



# Managing Twitter Content for LinkedIn India

Social Campaigns

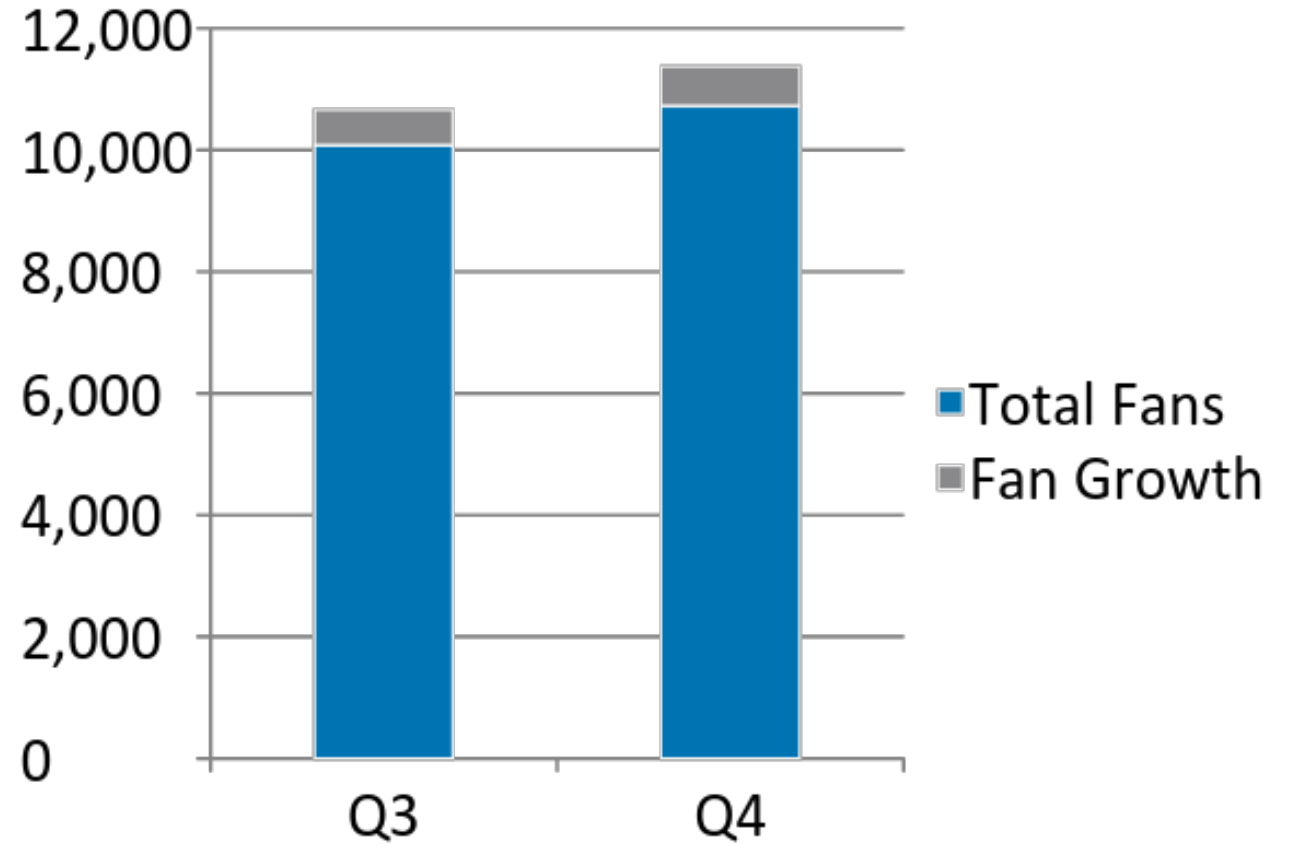
## Key Highlights

- Managed Event amplifications such as **#CommsConnect** did have a positive response amongst the right audience for LinkedIn.
- Social campaigns such as **#GetAJob (MTV Leveraged LinkedIn For Its 'Get A Job' Campaign)** lead to an overwhelming response. It brought out high level of interest and engagement amongst the youth.

## Key Metrics

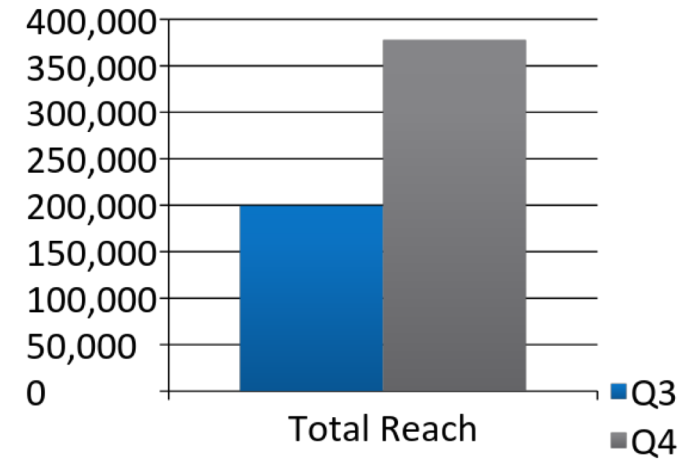
- Follower Base:

Follower count is an important metric to measure the total audience on Twitter. According to the analysis, the follower growth has increased from 5.8% in Q3 to **6.1% in Q4**. The graph below indicates the number of fan growth and total fan base.



## Total Reach:

Reach is an important metric to measure the brand's impact. According to the analysis, the total number of people reached have increased from 199,443 to **377,739 in Q4**.



## Engagement:

Engagement on Twitter accounts for every way followers can interact with the brand to lead to better visibility. These include re-tweets, favorites, replies, link clicks, hash tag clicks. According to the analysis, the engagement rate is **0.9% (Industry Avg. is 0.78%) in Q4**. This means that we are now able to engage a larger audience on Twitter.

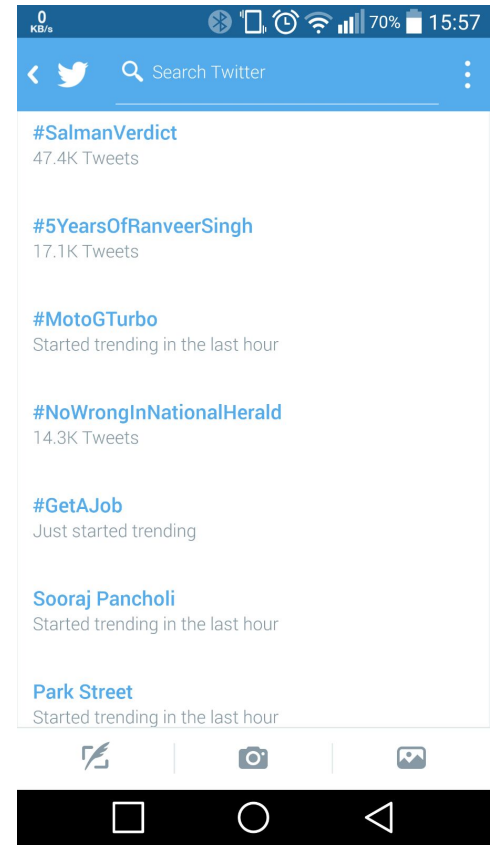
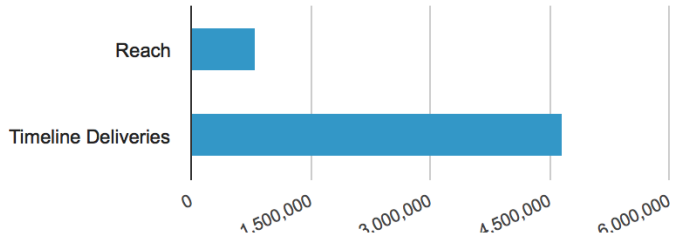
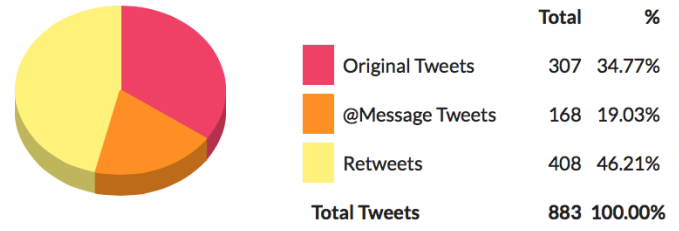
Mumbai Trends · Change

- #SalmanVerdict
- #5YearsOfRanveerSingh
- #MotoGTurbo
- #NoWrongInNationalHerald
- #GetAJob
- Sooraj Pancholi
- Park Street
- Punjab Royals
- Sexiest Asian Woman
- Suzette Jordan

## #GetAJob

[See Enhanced Results](#)

Twitter Collection Started: 12/12/2015 2:49 pm



# Twitter Trend Analysis: #GetAJob

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MTV India & Linked In's #GetAJob ranked no. 5 in India's and Mumbai's top trends.

The number of people reached through the twitter activity turned out to be 47.7k amounting to 62.4k Impressions.

Proud employees can be your best defence during hard times - [@rogerpua](#) at LinkedIn [#CommsConnect](#), Mumbai.



**Top media Tweet** earned 553 impressions

Socially engaged companies tend to outperform competition. [#CommsConnect](#)  
[pic.twitter.com/uDnzkRdFhe](https://pic.twitter.com/uDnzkRdFhe)



# Event Analysis: [#CommsConnect](#)

[#CommsConnect](#) received good traction on Twitter with engagement rate of **1.3%** reaching out to 6K impressions.

# Best Performing Content

- **LinkedIn Placements & #GetAJob** turned out to be the best rated content that has gained maximum traction in comparison to the regular content.
- Each post has gained **15-20 interactions** (favorites & re-tweets). This is a positive number for per post interaction.

LinkedIn introduces a phone & desktop-friendly portal to make the placement process easier: [bit.ly/1GKXLt6](https://bit.ly/1GKXLt6)



RETWEETS 26 LIKES 21



Hi! @flameoftruth It was fun working with you last season. We would love to see you as a part of #GetAJob. @MTVIndia @RILCampus #RIL

RETWEETS 10 LIKES 5

**Top Tweet** earned 19.9K impressions

Tell us what will you do with your first paycheck if you #**GetAJob** at **@amazonIN?**  
**@MTVIndia**

← 48 ↻ 15 ❤ 25



# Influencer Content Plan for Shell India



# SHELL: #OurFutureCity Campaign

*February 2016, Shell initiated a global campaign called Future Cities to ignite social conversations around the energy needs of megacities like Amsterdam, Los Angeles, London & Mumbai. Our task was to get social media heavy users in Mumbai to participate and engage with the campaign.*

**CHALLENGE:** Each city has its own energy and vibe. But how are they gearing up for the future? We needed to create visible virility around the topic of Future Cities, positioning Shell as a facilitator of the conversation.

**EXECUTION:** We collaborated with Mumbai Instagrammers (influencer), curated and pushed the contest on Instagram and Facebook to engage the audience (millennials) and build a conversation around #OurFutureCity. The Contest was photography- driven which included a 3-week Instagram and Facebook content push, with an InstaMeet activation and a photo walk led by 100 instagrammers.

We started off with teaser posts to launch the campaign and generate traction. We held an **Instagram Photo Walk** with photographers, other key influencers, students and interested individuals to push content and generate conversation around #OurFutureCity.

## **RESULTS:**

- The #OurFutureCity Campaign in Mumbai generated **250+** entries with **60** instagrammers at the PhotoWalk.
- Around **8000** likes and comments was generated on the influencer (Mumbai Instagrammers) posts, followers drove multiple conversations with the brand and hashtag on Social Media leading to an overall **6.6%** engagement rate.

The client selected **Karl Kolah** from **Mumbai** as the winner among all other cities. The Client quoted the following:

***“We felt the Mumbai image and post sentiment was perfect for the competition. Showing the human, environmental and architectural beauty of Mumbai.”***

# SHELL: #OurFutureCity Campaign – Photo Walk

## #OurFutureCity Mumbai

Photo Walk, January 24<sup>th</sup>



 **karlkolah**  
Girgaon Chowpaty... [FOLLOW](#)

924 likes 2w

**karlkolah** Its not the structures that will make our future cities.. Its the people in it

My entry for @shell's and @mumbai\_igers #ourfuturecity

#mumbai  
#everydaymumbai  
#indiapictures  
#gf\_daily  
#ig\_mood  
#streetdreamsmag  
#agameoftones  
#lovelplanetindia

### Featured Entry

**WINNER: KARL KOLAH**

**INSTAGRAM: @KARLKOLAH**

### Most Liked Entry

 **satansj**  
Lower Parel (W) [FOLLOWING](#)

1,436 likes 2w

**satansj** Hopefully this would be the scene everywhere in Mumbai soon enough. For #ourfuturecity Campaign by @shell and @mumbai\_igers... #beautifuldestinations #doyotravel #natgeo #liveauthentic #gearednomad #incredibleindiaofficial #sociality #afterlight #ourplanetdaily #pwwonderland #lonelyplanet #huckberry #indigram #urbanromantic #passionpassport #agameoftones #natgeoyourshot #\_soi #vaco #natgeotravel #lonelyplanettraveller #storiesofindia #indiapictures #artofvisuals #feedbackstation #weyZill #everydaymumbai #gramming\_india

view all 70 comments

the\_camerashy Tones 🙌  
kasturishish @salonidodhar0  
satansj @lakshaypatil asks sorry I offended members of Future Shell - A

❤️ Add a comment... ...



### Most Liked Entry

 **chefyash**  
Grant Road [FOLLOWING](#)

698 likes 2w

**chefyash** Mumbai - Live in the Here and Now. #ourfuturecity #mumbai

#\_soi #\_soimumbai #indiapictures #mymumbai #wearembai #somumbai #1000thingstodoinmumbai #trelltalembai #oyemclick #heatercentral #gramming\_india #ig\_india #desl\_diaries #beautifuldestinations #exploretocreate #passionpassport #cityscape #artofvisuals #simplicityeverywhere #crazycreativeframe #dianhatke #lonelyplanet #storiesofindia

❤️ Add a comment... ...