

LIKE My Summer Photo 2021

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.

Six area businesses sponsored the contest; all were given the option of several social media posts (Facebook & Instagram preferred; we offered Twitter the last year, but it didn't garner much traffic), and the contest winner received a \$50 gift card to his or her choice of the six 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 - primarily Facebook & Instagram - using sponsor copy, the contest winner from last year, a photograph of the newspaper ad and a selection of early submissions. Photo submissions arrived via email, Instagram, and Facebook messenger. When the submission period closed, we had 72 qualifying photos.

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 frontrunners. We edited and combined the photos using both the Layout for Instagram app and Google photos. The contest concluded with a sum total of 4,673 likes, a spike in traffic and social involvement and an increase of nearly 1.5% in total page likes for The Globe.

Results

- The contest photos garnered 4,673 likes, and an increase of nearly 1.5% in total page likes. The winning photo received 259 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 1.5% 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.
- 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. (They had entered for the social media benefits, and were thrilled to be selected.)
- 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.
- By popular demand, we hope to host a "LIKE My Winter Photo" contest as well.

Social Media Links

Instagram:

- https://www.instagram.com/p/CS6-g4Tr_X8/
- <https://www.instagram.com/p/CS9einjrPrC/>
- <https://www.instagram.com/p/CTAU64yLmuw/>

- <https://www.instagram.com/p/CTC3cMKr-PA/>
- <https://www.instagram.com/p/CTFSmcTrA27/>
- <https://www.instagram.com/p/CTITO7hHATz/>
- <https://www.instagram.com/p/CTKzLbQHDQu/>
- <https://www.instagram.com/p/CTNAh63r84/>
- <https://www.instagram.com/p/CTNgx-IH3mR/>
- <https://www.instagram.com/p/CTPXnf8L7uS/>
- <https://www.instagram.com/p/CTSe4gYL946/>

Facebook

- <https://www.facebook.com/dailyglobe/photos/10165986671005422/>
- <https://www.facebook.com/dailyglobe/photos/10165989704745422/>
- <https://www.facebook.com/dailyglobe/photos/10165992993110422/>
- <https://www.facebook.com/dailyglobe/photos/10165996133820422/>
- <https://www.facebook.com/dailyglobe/photos/10165998751355422/>
- <https://www.facebook.com/dailyglobe/photos/10166002321175422/>
- <https://www.facebook.com/dailyglobe/photos/10166005060800422/>
- <https://www.facebook.com/dailyglobe/photos/10166007450505422/>
- <https://www.facebook.com/dailyglobe/photos/10166008257140422/>
- <https://www.facebook.com/dailyglobe/photos/10166010237540422/>

Voting Album:

<https://www.facebook.com/media/set/?vanity=dailyglobe&set=a.10165990724510422>