

**Ten Thousand Villages Lincoln—Social Media Review from 7/31/17 to 8/6/17**  
**Ellie Feis**

**Facebook**

**Posts**

**Post Description:** Basket wall feature

**# of likes:** 4

**Other engagements:** Zero

**Analysis:** This was an average product feature on Facebook.

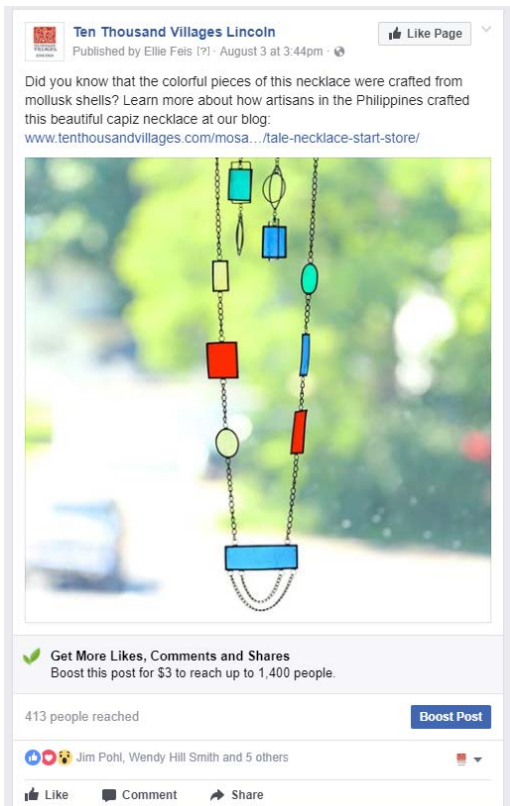


**Post Description:** Feature of capiz necklace with Mosaic article.

**# of likes:** 7 (4 likes, 2 loves and 1 wow)

**Other engagements:** None

**Analysis:** This was an excellent way to feature a blog article. I think asking the question that led with the most interesting piece of the article made this blog post feature successful.





**Post Description:** Feature of recycled newspaper items.

**Likes:** Two

**Other engagements:** Zero

**Analysis:** This post was not as successful as other product features, and I believe it is because it is not as eye-catching as other products.

**Post Description:** Salt lamp feature

**Likes:** 5 (4 likes, 1 love)

**Other Interactions:** One comment

**Analysis:** This post was successful because it related to the cloudy weather outside and was an interesting picture. It was short, to the point and compelling.

### General Insights

**Overall page views:** 10 (decrease of 12)

**Change in page Likes/Followers:** Increase of one

**Reach:** 1,841 reach

**Engagements:** 157



## Twitter

### Posts

**Post Description:** Basket wall feature

**Favorites:** Four

**Other interactions:** One retweet

**Analysis:** I was surprised by how well this tweet performed. In the past, I have stayed away from featuring blog posts, but this post a great way to feature the blog because it related to our store location.

**TenThousandVillages**  
@VillagesLincoln

These cute journals are sustainably made from elephant waste! Stop by our store to check out all of our @MrElliePooh products!



3:52 PM - 3 Aug 2017

1 Retweet 1 Like



Tweet your reply

**TenThousandVillages**  
@VillagesLincoln

Looking for a unique way to decorate your home? Consider making a basket wall! Learn how at our blog! [tentousandvillages.com/mosaic/basket](http://tentousandvillages.com/mosaic/basket)



10:41 AM - 2 Aug 2017

1 Retweet 4 Likes

**Post Description:** Mr. Ellie Pooh journals

**Favorites:** One

**Other interactions:** One retweet

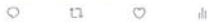
**Analysis:** This tweet had a few interactions because Mr. Ellie Pooh products was mentioned in the post. This proves that it is important to tag artisan groups when possible.

TenThousandVillages  
@VillagesLincoln

This rainy day is perfect for curling up with some #FairTrade tea!



12:30 PM - 5 Aug 2017



**Post Description:** Feature of mug and tea

**Likes:** Zero

**Other interactions:** Zero

**Analysis:** This post was unsuccessful. Content on our Twitter page can be unpredictable, but this post could have been improved with more hashtags.

**Post Description:** Sundays are for snacking feature with chocolate

**Favorites:** Zero

**Retweets:** Zero

**Analysis:** After posting two weeks in a row on Sundays at different times, I have concluded that Sundays are not great times to post. Not only are there no favorites or retweets on these posts, but the engagement level was at 0 percent.

### General Insights

**New followers:** Two

**Engagement Rate:** 2.4 percent (Increase of 1.2)

**Total impressions:** 619 (decrease of over ~100)

TenThousandVillages @VillagesLincoln · Aug 6  
Sundays are for snacking! Stop by our store today to pick up some #fairtrade chocolate. 🍫 We're open from 12-6!



## *Instagram*

Posts

**Post Description:** Basket walls

**Likes:** 68

**Comments:**

**Analysis:** This was my most successful post ever on Instagram. I think this is because basket walls are innovative and interesting and it features products in a different way.



**Post Description:** Finger puppets

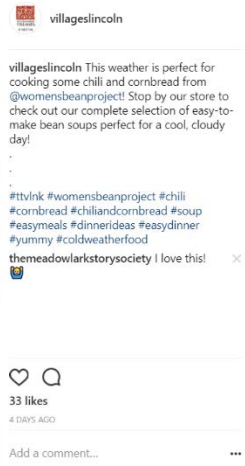


**Likes:** 33

**Comments:** Zero

**Analysis:** This was an average-performing Instagram post.

**Post Description:** Women's Bean Project soup and cornbread feature with a connection to the cooler weather in Lincoln.



**Likes:** 33  
**Comments:** One

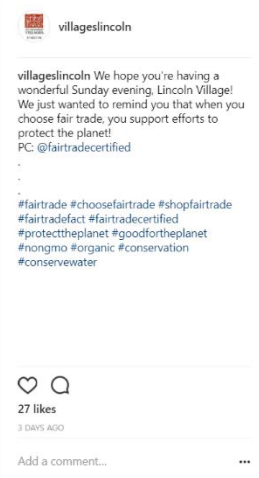
**Analysis:** This was another average feature on Instagram. For Women's Bean Project features, this post was more successful than past features on Facebook and Twitter.

**Post Description:** Infographic about fair trade's impact on the

environment.

**Likes:** 27  
**Comments:** Zero

**Analysis:** I decided to take a risk and see how more information-heavy photos would do on Instagram. Although this post is not unsuccessful, it did not get as many likes as other posts. In the future, I will keep informational posts to Facebook and Twitter.



**General Insights**

**Followers:** Increase of five (at 1,158)

***Important Takeaways***

This week, I decided to feature the same product on all three platforms. I thought that this could have a negative impact, but it ended up being very successful. I will start cross-posting content more often.

I continued to experiment with timing on Twitter, and I found that Sundays do not work for posts. This is probably because businesses are not in session and people are spending time with family. As a result, Twitter content will be posted on weekdays and Saturdays.