

Case Study: How Pizza Farms Can Save Lives

And other things you can do to build your brand on Twitter and Periscope

- Krisleigh Hoermann, Director of Operations | Digital and Social Media Consultant
- 5 years at AHA/ASA
- Prior PR/social media to a variety of industries including nonprofit, healthcare, event, retail, energy and finance
- Grew up #volunteering
- #Passionate about using social media to create connections



Our strategy



Listen



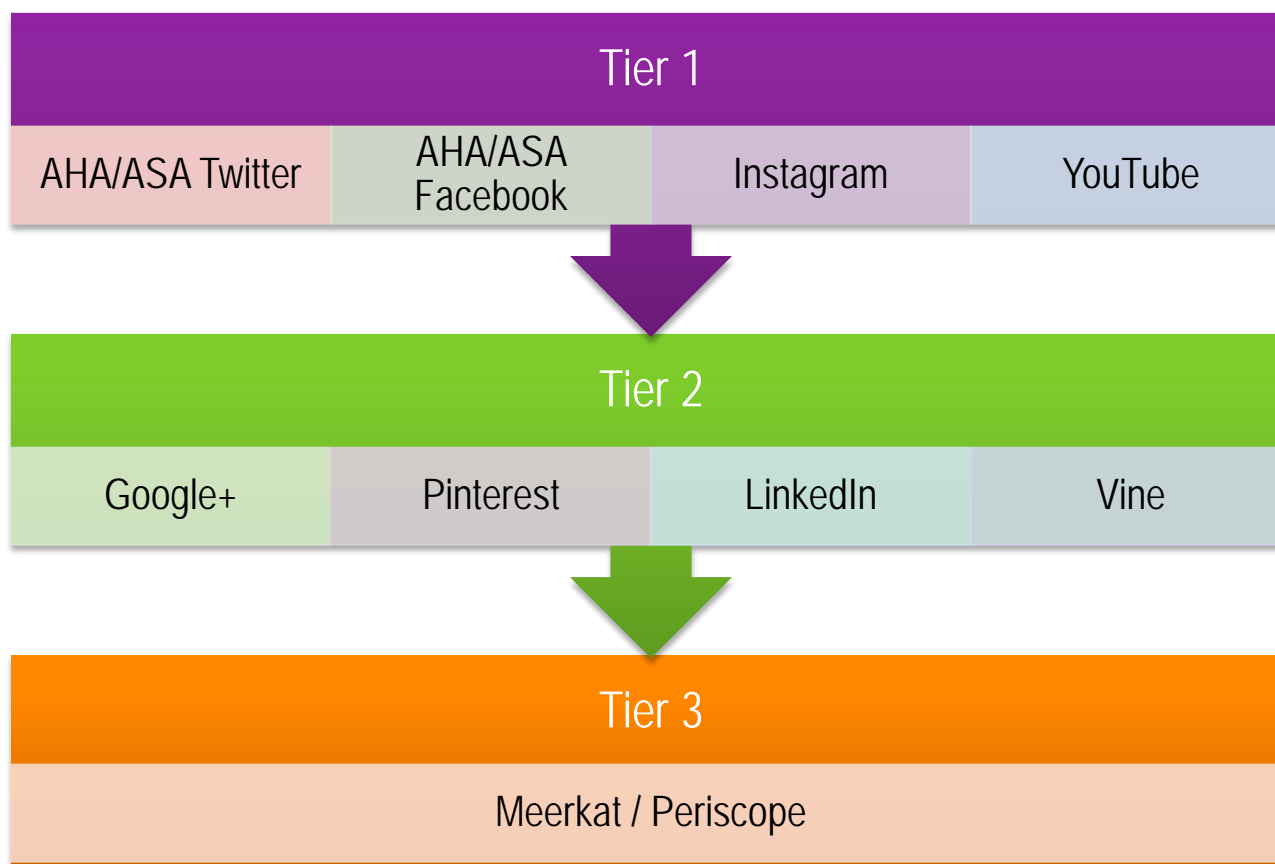
Engage



Act

How it plays out

In order for us to strategically use each social media channel to its fullest ability, we've built a tiered approach according to each channel's importance to the American Heart Association.



Why is Twitter No. 1?



- Twitter's open API – better listening, better insights
- Twitter breaks news
- 49% of monthly Twitter users follow brands or companies, compared to just 16% of social network users overall. – Forrester
- 42% learn about products and services via Twitter. 41% provide opinions about products/services. 19% seek customer support. – Forrester

Case study: #PizzaFarm



American_Heart

19d

Acres of pizza as far as the eye can see. What could be healthier? goo.gl/WOZO2d #PizzaFarm
pic.twitter.com/zHjr3weRaq



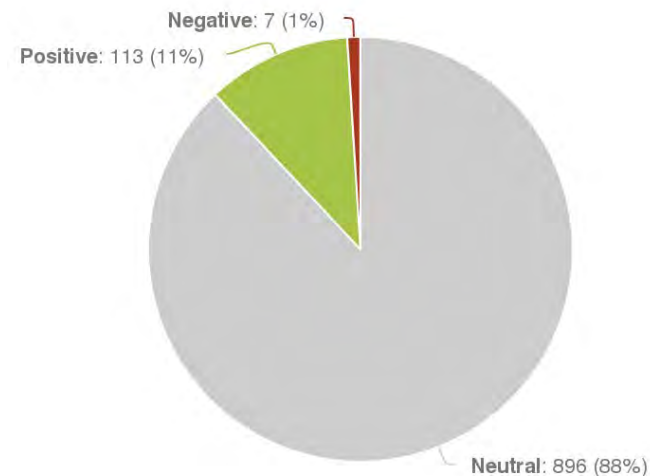
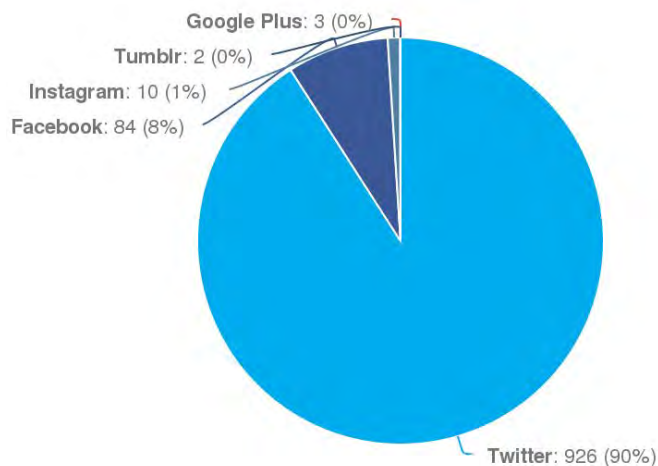
**American
Heart
Association**

**American
Stroke
Association®**

life is why™

Case study: #PizzaFarm

- 1,027 mentions
- 61.6 million reach



Case study: #PizzaFarm

Indeed funny, for us educated people. But you could be amazed by the amount of uneducated ones that could wrongly interpret this video (yes, as crazy as it may sound). Taking into account that this facebook page is used to promote health, I believe sarcasm (which requires individual interpretation) instead of a CLEAR message, could jeopardize the ultimate goal of the AHA. Just a thought.

Like Reply 26 · July 14 at 11:37am Edited

View previous replies

American Heart Association Thanks for your comments, Jose. We're big believers in meeting people where they are. Humor can be used to convey a message that often gets lost. By working with Funny or Die and Nick Offerman, we have the opportunity to communicate with a different demographic, who also need to understand the importance of healthy eating. The message is the same. We're just meeting people where they are.

Like 214 · Commented on by Sprinklr · July 14 at 2:49pm

wearefreshkids 3d
#Farmtoschool keeps kids off the #pizzafarm thanks to real farmers who grow healthy, local produce! ow.ly/PLhDO @American_Heart

Retweet

HortonMeg 2d
Our kids' health isn't a laughing matter. Congress: #KeepSchoolFoodHealthy spr.ly/6010BDufg #pizzafarm

Retweet

ElyssaK 20h
Kids health isn't a laughing matter! New video from @American_Heart, @funnyordie & @nick_offerman -> moms.lv/1h9oGa #Goodfoodforce

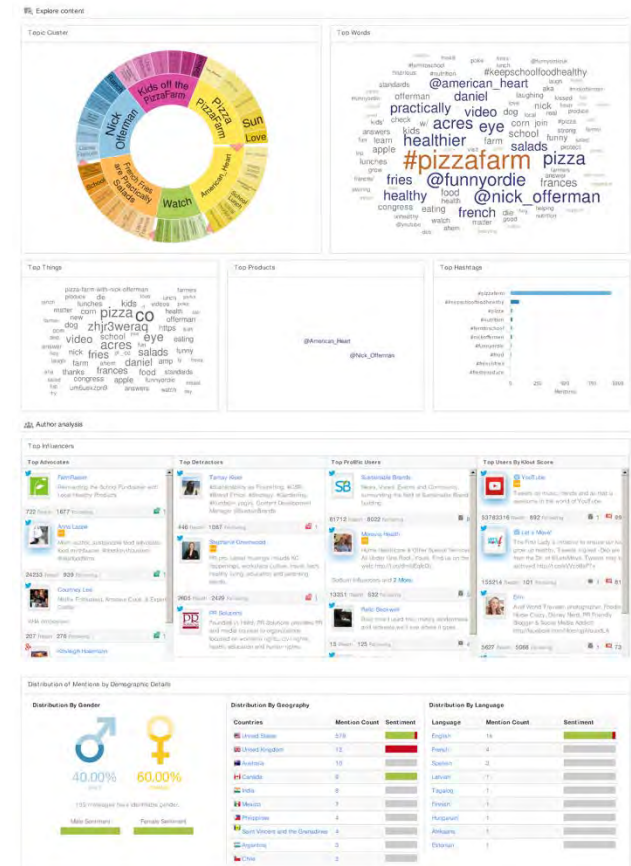
YouTube 20d
Acres of pizza as far as the eye can see. What could be healthier? goo.gl/WOZO2d #PizzaFarm pic.twitter.com/zHjr3weRaq



letsmove
Hey @Nick_Offerman, From one farmer to another -- thanks for the laugh! bit.ly/1CEYgCG #pizzafarm -Deb

Mention

Awareness? Engagement? Influencer identification? Affinity to the brand? Consumer cultivation?



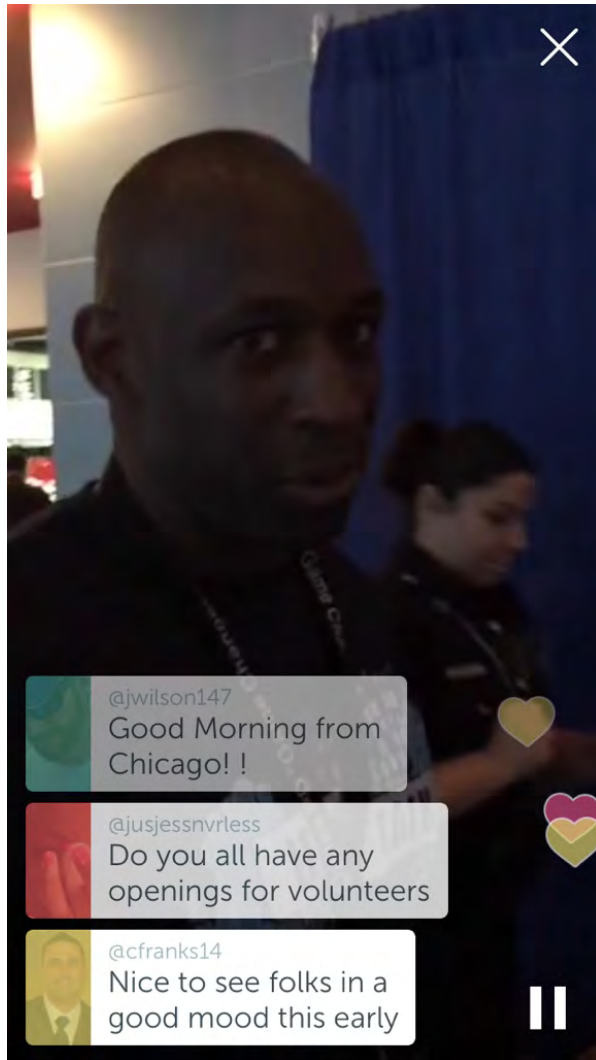
Let's talk paid

- **Promoted Tweets**
- Goal: Brand awareness, content syndication and campaign promotion
- Cost: Cost-per-engagement. \$0.50-\$2.00
- **Promoted Accounts**
- Goal: Follower acquisition
- Cost: Cost-per-follower. \$2-\$4

Set a budget. Place a bid. Analyze the results.



A little thing called Periscope

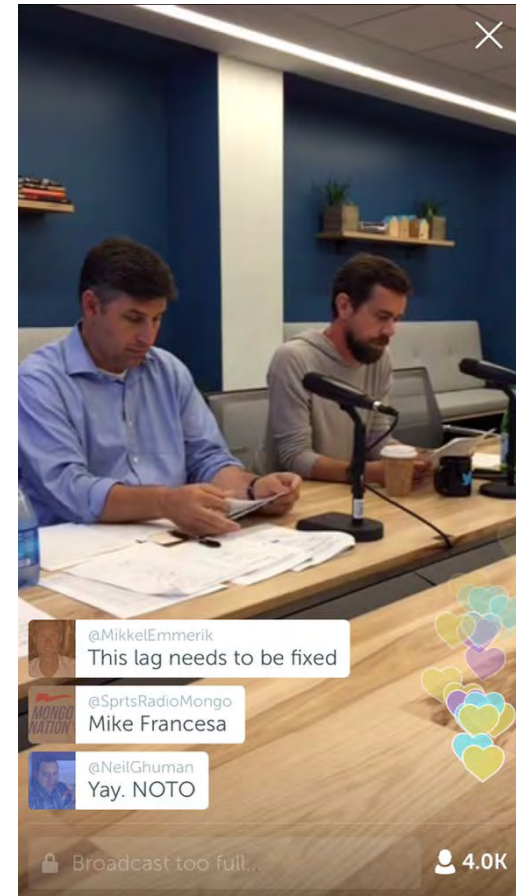


- Behind-the-scenes look at your brand
- Announcements & events
- Live Q&A
- Celebrity takeover
- Offer exclusive promotions or deals
- In the moment, reactive storytelling

Have an idea of what you'd like to accomplish, but be sure to engage your viewers.

When all else fails... you aren't the only one

Twitter's Q2 earnings were livestreamed via Periscope... and it didn't go as planned.



Thank you



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@krisleighh | @American_Heart | #PowerofPR



A large, faint, stylized torch logo is positioned in the background on the right side of the image. The torch has a thick handle and a flame with several curved, flame-like shapes at the top.

life is why™

es por la vida™

全为生命™