

Evaluation of Think Blue Massachusetts' Social Marketing Campaign

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WPI

Sponsors

Kerry Reed

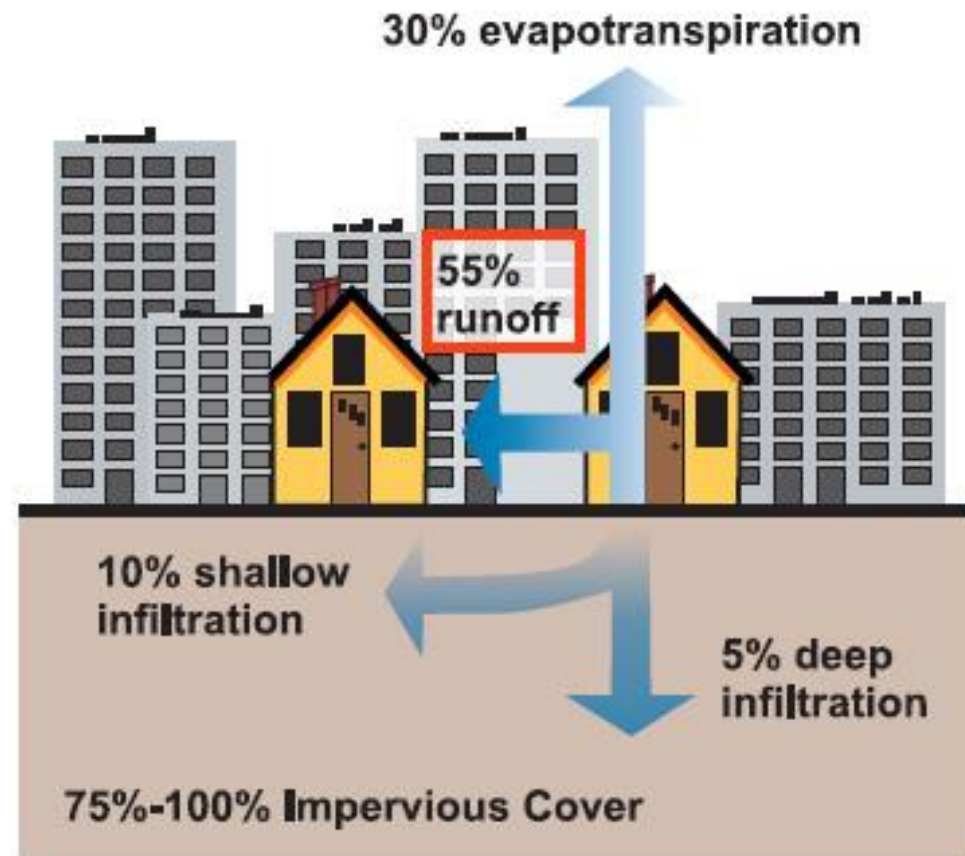
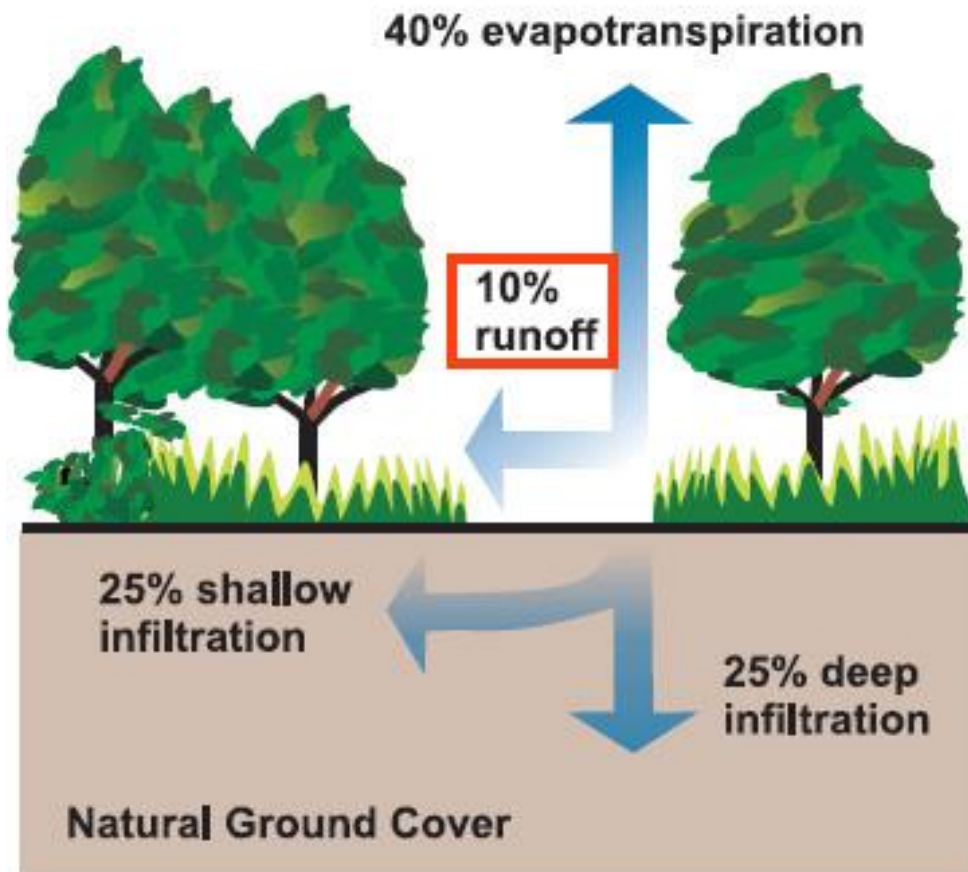
Andrea Briggs

Central Massachusetts
Regional Stormwater
Coalition

Massachusetts
Department of
Environmental Protection

Stormwater

*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

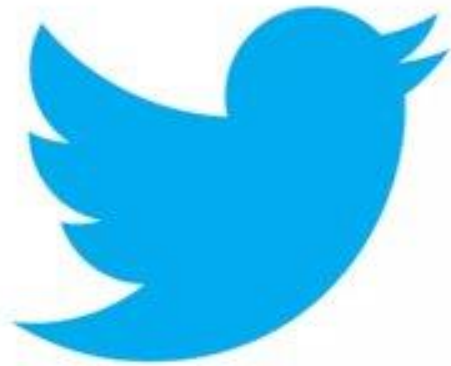
Why is Outreach Important?

- ❑ 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

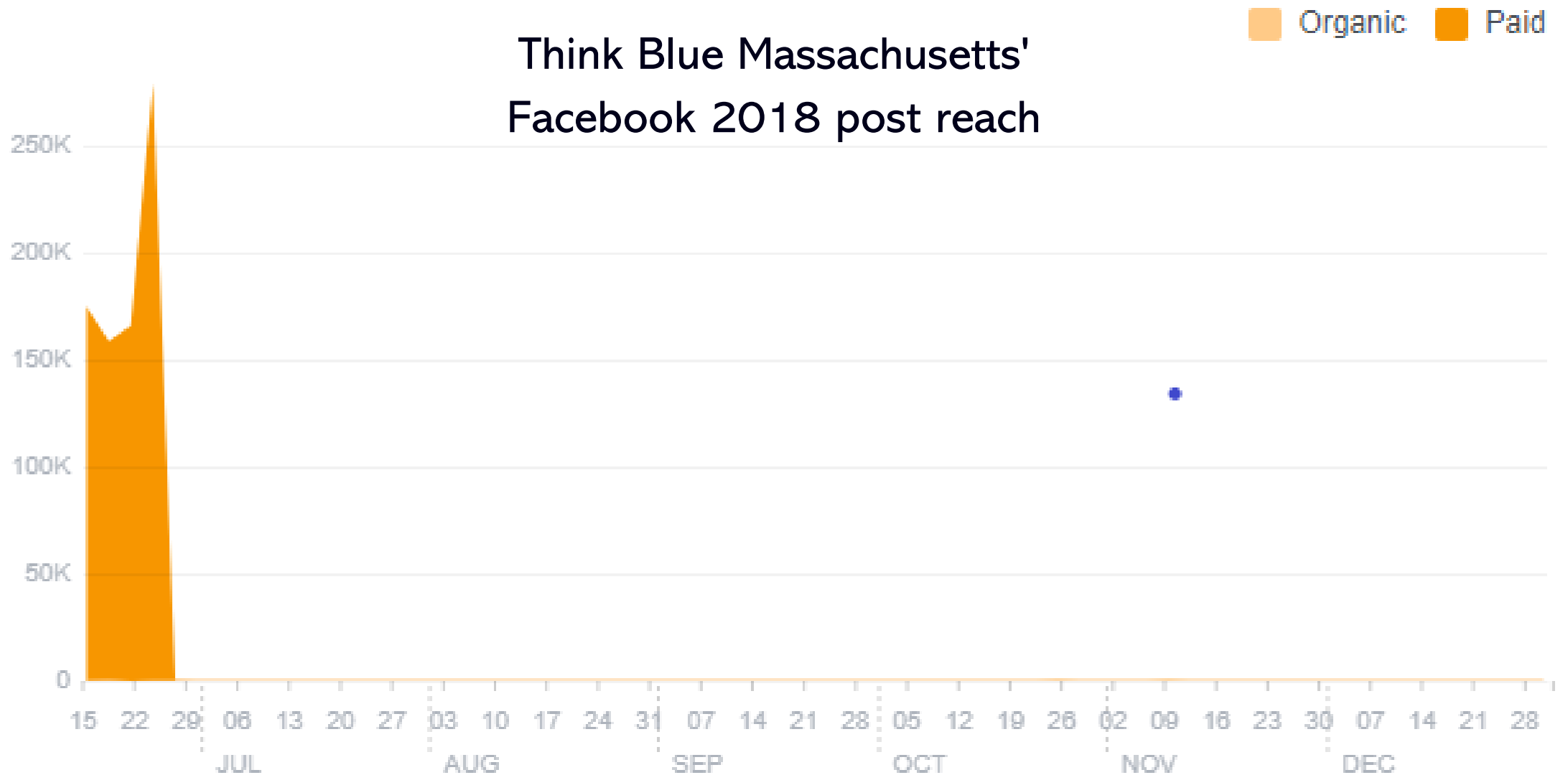
Why Facebook?



- ❑ Massive user base: 2 Billion+
- ❑ Age range: 30 - 60
- ❑ High advertisement potential

Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



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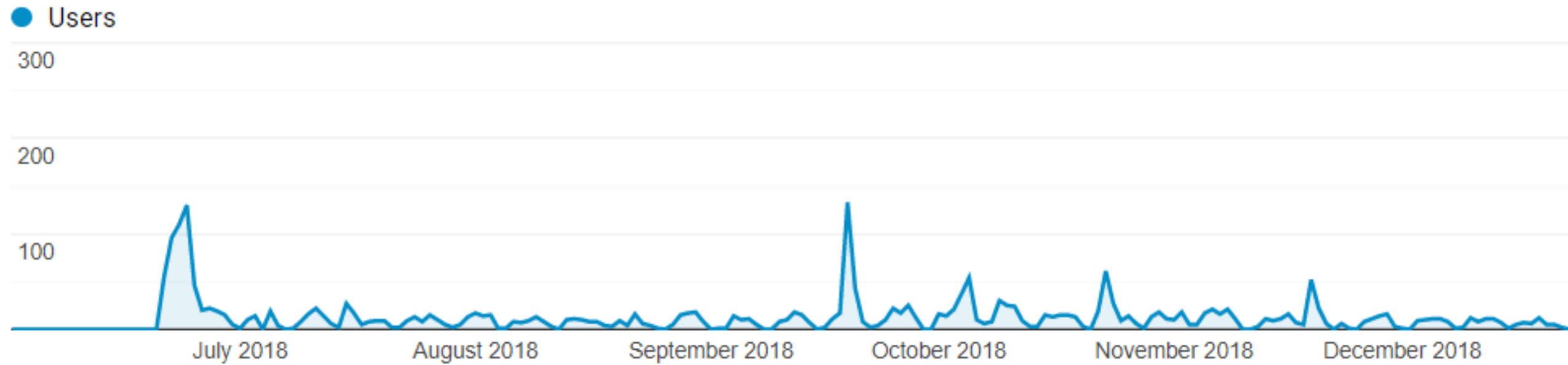


Post Reach

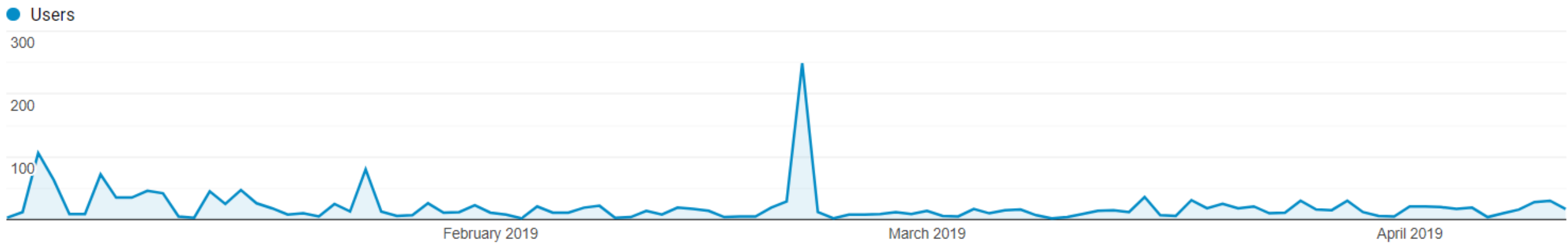
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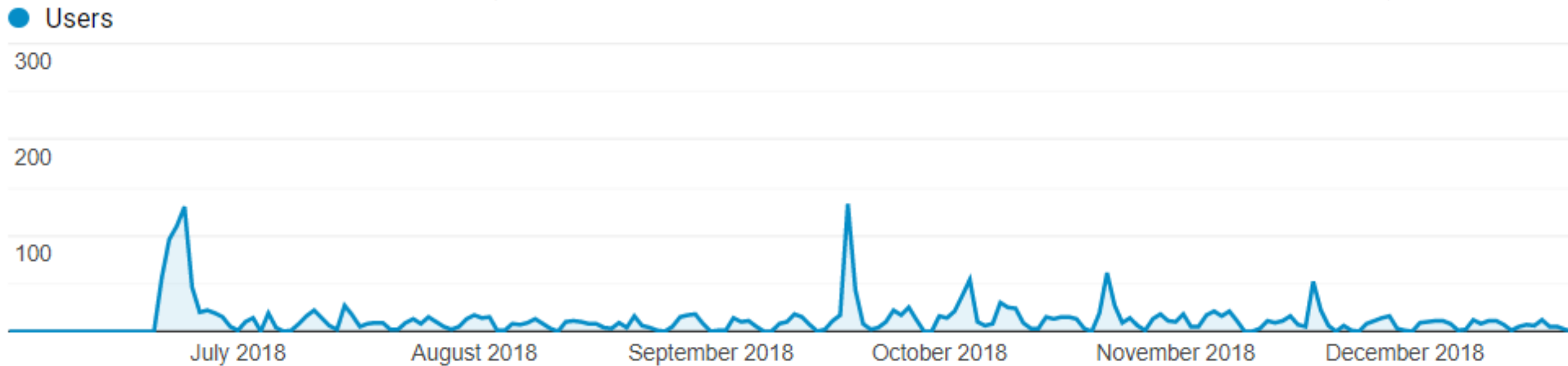
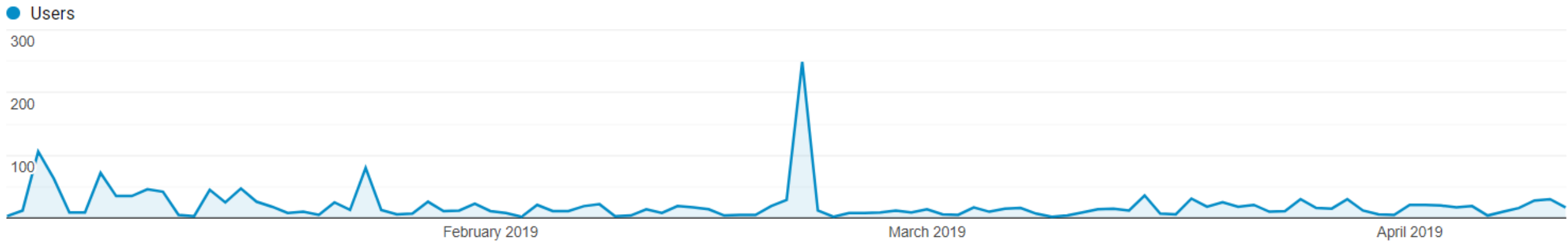
Number of monthly users on the Think Blue Massachusetts website page in 2018



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





Central MA StormH2O

@MAStormH2O

Follow

Welcome to @Twitter @ThinkBlueMass !!!

Think Blue Massachusetts @ThinkBlueMass
Clean water starts with you. @MassDEP

0:31

9:30 AM - 11 Apr 20

Social Media Expansion

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?

Facebook

- 8,760 - 54,385 likes annually

Twitter

- ~100k reach annually
- Promote mode: 33 months

YouTube

- 114.4k - 223.6k views annually
- 265.2k - 478.4k impressions annually

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

Thank you to our sponsors

Andrea Briggs, MassDEP

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