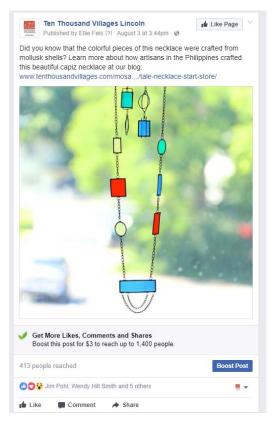
## Ten Thousand Villages Lincoln—Social Media Review from 7/31/17 to 8/6/17 Ellie Feis

# Facebook

### <u>Posts</u>

**Post Description:** Basket wall feature # of likes: 4 Other engagements: Zero

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

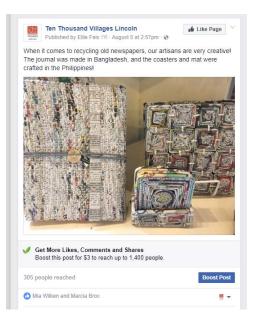




**Post Description**: Feature of capiz necklace with Mosaic article.

**# 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:** 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.

<u>General Insights</u> Overall page views: 10 (decrease of 12) Change in page Likes/Followers: Increase of one Reach: 1,841 reach Engagements: 157

**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.



## **Twitter**

#### <u>Posts</u>

TenThousandVillages

Tweet your reply

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.



These cute journals are sustainably made from elephant waste! Stop by our store to TenThousandVillages

Looking for a unique way to decorate your home? Consider making a basket wall! Learn how at our

blog!tenthousandvillages.com/mosaic/basket



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

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



13 C dt

#### 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.



#### villageslincoln

villageslincoln Looking for a unique way to decorate your home? Consider making a basket wall! All you need is: -Fair trade baskets -Removable picture hangers -String for hanging (if baskets don't already have loops attached) -Paper, a pencil and tape to construct a template

Each of these beautiful baskets was handwoven by artisans with the National Association of Women Organisations in Uganda (NAWOU) or Uganda Crafts 2000 Ltd. These artisan groups provide employment to people who have physical disabilities or HIV/AIDS.

. #fairtrade #ttvlnk #uganda #fairtradebaskets #fairtradedecor #baskets ΟQ

68 likes

### **Post Description:** Finger puppets





cheerful animal finger puppets from Peru!

, #fairtrade #fairtradetoys #peru #animals #fingerpuppets #toys #puppet #fun #woven #adorable #rooster #llama #elephant #tiger #zebra

#### **Likes:** 33 **Comments:** Zero

Analysis: This was an average-performing Instagram post.

QQ 33 likes Add a comment... Post Description: Women's Bean Project soup and combread feature with a connection to the



villageslincoln villageslincoln This weather is perfect for cooking some chill and combread from @womensbeaaproject! Stop by our store to check out our complete selection of easy-tomake bean soups perfect for a cool, cloudy day! #ttthink #womensbeaaproject #chill #combread #chilliandcrombread #soup #easymeals #dinnerideas #easydinner #yumms #clodweatherfood thermeadowlarkstorysociety I love this! 2 00 33 likes 4 0ers soo

**Likes:** 33

cooler weather in Lincoln.

**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.

#### villageslincoln PROTECT THE PLANE villageslincoln We hope you're having a wonderful Sunday evening, Lincoln Village! We just wanted to remind you that when yo choose fair trade, you support efforts to protect the planet! PC: @fairtradecertified WITH FAIR TRADE STANDARDS PROHIBITS GMOS . #fairtrade #choosefairtrade #shopfairtrade #fairtradefact #fairtradecertified #protecttheplanet #goodfortheplanet #nongmo #organic #conservation SUPPORTS ORGANIC CONVERSION WATER CONSERVATION ENCOURAGES CROP ROTATION IMPROVES BIODIVERSITY QΩ LIMITS CARBON EMISSIONS 27 likes MINIMIZES CHEMICAL USAGE Add a comment..

## 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.