

Transforming Bikes into Likes

Using Images and Video to Advertise on Social Media

a collaboration with Provo Bicycle Collective

Project Objectives

- To determine guiding principles that help nonprofit marketers achieve:
- Largest campaign reach
 - Highest engagement
 - Greatest audience reaction
 - Highest call-to-action follow-through (donations)

Student Activities

We designed two social media posts to share the story of Provo Bicycle Collective’s 100-bike giveaway. Each was published on Facebook and Instagram at the same time with the same accompanying text, call to action (donate), and advertising budget. One post included a photo of a bike with a child on it, while the other included a video showing faces of multiple children on bikes saying “thank you.”

Student Outcomes

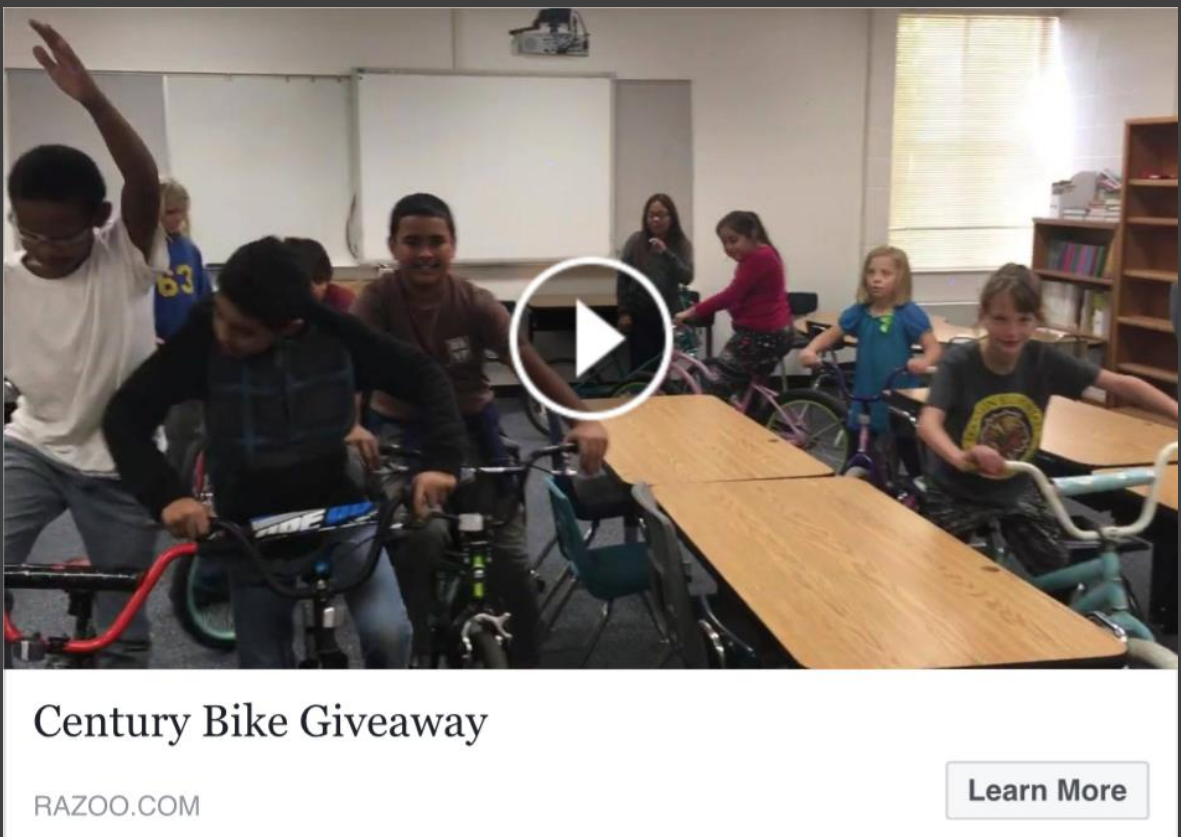
- As hypothesized, we saw that the most engaging social media posts for charitable agencies tell stories and include faces of the program’s beneficiaries.
- Post 2 yielded:
- 126% increase in reach
 - 1234% increase in engagements
 - 150% increase in link clicks

Project Outcomes

- Post 1:
- 678 People Reached
 - 46 Post Engagements
 - 53 Reactions
 - 2 Link Clicks



- Post 2:
- 1,539 People Reached
 - 614 Post Engagements
 - 33 Reactions
 - 5 Link Clicks



Competencies Addressed

- 1. Communication, Marketing and Public Relations**
Highlights knowledge, attitudes and activities that nonprofit organizations use to understand, inform and influence their various constituencies
- 2. Future of the Nonprofit Sector**
Highlights the dynamic nature of the nonprofit sector, the importance of continuous improvement, emerging trends and innovations, and the critical role research plays in shaping best practices

Project Impact

Although successful in reaching larger audiences, our social media campaigns (totaling \$20) raised \$0 on their Razoo page. We found this to be consistent with results from their previous campaign of \$100 that raised \$0. All \$2,600 raised on their page came from individual asks.