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
    - Reach - 259
    - Reactions - 3
- **Coffee Bracket**
  - Instagram - https://www.instagram.com/p/CqLpHOdt_ja/
    - Reach - 431
    - Likes - 40
    - Reach - 260
    - Reactions - 11
- **Activity Bracket**
  - Instagram - https://www.instagram.com/p/CqT62jTtR_X/
    - Reach - 413
    - Likes - 38
    - Reach - 195
    - Reactions - 4
- **Food Bracket**
  - Instagram - [https://www.instagram.com/p/CqZRdpVN6Oh/](https://www.instagram.com/p/CqZRdpVN6Oh/)
    - Reach - 418
    - Likes - 38
    - Reach - 250
    - Reactions - 2

- **Winner Post**
  - Instagram - [https://www.instagram.com/p/CqgAhX5Ojps/](https://www.instagram.com/p/CqgAhX5Ojps/)
    - Reach - 539
    - Likes - 56

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.

The second round is here and waiting for your guesses…

Circle your favorite coffee spot!

Remember, 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 continue!!🏀

How to Enter:
- 🔥 Screenshot premade bracket
- 🔥 Repost on Feed or Story with a circle around your favorite
The third round is here and waiting for your guesses…
Circle your favorite activity to do in Cape!
Remember, 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 continue!!🏀

How to Enter:
🔥 Screenshot premade bracket
🔥 Repost on Feed or Story with a circle around your favorite
🔥 Tag @southeastarrow to be entered!

The last day to enter will be on March 31. The winner will be selected at random on April 1.

The FINAL bracket has arrived and we are eagerly anticipating your vote…. Circle your favorite restaurant in Cape!
Remember, 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 continue!!🏀

How to Enter:
🔥 Screenshot premade bracket
🔥 Repost on Feed or Story with a circle around your favorite
🔥 Tag @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 Print graphic for the What’s Up SEMO page in the March 22 - April 4 Edition

HOW TO ENTER

1. Screenshot premade bracket
2. Repost on Feed or Story with a circle around your favorite!!
3. Tag @SoutheastArrow to be entered

Last day to enter is March 31