☐ Comb Jelly (M. leidyi)

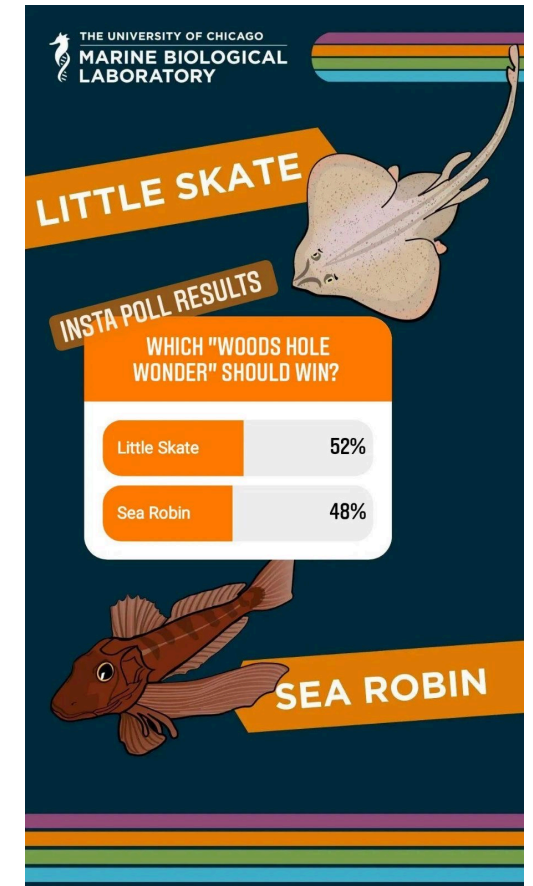
What is MBL March Madness?

Based on the March Madness NCAA basketball tournament, your favorite MBL research organisms go head-to-head in a series of match-ups! Learn more at mbl.edu/events/march-madness/

Twitter: Voted via interactive Twitter Poll



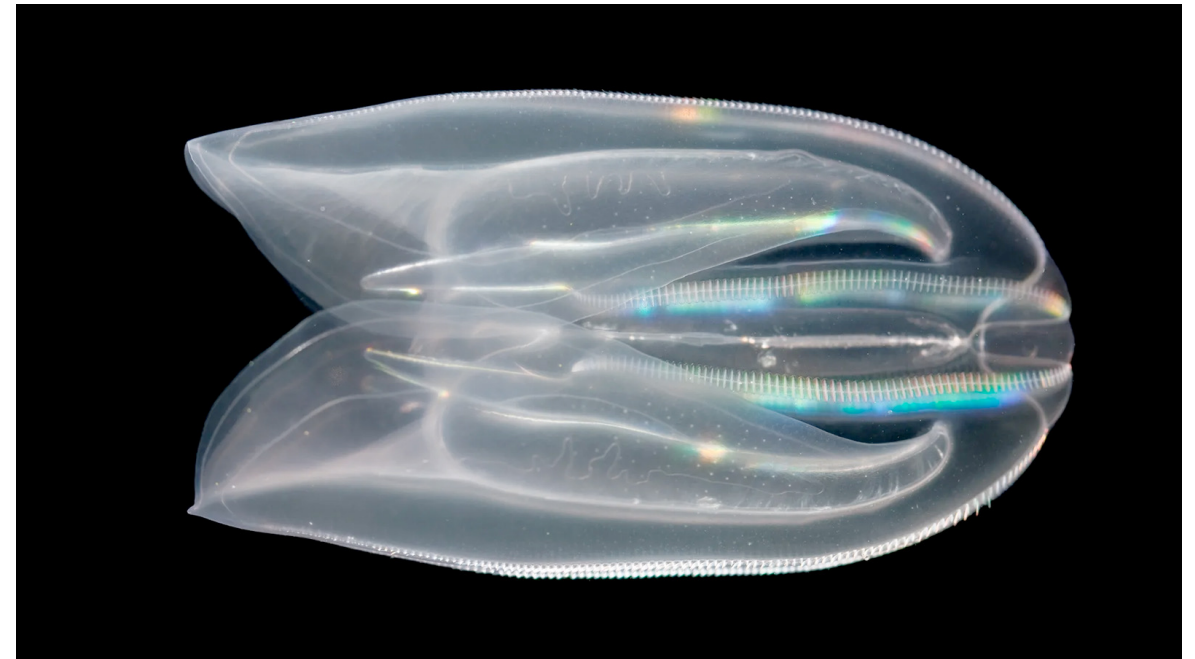
Instagram: Directed to Instagram Story where they voted via poll



Congratulations to our 2022 MBL March Madness Champion!

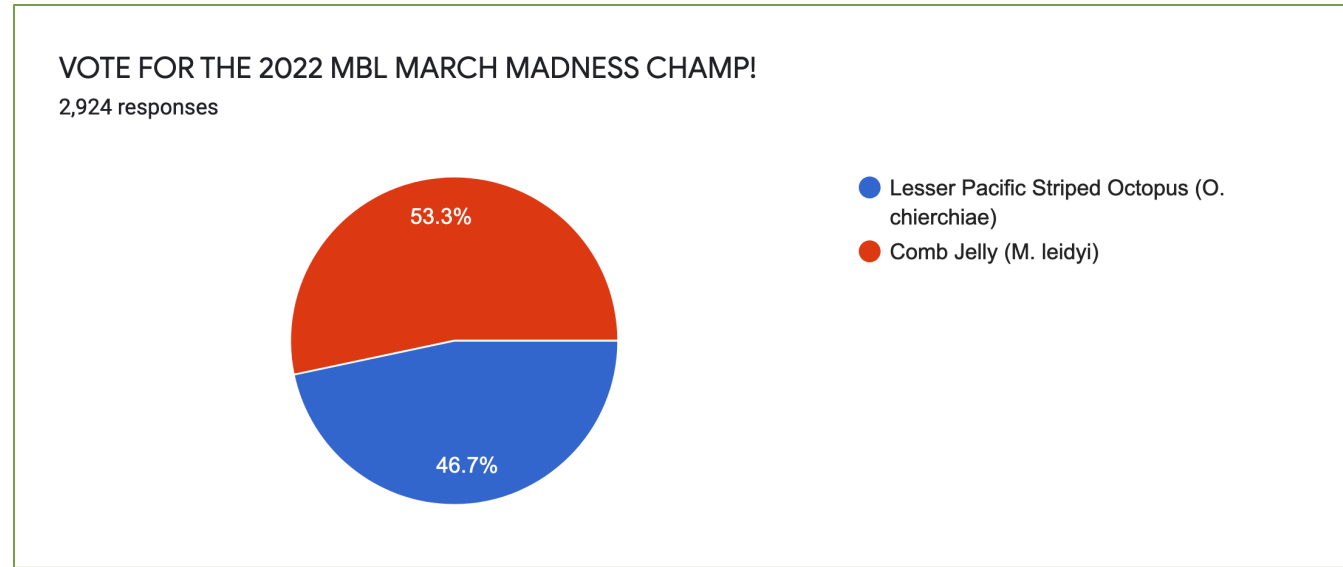


By a margin of 140 virtual votes, the Comb Jelly (*M. leidyi*) in the “MBL Classics” Division beat out the Lesser Pacific Striped Octopus (*O. chierchiae*) in the “Out of Towners” Division to take the 2022 Crown.



Voting Stats

- **Total number of votes: 7580**
(up 21% percent from 2021)
- **Google Poll Votes: 4394**
- **Twitter Votes: 1342**
- **Insta Poll Votes: 1844**

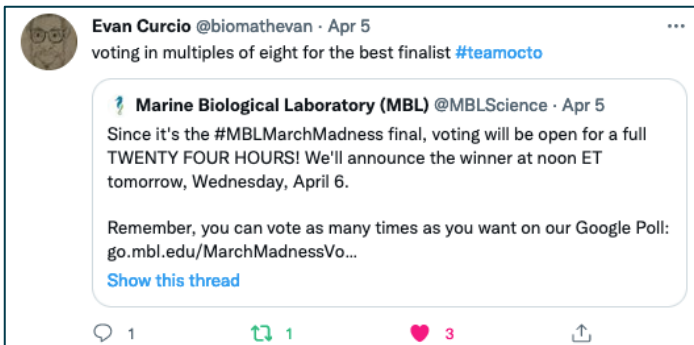
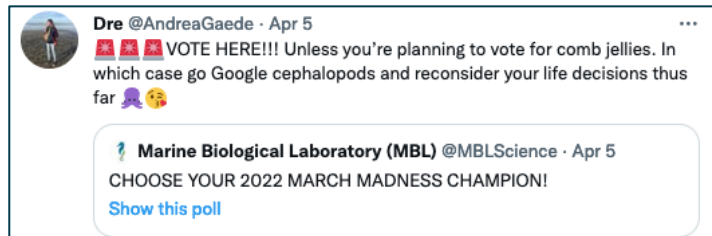


Voting participation in the finals on the Google Poll—NOT individual voters, people could vote as many times as they wanted (and they did).

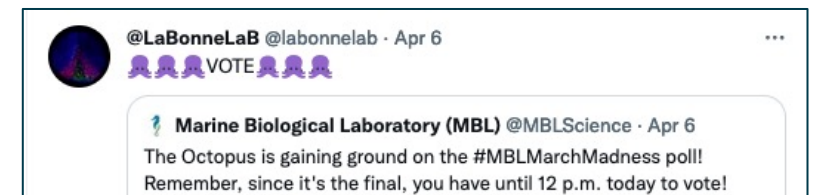
Overall Notes: Social Media

The people who were invested in March Madness were VERY into it. Twitter was far and away the most engaged audience. People actively shared the Google Poll to try to gain more votes for their favored organism. The vote for the finals was the most exciting, with Emily egging our Twitter users on up until the very end.

The shortlink to the google poll was clicked 1895 times.



Trying to tilt the scale towards the comb jelly? Not on my watch! Heading back to the Google poll like 🏃🏃🏃



Social Media Stats during #MBLMarchMadness

All stats are from March 18 – April 7 and compared to the previous 3-week period

ENGAGEMENT

(Likes, comments, shares, clicks, interactions)

- 13,404 people interacted with our posts, **up 79.2%** from the previous 3-week period.
 - (This was DOWN from 2021 where engagement reached 20,259)
- 6,276 of that was Twitter engagement, which is **up 248.5%** from the previous 3-week period.
- Instagram engagement was **up 49.5%** vs comparison period.

IMPRESSIONS

(Times our content was seen)

- Our content was shown to users 492,362 times (Not unique eyeballs)
- 339,977 of those were on Twitter.
- **Up 153%** from the prior 3-week period.

In 2021, our content was shown to users 936,970 times, some of this will be fewer shares by the users, other issues could be changes in the “algorithm” on Facebook and Instagram — trying to get people to pay to boost content vs showing things organically to followers.

Social Media Stats: Breakdown by Platform

All stats are from March 18 – April 7 and compared to the previous 3-week period

Facebook

- 3 Net Likes (19 likes | 16 unlikes) — same amount of net followers as previous 3-week period
- Engagement dropped 5.2% during March Madness period, but link clicks rose 64.3%
- NOTE: this period also included the NYT octopus story, which was very popular on the platform

Twitter

- 256 new followers — 60% more followers than the previous 3-week period (and 33% more followers than we gained during 2021 MBL March Madness)
- Engagement was up across the board on Twitter: 300% more people saw our posts during March Madness than during the 3 weeks prior, engagement rose 248.5% and post clicks rose 88%.

Instagram

- 65 Net Followers (91 Follows | 26 UnFollows) — gained 41% more net followers than we did during the previous 3 weeks
- There were 163% more eyeballs (not unique viewers) on our content than there were during the previous 3-week period. Engagement was up 50% and profile actions were up 19%

LinkedIn

- Grew followers at the same rate as during previous 3-week period
- Engagements were up 42% on the platform and post clicks rose 57% vs previous 3-week period