



Social Media Campaign Report

prepared by:

#aoinsight

scope of services

social media {facebook, twitter & instagram}

- strategy
- content development
- content implementation
- engagement
- tracking
- event attendance
- calendar listings

social engagement overview

april 5th - may 10th

outlet	followers	reach	engagement	posts
facebook	1,187	8,698	6,428	120
twitter	361	36,271	37,416	126
instagram	1,210	2,625	60,254	71
totals	3,377 {48%+}	47,594 {89%+}	104,098 {17%+}	317 {33%-}
2017 totals	1,741	5,394	86,374	476

Total links tracked: **43**
Total clicks: **1,030** {85% +}
(breakdowns on pg. 3)

outlet	#10DaysOfConnection	#connectmiami (not actively used)	#connectmiami305 (not actively used)
facebook	104	15	5
twitter	115	22	0
instagram	392	26	4
totals	611	63	9

social stats by month

april

outlet	followers	reach	engagement	posts
facebook	1,092 (started at 1026)	519	5,420	52
twitter	313 (started at 277)	586	36,962	57
instagram	1,010 (started at 881)	1,021	24,707	29
totals	2,415	2,126	67,089	140

may

outlet	followers	reach	engagement	posts
facebook	1,187	8,179	1,008	68
twitter	361	35,685	454	69
instagram	1,210	1,604	36,547	42
totals	3,377	45,468	38,009	179

total graphics created: 39

22 event highlights (generated to match website style)

11 general

2 accessibility

2 daily themes (all others were available on website)

2 miscellaneous

<used more unique photos this year than crafted graphics>

Total links tracked: **43**

Total clicks: **1,030** {85% increase from 2017}

Clicks Link

225	Events for May - 10 Days of Connection
108	10 Days of Connection – Kindness is Contagious. Connection Sustains Us.
55	Jam Night Lean on Me: A Concert by and for Miami
49	Connecting Innovators in the 305!
48	10 Days of Connection on Spotify
48	10 Days of Connection Participant Survey
34	Neighborhood Walks 14 neighborhoods
31	Let's Do Lunch Day
31	This Is Ayiti: The Country, The People, The Impact
23	Recommended Book List
21	Zachary R. Wood: Why it's worth listening to people you disagree with TED Talks
21	Potluck Day – 10 Days of Connection
21	Breaking Stereotypes of the Middle East!
21	Open House Day
20	Open House at WorkBar
19	Open House at Suited for Success
19	Book Club Day
19	Movie Night
16	Let's make Lunch and Connect! – 10 Days of Connection
15	The Real Affordable House-Spouses of Miami
14	Little Haiti Leader's Listening Session
14	ELEVATE - A Day of Workshops, Tools and Inspiration for Being NICER.
13	ThumbsUp Movie Day May I Help You?
13	Friday Drum Jam!
12	#ThursdayGathering Hey Miami, Let's Talk About Sex!
12	10 Days Movie List
12	Dinner Out Night
11	#ThursdayGathering Miami Characters – 10 Days of Connection
11	#ThursdayGathering UP! Music's Performance
10	You can't hate someone whose story you know
9	Register your Connection Experience!
8	Islam 101: Exploring Islamic Mysticism
8	Putting prison in the past Facebook Live
8	The Moth StorySLAM: Conexiones
7	SAVE presents Drag Bingo!
6	Connect Miami: How to use food to connect with other people
5	How to get an apartment and keep it! – 10 Days of Connection

- 5 [Why Millions of Ex-Cons Can't Get Jobs and Why You Should Care](#)
- 4 [Reflection Day](#)
- 4 [Pop Your Bubble | KIND Snacks](#)
- 3 [5 Minutes x 5 Days | ParenTeen Connection Challenge](#)
- 2 [#MiamiWalks | Friends of the Underline Ride of Little Havana](#)

event attendance

Ayiti: The Country, The People, The Impact
 Venture Cafe #ThursdayGathering / NAAAP #AskAnAsian
 Beyond the March: A Youth-Led Town Hall on Violence
 Lean on Me: A Concert by and for Miami
 Do You See Me? The Children's Trust + Fatherhood Task Force of South Florida
 P.S.305 Teacher Appreciation Happy Hour @ PAMM
 ThumbsUp Movie Day: May I Help You?

Total: 7

facebook highlights

April 18 - Host Highlight | Reach: 1,773 | Engagement: 156

Performance for Your Post

1,173 People Reached

156 Reactions, Comments & Shares

94 Like	40 On Post	54 On Shares
26 Love	9 On Post	17 On Shares
3 Wow	1 On Post	2 On Shares
20 Comments	14 On Post	6 On Shares
13 Shares	13 On Post	0 On Shares

157 Post Clicks

55 Photo Views	10 Link Clicks	92 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

April 24 - 10 Days of Connection | Reach: 412 | Engagement: 28

10 Connect Miami shared Eh's video.
 April 24 at 1:00pm · 🌐

Connecting across lines of difference is sometimes easier than we might think. Feel this video with us and join us in celebrating new friendships and new perspectives! ❤️ #10DaysOfConnection



10,183,005 Views

Eh
 March 1 · 🌐 Like Page

Solo necesitas 4 minutos para darte cuenta de que todos somos iguales

Your video is popular with women between the ages 25-34 Boost Post

Luisa M. Cotto, Adriana Oliva and 4 others 2 Comments 4 Shares

Like Comment Share

Performance for Your Post

412 People Reached

17 Reactions, Comments & Shares

2 Like	0 On Post	2 On Shares
4 Love	0 On Post	4 On Shares
7 Comments	6 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

28 Post Clicks

0 Link Clicks	28 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

April 22 - 10 Days of Connection | Reach: 2,957 | Engagement: 31

Connect Miami
@ConnectMiami305

We've joined forces w/ @RadicalPartners, @childrenstrust, @MiamiFoundation, @MCCJ_Miami, @MiamiHerald & @UnitedWayMiami to bring our #community together for #10DaysOfConnection. Join us, 5/1 - 5/10: bit.ly/10DaysofConnec... #connect #inspire #miamidade #getinvolved



12:00 PM - 22 Apr 2018

4 Retweets 11 Likes

4 11

April 24 - United Way Potluck | Reach: 1,880 | Engagement: 18

Connect Miami
@ConnectMiami305

Guests at last year's @UnitedWayMiami #potluck were greeted by new #friends & a spark of #inspiration. 5/1 - 5/10, are you ready to begin your #10DaysOfConnection journey? Learn more & get involved >> bit.ly/10DaysofConnec...



Sometimes, reaching out and taking someone's hand is the beginning of a journey. At other times, it is allowing another to take yours.

— Vera Nazarian

5:30 AM - 24 Apr 2018

3 Retweets 8 Likes

1 3 8

instagram highlights

May 3 - #MiamiWalks | Impressions: 699 | Engagement: 83



May 8 Events | Impressions: 594 | Engagement: 48





<p>Around Miami Things To Do Places To Go People To See Movies</p>		
<p>Search by keyword or venue View Listings For A Day</p> <p>What do you want to do? <input type="text"/> <input type="button" value="Search"/> 05/07/2018 <input type="button" value="Change Date"/> <input type="button" value="Add Event"/></p>		
<p>Venue Types</p> <ul style="list-style-type: none"> ----- Airport ----- Arena/Stadium ----- Bar/Club ----- Beach ----- Bookstore ----- Casino ----- Coffeehouse ----- College ----- Convention Center ----- Gallery ----- Golf Course ----- Hospital ----- Hotel ----- Landmark/Attraction ----- Library ----- Location ----- Mall ----- Movie Theater ----- Museum ----- Opera House ----- Organization/Community Agency ----- Park ----- Performance Theater 	<p>Venture Cafe</p> <p>address 1951 NW 7th Ave. Miami, FL 33136</p> <p>Average customer rating: ☆☆☆☆ See reviews, rate this venue, upload venue photos »</p> <p>10 Days of Connection / Connect Miami</p> <p>10 Days of Connection / Connect Miami</p> <p><i>Community Event, For the Family, General, Relationships, Social Event, Animals, Class/Workshop, Education, Farmers' Market, Food/Tasting, Gaming, Gardening, Gay and Lesbian, Green/Environmental, Health & Wellness/Nutrition, Nature, Social Media</i></p> <p>10 Days of Connection is a community-led initiative to promote kindness and inclusion in Miami-Dade and Broward counties.</p> <p>From May 1-10, participants are invited to attend connection experiences hosted by more than 130 local organizations, and are challenged to step outside of their comfort zone to forge new connections across lines of difference. A full calendar of events is available at http://bit.ly/ConnectionEvents. Join the conversation by following @ConnectMiami305 on Facebook, Twitter, and Instagram, and by using the hashtag #10DaysOfConnection to share your experience. Learn more at 10daysofconnection.org. For additional information and/or questions contact: Joan Marie Godoy joan@radicalpartners.net (786) 327-3634</p> <p>Event Info: (786) 327-3634 Ages: All ages welcome! Price: Free Event Website: http://bit.ly/ConnectionEvents</p> <p>Improve this listing <input type="button" value="SHRRE"/> <input type="button" value="FB"/> <input type="button" value="TW"/> <input type="button" value="IG"/></p>	
		<p>Save up to 10% only on hyatt.com</p> <p>SEE DETAILS</p> <p>HYATT WORLD OF HYATT</p>

http://events.miami.com/venue.aspx?venue_id=160931&perf_id=2502831

< PREVIOUS
Upstairs at No.3

NEXT >
Rock 'N' Roll All Night

10 DAYS OF CONNECTION / CONNECT MIAMI

Tuesday, May 1 2018

8:00 AM-10:00 PM

10 Days of Connection is a community-led initiative to promote kindness and inclusion in Miami-Dade and Broward counties. From May 1-10, participants are invited to attend connection experiences hosted by more than 190 local organizations, and are challenged to step outside of their comfort zone to forge new connections across lines of difference. A full calendar of events is available at <http://bit.ly/ConnectionEvents>.

Join the conversation by following @ConnectMiami305 on Facebook, Twitter, and Instagram, and by using the hashtag #10DaysOfConnection to share your experience. Learn more at 10daysofconnection.org.

When: May 1-10, 2018, at various locations throughout South Florida. Date and time details for individual events can be found at <http://bit.ly/ConnectionEvents>



10 DAYS OF CONNECTION

CREATE RELATIONSHIPS ACROSS LINES OF DIFFERENCE

10DAYSOFCONNECTION.ORG

Tweet Share Save

<https://tropicult.com/events/10-days-of-connection-connect-miami/>

EASY93.1 EASY LIVE EASY EVENTS PHOTOS CONTESTS 83° f t

LISTEN LIVE NOW PLAYING: HERO ENRIQUE IGLESIAS | LAST SONG PLAYED: EVERYTIME YOU GO AWAY PAUL YOUNG | ON AIR: NO PROGRAM

Marriott REWARDS **LOS ANGELES ESCAPES FROM \$139** BOOK THIS MINUTE
Our lowest rates only at Marriott.com

HOME > EVENTS

Events Home / 10 Days of Connection / Connect Miami

10 DAYS OF CONNECTION / CONNECT MIAMI

Tuesday
May 1, 2018 – 8:00 AM - 10:00 PM
(daily for 10 times)

MIAMI, FLORIDA, UNITED STATES
Miami, Florida, United States
[Miami, FL Map](#)

NEWSLETTERS

SoCal Resident Ticket is back!
Save up to 25% on select multi-day tickets.

Valid 1/8-3/22/18 and 4/9-5/24/18.

https://events.easy93.com/miami_fl/events/10-days-connection-connect-/E0-001-113953847-4@2018050108

Soul of Miami

Find your Soul of Miami...

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10 Days of Connection / Connect Miami

5/1/18 – 5/10/18

April 25, 2018 by calendar

10 Days of Connection / Connect Miami
 Tuesday, 05/01/2018 – 05/10/2018 08:00 am – 10:00 pm
 Various locations throughout South Florida
 1951 NW 7th Ave #600,
 Miami, Florida 33136
[Website](#)
 Cost: Free

10 Days of Connection is a community-led initiative to promote kindness and inclusion in Miami-Dade and Broward counties. From May 1-10, participants are invited to attend connection experiences hosted by more than 130 local organizations, and are challenged to step outside of their comfort zone to forge new connections across lines of difference. A full calendar of events is available at <http://bit.ly/ConnectionEvents>.

Join the conversation by following @ConnectMiami305 on Facebook, Twitter, and Instagram, and by using the hashtag #10DaysOfConnection to share your experience. Learn more at 10daysofconnection.org.

For any additional questions please contact:
 Joan Marie Godoy

Welcome

[An accidental website. Thanks to everyone who is stopping by. We hope you find it helpful. Just click on the date below. If you like what we do, please remember to tell your friends.]
 Photo by Mitchell Zachs

Do you love Soul Of Miami? Maybe you could drop a nickel in the bucket to keep us going?

Donate

Soul Of Miami Partners

Shop at AmazonSmile

<http://www.soulofmiami.org/2018/04/25/10-days-of-connection-connect-miami-5-1-18/>

miamievents.communitynewspapers.com

Browse Events By Categories

Arts	Benefits	Education
Family	Food & Drink	Promotional Events

Events View All

24
Apr

The Flip Coach's Live Online Coaching event.

Facebook Live - <http://yourflipcoach.com/loc>

April 24, 2018

8:00 pm To 9:00 pm

Add to favorites 0

01
May

10 Days of Connection / Connect Miami

Miami, FL, USA

May 1, 2018 To May 10, 2018

8:00 am To 10:00 pm

Add to favorites 0

05
May

The Gulliver Prep Music Department presents ENCORE!

Maurice Gusman Concert Hall, Coral Gables, FL, USA

May 5, 2018

7:30 pm To 9:00 pm

Add to favorites 0

Community Newspapers

http://miamievents.communitynewspapers.com/city/miami_924/event/10-days-of-connection-connect-miami/

spotify playlist



Created a Spotify playlist as a means of engagement with the central goals of the #10DaysOfConnection campaign – connecting across lines of difference, encountering other cultures, and sharing an experience with others. Social posts as well as posts in the Facebook group invited participants to submit their favorite connection-themed or multicultural tracks to be added to the playlist, creating a crowdsourced, collaborative soundtrack participants could listen to and share with others while participating in the 10 Days of Connection.

[Click to view playlist.](#)

extra love

theAOinsight newsletter

Sent a newsletter promoting the 10 Days of Connection to theAOinsight's extensive contact lists. [Click here](#) to view.

Neighbors 4 Neighbors

Neighbors 4 Neighbors (N4N), a client of theAOinsight Group, expressed interest in spreading awareness of the 10 Days of Connection, particularly as a means to highlight the participation of their partner organizations (including ARC, CIS Miami, and others). We crafted posts and provided graphics for N4N to circulate on their social channels, reaching their audience of non-profit sector influencers.

Neighbors 4 Neighbors
Yesterday at 2:00pm · 🌐

#10DaysOfConnection to challenge assumptions and build understanding! Visit Connect Miami's Calendar of Experiences to learn about events from Arc Broward, COMMUNITIES IN SCHOOLS OF MIAMI DADE, Loco Rio, David Posnack JCC, Nova Southeastern University, and more >> <http://bit.ly/ConnectionEvents>



190 people reached Boost Post

3 1 Share

Like Comment Share

Performance for Your Post

188 People Reached

6 Reactions, Comments & Shares

3 Like	3 On Post	0 On Shares
1 Love	0 On Post	1 On Shares
1 Comments	0 On Post	1 On Shares
1 Shares	1 On Post	0 On Shares

6 Post Clicks

1 Photo Views	2 Link Clicks	3 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Neighbors 4 Neighbors
May 2 at 11:30am · 🌐

We're thrilled to see some of our partner organizations take part in this year's #10DaysOfConnection! Connect Miami is challenging #MiamiDade residents to get awkward, get vulnerable, and get #connected. Will you take the challenge? <http://bit.ly/10DaysofConnection>



244 people reached Boost Post

10 3 Shares

Like Comment Share

Performance for Your Post

244 People Reached

15 Likes, Comments & Shares

12 Likes	10 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

8 Post Clicks

1 Photo Views	1 Link Clicks	6 Other Clicks
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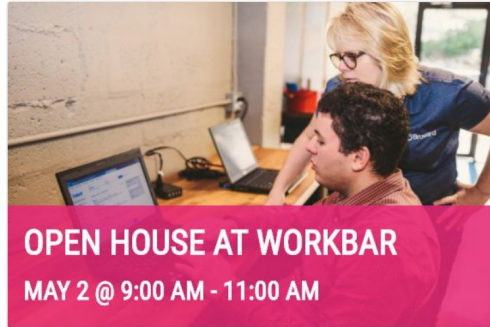
NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

 **Neighbors4Neighbors**
@N4Neighbors Follow

Today, 5/2! Are you a **#SoFla #employer** or **#mentor** interested in meeting an untapped talent pool? Stop by **@ARCBroward's #WorkBar #OpenHouse** >> bit.ly/2JC76Xv **#10DaysOfConnection**



5:11 AM - 2 May 2018

1 Retweet 3 Likes 

  1  3 

 **Neighbors4Neighbors**
@N4Neighbors Follow

Looking forward to **@ConnectMiami305's #10DaysOfConnection**. 5/1 - 5/10, join our partner **#orgs** for **#connection** experiences! **@ARCBroward @CIS_Miami** bit.ly/10DaysofConnec... **#Miami #Connect #Community #Inspire**



2:00 PM - 5 May 2018

6 Likes 

   6 

THANK YOU!

#aoinsight