

**PR Campaign for Good Life Ride: Using the Peripheral Route of Persuasion to Invoke
Support for an Environmental Nonprofit**

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Abstract

In 2019, environmental nonprofits organizations were only given \$14.16 billion compared to the 128.17 billion in funding given to religious nonprofits. This research seeks to answer the question: Can the method of a public relations social media campaign be utilized to appeal to the emotional side of donors and volunteers in order to invoke a response of support for an environmental nonprofit? The social media campaign was used to promote the Good Life Ride, a family friendly bike ride event, held by the Alabama Coastal Foundation, an environmental nonprofit. The campaign lasted six weeks with four main content pushes over Facebook and Instagram. Sprout Social was used to analyze the data. At the conclusion of the campaign, there was an 8.2% engagement rate (per impression). Using the Elaboration Likelihood Model as a lens to evaluate the data through, the answer to the previously mentioned research question is yes, the method of a social media campaign can be effectively used to appeal to the emotional side of people to invoke a response of support for an environmental nonprofit.

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Situational Analysis

Donors are the lifeblood of nonprofits. However, with the growing number of nonprofit organizations each year and the number of donors staying somewhat constant, the need to gain the attention and keep that donor support increases with each passing year. Through the years, the nonprofit sector has grown exponentially. According to the 2020 report of Giving USA, a total of \$449.64 billion was given to nonprofit organizations in 2019. Out of that amount, a total of \$14.16 billion was given to nonprofits that are dedicated to the environment and animals. That number is an increase of 11.3% from the previous year for that sector (Giving USA, 2020). However, the amount of money given to environmental nonprofits is much lower in comparison to other sectors of the nonprofit world. For instance, in 2019, religious organizations were given \$128.17 billion, education was given \$64.11 billion, and health organizations were given \$55.99 billion (Giving USA, 2020). One has to wonder as to why environmental organizations receive a lower amount of donations compared to other sectors such as religious and health organizations.

It is interesting that people seem more apathetic towards making donations to this sector because the environment affects everyone's way of life on earth. One might infer that environmental issues receive less donations because it is harder to appeal to the emotional side of donors in comparison to the other sectors mentioned earlier. It is plausible to believe that religious, educational, and health organizations can more easily pull at the heartstrings of donors by putting faces to issues. Whereas environmental organizations have the extra barrier of first educating the donors on the issue before the potential donors or volunteers can form an emotional attachment.

Rationale

Since donors are the lifeblood of an organization, it is important to see how people become loyal donors to an organization in the first place. While money is essential to keep a nonprofit going, according to an article from volpro.net (Johnson, 2019), many donors start out as volunteers. In fact, according to that same article from volpro.net, 67% of volunteers end up becoming donors to the organization. Therefore, it is important to create a loyal volunteer base in order to keep an organization alive and running. This is not only because it is important for a nonprofit to have free help but also in hopes that those volunteers will become donors. As stated in the above section, this project is intended to explore the idea that the way people are drawn to volunteer or donate to an organization is through emotions. It is through this project that it is hoped to explore that idea.

Research Question

Can the method of a public relations social media campaign be utilized to appeal to the emotional side of donors and volunteers in order to invoke a response of support for an environmental nonprofit?

Purpose Statement

The purpose of this project is to analyze a social media campaign's effectiveness in influencing the emotional side of donors to donate to an environmental nonprofit. The results of this campaign will be measured and evaluated through the lens of the Elaboration Likelihood Model.

Research

In the past few years, there has been an increase in giving charitable donations to nonprofits. However, the amount of donations environmental nonprofits receive is relatively small

compared to religious and health nonprofits. This review will analyze the various methods and tools of persuasion that can be used to increase the emotional pull of donors toward an environmental nonprofit.

Emotional Communication for Nonprofits

When it comes to nonprofits, there is a difference between a normal supporter of a nonprofit and people who add monetary value to the organization (Zimmerman, 2018). Both are essential to keep a nonprofit up and running, however, they must be communicated to in somewhat different ways. When communicating to these different types of contributors, it is important to keep in mind how they benefit from contributing to a nonprofit. “A holistic view of a nonprofit’s market recognizes those who receive services or who benefit directly from an organization’s efforts as well as those who fund the efforts or benefit from the improvement to the community and society” (Zimmerman, 2018, ¶ 5). This would lead one to believe that these two sections that nonprofits try to get to contribute to its mission can be persuaded using the central and peripheral routes of persuasion (Petty & Cacioppo, 1986). These routes will be discussed in a later section.

This campaign is looking to attempt to answer if using an emotional draw can influence more donors and volunteers to get involved in an environmental nonprofit. As stated previously in the rationale section, 67% of volunteers eventually become donors to the organization they volunteer for (Johnson, 2019). One of the sects of nonprofits that receives the most donations per year is the religious sect (Showers et al., 2011). It is reasonable to believe that this section receives such high donations because religious people are typically instilled with a duty to charity and therefore have an emotional connection to giving. One way to attempt to invoke an emotional response from potential contributors towards environmental nonprofits includes educating people

on how they can benefit. This campaign is to promote the Good Life Bike Ride being put on by the Alabama Coastal Foundation. The Good Life Bike Ride is attempting to spread awareness for bicycle safety, and it is also to put people in the environment in order to build appreciation for it. If more people would occasionally ride a bike rather than drive a car, it would have a huge, positive impact on the environment and on people's health (Johan de Hartog et al., 2010).

It is also important to educate people on how many accidents could be prevented if more people were educated on bicycle safety. According to the National Center for Statistics and Analysis, there were "846 crashes involving bicycles in 2019" (National Center for Statistics and Analysis, 2020). One way to make an impact on the audience would be to create a piece of content that showcases how prevalent bicycle crashes are in the US and locally. In 2018, there were "209 bicycle crash injuries and nine fatalities" in Alabama alone (Alabama Department of Public Health, 2021). According to the Alabama Department of Transportation, the average age of most bicycle crash fatalities is 31-40 (Alabama Department of Transportation, p. 24). This age range is within the target audience of the campaign, therefore making content involving statistics like this would hopefully grab the attention of the audience. One way an emotional interest for a nonprofit can be stirred up in people can be through visual interest (Appleby, 2016). Videos showcasing how beneficial biking is for people and for the environment have the potential to be very helpful in accruing contributors to an environmental nonprofit (2016).

Social Media for Nonprofits

Social media have become a standard for almost all businesses, whether it is a nonprofit or a for-profit organization. However, it is especially useful for nonprofit organizations to take advantage of social media due to having to be so careful about which funds go where (Appleby,

2016). There are also many nonfinancial-centered advantages to a nonprofit utilizing social media. These benefits “include access to a global audience, increases in productivity of managers and professionals, provision of continuous feedback channels, and increased web presence” (2016, p. 7). All these benefits help nonprofits maximize their return on investment, but the one this project is meant to focus on is the accessibility of social media on a global scale.

Social media have created a platform to provide social support for individuals who otherwise would not have access to a community like that (Jane et al., 2018). Social media allows individuals, who might otherwise not have knowledge of or access to a community that shares a similar interest as them, a place to go. Being able to find and utilize these groups of social support to put forth a message to them would be helpful in trying to spread awareness for a nonprofit’s mission (2018).

There are also ways to use social media to gain attention for a nonprofit’s mission from people who are unfamiliar with the nonprofit’s area of interest (Milde & Yawson, 2017). One way is to develop strategies and tactics that incorporate gimmicks that are purely meant to gain awareness and attention. One example of this would be the ALS Ice Bucket challenge. While dumping ice water on people’s heads does not have anything directly to do with ALS, it certainly did create a major trend that raised awareness for this illness (2017). Organizations should have a very clear strategy put in place before using such tactics to make sure that the campaign always aligns with the vision of the organization (2017).

Since part of this campaign is about promoting a healthy lifestyle, it is important to look at the existing literature that touches on the topic of how to promote wellness in a healthy way. According to Lupton, the way to persuade a person to take a certain action is to evoke an emotional

response (Lupton, 2015). However, there should be a little extra care when trying to persuade people to take action during a health campaign to not use disgust as a method of persuasion. Lupton stressed that "... a qualitative study investigating underprivileged people's responses to public health campaigns using negative emotional appeals found, common responses were anger, retreat, guilt, passive helplessness and despondency, rather than empowered decisions to act" (2015, p. 11). Communicators must be very mindful of how the messages being sent are being received by all potential publics. An article from *MIT Sloan Management Review* (Malhotra et al, 2013) pointed out that sometimes consumers on Facebook are likely to not like "event-related messages" and "social cause affiliated" messages. Since the Good Life Ride campaign falls into both categories it is important that the social media posts find creative ways to grab the audience's attention.

There are certain social media platforms that are better to send certain messages to certain audience demographics than others. According to a survey conducted by the Pew Research Center (Auxier & Anderson, 2021), 71% of 18–29-year-olds regularly use Instagram. Whereas only 48% of 30–49-year-olds and 29% of 50–64-year-olds regularly use Instagram. Facebook has a fairly even reach over all three age groups. According to the previously mentioned 2021 survey, the breakdown of percentages of users per age group for Facebook is 70% of 18–29-year-olds, 77% of 30–49-year-olds, and 73% of 50–64-year-olds. When conducting any sort of communication, it is important to research the audience the sender is attempting to reach.

There are also certain days and times that have more success in gaining engagement. According to data gathered from analytics sites such as Sprout Social, Hootsuite, etc., "The best times to post on Facebook are Tuesday, Wednesday and Friday between 9 a.m. and 1 p.m." and

“The best time to post on Instagram is between 11 a.m. and 2 p.m. on Tuesday, and at 11 a.m. on Monday through Friday” (Powers, 2022).

Elaboration Likelihood Model

The Elaboration Likelihood Model, or ELM, is a theory of persuasion that suggests there are two routes that people can take in persuasion. This theory dates back to the 1970s and 1980s and was developed by Richard E. Petty and John T. Cacioppo. It was developed as a response to other theories which attempted to explain how persuasion works among people. All these former theories had very conflicting results, and the goal of ELM was to “integrate the many seemingly conflicting research findings and theoretical orientations under one conceptual umbrella” (Petty & Cacioppo, 1986). During Petty and Cacioppo’s research, they proposed that there are two routes to persuasion: central and peripheral. These routes will be explained in further detail later. When formulating a persuasive message, it is extremely important to understand the audience that an organization might be trying to persuade. Therefore, ELM has been a useful instrument in learning more about consumer audiences and how they process information that leads to persuasion (1986).

So, what is elaboration? In short, it is the amount of effort a receiver will put into processing a message (1986). So, in other words, a person who experiences high elaboration is someone who thinks very carefully about the meaning of the message. Whereas someone with low elaboration is someone who passively processes a message and does not analyze the finer details of it.

The central route to persuasion is more complex than the peripheral route. The original theory describes it as persuasion that occurs “as a result of a person’s careful and thoughtful consideration of the true merits of the information presented in support of an advocacy” (Petty & Cacioppo, 1986, p. 3). The central route is conducive with high levels of elaboration. That is, the

message receiver is more likely to know what they are attempting to receive from the message and have prior knowledge of the subject. People who are using central message processing are also more difficult to persuade. Here is an example scenario to explain this: Imagine a person who needs a new washing machine. If that person knows the specific features they want and what they do not want, then they are on a mission to find those specific features in advertising messages for washing machines. That person is persuaded through the central route of persuasion (1986).

When a person takes the peripheral route in persuasion then their process is not as complex as the central route. The original theory states that the peripheral route “likely occurred as a result of some simple cue in the persuasion context (e.g., an attractive source) that induced change without necessitating scrutiny of the central merits of the issue-relevant information presented” (1986). In other words, the peripheral route involves a low level of elaboration. This means that the message receiver is not analyzing the message they are receiving for any specific information. They are more likely to be persuaded by the bells and whistles of a product or argument than by the meat and potatoes of the message. To further explain this route, let us refer to the previous example scenario of buying a new washing machine. A person that goes into shopping for a new washing machine with no prior knowledge of what they desire will more likely buy a product with more impressive features than someone going in with certain features in mind. This route can be considered to be more impulsive. This theory can be used to evaluate nonprofit communication by putting forth tactics that follow both the central route and the peripheral route of persuasion and seeing how audiences respond to these tactics.

Tactics

This applied research project required the cooperation and collaboration of the director of the Alabama Coastal Foundation, Mark Berte, the organization's social media coordinator, Kristine Alford, and also the Administrator of ACF, Anna Yancy. On November 4, 2021, the public relations practitioner reached out to the instructor of the Communication for Nonprofits class at Spring Hill College, Marcelle Naman, to ask if she had any suggestions for local nonprofits to collaborate with on a senior seminar project (Appendix A). It was from that email conversation that the Alabama Coastal Foundation came up. Throughout the following month, several nonprofits were contacted to see if any of them were interested in a collaboration. There were a few responses including Berte. The public relations practitioner reached out to Berte on January 5, 2022, to discuss when to meet about the potential of a collaboration to work on a public relations campaign (Appendix B). The initial meeting with Berte was held on January 11 through the virtual meeting platform gotomeet.me. A waiver of responsibility and expected deliverables was signed by Berte on February 8 (Appendix E).

Administrative access to the Good Life Ride official Facebook page was granted to the PR professional on February 17. Since there is no specific Good Life Ride Instagram page, the password to the ACF official Instagram page was disclosed on February 25. Noting that this is a nonprofit and it has little to no advertising budget, a free month-long trial of Sprout Social was attached to the social media sites. The goal of this campaign was to raise social media interaction by approximately 10% before April 4th, 2022.

According to the analytics site, Sprout Social (Powers, 2022), the best days to post on Facebook in the Central Time Zone are Tuesday, Wednesday, and Friday from 9 a.m. to 1 p.m.

The best times to post on Instagram are Tuesday 11 a.m. to 2 p.m. and Monday through Friday at 11 a.m. With that information in mind, it was planned that there would be two social media posts each week on both Instagram and Facebook during one of those times. All social media graphics were created using the design site Canva. There was a total of four social media pushes between the course of the campaign. The communication portion of the campaign lasted from February 22 to April 4.

During the first push of the campaign, there were two posts made to Instagram and two posts made to Facebook. Two of these posts were geared towards notifying potential sponsors that sponsorship opportunities were open, and two posts were dedicated to announcing that registration was open to the general public for the event. One unexpected thing that happened during that time period was there was a misunderstanding. Alford ended up making a graphic announcing registration and posted it to Instagram. Therefore, the March 8 Instagram post was created by ACF, but the March 9 Facebook post was created by the coordinator of this campaign. There was no other miscommunication like this after the first week.

Push two began by updating the Facebook page information to include this year's event's time, date, and location. A new cover photo was also created using a picture from a past GLR that included the date and location of the event. Push two also included social media posts on both Facebook and Instagram that promoted the partnership between the Lodge at Gulf State Park and the Alabama Coastal Foundation. This partnership provided riders with a major discount for their hotel room and a free rider registration if they stayed at the Lodge.

During this time period, a news release was written that listed the details of the event, pushed for people to sign up to stay at the Lodge, and included information on bicycle safety

awareness (Appendix H). However, sending this news release to media organizations was delayed because all of the hotel blocks sold out. In response to this, the news release was edited to include that the Lodge was sold out, but there were other ACF partners who provided discounted lodging for registered bikers. The news release included the GLR logo and various links for people to find more information. The release was sent to Fox 10, WKRG, and WLOX. The PR professional has not heard back from these stations at this time. There were also graphics posted to Instagram and Facebook notifying the audience that the Lodge was sold out. In preparation for push three, an interview with Mark Berte was shot on a Canon EOS Rebel T100 Digital SLR Camera with 18 mm lens, a Boya lavalier microphone, and a Sunpak tripod on March 17. In this video, he described why people should participate in the ride and encouraged them to register.

The third push began with the official Facebook event being created on March 24. This event was shared to Facebook groups such as “What’s Happening in Gulf Shores?” and “What’s Happening in Baldwin County?” A carousel of graphics was uploaded to Facebook and Instagram that answered many frequently asked questions involving the Good Life Ride. The video of Berte was uploaded to Facebook and Instagram during this period. There were originally going to be two videos. The one that was posted, generally described the Good Life Ride, while the second one was supposed to discuss bicycle safety. While Berte did answer the questions about bicycle safety, there were some issues with a siren in the background that the lav mic picked up, and Berte stopped and started speaking to the point that it might have sounded awkward when edited together. Therefore, it was opted to just release the first video. A survey was sent out to people who registered, was attached to the registration form, and posted to social media.

It was in the final push that the PR professional deviated slightly from a couple of tactics mentioned in the proposal. In the proposal, it said that there would be a news release with a push

for people to order T-shirts. However, since the prior news release failed to be picked up, the PR professional opted to promote the T-shirt using a social media graphic instead, in hopes of getting more people to order. The PR professional also decided to turn the bicycle safety op-ed into an informative carousel that was posted to Instagram and Facebook. This carousel provided the audience with five tips on how to practice bicycle safety, statistics on bicycle accidents, and resources on where people can find more information. These two posts ended up being in the top four posts with the highest engagement out of the campaign.

By the conclusion of the campaign on April 4, there were 68 registered riders, 20 T-shirt orders, and 12 sponsors (Appendix L). By April 6, after the T-shirt order social media post, the T-shirt orders had increased to 72 orders overall. This applied research project was primarily a social media campaign carried out on Facebook and Instagram.

Measurement

The goal of this campaign was to raise social media interaction by approximately 10% before April 4th, 2022. The main areas of analytics that this section will focus on are impressions, engagements, age demographics, and post link clicks. All growth over this campaign was organic, none of it was paid for. At the beginning of the campaign, the Good Life Ride Facebook Page had not posted in almost a year (Appendix C). The PR professional checked the analytics of the page the week before the beginning of the campaign. There were 84 impressions, 0 engagements, and 0 post link clicks from January 1 to February 15 (Appendix G).

The Good Life Ride Facebook page accumulated 3,920 impressions or a 4,566.7% change in impressions, 156 engagements, and 46 post link clicks (Appendix G). There was a daily average of 93.33 impressions (Appendix G). Posts for this campaign were going onto the Alabama Coastal

Foundation Instagram simultaneously with other posts for other events it had going on. So, when discussing the Instagram profile, the results for the whole page will be shared and then how the campaign contributed to that number. For the Instagram page, over the reporting period, there were 2,608 impressions (Appendix N). Out of that number, 1,506 of those impressions can be attributed to this campaign (Appendix N). From the results of the Instagram page, including posts that were not a part of the campaign, there were 363 engagements which resulted in 122.7% change. Out of the 361 engagements, 72 can be attributed to the campaign (Appendix N).

It is important to look at the post link clicks for this campaign because it is a good indicator on if the audience is actively seeking out more information. The PR practitioner tried to put a call to action in almost every social media post by attaching a link. The calls to action included encouraging people to register for the event, buy a T-Shirt, book a hotel room, and learn more about bicycle safety. The link clicks per post can be evaluated to see how well a post did at influencing someone to seek further information. The Facebook page had 46 post link clicks and indicated a positive change rate (Appendix G). Unfortunately, Instagram does not have capability for a link to be put in the description of a post. Therefore, this area cannot be evaluated for Instagram.

The top three most popular posts overall according to lifetime engagements, including both platforms, were all Facebook posts. The top post was a push for people to order T-shirts. The second was a carousel of graphics answering the most frequently asked questions involving the Good Life Ride. The third most popular was the promotion for the discounted hotel room blocks at the Lodge. The top post specifically for Instagram was the video that was filmed with Berte encouraging people to register for the ride. The second was the informational carousel about bicycle safety. The third was the previously mentioned T-shirt post (Appendix J).

Sprout Social has a feature where the person analyzing the data can place tags on certain types of posts so that everything can be more organized and can also be configured to be evaluated in different ways. Since the Instagram profile had posts shared to it that were not relevant to the campaign, the PR professional decided to use these internal tags to analyze solely the posts that were relevant to the campaign. For this campaign, the internal tags used were video, carousel, promotion, announcement, informational, picture, and event. A carousel is an Instagram post that includes anywhere from two to ten images people can swipe through. The video tag referred to any graphic that had a moving element to it. The difference between the promotion tag and the informational tag is the promotional tags are offering some sort of product such as the hotel or T-shirt posts, and the informational tags refer to posts that inform the public on things. Examples would include the bicycle safety carousel and the frequently asked questions carousel. Using tag performance, a report was generated using solely the posts that were used in the campaign. This report shows the average between the two platforms. According to the report there are 2,560 impressions, 210 engagements, an 8.2% engagement rate (per impression), and 31 link clicks (Appendix M). The Facebook page had 138 engagements and a 13.1% engagement rate (Appendix O) while the Instagram profile had 72 engagements and an engagement rate of 4.8% (Appendix N).

The audience that this campaign aimed to reach was American adults who have families. Due to this, the age range of adults that this campaign targeted were adults in their 20s to 50s. During the reporting period, the highest percentage of fans or 30.2%, were women between the ages of 45-54. The demographic of that was most reached by the Facebook posts were women 65+. The top city reach was Gulf Shores, Alabama, with a daily average reach of 83.67 people (Appendix G). Unfortunately, there were only two responses to the survey that was sent out.

Discussion

All nonprofits need support from the public no matter the cause they are trying to support. According to the research mentioned in previous sections, it seems that environmental organizations can have a more challenging time gaining support or donors than other nonprofit sectors such as health or religious organizations. The conductor of this campaign believed that the cause of this was due to the fact that it is difficult to put a face or an emotional draw to an environmental nonprofit as opposed to a health or religious organization.

The purpose of this research project was to evaluate how an emotional appeal can influence donors and volunteers to get involved with an environmental nonprofit and to answer the following question: Can the method of a public relations social media campaign be utilized to appeal to the emotional side of donors and volunteers in order to invoke a response of support for an environmental nonprofit? The answer to this is yes, a social media campaign can utilize emotional appeals to evoke a peripheral cue of persuasion through the lens of the Elaboration Likelihood Model.

According to the Elaboration Likelihood Model, persuasion can happen through two routes: central and peripheral. The central route can persuade people who already know what they are looking for and wish to find answers to deeper or more complex questions about what they are being persuaded to do. While the peripheral route is taken by people who are not seeking information on a particular topic but are persuaded by the flashier more surface level draws. Based on this information it can be assumed that the central and peripheral routes can be applied to the method of a PR campaign in order to tap into the emotional appeal of potential volunteers and

donors. If this is the case then this research could have the potential to help environmental nonprofits learn how to better utilize social media to raise the number of donations, donors, and volunteers. The peripheral route is shown to be effective in appealing to the emotional side of persuasion whereas the central route appeals to the logical side of persuasion.

Research shows that social media can be a fairly inexpensive way to have a big impact in terms of persuasion. Social media are multifaceted in a way that is unlike traditional forms of advertising or PR. Research suggests that social media have given people a support system and access to areas of life through groups that these individuals may not have had access to otherwise. Through these groups they may create a bond or an emotional pull over a shared interest. Social media also have the capability to host several different forms of content that can stir up visual interest from the audience.

The campaign also supported the research that showed how Facebook groups were effective in communicating. There was a large spike in impressions from 153 to 2,357 after the event was shared to the Facebook groups in Gulf Shores and Baldwin County (Appendix G). Posting in groups expanded the reach of the campaign from just our followers to a broader audience. The PR professional found that her previous inference about Facebook being the more successful of the two social media platforms due to the age demographics of the audience turned out to be true. The data supported that the platform with the highest engagement rate was Facebook and that the highest age demographic was 45-65+.

This campaign's strategy was an attempt to appeal to the emotional side of people in hopes of getting them to take action. The major actions for this campaign included registering for the ride, reserving hotel rooms at the Lodge, and buying T-shirts. The Alabama Coastal Foundation

has hopes that in order to appeal to the emotional side of the audience, the peripheral route was decided to be predominately used throughout this campaign. When crafting how to communicate this event, a majority of the posts contained many mentions of it being held the weekend of Mother's Day. These messages emphasized that this event would be a great opportunity to spend quality time with friends and family.

The emotional appeal was slightly diverted from primarily focusing on promoting to getting volunteers but rather to appeal to people getting outside with their friends and family for Mother's Day weekend. The Good Life Bike Ride's mission is to be a family friendly bicycle ride that puts people of all ages into an environment where they can appreciate nature and help raise awareness for the importance of bicycle safety. As the PR professional began working with ACF it became evident that the Good Life Ride was constructed in a way where it appears to just be a fun event on the surface, but it is a way to get people who maybe would not have been exposed to an environmental organization an excuse to hopefully get involved in the future. Therefore, it was decided that the emotional draw would be finding a way for people to connect spending time with their friends and family to an environmental organization effectively associating faces to the ACF.

The conductor of the campaign thought that Instagram would be useful in promoting this event amongst younger families; however, she thought that the posts would be more effective on other platforms such as Facebook. The data supported this inference because Facebook had a higher engagement rate than Instagram by almost 8.4%. The two most popular types of social media posts were ones that had an animated or video element to them and also carousels. To be more specific the two animated graphics were also promotional in nature. The most popular animated graphic was promoting T-shirt orders with six post link clicks and the other most popular animated post was promoting the discounted rooms at the Lodge with 5 post link clicks. Both of

these posts made references to making sure that they were prepared to have a great experience with friends and family. The popularity of these two posts seems to support the inference that the peripheral route of persuasion can catch people's attention and lead to actions being taken to seek out more information. Both posts combined the appeal of the emotional side of thinking about your loved ones while also answering the questions that most of the audience has in the back of their head: What can I get from it? These were also useful in proving that posts with moving elements can catch the attention of people.

The day that had the most registrations in a single day, 13 to be specific, was March 16. This was the day that the hotel discount post came out. While it cannot be proven that these registrations came from the social media posts, the correlation between these two does seem to suggest that. One of the two answers on the survey also said that they heard about the Good Life Ride from Facebook, and they were registered to stay at the Lodge. This suggests that this person might have been one of the people to register through the social media post since the hotel blocks sold out in less than a week. This person also said that they were most excited about spending time with friends and family at the event (Appendix K). So that person's answer could indicate that the peripheral messaging of associating the event with friends and family could be working. Of course, the results are so extremely limited, but it can still be helpful to look at the range of one specific person's answers to maybe get an indication of how they were persuaded.

The results from this campaign could be helpful for other environmental nonprofits in the future. It suggests to these organizations that it is possible to use social media as a method to appeal to the emotional side of people in order to hopefully form an attachment to an environmental nonprofit. In general, there is not much information specifically about communicating for environmental nonprofits on social media. Therefore, the results from this campaign can assist

ACF in continuing to utilize this emotional appeal approach or it could potentially provide a launching point for other environmental nonprofits to utilize this approach.

This campaign did have its limitations and had things that would have been done differently if the conductor of the campaign had another chance to do it. The main struggle was the amount of time that the campaign lasted. It was very difficult to have time to grow and get rich analytics from a month-long campaign. It is suggested that the campaign should instead be three months long and have longer periods of times to push certain parts of the campaign such as calling for sponsors, rider registrations, and T-shirts. If the PR professional were to continue with this project, then she would have done a final push to get volunteers for the actual event after the T-shirt orders were due on April 6. She did not do this because ACF did not ask for volunteers until closer to the event last year.

If done again, it is suggested that more content should be created before the communication phase. The PR professional found that unforeseen circumstances would come up that would delay the creation of content. Such as not having all the accurate information needed to create certain graphics or meetings with the client being moved around. For instance, filming with Berte got delayed by almost a week due to scheduling conflicts. So, it is suggested that it would be best to get everything filmed or get all the information needed about two weeks prior to when it is believed to be needed.

There was an 8.2% engagement rate over both platforms at the conclusion of the campaign and did not quite reach the 10% engagement rate it hoped to show at the end. However, there are some ideas for tactics that ACF or other organizations could utilize in the future. Since the T-shirt post showed the most engagement with link clicks and also someone commented asking why the

shirt was not free this year, this demonstrated that the T-shirt was a big draw for people. A suggested tactic to hopefully raise engagement would be to be entered in a giveaway for a free T-shirt if they commented, tagged a friend, and shared a post about the event. This campaign is a start in exploring how emotional appeals can affect the success of nonprofits.

Reflection

When I began my freshmen year, I was torn with what major I wanted to pursue. I had originally wanted to get a degree in health sciences and then go to occupational therapy school. However, I realized that I wanted to pursue a broader degree. Throughout senior year of high school, I was undecided until I settled on potentially pursuing an English major. I love reading books and I was very interested in possibly working for a publishing company. While that still is an interest of mine, I realized that I was not interested in primarily editing and wanted a future career, so I decided to add a Communication degree. My aunt worked in public relations at the corporate office at Books-a-Million and she would talk to us about having the opportunity to plan events and travel to different areas of the country for book signings.

In my first semester at Spring Hill, I kept both majors so that I could see which one I could see myself pursuing more. After that first semester, I dropped the English major and decided to just pursue the Communication major. Being a Badger Connection Guide during the summer after my freshman year helped confirm to myself that I was very interested in working in events and with people and it made me excited for my future career. Even though I would like to pursue a career related to events, I became a little bit nervous about putting all my eggs in one basket because many PR event jobs were practically nonexistent during COVID, It was during this time that I wanted to establish my social media skills so I became the Social Media and Marketing Chair

for Campus Programming Board. I chose this seminar project because it mixed my interests of social media and events. I had also become interested in nonprofits after taking the Communication for Nonprofits class junior year.

This project has helped prepare me for my future career because it has helped expand my social media skills more, especially in the area of analytics. When I first opened Sprout Social, I was slightly overwhelmed by all the data and trying to interpret it. I know that forcing myself to really get into the numbers will assist me when applying for social media and advertising jobs. I think I did well with having a variety of posts but keeping them centralized to a main message. I also tried to make sure that each post was branded with the Good Life Ride logo. I think that an area I could have improved my project were testing out different times to put up my posts. I predominantly put them up after 12:00 PM and into the evening. I should have tested them out earlier in the morning to see if that would have brought about different results. I would also have liked to have started earlier to get richer data. Overall, I am happy with the project, and it helped to further confirm to myself that I want to work with people, events, and social media.

Resources

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Appendices

Appendix A - Email with Marcelle Naman

Appendix B - Initial email with Mark Berte

Appendix C - Facebook analytics prior to beginning of campaign

Appendix D - Instagram analytics prior to beginning of campaign

Appendix E - Waiver of Responsibility

Appendix F - Proposed timeline

Appendix G - Facebook Profile Analytics (Sprout Social and Meta)

Appendix H - News Release

Appendix I - Links to Social Media Platforms

Appendix J - Overall Top Posts

Appendix K - Survey Results

Appendix L - Good Life Ride Registrations and Sponsors

Appendix M - Sprout Social Analytics Overall

Appendix N - Sprout Social Instagram Posts Analytics

Appendix O - Sprout Social Facebook Posts Analytics

Appendix A

4/4/22, 4:57 PM

Spring Hill College Mail - Senior Seminar with a Non-Profit



Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Senior Seminar with a Non-Profit

6 messages

Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>
 To: Marcelle Naman <mnaman@shc.edu>

Thu, Nov 4, 2021 at 3:16 PM

Hi, Ms. Marcelle!

I was just sending an email to see if you knew of any nonprofits that I could partner with for my senior seminar?

Thanks!

BessMorgan Baluyut

-

BessMorgan Baluyut
 Spring Hill College '22
 Campus Programming Board Social Media and Marketing Chair

Marcelle Naman <mnaman@shc.edu>
 To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Fri, Nov 5, 2021 at 9:23 AM

BessMorgan,

Thanks for reaching out. It was so great to see you on campus last week!

I think the most reliable nonprofit to work with would be the Drug Education Council with Virginia Guy. I Can't remember who you worked with in my class but they are pretty solid. Also Mark Berte with the Alabama coastal foundation was very eager to help. He might be a good person to reach out to. I don't know if you have an old list I sent you but I hand picked the ones that I thought would be good.

I am out of town right now but on Monday I will go back to find that list and will resend it to you. It has all the contact information for the various Nonprofits that we use for the class.

I will be in touch!

Marcelle

[Quoted text hidden]

This email contains information from Spring Hill College and is intended solely for the use of the named recipient or recipients. It may contain confidential or privileged information, including but not limited to FERPA-protected information. If you are not a named recipient on the email, please delete this message because any unauthorized review, copying, or use of this message is prohibited.

Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>
 To: Marcelle Naman <mnaman@shc.edu>

Wed, Nov 10, 2021 at 12:49 PM

Okay, thank you so much!

[Quoted text hidden]

Marcelle Naman <mnaman@shc.edu>
 To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Fri, Nov 12, 2021 at 6:28 AM

Of course!

[Quoted text hidden]

Appendix B

4/4/22, 4:58 PM

Spring Hill College Mail - Collaborating on PR Campaign



Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Collaborating on PR Campaign

10 messages

Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>
To: Mark Berte <mberte@joinacf.org>

Thu, Dec 30, 2021 at 12:13 PM

Hello!

My name is BessMorgan Baluyut and I am currently a senior at Spring Hill College studying Public Relations/Advertising and Graphic Design. I was in Marcelle Naman's nonprofit class in the spring. She gave me your name to contact as a potential collaborator for this project. I am contacting you because in the spring semester I must conduct a senior seminar project. It is basically a capstone project for my degree.

My idea for this project is to run a PR campaign for a local nonprofit. The purpose of this campaign would be to lead up to an event, raise money, or even to simply raise awareness of the nonprofit's mission. My prior experience outside of my studies includes being the Social Media and Marketing chair for the campus' programming board and I was also one of two interns this past summer that planets and facilitated our new student orientation.

I was wondering if your nonprofit would be interested in collaborating with me on this project, and if so, when would be a good time in the next week or so to set up a time to talk?

Thank you so much for your time!

BessMorgan Baluyut
SHC '22

—

BessMorgan Baluyut
Spring Hill College '22
Campus Programming Board Social Media and Marketing Chair

Mark Berte <mberte@joinacf.org>
To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Thu, Dec 30, 2021 at 3:31 PM

Good afternoon BessMorgan,

I remember you and also speaking with Marcell's class earlier this year!

Yes, ACF would certainly be interested in having your help next semester for your senior seminar project. We are closed tomorrow and Monday for New Year's holiday, but I am open anytime on Wednesday from 10:00-2:00, Thursday from noon until 2:00, and Friday from 9:00 until noon to talk. Just let me know what works best for you when you can.

Best,
Mark

Mark Berte, Executive Director
Alabama Coastal Foundation
250 Conti Street, 2nd Floor
PO Box 1073

4/4/22, 4:58 PM

Spring Hill College Mail - Collaborating on PR Campaign

Mobile, AL 36633
(251) 990-6002 Office
(251) 402-3936 Cell
mberte@joinACF.org
<http://www.joinACF.org>

[Quoted text hidden]

Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>
To: Mark Berte <mberte@joinacf.org>

Tue, Jan 4, 2022 at 11:33 AM

Thank you for responding! I am free at 11:00 on Friday to talk with you.

[Quoted text hidden]

Mark Berte <mberte@joinacf.org>
To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Wed, Jan 5, 2022 at 2:20 PM

Fantastic BessMorgan! I will send you a calendar appointment with the meeting connection information shortly...

Mark Berte, Executive Director
Alabama Coastal Foundation
250 Conti Street, 2nd Floor
PO Box 1073
Mobile, AL 36633
(251) 990-6002 Office
(251) 402-3936 Cell
mberte@joinACF.org
<https://www.joinACF.org>

[Quoted text hidden]

Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>
To: Mark Berte <mberte@joinacf.org>

Thu, Jan 6, 2022 at 3:20 PM

Hi!

Sorry to do this last minute, but I have COVID right now and I developed a scratchy throat that makes it hard for me to talk right now. Is there any way we can reschedule to Monday or Tuesday?

[Quoted text hidden]

Mark Berte <mberte@joinacf.org>
To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Thu, Jan 6, 2022 at 3:41 PM

I am so sorry to hear that BessMorgan. And of course! I will schedule our meeting for 11 on Tuesday.

Mark Berte, Executive Director
Alabama Coastal Foundation
250 Conti Street, 2nd Floor
PO Box 1073
Mobile, AL 36633
(251) 990-6002 Office
(251) 402-3936 Cell
mberte@joinACF.org
<http://www.joinACF.org>

[Quoted text hidden]

Mark Berte <mberte@joinacf.org>
To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Tue, Jan 11, 2022 at 8:40 AM

4/4/22, 4:58 PM

Spring Hill College Mail - Collaborating on PR Campaign

BessMorgan,

I hope that you are feeling well. If not, we can push today's 11:00am meeting to next week. Just let me know whenever you can.

Best,
Mark

Mark Berte, Executive Director
Alabama Coastal Foundation
250 Conti Street, 2nd Floor
PO Box 1073
Mobile, AL 36633
(251) 990-6002 Office
(251) 402-3936 Cell
mberte@joinACF.org
<https://www.joinACF.org>

[Quoted text hidden]

Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>
To: Mark Berte <mberte@joinacf.org>

Tue, Jan 11, 2022 at 9:12 AM

I am feeling better today and I'm free to meet virtually!

[Quoted text hidden]

Mark Berte <mberte@joinacf.org>
To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>

Tue, Jan 11, 2022 at 9:13 AM



Mark Berte, Executive Director
Alabama Coastal Foundation
250 Conti Street, 2nd Floor
PO Box 1073
Mobile, AL 36633
(251) 990-6002 Office
(251) 402-3936 Cell
mberte@joinACF.org
<https://www.joinACF.org>

[Quoted text hidden]

Mark Berte <mberte@joinacf.org>
To: Bessmorgan Baluyut <bessmorgan.b.baluyut@email.shc.edu>
Cc: Pamela Brewer <pbrewer@joinacf.org>, Kristine Alford <kalford@joinacf.org>

Tue, Jan 11, 2022 at 11:27 AM

BessMorgan,

It was very nice to speak with you about your senior seminar project. As promised, I am sending you the attached logo and the following link for our Good Life Ride: <https://www.goodliferide.org/>

Also, in case any Spring Hill College student is able to help during this Saturday's MLK Day of Service Cleanup, I am attaching our flyer. ACF is leading the District 5 site and here is the link to register: <https://www.surveymonkey.com/r/2022MLKJR>

As an incentive, if any SHC student does help ACF that day we will let them attend any of the sessions for our virtual Sustainability Summit (taking place on January 28th) for free! I am attaching the schedule for the Summit so people can see the sessions we are offering.

4/4/22, 4:58 PM

Spring Hill College Mail - Collaborating on PR Campaign

Best,
Mark

Mark Berte, Executive Director
Alabama Coastal Foundation
250 Conti Street, 2nd Floor
PO Box 1073
Mobile, AL 36633
(251) 990-6002 Office
(251) 402-3936 Cell
mberte@joinACF.org
<https://www.joinACF.org>

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3 attachments

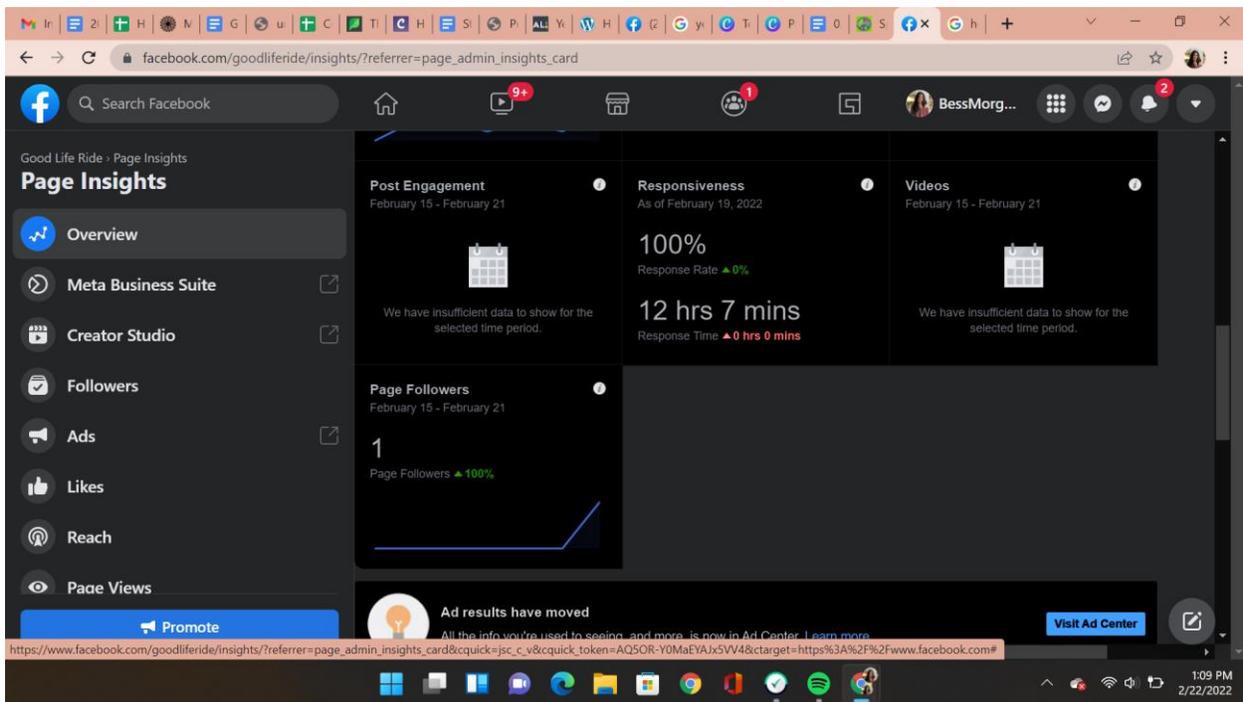
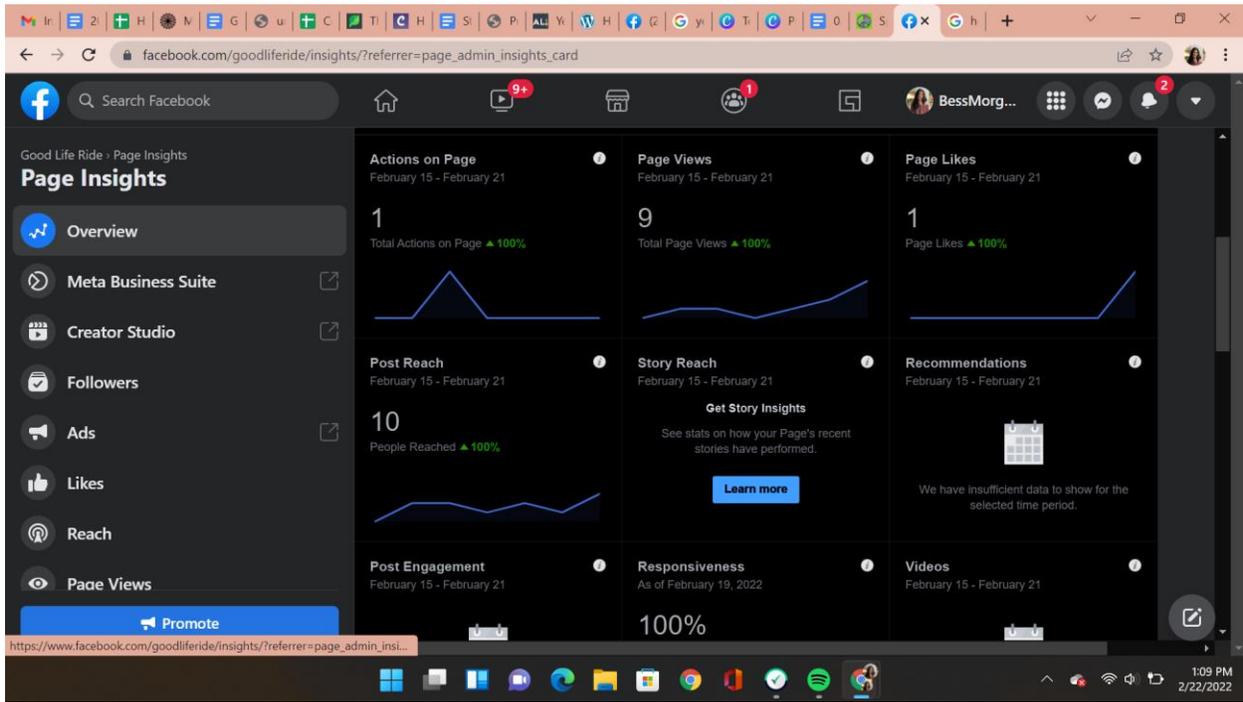


GLR Logo.jpg
222K

 2022 MLK DAY OF SERVICE FLYER.pdf
437K

 2022 Sustainability Summit Registration Form.pdf
177K

Appendix C



facebook.com/goodliferide/insights/?referrer=page_admin_insights_card

Good Life Ride · Page Insights

Page Insights

- Overview
- Meta Business Suite
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page Views

Ad results have moved
All the info you're used to seeing, and more, is now in Ad Center. [Learn more](#) [Visit Ad Center](#)

Your 5 Most Recent Posts [Create post](#)

Legend: Reach: Organic / Paid, Post Clicks, Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/22/2022 1:06 PM	We are proud to announce that SPONSORSHIPS for the Good Life	Image	Public	0	0 0	Boost post
05/10/2021 12:01 PM	We would also like to thank our Host Sponsors, Gulf State Park-Alabama	Text	Public	80	2 1	Boost post
05/10/2021 8:16 AM	Thank you to all of our staff, volunteers, and participants for	Image	Public	465	26 11	Boost post
05/03/2021 10:55 AM	This year, we limited the number of registrations to 100 people and sold	Text	Public	1.4K	18 16	Boost post
04/14/2021 10:59 AM		Image	Public	88	8 1	Boost post

[See All Posts](#)

1:09 PM 2/22/2022

facebook.com/goodliferide/insights/?referrer=page_admin_insights_card

Good Life Ride · Page Insights

Page Insights

- Overview
- Meta Business Suite
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page Views

05/03/2021 10:55 AM This year, we limited the number of registrations to 100 people and sold

04/14/2021 10:59 AM

[See All Posts](#)

Pages to Watch [Create post](#)

Compare the performance of your Page and posts with similar Pages on Facebook.

Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. [Add Pages](#) to get started.

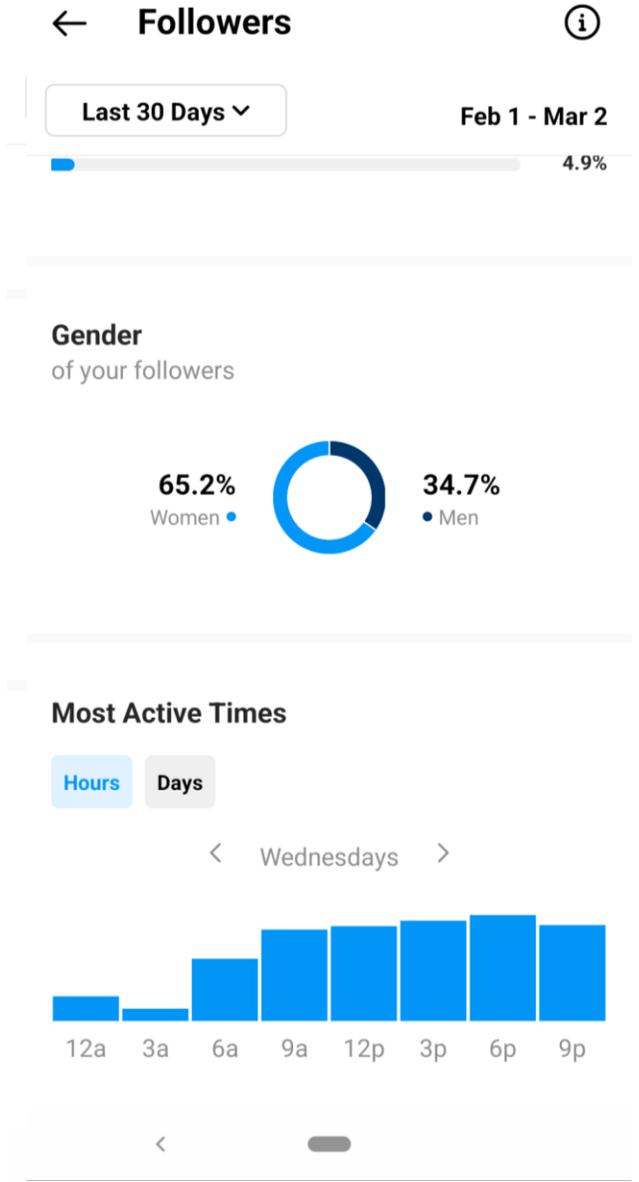
[Add Pages](#) Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts this week	Engagement this week
YOU 1 Good Life Ride	621	▲ 100%	1	0

[Promote](#)

1:09 PM 2/22/2022

Appendix D



Appendix E

I, Mark Berte, of the organization The Alabama Coastal Foundation waive my right to hold Spring Hill College, the Department of Communication Arts and/or BessMorgan Baluyut responsible for any unforeseen result of the event, The Good Life Bicycle Ride. It is understood that the PR Agent of this event is working voluntarily with no expectation of compensation. The event planner/PR agent is doing this work pro bono as part of academic requirements. It is understood that for the PR agent to complete this work, the agent must have access to administration access to post pre-approved content to ACF's social media accounts, social media analytics, and analytics of past Good Life Bike rides. The PR agent's work with this organization concludes when the Spring '22 academic term concludes. At the conclusion of the term, the event planner/PR agent agrees to deliver to the organization leader all administration access to the social media accounts, social media analytics, and analytics of past Good Life Bicycle Rides.

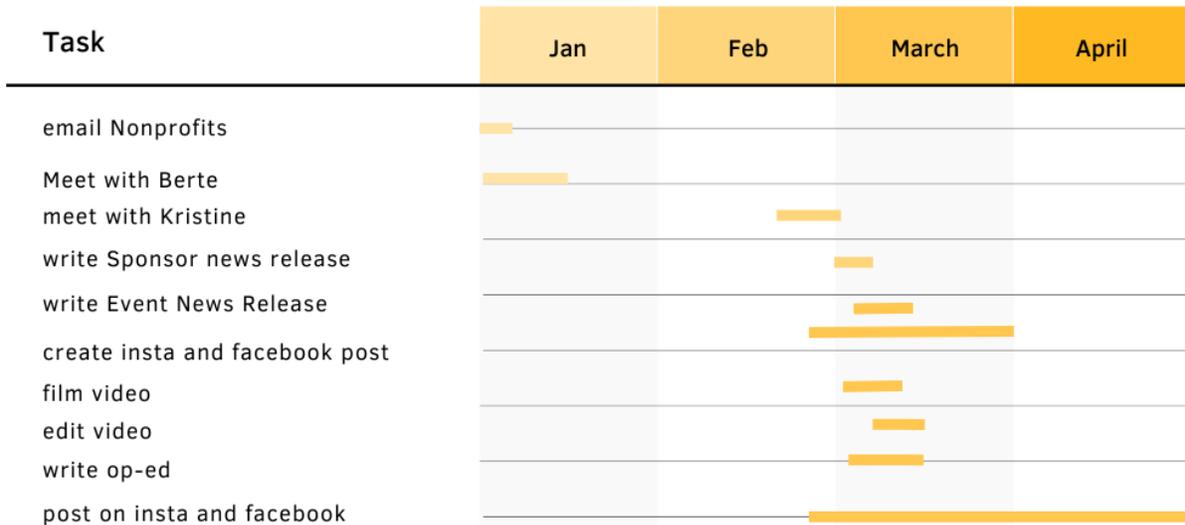


Signature of client

Appendix F

Senior Seminar

Timeline



Appendix G



Facebook Pages | 1 of 12

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 3,920 ↗4,566.7%	Engagements 156 ↗—	Post Link Clicks 46 ↗—
---------------------------------------	------------------------------	----------------------------------

Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



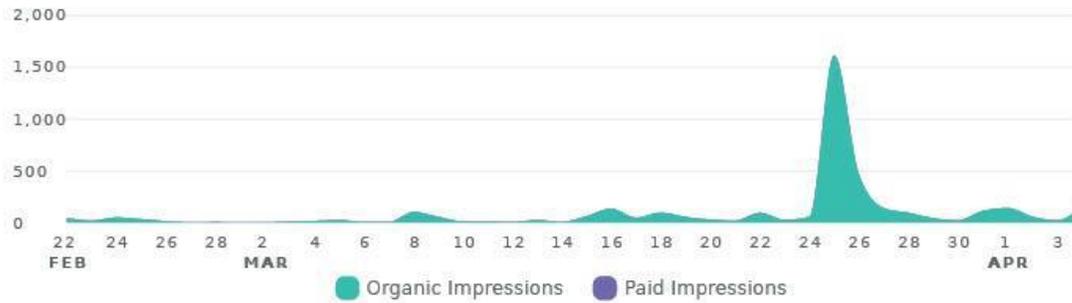
Audience Metrics	Totals	% Change
Fans	622	↗0.6%
Net Page Likes	4	↗—
Organic Page Likes	6	↗500%
Paid Page Likes	0	→0%
Page Unlikes	2	↗100%



Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day



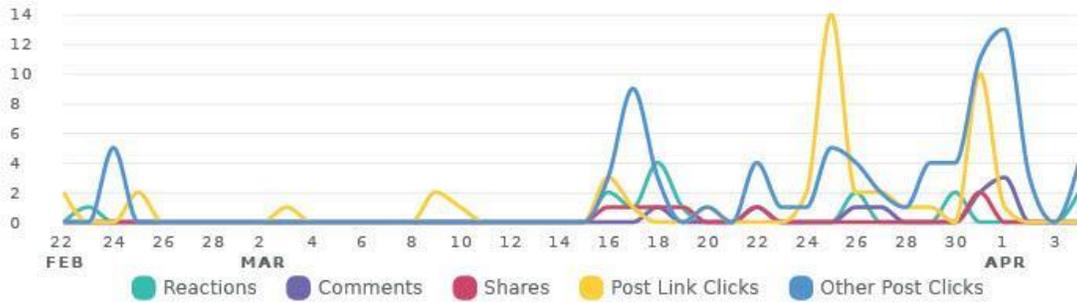
Impression Metrics	Totals	% Change
Total Impressions	3,920	↑4,566.7%
Organic Impressions	3,753	↑5,501.5%
Paid Impressions	0	→0%
Average Daily Impressions per Page	93.33	↑4,566.7%
Average Daily Reach per Page	75.07	↑7,782.5%



Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day



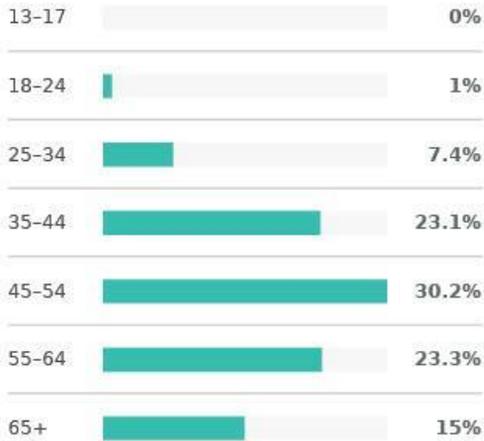
Engagement Metrics	Totals	% Change
Total Engagements	156	↗-
Reactions	16	↗-
Comments	9	↗-
Shares	7	↗-
Post Link Clicks	46	↗-
Other Post Clicks	78	↗-
Engagement Rate (per Impression)	4.0%	↗-



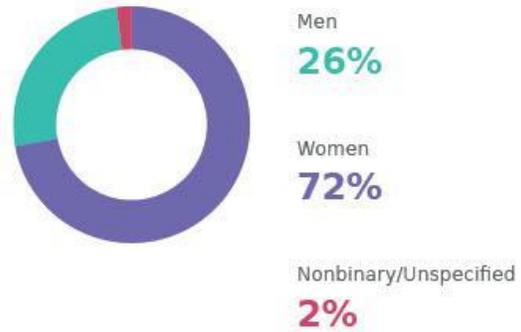
Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age



Audience by Gender



Women between the ages of 45-54 have a higher potential to see your content and visit your Page.

Audience Top Countries

United States	614
Philippines	3
Canada	1
Spain	1
United Kingdom	1

Audience Top Cities

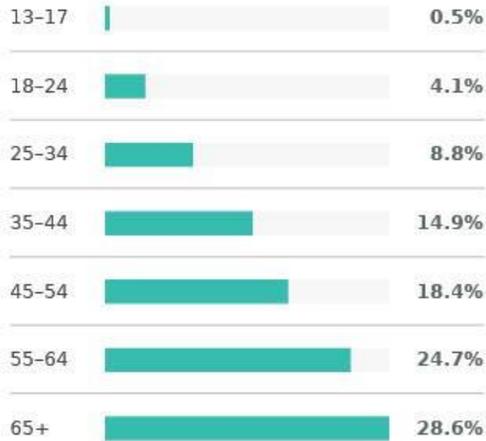
Mobile, AL	112
Fairhope, AL	47
Daphne, AL	37
Pensacola, FL	32
Gulf Shores, AL	25



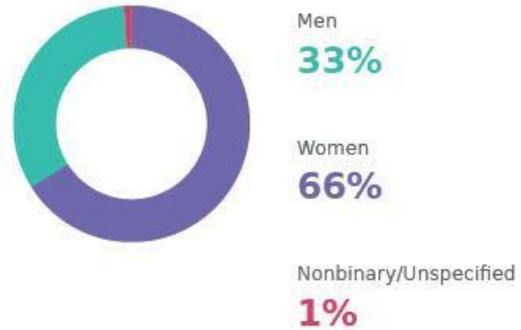
People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age



People Reached by Gender



Women between the ages of 65+ have a higher potential to see your content and visit your Page.

People Reached Top Countries	Daily Average
United States	556.5
Canada	1.25
Cameroon	0.25
United Kingdom	0.25
Japan	0.25

People Reached Top Cities	Daily Average
Gulf Shores, AL	83.67
Foley, AL	45
Daphne, AL	24.33
Mobile, AL	19
Fairhope, AL	15.33

Pages

Review your aggregate page metrics from the reporting period.

Page	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
Reporting Period Feb 22, 2022 - Apr 4, 2022	622 ↗ 0.6%	4 ↗ —	11 ↗ —	3,920 ↗ 4,566.7%	156 ↗ —	46 ↗ —	4% ↗ —
Compare to Jan 11, 2022 - Feb 21, 2022	618	0	0	84	0	0	0%
 Good Life Ride	622	4	11	3,920	156	46	4%

Results

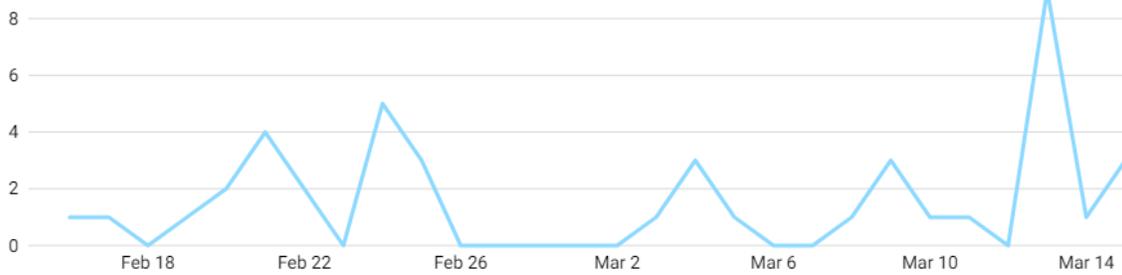
Facebook Page Reach ⓘ

153 ↑ 537.5%



Facebook Page Visits ⓘ

43 ↑ 4.2K%



New Facebook Page Likes ⓘ

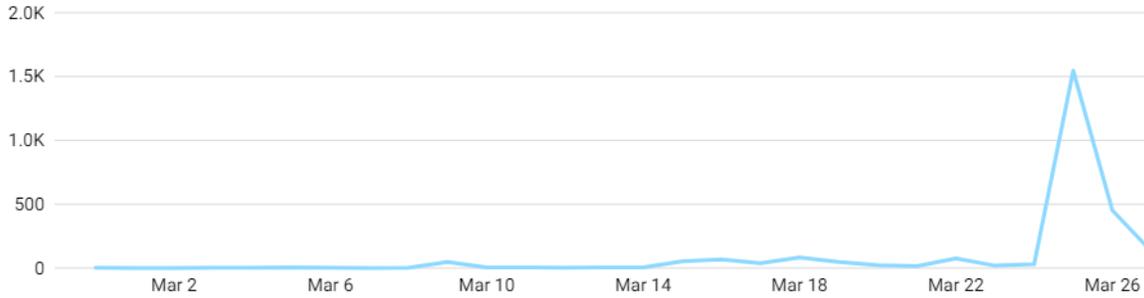
7 ↑ 100%



Results

Facebook Page Reach ⓘ

2,357 ↑ 1.9K%



Facebook Page Visits ⓘ

55 ↑ 189.5%



New Facebook Page Likes ⓘ

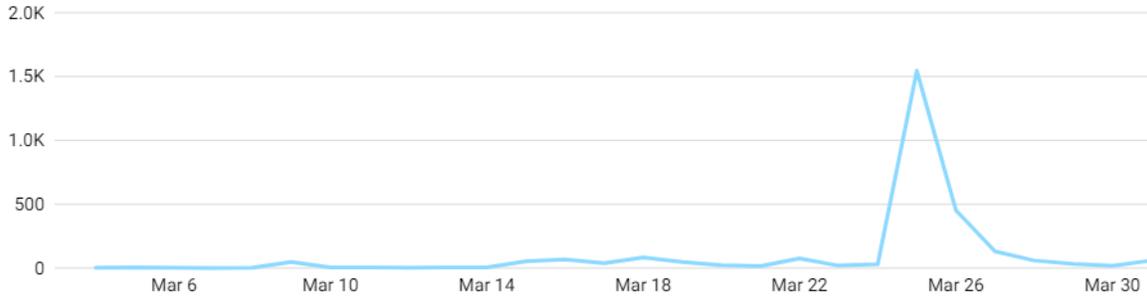
6 ↑ 500%



Results

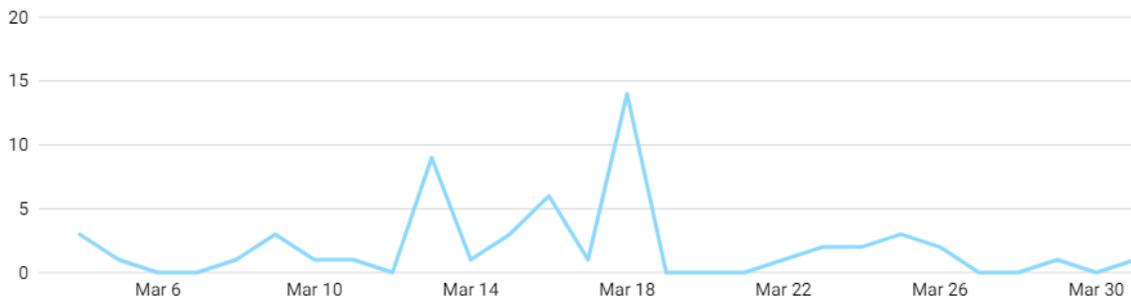
Facebook Page Reach ⓘ

2,450 ↑ 2.0K%



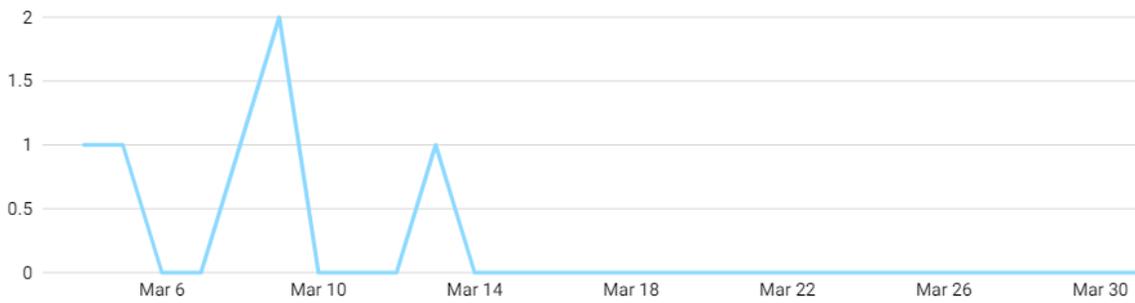
Facebook Page Visits ⓘ

56 ↑ 180%



New Facebook Page Likes ⓘ

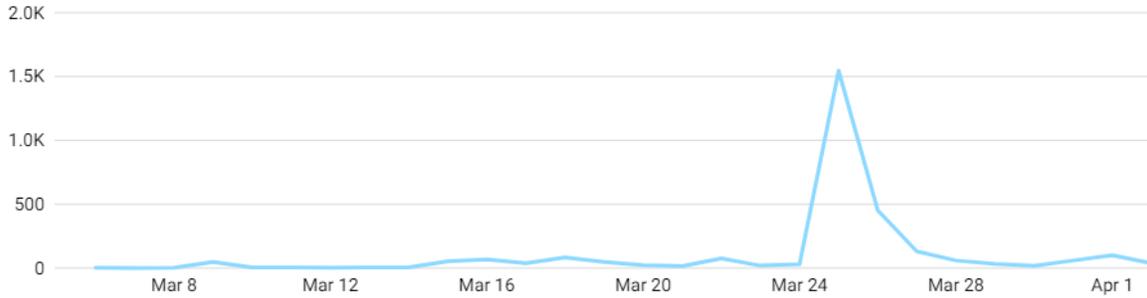
6 ↑ 500%



Results

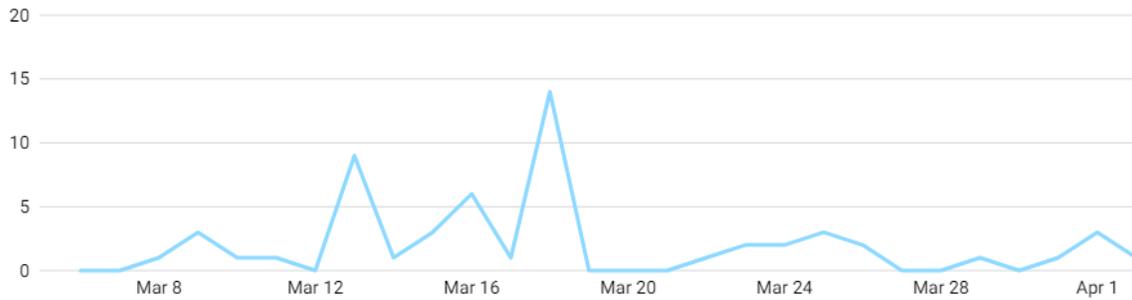
Facebook Page Reach ⓘ

2,514 ↑ 1.9K%



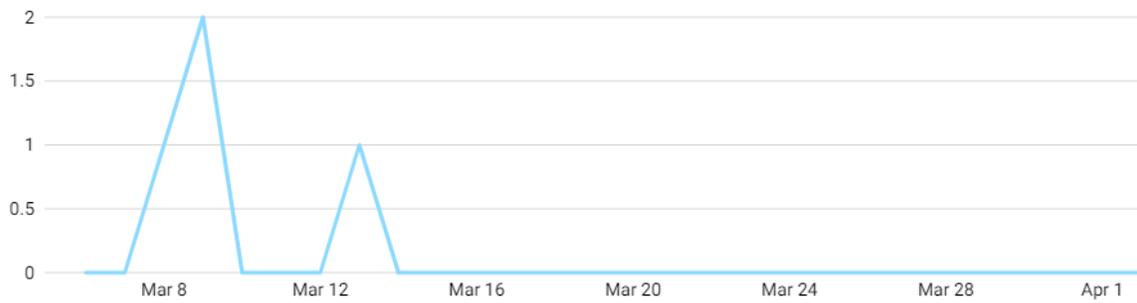
Facebook Page Visits ⓘ

56 ↑ 133.3%



New Facebook Page Likes ⓘ

4 ↑ 33.3%



Results

Facebook Page Reach ⓘ

2,573 ↑ 7.9K%



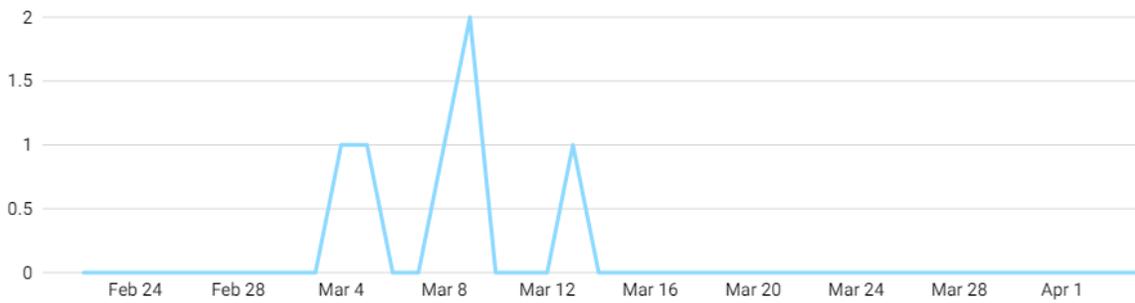
Facebook Page Visits ⓘ

74 ↑ 640%



New Facebook Page Likes ⓘ

6 ↑ 500%



Results

Facebook Page Reach ⓘ

2,580 ↑ 8.0K%



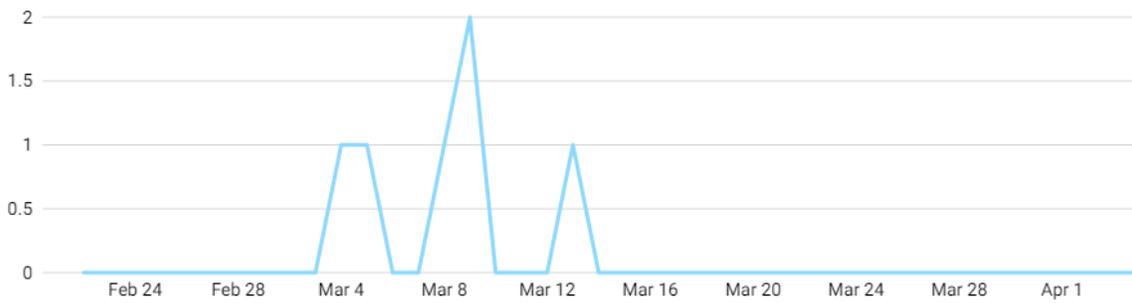
Facebook Page Visits ⓘ

75 ↑ 650%



New Facebook Page Likes ⓘ

6 ↑ 500%



Appendix H

13TH ANNUAL GOOD LIFE BIKE RIDE IS FUN FOR THE WHOLE FAMILY

The Good Life Ride raises awareness for bicycle safety through a fun, family-oriented bike ride along Alabama's scenic Gulf Coast

MOBILE, AL., March 23, 2022 - The Alabama Coastal Foundation will host the 13th annual Good Life Bike Ride on Saturday, May 7, 2022, at The Lodge at Gulf State Park.



The Good Life Bike Ride is fun for the whole family! Spend Mother's Day enjoying a scenic ride down Alabama's beautiful coast with friends and family. This event allows people to get outside and appreciate the beauty of our environment while also getting their blood pumping on the paved roads and trails.

The ride will begin at The Lodge at Gulf State Park. Riders will have the opportunity to choose between a 9-mile route or a 19-mile route. The \$40 registration fee pays for a safe ride with others in a beautiful part of coastal Alabama as well as great beverages and food at The Lodge after the ride. Interested parties can click [here](#) to register by Monday, April 4.

Discounted rooms at the Lodge are currently sold out, but click [here](#) to view other discounted lodging options. The Director of the Alabama Coastal Foundation, Mark Berte, said "Anyone looking for a great time/deal in coastal Alabama needs to book a discount rate room with one of our partners."

This year's ride will not only bring awareness to the beautiful environment we get to call home but also to the importance of bicycle safety. Berte said, "the proceeds of this ride helps to cover the costs to provide the bicycle traffic law training to police officers for free!" To learn more about how ACF supports bicycle safety awareness visit:

<https://www.joinACF.org/bicycle-safety-training>

For more information visit: <https://www.goodliferide.org>

About the Alabama Coastal Foundation

Our mission is to improve and protect Alabama's coastal environment through cooperation, education, and participation. Since 1993, the Alabama Coastal Foundation (ACF) has worked to create a healthy balance between the conservation needs of our priceless coastal resources and the inevitable pressures of economic growth. We encourage responsible citizen action and offer opportunities for individuals to play a vital role in preserving the environment and our coastal way of life. For more information about the ACF visit <https://www.joinACF.org>

Appendix I

Facebook Link - <https://www.facebook.com/goodliferide>

Instagram - <https://www.instagram.com/alabamacoastal/?hl=en>

Appendix J



Tag Performance | 4 of 11

Top Posts

View the top tagged published posts from the publishing period.

Descending by Lifetime Engagements

Good Life Ride
Thu 3/31/2022 4:05 pm ...

Make sure you and your loved are riding in style at the Good Life Ride and order your T-Shirts by

Total Engagements	39
Reactions	1
Comments	5
Shares	1
Post Link Clicks	6
Other Post Clicks	26

Good Life Ride
Sat 3/26/2022 11:08 am...

Here are the answers to some questions we get frequently as about the Good Life Ride! Let u

Total Engagements	20
Reactions	1
Comments	2
Shares	0
Post Link Clicks	4
Other Post Clicks	13

Good Life Ride
Wed 3/16/2022 5:57 pm...

From May 5 - 8, The Lodge at C hotel rooms. For individuals wh Foundation will provide COMPL

Total Engagements	19
Reactions	1
Comments	0
Shares	1
Post Link Clicks	5
Other Post Clicks	12

Appendix K

4/6/22, 8:37 PM

Good Life Ride 2022

Good Life Ride 2022

Please fill out this short survey!

Where did you hear about the Good Life Ride? *

- Instagram
- Facebook
- Word of Mouth
- The website
- Other

If you put other, please explain

Are you staying in one of the discounted rooms at the Lodge? *

- Yes
- No

4/6/22, 6:37 PM

Good Life Ride 2022

If yes, where did you hear about this discount?

- Instagram
- Facebook
- Our website
- Word of mouth
- Other

If you put other for question 2, please explain

What are you most excited for? *

- Enjoying the great outdoors
- Raising Awareness about Bicycle Safety
- Being with friends and family
- Getting exercise
- Other: _____

If you put other for question 3, please explain

4/6/22, 6:37 PM

Good Life Ride 2022

Gender *

- Female
- Male
- Non-binary
- Prefer not to say

Age *

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65

Thank you for filling out this survey! If you have any additional comments please put them here.
We are looking forward to seeing you on May 7!

This form was created inside of Spring Hill College.

Google Forms

Appendix L

2022-03-18 18:45:03	1	Good Life Ride Registration	Attending
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Order Date	Quantity	Price Tier	Ticket Type	Attendee Status
2022-03-08 22:37:42	1		Good Life Ride Registration	Attending
2022-03-08 22:37:42	1		Good Life Ride Registration	Attending
2022-03-08 22:37:42	1		Good Life Ride Registration	Attending
2022-03-08 23:22:20	1		Good Life Ride Registration	Attending
2022-03-08 2:08:45	1		Good Life Ride Registration	Attending
2022-03-08 2:08:45	1		Good Life Ride Registration	Attending
2022-03-09 13:58:58	1		Good Life Ride Registration	Attending
2022-03-09 13:58:58	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-10 16:23:32	1		Good Life Ride Registration	Attending
2022-03-10 16:23:32	1		Good Life Ride Registration	Attending
2022-03-11 16:27:43	1		Good Life Ride Registration	Attending
2022-03-11 16:27:43	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-13 14:57:24	1		Good Life Ride Registration	Attending
2022-03-13 3:29:29	1		Good Life Ride Registration	Attending
2022-03-13 3:29:29	1		Good Life Ride Registration	Attending
2022-03-13 3:29:29	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-13 3:29:29	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-14 16:46:21	1		Good Life Ride Registration	Attending
2022-03-14 16:46:21	1		Good Life Ride Registration	Attending
2022-03-14 16:46:21	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-14 16:46:21	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-14 17:33:02	1		Good Life Ride Registration	Attending
2022-03-14 17:33:02	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-14 17:45:03	1		Good Life Ride Registration	Attending
2022-03-14 4:56:05	1		Good Life Ride Registration	Attending
2022-03-14 4:56:05	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-15 16:34:14	1		Good Life Ride Registration	Attending
2022-03-15 16:34:14	1		Good Life Ride Registration	Attending
2022-03-15 23:36:29	1		Good Life Ride Registration	Attending
2022-03-16 15:08:29	1		Good Life Ride Registration	Attending
2022-03-16 15:08:29	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-16 17:01:53	1		Good Life Ride Registration	Attending
2022-03-16 18:30:46	1		Good Life Ride Registration	Attending
2022-03-16 18:30:46	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-16 18:34:09	1		Good Life Ride Registration	Attending
2022-03-16 18:34:09	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-16 19:24:59	1		Good Life Ride Registration	Attending
2022-03-16 19:41:21	1		Good Life Ride Registration	Attending
2022-03-16 19:41:21	1		Good Life Ride Registration	Attending
2022-03-16 20:33:04	1		Good Life Ride Registration	Attending
2022-03-16 20:33:04	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-16 0:32:06	1		Good Life Ride Registration	Attending
2022-03-18 18:54:54	1		Good Life Ride Registration	Attending
2022-03-18 18:54:54	1		Good Life Ride Registration	Attending
2022-03-18 18:54:54	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending
2022-03-18 18:54:54	1	Good Life Ride T-Shirt	Good Life Ride T-Shirt	Attending

Appendix M

Published Post Performance Summary

View your key aggregated tag performance metrics from the publishing period.

Impressions 2,560 —	Engagements 210 —	Engagement Rate (per Impression) 8.2% —
Post Link Clicks 31 —		

Appendix N



Profile Performance | 1 of 6

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 2,608 —	Engagements 363 ↗ 122.7%	Post Link Clicks - —
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Published Post Performance Summary

View your key aggregated tag performance metrics from the publishing period.

Impressions 1,506 —	Engagements 72 —	Engagement Rate (per Impression) 4.8% —
Post Link Clicks 0 —		

Appendix O

Published Post Performance Summary

View your key aggregated tag performance metrics from the publishing period.

Impressions 1,054 —	Engagements 138 —	Engagement Rate (per Impression) 13.1% —
Post Link Clicks 31 —		