One Ball State Day 2023

Audience Engagement Event
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.
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)
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.
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%
- **Instagram profile visits**: 238 ↑ 852%
- **Facebook Page visits**: 51 ↑ 168.4%

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.