

# NC State Enterprise Social Media

Day of Giving 2019 Analytics



NC State University



@NCState



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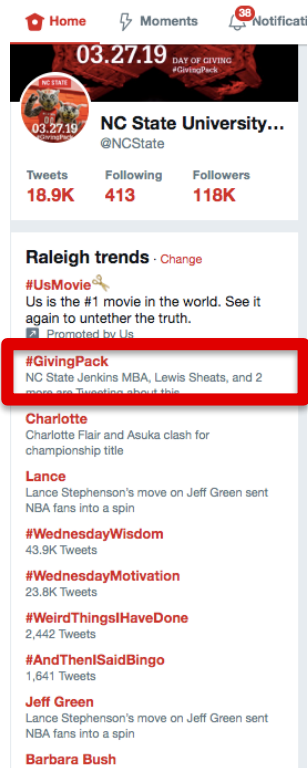
NC State University



**#GivingPack**



## Our hashtag was quite the trend.



- **#GivingPack** began trending in Raleigh and surrounding areas around 7 a.m. and continued as the number one regional trend until about 10 p.m.
  - It was replaced by trending topics surrounding the NC State Men’s Basketball NIT game that tipped off at 9 p.m. — something we’re OK with taking over since it’s brand equity for NC State.

## A look at #GivingPack in the wild.

**Chandler Thompson**  
@ChandElaine

Following

Thanks for all the memories @NCState - I wouldn't be who I am today without you. Some of my many reasons for #GivingPack



11:17 AM - 27 Mar 2019

6 Retweets 62 Likes



**University Housing** @ncstatehousing · Mar 27

Calling all 2009-2018 NC State grads: Make a gift to @NCStateDASA from 8-9 p.m. to help us win an extra \$3,000! The fund with the most young alumni gifts this hour wins. #givingpack [dasa.ncsu.edu](http://dasa.ncsu.edu)



**NC State University** @NCState

Wolfpack, we get the sense that you like a challenge, so here's a new one for you: Can you help us make it to 10,000 gifts? Join the #GivingPack before midnight! [thinkand.do/cOYOrn](http://thinkand.do/cOYOrn)



**NC State College of Natural Resources** @NCStateCNR · Mar 27

Did you graduate between 2009 - 2018? This hour is for you! Join us in #GivingPack to our amazing students. [ncst.at/RVZWVg](https://ncst.at/RVZWVg)



0:01 50 views

NC State Humanities and Social Sciences Retweeted



**Dean Jeff Braden** @CHASS\_Deans · Mar 27

All paws on deck for @NCState Day of Giving. Join me in #GivingPack to @NCStateCHASS! [bit.ly/2OvtnZV](http://bit.ly/2OvtnZV)



## Day of Giving made quite the **impression** and **engagement** with our fans.

- According to Brandwatch, **#GivingPack** earned a total of **68,572,642 potential impressions** across Twitter.
  - Brandwatch measures impressions based on the total number of followers each user that used the hashtag has in their network.
- **Day of Giving earned 2,787,510 impressions on content published** by the NC State Enterprise social media accounts on March 27.
- **More than 924,000 impressions came from Twitter**, where we focused the bulk of our strategy for the day.
  - 702,050 of these were organic
  - On average, **we earn 1.1 million impressions per month, meaning we earned nearly a month of impressions in one day.** Incredible.
- **Day of Giving content encouraged 25,794 engagements** from our fans and followers.

## The Wolfpack was up for our challenges.

**Drew Sykes** @drewsykes Follow

My Dad is the reason I am a State fan. He is the reason for my Wolfpack heart. This shoutout goes to his college, @NCStateDesign, and to him, for encouraging me to "Never give up," and for teaching me what it's like to be a part of the Pack. #GivingPack



One Wolfpack Challenge Winner

**teh** @tehunt71 Follow

Cody is always ready to hoop it up!  
#GivingPack #NCStateWilsonTextiles



Pack Pets Challenge Winner

**Janine Brumfield** @JanineReda Follow

Check these two out - then and now  
@NCStateCALs #GivingPack



College vs Now Challenge Winner



Red and White Song Challenge Winner

## When influencers howl back, the pack follows.

- Day of Giving was a perfect opportunity to reach out to prominent alumni and friends of the university to speak for the Wolfpack
- Some of our top influencers included:
  - **Scotty McCreery**, country singer
  - **Jill Wagner**, actress
  - **BJ Barham**, lead singer of American Aquarium
  - **Ryan Held**, Olympic Gold Medalist
- **These influencers have a combined 1.3 million followers** in the social networks in which they posted about Day of Giving.
- Other influencer support came from Athletics, including Coach Keatts, Coach Doeren, and multiple team accounts.





## Personalization showcased the heart of the Pack.

- One of our secondary goals was to add a personal touch to the “thank you” process on social media.
- With the help of volunteers and templated graphic designs, we sent nearly 500 personalized graphics to donors on Twitter.
- We also shared personal videos that thanked donors and highlighted locations.



**@CBadders** Chris! Thank you for **#GivingPack** to **@NCStateVetMed** and helping to make our first Day of Giving a success.



**NC State University** @NCState · Mar 27

The Wufs don't have to look far to find members of our **#GivingPack** to thank. 🐾👤 Here are a few:

- @kelliebreeze** for giving to **@ncstatedasa**
- @acorn\_mafioso** for giving to **@caldwellfellows**
- @natalie\_bress** for giving to **@parkscholarships**
- @StephanieLBP** for giving to **#PackAbroad**



## The **Social Media Hub** elevated the conversation.

- The colleges in the **Social Media Strategy Hub** worked together to earn **735,712 impressions** on Day of Giving content.
  - **424,596 of these were earned on Twitter**, our primary platform for Day of Giving
- Colleges in the Hub earned **13,442 engagements** on social media content related to Day of Giving.
- Hub partners were responsible for 137 unique thank-you graphics and 10 personalized videos
- **Every single college in the Social Media Strategy Hub won at least one Day of Giving Challenge**
  - CALS: College Vs Now (\$4,000)
  - CED: #GivingPack Challenge (\$2,500)
  - CNR: Video Share VIP Challenge (\$5,000)
  - Sciences: Most Alumni Gifts (\$3,000), David Thompson Challenge (\$2,000) and Long Distance Challenge (\$3,000)
  - Wilson Textiles: Red and White Song Challenge (\$4,000) and Pack Pets (\$3,000)

## Web Traffic Generated by Social Media — Day of Giving 2019

- **Social Media drove 7,102 users** to the Day of Giving website
  - This was **9.53% of the total users** coming to this property
- Of that, **Facebook was the leader, driving 3,600 users** to the site (48.72% of social traffic)
- **Twitter** drove 1,649 users to the Day of Giving website (22.32% of social media traffic)
- **Instagram** drove 646 users (8.74% of social media traffic)
- **Social Media generated 10,974 sessions** on the Day of Giving website, **making up 10.10% of the total** for the campaign.
- Average Session Duration for social media users was **3:25 seconds**.