



## PR News' Visual Storytelling Bootcamp

# (Measurably) Successful Visual Campaigns

**Stanford Graduate School of Business**

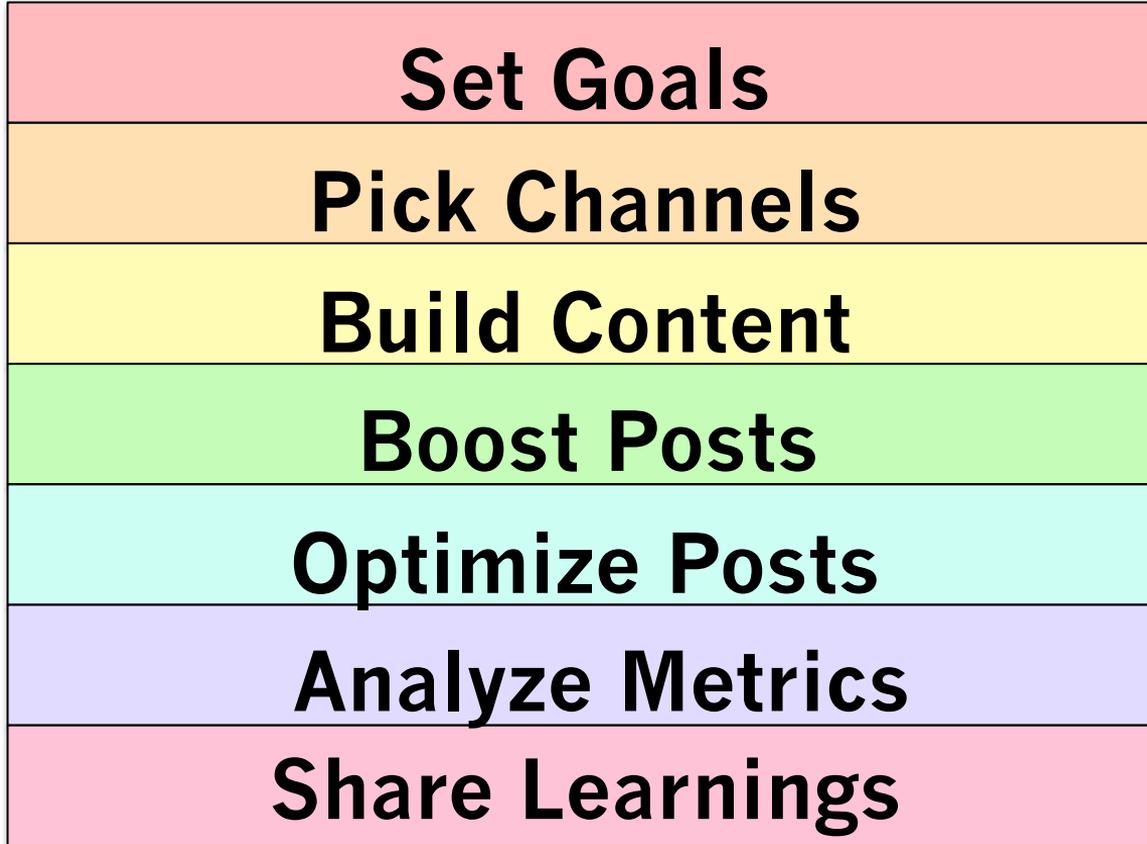
@karenlee, associate director of digital + social

@nataliemwhite, social media manager

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# 7 Steps to Build a Visual Campaign



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# Step 1: Know Your High-Level Goals

## **Marketing & Communications**

Connect and engage people around the world with Stanford GSB offerings & ideas so they can drive positive change

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# Step 1: Know Your High-Level Goals

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# Step 1: Know Your High-Level Goals

## Marketing & Communications

Connect and engage people around the world with Stanford GSB offerings & ideas so they can drive positive change

## Graduation Campaign

Leverage the excitement of graduation to drive new followers of and engagement with GSB social media

## Step 2: Identify Relevant Channels

2013:						
2014:						
2015:						
2016:						

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# Similar content captures different levels of attention

Types of content people surveyed say they interact with most on Facebook and Instagram



Facebook IQ Source: "Facebook and Instagram: Motivations and Mindsets" by Ipsos Connect (Facebook-commissioned online survey of 7,809 people ages 18–64 in AU, BR, FR, JP, UK and US who use Facebook and/or Instagram at least weekly), May 2016. Data is based on an average of people surveyed who use both Facebook and Instagram.

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## Step 2: Identify Relevant Metrics

2016:    

How many students engaged?

How many new students engaged?

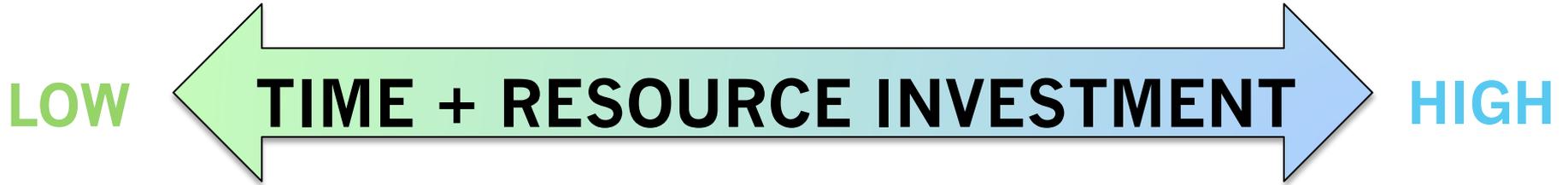
How deep was the engagement?

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# Step 3: Build Your Content



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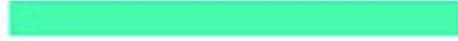
## Half Life



18 minutes / half of retweets



30 minutes / half of reach



2.23 hours / half of comments (SMALL SAMPLE V/A STATIGRAM)



7.4 hours / half of views

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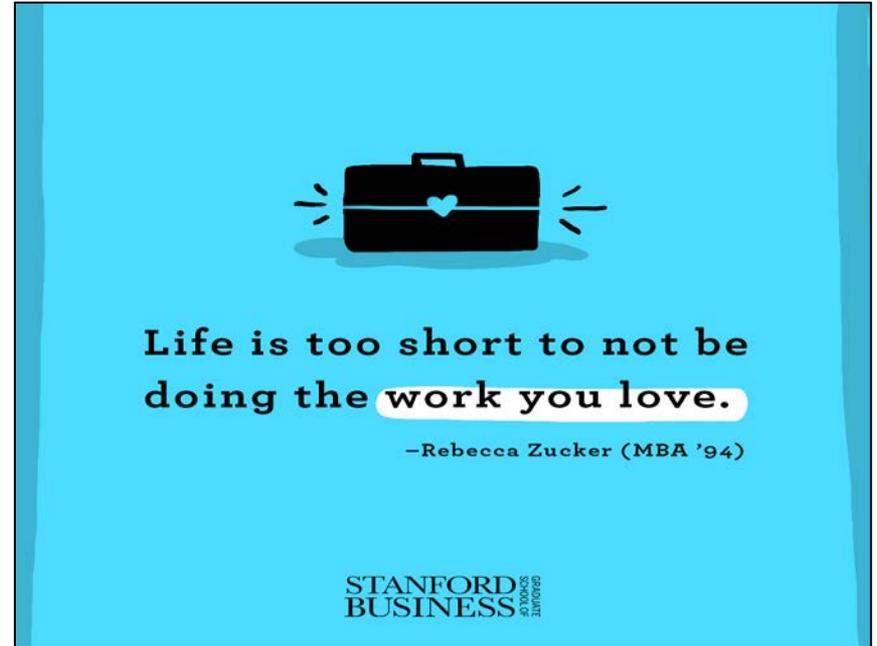
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# Words of Wisdom Quotes

## Success Metrics:

- How many students engage
- Type of engagement



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# Image Quote Tips

- Write a conversational prompt
- Look for fun opportunities to gather quotes
- Create the image quotes with Photoshop or Canva
- Post them on multiple platforms

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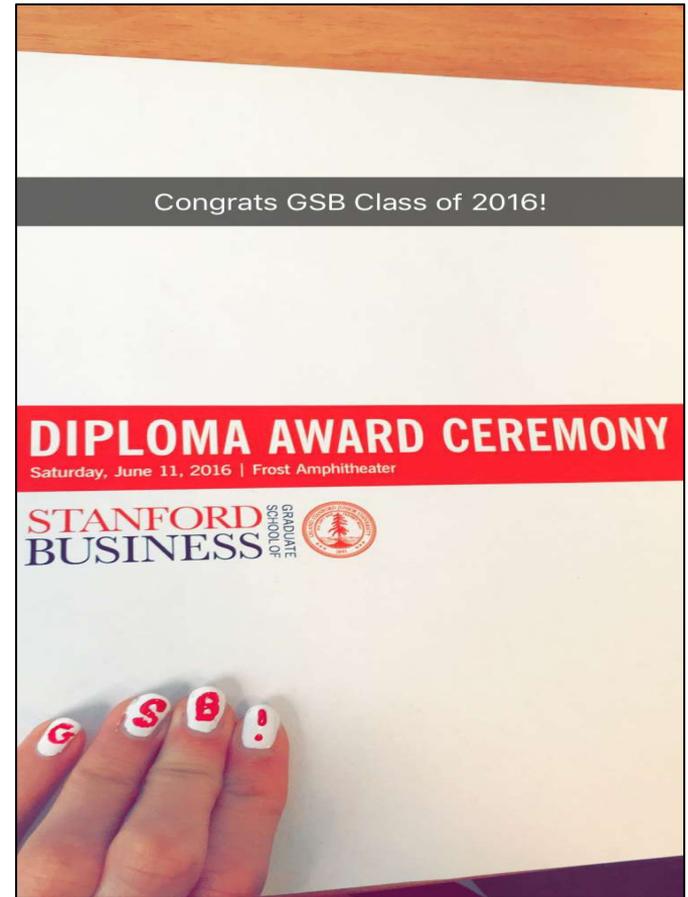
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# Snapchat Pilot

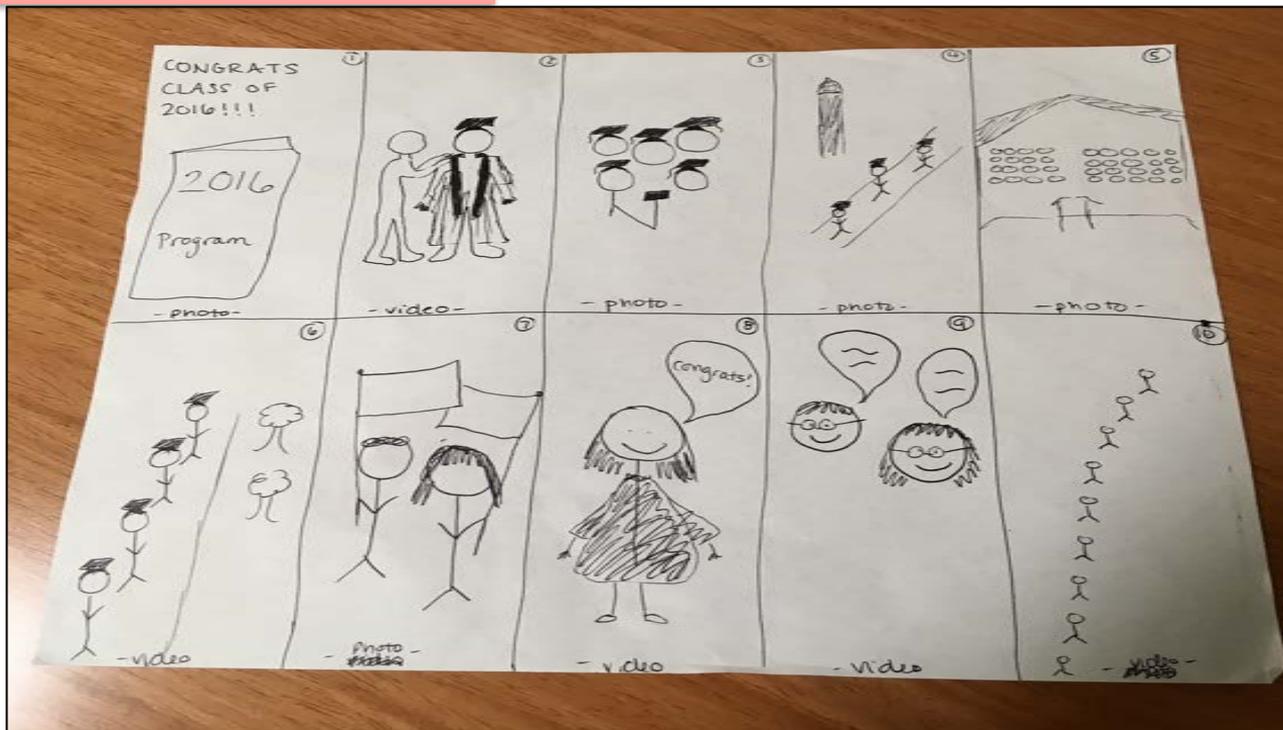
## Success Metrics:

- Number of new student followers
- Positive anecdotal feedback



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# Snapchat Pilot



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# Snapchat Tips

- Storyboard
- Get feedback on your narrative
- Mix photos and videos
- Take screenshots to capture metrics

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# Portrait Project

## Success Metrics:

- Number of students engaged
- Number of new student engagers identified
- Type of engagement



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# Portrait Project Tips

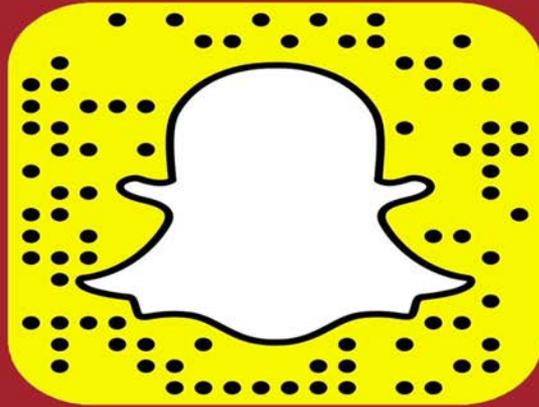
- Offer a couple prompts to choose from
- Find an environment where people feel comfortable
- When the posts go live, send the person the link to share

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# Step 4: Boost Your Content with Paid



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# Paid Campaign Tips

- Experiment with paid on Facebook first
- Use a small budget to test a couple different creative options
- Then spend the rest of your budget on the top-performing content

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# Step 5: Optimize Your Posts

Ad Name	Results ⓘ	Reach ⓘ	Cost ⓘ
 New Copy - Graduation Stanford Graduate School of Business	6,964 Post Engagements	15,552	\$0.07 Per Post Engagement
 New Copy - Image 1 Stanford Graduate School of Business	735 Post Engagements	6,612	\$0.31 Per Post Engagement
 New Copy - Image 3 Stanford Graduate School of Business	759 Post Engagements	6,572	\$0.31 Per Post Engagement
 New Copy - Image 2 Stanford Graduate School of Business	513 Post Engagements	4,526	\$0.35 Per Post Engagement
 Snapchat Graduation Promo Stanford Graduate School of Business	13,557 Post Engagements	21,428	\$0.05 Per Post Engagement

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# Step 5: Optimize Your Posts



**S** stanfordbusiness  
Stanford Business  
11/06/2016 05:44:18 pm

Members of the Stanford GSB MBA Class of 2016!  
[#StanfordGSB16](#)

# stanfordgsb16

293 likes

3 comments

- keenanj91 1 month ago
- olayemioyebode 1 month ago
- zeeyneepalkan you with 1 month ago
- zahra\_\_alavi 1 month ago

Say something...

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# Step 6: Pull Metrics & Evaluate



**S BUSINESS** **Stanford Graduate School of Business** ▾  
Published by Natalie White [?]  
[Like This Page](#) · April 2 · Edited · 🌐

"On the last day of one of his classes, [Lecturer] Rob Siegel gave his class advice that struck the core of me, and that I really needed at that moment. 'Remember, your career and life are marathons, not sprints.'

This allowed me to pause and realize that pressing the more button is not always the answer. Sometimes just making a decision, albeit an informed one, is the answer. If it doesn't work...  
[See More](#) — with [Kudzi Chikumbu](#) and [Robert Siegel](#).

📍 Tag Photo   📍 Add Location   ✎ Edit

👍 Like   💬 Comment   ➦ Share   **S** ▾

👍🔥 590   [Top Comments](#) ▾

94 shares   23 Comments

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## Step 6: Pull Metrics & Evaluate

67+ students engaged with the post

35+ were students we'd never before seen engage with our social media posts

94 shares

23 comments

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# Step 6: Pull Metrics & Evaluate

The image shows a screenshot of a Facebook post from the Stanford Graduate School of Business. The post text reads: "On the last day of one of his classes, [Lecturer] Robert Siegel gave his class advice that struck the core of me, and that I really needed at that moment. Remember, your career and life are marathons, not sprints." Below the text, there are interaction buttons for Love, Comment, and Share. A white overlay window is positioned over the post, displaying a list of users who liked the post. The overlay shows the total number of likes (590) and a list of individual users, each with a profile picture and a blue plus icon. A tooltip is visible over the user Chika Ashley Okoro, listing 12 mutual friends: Alex De Simone, Juan Manuel Gonzalez Barajas, Carolina Rivera, Ben Byungchol Yoon, Morgan Harcrow, Patrick Keating, Cynthia Ip, Ami Kumordzie, Conrado Marturet, Madeline Hawes, Catherine Chien, and Anna Chukaeva. Other users listed in the overlay include Shireen Desai, Zanta Nkumane, and Anderson Fernandes.

always the answer. Sometimes just making a decision about an informed  
one, is the answer.

Calling the Dead, G... Post About

**Stanford Graduate School of Business**  
Page Liked · April 2 · 🌐

On the last day of one of his classes, [Lecturer] Ro  
Siegel gave his class advice that struck the core of  
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See More — with Kudzi Chikumbu and Robert  
Siegel.

Love Comment Share

590 Top Comments

4 shares 23 Commen

**Pooja Gadige** Thank you for sharing this! It has  
really struck a chord with me!

Write a comment...

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# Tips for identifying engagers

- Click into their profile and look for key words
- Look for “mutual friends”
- Remember you’re looking for quality engagers so skip over spam accounts

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## Step 6: Pull Metrics & Evaluate

1. In-person engagement drives digital advocacy
2. Cut some projects so you have time to explore new ones
3. Rethink image quotes for next year

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# Step 7: Build a Narrative & Share Results

## Ask yourself:

1. Who are you influencing?
2. What format is best for them?
3. What's your ideal outcome?

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# Step 7: Build a Narrative & Share Results

Share your results:

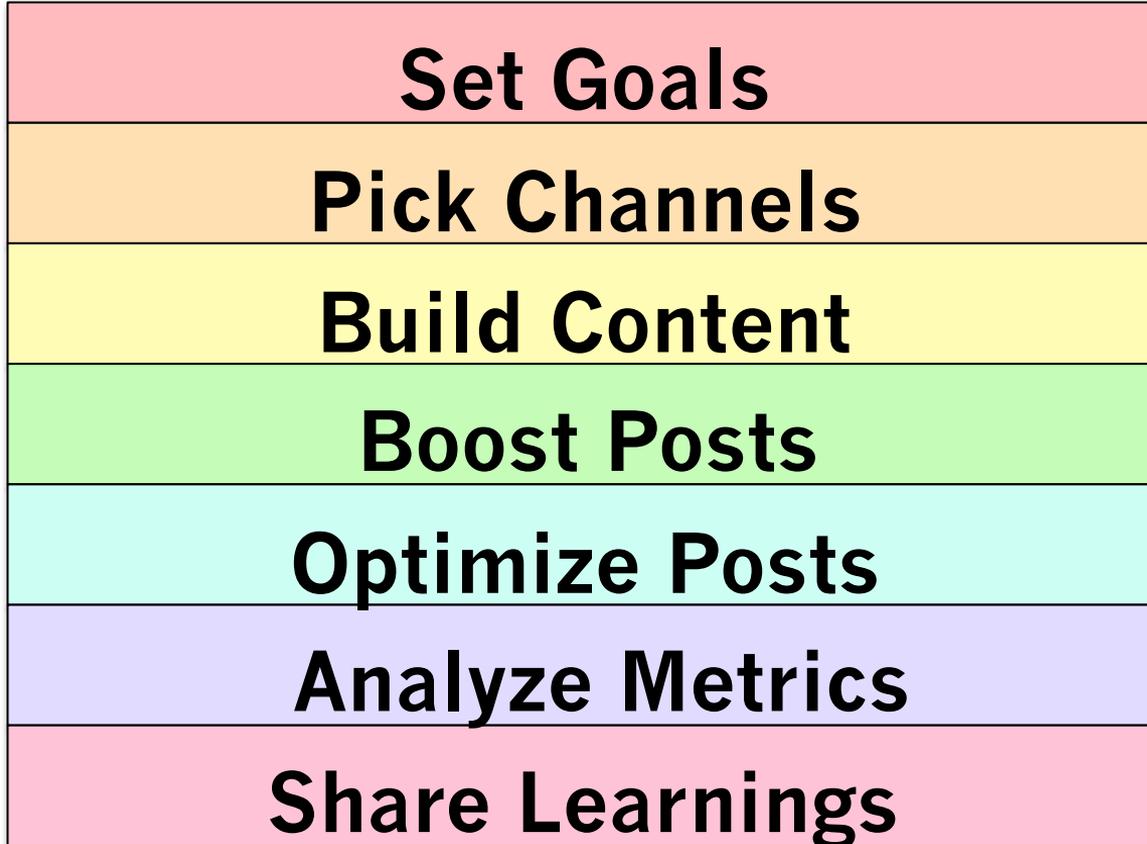
- Email summary with links
- One-page doc
- Slide presentation
- Brown bag lunch with your team

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# Final Takeaways

When building a visual campaign, consider metrics at every stage. They'll ground you.

Make sure your social media campaign is aligned with your team's overall goals

Easy ways to develop compelling social content: repackage, recycle, and refresh past top posts

Tips for sharing the results of a social campaign:

- Know your audience
- Consider the format
- Build a narrative

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