

CHILDREN'S SERVICES COUNCIL OF ST. LUCIE COUNTY IMAGE AWARD ENTRY
Division C – Category 1C – Online Engagement - Sounds of the Season Holiday Concert

Situation Analysis: The mission of the Children's Services Council of St. Lucie County (CSC) is to improve the quality of life for all children in St. Lucie County. Through funded programs that encompass everything from ensuring every baby is a healthy baby to keeping kids off the streets in safe, positive, afterschool programs, CSC is able to reach nearly 40,000 youth in our community. Each year, CSC hosts a free annual holiday concert featuring performances by students enrolled in funded afterschool programs as a way to drive awareness about the programs and to offer the community a glimpse at the diverse ways those programs are using performing arts to work with students. Historically, this annual event is well attended and receives great support from the community, but because the concert is free for attendees, tickets are sometimes picked up and not used. CSC team discussed using social media to target engaged community members who would be likely to get their tickets as well as attend the event.

An analysis of Facebook insights from recent campaigns was used to guide audience targeting in boosting a Facebook event for the concert with a goal of increasing event responses. Historically, women are the most highly engaged on the CSC social media platforms and research also indicates that women make the majority of decisions about the events their families attend. The goals were to foster audience engagement, drive awareness about the event and exceed attendance numbers from the previous years.

Objective: 1) Achieve 10,000 engagements and 750 responses from the established event page prior to the concert date of December 21, 2018. 2) Increase attendance at the event by 25% over the 2017 event. 3) Receive a minimum of 12 audience selfies (roughly 10% of audience attendance) during the concert. 4) Acquire total of 500 views of Facebook live videos posted during the event.

Implementation: An initial meeting between CSC's Director of Community Engagement and Executive Director was held during the fall of 2018 to discuss the situation and develop the multi-platform communications plan for the concert. In addition to sending a press release and e-newsletter's highlighting the event as done in previous years, an agreement was made to implement a hefty online engagement campaign.

Content, targeting and placements. Prior to the event, an engaging graphics package was developed for the Sounds of the Season holiday concert including countdown graphics for use on the CSC Facebook page. The event was shared by two prominent online newsletters, one specifically targeting local parents. The Facebook event page was created one week prior to tickets being available, and shared on Instagram, Twitter and the CSC website. The Facebook event page almost immediately began generating conversation from users who had attended past

CHILDREN'S SERVICES COUNCIL OF ST. LUCIE COUNTY IMAGE AWARD ENTRY
Division C – Category 1C – Online Engagement - Sounds of the Season Holiday Concert

concerts and shared what a positive experience they had. Comments were moderated on a regular basis during the campaign by the CSC's Director of Community Engagement. Most comments were questions regarding ticket availability or maximum quantities available for pick up. In order for the event promotion to reach those not already engaged with our page, a copycat audience was created with the help of Facebook's marketing team. Using the current CSC page as a source audience, the Facebook team helped take the data points of that audience and find new, similar people of the local population who did not currently like the CSC Facebook page. The result is a better quality audience to use for targeting because they are statistically, identical. The copycat audience was used to target ads promoting the event page with the previously stated goal of increasing event responses. Leading up to the event, #tbt (throwback Thursday) posts were generated to feature the groups of youth performing at the concert as most had performed at past events. Each group was tagged on social media and encouraged to share on their own platforms to boost awareness for the event. One post, featuring the performers from E.N.D. IT! Corporation garnered 1,357 people reached and 60 engagements of its own.

Evaluation: The online engagement campaign surrounding Sounds of the Season 2018 exceeded each of the previously stated objectives, with the exception of one. The following results were achieved: 1) The Sounds of the Season event page reached 18,228 people with 909 responses. The paid ad to increase event responses reached 8,326 and garnered 284 of those responses. Based on the average cost per click of this campaign, reaching that many people would have cost more than \$1,500 in paid advertising. 2) The 2017 event registered 1,014 tickets distributed and 836 attendees, a 82.4% attendance rate. The 2018 event distributed 1,200 tickets (the maximum capacity of the theatre) and recorded 1,093 attendees, garnering a 91.1% attendance rate and surpassing the goal of increasing attendance by 25%. 3) The total number of audience selfies shared was the one goal of this campaign that was not met. Only ten photos were received, which did not meet the goal of 10% of the total attendees. 4) Our goal of 500 views on Facebook live video was surpassed. As evidenced by analytics, the 6 videos shared during the concert accumulated 1,541 views. In addition, this number does not take into consideration the videos posted by the organizations themselves where Children's Services Council was tagged. One of those videos, posted by the PACE Center for girls resulted in more than 2,300 views on its own.

Budget: Total marketing budget was \$169.31, which was spent on Facebook ads leading up to the concert date. Cost of staff time was approximately \$540 (30 hours) and was paid from a separate operating budget.