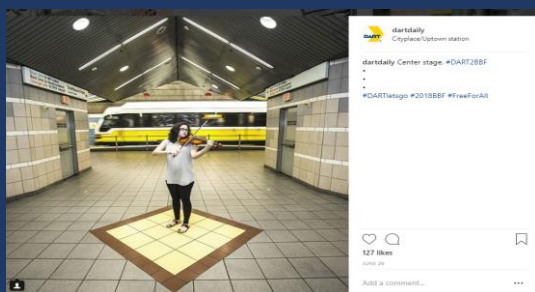




Dallas Fine Arts Chambers Players (FACP)

Promotion for the Beethoven Festival was June 25 to July 27. Elements included an Instagram take-over and social media contest.

FACP-related posts on Instagram represented **57%** of all posts during this period, and **48%** of engagements.



let's go.

Social and Digital Media Dashboard

DART Social Media

48,022

impressions

11 Facebook posts: 10,865
18 Twitter posts: 29,656
8 Instagram posts: 7,501

1,059

engagements

11 Facebook posts: 162
18 Twitter posts: 153
8 Instagram posts: 744

13,353

reach

11 Facebook posts: 7,755
8 Instagram post: 5,598
* not available on Twitter

309,038

Potential reach

18 Twitter posts
* not available on Twitter

FACP Results

675

engagements

Facebook, Twitter and Instagram

Photos shared from DART's Instagram created the most interactions (575)

FACP has 352 followers on Twitter, 216 followers on Instagram and 1,478 likes on Facebook.

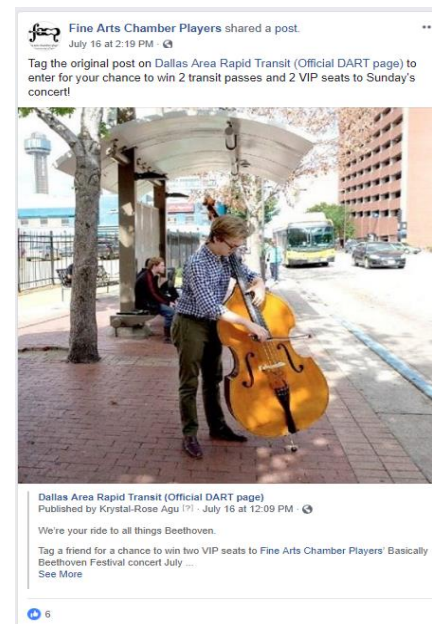
Definitions:

Impressions: Measures views of our content.

Engagements: Measures physical interactions with our content.

Reach: Measures our actual audience size.

Potential Reach: Measures our potential audience size.



Promotion period for National Hispanic Heritage Month was Sept. 15 to Oct. 15. Elements included:

- Music stations
- Comic strip illustration
- Places, art and design photography series
- Influencers (2)

Hispanic Heritage Month-related posts (Facebook, Twitter and Instagram) represented **40%** of all posts during this period, and **25%** of engagements. This performance is impressive since Hispanic Heritage Month was competing with State Fair of Texas content.

Dallas Area Rapid Transit (Official DART page)
 Published by Krystal-Rose Agu · September 21, 2018 ·

Thank you for stopping by to hear traditional Mexican Mariachi music from Ernesto's Mariachi Group at our music station at CityLine/Bush Station Thursday! Check out a few scenes from the event.
 #DARTcelebratesheritage #HispanicHeritageMonth



let's go.

Social and Digital Media Dashboard

DART Social Media

53,784

impressions

18 Facebook posts: 17,849
 16 Twitter posts: 30,439
 6 Instagram posts: 5,496

3,021

engagements

18 Facebook posts: 1,446
 16 Twitter posts: 477
 6 Instagram posts: 1,098

16,547

reach

18 Facebook posts: 12,747
 6 Instagram posts: 3,800
 *Not available for Twitter

544,899

potential reach

16 Twitter posts
 *Not available for Facebook and Instagram

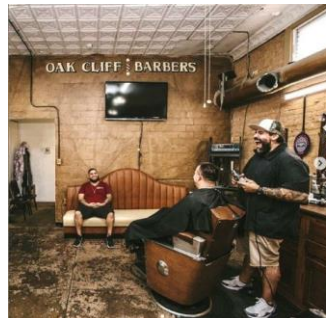
Definitions:

Impressions: Measures views of our content.

Engagements: Measures physical interactions with our content.

Reach: Measures our actual audience size.

Potential Reach: Measures our potential audience size.



Influencer Results

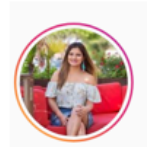
21

posts

Engaged two Hispanic influencers (Ana Cruz and Rupert) to go on a DARTable adventure to Hispanic art, culture, history, etc. and share their story through video, photography and content on social media.

7 Facebook posts by Ana

- Reactions: 494
- Comments: 58
- Video views: 2,050



6 Instagram posts by Ana

- Likes: 1,762
- Comments: 40

4 "tweets" on Twitter by Mexican Rupert

- Retweets: 10
- Likes: 26



4 Instagram posts by Mexican Rupert

- Likes: 544
- Comments: 22
- Video views: 522



Promotional period:
Nov. 5-Dec. 17, 2018.

Our Stuff a Bus Instagram content received the highest number of impressions compared to our other post on Instagram during this period.

Of our 27 social media posts, 12 were Stuff a Bus posts. Eleven of the 12 posts were Instagram stories.

Different from a typical Instagram post, stories are moments captured and shared at the top of one's Instagram page. An example of one of our stories includes a Santa video with embedded copy and audio.

During this period, our Stuff a Bus posts on Instagram represented 31% of impressions, 31.4% of reach and 61% of engagements.



Social and Digital Media Dashboard

Social Media

28,499 Impressions

- 8 Facebook posts: 9,496
- 8 Twitter posts: 15,786
- 12 Instagram posts: 3,217

1,962 engagements

- 8 Facebook posts: 147
- 8 Twitter posts: 86
- 12 Instagram posts: 1,729

506,653 reaches

- 8 Facebook posts: 6,941
- 8 Twitter posts: 497,214 (potential reach)
- 12 Instagram posts: 2,498

Definitions:

- Impressions:** Measures interactions with our content.
- Engagements:** Measures likes, shares and comments.
- Reach:** Measures how many have encountered our content.



DART Daily

4 Posts

550 views



dartmedia

Thanks for attending DART's Stuff a Bus event at Mockingbird Station and donating adult socks, blankets, canned food and unwrapped toys to help North Texas families in need. Check out a few scenes from event: bit.ly/DARTdaily-2Ew9... #DARTStuffaBus pic.twitter.com/1L65o9oDie



(Tweet) December 14, 2018 5:20 pm

Potential Reach:	18,614
Organic Impressions:	1,460
Likes:	4
Responses:	2
Retweets:	2
Replies:	-
All Clicks:	28



Potential Reach:	128,580
Organic Impressions:	4,002
Likes:	12
Responses:	3
Retweets:	3
Replies:	-
All Clicks:	-

