

Category 7G; Best Social Media Campaign; Mustang Media Group

For this social media campaign Mustang Media Group partnered with Cal Poly Athletics and PG+E to encourage more students to sign up to take the pledge to recycle. Posts were scheduled on Instagram, Facebook and Twitter at peak times for each of those social channels. They were also scheduled to give the widest audience range possible of not only students but alums and parents as well. The campaign was a success and helped lead to an estimated reduction of over 3600 pounds of plastic waste.



Instagram Story ad (above)

[Ad on Facebook](#)

[Another ad on Facebook](#)

[Final campaign results on Twitter](#)

Final analytics for the campaign:

IG Story:

1. Reach: 1,920 Impressions: 1,969 Link Clicks: 27
2. Reach: 2,078 Impressions: 2,078 Link Clicks: 16
3. Reach: 1,601 Impressions: 1,616 Link Clicks: 4
4. Reach: 1,380 Impressions: 1,399 Link Clicks: 16
5. Reach: 1,152 Impressions: 1,183 Link Clicks: 2

Twitter:

1. April 8: Impressions (1,065) Engagement (9)
2. April 21: Impressions (374) Engagement (2)
3. May 1: Impressions (617) Engagement (2)
4. May 4: Impressions (377) Engagement (2)

Facebook:

1. March 30: Reach (723) Engagement (6)
2. April 8: Reach (776) Engagement (4)
3. April 21: Reach (658) Engagement (2)
4. April 27: Reach (775) Engagement (8)
5. May 1: Reach (671) Engagement (1)
6. May 4: Reach (721) Engagement (7)