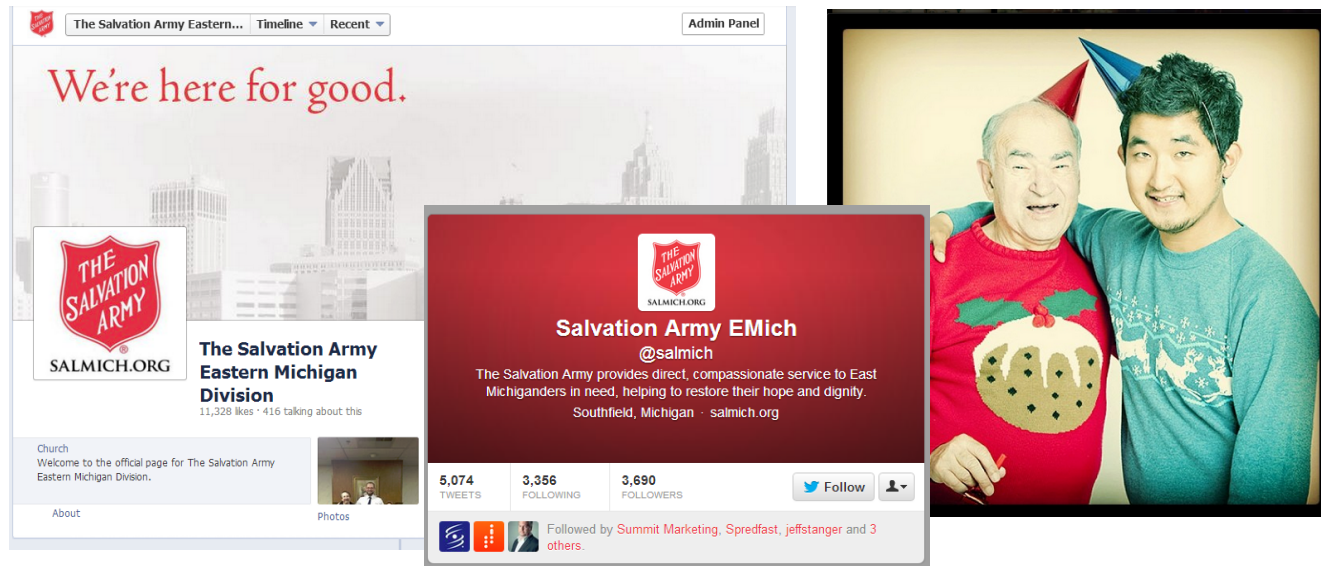




Social Media Case Study

Eastern Michigan

FY 2014 Christmas Campaign





Elements of the Strategy



- Partnership with in-house team
- Air Support: Pre-scheduled messaging & ads
- Mission Control: Listening, optimizing, consulting on response tactics
- Organic Content: Themed posts, graphics
- Paid Content: Targeted advertising to drive likes & traffic



Targeted Content Drives Awareness, Engagement



The Salvation Army Eastern Michigan Division

How will you help your neighbors in Detroit this winter? Give to The Salvation Army today.



Give Hope Today!

Click to Make a Gift

The Salvation Army Social Media Donation Page

Like · Comment · Share · January 17 at 3:36pm ·

283 people like this.

Top Comments ▾

12 shares



Write a comment...



Tondalia Tumpkin I also shovel a elderly woman's walk way and secretly leave bags of groceries.

Unlike · Reply · 4 · January 19 at 7:10pm



Mark Schelter Keepin the elderly neighbors drive/walk clear. Br!! Believe I will be jamming out with the ear buds the entire time. Also shoveling 2 driveways negates cardio for the day.

Unlike · Reply · 4 · January 18 at 11:06am



Janice Adams I always give

Unlike · Reply · 3 · January 20 at 9:13pm



Sung Seu I always do....

Unlike · Reply · 2 · January 19 at 4:41pm



The Salvation Army Eastern Michigan Division

Do the Most Good for your neighbors this Christmas. Donate to The Salvation Army.



Give Hope Today

donate.salvationarmyusa.org

Click the Photo to Give Now!

Like · Comment · Share · 101 6 1 · November 7, 2013 at 3:43pm ·



Salvation Army EMich @salmich · Dec 18

Bill Emerson CEO @quickenloans ringing in his Pink bunny suit at WWJ Day.

#metalinthe kettle. pic.twitter.com/1D1o3RmgEr



Expand

Reply Retweet Favorite More

Lifting Your Success to a Whole New Level



Paid Media Strengthens Reach & Impact

Name	Status	Objective	Results	Cost	Ad Reach	Freq.	Clicks	Click-Through Rate	Avg. Price	Total Spent
EMI - likes - NP - Jan '14 - mother & child	▶	Page Likes	417 Page Likes	\$0.41 Per Page Like	15,435	1.4	500	2.363%	\$8.13 Optimized CPM	\$172.00

Ad Preview

Jason F. Harper likes this.

The Salvation Army Eastern Michigan Division
There's still time to help your Metro Detroit neighbors. Learn what you can do today.

The Salvation Army Eastern Michigan Division
Church
11,325 likes

✓ Liked

Targeting

Potential Audience for this ad: 260,000 people

- Who live in Detroit (+25 mi), Michigan, United States
- age exactly 18 and older
- Who like Homelessness, Nonprofit organization, Humanitarian aid, Volunteering, Charitable organization, Fundraising, Homeless shelter, Philanthropy, United Way of America, charitable gift giving, Toys for Tots, homeless people, Charity and causes, homeless, American Red Cross, charity, Donation or Poverty
- Who are not already connected to The Salvation Army Eastern Michigan Division

Performance

422 Total Actions?

- 417 Page Likes?
- 3 Post Likes?
- 1 Post Comments?
- 1 Post Shares?

See full actions report



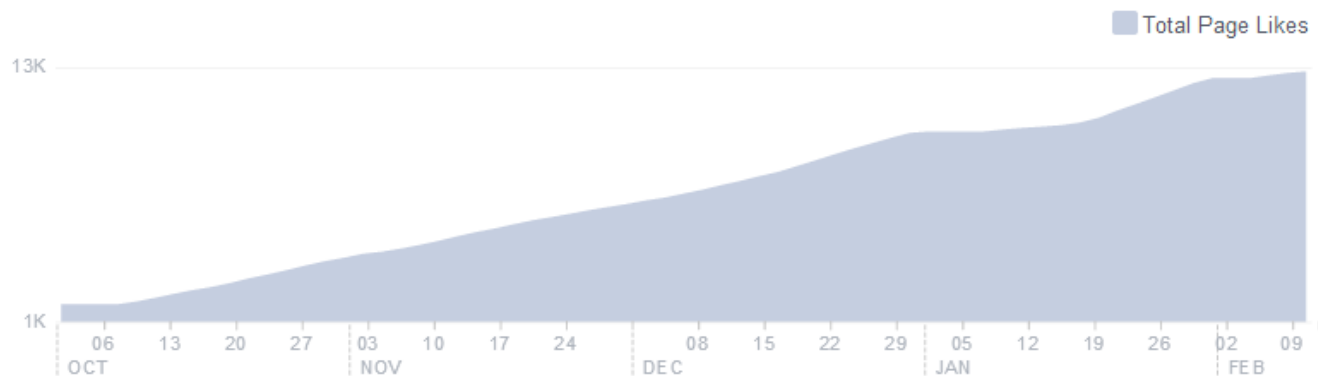
Targeted ads increased reach from 100 to 60,000+



Key Digital Results: EMI

- Increased Facebook fans from 1,800 to 10,000+ (470%)
- Achieved \$0.85 cost per fan
- Boosted average daily reach from 42 to 6,909
- Triggered 7.2 million paid & organic impressions
- Increased engagement from 7 to 228 people per day

Total Page Likes as of Today: 12,809





Eastern Michigan Division Case Study: The Role of Social Media in Donations



Lifting Your Success to a Whole New Level



Analysis: The Role of Social Media

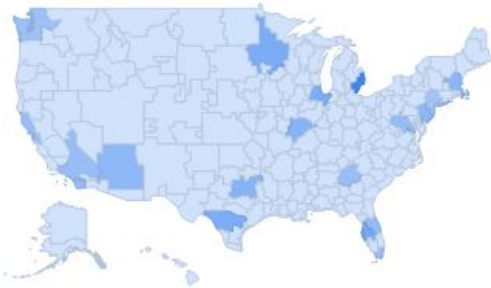
- Social media combines paid, owned, earned (the greatest of these is earned)
- Social media has a role when donors share their charitable behavior (earned)
- Donations and sharing (likes) increase together
- Donors like, likes donate



Search Traffic Shows Positive Impact

Regional interest ?

Worldwide > United States



Subregion | Metro | City

Detroit MI	100	<div><div></div></div>
Tampa-St. Petersburg (Sarasot...	61	<div><div></div></div>
Minneapolis-St. Paul MN	58	<div><div></div></div>
Chicago IL	57	<div><div></div></div>
San Antonio TX	56	<div><div></div></div>
St. Louis MO	50	<div><div></div></div>
Dallas-Ft. Worth TX	50	<div><div></div></div>

Google Trends nationwide data shows “salvation army” search traffic highest in Detroit, Michigan, Oct. - Dec. 2013

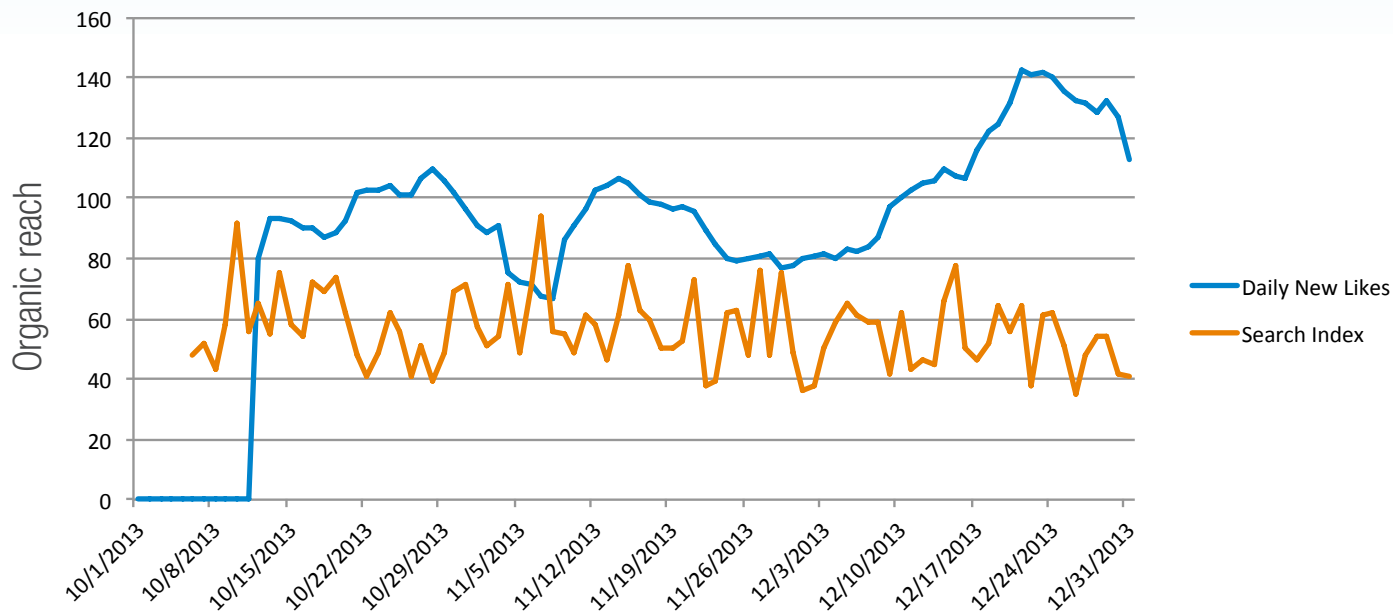
City

Harrison Township	100	<div><div></div></div>
Waterford Township	84	<div><div></div></div>
Rochester Hills	83	<div><div></div></div>
Monroe	82	<div><div></div></div>
Brighton	80	<div><div></div></div>
Pontiac	79	<div><div></div></div>
Charter Township of Clinton	78	<div><div></div></div>



Facebook Affects Search

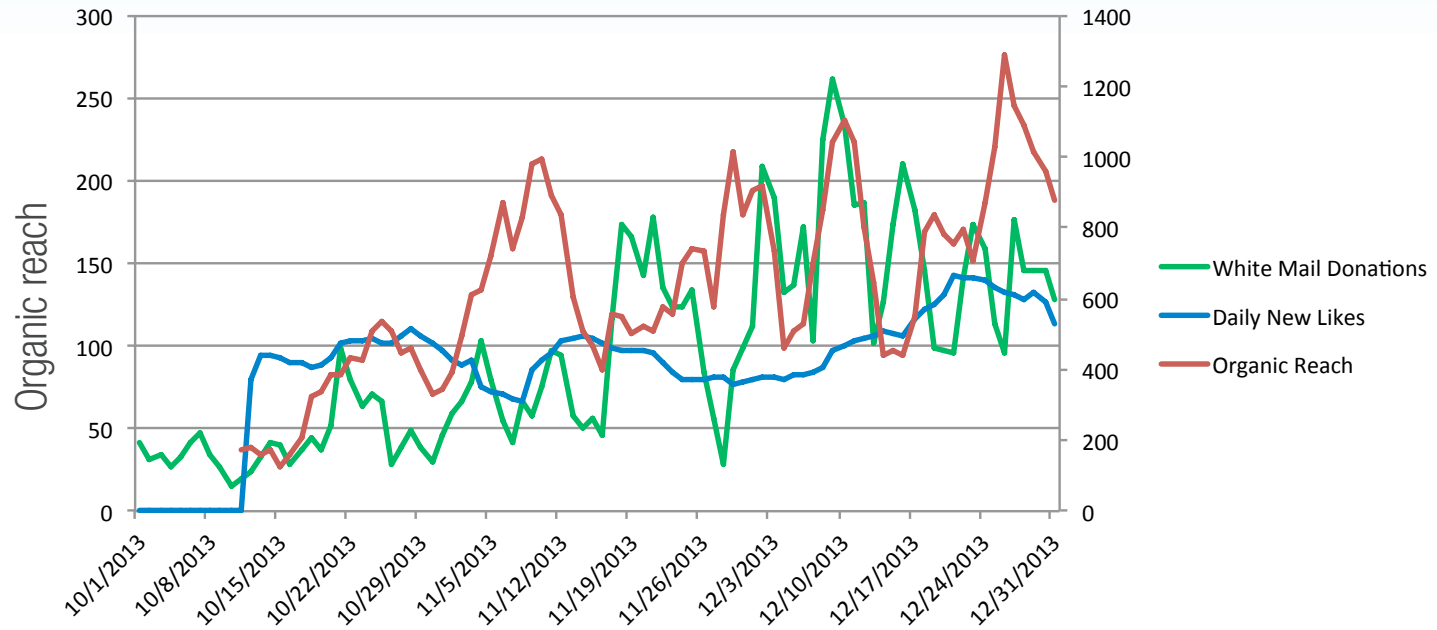
Daily Likes and Search Index



- Clear relationship between search and likes
- When likes increase, search decreases
- Donors search less when engaging on Facebook



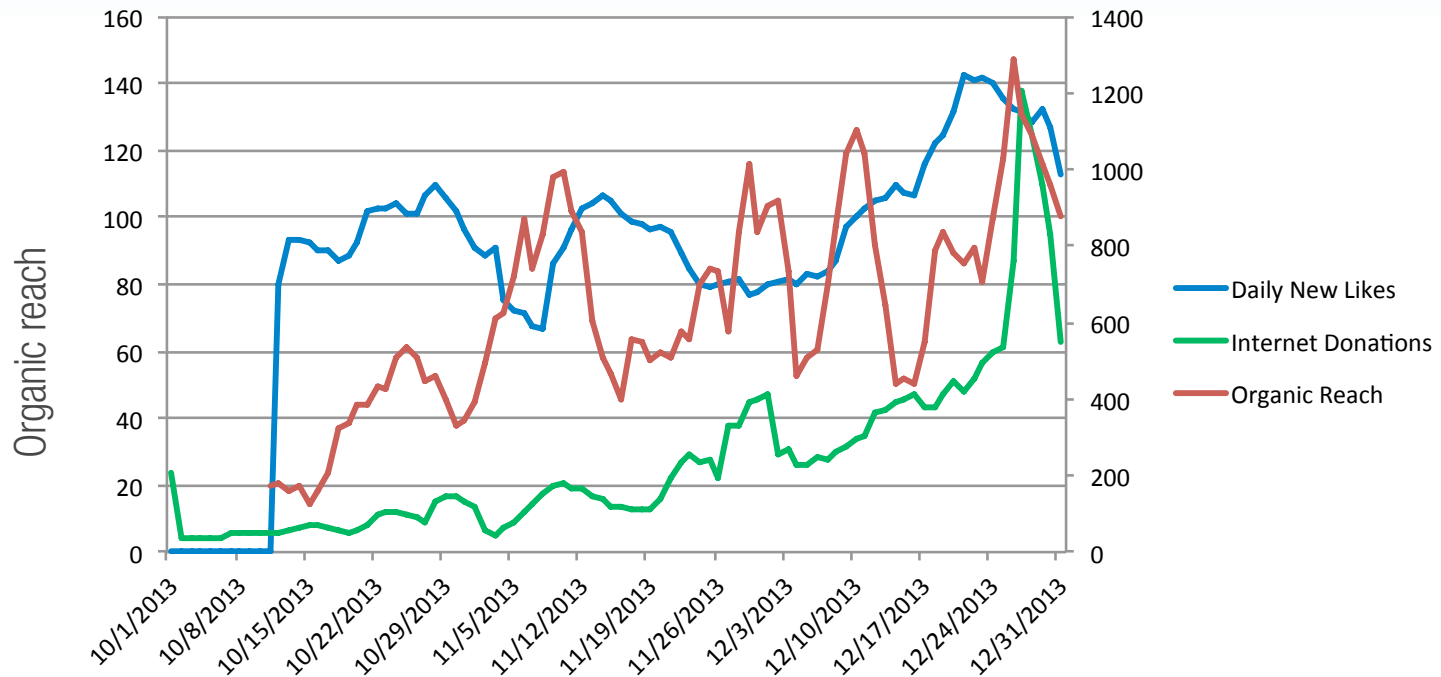
White Mail and Social Media



- White mail correlated with daily likes and organic reach
- When page engagements increase, white mail donations decrease (donors are donating online)



Internet Donations and Social Media



Internet donations are correlated positively with daily likes, and organic reach.



Overall Impact?



- White mail Donations
up 47% from 2012 to 2013
- Online Donations
up 15% 2012-2013
- There was no organized social media outreach campaign in 2012



Donors Like. Likes Donate.



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16.