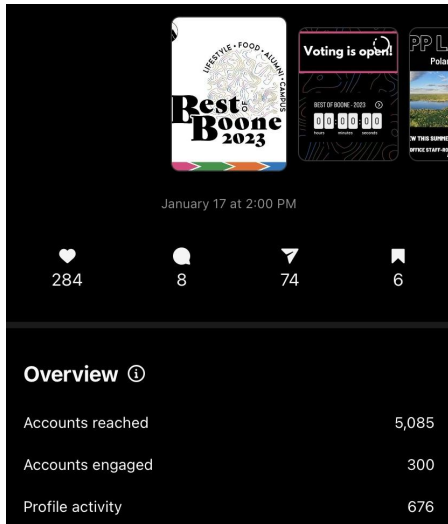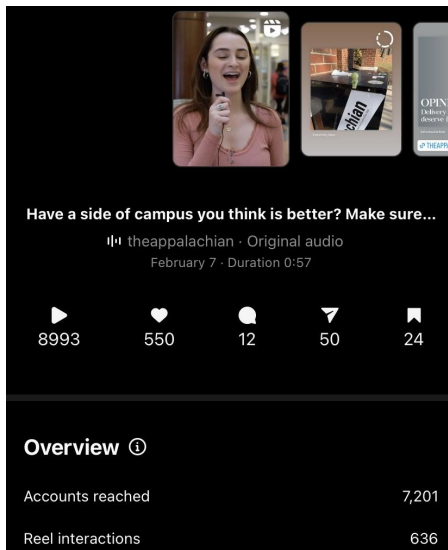**Best of Boone 2023 Social Media Campaign**

*links to posts on Instagram are provided but all posts went up on Twitter and Facebook as well
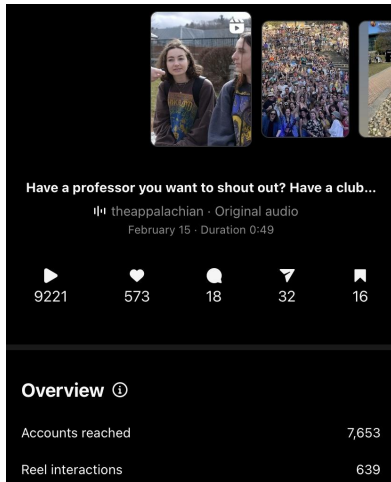
1. Voting for Best of Boone is open announcement

2. Man on the street interviews: best side of campus

3. [Man on the street interviews with students about Best of Boone categories](#)
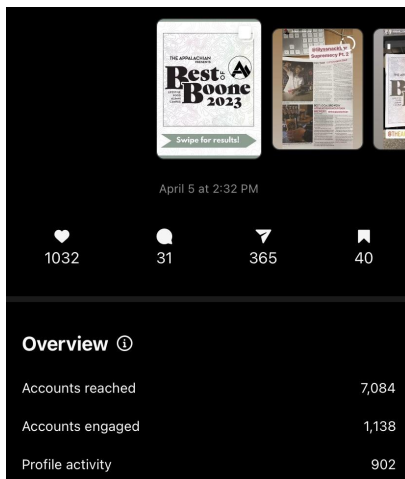

Have a professor you want to shout out? Have a club...

theappalachian · Original audio
February 15 · Duration 0:49

▶	♥	💬	✈	🔖
9221	573	18	32	16

Overview ⓘ

Accounts reached	7,653
Reel interactions	639

4. [Announcement of the winners](#)

April 5 at 2:32 PM

♥	💬	✈	🔖
1032	31	365	40

Overview ⓘ

Accounts reached	7,084
Accounts engaged	1,138
Profile activity	902

5. [Promotion video showing downtown Boone winners](#)

Best of Boone 2023 is OUT NOW!

theappalachian · Original audio
May 2 · Duration 3:01

▶	♥	💬	✈	🔖
7408	308	4	24	16

Overview ⓘ

Accounts reached	5,976
Reel interactions	352

Best of Boone is The Appalachian's annual readers choice edition about the best places in Boone. For Best of Boone 2023, we utilized social media to urge our followers to vote for their favorite places in Boone. During the month-long voting period, we posted a video or graphic to our main feed at least once a week that would get people thinking about their Boone related opinion and that had a call to action, leading them to vote. We were also consistently posting content about Best of Boone to our Instagram story like showing local businesses or campus organizations that were promoting Best of Boone or showing users how close some of the races were (these are not pictured here). The campaign also continued later into the semester as we had to promote the print edition once the results were published. We pushed this in April, the day it was released, and again with a video about two weeks later when students were beginning to leave campus and could pick up a copy before they left. Results were easy to measure as we would see a bump in the number of votes after each post went live.