SOCIAL MEDIA CAMPAIGNS

SMALL GROUP, BIG ROAR
Lady Gaga: 18m FB
6m Twitter Followers
3 Things Never to Forget

• WHO!
• FB, Twitter, Blogs, Apps are TOOLS.
• Campaigns should do ONE thing
Agenda

• Widgets, Apps and Videos
• Activity to design a campaign that incites 25,000 calls to the State Department asking them to prioritize US Ratification of the Convention on the Rights of the Child.
## Top Ten Facebook Apps

<table>
<thead>
<tr>
<th>Name</th>
<th>MAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FarmVille</td>
<td>73,659,543</td>
</tr>
<tr>
<td>2. Café World</td>
<td>30,215,010</td>
</tr>
<tr>
<td>3. iHeart</td>
<td>29,563,105</td>
</tr>
<tr>
<td>4. Birthday Cards</td>
<td>28,895,072</td>
</tr>
<tr>
<td>5. Happy Aquarium</td>
<td>28,383,076</td>
</tr>
<tr>
<td>6. FishVille</td>
<td>24,615,069</td>
</tr>
<tr>
<td>7. Facebook for iPhone</td>
<td>24,083,433</td>
</tr>
<tr>
<td>8. Texas HoldEm Poker</td>
<td>23,727,809</td>
</tr>
<tr>
<td>9. Causes</td>
<td>23,727,052</td>
</tr>
<tr>
<td>10. Mafia Wars</td>
<td>22,697,233</td>
</tr>
</tbody>
</table>
Top Ten YouTube Videos of All Time

• Justin Bieber
• Lady Gaga
• Charlie Bit My Finger
• Shakira
• Miley Cyrus

• Evolution of Dance
• Calle Ocho
• Baby Laughing
• Miley Cyrus
• Lady Gaga
Basketball

Version 1.0.1
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Works on Widgetop

- Play sounds
- Moving Basket

Gravity: 

Play on your mobile?
Now available!

CHUCK NORRIS FACTS

Loading...
This is Max. He likes to break things. Help Max achieve Maximum Damage by shooting his cannon (aim with the mouse, and click to fire!)
'The truth is that everybody is going to hurt you, you just have to find the ones worth suffering for.'

-Bob Marley
Relative Merits

• Videos
  – Can make many for practically zero. Can adjust and respond.
  – Short lifespan

• Widgets/Apps
  – Always have that real estate on their phone/desktop. Can communicate again.
  – Can count actions
  – Can Program in the Call to Action
  – Long Lead Time
  – Need Programmers
Make It

• What is it? Who is it for?
• Who’s Making It?
• What Platform (FB, iPhone, Droid, Desktop)

• APP QUALITIES
  – Delightful
  – Simple
  – Call Function is bulletproof
  – Easy to Share
APP NUMBERS

- 25,000 calls to Hillary Clinton
- If 10% of people take action on the game, 250,000 people must play.
- 3x is a solid multiple for passing along
- Need to get our first 83,334 players
Get It Out There

- What is it? Who is it for?
- Distribute
  - iTunes? FB?
- Advertise
  - Where does money come from
- Publicize
- Market
  - Partners
    - Corporate
    - Other Student Groups/Children Rights Groups
    - Big Websites