

## **ACP Pacemaker: 7H Best Social Media Campaign – Cal Poly San Luis Obispo – Mustang Media Group**

Every year Mustang Media group publishes Poly Picks allowing students to vote for the best businesses in San Luis Obispo. For this year the marketing team of MMG launched the voting with some added excitement and went with a bracket style competition for “best Taqueria”. They narrowed down all the taquerias in San Luis Obispo to 8 and then opened up voting to the nearly 13,000 followers of Mustang News on Instagram for generally a week at a time for each round.

To add excitement the announcement of the finalists for each round was accompanied by two-minute videos of “analysts” in the studio breaking down the finalists and each round ala sports analysts during the NCAA basketball tournament. In these videos they recapped the previous week’s competition and helped build a bridge to voting on the other 50 Poly Picks categories. The local taquerias got excited as well and quickly re-posted links to this campaign on their own social media feeds allowing the campaign to quickly go viral and help quickly increase its success.

In total over 500 votes were tabulated via the comments for this campaign with over 1800 likes and over 49,000 accounts reached as well.

First post: <https://www.instagram.com/p/CzHv8vav5ZD/>

First round commentary: <https://www.instagram.com/p/CzUu2XUMjz9/>

Second round commentary: <https://www.instagram.com/p/CzmFVmesfpU/>

Third round announcement: <https://www.instagram.com/p/CzrN-0HpqL0/>

Announcement of winner: <https://www.instagram.com/p/C0R0NXIpZSI/>