



Social Media Community Case Studies

Presented by: Gavin McGarry, Founder

Future of Social Media is Community

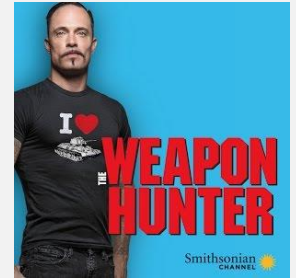
Communities excel at:

1. Being a focus group
2. Spotting trends
3. Driving web traffic
4. Building awareness
5. Developing brand trust
6. Reinforcing purchases





I-800-DENTIST®





How to Build a Community to Drive Ratings

The Weapon Hunter - Online Community Analysis



THE WEAPON HUNTER

PREMIERES OCT 5

SHOP THE
WEAPON HUNTER STORE

THE WEAPONS



THE COLLECTORS



THE



SHOPPING
CART

HOME

PAUL SHULL

THE SHOW

GALLERY

SHOP

Smithsonian
CHANNEL

THE WEAPON HUNTER

FINDING, FIXING & FIRING
HISTORY'S COOLEST WEAPONS.



⚙️ Edit Page Info + Create Event 👍 Like ⋮ More

Shop Now

✍️ Status 📷 Photo / Video



Write something on this Page...



The Weapon Hunter

May 26 · 🌐

TV Show

🔍 Search for posts on this Page



72,799 people like this
Dion Drama and 3 other friends

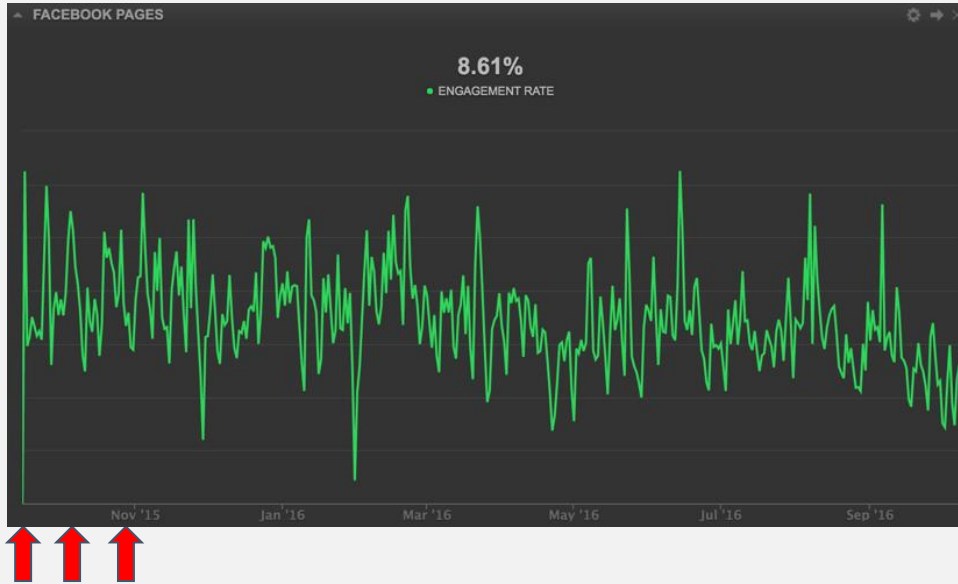
@jumpwiremedia
#ShakeUpShow

Summary

- 98% male audience.
- 53% of Facebook fans are millennial males 18 - 34.
- 94% of Facebook page followers live in the U.S.
- Top cities: Houston, San Antonio, Phoenix, New York, Chicago.

- High community engagement:
 - Hundreds of requests for season 2.
 - Low abusive behavior in the community.
 - High level of contribution by the community (pictures, weapons, collections, personal stories, etc.).

Lifetime Engagement - No Drop After End of Season 1



Insights:


- 1st Arrow (Sept. 16, 2015) - Facebook Page created.
- 2nd Arrow (Oct. 5, 2015) - Show start on Smithsonian.
- 3rd Arrow (Nov. 9, 2015) - Show end on Smithsonian.
- Community continued to maintain engagement after show finished.
- Usually Jumpwire sees a large drop in community engagement after a show ends its run, but not in this case.

Community Engagement - Pre-Season - Heavy Fan Engagement

Engaging Post

The Weapon Hunter
Yesterday at 12:04pm · Edited

Start looking forward to Monday night. The Weapon Hunter begins October 5th at 8pm Eastern & Pacific on the Smithsonian Channel



857 Views

Like Comment Share

120 people like this. Most Recent

31 shares

Craig McDonald I'm looking forward to it
Like · Reply · 1 · Yesterday at 12:24pm

The Weapon Hunter What are you looking forward to most from the show?
Like · Reply · 1 · 23 hrs

Craig McDonald I'm looking forward to seeing things that I've never heard of or seen before. Like one of the guns I saw on one of your post. That thing was insane looking
Like · Reply · 23 hrs

Craig McDonald When I see something that was made years and years ago and is still in working condition. Blows my mind.
Like · Reply · 23 hrs

Write a reply...

Mike Pohorly looks great
Like · Reply · 2 · 22 hrs

Matt Sting Another channel I don't have and wish I did.
Like · Reply · 3 · 20 hrs

Dave Alderink I will be watching
Like · Reply · 15 hrs

Write a comment...

2.7K
People Reached

223
Post Clicks

- High frequency posting (12/day) to engage new users from ads
- Videos and images that tease the show
- Promoting air date/time in copy
- Heavy community engagement, e.g., liking, interacting with comments on posts

Community Engagement - During Season - Episode Specific Comments

The Weapon Hunter
Published by Matt English [?] · October 12 · Edited [?]

Retiring in 1953, John Garand was given an M1 inscribed with serial number 1,000,000. Not a bad retirement present.



7,554 people reached


545 Likes · 5 Comments · 125 Shares

Like Comment Share

Boost Post

The Weapon Hunter
Published by Matt English [?] · October 20 at 11:45pm ·

Before being commissioned to build parts for the M1903 Springfield rifle, Smith-Corona built typewriters.



3,555 people reached

Boost Unavailable

3,555 People Reached

396 Likes, Comments & Shares

334 Likes	314 On Post	20 On Shares
10 Comments	7 On Post	3 On Shares
52 Shares	52 On Post	0 On Shares

87 Post Clicks

29 Photo Views	0 Link Clicks	58 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

- Historical content posts related to era relevant weapons
- Factual content posts about weapons in specific episodes

Community Engagement - Post-Season - Remained High

The Weapon Hunter shared APEX Gun Parts, Inc.'s photo.
Published by Matt English [?] · October 19 at 6:06pm · 🌐



APEX Gun Parts, Inc.
October 12 at 2:16pm · 🌐

It's Man Monday, and we want to see your World War Two builds!

11,829 people reached Boost Unavailable

1.2k Likes 12 Comments 

The Weapon Hunter
Published by Matt English [?] · October 19 · 🌐

By 1944, these quad .50 caliber machine-guns were responsible for dropping nearly a third of the aircraft lost by Germany. They would be used after the war in Korea and Vietnam.



4,460 people reached Boost Post

316 Likes 3 Comments 59 Shares 

 Like  Comment  Share

- Reduced frequency (6/day) to maintain community
- Shared content from other sources to build via cross-networking
- Continued with most popular content type, e.g., historical context posts


Hundreds of Suggestions & Requests for Second Season

Mike London, Chris Harding, Rick Benz and 15 others like this. Chronological

1 share 10 comments

- Carlos Ortiz Chllien** 1912 mauser
Unlike · Reply · Message · 1 · November 16 at 9:34pm
- Frankie Losinno** Anti tank.... Portablebazooka...panzerschrek
....Panzerfaustlaw....etc.....
Unlike · Reply · Message · 2 · November 16 at 9:40pm
- Calvin Meuser** History of Mausers
Unlike · Reply · Message · 2 · November 16 at 9:42pm
- Calvin Meuser** History of John Browning
Unlike · Reply · Message · 2 · November 16 at 9:42pm
- Jim Law** Take a trip to the war museum in Brussels. I have tons of pics from a trip...Just msg me.
Unlike · Reply · Message · 2 · November 16 at 10:07pm · Edited
- Axel Leighland** I've heard of a single shot truly silent pistol, I don't know anything about but I may have read about it in a book by Andy McNabb. This may be something worthy of your attention.
Unlike · Reply · Message · 2 · November 16 at 11:11pm
- Kent Marley** MG34 and MG42
Unlike · Reply · Message · 1 · November 17 at 12:21pm
- Baumgardner Bumby** The rest of them
Unlike · Reply · Message · 2 · November 17 at 12:30pm
- Jerame Taft** G43 k43
Unlike · Reply · Message · 1 · November 17 at 2:09pm
- Kyle Hubner** when dealing with the sniper you completly ignored thebest ressian sniper the mosin nagant. doubt it would have changed your conclusion of the m1 garand as ultimate sniper which BTW i didn't even know was used as a sniper in WW2
Unlike · Reply · Message · 1 · November 21 at 1:42am

TheWeaponHunter @TheWeaponHunter · Dec 2
Think we missed anything this season? Let us know! #TheWeaponHunter #WW2 #history



← ↻ ❤️ || 📄 ⋮

Ervodje de Istria @ervodje ⚙️ Follow

@TheWeaponHunter S01 = only 6 episodes?
:(

3:33 AM - 4 Dec 2015

← ↻ ❤️ 📄 ⋮




Building a Community to Drive OTT Viewership

Manga Entertainment - Starz





Manga 

@MangaEntertainment

Home

About

Photos

Likes

Notes



Go to Business Manager to manage this Page.



Edit Page Info



Create Event



Liked



More



Watch Video 



Message

#ShakeUpShow

JUMPWIRE MEDIA
@jumpwiremedia

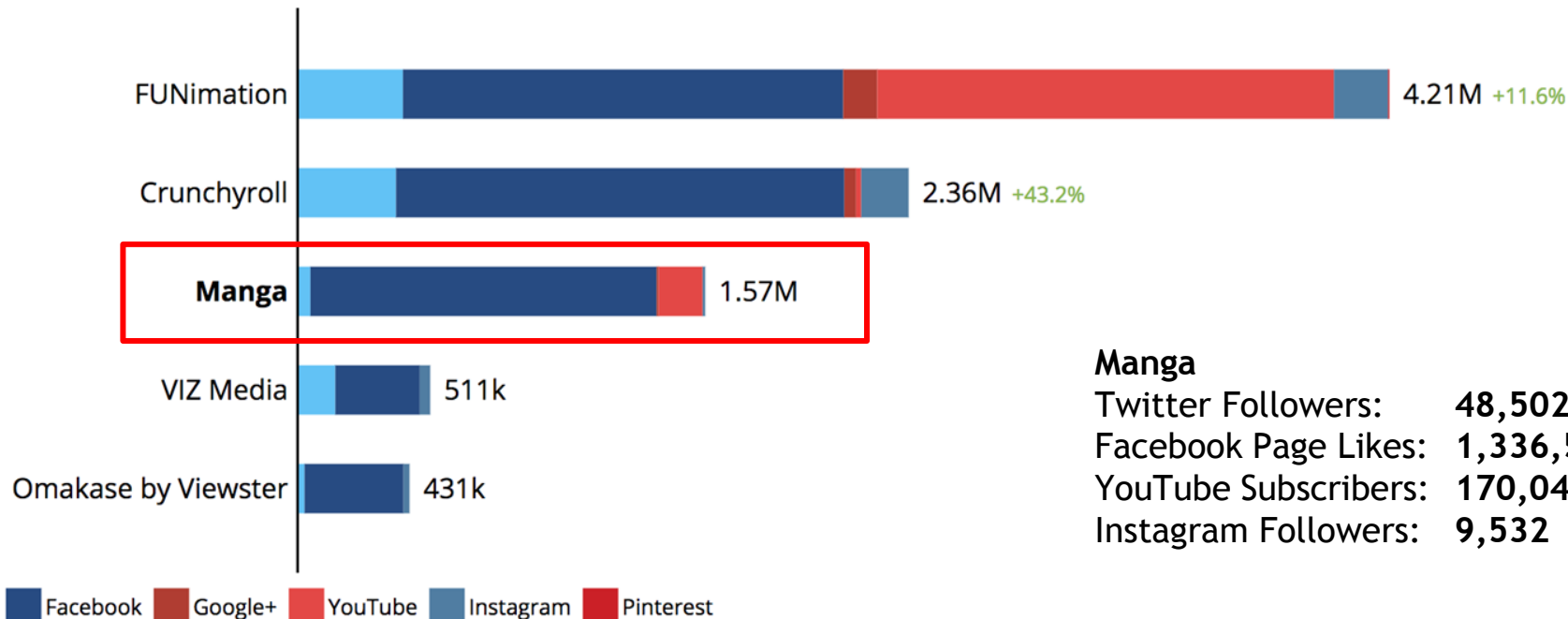
Manga Facebook Page Summary

- The Facebook page is mostly young unmarried Millennials **18-24**
- Current Global Audience for Manga USA: **1,336,570**
- Current U.S. Audience: **281,043**
- Over **147.3 MILLION** people reached in 2017
- Total Engagements (likes, comments, shares: Jan 1 to Dec 6, 2016): **7,695,346**
- Engagement Growth increase over the year: **84%**
- Reach Growth increase over the year: **104%**
- Page Growth (Likes) increase over the year: **26%**

Cross-Channel - Social Audience

☆ Social Audience ⓘ

Export ▾



Manga

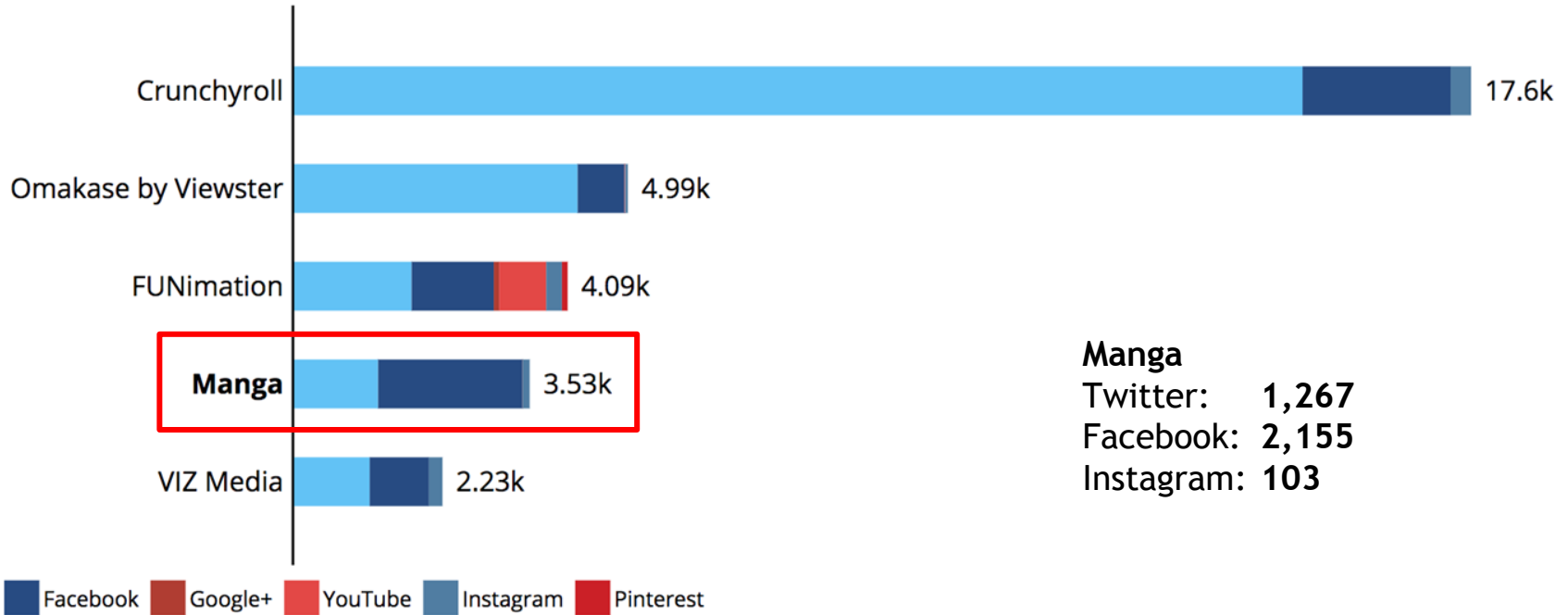
Twitter Followers: 48,502
Facebook Page Likes: 1,336,570
YouTube Subscribers: 170,044
Instagram Followers: 9,532

January 1, 2016 - December 6, 2016

Cross-Channel - Social Activity

☆ Social Activity ⓘ

Export ▾



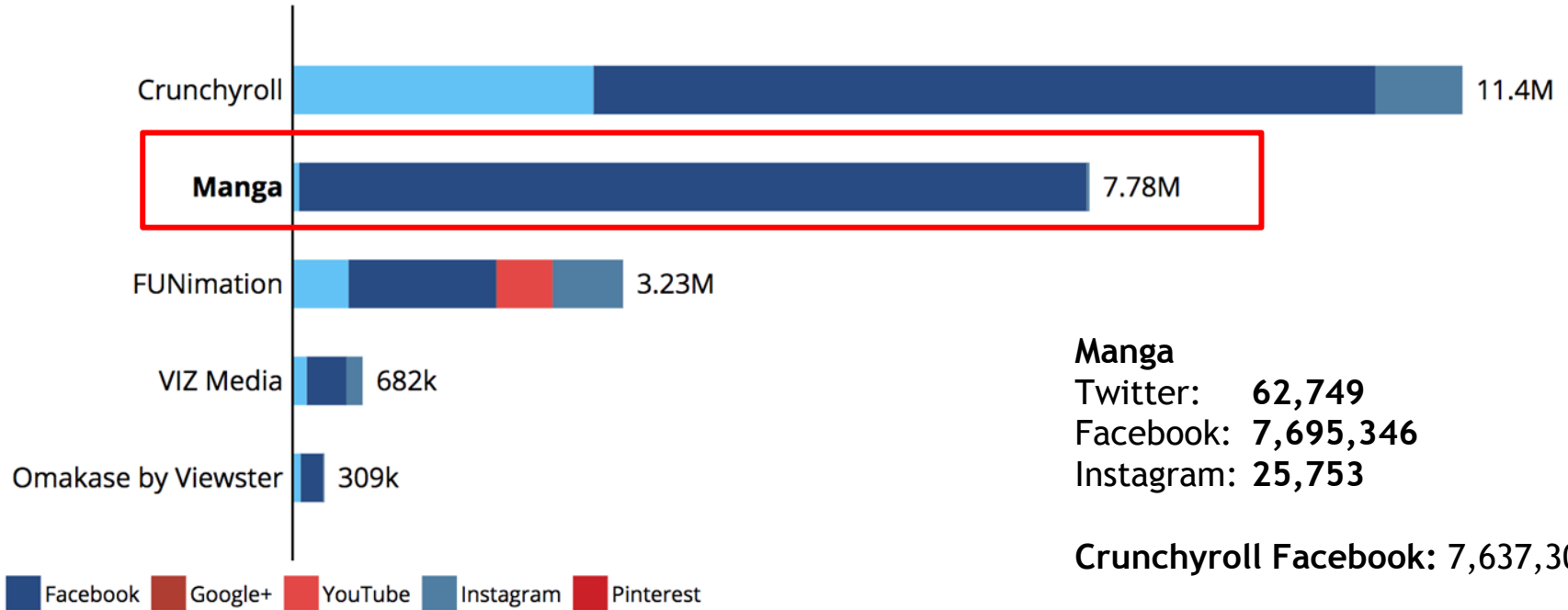
January 1, 2016 - December 6, 2016

JUMPWIRE MEDIA
@jumpwiremedia

Cross-Channel - Social Engagement

☆ Social Engagement ⓘ

Export ▾



Manga

Twitter: 62,749

Facebook: 7,695,346

Instagram: 25,753

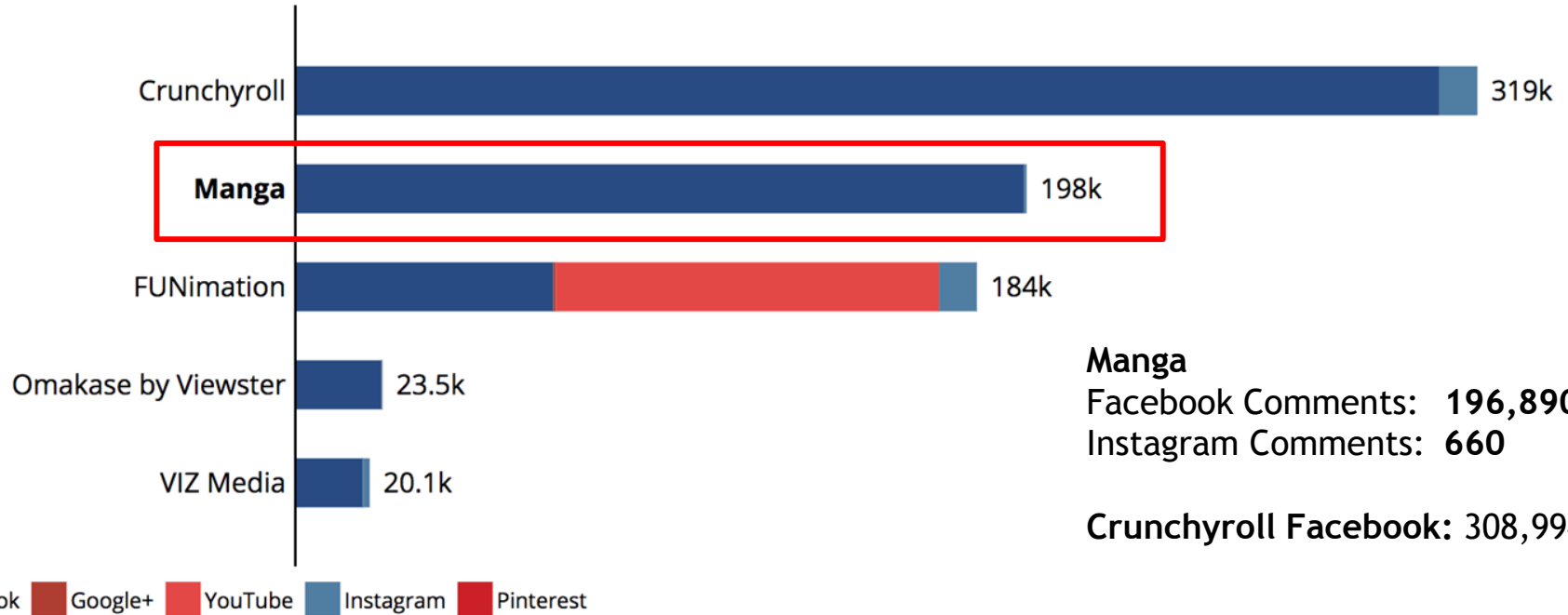
Crunchyroll Facebook: 7,637,300

January 1, 2016 - December 6, 2016

Cross-Channel - Social Conversation Engagement

☆ Social Conversation Engagement ⓘ

Export ▾



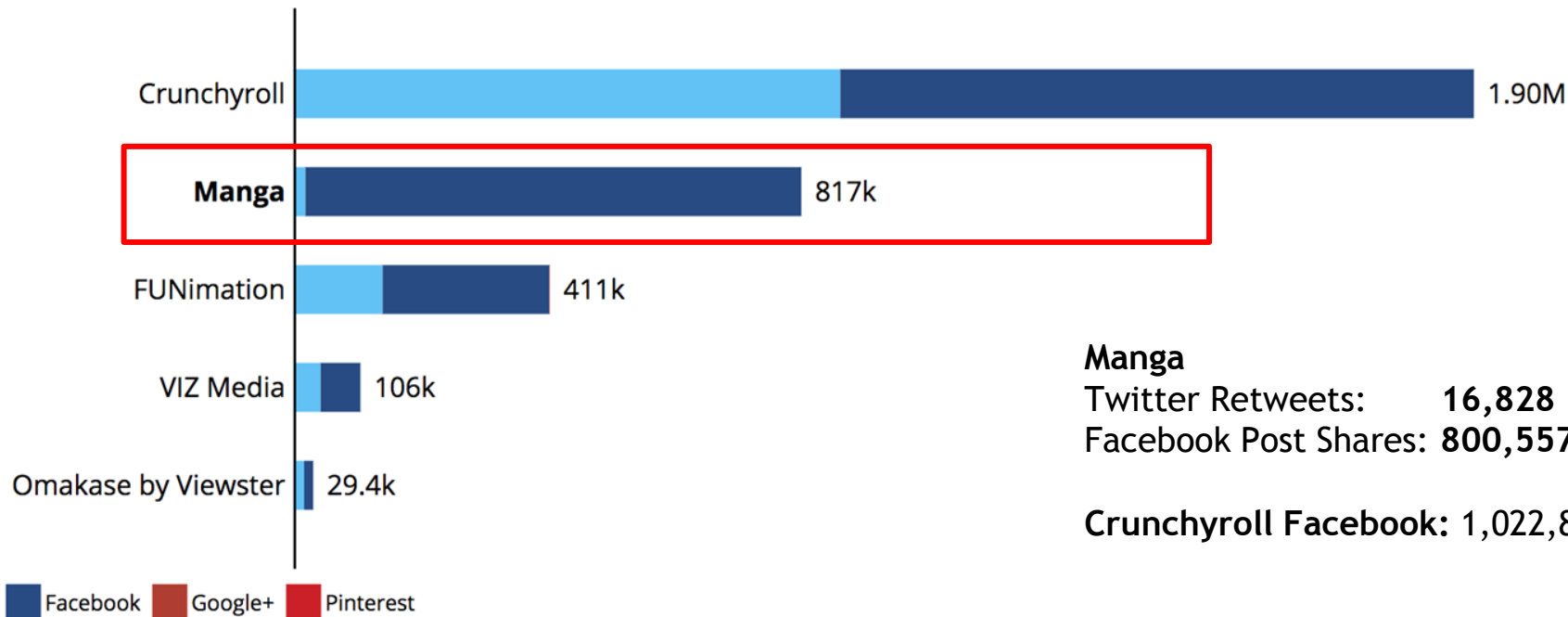
January 1, 2016 - December 6, 2016

JUMPWIRE MEDIA
@jumpwiremedia

Cross-Channel - Social Amplification Engagement

☆ Social Amplification Engagement ⓘ

Export ▾



Manga
Twitter Retweets: **16,828**
Facebook Post Shares: **800,557**

Crunchyroll Facebook: 1,022,811

January 1, 2016 - December 6, 2016



106% YOY viewership increase
from managing the social media
community effectively
No other marketing

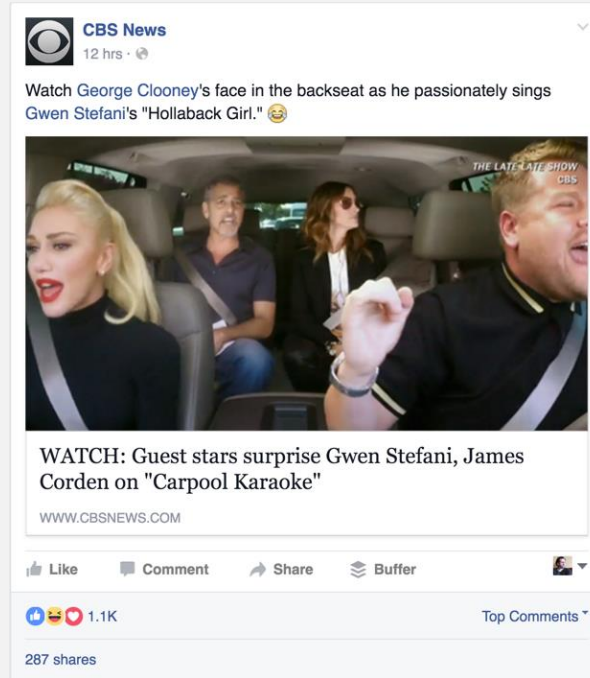
hulu



Social Media Hacks



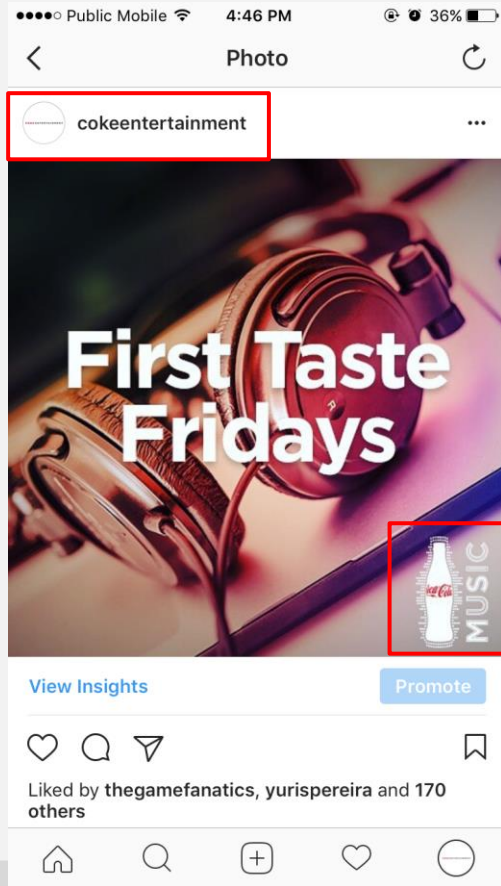
Use emojis 🤘 in your copy and replies for higher organic reach and engagement



Gifs are not getting reach on Facebook anymore.
Is Facebook creating a Giphy competitor?



Instagram: Branded vs. Unbranded Content



Branded post Dec 23



Unbranded post Dec 23

Insights:

- Branded: 1,816 impressions, 1,366 reach, 175 engagements.
- Unbranded: 2,119 impressions, 1,608 reach, 205 engagements.
- **Immediate impact:** 17% increase in impressions, 18% increase in reach and 17% increase in engagements.

Berlin - Tag & Nacht

11 hrs · 🌐

Yep, eindeutig: Vater und Sohn! 😊 Emmi

See Translation



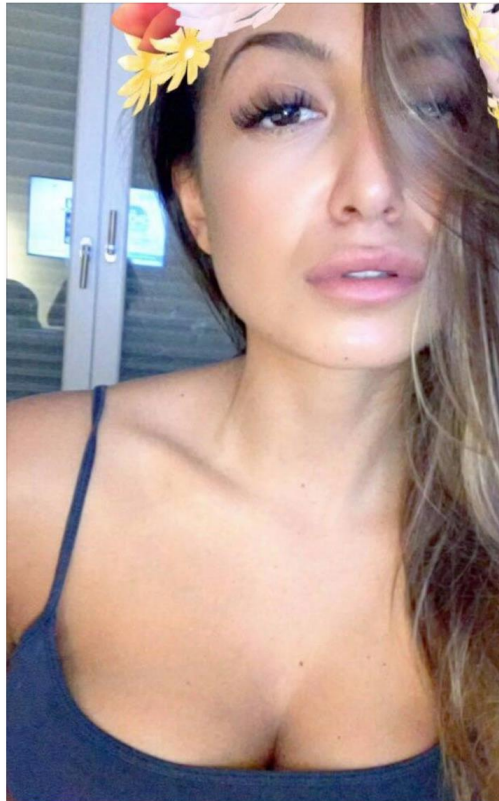
Like Comment Share Buffer

👍❤️👍 12K

57 shares

Genießt dieses wunderschöne Wochenende!! Alessia

See Translation



Like Comment Share Buffer

👍❤️👍 8.5K

57 shares

Berlin - Tag & Nacht

March 30 at 8:16pm · 🌐

Yeah! Bestanden und ganz offiziell Fitnesstrainer 🙌 Milla

See Translation



Like Comment Share Buffer

👍❤️👍 15K

15K shares

ht

🌐

id by me when everyone else left me in the

translation



Share Buffer

👍❤️👍 12K

12K shares

#ShakeUpShow @gavinmcgarry

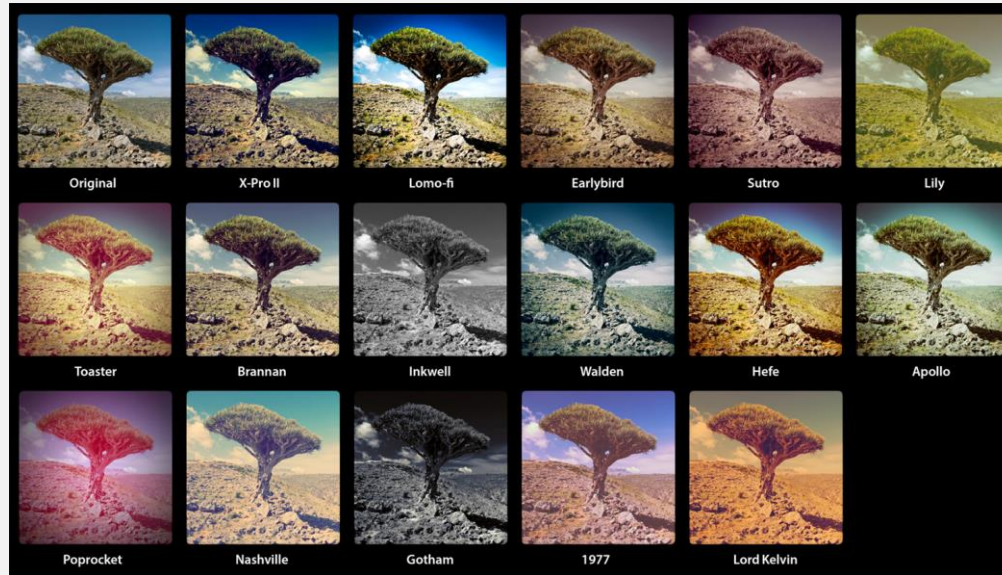
Posting images to Facebook via Instagram provides a 23% increase in engagement



If you follow more than **800 people** in a day
they will suspend your account



Not using a filter on your Instagram posts
garners less reach and impressions which will
reduce likes





Ability to follow accounts on Pinterest is **suspended for 24 hours** if you exceed 150 follow actions in an hour.

PRO TIP: Like & respond to comments for the last 90 days to jumpstart your reach

