Evaluation of Think Blue Massachusetts' Social Marketing Campaign

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Sponsors

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Massachusetts Department of Environmental Protection
Natural ground vs. Urban Stormwater runoff
(EPA, 2003)
Think Blue Massachusetts
Municipal Separate Storm Sewer Systems (MS4)

- Management of Stormwater Pollution
- Six Minimum Control Measures
  - #1 Public Education and Outreach
- Yearly self-evaluation and progress reports
Why is Outreach Important?

- Outreach is a required aspect of the MS4.
- The process of using social networks like Facebook, Twitter and LinkedIn to raise awareness for your brand, content, or to build new relationships.
Project Objectives

1. Evaluate Think Blue's social media campaign.
2. Expand Think Blue's social media campaign.
3. Create a guide for managing social media and monitoring outreach metrics.
4. Provide recommendations for social media campaign improvements.
Think Blue's Social Media Evaluation
Why Social Media?
Why YouTube?

- Age range: 18 - 24
- More potential outreach than cable television
- Zip Code specific advertisements
Why Twitter?

- Age range: 18 - 29
- Interactions
- Polls
- Conversations
Why Facebook?

- Massive user base: 2 Billion+
- Age range: 30 - 60
- High advertisement potential
Think Blue Massachusetts' Facebook 2018 post reach
Think Blue
Massachusetts' 2019 Facebook post reach
Think Blue Massachusetts' Facebook 2018 & 2019 post reach
Number of monthly users on the Think Blue Massachusetts website page in 2018
Number of monthly users on the Think Blue Massachusetts website page in 2019
Number of monthly users on the Think Blue Massachusetts website page in 2018 vs 2019
Welcome to @Twitter @ThinkBlueMass !!!

Think Blue Massachusetts @ThinkBlueMass

Clean water starts with you. @MassDEP
Cost Analysis: $10,000?

- 676K-1.3M impressions per year
- 338K-676K views per year
- Highest view count: 803k
Cost Analysis: $10,000?

- Expected Reach: 296K-362K per year
- Promote Mode: 101 months
- "Where's the Duck?"
Cost Analysis: $10,000?

- Projected 12,775-79,570 clicks for one year
- Current 62 clicks for one year
- Projected 20,000% increase in clicks
- Infographics
## Cost Analysis: $10,000 Split?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach/Views/Impressions Annually</th>
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<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>8,760 - 54,385 likes annually</td>
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<tr>
<td><strong>Twitter</strong></td>
<td>~100k reach annually Promote mode: 33 months</td>
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<tr>
<td><strong>YouTube</strong></td>
<td>114.4k - 223.6k views annually 265.2k - 478.4k impressions annually</td>
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Recommendations

- Hire an employee to manage social media.
- Pay for advertisements on YouTube, Facebook and Twitter.
- Keep a regular schedule of posts.
Recommendations

- Do not cross post. Vary the content on each platform.
- Introduce social media accounts in fairs.
- Analyze website and social media metrics quarterly to evaluate progress.
Acknowledgements

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