

MANSELL MEDIA

PREPARED FOR C SPIRE & MSHOF & MUSEUM



# SOCIAL MEDIA EVENT PROMOTION REPORT

Key takeaways:

# Overview:

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- TARGET AUDIENCE & DEMOGRAPHICS
- SOCIAL PLATFORMS & BUDGET BREAKDOWN
- AD PLACEMENTS
- EVENT RESULTS



# TARGET AUDIENCE & DEMOGRAPHICS

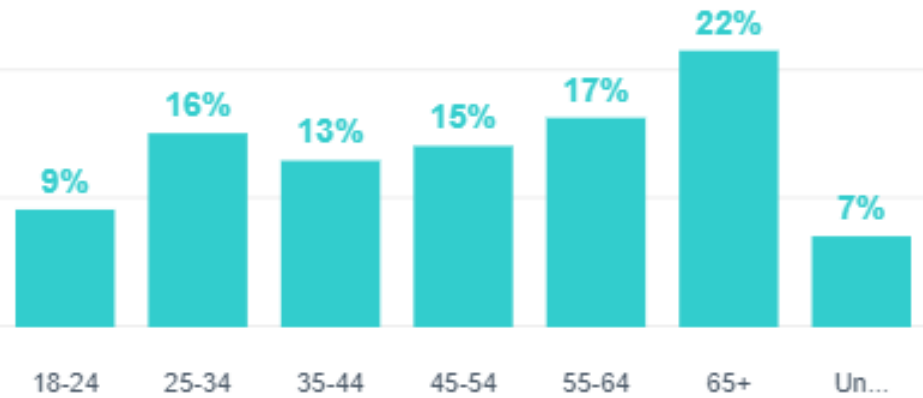
LOCATION: MISSISSIPPI

AGE: 18 - 65+

INTERESTS: Athlete, Women's Basketball Coaches Association, Mississippi Valley State University, National Football League, Coach (sport), Mississippi State Bulldogs football, Mississippi State Bulldogs basketball, High school football, Nonprofit organization, Livestream, Baseball, National Basketball Association, Athletic director, College baseball, Jackson State University, National Collegiate Athletic Association, USA Football, College football, Student athlete, Mississippi State Bulldogs, college sports, Alumni association, Mississippi State Athletics, Sports, Mississippi State University, Mississippi, College Football News, American Football Coaches Association, community, Basketball, American football, Women's basketball, Mississippi State Bulldogs baseball, University of Mississippi, Football, College basketball, Ole Miss Rebels, Sports club, Ole Miss Rebels football, University of Southern Mississippi, Donation, National Association of Basketball Coaches, College Basketball on ESPN or Southern Miss Golden Eagles football,

BEHAVIORS: Interested in Upcoming Events, School: Mississippi Valley State University, Millsaps College, Jackson State University, The University of Southern Mississippi, East Mississippi Community College, Mississippi State University, The University of Mississippi - Ole Miss or Mississippi Delta Community College, Employers: Mississippi Valley State University, Jackson State University, The University of Southern Mississippi, Mississippi State University or The University of Mississippi - Ole Miss, Job title: Head coach, Coach (basketball), Assistant Football Coach, Assistant Women's Basketball Coach or Football Coach, Industry: Arts, Entertainment, Sports and Media

## DEMOGRAPHICS BY AGE



## DEMOGRAPHICS BY GENDER

45.9% MALE  
44% FEMALE  
10.1% UNSPECIFIED

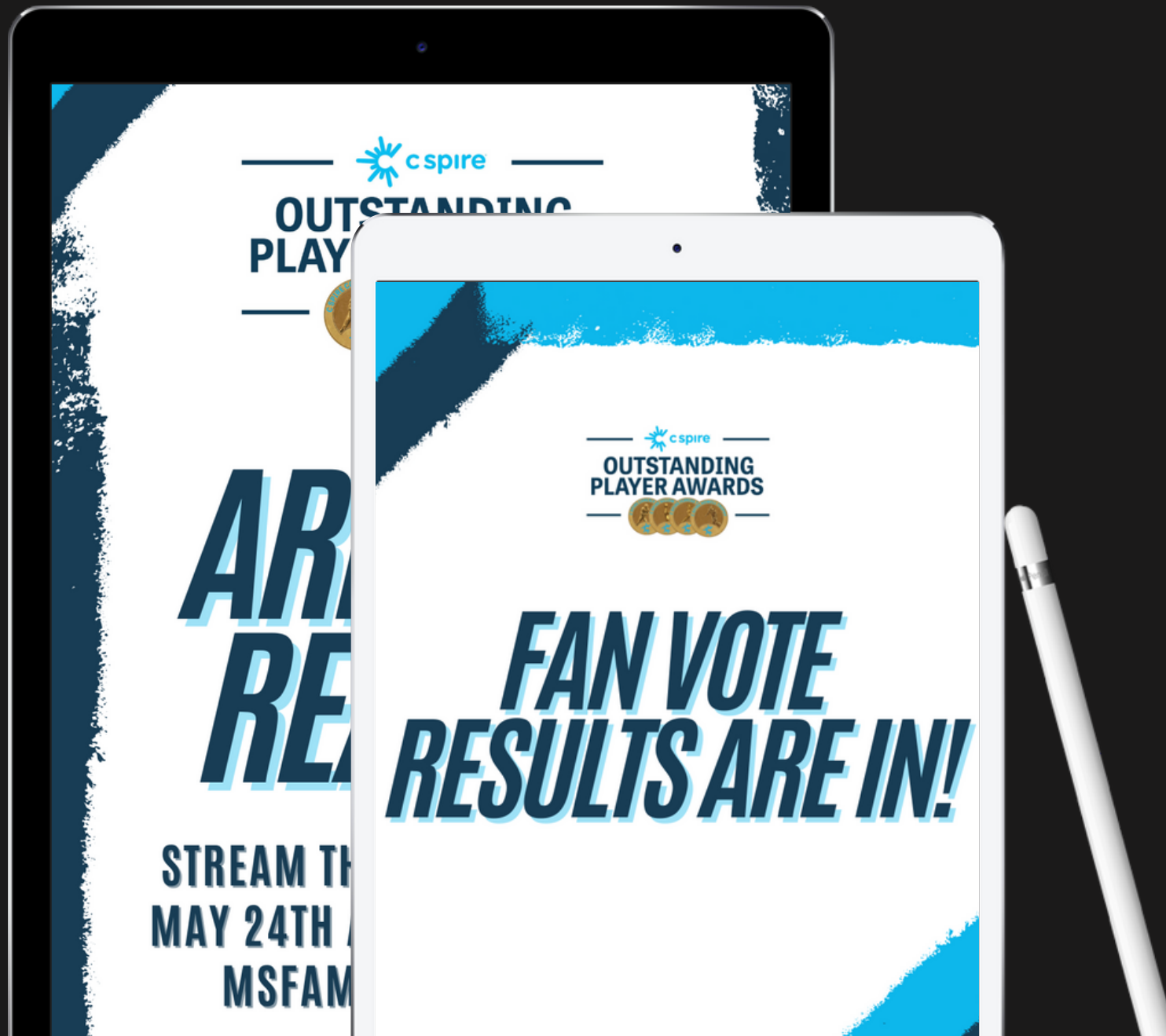
# SOCIAL MEDIA PLATFORMS



Ad Campaigns Were  
Promoted on the  
Following Channels:

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- FACEBOOK & INSTAGRAM (\$2,500)
- TWITTER (\$1,000)

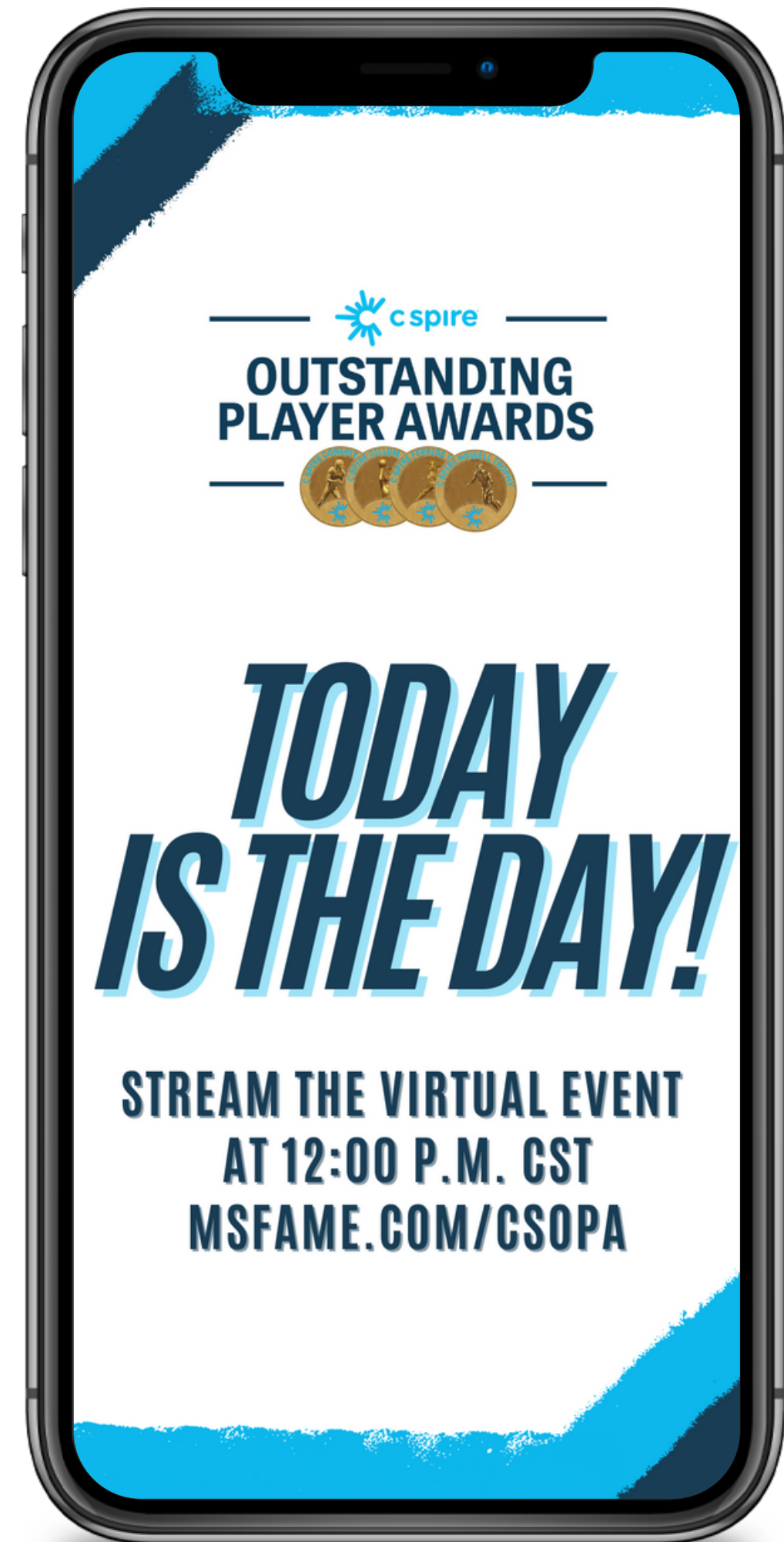




# AD PLACEMENTS: WHERE YOUR ADS WERE SEEN

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- FACEBOOK, INSTAGRAM, & TWITTER NEWSFEED
- FACEBOOK & INSTAGRAM IN-STREAM ADS
- FACEBOOK & INSTAGRAM STORIES
- MARKETING PLACE
- INSTANT ARTICLES
- FB & INSTAGRAM EXPLORE PAGE
- VIDEO FEEDS
- NATIVE, BANNER & INTERSTITIAL
- SEARCH RESULT PAGES OF FACEBOOK & INSTAGRAM



# FINAL EVENT RESULTS/INSIGHTS

PEOPLE REACHED

654,845

IMPRESSIONS

1,211,269

VIDEO PLAYS

187,873

ENGAGEMENTS

63,834

LINK CLICKS

17,584