# Hatcher

Amplifying Impact

Leveraging Digital Advertising to Showcase ARP and ESSER Funding in Urban School Districts

July 15, 2023
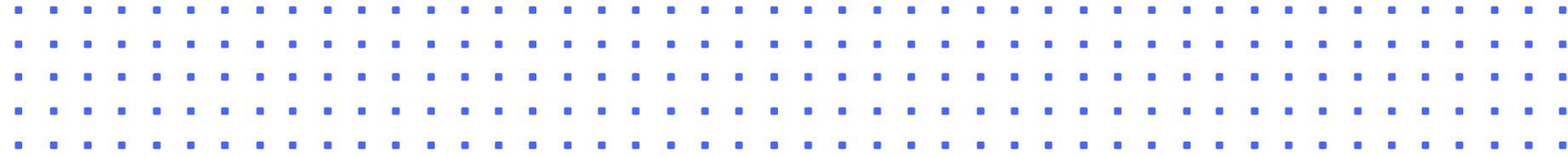
The State of
Social Media
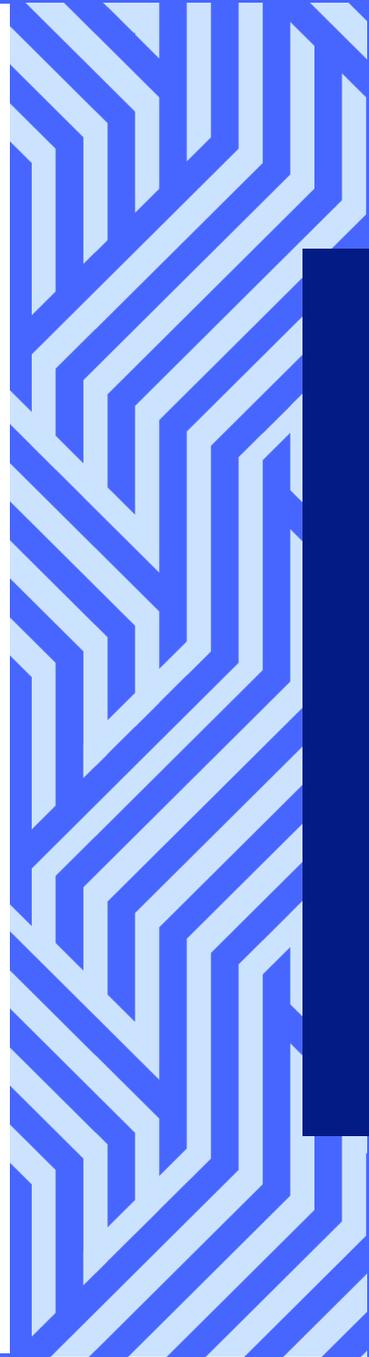
# The Platforms, They Are A-Changin'

- Since purchasing Twitter in October 2022, Elon Musk has instituted a wide array of changes to the platform.

  - Prioritizing some voices over others

  - Raising concerns around hate-speech and platform monetization.

- Mark Zuckerberg's Meta, through its Instagram division, launched a new platform on July 6, 2023 – Threads.

  - This text-based platform serves as a rival to Twitter

  - Shows initial promise, but Meta has a variety of red flags as a company
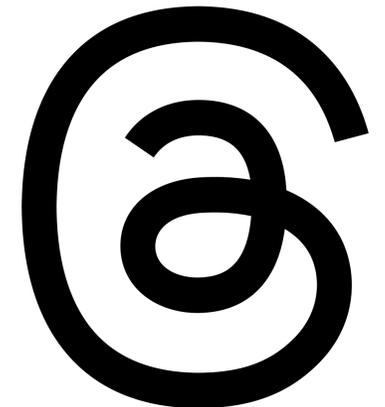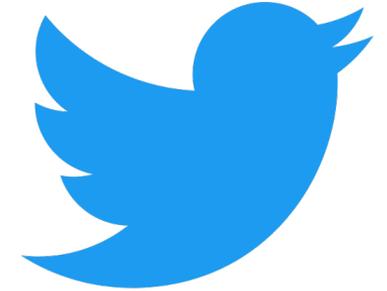
Organic Reach is Low Across the Board

- Platforms are aggressively moving towards a pay-for-views model, as shown by the current organic reach results:

  - Facebook posts reached 53 users per 1,000 followers

  - Twitter posts reached 47 users per 1,000 followers

  - Instagram posts reached 65 users per 1,000 followers

- While Twitter's method of boosting posts comes from an untested ads platform and paying for verification, Meta provides a robust paid outreach opportunity.


2023 M+R Benchmarks
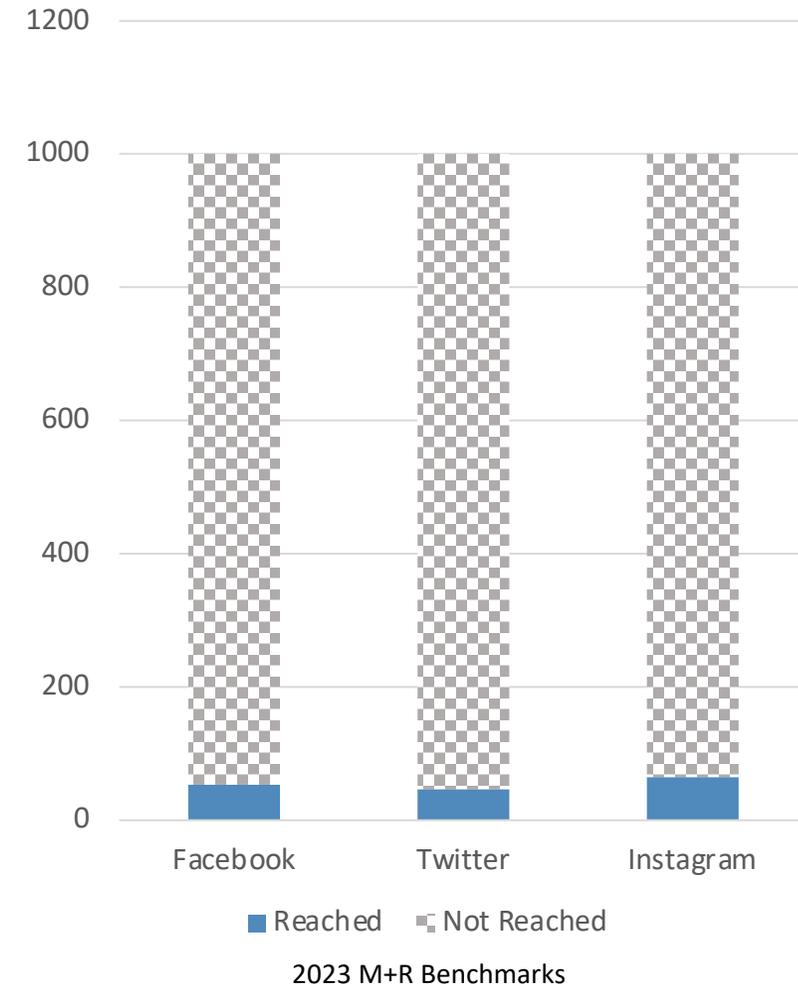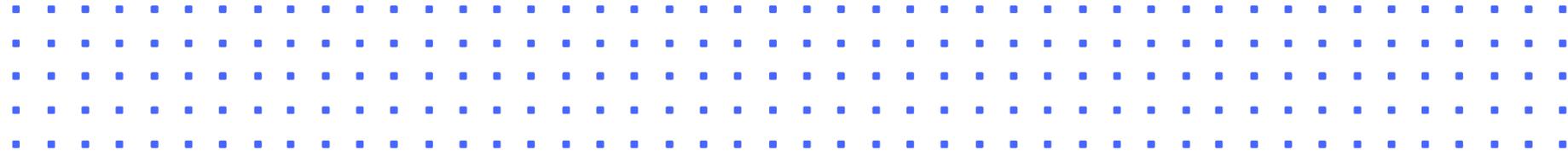
Digital Ad
Performance
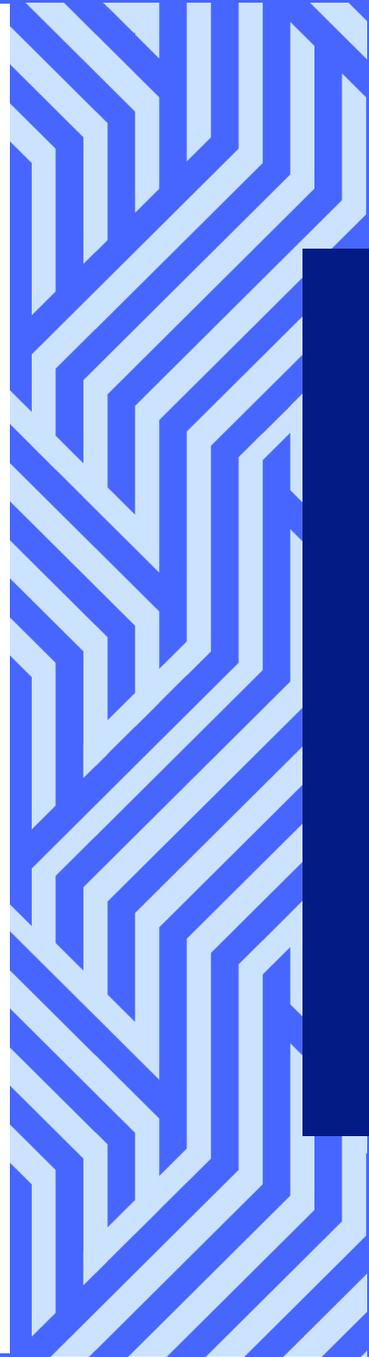
Ad Creative

Baltimore City Public Schools (BCPS) ELL

Baltimore City Public Schools (BCPS) Parents

Baltimore City Public Schools (BCPS) Saturday School

Baltimore City Public Schools (BCPS) Specialists

Baltimore City Public Schools (BCPS) Tutoring

Clark County School District (CCSD) All-Stars

Denver Public Schools (DPS) Summer

St. Paul Public Schools (SPPS) Recruit

Campaign Overview

- We ran Meta (Facebook and Instagram) ads to generate awareness for how four city school districts spent their ARP funds.

- We ran one ad each for Denver Public Schools (DPS), St. Paul Public Schools (SPPS), and Clark County School District (CCSD), as well as five ads for Baltimore City Public Schools (BCPS), for a total of eight ads.

- The ads were targeted to people living in each of the respective school districts

$9,000
spent

1,920,319
impressions

377,225
people reached

**11,859**
clicks

$4.69
per 1,000 impressions

$0.76
per click

20
critical comments

Ad Performance by District

School District	Clicks	Impressions	CPC
Baltimore City	2,872	424,028	$0.70
Clark County	2,717	396,110	$0.74
Denver	2,272	367,882	$0.88
Saint Paul	3,998	732,299	$0.75
Total	**11,859**	**1,920,319**	**$0.76**

Ad Performance by Age

People Reached
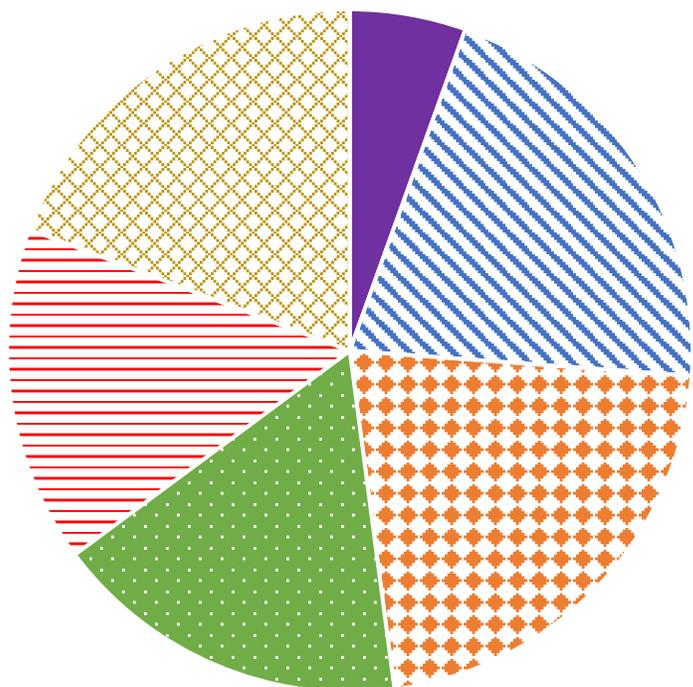
Legend: ■ 18-24 ◣ 25-34 ▶ 35-44 ■ 45-54 ▬ 55-64 ✕ 65+

Age Group	People Reached
18-24	20,654
25-34	78,062
35-44	82,039
45-54	63,758
55-64	60,230
65+	72,482

Ad Performance by Gender
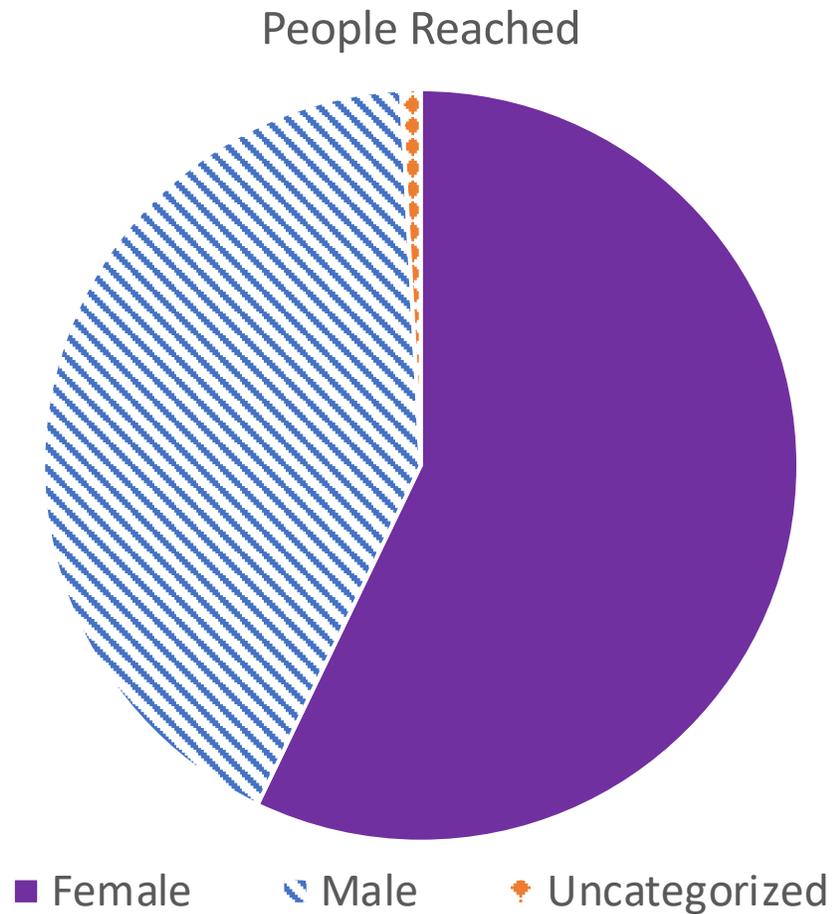
People Reached

Gender	People Reached
Female	215,456
Male	158,626
Uncategorized	3,143

■ Female ⬚ Male ✦ Uncategorized

Ad Performance by Device
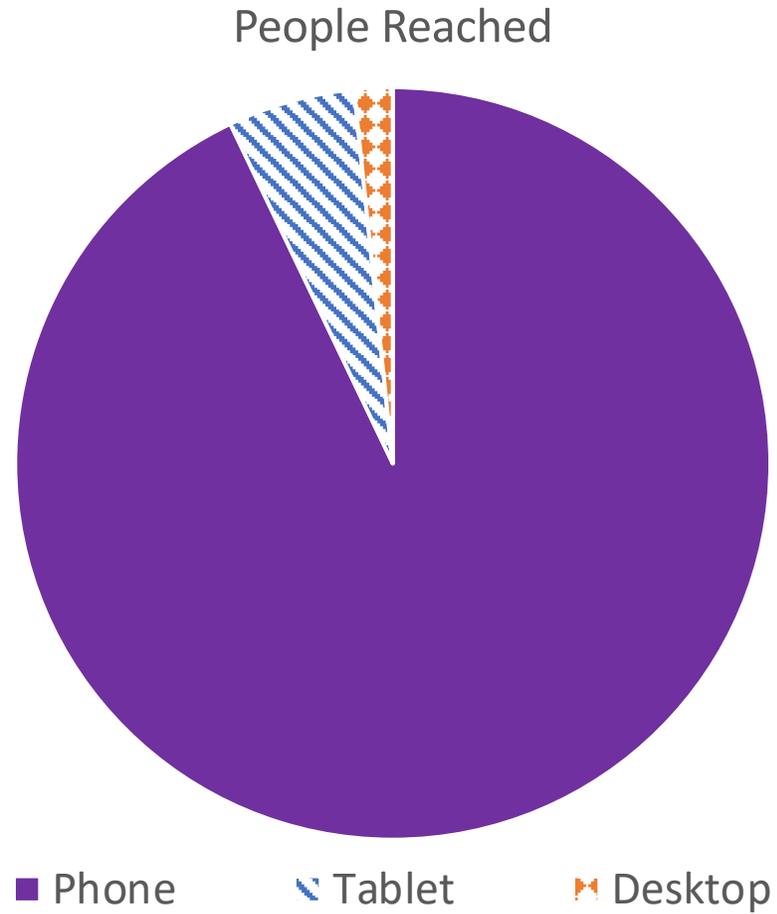
People Reached

Device	People Reached
Phone	356,956
Tablet	20,911
Desktop	6,286

■ Phone　　◣ Tablet　　н Desktop

Important Platform Flags

- "Social Issues, Elections, or Politics"
  - Page authorizations
  - Individual authorizations
- Required monitoring, daily optimizations
- Trolls/derogatory comments
  - Manual monitoring
  - Sami's Banned Words List™
- Audience and targeting limitations
- Topic area limitations
  - Employment
 - Social Issues, Elections, or Politics
  - Age

Campaign Takeaways

- Reached for more people than organic, and reached people not actively looking for district content
- Audience information
  - Lessons learned from engagement breakdown
  - Using data for further audience sifting and winnowing
- Dealing with negative feedback
- Using different types of creative (video, GIFs, or static imagery)
- Potential for testing
  - Messaging
 - Images
  - Audiences
- Using budget effectively
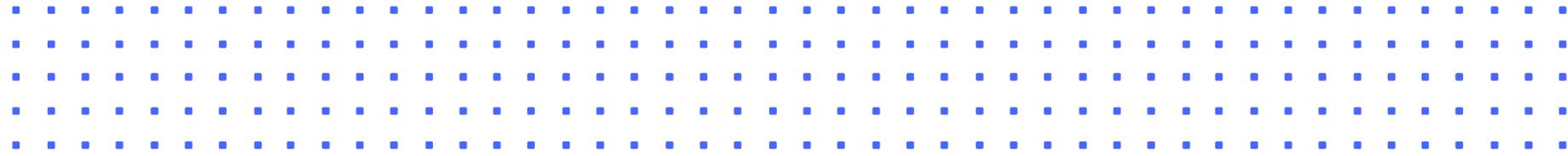
**Looking Forward:**
Twitter and Threads
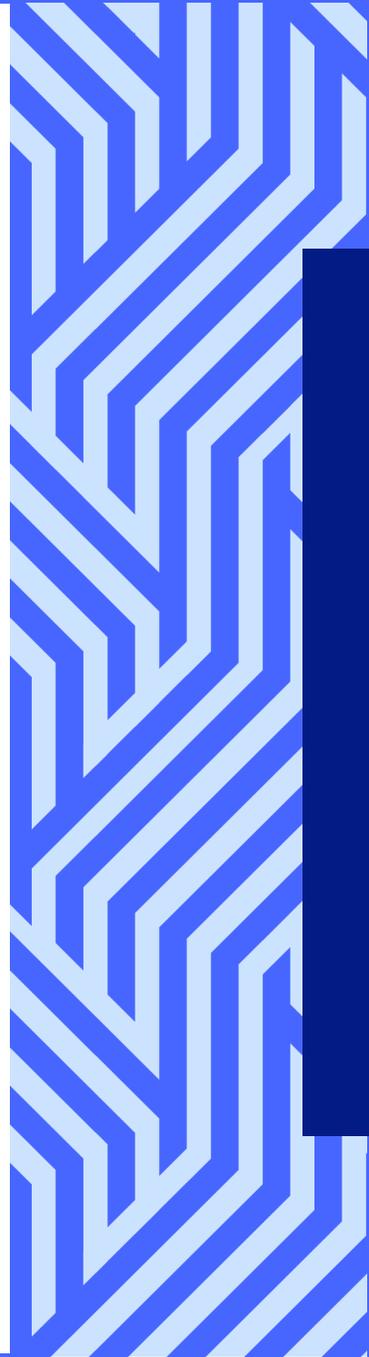
# CGCS Member Districts' Social Presence

Twitter
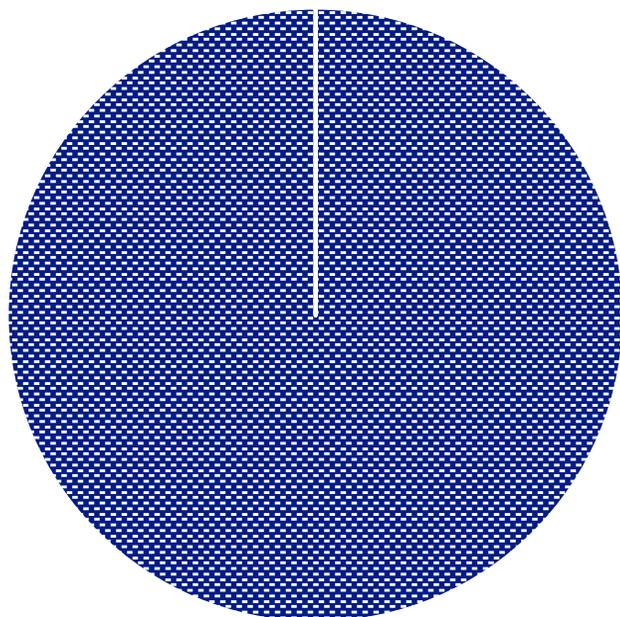
No Profile · Profile

Facebook
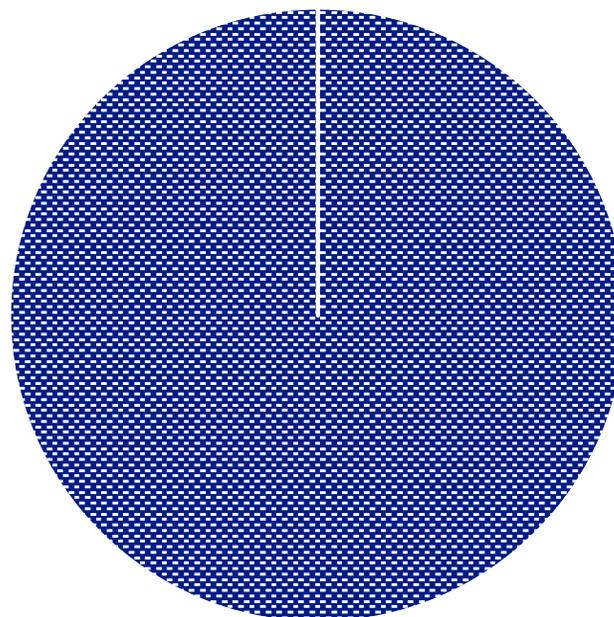
No Profile · Profile

Instagram
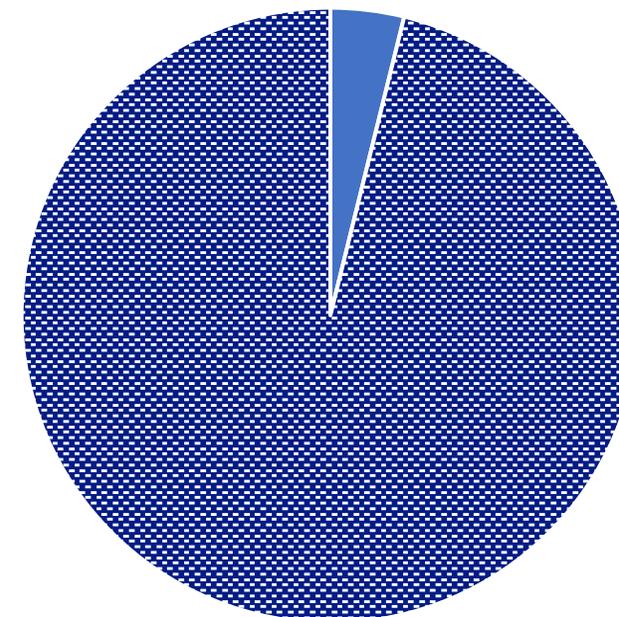
No Profile · Profile

CGCS Member Districts' Threads Presence

The percentage of CGCS member districts that had a profile on Threads. 24 members have a Threads account, with 17 of those having posted at least once.

Threads

No Profile   Inactive Profile   Active Profile
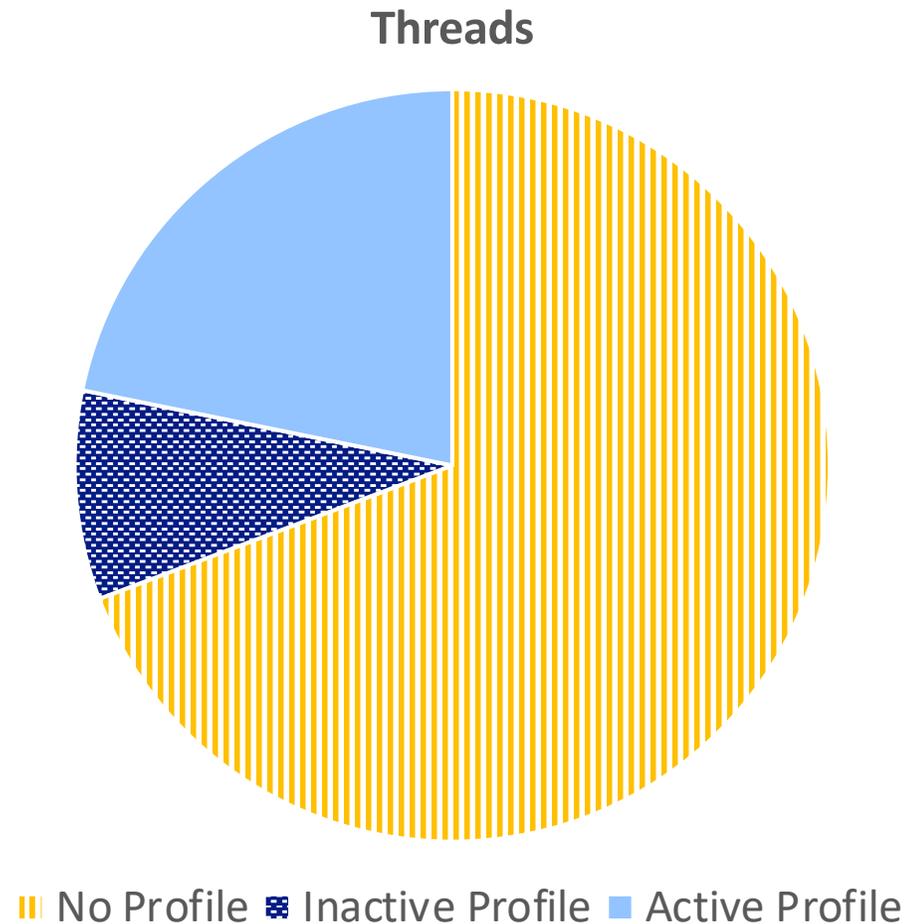
Meta's Strong Track Record...
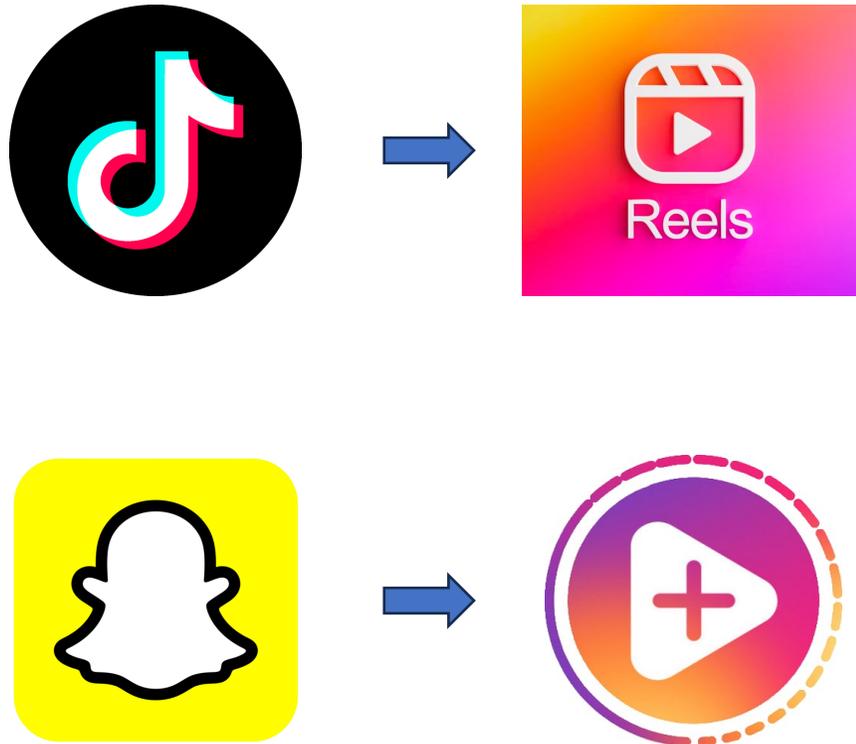
The Top 17 Social Networking Platforms by Users Worldwide

■ Monthly Active Users (in millions)

Platform	
Facebook	
YouTube	
WhatsApp	
Instagram	
WeChat / Weixin 微信	
TikTok	
Facebook Messenger*	
Douyin (抖音)	
Telegram	
Snapchat	
Kuaishou (快手)	
Sina Weibo (新浪微博)	
QQ (腾讯QQ)	
Twitter	
Pinterest	
Reddit	
Quora	

0   1,000   2,000   3,000
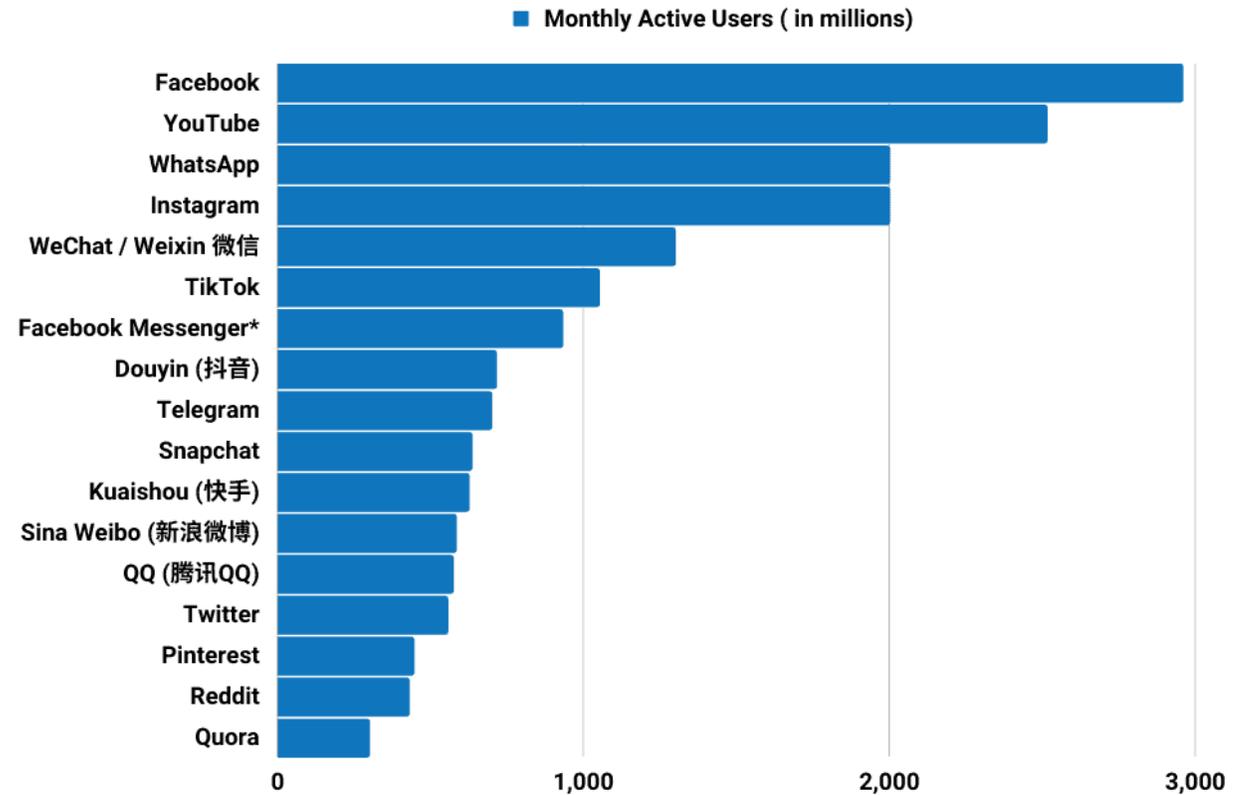
Data from BankMyCell.com

…and not so strong track record
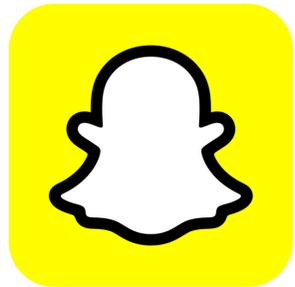
The State of Twitter

- Accounts have seen consistent or slightly down metrics

- Focus on profitability

  - Changes to verification / Twitter Blue

  - "Creator Monetization"

- User experience on the platform

  - Overall stability (with some hiccups)

  - Prioritization of Twitter Blue users

  - Hate speech and bots

- Positive platform changes

 - Video focus

  - Some Twitter Blue benefits

Elon Musk @elonmusk

Looks like this platform may see all time high device user seconds usage this week

9:46 AM · Jul 14, 2023 · **7.5M** Views

The Guardian

Jason Burke

Mon 10 Jul 2023 00.00 EDT

Twitter faces legal challenge after failing to remove reported hate tweets

HateAid in Germany alerted the social media giant to antisemitic and racist tweets, which were not taken down

The State of Threads

- Unbelievable growth for a new social media app, but plateauing

- Unknown user base

- Not available in the EU due to intensive data collection

- No ads (for now)

- Fewer bots (for now)

- Easy set up via Instagram

- Paid outreach, further growth, platform changes planned

Threads Active Users
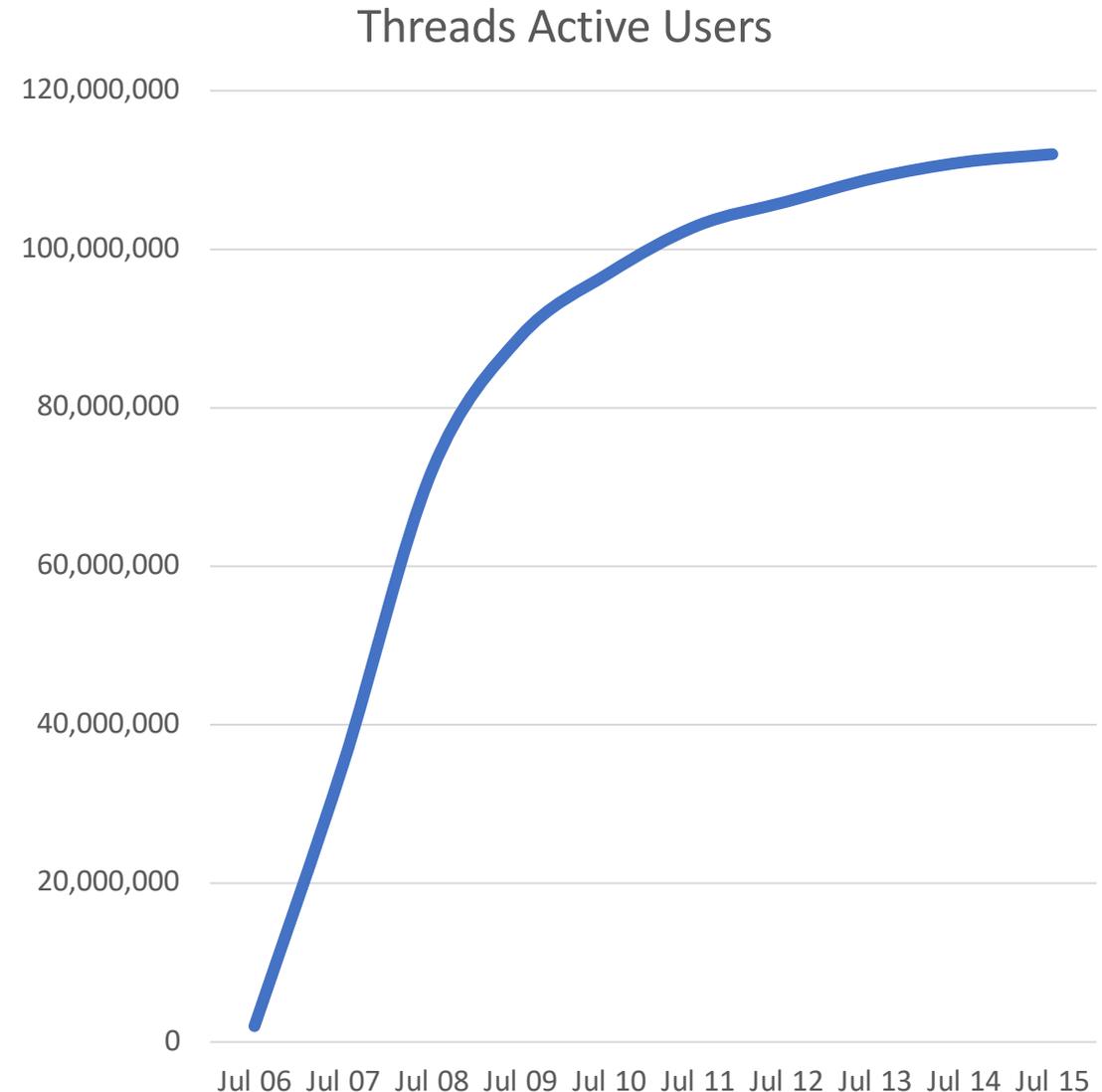
Comparing Twitter and Threads

Twitter	Threads
354 million daily users	112 million total users
Building a userbase since 2006	Building a userbase since last Thursday
Questionable ads	No ads
Existing community trust	Untested
Pay-for-reach model and algorithmic	Solely algorithmic
Searchable topics, hashtags, trending topics	Only user search
Fully released, but constant unpredictable changes	In testing period
280-character limit for unverified accounts	500-character limit for all
Owned by problematic billionaire	Owned by problematic billionaire

Recommendations

- Doesn't need to be a Twitter *or* Threads conversation – don't abandon what works

- Getting your organization's handle and making your first post is an easy win

- Main considerations for full implementation

  - Bandwidth

  - Audience

  - Platform updates

- Stay proactive

- Benchmark yourself
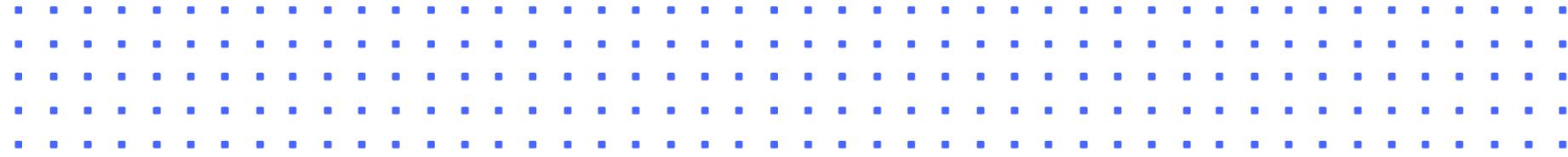
Questions?
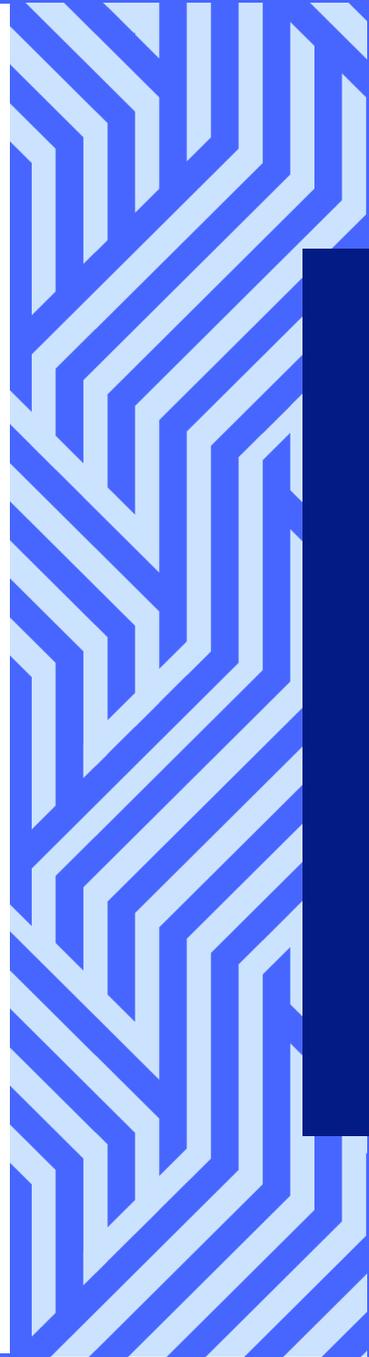
Hatcher

Thank You!

Reach out!

Sami Ghani – Senior Director, Digital

sghani@thehatchergroup.com