#frank2023
recap and findings

Agenda

1. Goals and Objectives

2. Overall Takeaways

3. Pre-*frank* efforts by platform

4. During *frank* efforts by platform

5. Post-*frank* efforts

Goals and Objectives

Goal: To expand online presence surrounding, leading up to and during *#frank2023*.

1. Objective 1: Increase reach of *#frank2023* by publishing weekly social media content on all platforms including Instagram, Twitter and LinkedIn leading up to the event.

2. Objective 2: Increase engagement based on 2022 analytics by 10% by the end of *#frank2023*.

3. Objective 3: Increase communication with stakeholders by live tweeting during *#frank2023*.

4. Objective 4: Increase followers based on 2022 analytics by 10% by the end of *#frank2023*.

Takeaways

What went well:

- Splitting up the team to work on different tasks in real time to manage social media efficiently.

  - Content Capture (pictures and videos)
  - Copywriting
  - Community management

- Ability to sit in on the speaker's rehearsals and prepare real-time posts in advance to improve content posting flow.

- In-person capture of videos of the speakers for Instagram recap reels to increase visibility of the event.

- Designated leader for pre-*frank* speaker announcement posts to delegate the team and manage the posts.

Room for improvement:

- To improve real-time posting and its performance, social team needs
  - access to speaker assets like slides, resources and research before *frank*.
  - professional/higher quality photos and/or videos.
  - an in-depth understanding of who the speakers are and what they are speaking about.

- To increase efficiency of real-time, conducting workshops on all platforms (i.e., how to create quality Instagram reels in a limited time frame) prior to *frank*.

- To provide more time for content creation, the prep-time for the *frank* social team (perhaps, starting prep in the fall) should be increased.

pre-*frank*

what we did

Speaker & Breakout Announcements

Pre-*frank* Hype

Live Interview Style

Instagram

Types of posts:

- interview reel
  - *frank*sters socializing
- speaker announcements
  - carousel and individual styles
  - for some, by speaker block

Top findings:

- announcements closer to start of *frank* had more engagement than those months before
- reel engagement rate: 10.92%

Twitter

Types of posts:

- Speaker announcements
  - Individual and threads
  - Purpose of announcements: encourage people to attend the event or register online and excite those already planning on attending

Top Findings:

- Community management
  - Most engaging tweet from Frank 2022 was a reply with an engagement rate of 10.78%
- Daily recaps
  - 2nd most engaging tweet was a day 1 wrap up with an engagement rate of 9.35%
- Prize winner tweet
  - Tweet with the most impressions from Frank 2022 was the prize winner announcement with 8,823 impressions
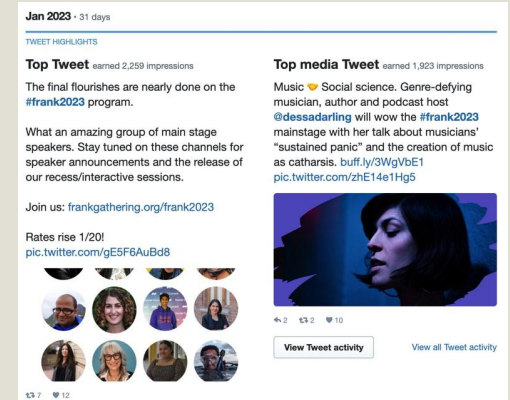
LinkedIn

Posts consisted of:

- *frank* pre-hype
- Getting people to sign up
- Speaker announcements
- Organizations the speakers were from/ speakers' posts excited for *frank*

Posted by Matt Sheehan • 2/7/23

We're ONE WEEK AWAY from #frank2023! Change doesn't happen...

All followers

Impressions	613
Engagement Rate	20.55%

Highest engagement rate on LinkedIn pre-frank post.

Wyatt Closs • 3rd+
Creative Public Affairs
1mo •

+ Follow   ...

Looking forward to giving a little behind-the-scenes presentation about how a large scale pop-up art show, performance and community action space was done and more importantly, how we at Spitfire can help others do this and other forms of cultural activations as communications to advance their issues. #communications #community #art #frank2023 #economicjustice #culturalorganizing Artwork by Stephanie Mercado.

We know that communications strategies need more than the written word to advance progress.

The dignity and vibrancy of BIPOC workers was captured in *Creative Resilience*, a large scale pop-up art show and action space about economic justice in LA.

See how it happened. At #frank2023.

"Art as the Messenger"
How Bazar Lounge
60 SW 2nd Street
Gainesville, FL 32601
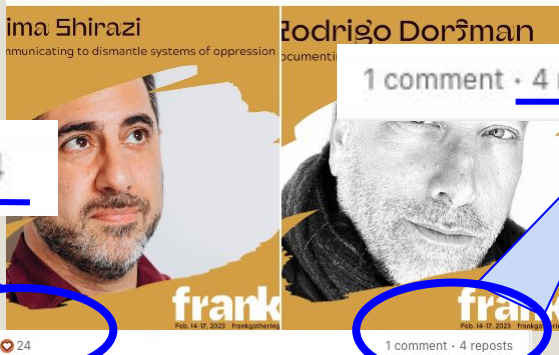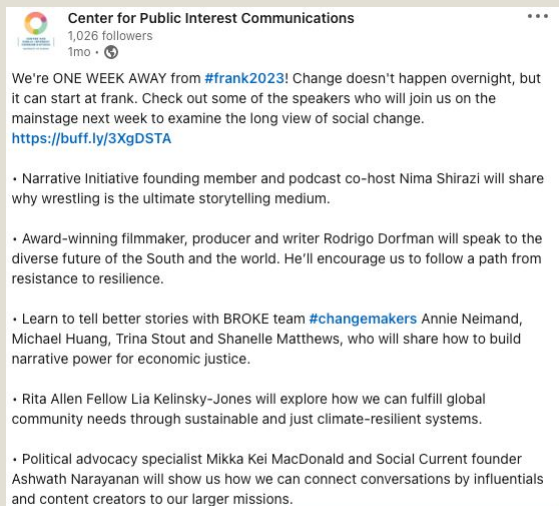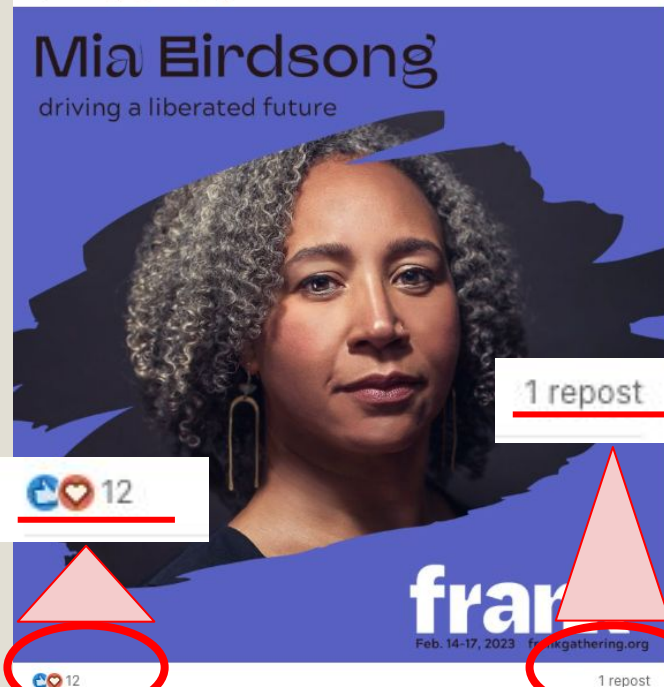**FEB 16, 10:15 am**

7   2 reposts

LinkedIn (cont.)

Analytics Revealed:

- LinkedIn overall, not very active
- Most engagement on posts with longer descriptions (i.e., speaker talk previews)

vs.

Center for Public Interest Communications
1,026 followers
1mo · 🌐

We're ONE WEEK AWAY from #frank2023! Change doesn't happen overnight, but it can start at frank. Check out some of the speakers who will join us on the mainstage next week to examine the long view of social change. https://buff.ly/3XgDSTA

• Narrative Initiative founding member and podcast co-host Nima Shirazi will share why wrestling is the ultimate storytelling medium.

• Award-winning filmmaker, producer and writer Rodrigo Dorfman will speak to the diverse future of the South and the world. He'll encourage us to follow a path from resistance to resilience.

• Learn to tell better stories with BROKE team #changemakers Annie Neimand, Michael Huang, Trina Stout and Shanelle Matthews, who will share how to build narrative power for economic justice.

• Rita Allen Fellow Lia Kelinsky-Jones will explore how we can fulfill global community needs through sustainable and just climate-resilient systems.

• Political advocacy specialist Mikka Kei MacDonald and Social Current founder Ashwath Narayanan will show us how we can connect conversations by influentials and content creators to our larger missions.

1 comment · 4 reposts

24

Center for Public Interest Communications
1,026 followers
2mo · 🌐

Advocate for strengthening communities and building systems for self-determination Mia Birdsong will kick off #frank2023 Feb. 15 as our first mainstage speaker. Join us for the gathering to hear from Mia and dozens of other change agents. https://buff.ly/3XgDSTA

1 repost

12

what we learned for next year

Instagram:

- Emphasize more pre-*frank* hype content
- Post speaker announcements as carousel posts closer to the start date
- Highlight other activities for *frank*sters to do
- Continue engaging with *frank*sters pre-event
  - Higher engagement
- Reels!

Twitter:

- Post more than just speaker announcements
- Tweet more threads instead of individual announcements

LinkedIn:

- Post more on LinkedIn about how students get involved- Yes, speaker announcements are important but LinkedIn is about networking– SHOW students how this is a good opportunity
  - Have the CJC repost/ share
  - Would increase staff

during *frank*

what we did

Community Management

Real-time Posting

Resource Sharing

Instagram

Posts consisted of:
- all reels
  - daily recaps
  - speaker highlights
    - (2 parts each)
  - prize winner

Analytics revealed:
- highest engagement rate was the Day 1 Recap: 8.66%
- Moments on mainstage posts:
  - Part 2 performed better than Part 1 in both cases
  - A result of the order it showed up on feeds
- lowest engagement rate was the Day 2 Recap: 3.78%

Best performing: 8.66%

Worst performing: 3.78%%

Twitter

Tweets consisted of…

- Day 1 announcement
- 1 tweet per speaker recapping speech, highlighting a special quote and/or providing resources to learn more about the speaker's work
- Tweets concerning the research prize renaming, finalists, and winner
- Community management
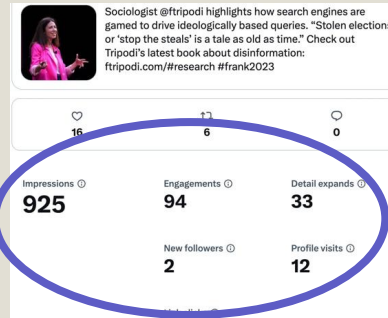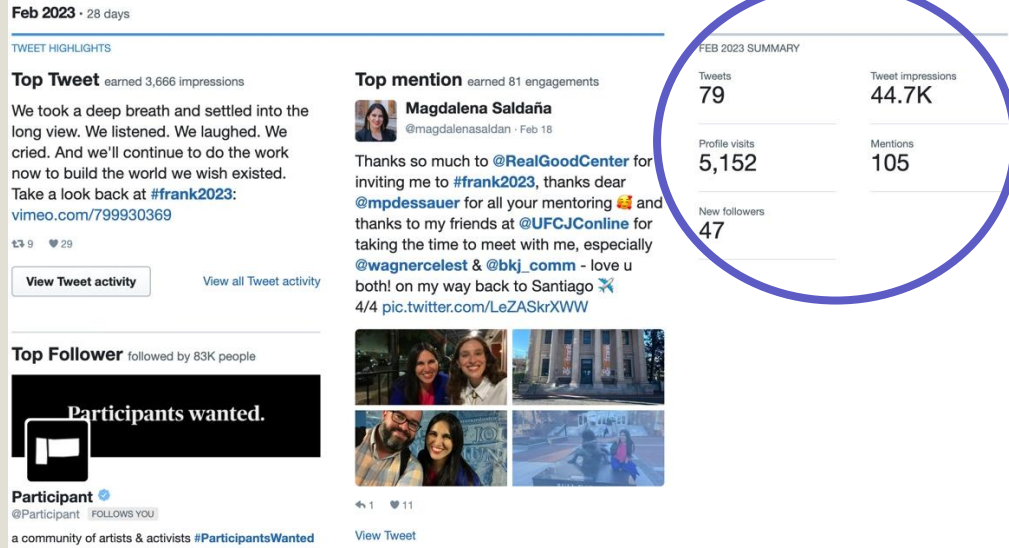
Speaker recap   Day 1 announcement   Prize winner announcement

LinkedIn

Posts consisted of:

- We didn't post on LinkedIn during *frank.*
- 53 mentions of the *#frank*2023 within attendees' & speakers' posts
- A few comments on people's posts and likes, so those in their network were seeing and engaging with *frank* content/ info

Speakers' organizations posting about their respective frank talks.
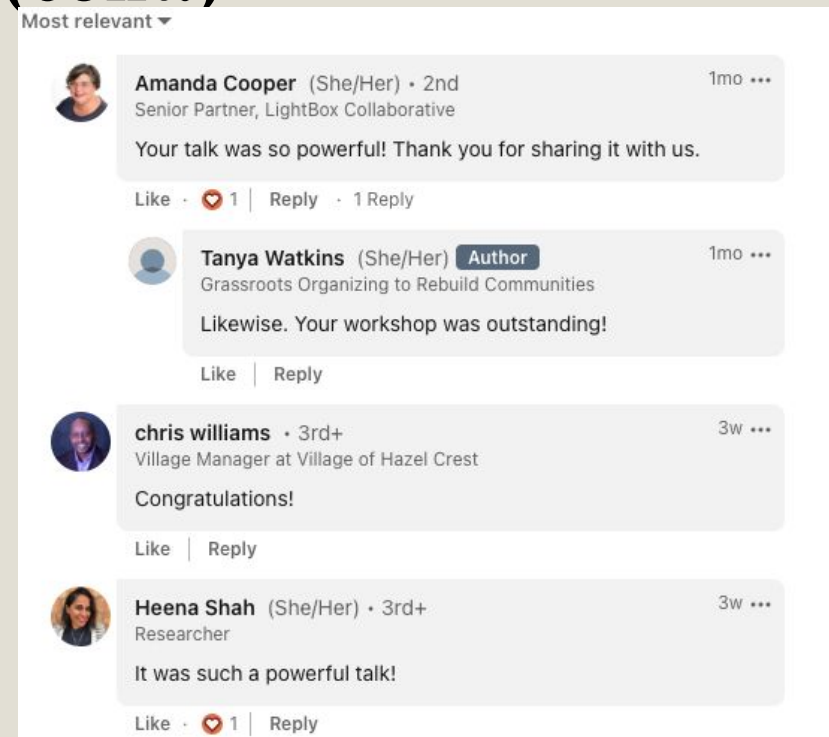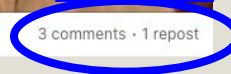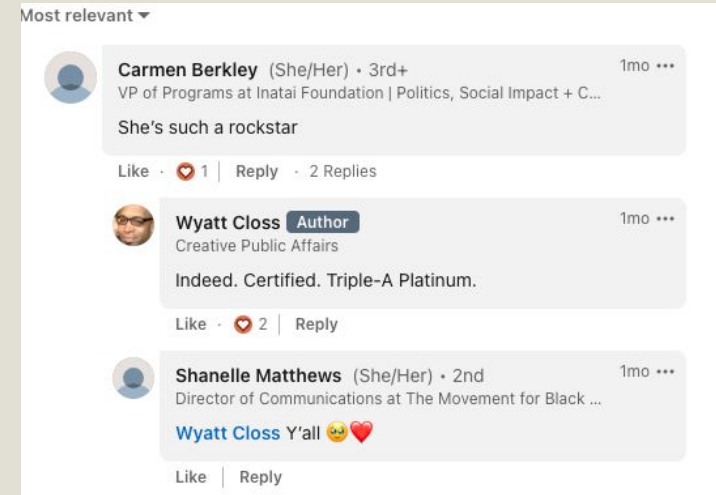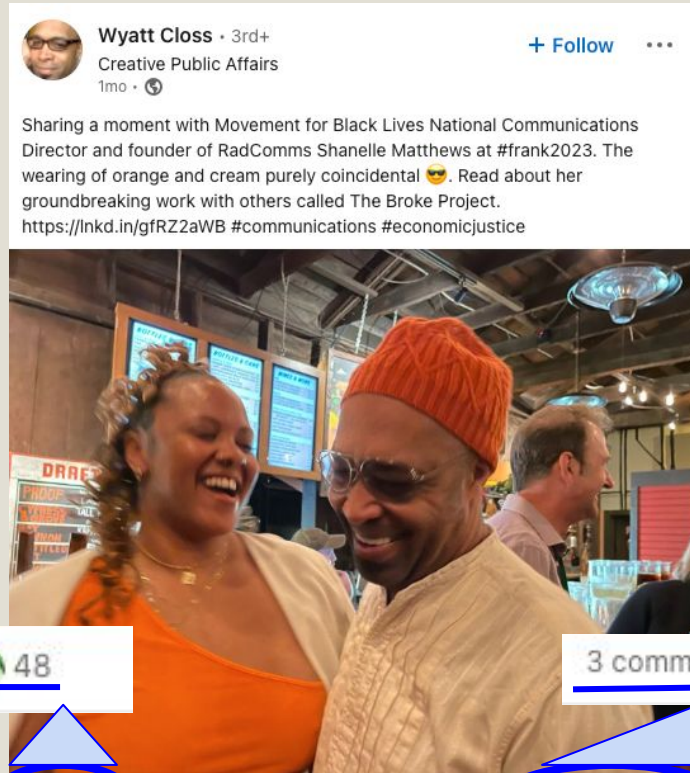
LinkedIn (cont.)

Speakers' and breakout room leaders' LinkedIn posts showing high engagement from their respective networks.

Comments applauding speaker, but they also show the connections frank enables.

LinkedIn (cont.)

Speakers' LinkedIn posts shouting out their fellow speakers and showing engagement from their respective networks.

Wyatt Closs · 3rd+
Creative Public Affairs
1mo · 🌐

+ Follow   · · ·

Sharing a moment with Movement for Black Lives National Communications Director and founder of RadComms Shanelle Matthews at #frank2023. The wearing of orange and cream purely coincidental 😎. Read about her groundbreaking work with others called The Broke Project. https://lnkd.in/gfRZ2aWB #communications #economicjustice

🔵❤️🟢 48   3 comments · 1 repost

Most relevant ▾

Carmen Berkley (She/Her) · 3rd+   1mo · · ·
VP of Programs at Inatai Foundation | Politics, Social Impact + C...

She's such a rockstar

Like · ❤️ 1 | Reply · 2 Replies

Wyatt Closs [Author]   1mo · · ·
Creative Public Affairs

Indeed. Certified. Triple-A Platinum.

Like · ❤️ 2 | Reply

Shanelle Matthews (She/Her) · 2nd   1mo · · ·
Director of Communications at The Movement for Black ...

Wyatt Closs Y'all 🥹❤️

Like | Reply

what we learned for next year

Instagram:

- Try to find the sounds for the Instagram reels before event starts
- Promote the hashtag throughout live event for more recognition
- Higher quality content/videos perform better
- Include more content of other *frank* activities
- Tell *frank*sters in advance about the official Instagram page

Twitter:

- Top tweets are no longer community management
- For speech tweets, use high quality photos instead of photos taken on phone
- Ask for speaker slides and resources before their speeches
- Ensure all content is accessible for everyone

LinkedIn:

- As *frank*sters use LinkedIn during the event, there's the potential to build engagement and to engage with the community
- Encourage *frank* event/ social team + ambassadors to reflect on LinkedIn as *frank* days go (networking, teaches them about updating)

post-*frank*

what we did

Recap Posting

Analytics Review

Takeaway Findings

Instagram

Posts consisted of:

- One reel
  - A recap of the gathering
  - Using professional photos

Analytics revealed:

- Engagement rate: 5.52%

Instagram Platform Review

Measured from insights February 14 - February 18:
day before and day after *frank* gathering, compared to weeks before gathering
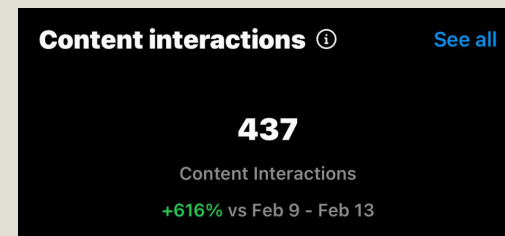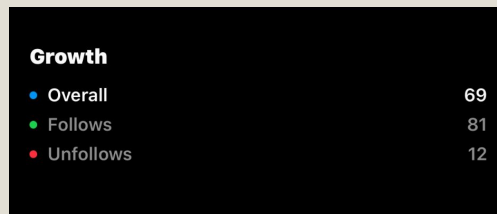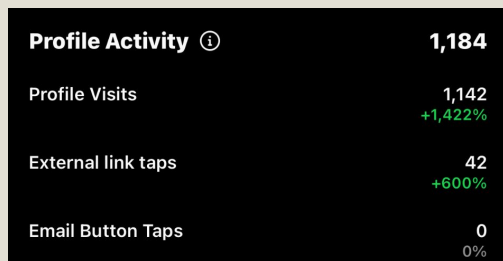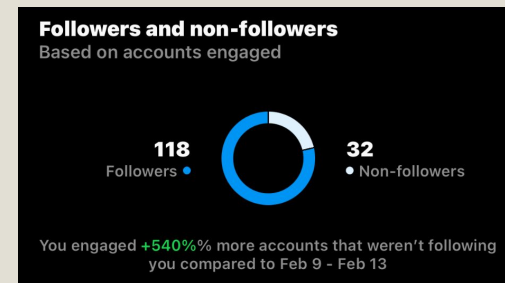
Reach:
2,483 accounts reached, +761%

Followers:
Overall Growth, 69

Engagement:
150 accounts engaged, +206%

Profile Activity ⓘ	1,184
Profile Visits	1,142
	+1,422%
External link taps	42
	+600%
Email Button Taps	0
	0%

Growth
- Overall — 69
- Follows — 81
- Unfollows — 12

Content interactions ⓘ   See all

437
Content Interactions
+616% vs Feb 9 - Feb 13

Followers and non-followers
Based on reach

489 Followers ●   **2,354** ● Non-followers

You reached +4,180% more accounts that weren't following you compared to Feb 9 - Feb 13.

Hashtag: #frank2023
- 31 posts were made
- Mostly same users
- Breakout sessions, speakers

Followers and non-followers
Based on accounts engaged

118 Followers ●   **32** ● Non-followers

You engaged +540%% more accounts that weren't following you compared to Feb 9 - Feb 13

Twitter

Posts consisted of:

- One tweet with a link to the closing video recap of Frank 2023
  - Engagement rate: 4.43%

Twitter Platform Review

Between January and February 2023:

- 55.1K Tweet Impressions
  - Jan impressions from speaker announcements
  - Feb impressions primarily from real-time content
  - Last year, our tweets earned 39,769 impressions.
    - Impressions increased by 15,331
- 56 New Followers
- Average engagement rate: 5.16%
  - Last year, the average engagement rate was 4.29%.
    - Average engagement rate increased by 20.28%

JAN 2023 SUMMARY

Tweet impressions
10.4K

New followers
9

FEB 2023 SUMMARY

Tweets
79

Tweet impressions
44.7K

Profile visits
5,152

Mentions
105

New followers
47

LinkedIn

Posts consisted of:

- *frank* 2023 recap video
  - Reposts of the video
- Engagement with posts: speakers and *frank* social media team reposting closing video.
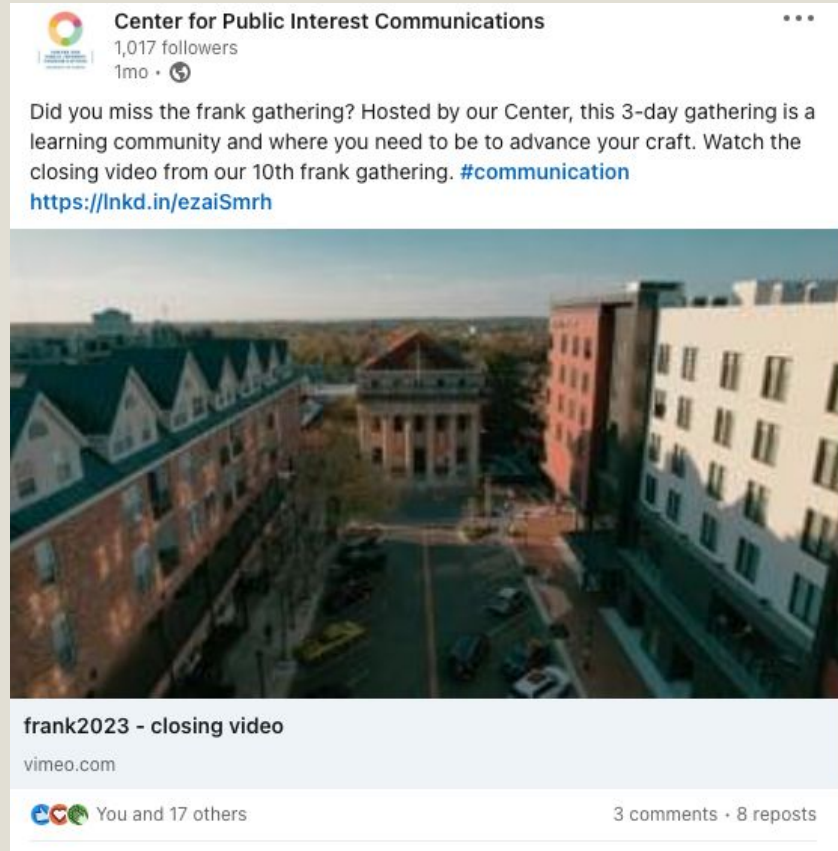
LinkedIn (cont.)
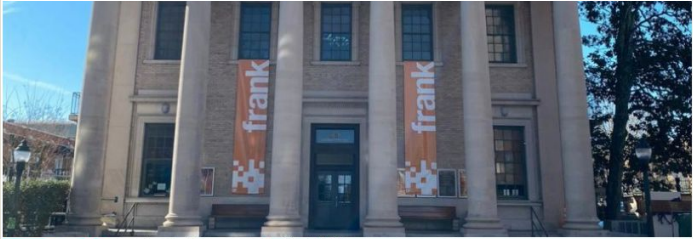
Speakers reflecting on experience.

frank social team reflecting on their work.

LinkedIn Platform Review

Measured from insights February 14 - February 18:
day before and day after *frank* gathering

<u>Reach:</u>
107 accounts
reached, +174.4%

Visitor highlights ?

107
Page views
▲174.4%

48
Unique visitors
▲118.2%

Visitor metrics ?

Page views ▾   All pages ▾   All filters

Thursday, Feb 16, 2023
— Desktop   13 ▲ 85% previous day
-- Mobile   2 ● 0% previous day

Tuesday, Feb 14, 2023
— Desktop   5
-- Mobile   0

40
30
20
10
0

Feb 14   Feb 15   Feb 16   Feb 17   Feb 18

Saturday, Feb 18, 2023
-- Mobile   38 ▲ 100% previous day
— Desktop   6 ▼ 60% previous day

✓ — Desktop
✓ -- Mobile

Wednesday, Feb 15, 2023
— Desktop   7 ▲ 40% previous day
-- Mobile   2

Friday, Feb 17, 2023
-- Mobile   19 ▲ 850% previous day
— Desktop   15 ▲ 15% previous day

46
61

Reach across days of frank, plus before and after.

LinkedIn Platform Review (cont.)

Measured from insights February 14 - February 18:
day before and day after *frank* gathering

Followers:
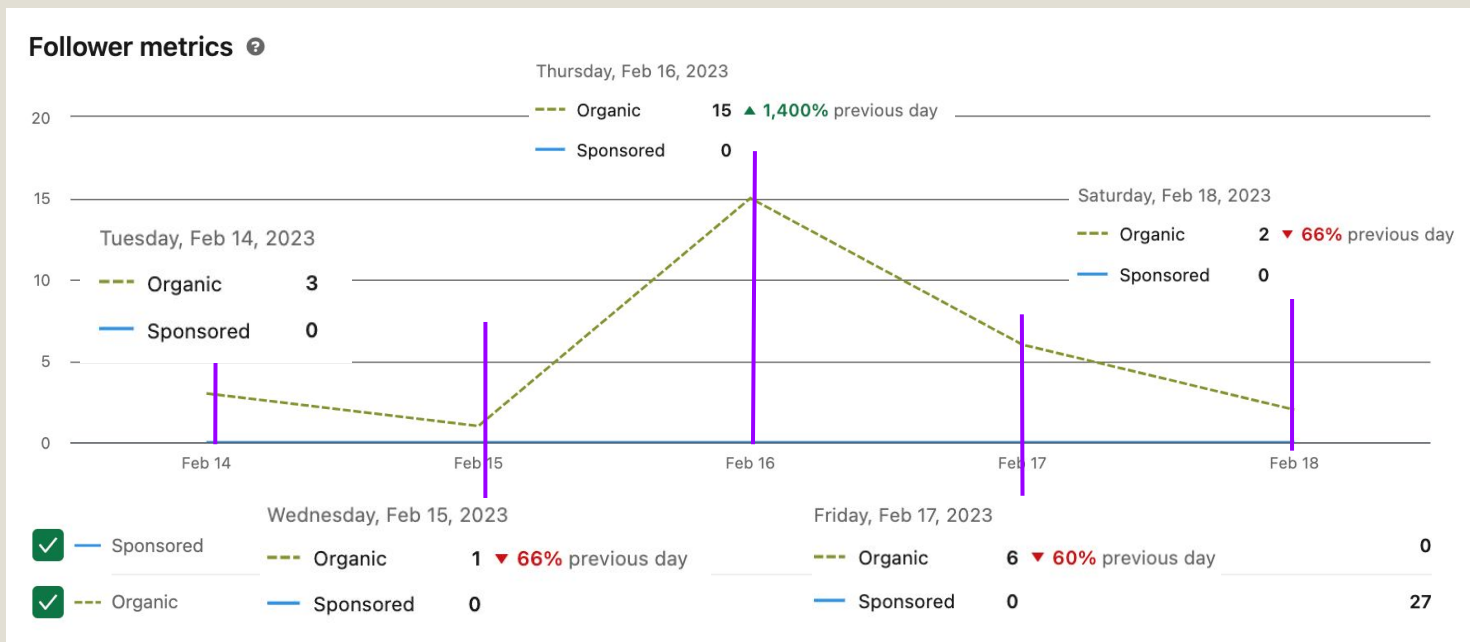Overall Growth,
27 new followers

Follower highlights ⍰

27
New followers in the last 4 days
▲80%

1,026
Total followers

Follower metrics ⍰

Thursday, Feb 16, 2023
--- Organic   15 ▲ 1,400% previous day
— Sponsored   0

Saturday, Feb 18, 2023
--- Organic   2 ▼ 66% previous day
— Sponsored   0

Tuesday, Feb 14, 2023
--- Organic   3
— Sponsored   0

Wednesday, Feb 15, 2023
--- Organic   1 ▼ 66% previous day
— Sponsored   0

Friday, Feb 17, 2023
--- Organic   6 ▼ 60% previous day
— Sponsored   0

☑ — Sponsored   0
☑ --- Organic   27

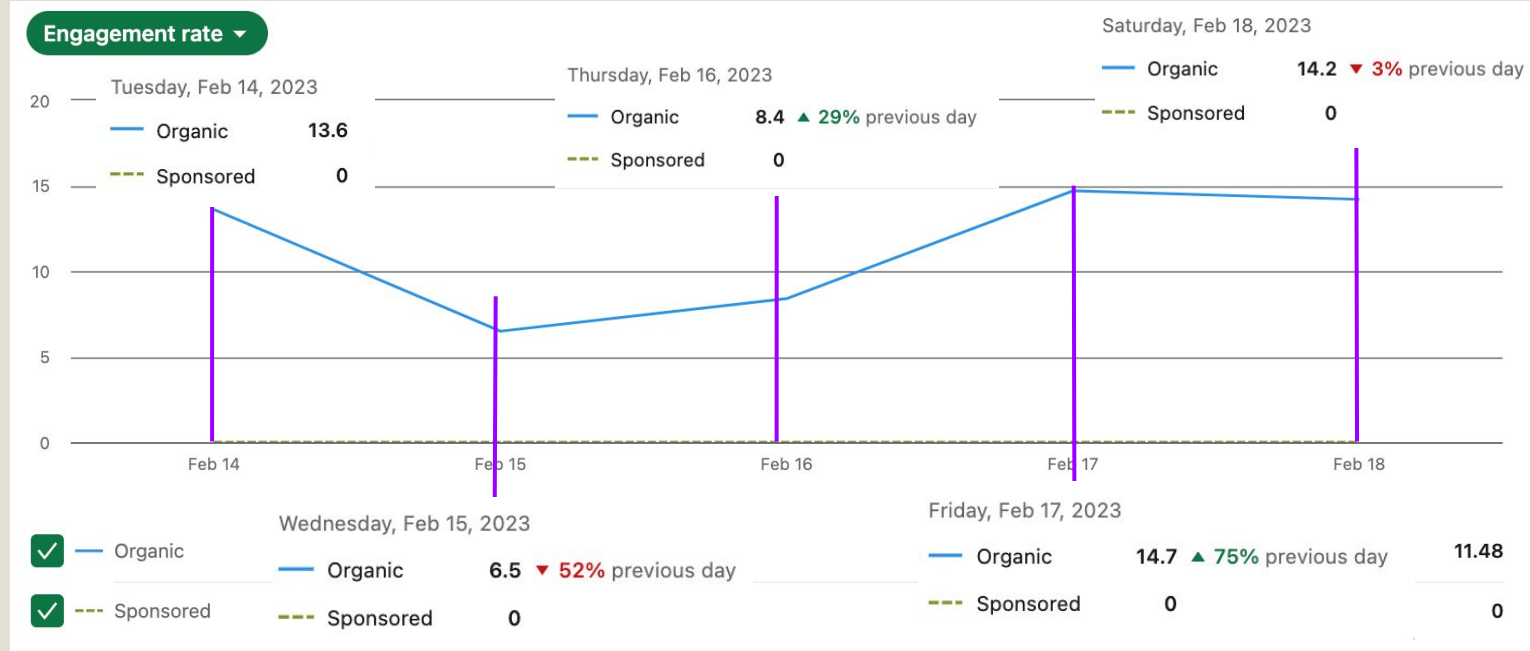*Followers across days of frank, plus before and after.*

LinkedIn Platform Review (cont.)

Measured from insights February 14 - February 18:
day before and day after *frank* gathering

Engagement:
Engagement rate, 14.64%

- 3 comments
- 8 reposts (closing video)

Engagement across days of frank, plus before and after.

what we learned for next year

Instagram:

- Emphasizing the use of the hashtag during the live event, so that more *frank*sters know how to post/find photos
- Create a quicker system for posting on story/feed so users can repost and reach their audience

Twitter:

- Post the closing video again next year because performed very well

Overall Goal:

- Extend the excitement before and after the gathering

LinkedIn:

- Emphasize the use of LinkedIn for reflection and outreach– letting people know about it in case they are interested in attending/ helping/ speaking next year

what we learned for next year - content ideas

Content leading up to *frank*

- Downtown walk-through reels displaying coffee shops, restaurants and other spots that are sponsoring *frank* so we can shout them out and show attendees what their vouchers work for/ how to use them.

Content during *frank*

- Day in the life of a *frank*ster reels. (This could be either ambassador, social/event team, or a speaker.)
  - If speaker: member of social team accompanies them during certain periods or throughout the day to capture content and edit reel
- Mic checks

Content after *frank*

- Have takeaways/ favorite moments from *frank* in addition to closing video (which did well)

What we're working on next…

Building strategies for 2024 social media

Creating social media templates

Ideating for 2024