

## LIKE My Summer Photo

The aim of The Globe's "LIKE My Summer Photo" contest is to drive The Globe's social media traffic and online interaction with readers. In this contest, we strive to make The Globe more approachable to readers and spur inconsistent readers to begin checking back for new content and results. We post frequently, publish reader content on our platform and base the contest on the reader interaction it drives; participants are rewarded for sharing content with their friends.

Three area businesses sponsored the contest; all were guaranteed a link to at least three social media posts, and the contest winner received a \$100 gift card to his or her choice of the three businesses.

After the initial announcement ad ran, readers had one week to submit photos taken during the summer. We promoted the submission period across social media - Facebook, Twitter & Instagram - using sponsor copy, the contest winner from last year, a photograph of the newspaper ad, a selection of early submissions and a short repeating video created with the Boomerang for Instagram App. Photo submissions arrived via Instagram, Facebook, direct email and physical photographs carried into the office. When the submission period closed, we had 69 qualifying photo submissions.

We uploaded those photos to a Facebook album and shared the album again across our social media. Readers had exactly 5 days to select the winners. Photographers and their friends and family shared the photos, encouraging new readers to vote and share with their friends. After the likes started pouring in, we shared out collages of the leaderboard photos: first a selection of the top picks, then all the photos with more than 100 likes, then the two frontrunners. We edited and combined the photos using both the Layout for Instagram app and Snapchat. We posted a story direct to The Globe's website to drive traffic toward the contest as well. The contest concluded with a sum total of 4,230 likes, a spike in traffic and social involvement and an increase of nearly 3% in total page likes for The Globe.

### Results

- The contest photos garnered 4,230 likes, a record for us, and more than 200 people liked The Globe's Facebook page during this time, an increase of nearly 3% in total page likes. The winning photo received 395 likes.
- We've found that new readers who follow The Globe's Facebook page and return to check for new or updating content are more likely to become subscribers, so our advertising and circulation departments were pleased with the 3% increase in total page likes.
- Instagram traffic increased, both via messages and public interaction; many of our photo submissions arrived on Instagram. Twitter provided additional traffic and views but wasn't ultimately a primary influence on the contest. In addition, though this contest was intended to drive social media traffic, the physical photos submitted provide measurable records of print readership; it never hurts to quantify.
- The advertisers were pleased with the inexpensive advertising, and the winner's selected store was thrilled to receive more foot traffic as a result of the contest.
- Participants shared photos, checked out the competition, voted for each other and spread the word with their own social media connections; comments were overwhelmingly positive.
- One notable internal result: we received so many comments from Globe employees, who were ineligible for the contest, that we hosted our own employee contest, with a leaderboard of photos in the breakroom and a ballot box for "likes."
- By popular demand, we plan to host a "LIKE My Winter Photo" contest as well.