

## 2016 Junior Achievement National Media Summit Earned and Social Media Results

Junior Achievement USA, JA Areas and NSLS student participants engaged in a robust awareness campaign to promote *JA Company Program*<sup>®</sup>, the Summit, and its generous sponsors.

Tactics included generating awareness at the local and national levels by providing JA Areas with turnkey PR content right after NSLS finalist teams were announced and providing additional outreach materials to JA Areas whose teams won awards at the Summit. In addition, JA USA promoted the JA Company of the Year, Powered by The Hartford, winners and other signature award recipients through a social media campaign centered on NSLS.

To create excitement and engagement among NSLS student participants, JA USA created a Twitter contest which required the 15 finalist teams to collaborate in **five groups of three** teams, to tweet about the Summit and what they did in Washington DC during free time. **An award** was gift card prize was given to the team who generated the most Tweets.

Additionally, template PR materials were provided to JA Areas including sample social media content, a media pitch, photo of their team with sponsor attendees, local media lists, and a press release template.

### Earned Media

From an earned media perspective, JA USA and JA Areas generated a combined total of nearly **4.82 million** traditional and online media impressions through local outreach by JA Areas.

The graphic immediately below details the number of impressions generated by local outreach. In addition, the table on pages three and four lists local placements generated by JA Areas who had award-winning NSLS teams. A link is included for each placement.



## OVERVIEW

Junior Achievement's National Student Leadership Summit (NSLS) is an annual contest of business skills, ingenuity and innovation that focuses on the accomplishments of U.S. JA Company Program® Students.

“ I had the great pleasure to witness some of the best and brightest JA students as part of the JA National Student Leadership Summit (NSLS) in Washington, DC. This pinnacle event brought together 15 JA student companies represented by 75 students in our nation's capital for three days of high-impact JA experiences. Thanks to our generous sponsors, the Summit featured the JA Company of the Year powered by The Hartford, the FedEx Access Award, the EY Social Innovation Award, and the ICE NYSE Foundation Best Financial Performance Award. Also thank you to Microsoft for their support. The students were incredibly impressive, and were great ambassadors for JA during the JA Company Expo on Capitol Hill, which was attended by more than 200 Congressional Staffers, as well as at Georgetown University where they interacted with judges who represented some of the most important business, government and nonprofit institutions in the country. ”

– Jack Kosakowski, President & CEO of Junior Achievement USA®

The highlighted JA Company of the Year Award is presented to the student business that most effectively demonstrated their company's achievements as well as the personal development of each team member. The award recipients for this year's summit are:

### JA Company of the Year Winners

Powered by the Hartford

- 1st Place:** Impress | JA of Southeastern Pennsylvania
- 2nd Place:** Blüme | JA of Southeastern Pennsylvania
- 3rd Place:** Alpha Essentials | JA of South Florida

### FedEx Access Award

Rhidian Tech | JA of the Upper Midwest

### EY Social Innovation Award

Leozarb | JA of the Upper Midwest

### ICE NYSE Foundation Best Financial Performance Award

Impress | JA of Southeastern Pennsylvania

### Social Media Award

Blüme | JA of Southeastern Pennsylvania  
braceLIT | JA of Southwest New England  
Pixoview | JA of Southern California

### Jim Sweeny Award for Entrepreneurial Excellence

Hope Kim | Eagleville, Pennsylvania

Finally, it's important to recognize the other teams and JA Areas who were selected to participate in this year's summit.

**8finity Inc.** | JA of Hawaii  
**A Bite of Barrington** | JA of Chicago  
**AWEAR Bracelets** | JA of Georgia  
**Buckeye Lazer** | JA of East Central Ohio

**FitKit** | JA of South Florida  
**Kairos Strive** | JA of Southern California  
**MyKikback** | JA of San Diego County  
**Script It** | JA of East Central Ohio

The NSLS press release was picked up by 8 local area outlets including, San Diego Magazine Blogs, The Suburbanite, The CantonRep, A.J.C.com, and The Atlanta Journal-Constitution.

# TOTAL REACH-IMPRESSIONS

# 2,715,802

## Placements Generated by JA Areas

Date	Outlet	Link	Circulation/ Impressions
27-Jun-2016	San Diego Magazine Blogs	<a href="http://www.sandiegomagazine.com/Blogs/Monday-Morning-Good-News/Summer-2016/Opportunity-for-Impact-Raises-427000/">http://www.sandiegomagazine.com/Blogs/Monday-Morning-Good-News/Summer-2016/Opportunity-for-Impact-Raises-427000/</a>	30613
20-Jun-2016	The Suburbanite	<a href="http://www.thesuburbanite.com/news/20160620/north-canton-boe-accepts-resignation-of-principal-anthony-pallija">http://www.thesuburbanite.com/news/20160620/north-canton-boe-accepts-resignation-of-principal-anthony-pallija</a>	49082
15-Jun-2016	The CantonRep	<a href="http://www.cantonrep.com/news/20160615/north-canton-board-of-education-wednesday-meeting">http://www.cantonrep.com/news/20160615/north-canton-board-of-education-wednesday-meeting</a>	108573
07-Jun-2016	The Suburbanite	<a href="http://www.thesuburbanite.com/news/20160607/hover-business-students-raising-money-to-help-pay-for-trip-to-national-competition">http://www.thesuburbanite.com/news/20160607/hover-business-students-raising-money-to-help-pay-for-trip-to-national-competition</a>	49082
01-Jun-2016	The CantonRep	<a href="http://www.cantonrep.com/news/20160601/hover-high-sends-two-teams-to-national-entrepreneur-competition">http://www.cantonrep.com/news/20160601/hover-high-sends-two-teams-to-national-entrepreneur-competition</a>	108573
23-May-2016	The Suburbanite	<a href="http://www.thesuburbanite.com/news/20160523/hover-business-students-win-competitions">http://www.thesuburbanite.com/news/20160523/hover-business-students-win-competitions</a>	49082
27-Apr-2016	AJC.com	<a href="http://www.ajc.com/news/news/local-education/best-in-class-duluth-team-heads-to-us-academic-bow/nrCpF/">http://www.ajc.com/news/news/local-education/best-in-class-duluth-team-heads-to-us-academic-bow/nrCpF/</a>	1854740
27-Apr-2016	The Atlanta Journal-Constitution	<a href="http://www.myajc.com/news/news/local-education/best-in-class-duluth-team-heads-to-us-academic-bow/nrCpF/">http://www.myajc.com/news/news/local-education/best-in-class-duluth-team-heads-to-us-academic-bow/nrCpF/</a>	466057

### Social Media

From a social media perspective, JA USA engaged student participants in a “Twitter Trek” contest, in which teams comprised of **three** JA Companies had to collaborate to generate the most Tweets with event-related content.

In addition, **JA USA** was actively posting about NSLS and its sponsors before, during, and after the event on Facebook, Twitter and Instagram. Sponsors were tagged in all relevant posts, and were specifically thanked multiple times during the event.

### **June 9, 2016 (when we first posted about NSLS) – July 01, 2016 (NOT SPECIFIC TO NSLS)**

On Twitter (via USA and Area Accounts), we sent **3,436 Tweets** and garnered **642 mentions, 4,583 engagements, and 529,713 impressions.**

On Twitter- (USA alone), we sent **100 Tweets** and garnered **200 mentions, 833 engagements, and 72,284 impressions**.

On Facebook (via USA and Area Accounts), we posted **1,423 times**, generating **8,340 Engagements** and **314,347 impressions** through organic outreach (**576,848 total impressions**).

On Facebook (USA alone), we posted **53 times**, generating **1,182 Engagements** and **58,600 impressions** through organic outreach (**92,522 total impressions**).

On Instagram (via USA and Area Accounts), we generated **27 posts**, garnering **611 likes** with an average of **23.2 percent** engagement per post.

On Instagram (USA alone), we generated **12 posts**, garnering **429 likes** with an average of **36.3 percent** engagement per post.

**In total, JA USA, JA Areas, and NSLS students generated nearly 1.2 million impressions via social channels alone.**

#### **Week of NSLS, June 19, 2016 – June 25, 2016 (NOT SPECIFIC TO NSLS)**

On Twitter (via USA and Area Accounts), we sent **877 Tweets** and garnered **256 mentions, 1,160 engagements, and 152,686 impressions**.

On Twitter- (USA alone), we sent **38 Tweets** and garnered **101 mentions, 449 engagements and 26,511 impressions**.

On Facebook (via USA and Area Accounts), we posted **137 times**, generating **884 engagements** and **49,849 impressions** through organic outreach (**70,677 total impressions**).

On Facebook (USA alone), we posted **23 times**, generating **637 engagements** and **24,281 impressions** through organic outreach (**39,601 total impressions**).

On Instagram (via USA and Area Accounts), we generated **9 posts**, garnering **296 likes** with an average of **33.3 percent engagement** per post.

On Instagram (USA alone), we generated **7 posts**, garnering **227 likes** with an average of **32.7 percent engagement** per post.

**In total, JA USA, JA Areas, and NSLS students generated nearly 200,000 impressions via social channels alone.**

#### **Number of hashtags and/or posts that revolved around just NSLS from May 01, 2016 – July 01, 2016:**

On Twitter (via USA and Area Accounts), we garnered **646 hashtag tags related to NSLS** resulting in **ROUGHLY 99,614 impressions**.

On Facebook (via USA and Area Accounts), we posted about NSLS **20 times**, generating **29,770 impressions**.

On Instagram (via USA and Area Accounts), we generated **216 hashtag tags related to NSLS**, garnering **804 likes** with an average of **20.6 percent engagement** per post.

**In total, JA USA, JA Areas, and NSLS students generated nearly 130,000 impressions via social channels alone.**

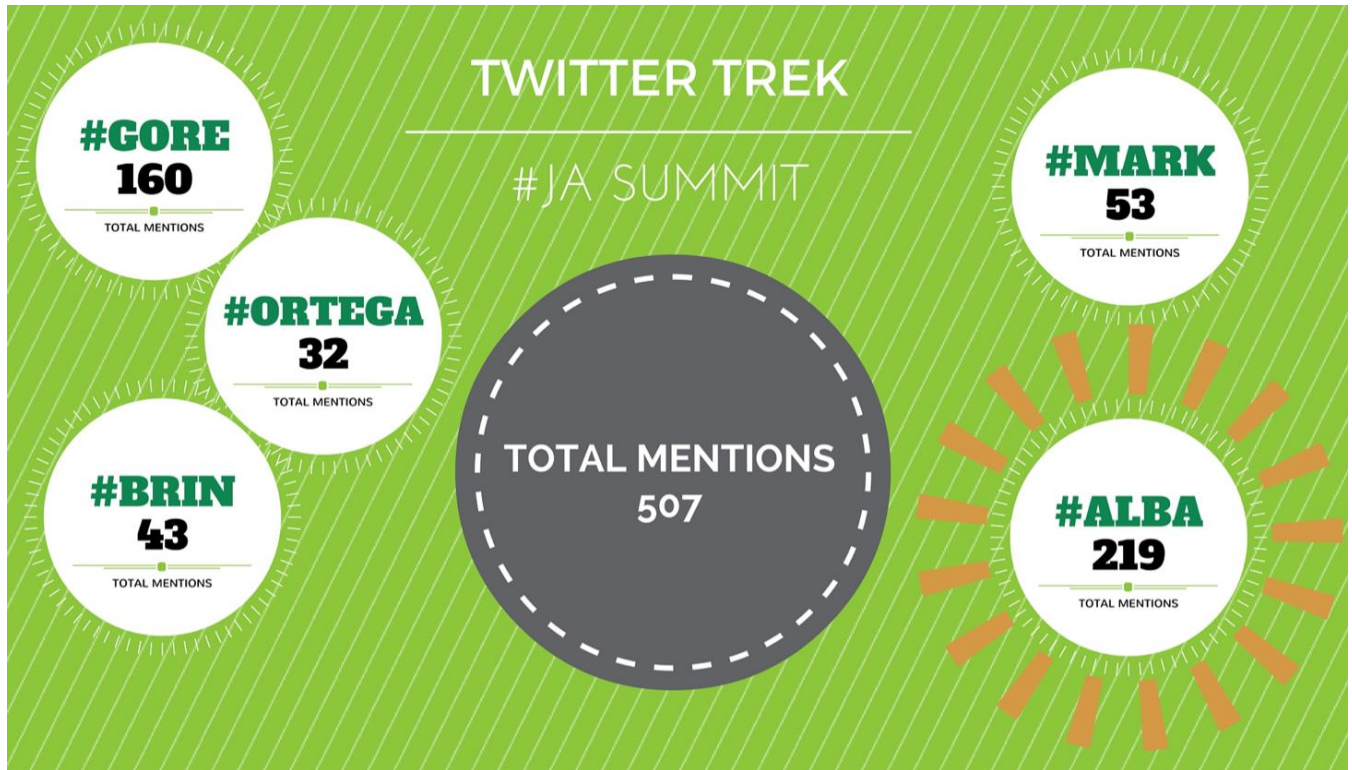
#### **Twitter Trek**

Upon arriving at NSLS, our students were assigned to **one of five teams** for the purposes of a social media contest designed to generate awareness and traction of JA, NSLS and its sponsors (**The Hartford, FedEx, Microsoft and NYSE**). The teams were given a list of Tweets they were asked to create about the event, such as what they learned from the **networking**

session. Each team was assigned a specific hashtag they were required to include in their posts.

At the end of NSLS, the hashtags were tallied up to identify the winning team, whose members were awarded a \$25 gift card. The students enthusiastically embraced the Twitter Trek challenge, and enjoyed the added benefit of getting to know students in other JA Companies early on in the NSLS event as they collaborated to create and post Tweets.

Detail of each team's results, in addition to the overall tally of mentions, is shown in the graphic below.



See the attached Word documents showing screen grabs of all JA USA Facebook posts in which NSLS sponsors are tagged.

The attached spreadsheet list all Instagram posts and details engagement for each post.