

Final Social Media Campaign Report

Jena C. Henry
“The Golden Age of Charli--RSVP”
705341
Final Summary Report

Publicist: Jaymie Shook
Campaign started: 10/12/15
Campaign ends: 11/23/15
Final report sent: 11/30/15

I. Training

Date (Week of)	Week Starting	Training	Notes
Oct. 12	2	Blog training module sent Follow up consultation call	Sent 10/12 Held 10/14
Oct. 19	3	Twitter training module sent Follow up consultation call	Sent 10/19 Held 10/21
Oct. 26	Pause	Publicist out of office	Pause
Nov. 2	4	Facebook training module sent Follow up consultation call	Sent 11/2 Held 11/4
Nov. 9	5	Training proceeds based on Jena's needs Consultation call	Held 11/11
Nov. 16	6	Hootsuite and Twitter chats Consultation call	Held 11/17

Topics covered to date:

- Blog
 - How to access the blog
 - How to get to WordPress.com
 - How to log in
 - How to get to the home page
 - Features of the home page
 - Side toolbar, such as pages, posts and links
 - How to access the Dashboard
 - How to post a blog post
 - How to write a blog post
 - Proper length
 - What makes a good blog
 - Adding images
 - Why images are important
 - What kind of images to post
 - How to edit images
 - Adding tags and categories
 - Why they are important

- What kind of tags/categories to use
- How to edit a blog post
- How to delete a blog post
- How to add pages
- The difference between a page and a blog post
- How to manage comments
- How to approve comments
- How to trash comments

- Facebook
 - How to get to Facebook.com
 - How to log in
 - The difference between a profile and a page
 - How to switch to the Facebook page
 - How to post an update
 - How to post a picture
 - How to post a link
 - How to reply to a comment
 - How to find other pages
 - How to like another page
 - How to share another page's update
 - How to like another page's update
 - How to reply to another page's update
 - How to comment on another page
 - How to update the page
 - How to add an administrator
 - How to invite friends to like the page

- Twitter
 - How to access the Twitter account
 - Twitter Basics
 - What is a tweet?
 - How to send a tweet
 - How to add a photo
 - How to add a link
 - Following accounts
 - Followers
 - The Twitter feed
 - How to retweet a tweet
 - How to reply to a tweet
 - How to favorite a tweet
 - The "Connect" tab
 - Types of interactions
 - Mentions
 - The "Discover" tab
 - The "Explain Me" tab
 - How to edit bio
 - How to change profile photo

- How to change header
- The search function
 - How to search
 - What to search for
- How to send direct messages
- Twitter chats
 - Tweet chat schedule link
 - Search by subject and/or day of the week
 - Add hashtag to every tweet
 - Follow other participants
- Hootsuite
 - How to log in
 - How to create a stream
 - How to send and schedule tweets

II. Blogging

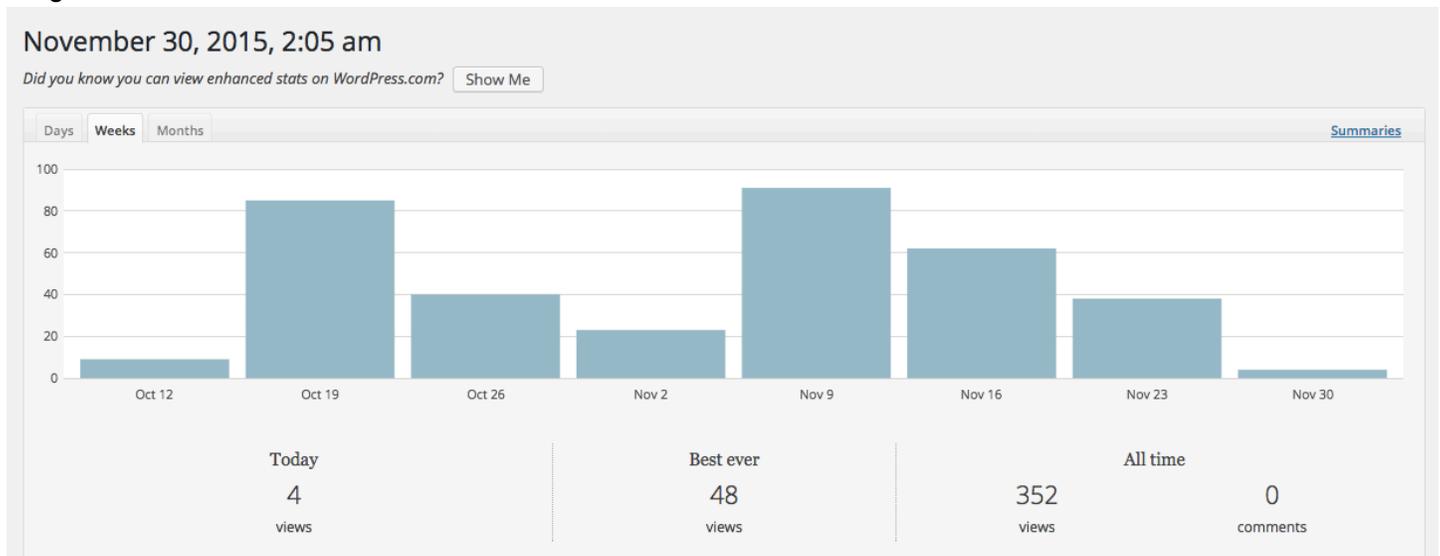
Throughout the course of the campaign Jena's blog posted 15 blog posts.

Blog site title: The Golden Age of Charli

Link to blog site: <http://www.jenabooks.com/blog/>

I suggest that you record your blog login information with this report to facilitate your future efforts.

Blog traffic:



Referrers for all days ending 2015-11-30 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Year](#) | [All time](#)

All Time

Referrer	Views
 Facebook	33
rankings-analytics.com/try.php?u=http%3A%2F%2Fjenabooks.com	29
 Twitter	21
buttons-for-website.com	10
 Search Engines	2
webmail.core.com/src/read_body.php?mailbox=INBOX&passed_id=105484&startMessage=1	1
fast-wordpress-start.com	1

Clicks for all days ending 2015-11-30 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Year](#) | [All time](#)

All Time

URL	Clicks
 Facebook	7
bookstore.iuniverse.com/Products/SKU-001002876/The-Golden-Age-of-Charli.aspx	6
 Twitter	4
pagexray.com/scan/me/	1
 Photon Media	1

Top Posts for all days ending 2015-11-30 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Year](#) | [All time](#)

All Time

Title	Views
Home	142
Blog	44
Book Excerpt	26
Home page / Archives	23
Author Bio	20
How to Succeed at Books without Really Crying: Part 1- Party	18
Buy the Book	13
Hey Siri! Alexa? Hey Hubby! Listen to me!	11
About the Book	10
Retirement- Ding, Dong or Ditch	9
My Memoir needed Pizzazz- so I Added Pumpkin Spice!	7
Recharge Your Marriage- 7.3 Billion Easy Steps	5
Contact	4
Ready to Jump into Retirement? 3 Ways a Silly Song Can Help You!	4
Ye Olde Kitchen is a Turkey- 3 Tips to Tame Your T-Day Invasion!	3
3 Reasons to Attend My Book Launch Celebration- 1 of Them Starts with W	3
Book Signing- Part 2 of How to Succeed in Books without Really Crying!	3
Getting Older? Don't Dribble on Yourself! Here are 23 Ways to Thrive like a Basketball MVP	3
I Always Wanted to Write a Book- Look What Happened!	2
Book Club Event on September 30, 2015	1
Welcome!	1

Blogs pitched:

<http://dot-scribbles.blogspot.co.uk/>
<http://booklover9296.blogspot.com>
<http://blessedmamasblurbs.net>
<http://threeboysandtheadventurousmom.blogspot.com>
<http://www.twomischievousmonkeys.com>
<http://www.robaroundbooks.com>
<http://www.candysraves.com>
<http://www.dappermagazine.com>
<http://www.cbs.com>
<http://www.cocoafab.com>

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- <http://www.nbcuniversal.com>
- <http://www.kellysthoughtsonthings.com>
- <http://www.girlygirlgiveaways.com>
- <http://www.thebginthecity.blogspot.com>
- <http://www.frominsanitytosane.com>
- <http://www.adonmagazine.com>
- <http://awfj.org>

Based on the activity on your blog, I recommend you focus on:

- Being consistent about when you post your blog so that your readers will get into the habit of visiting your blog on certain days of the week;
- Tweeting links to all your content at varying times (both old posts and new posts);
- Building followers of the blog by asking others to subscribe and share.

III. Social Media Sites

Date	Week Starting	Blog Topic	Rationale
Oct. 12	2	What was your inspiration for writing <i>The Golden Age of Charli-RSVP</i> ? <i>Blog title example:</i> Non-fiction lacks pizzazz: Why my memoir became a novel	People want to understand your motivation and backstory.
Oct. 19	3	Did retirement frighten you? How did you make it something you enjoyed rather than something you dreaded? <i>Blog title example:</i> 5 steps to make your retirement an adventure, not a horror story	People want to talk about their fears and understand that others share them.
Oct. 26	Pause	Pause	Pause
Nov. 2	4	How has your marriage changed since you retired? What are some ways you and your husband stayed connected to each other through this big change in your lives? <i>Blog title example:</i> How you too can recharge your marriage after retirement	People are always looking for helpful tips online, and you can lead by example.
Nov. 9	5	List things that you have accomplished or tried in retirement. <i>Blog title example:</i> 7 reasons retirement is the best thing that will ever happen to you	Showing others that it is possible to accomplish great things after retirement can inspire them to do the same.
Nov. 16	6	Explain how you got into self-publishing and talk about the workshops you lead. <i>Blog title example:</i> How to know whether self-publishing is right for you	Others out there may be in a similar situation as you used to be: wanting to write a book but not sure how to go about it. They will benefit from your experience.

Twitter

Overview:

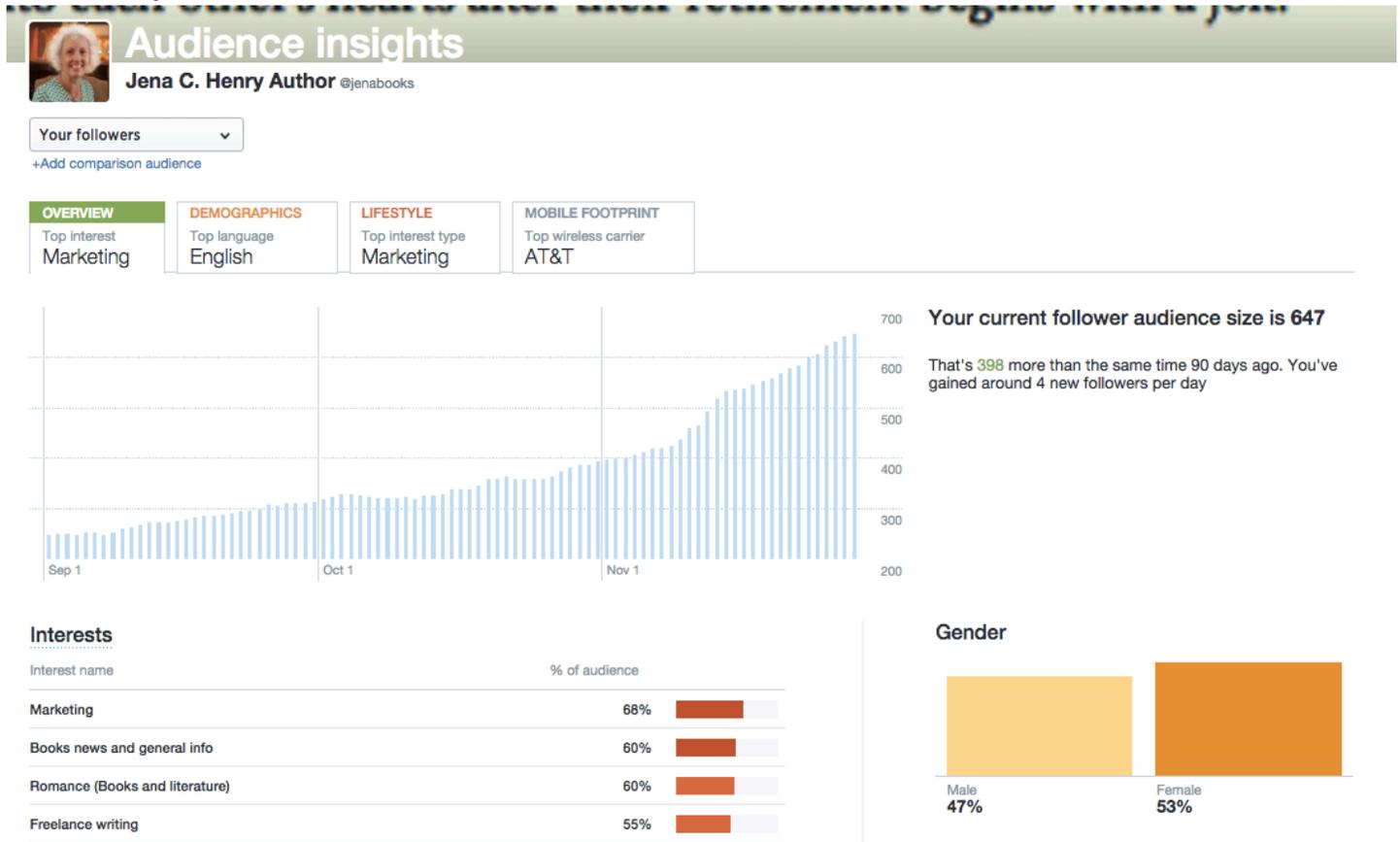


The full Twitter account can be seen here: <http://twitter.com/jenabooks>

I suggest that you record your Twitter login information with this report to facilitate your future efforts.

The Twitter account grew to 647 followers. The engagement that account received during the campaign is reflected in the "Connect" tab of the Twitter account: <https://twitter.com/i/notifications>

Twitter analytics:





Account home

Jena C. Henry Author @jenabooks

Page updated daily

28 day summary with change over previous period



Nov 2015 • 29 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,791 impressions

#Cavs fan bus! We're going to Detroit!
@CavsWGUnited @cavs
pic.twitter.com/ZKPzIMeVT



🔁 3 ❤️ 12

[View all Tweet activity](#)

[View Tweet activity](#)

Top Follower followed by 268K people



Billionaire Magazine

@BillionMagazine FOLLOWS YOU

The Official Twitter account for Billionaire Magazine. We share information on the best the world has to offer. Veteran operated. Dream, Struggle, Victory...

[View profile](#)

[View followers dashboard](#)

Top card Tweet earned 430 impressions

Ye Olde Kitchen is a Turkey- 3 Tips to Tame Your T-Day Invasion! jenabooks.com/ye-olde-kitche... pic.twitter.com/wDOW56jzD8

Top mention earned 79 engagements



Bub
@gay_bub · Nov 15

@ElieBautista @Anne_Baxter_C
@jenabooks pic.twitter.com/rkwX3fQ0dG



🔁 14 ❤️ 15

[View Tweet](#)

Top media Tweet earned 688 impressions

Adding #pumpkinspice to my book allowed me to reach out to you! ow.ly/UTUlay
pic.twitter.com/Fm5T2GYv3u



🔁 2 🔄 4 ❤️ 4

[View all Tweet activity](#)

[View Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.



[Get started](#)

NOV 2015 SUMMARY

Tweets 346	Tweet impressions 38.9K
Profile visits 2,227	Mentions 160
New followers 252	Tweets linking to you 62

Oct 2015 • 31 days

Jena C. Henry Author



[Sign up for Twitter Ads](#)

TWEET HIGHLIGHTS

Top Tweet earned 1,556 impressions

Hubs & me- thrilled to be Honorary Captains
#cavs @CavsWGUnited @joeharrisuva
#author #writerslife #Cleveland
pic.twitter.com/Mu1iSuW3AJ



↳ 1 ♥ 3

[View all Tweet activity](#)

[View Tweet activity](#)

Top Follower followed by 863K people



J.D.

@lownjd [FOLLOWS YOU](#)

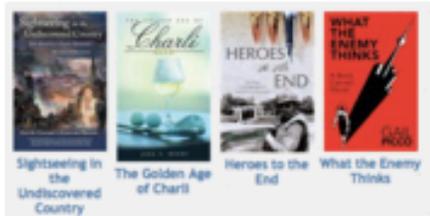
A @nerdinajock's body. Twitter u had me at sign up. 100% Organic Twitter Addict. Turns out I'm smarter than a 5th grader. Be cute, but real in this ugly world.

[View profile](#)

[View followers dashboard](#)

Top card Tweet earned 203 impressions

Charli is featured on #luniverse home page!
thanks @luniverse #author jenabooks.com
pic.twitter.com/KQHTeoGDWt



↳ 1

Top mention earned 28 engagements



TheWritingReader

@WritingReader · Oct 27

#follow @jenabooks @NikoleBloom
@DEIrelandAuthor @LynHornerAuthor
@ChaosOnPaper @ChristinaPBooks
@chris_straeuli

↳ 2 ↳ 4 ♥ 4

[View Tweet](#)

Top media Tweet earned 1,515 impressions

What's on your calendar today? For me
#Cavs preseason game! @cavswgUnited
#nba #author #writerslife
pic.twitter.com/TY9mBdsFPb



↳ 3 ♥ 4

[View all Tweet activity](#)

[View Tweet activity](#)

OCT 2015 SUMMARY

Tweets
109

Tweet impressions
10.7K

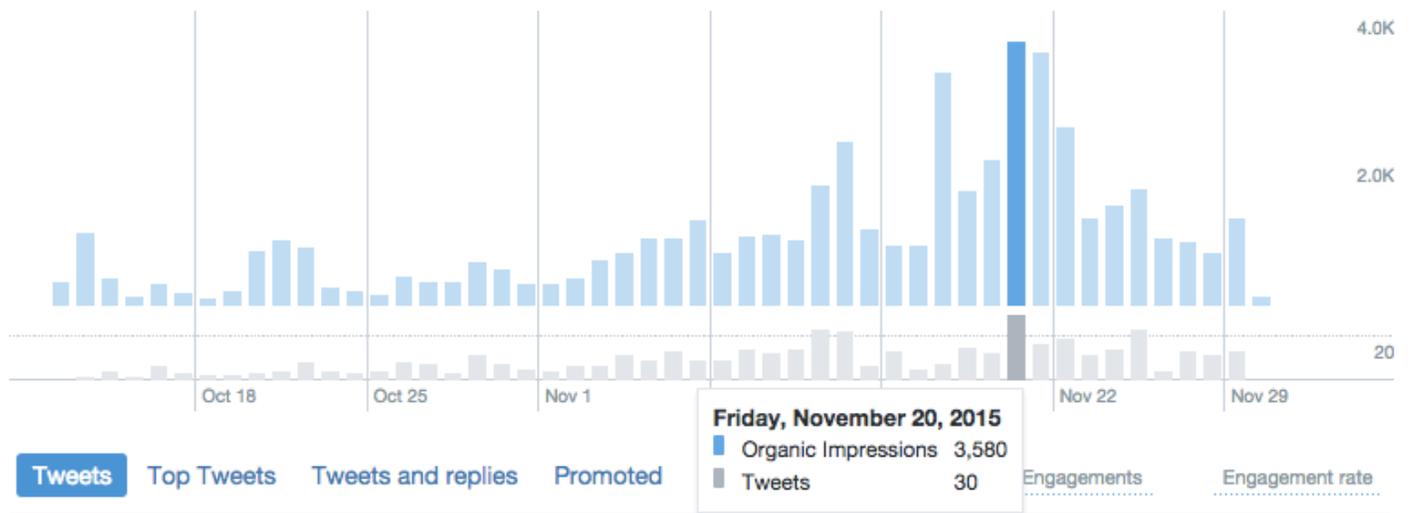
Profile visits
754

Mentions
30

New followers
82

Tweets linking to you
20

Your Tweets earned **47.1K impressions** over this **50 day** period



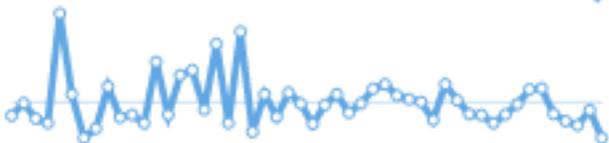
Engagements

Showing 50 days with daily frequency

ENGAGEMENT RATE

2.0%

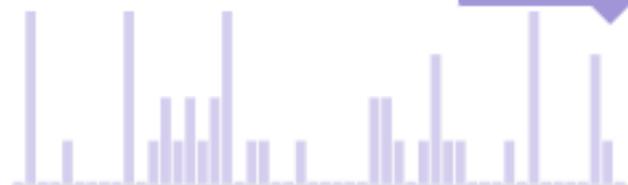
Nov 30
0.0% engagement rate



LINK CLICKS

45

Nov 30
0 link clicks



On average, you earned **1 link clicks** per day

RETWEETS

98

Nov 30
0 Retweets



On average, you earned **2 Retweets** per day

LIKES

279

Nov 30
0 likes



On average, you earned **6 likes** per day

REPLIES
130

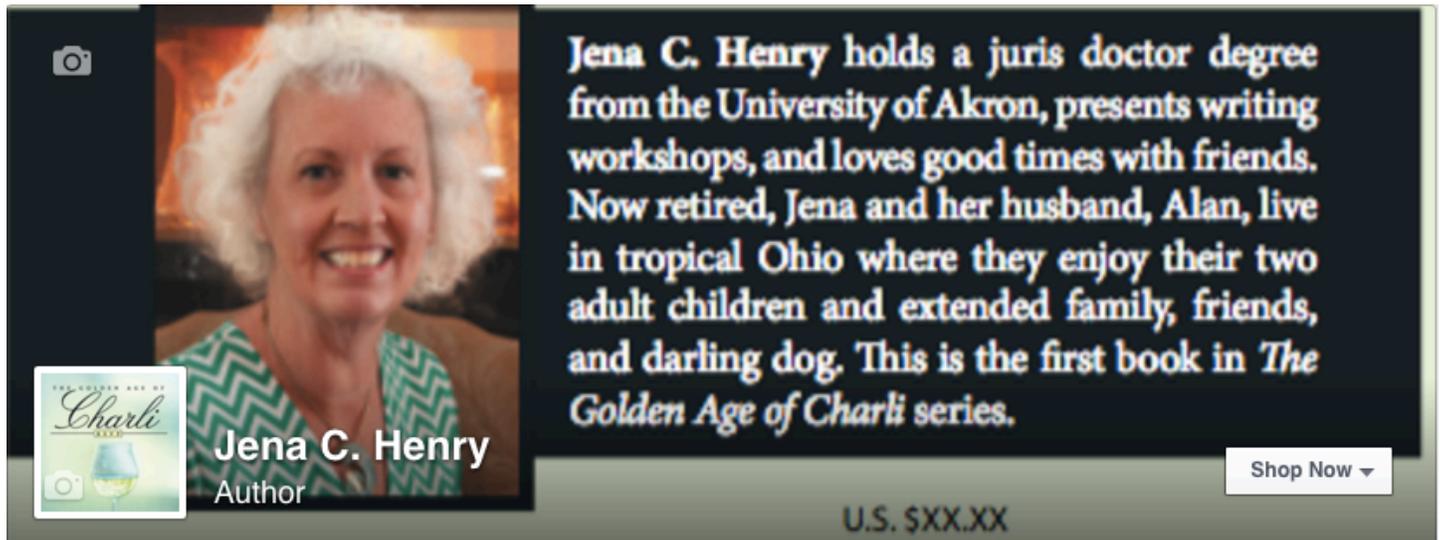


On average, you earned **3 replies** per day

Based on the activity on your Twitter account, I recommend a continued focus on finding and following new accounts, especially influencers in the fields you are passionate about, as well as your community. Also focus on interacting with those accounts so that your engagement increases. The best ways to encourage engagement is to ask questions of other accounts, reply to other accounts' tweets, and follow new accounts.

Facebook

Overview:



A Facebook advertisement for Jena C. Henry's book series. The ad features a photo of Jena C. Henry, a woman with white curly hair, smiling. To the right of the photo is a text box with the following text: "Jena C. Henry holds a juris doctor degree from the University of Akron, presents writing workshops, and loves good times with friends. Now retired, Jena and her husband, Alan, live in tropical Ohio where they enjoy their two adult children and extended family, friends, and darling dog. This is the first book in *The Golden Age of Charli* series." Below the text box is a "Shop Now" button. The price is listed as "U.S. \$XX.XX".

The full Facebook page can be seen here: <https://www.facebook.com/jena.c.henry/>

I suggest that you record your Facebook login information with this report to facilitate your future efforts.

The Facebook page reached 141 likes during the campaign. For convenience, the engagement the account receiving during the campaign can be accessed at <https://www.facebook.com/jena.c.henry/notifications/>.

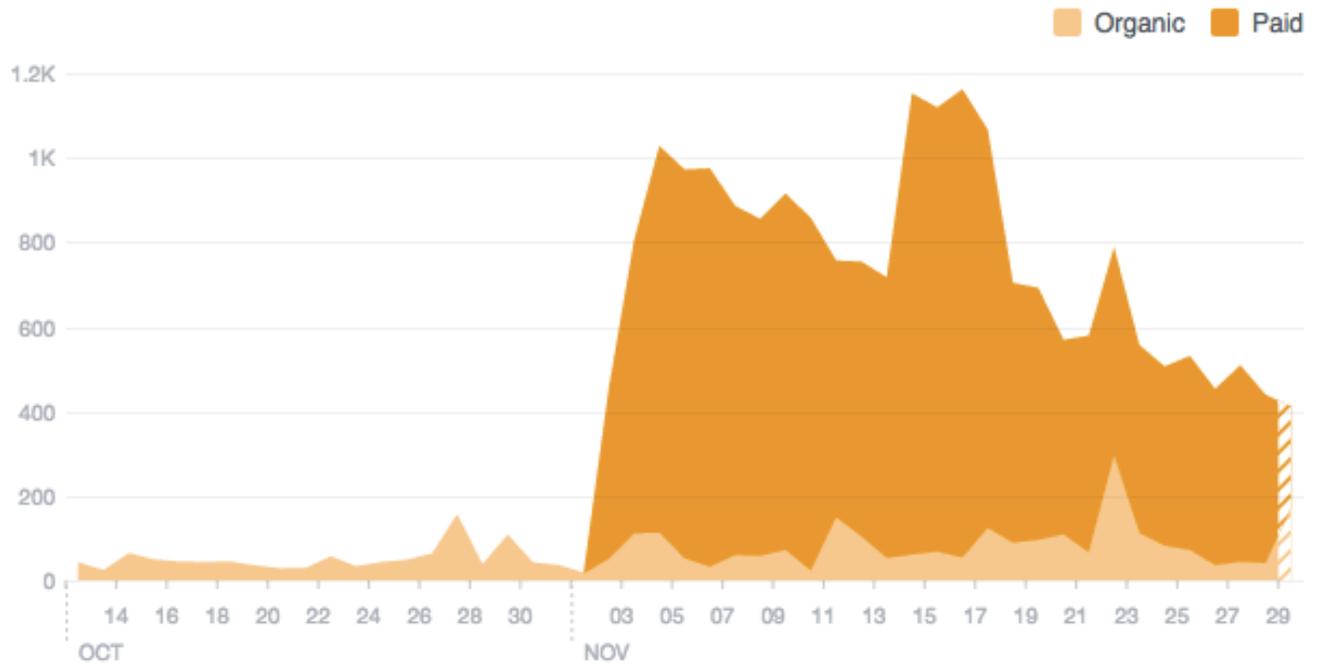
Facebook page statistics:

Total Page Likes as of Today: 141



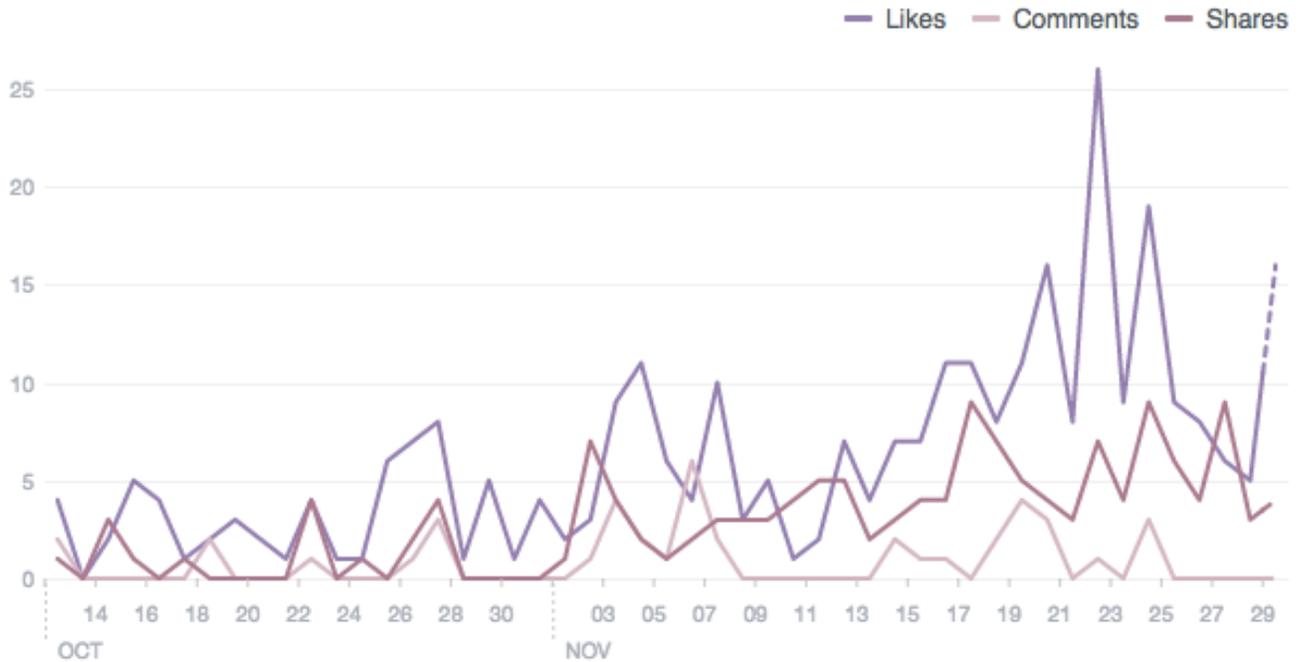
Post Reach

The number of people your post was served to.



Likes, Comments, and Shares

These actions will help you reach more people.



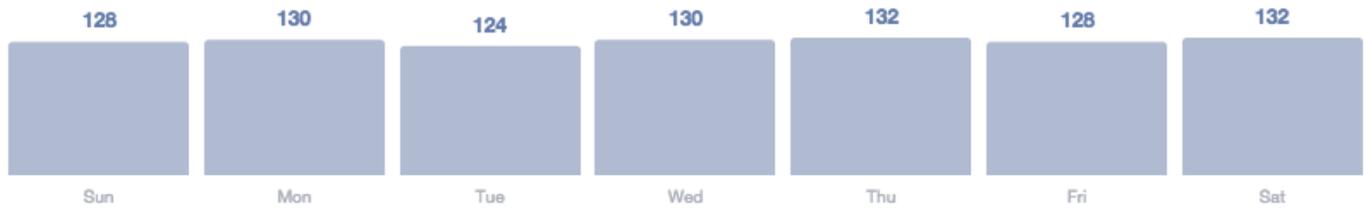
When Your Fans Are Online

Post Types

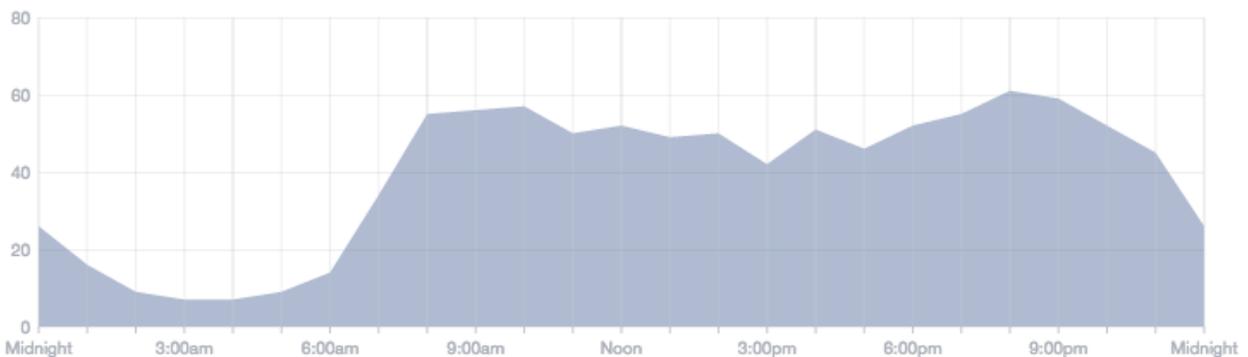
Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



Based on the activity on your Facebook page, I recommend you continue to focus on interacting with other influencers' content by liking, commenting, and sharing their content. This will keep you on the radar of the administrators so that they will hopefully interact with you as well and share your content with their fans.

IV. Recommendations

Social media is an ongoing relationship-building platform. Influencers want to engage with accounts that are active, informative and authentic. My number one recommendation for you is to continue updating your social media sites consistently. This is the foundation for any future success.

In addition to consistently updating your social media sites, I advise that you keep the following things in mind:

- The rule of thirds for posting different, strategic content: 1/3 of the content should be about yourself (e.g. blog posts, day-to-day activity); 1/3 of the content should be topic-related (e.g. related content, industry news); 1/3 of the content should be focused on other people (e.g. replies, retweets).
- Plan out your blog topics by brainstorming 5-6 subjects every month. Plotting them out helps you create the content on your schedule.
- If you get stuck while working on any of your social media accounts, check the notes sent by your publicist about Twitter, Wordpress, and Facebook.
- If you would like further help with social media, marketing, and even writing, remember to visit the Author Learning Center for webinars and tutorials at <https://www.authorlearningcenter.com/>.