

# MISSISSIPPI HALL OF FAME & MUSEUM ANNUAL REPORT

Mansell Media Marketing Overview for October 2017 -  
October 2018

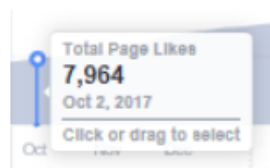




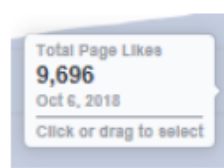
# FACEBOOK LIKES & FOLLOWS

**October 2017    October 2018**

**Likes**



**Likes**



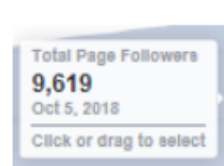
**The Page Gained:**

**1,732 Page Likes**

**Followers**



**Followers**



**1,752 Page Follows**

# FACEBOOK PAGE AND POST REACH

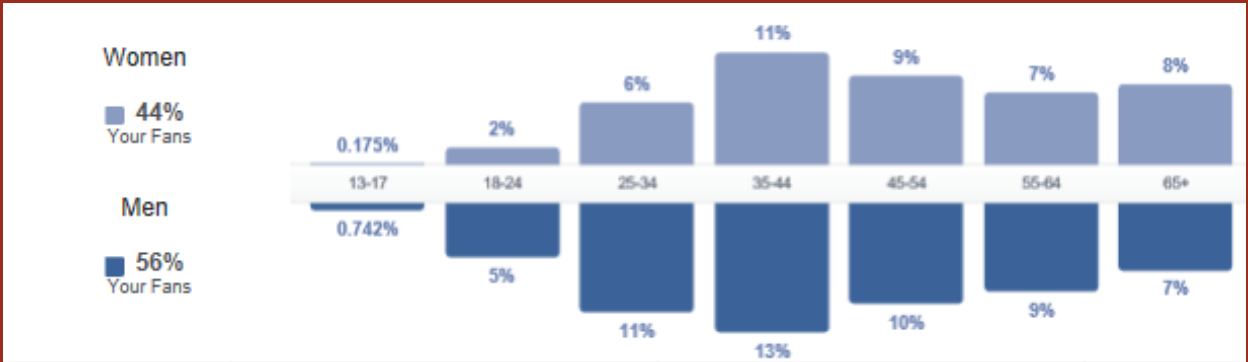


Total Reach from October 2017 – October 2018

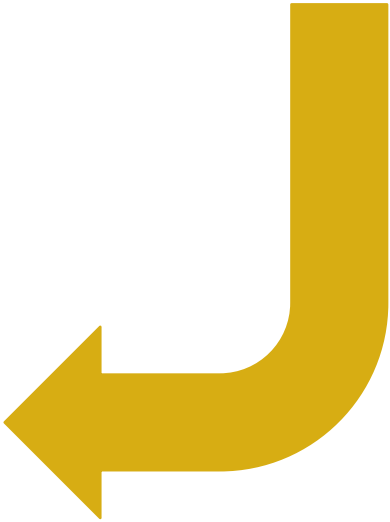
Post Reach from October 2017- October 2018



# WHO FOLLOWS THE PAGE?



Where are most of the followers from?



Jackson, MS	934	Ridgeland, MS	140	Rankin, MS	91	Ocean Springs, MS	73
Brandon, MS	412	Tupelo, MS	140	Atlanta, GA	89	Booneville, MS	87
Madison, MS	391	Gulfport, MS	128	Biloxi, MS	88	Flowood, MS	64
Hattiesburg, MS	273	Laurel, MS	121	Corinth, MS	87	Greenville, MS	64
Clinton, MS	184	Pearl, MS	120	Florence, MS	87	Grenada, MS	64
Meridian, MS	162	Vicksburg, MS	111	Columbus, MS	85	Southaven, MS	64
Oxford, MS	158	Brookhaven, MS	101	Pontotoc, MS	78	Petal, MS	63
Starkville, MS	146	Philadelphia, MS	101	Cleveland, MS	75	Forest, MS	59

# FACEBOOK SOCIAL MEDIA AD BUDGET BREAKDOWN



## Social Media Ad Budget - \$200/Month

- Ongoing “Like” Ad: \$2/day
  - The purpose of this ad is to invite Facebook users to “Like” the page.
  - This ad is only shown to those who have not liked the page.
  - The Ad is set to be shown throughout Mississippi.
- Sponsored Posts: \$20/week (Posts are made 7 days a week across all platforms)
  - Detailed targeting changes depending on what content is being posted to ensure budget money is being spent wisely (Events, Contests, Albums etc.)
  - Any posts boosted to Facebook are also boosted on Instagram.

# ONGOING “LIKE” AD RESULTS



## Page Likes from “Like” Ad Alone (Oct 2017- Oct 2018)

611

Results: Page Likes

35,952

People Reached

## Impressions and Reach From “Like” Ad Alone

80,068 Impressions 35,952 Reach

All Women  
43% ( 34,109 )  
46% ( 16,712 )

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+

All Men  
57% ( 45,373 )  
53% ( 19,040 )

# POST CONTENT



- Membership Matters posts
- Happy Birthday Posts
- Events (create event & separate posts as well)
- Contests (every other week)
- Volunteering posts
- Post to showcase the Museum – Interactive Games, History & Gift Shop
- Birthday Party/Rental/Field Trips
- Featured Item of the Week
- Post Event Albums to Page



# POST PERFORMANCE/ENGAGEMENT

## Meet the Inductees Posts



**Mississippi Sports Hall of Fame & Museum**  
October 4 at 2:45 PM · 🌐

Meet Cissy Gallagher, 2019 MS Hall of Fame Inductee!  
#MeetTheInductees #MSHOF

**Meet the Inductees**

**Cissy Gallagher**  
Hometown: Greenwood, MS

- Twelve-time Mississippi Women's Amateur Golf Champion (1988-1993), LPGA Tour (1994-1995) Women's Golf Tour (1996-1998), PGA Tour (1999-2000), Junior Golf (1999-1998)
- First person, male or female, to win a Mississippi Amateur Title
- Won 1991 World University Games tournament in Italy

**Class of 2019**

**Performance for Your Post**

**2,570** People Reached

**151** Reactions, Comments & Shares

124 Like	122 On Post	2 On Shares
12 Love	12 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
11 Comments	11 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

**140** Post Clicks

85 Photo Views	0 Link Clicks	55 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boosted on Oct 04, 2018 By Brittany Bule

People Reached	1.3K	Post Engagement	120
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View Results

134 11 Comments 4 Shares

Boosted \$8

**Mississippi Sports Hall of Fame & Museum**  
Published by Mansell Media [?] · October 8 at 11:38 AM · 🌐

Meet Wilbert Montgomery, 2019 MS Hall of Fame Inductee!  
#MeetTheInductees #MSHOF

**Meet the Inductees**

**Wilbert Montgomery**  
Hometown: Greenville, MS

- All Conference, All Pro running back for Anderson Christian University (1971-1973), the Philadelphia Eagles (1974-1975), Detroit Lions (1976)
- NFL Assistant Coach with the St. Louis Rams (1997-1998), Detroit Lions (1999-2000), Baltimore Ravens (2001-2002) and Cleveland Browns (2003)
- Two-time NFL All-Pro & two-time Pro Bowl Selection (1971 & 1972)

**Class of 2019**

**Performance for Your Post**

**1,943** People Reached

**108** Reactions, Comments & Shares

97 Like	94 On Post	3 On Shares
3 Love	3 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

**123** Post Clicks

43 Photo Views	0 Link Clicks	80 Other Clicks
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**NEGATIVE FEEDBACK**

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boosted on Oct 08, 2018 By Brittany Bule

People Reached	805	Post Engagement	104
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View Results

Isabelle Ezelle Higbee, Cynthia Rankin and 98 others 2 Comments 6 Shares

Boosted \$5

**Mississippi Sports Hall of Fame & Museum**  
Published by Mansell Media [?] · October 7 at 12:06 PM · 🌐

Meet Roy Oswalt, 2019 MS Hall of Fame Inductee!  
#MeetTheInductees #MSHOF

**Meet the Inductees**

**Roy Oswalt**  
Hometown: Weir, MS

- Major League Baseball Pitcher for Houston Astros (1996-1998), Philadelphia Phillies (1999-2000), Texas Rangers (2001), and Colorado Rockies (2002)
- As of 2000, his career strikeout totals were in the top ten all time of MLB pitchers
- Name MVP of 2001 NL Championship Series

**Class of 2019**

**Performance for Your Post**

**1,597** People Reached

**92** Reactions, Comments & Shares

80 Like	72 On Post	8 On Shares
4 Love	3 On Post	1 On Shares
6 Comments	5 On Post	1 On Shares
3 Shares	3 On Post	0 On Shares

**79** Post Clicks

42 Photo Views	0 Link Clicks	37 Other Clicks
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**NEGATIVE FEEDBACK**

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boosted on Oct 07, 2018 By Brittany Bule

People Reached	532	Post Engagement	64
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View Results

Gary Boyd, Johnny Hill and 75 others 1 Comment 3 Shares

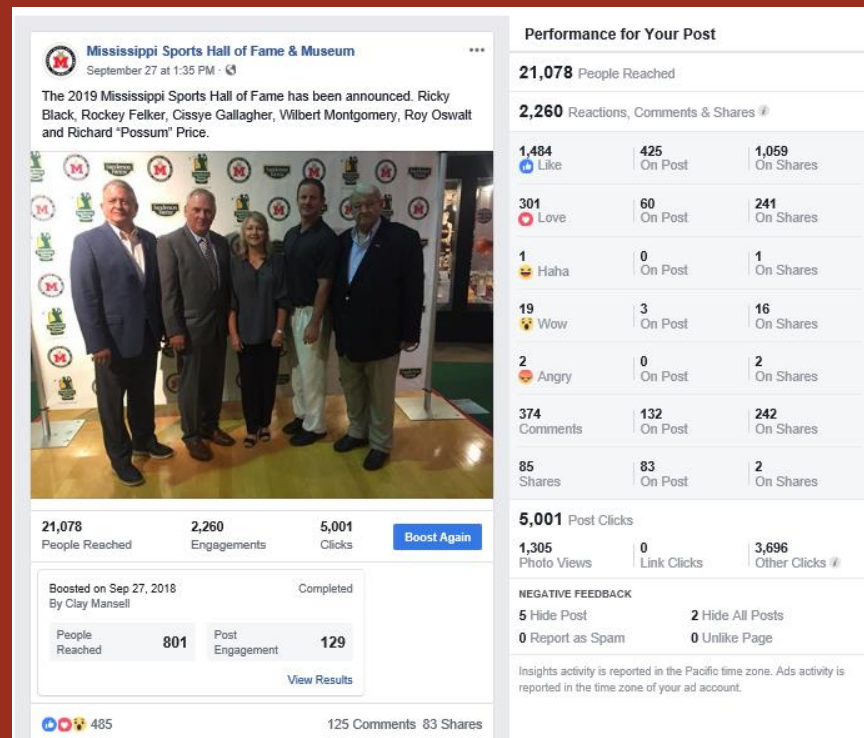
Boosted \$3



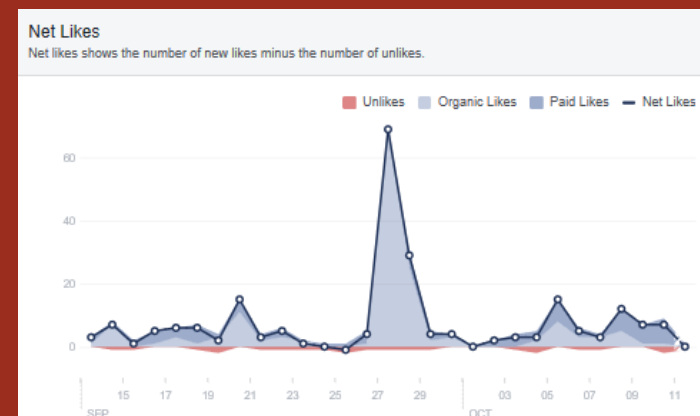


# POST PERFORMANCE/ENGAGEMENT

## MSHOF Induction Post



**21,078 People Reached**  
**2,260 Engagements**  
**5,001 Clicks**  
**485 Likes**  
**Boosted \$5**



The page gained 70 likes the day this post was made!



# POST PERFORMANCE/ENGAGEMENT

## Birthday Posts

2,207 People Reached



Boosted \$1

7,293 People Reached



Not boosted

4,112 People Reached



Boosted \$2



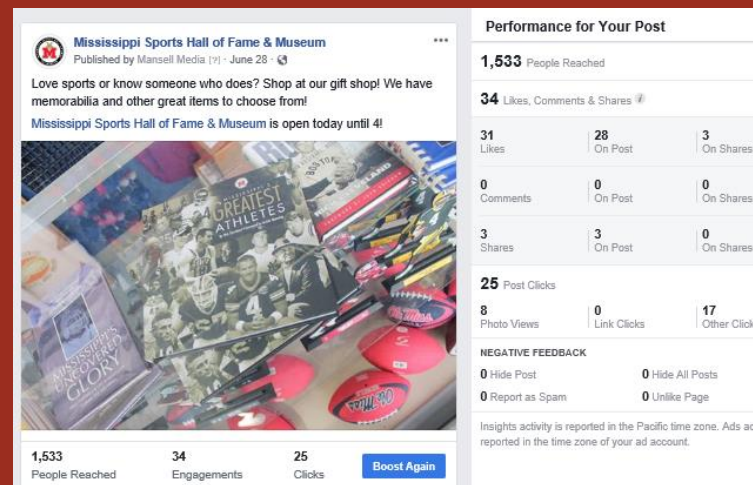
# POST PERFORMANCE/ENGAGEMENT

## Rental/Birthday Promo



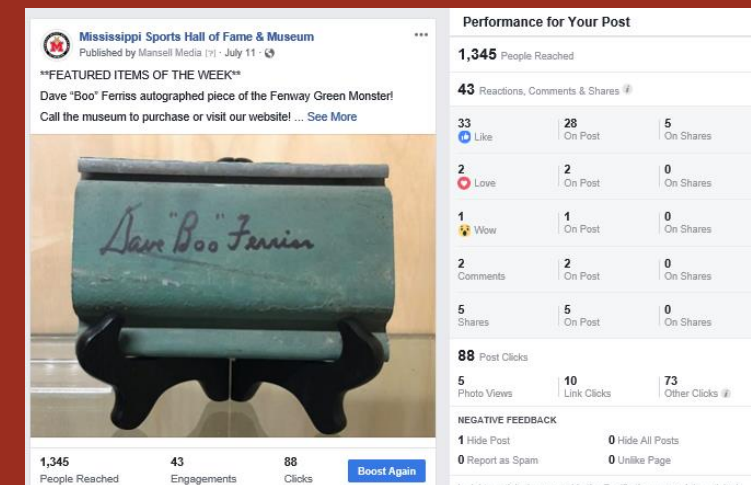
Boosted \$2

## Gift Shop Promo



Boosted \$4

## Featured Item of the Week



Boosted \$3

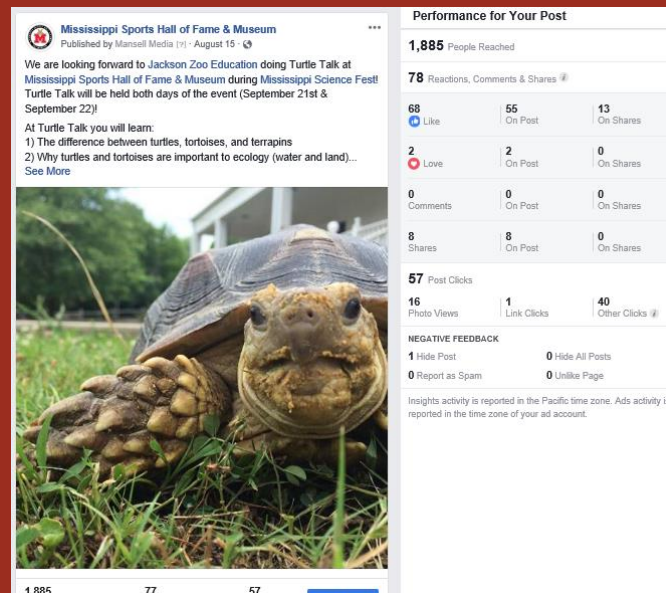




# POST PERFORMANCE/ENGAGEMENT

## Event Posts

### MS Science Fest



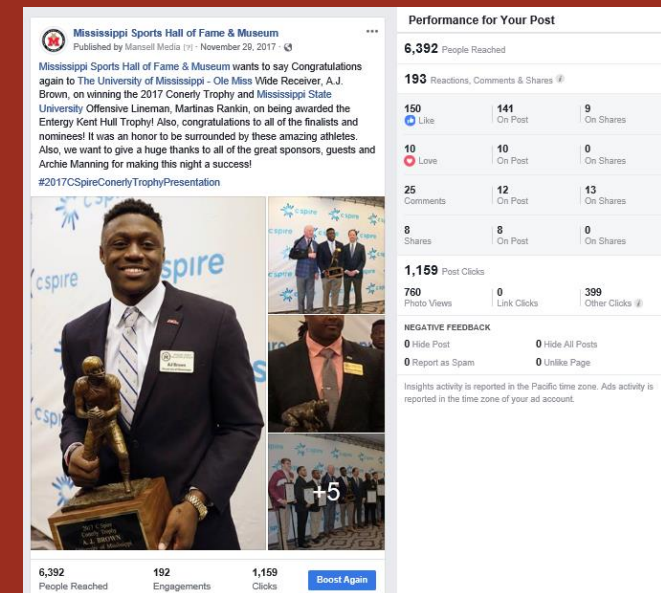
Boosted \$7

### 2018 MSHOF Induction



Not Boosted

### Conerly Trophy Presentation



Boosted \$5




# POST PERFORMANCE/ENGAGEMENT

## Freebie Friday

**Mississippi Sports Hall of Fame & Museum**  
Published by Mansell Media (7) · July 6 · 🌐

**\*\*IT'S FREEBIE FRIDAY\*\***  
Someone is going to WIN FOUR FREE tickets to Mississippi Sports Hall of Fame & Museum!! Enter for a chance to win!  
Complete all of the following to enter... See More



**Performance for Your Post**

**3,648** People Reached

**136** Reactions, Comments & Shares

51 Like	46 On Post	5 On Shares
1 Love	1 On Post	0 On Shares
41 Comments	39 On Post	2 On Shares
43 Shares	37 On Post	6 On Shares

**149** Post Clicks

6 Photo Views	0 Link Clicks	143 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.


**3,648** People Reached   **136** Engagements   **149** Clicks   [Boost Again](#)

Boosted \$2

## MS Science Fest

**Mississippi Sports Hall of Fame & Museum**  
Published by Mansell Media (1) · September 14 at 2:28 PM · 🌐

**GIVEAWAY TIME**  
Who wants to win a Mississippi Science Fest prize pack?  
ENTER TO WIN ... See More



**Performance for Your Post**

**2,734** People Reached

**154** Reactions, Comments & Shares

69 Like	55 On Post	14 On Shares
5 Love	3 On Post	2 On Shares
38 Comments	32 On Post	6 On Shares
42 Shares	41 On Post	1 On Shares

**100** Post Clicks

13 Photo Views	1 Link Clicks	86 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.


**2,734** People Reached   **154** Engagements   **100** Clicks   [Boost Again](#)

Boosted \$6

## Braves Game Giveaway

**Mississippi Sports Hall of Fame & Museum**  
Published by Mansell Media (1) · August 20 · 🌐

Want to WIN tickets to the Mississippi Braves game against the Biloxi Shuckers happening this Friday?  
We're giving away TWO prize packs that include 4 tickets to game, a cooler, sports bottle, and other gift shop goodies!  
ENTER TO WIN! ... See More



**Performance for Your Post**

**6,326** People Reached

**314** Reactions, Comments & Shares

141 Like	126 On Post	15 On Shares
4 Love	4 On Post	0 On Shares
80 Comments	75 On Post	5 On Shares
89 Shares	85 On Post	4 On Shares

**241** Post Clicks

23 Photo Views	0 Link Clicks	218 Other Clicks
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**NEGATIVE FEEDBACK**

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**6,326** People Reached   **314** Engagements   **241** Clicks   [Boost Again](#)

Boosted \$10



# PAGES TO WATCH

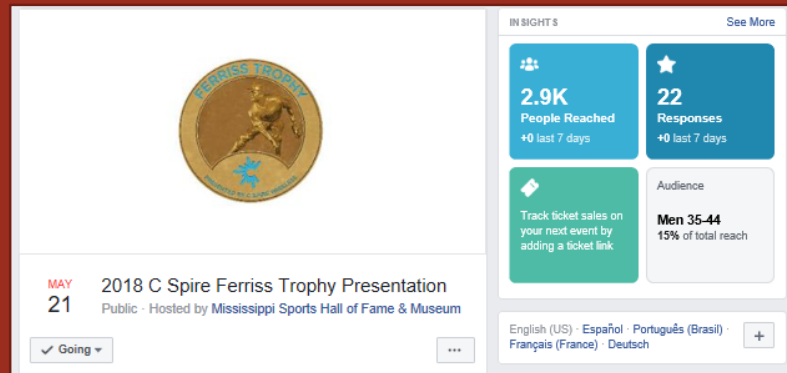
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Mississippi Museum of...	26.7K 	0%	16	60 
2  Mississippi Museum of...	19.2K 	▲ 0.1%	248	5 
<b>YOU</b> 3  Mississippi Sports Hall...	9.7K 	▲ 0.5%	11	573 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
4  Mississippi Agriculture...	8.8K 	▲ 0.6%	5	182 
5  Visit Jackson, MS	8.4K 	▲ 0.8%	10	81 
6  Old Capitol Museum	1.7K 	▲ 0.1%	3	28 



**MSHOF &  
Museum has  
more  
engagement than  
other top ranked  
pages!**

# EVENT RESULTS

Events are typically boosted \$30 - events always get great reach!

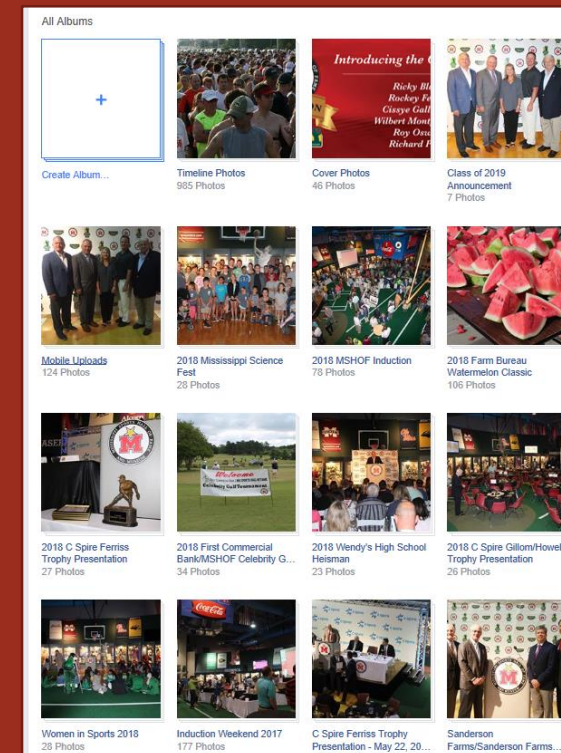
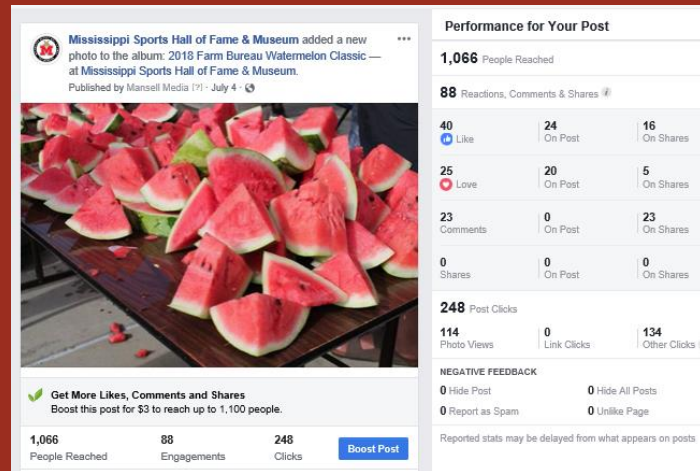




# ALBUMS



9 Albums were created in 2018!  
Albums always get great  
engagement and interaction!





# INSTAGRAM

- 199 Followers (Following – 241)
- 388 Posts from October 2017 – October 2018
- Every Post Made to Facebook is made to Instagram

Top Interaction: 142



## Total Performance Results Overtime

Total Posts	Total Likes	Total Comments	Avg. Likes per Post	Avg. Comments per Post
798	2625	87	3.3	0.1

# TWITTER



- Total Followers: 1,031
- Following: 371
- Every Post Made to Facebook is made to Twitter - check out the retweets and likes below

