



**Lupus Foundation of America, Greater Ohio Chapter** ...

Published by Hootsuite · October 10, 2020 ·

The post-walk dance party is still on! Get moving wherever you are with our favorite jams ➡ <http://ow.ly/rtnY50BP6NT>



OPEN.SPOTIFY.COM

**Let's Dance!, a playlist by LupusGreaterOH on Spotify**

Who says social distancing has to be boring? Whether you need...

379

People Reached

27

Engagements

Boost Post

11

2 Shares

Like

Comment

Share



Comment as Lupus Foundation of Ameri...



LFA, GOC News Update

## FDA FAST TRACKS POSSIBLE TREATMENT

Help Us Solve  
The Cruel Mystery  
**LUPUS**  
FOUNDATION OF AMERICA  
GREATER OHIO CHAPTER

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Liked by reziji and 21 others

**lupusgreateroh** What's Hot Wednesday: The FDA has granted Fast Track status to Telitacicept, a possible treatment for lupus. Click the link in our bio to learn more. [#lupusresearch](#) [#lupusnews](#) [#lfa](#)



National Good Neighbor Day

Help Us Solve  
The Cruel Mystery  
**LUPUS**  
FOUNDATION OF AMERICA  
GREATER OHIO CHAPTER

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Liked by lupusgeorgia and 19 others

**lupusgreateroh** 🎵 Won't you be my neighbor? 🎵 Celebrate National Good Neighbor Day by inviting friends from your neighborhood to join your walk team! Link in bio to join the movement.

[#livingwithlupus](#) [#lupusawareness](#) [#lupuswarrior](#) [#autoimmunedisease](#) [#chronicillness](#)

#MotivationMonday

"Happiness comes from being who you actually are instead of who you think you are supposed to be."  
- Shonda Rhimes

Help Us Solve  
The Cruel Mystery  
**LUPUS**  
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Liked by lupiefighter08 and 53 others

**lupusgreateroh** Happy Monday 😊 Don't let what's "supposed to be" distract you from the strengths you already have!

[#motivationmonday](#) [#lupuswarrior](#) [#mondaymotivation](#) [#inspiration](#) [#livingwithlupus](#)



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Liked by lupiefighter08 and 45 others

**lupusgreateroh** Dogs are a lupus warrior's best friend🐾 We love seeing how you (and your pups) walked your way, so keep sending us your photos! #lupuswalkoh #lupusawareness #lupuswarrior #livinawithlupus



Lupus Foundation of America, Greater Ohio Chapter

Published by Hootsuite · February 10, 2020 ·

Happy Black History Month! This month's Motivation Mondays are coming from black visionaries who have made a lasting impact on our world. Lupus is more common, occurs at a younger age, and is more severe in African-Americans. From artists and activists to the people battling lupus every day, let's take time to recognize black excellence—past, present, and future.

A problem is  
a chance for you  
to do your best.  
-Duke Ellington



646

People Reached

16

Engagements

Boost Post



Lupus Foundation of America, Greater Ohio Chapter

Published by Amber Bills · July 2, 2020 ·

"What's the right diet? What should I avoid? Does what I eat really affect inflammation?" Certified dietitian Gretchen Spetz, MS, RDN, LD, is here to help you get on track at the Ask the Experts webinar "The Lupus Diet: Is there one?" on July 14.

<https://register.gotowebinar.com/register/395624482695717388>



445

People Reached

29

Engagements

Boost Post



2 Comments 3 Shares



Lupus Foundation of America, Greater Ohio Chapter

Published by Hootsuite · October 1, 2020 ·

"Who says you cant go home" for the front-row experience? Check out Bon Jovi's free live virtual concert tonight at 6, sponsored by the LFA, GOC! [q104.radio.com/blogs/kristy-brown/bon-jovi-radiocom](http://q104.radio.com/blogs/kristy-brown/bon-jovi-radiocom)



Lupus Foundation of America, Greater Ohio Chapter

Published by Hootsuite · February 14, 2020 ·

Happy Valentine's Day! Whether you're coupled up, going out with friends, or waiting for candy to go on sale tomorrow, know that you are loved. -Your friends at the Lupus Foundation of America, Greater Ohio Chapter 💜 #valentinesday







## Lupus Foundation of America, Greater Ohio Chapter ...

Published by Amber Bills · June 10, 2020 ·

When you donate through the [#biggive](#), your gift to us is amplified AND you get exclusive deals on your receipt. It's a win-win! (and who doesn't like winning?) Click here to donate:

<https://columbusfoundation.org/.../LupusFoundationo.../10561>



[View Insights](#)

[Promote](#)



Liked by [lupiefighter08](#) and 13 others

[lupusgreateroh](#) Going virtual has its perks—like a statewide holiday sweater party! Help us spread holiday cheer at the Brecksville support group on Dec. 22 ❄️👤 Link in bio to join the meeting. [#lupuswarrior](#) [#lupussupport](#) [#lupuslife](#)



## Lupus Foundation of America, Greater Ohio Chapter ...

Published by Amber Bills · May 27, 2020 ·

Hydroxychloroquine (HCQ), also known as Plaquenil, is not a quick fix to treat or prevent COVID-19. There are no completed, peer-reviewed (checked by other research scientists) studies that show HCQ to be an effective treatment or preventative for COVID-19. We are all hoping for a treatment and cure for COVID-19. However, we must also consider the wellbeing of people who need HCQ, as well as those who don't.

This medication is prescribed after a thorough evaluation of a person's medical history. There is little information on the effects of HCQ on people who do not have the illnesses for which it is approved to treat.

In the process of navigating COVID-19, it's more important than ever to rely on reputable information and the advice of your own doctor. HCQ has the potential for serious side effects, but just like any other medication, turn to your doctor to determine whether the medication is a good fit for you. Please continue to take your medications as prescribed and do not change the dosage unless advised by your doctor to do so. If you are struggling to access HCQ or chloroquine, we encourage you to reach out to the LFA, GOC. As always, we are wishing good health to you and your loved ones.

2,222

People Reached

175

Engagements

[Boost Post](#)

50

2 Comments 25 Shares

## 2020 POP Weekend Social Media Report

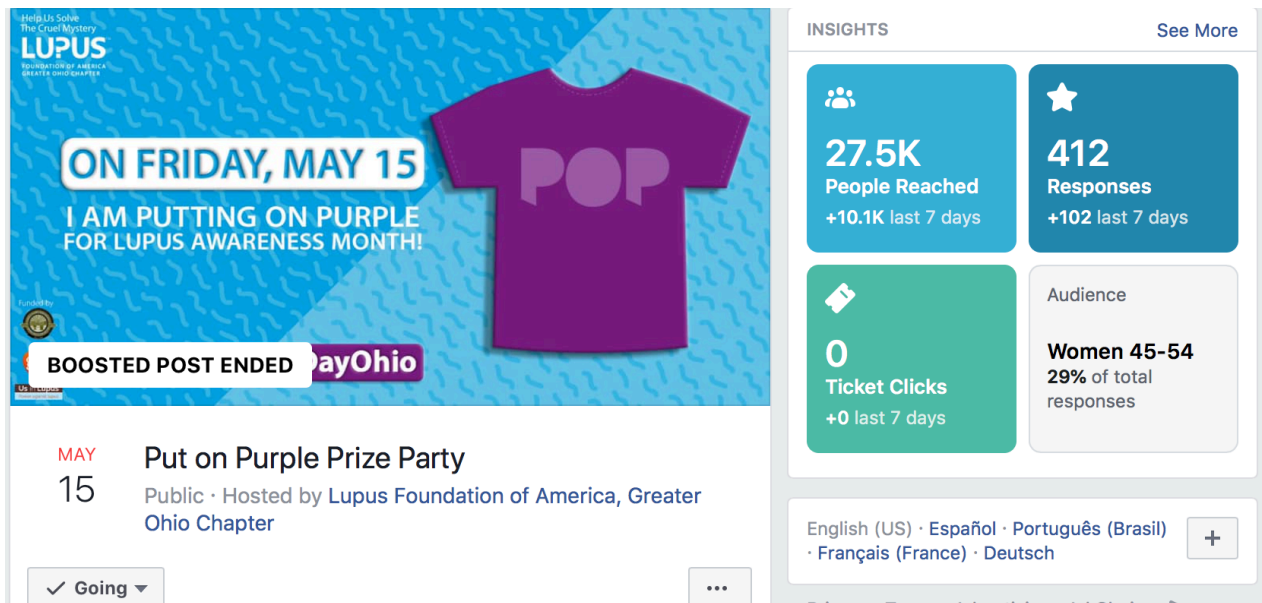
Facebook and Instagram Campaigns for POP Day and the Virtual Lupus Summit

Prepared by Amber Bills on May 20, 2020

### Campaigns

#### Put On Purple

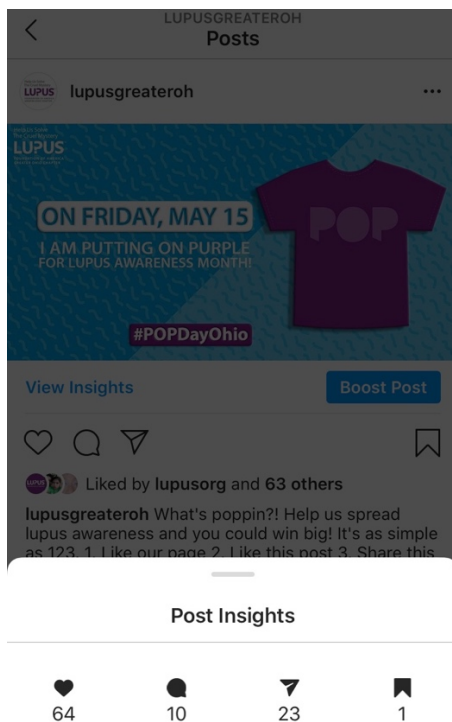
- #POPDayOhio picture submissions from constituents – adding photos to Facebook album and posting them. 49 reactions to the album.
- Put On Purple Prize Party
  - Boosted Facebook Event for \$200 over 10 days, targeted to females 18 – 65 in Cincinnati, Cleveland, and Columbus. Ad reach: **20,828**. Ad event responses: **213**. Total reach: **27.5K**. Total event responses: **412**. The ad reach accounted for the majority of the total reach and about half of the event responses.



- Facebook POP Post - Total reach: **3,732**. Total engagement: **337**. Shares: 55. Likes: 115. Posted on May 15. Participants had to Like our page, Like the post, Share it to their page, and Tag three friends on their shared post. They were then entered into hourly drawings for gift cards.



- Boosted for \$50 on POP Day (May 15). Targeted to females 18 – 65 in Cincinnati, Cleveland, and Columbus. Ad reach: **1,238**. Ad engagement: **154**. The ad reach accounted for almost 50% of the total reach.



○ Instagram POP Post – Reach: **964**. Shares: 23. Likes: 64. Posted on May 15. Participants had to like our profile, like the post, share it to their story, and tag three friends in the comments of our post or in their story. They were then entered into hourly drawings for gift cards.

○ Instagram Live – Two staff members went live directly on Instagram, announcing the winner that was drawn on Facebook Live. The first Instagram Live had 117 views, but the final video only had one view. It may be better to do fewer live videos on this platform.

Facebook Live – Staff went live together every hour 12 – 7 p.m. via Yardstream. Shared lupus facts, upcoming events, announced raffle winners, and patients guest co-hosted some live videos. Yardstream allowed hosts to post comments onto the video, which may have increased comments (and consequently, engagement stats).



788 people watched the first video, which was the highest viewed video of the event. Total views of POP FB Live videos: 3,782. Engagement (in the order they were posted): 765, 451, 318, 345, 461, 213, 187, 296. **The first giveaway had the highest engagement, followed by the video with Chelsea, a lupus patient. The third-highest viewed is the second giveaway, in which CEO Suzanne joined the video.**

## Virtual Lupus Summit

- Boosted Facebook Event for \$250 over 15 days, targeted to people who like our page. Ad reach: **5,228**. Ad event responses: 130. Total reach: **6.9K**. Total event responses: **164**. The ad reach accounted for the majority of the total reach and event responses.

**Virtual Lupus Summit**  
Public · Hosted by Lupus Foundation of America, Greater Ohio Chapter

INSIGHTS [See More](#)

<p><b>6.9K</b> People Reached +4.7K last 7 days</p>	<p><b>164</b> Responses +43 last 7 days</p>
<p><b>8</b> Ticket Clicks +1 last 7 days</p>	<p>Audience <b>Women 45-54</b> 33% of total responses</p>

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

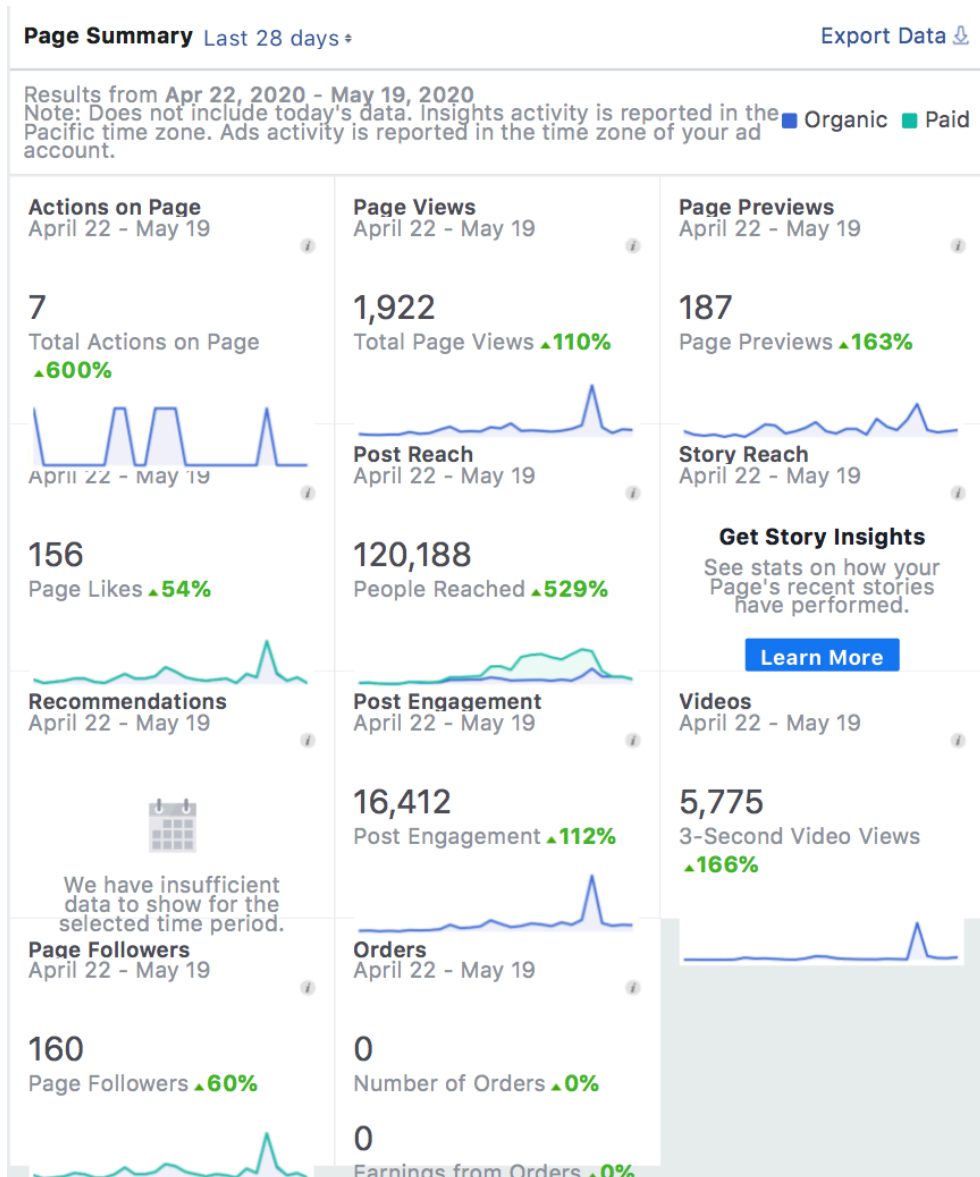


- Boosted Facebook posts
  - Boosted Post #1: May 4 – 15 for \$100. Target: People 18 – 65 who like the LFA, GOC page and live in Akron, Cincinnati, Cleveland, Dayton, Lima, Marietta, or Toledo. Reach: **4,458**. Link clicks: **60**.
  - Boosted Post #2: May 13 – 16 for \$100. **Target: Females 18 – 65 in Akron, Cincinnati, Cleveland, Dayton, Lima, Marietta, and Toledo.** Reach: **12,436**. Link clicks: **118**. Out of the three boosted summit posts, this ad was the most successful in getting reach and ad clicks.
  - Boosted Post #3: May 14 – 16 for \$100. Target: Females 18 – 65 in Cincinnati, Cleveland, and Columbus. Reach: **2,213**. Link clicks: **8**. Post engagement: **341**.
- Boosted Instagram post for \$100 over 17 days, **75** clicks, **24,550** reach. Automatic targeting. \*This metric is describing a separate ad run directly on Instagram. Note that a portion of a Facebook ad budget goes toward Instagram advertising too.

### **Comparison**

#### **Facebook summary from April 22 – May 19, data from Facebook Insights:**

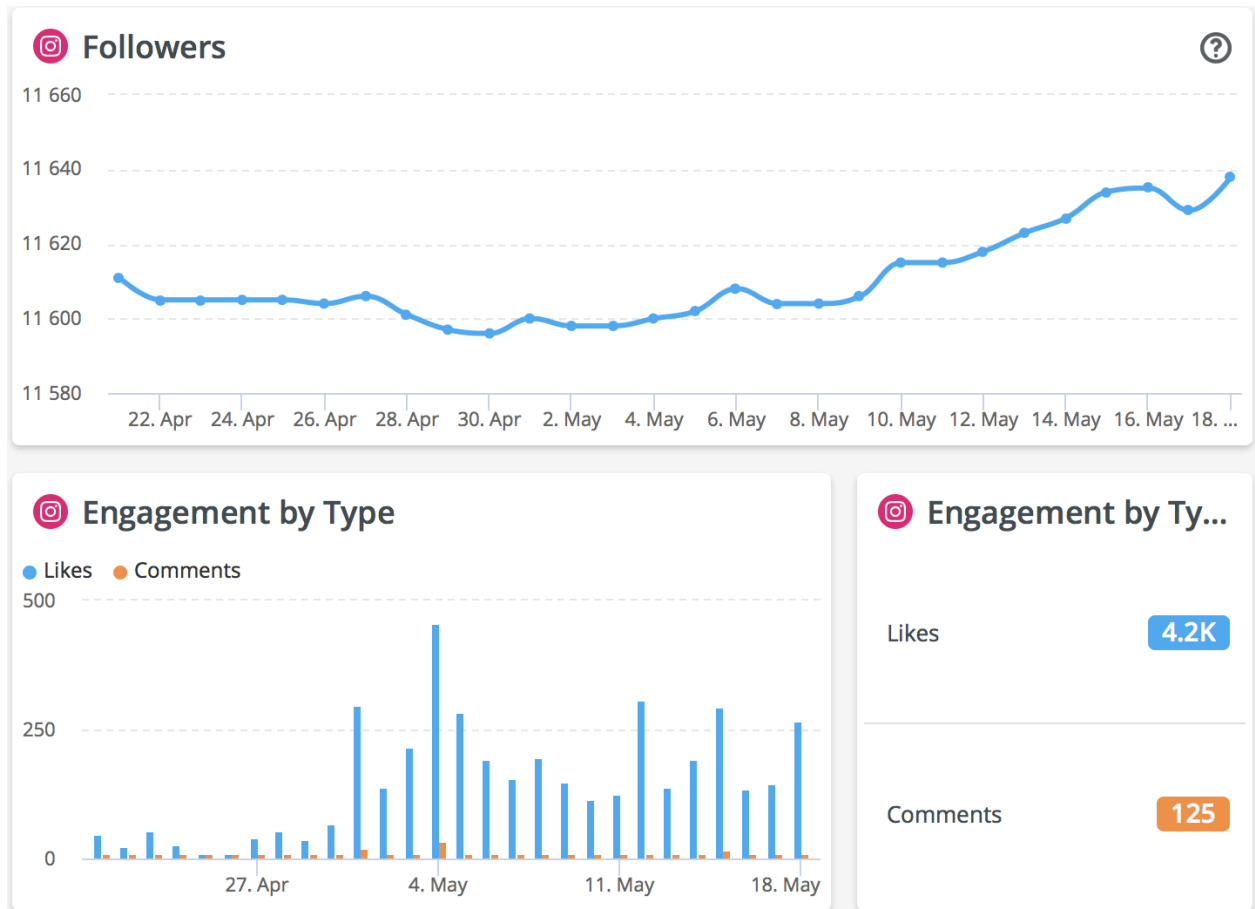
- Page Views: 109% increase, with a spike at 455 page views on May 15, the day of the POP Prize Party.
- Post Reach: 538% increase, with a peak on May 14 at 24,221 people reached. There was only a slight decrease to 21,986 the next day, the POP Prize Party. The start of increasing post reach correlates with the start of boosted posts for the summit on May 4. From May 5 -15, reach from promotions was significantly higher than organic reach. However, there was an organic reach spike to 10,911 on May 15 (POP).
- Post Engagement: 104% increase, with a spike at 4,926 on May 15 (POP).
- Page Followers: 62% increase, with a spike at 40 new page followers on May 15 (POP).



### Instagram summary from April 21 – May 18, data from Hootsuite analytics:

- Followers: Slight increase from 11,611 on April 21 to 11,638 on May 18. Peaked on May 16 at 11,635 and May 18 at 11,638.
- Engagement: Highest amount of likes on May 1 (297), May 4 (455), May 12 (308). These likes are mostly from other posts unrelated to POP or the Summit.





## Conclusion

- On Facebook, the spike in page views, engagement, and followers correlates with the POP Prize Party on May 15.
- The increase in post reach on Facebook correlates with the beginning of boosted posts. We started with ads for the summit, which ran for a longer period of time and had more money allocated to them than POP (\$550 for summit vs. \$250 for POP). However, POP ads may have contributed to the increase in post reach as well.
- If we compare the ROI of the POP ads vs. the summit ads, the POP campaign appears to have been more effective in gaining page views, engagement, and followers.
  - But keep in mind that the POP party itself, not just the ads for it, increased engagement. We still have to consider the time and materials that go into that (employee hours, gift cards) when we compare the return on investment of POP vs. the Summit campaign.

- Boosted posts accounted for a large portion of post engagement and reach. This is especially true of the Summit campaign.
- The ad target for POP was females 18 – 65 in Cincinnati, Cleveland, and Columbus. The most successful ad target for the Summit was females 18 – 65 in Akron, Cincinnati, Cleveland, Dayton, Lima, Marietta, and Toledo.
- The increase in Instagram followers and engagement correlates more with other social media posts than POP or the Summit. The first POP video received the most views, 117. The taper off of views and the stagnation in followers and engagement during and after POP indicates that an Instagram arm of the POP event was not as effective as Facebook.
- However, Instagram is still an important platform to maintain a presence on. The Instagram ad for the summit had results that are comparable to Facebook ads in reach and clicks.

Facebook: [Lupus Foundation of America, Greater Ohio Chapter](#)

Instagram: [@LupusGreaterOH](#)