

# Arrow Madness

March 22 - March 31

Arrow Madness was a social media campaign curated by students that combined the popularity of March Madness and the Arrow's Brand. Four different brackets were created for a diverse campaign to include every student's interests. The March promotion started on March 22, SEMO's 150th Birthday and ended on March 31, with the winner announced on April 1. The four different brackets included Sports, Coffee, Cape Girardeau Activities and Restaurants. The Arrow had a total of 133 entries, which was the best engagement a monthly promotion has performed in the '22 - '23 academic year. We gained 42 new Instagram followers and 10 new Facebook likes during the time of the promotion. To enter the promotion, students were asked to screenshot the premade bracket and circle their choice of winner and tag @ southeastarrow on Instagram or Facebook. Students were allowed to enter all four brackets for four chances to win a \$50 VISA gift card.

## New Followers, Total Reach, and Page Visits from March 22 - March 31

- Instagram New Followers: 42
- Instagram Profile Visits: 704
- Instagram Reach: 2.0K
- Facebook New Likes: 10
- Facebook Page Visits: 231
- Facebook Reach: 2.9K

## Social Media Posts and Results

- **Sports Bracket**
  - Instagram - <https://www.instagram.com/p/CqG8kkHL3u0/>
    - Reach - 575
    - Likes - 52
  - Facebook - [https://www.facebook.com/photo.php?fbid=707729361355857&set=pb.100063563984095\\_-2207520000.&type=3](https://www.facebook.com/photo.php?fbid=707729361355857&set=pb.100063563984095_-2207520000.&type=3)
    - Reach - 259
    - Reactions - 3
- **Coffee Bracket**
  - Instagram - [https://www.instagram.com/p/CqLpHOdt\\_ja/](https://www.instagram.com/p/CqLpHOdt_ja/)
    - Reach - 431
    - Likes - 40
  - Facebook - [https://www.facebook.com/photo.php?fbid=709093617886098&set=pb.100063563984095\\_-2207520000.&type=3](https://www.facebook.com/photo.php?fbid=709093617886098&set=pb.100063563984095_-2207520000.&type=3)
    - Reach - 260
    - Reactions - 11
- **Activity Bracket**
  - Instagram - [https://www.instagram.com/p/CqT62jTtR\\_X/](https://www.instagram.com/p/CqT62jTtR_X/)
    - Reach - 413
    - Likes - 38
  - Facebook - [https://www.facebook.com/photo.php?fbid=711356514326475&set=pb.100063563984095\\_-2207520000.&type=3](https://www.facebook.com/photo.php?fbid=711356514326475&set=pb.100063563984095_-2207520000.&type=3)
    - Reach - 195
    - Reactions - 4

- **Food Bracket**

- Instagram - <https://www.instagram.com/p/CqZRdpVN6Oh/>
  - Reach - 418
  - Likes - 38
- Facebook - [https://www.facebook.com/photo.php?fbid=712809590847834&set=pb.100063563984095\\_-2207520000.&type=3](https://www.facebook.com/photo.php?fbid=712809590847834&set=pb.100063563984095_-2207520000.&type=3)
  - Reach - 250
  - Reactions - 2

- **Winner Post**

- Instagram - <https://www.instagram.com/p/CqgAhX5Ojps/>
  - Reach - 539
  - Likes - 56

**Arrow MADNESS** Circle your favorite **SEMO SPORT**

ENTER TO WIN A **\$50 GIFT CARD**

Women's Volleyball

Gymnastics

Football

Men's Basketball

In honor of SEMO's 150th birthday, the Arrow also wanted to give you a chance for a cash present! For the rest of this week and next week, we will be doing ARROW MADNESS with four different brackets! The first bracket will be 'Favorite SEMO Sport'.

You may enter all four brackets, for 4 chances to win a \$50 VISA gift card!!! I would shoot all four times if I were you... Let the madness begin!! 🏀

How to Enter:

- 🔥 Screenshot premade bracket
- 🔥 Repost on Feed or Story with a circle around your favorite
- 🔥 Tag [@southeastarrow](https://www.instagram.com/southeastarrow) to be entered!

The last day to enter will be on March 31. The winner will

be selected at random on April 1.

**Arrow MADNESS** Circle your favorite **COFFEE SPOT**

ENTER TO WIN A **\$50 GIFT CARD**

Starbucks

Speakeasy Coffee Co.

The Grind-A-Bout

The second round is here and waiting for your guesses... Circle your favorite coffee spot!

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**Arrow MADNESS** Circle your favorite **CAPE ACTIVITY**



ENTER TO WIN A **\$50** GIFT CARD

AX throwing

Creating pottery

Thrifting

Hiking

Detailed description: A bracket-style graphic for a contest. At the top left is the text 'Arrow MADNESS' in large, bold, black letters. To its right is the text 'Circle your favorite CAPE ACTIVITY' in white on a dark red background. Below this are four small square images arranged in a 2x2 grid. The top-left image shows a person in a dark jacket throwing an axe. The top-right image shows several pieces of pottery on a table. The bottom-left image shows a person in a white jacket looking at items on a clothing rack. The bottom-right image shows a dog sitting on a grassy area with a stone wall in the background. In the center of the bracket is a black box with white text that reads 'ENTER TO WIN A \$50 GIFT CARD'. Lines connect the images to the central box.

The third round is here and waiting for your guesses... Circle your favorite activity to do in Cape!

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**Arrow MADNESS** Circle your favorite **CAPE RESAURANT**



ENTER TO WIN A **\$50** GIFT CARD

Andy's Frozen Custard

Burrito-Ville

El Sol Mexican Restaurant

Mary Jane bourbon + smokehouse

Detailed description: A bracket-style graphic for a contest. At the top left is the text 'Arrow MADNESS' in large, bold, black letters. To its right is the text 'Circle your favorite CAPE RESAURANT' in white on a dark red background. Below this are four small square images arranged in a 2x2 grid. The top-left image shows three women standing behind a counter in a shop. The top-right image shows a red cup with a logo. The bottom-left image shows a plate of food with a burrito. The bottom-right image shows the exterior of a building with a sign. In the center of the bracket is a black box with white text that reads 'ENTER TO WIN A \$50 GIFT CARD'. Lines connect the images to the central box.

The FINAL bracket has arrived and we are eagerly anticipating your vote.... Circle your favorite restaurant in Cape!

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Arrow Madness Print graphic for the What's Up SEMO page in the March 22 - April 4 Edition



How to Enter