

One Ball State Day 2023

Audience Engagement Event



DAILY NEWS

One Ball State Day 2023

One Ball State Day is a campus-wide fundraiser that lasts 24 hours at Ball State University. The Ball State Daily News was raising money for their travel fund, a part of the Student Media Fund. Members of the Ball State Daily News posted challenges for the fundraiser on social media all day long.

\$100	TikTok time with Elissa and Liv	\$1,000	Grayson section gets pelted by water balloons
\$200	Prank call with Josie, Evan, and Meghar	\$1,500	Someone's desk gets wrapped in wrapping paper
\$300	Jacy takes on being EIC	\$2,000	Daniel gets a leg wax
\$400	Hannah and Liv call a sports game	\$2,500	Daniel creates a DN rap music video
\$500	Grayson drinks a soda concoction	\$3,000	Alex runs 3 miles
\$600	Hannah eats a bug	\$3,500	DN Editors take on the Hot Wings Challenge
\$700	Mya dyes her hair purple	\$4,000	DN Reporters and editors complete a relay race
\$800	Angelica gets pied in the face	\$4,500	Kyle gets a buzz cut
\$900	Grayson gets a Jello surprise	\$5,000	Hannah becomes a barista
		\$5,500	Bob Kravitz gets pied
		\$6,000	Evan does a drag show in the Atrium
		\$10,000	Daniel gets a DN tattoo

Please donate to our DN Travel Fund #4908, so we can have the best possible student media experience and tell the best stories our community wants to hear.

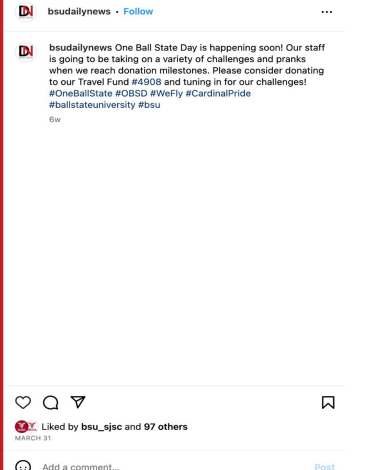
Thank you!



#OneBallState



BALL STATE UNIVERSITY



Instagram and Facebook

Instagram Story Highlights

Introduction to campaign

Good Morning Post

Grayson Soda Surprise

Jello Prank

EIC Take Over

Wrapping Paper Prank

Rapping Music Video

Trailer for Hot Wings Challenge

DN Tries: Being a Barista

Kyle Announces Buzz Cut

We Pie our reporter Andy

#OBSD Recap

Kyle gets a Buzz Cut

Editors Liv and Hannah call a football
game

Hot Wings Challenge (full video)


Twitter

We used twitter throughout the day to post content that was also being posted to the Instagram and Facebook- as well as post behind the scenes content.

 **The Ball State Daily News**
@bsudailynews

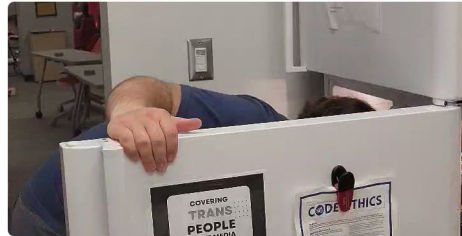
Ball State student Jacob Young caught wind we were going to pie Andy and wanted to join in and Andy was down to get pied twice! Thank you so much for your donation Jacob!



 **The Ball State Daily News** @bsudailynews · Apr 5
!!! ITS THE #OneBallStateDay POWER HOUR !!! If we can raise \$500 between 3pm and 4pm, the DN will release some behind the scenes content from our day! Trust us, you don't want to miss out! Donate to the Travel Fund!oneballstate.bsu.edu/giving-day/653...

Top Tweet earned 14.8K impressions

Hey @bkgravitz we have a message for you
 pic.twitter.com/YkiUVjBPRs



 9

[View Tweet activity](#)

[View all Tweet activity](#)



The Ball State Daily News @bsudailynews · Apr 5

Thank you all so much for your donations that have helped us raise over \$2,000! As promised, @daniel_kehrn shaves part of his legs!



Levels of Engagement

All taken from viewing just April 5th data

Meta Platforms

Facebook Page reach ⓘ

2,172 ↑ 48.4%

Instagram reach ⓘ

1,875 ↑ 131.2%

Facebook Page visits ⓘ

51 ↑ 168.4%

Instagram profile visits ⓘ

238 ↑ 852%

Based on data gathered from our Meta Creative Suite, the One Ball State Day campaign created significant increase in engagement.

Twitter

Your Tweets earned **23.7K impressions**

Engagement rate

1.8%

Link clicks

64

Likes

91

Retweets without comments

31

Replies

7

Based on data gathered from our Account Insights, the One Ball State Day campaign more than doubled our normal level of engagement across the board

Money Raised

The Ball State Student Media Fund, the fund that the Ball State Daily News campaigned for, [raised](#)

\$8,561 from 102 gifts



Our campaign received gifts from [15 states](#) across the United States.