



Metropolitan Washington
Council of Governments

USING SOCIAL MEDIA IN ADVERTISING CAMPAIGNS

McANDREW COMPANY

CONNECT • INSPIRE • ENGAGE



SOCIAL MEDIA STATS:

MASSIVELY IMPRESSIVE

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WORLDWIDE

2.3 BILLION using social

US

81% Using some form

79% Facebook

74% visit daily

51% saying multiple times a day

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SOCIAL MEDIA MARKETING:
BEHAVIOR CHANGE

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SOCIAL MEDIA & BEHAVIOR CHANGE

90% of marketers say social media marketing efforts have increased exposure for their business

75% say social media efforts have increased traffic for their business

48% of Americans have interacted with companies or institutions on at least one social media platform



SOCIAL MEDIA MARKETING:
WHAT ARE THE OBJECTIVES

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DEFINING YOUR OBJECTIVE

Brand Awareness

Reach

Traffic

Engagement

Video Views

Lead Generation

Messages

Conversions

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SOCIAL MEDIA MARKETING:

WHO ARE YOUR AUDIENCES

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DEFINING YOUR AUDIENCE

Demographics

Geographic

Psychographic

Unifying factors



SOCIAL MEDIA MARKETING:

WHAT MOTIVATES AUDIENCE

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MOTIVATING FACTORS

Knowledge about issue/product

Social norming

Enforcement element

Passion regarding topic



SOCIAL MEDIA MARKETING:
MESSAGING

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MESSAGING

Storytelling

Listicles

Video

One vs. Multiple

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OCEANA: GLOBAL FISHING WATCH



HELP BRING BACK HEALTHY OCEANS
AND ABUNDANT FISHERIES

[LEARN HOW](#)

 Global Fishing Watch



THE OCEANS
HAVE A NEW
ALLY


GLOBAL
FISHING
WATCH

[LEARN MORE](#)



**COMMERCIAL FISHING
IS NO LONGER OUT OF SIGHT**

[LEARN WHY](#)

 Global Fishing Watch



We are revolutionizing
the way the world views
commercial fishing

 Global Fishing Watch
[LEARN MORE](#)




GLOBAL
FISHING
WATCH

**SHEDDING
LIGHT ON
GLOBAL
FISHING**

[LEARN MORE](#)



**Shedding
Light On
Global
Fishing**

[LEARN MORE](#)

 Global Fishing Watch

OCEANA: GLOBAL FISHING WATCH

The image is a screenshot of a Facebook interface. At the top, the browser address bar shows 'facebook.com'. The Facebook navigation bar includes a search bar, the user's name 'Lara', and navigation icons for Home, Friends, Messages, and a notification bell. On the left, there is a 'Search Bookmarks' bar and a list of favorite sites including Google, ESPN, AutoTrader.com, and CBS Sports. The main content area displays a sponsored post from 'Oceana' with the headline 'New Tool Sheds Light On Global Fishing'. The post's image shows a satellite in space with lines connecting it to several fishing boats on the ocean. The text of the post describes the 'Global Fishing Watch' tool and includes a 'Learn More' button. Below the post, there are 204 reactions, 6 comments, and 49 shares. The right sidebar contains a sponsored advertisement for 'ConsumerReports' with the text 'Testing Since 1936' and a link to 'ec.consumerreports.org'. Below that is a video thumbnail for 'Swiffer' featuring a dog and the text 'Swiffer Sweeper traps and locks Buster's hair.' At the bottom right, there is a chat notification for 'Chat (6)'.

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OCEANA: GLOBAL FISHING WATCH

The image shows a screenshot of a Facebook page for Oceana. The post is a sponsored advertisement for Global Fishing Watch. The main content of the post includes a video player with the text "THE OCEANS HAVE A NEW ALLY" overlaid on a map of the world. Below the video, the headline reads "New Tool Sheds Light On Global Fishing" and the text states: "Now, anyone in the world with an internet connection can track and monitor fishing activity around the globe in near real-time, for free." A "Learn More" button is visible next to the URL "GLOBALFISHINGWATCH.ORG". The post has 16 likes and 1 share. The Facebook interface includes a left-hand navigation menu with categories like Favorites, Groups, Friends, Apps, Interests, Fundraisers, and Events. The right-hand side shows "Today's Results" for ads and a "TRENDING" section with topics like "EgyptAir Flight MS804" and "Neil Young".

facebook.com

Search Facebook

Lara Home

Park DC

Toward Zero Death... 20+

Pages Feed 20+

Like Pages

Create Page

Create Ad

GROUPS

Academy of the Hol... 1

Woodmoor Tennis ... 20+

Discover Groups

Create Group

FRIENDS

McAndrew Company

APPS

Live Video

Games

On This Day

Photos

Games Feed 14

INTERESTS

Pages and Public ...

FUNDRAISERS

Create Fundraiser

Find Fundraisers

EVENTS

Create Event

PAYMENTS

Like Comment Share

Oceana Sponsored

With Global Fishing Watch, we can make sure that fishing laws are vigorously enforced and our oceans are protected.

THE OCEANS HAVE A NEW ALLY

GLOBAL FISHING WATCH LEARN MORE

New Tool Sheds Light On Global Fishing

Now, anyone in the world with an internet connection can track and monitor fishing activity around the globe in near real-time, for free.

GLOBALFISHINGWATCH.ORG Learn More

16 1 Share

Like Comment Share

Liza Lemaster-Sandbank replied to a comment on this.

Today's Results

Safety Fair Completed · 1,199 Link Clicks for \$350.00

Tunnel Run Completed · 4,268 Link Clicks for \$999.97

See More

Create Ad

Rob Jordan likes Bureo.

Brooke Keenan likes Meghan Leahy Parent Coach's photo.

Caroline Kelly reacted to Cassie Winn's photo.

Diane Duffy Liberta likes The Ryan School of Irish Dance's photo.

Nathaniel Cavanaugh likes Rob Jordan's

TRENDING

EgyptAir Flight MS804 28K people talking about this

Neil Young 130K people talking about this

John Ritter 7K people talking about this

See More

Chat (7)

OCEANA: GLOBAL FISHING WATCH

The screenshot shows a USA Today news article. The main headline is "Leonardo DiCaprio helps Oceana fight illegal fishing". The sub-headline reads "THE OCEANS HAVE A NEW ALLY". The article text includes: "Thinking of poaching a protected reef? Big Data is watching you, with a little help from the 'Wolf of Wall Street' and an ocean watchdog." and "Academy award winning actor Leonardo DiCaprio is expected to announce Thursday the official launch of Oceana's new free online interactive tool, called Global Fishing Watch, which last year helped nab a Marshall Islands flagged vessel fishing illegally in a protected area." A large graphic on the right side of the article features a map of the world with the text "THE OCEANS HAVE A NEW ALLY" and the "GLOBAL FISHING WATCH" logo. Below the article, there are social media sharing icons and a "POPULAR AND TRENDING" section with a thumbnail for "Colin Powell calls Trump 'national disgrace' in hacked emails".

The screenshot shows a Facebook post from Leonardo DiCaprio, dated September 15, 2016. The text of the post says: "Learn about #GlobalFishingWatch, the revolutionary tool informing the public about overfishing and making global fishing activity transparent. www.GlobalFishingWatch.org". The main image in the post features a large tablet displaying a world map with the text "We are revolutionizing the way the world views commercial fishing" and "LEARN MORE". The Global Fishing Watch logo is visible in the bottom left of the image. The post has 8.4K reactions, 261 comments, and 625 shares. The interaction buttons "Like", "Comment", and "Share" are visible at the bottom.



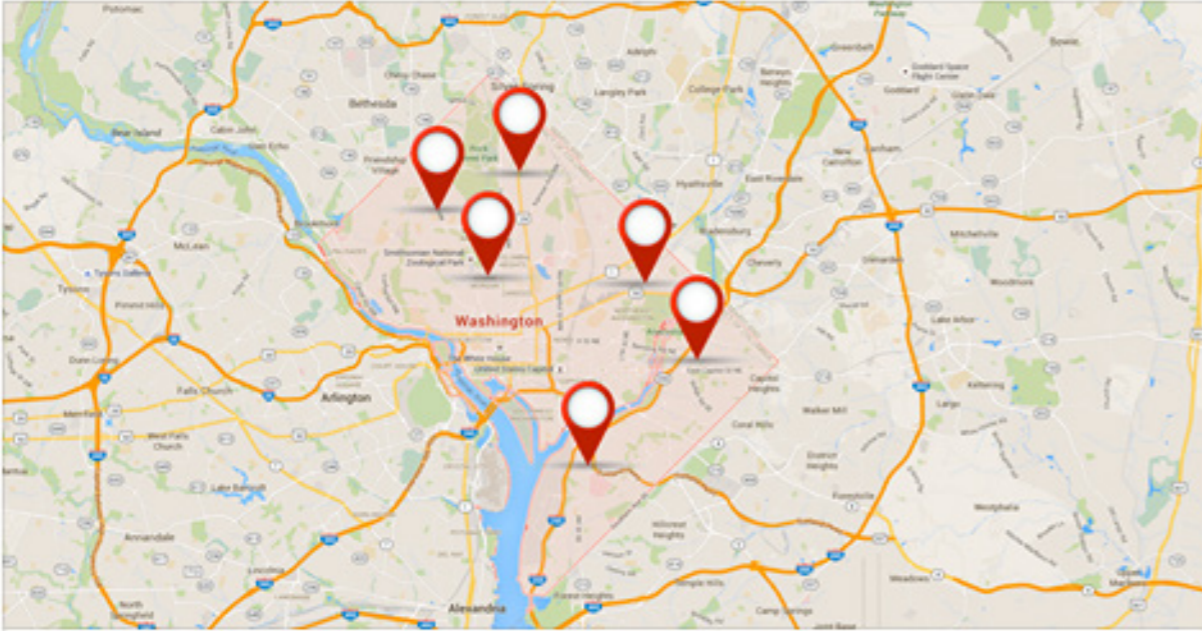
SOCIAL MEDIA TACTICS:
RETARGETING AUDIENCES

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DDOT: IMPAIRED DRIVING CAMPAIGN

DC ROAD RULES DC Road Rules
Written by Eric McAndrew [?] · December 22, 2015 ·

DUI - Moment of Reflection. Sobriety Checkpoints are out in DC to reduce drunk driving.



DUI Checkpoints in DC
Learn which roads are the most likely locations for DUI checkpoints in Washington, DC.

DCROADRULES.COM/CHECKPOINTS [Learn More](#)

CUSTOM AUDIENCE



What makes them unique?

Looking to avoid checkpoints


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DDOT: IMPAIRED DRIVING CAMPAIGN

 **DC Road Rules**
Written by Eric McAndrew [?] · December 22, 2015 · 

Think you can avoid DUI enforcement? Nope. DUI patrols extend checkpoints for miles.



DUI Patrols in DC

DC police are using more than just checkpoints to arrest drunk and drugged drivers. DC police are conducting intense saturation patrols. Saturation patrols extend sobriety checkpoints for miles.

DCROADRULES.COM [Learn More](#)

USING SOCIAL MEDIA IN

2018 GO RECYCLE CAMPAIGN

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GO RECYCLE: 2018 SOCIAL MEDIA ADVERTISING

Go Recycle Sponsored · Like Page

Make Your Recycling Efforts Count



WWW1.MWCOG.ORG

What to Do with Plastic That Can't Go in the Bin Learn More

You probably know that there are certain types of plastic...

Like Comment Share

American Chemistry Council

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Recycling contaminants can pollute recyclables and damage the clean recycling stream – essentially turning your recycling into trash!



WWW1.MWCOG.ORG

Top 10 items that shouldn't go in the recycling bin Learn More

Like Comment Share

American Disposal Services

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Recycle right in Alexandria!



WWW1.MWCOG.ORG

Help us make your recycling efforts count! Learn More

Believe it or not, throwing certain items into the recycling...

Like Comment Share

City of Alexandria

Go Recycle Sponsored · Like Page

Recycle Right in Arlington.



WWW1.MWCOG.ORG

Help Us Make Your Recycling Efforts Count Learn More

Recycling more materials is always the goal, but it's equ...

Like Comment Share

Arlington County

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Have questions about how to #RecycleRight in DC? Skip the guesswork with these 5 easy tips.



WWW1.MWCOG.ORG

5 Ways to #RecycleRight in the District. Learn More

Plastic bags, wraps, and film jam sorting equipment,...

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DC Department of Public Works

Go Recycle Sponsored · Like Page

Five Tips for Recycling Right in Fairfax County



WWW1.MWCOG.ORG

Help Us Make Your Recycling Efforts Count! Learn More

One of the easiest things you can do for the environment...

Like Comment Share

Fairfax County

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GO RECYCLE: 2018 SOCIAL MEDIA ADVERTISING

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You and Your Recyclables: Traveling the DMV



WWW1.MWCOG.ORG

Recyclable in 6 Jurisdictions in the DMV! Have You Checked? [Learn More](#)

Like Comment Share

Foodservice Packaging Institute

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Five reasons "Y" recycling right matters in Frederick County



WWW1.MWCOG.ORG

Help Frederick County Recycle Right! [Learn More](#)

We think recycling is one of the many things that make...

Like Comment Share

Frederick County

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Recycle Right in Loudoun County.



WWW1.MWCOG.ORG

Help Us Make Your Recycling Efforts Count! [Learn More](#)

Did you know? The energy saved by recycling just one...

Like Comment Share

Loudoun County

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Reduce Waste and Recycle More Now for Cleaner Land, Air and Water!



WWW1.MWCOG.ORG

Five reasons "Y" recycling matters in Montgomery County [Learn More](#)

Like Comment Share

Montgomery County

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Help protect the natural beauty in Prince George's County!



WWW1.MWCOG.ORG


Six reasons "Y" recycling matters in Prince George's County [Learn More](#)

Like Comment Share

Prince George's County

Go Recycle Sponsored · Like Page

Plastic bags sprouting on the trees at landfill! A Sign of Spring?



WWW1.MWCOG.ORG

5 Good Reasons to Use Reusable Bags [Learn More](#)

Like Comment Share

Prince William County

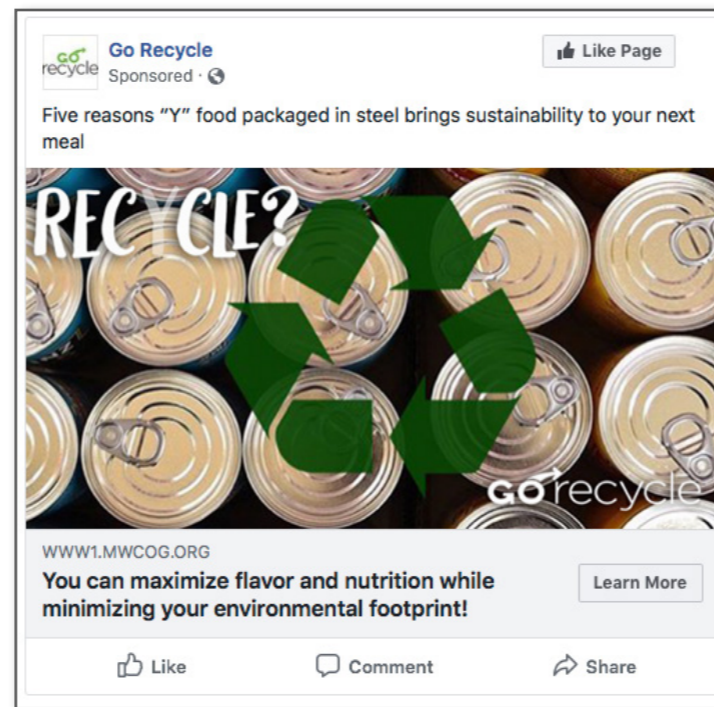
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GO RECYCLE: 2018 SOCIAL MEDIA ADVERTISING



Republic Services



Steel Recycling Institute

GO RECYCLE 2018 RESULTS

14 Custom Targeted Ads

10 Custom Audiences

Over 1.7 million impressions

Over 37,000 link clicks

Almost 1,400 shares

GO RECYCLE: 2018 SOCIAL MEDIA ADVERTISING

Ad Version	Impressions	Link Clicks	Post Reactions	Post Comments	Post Shares
American Chemistry Council	137,495	7,724	495	25	312
American Disposal Services	148,228	7,848	438	43	402
City of Alexandria	128,190	1,365	140	11	31
Arlington County	122,788	1,332	137	4	32
DC Dept. of Public Works	128,231	1,825	116	11	59
Fairfax County	93,760	2,368	212	13	97
Foodservice Packaging Institute	93,349	1,658	84	10	28
Frederick County	137,578	1,669	264	24	62
Loudoun County	142,917	1,403	159	10	62
Montgomery County	134,931	1,057	106	3	18
Prince George's County	123,432	1,382	122	4	19
Prince William County	124,925	1,417	107	6	37
Republic Services	127,562	4,594	262	31	216
Steel Recycling Institute	126,658	1,374	109	7	21
Total	1,770,044	37,016	2,751	202	1,396



Questions?



SOCIAL MEDIA TACTICS:

KEY INFLUENCERS

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