

August 1, 2015 – March 2, 2016

# SOCIAL MEDIA REPORT

## Breadth... How many people are connecting with us on our social media channels?



**Twitter:** Our followers grew by 20289 people between 8/15 3/16.  
[Click below]  
[@mrterrellharris](#)



**Facebook:** Our fanbase grew from 417 - 580 between 1/16 and 2/16 as a result of a campaign and new content  
[Click below]  
[The Opened Box, Inc](#)



**Instagram:** From 2/20/16 – 2/29/16 our fanbase increased from 337 – 1468  
[Click below]  
[The Opened Box, Inc](#)

## Direct Engagement... What content did people interact with on social media?

[Video] [A quick prayer for 2016](#)  
Published 12/31/2016



105 Post Clicks, 88 Reactions, Comments and Shares reaching 4.1k people

[Cam did nothing wrong in this interview. A grown man showing emotions is ok & he took questions!](#)  
#CamNewton  
[pic.twitter.com/uMLUDVv8qA](#)



63 Retweets, 123 likes, 37 replies reaching 27,036 people

Photo [Brooke and Terrell]

Working on and upcoming video for our church plant



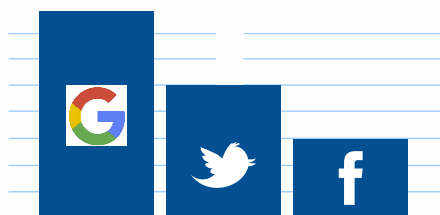
103 Likes

## Depth... Did people click through to our website?

# Top

Sources of traffic to [TheOpenedBox.com](#)

From Social Media sites:



4009 from Organic Search  
1254 from Twitter  
187 from Facebook

12,371 Total Page Views

Referrals From Other sites:

913

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## *Making the switch to video*

Facebook video views **18,009** | Twitter video views **26600**

## *Customer Experience...* What are people saying about us on social media?



@hayneskristene  
January 14, 2016

HAPPY birthday to my favorite pastor on twitter!! □ □ □ □ □ □ □ □ □ □



RJD  
February 28, 2016

Good morning bro! Yeah...I need to be in with The Opened Box.

[Response to this post](#)



January 2016

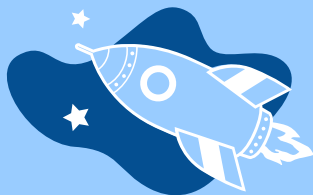
978k Impressions  
1028 Mentions  
28.6k Profile visits

## *Campaigns...* How did our coordinated social projects perform?

In January 2016, we ran a 2 day campaign on "[Achieving Your Goals in 2016](#)" that led to 101 new followers to The Opened Box Facebook page.

As a result of our efforts on social media we were able to provide over [100 pairs of hats, gloves and socks in October of 2015](#) due to donations. Also in September we were able to raise money to provide the same community with over [150 toiletry bags](#).

## *Strategic Outcomes...* How did our social media communication affect our organization?



Our social media communications have grown quickly, both in reach and in the number and type of platforms we use



As more people follow us on social media than we've focused on delivering content to them directly on the platform vs our blog



We were able to fully fund 2 campaign efforts for providing services to the homeless community

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