

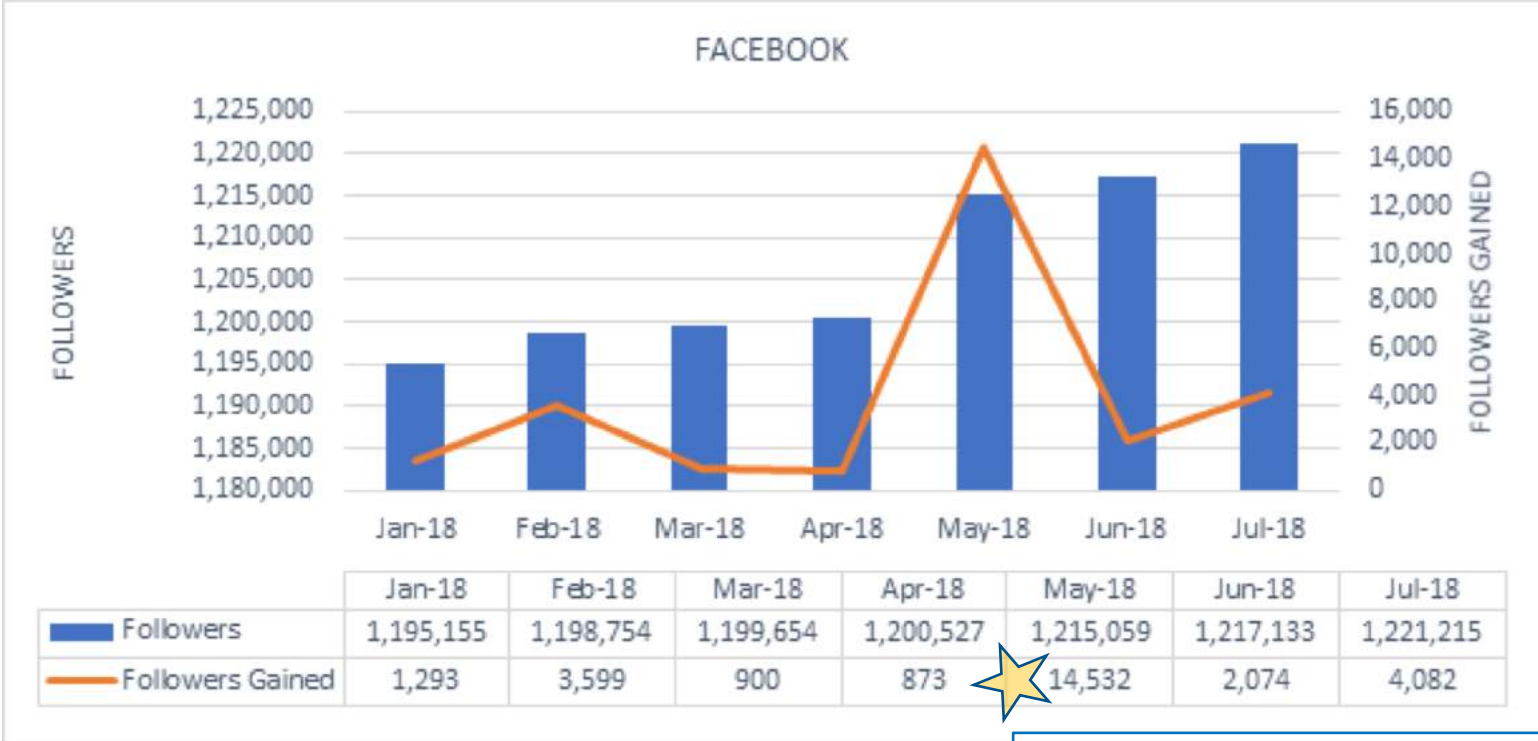
# EBONY

## EBONY SOCIAL MEDIA

Joshua Mardice



# FACEBOOK INSIGHTS & HIGHLIGHTS



EpMV\* for Facebook Instant Articles is ~\$10

### HIGHLIGHTS

- Acquired net27k new Facebook followers since Jan
- May was biggest increase based on social coverage of Royal wedding, post featuring gospel choir
- Increased video placements on Facebook, and video completes increased to more than 4M in July, biggest month ever

### ON THE RADAR

- Improved optimization and productivity leveraging Social Flow
- Facebook continues to dominate traffic sources at 70%
- Diversifying traffic sources to make Facebook a smaller share of overall traffic by increasing traffic from other sources

\*EARNINGS PER 1000 VISITS

# FACEBOOK INSIGHTS & HIGHLIGHTS

- YTD Growth 2019: 1,310,240; 82K growth
- Engagement Growth strategies
  - Increase in frequency of posting
    - 20 posts per day to 30/40 posts per day
  - Video content from Instagram that resonates with our audience, allows our audience to see EBONY as more than just a news publishing social platform
    - Music videos, interviews, comedic relief, motivational clips, TV/movie clips, “Viral” content from Instagram
  - Community management; posting updated headline stories within comments to increased high engaged breaking stories
  - Various top pinned stories to aggressively showcase our high engaged content to our audiences, diversity in content & strategy
  - Repurposing older content for the current timeline in order to give audience a chance to review past content that have the capabilities of going viral
  - Posting about trending topics such as Royal Wedding, Award shows, special birthdays & historical anniversaries that lead to high engagement





# MAY 2018 – FACEBOOK ENGAGEMENT STRATEGY [ROYAL WEDDING]

- 5/19 – 5/22
  - Led to an increase of 10K followers
  - We were one of the first publications to have the Royal Wedding footage on all three social platforms to be a part of the conversation
  - Our engaging content allowed our Facebook audience to make our posts viral worthy considering we were one of the few to be posting live footage of the event
  - Facebook sessions for the week was the 4th highest ever over the last 2 years.
  - Coverage of the Royal Wedding drove enough traffic over the weekend to give our audience a reason to come back to our page & then to be trusted as a reliable source for news content
  - Increase of posting frequencies & community engagement soon followed after that week
  - Reporting below shows the result of what the Royal Wedding contributed to our growth & click rate for the next few days following 5/19 & 5/20

DATE	FANS	POSTS	REACH	IMPRESSIONS	ENGAGEMENT	LINK CLICKS
5/19/18	1,206,498	20	3,223,451	7,752,983	459,239	15,053
5/20/18	1,209,581	12	2,616,529	4,925,714	200,371	10,322
5/21/18	1,211,283	26	2,087,573	3,774,175	166,145	26,807
5/22/18	1,212,886	29	2,121,871	4,388,338	177,309	54,895
5/23/18	1,213,579	21	1,356,611	2,631,640	98,137	40,487
5/24/18	1,214,035	24	1,042,715	2,268,467	91,713	41,564
5/25/18	1,214,284	31	984,032	2,437,383	113,567	41,676
5/26/18	1,214,504	19	660,801	1,598,308	67,854	20,807
5/27/18	1,214,671	33	400,346	1,208,601	34,364	10,033

# MAY 2018 – ROYAL WEDDING HIGHEST ENGAGED POSTS

**EBONY** Published by Josh David [?] · May 19 · ✨

Diversity is... This Gospel Choir 🙏... This rendition of 'Stand By Me' absolutely breathtaking #RoyalWedding 🎵: @voxdotcom



Royal Wedding Gospel Choir 'Stand By Me'  
03:24

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 11,000 people.

4,923,704 people reached [Boost Post](#)

69K 3.5K Comments 56K Shares

Like Comment Share

Engagement  
14%

**Performance for Your Post**

**4,923,704** People Reached

**2,261,784** Video Views

**302,797** Reactions, Comments & Shares

**EBONY** May 19 · ✨

ICYM just know #SerenaWilliams did it for us all! 🏆 #RoyalWedding



1,289,889 people reached [Boost Post](#)

28K 793 Comments 10K Shares

Like Comment Share

Engagement  
18%

**Performance for Your Post**

**1,289,889** People Reached

**129,548** Reactions, Comments & Shares

**EBONY** May 19 · ✨

Meghan: Mom is this really happening!?  
Doria: Baby, you're going to be a princess now, smile & wave  
Black America: 🙌 Louder 🙌  
#RoyalWedding



1,424,560 people reached [Boost Post](#)

30K 804 Comments 14K Shares

Like Comment Share

Engagement  
19%

**Performance for Your Post**

**1,424,560** People Reached

**125,715** Reactions, Comments & Shares



# FACEBOOK PLAN OF ACTION & FUTURE INITIATIVES

## Social Flow

- With Social Flow programming we are now able to increase posting frequency of by over 100% the weekend.
  - Before Social Flow, weekend traffic would range 12 - 15 stories Saturday & Sunday of our most relevant content for the audience
  - After Social Flow, weekend traffic ranges 30 - 50 stories Saturday & Sunday.
  - This drastic shift has allowed more stories that may have been missed throughout the week to reach the audience and increase shares & engagement
- Social Flow has an algorithm that manages which stories are best suited for certain times of the day, contributing to higher reach for the overall day
- Currently creating social posting strategies from 2a - 8a to keep traffic steady until the follow up next business day of promoting stories
- Tagging capabilities on social flow that will allow us to group our stories based on content. Examples: Social justice, police brutality, black excellence, "hot topics," fashion & style



# FACEBOOK: SOCIAL FLOW

Stories that initially may have not been highly exposed to the audience during the weekday, have the opportunity to make huge impressions over the weekend due to the social flow reposting capabilities but also utilizing the algorithm for priority posting & timing that will better leverage clicks & engagement.

A valid example: The nurse headline remained the second highest clicked story over the weekend compared to it's initial launch during earlier in the week thanks to Social Flow recycle content capabilities & knowing our audience is still interested in that current story.

## Top Stories: August 22 - 24

/news-views/t-i-offers-to-help-florida-teen-who-was-denied-lunch-over-15-cent-balance	144,575 (22.07%)
/entertainment-culture/regina-hall-confirms-girls-trip-sequel-the-girls-are-coming-back	73,745 (11.26%)
/news-views/white-man-urinated-on-5-year-old-black-girl-called-her-a-racist-slur-says-police	66,908 (10.21%)
/entertainment-culture/kardashians-credited-with-glass-hair-trend-better-known-as-the-silk-press	25,459 (3.89%)
/news-views/black-nurse-sues-hospital-for-honoring-racist-patients-request	23,966 (3.66%)
/entertainment-culture/simone-biles-wins-gold-in-all-five-titles-at-national-championships	23,792 (3.63%)

## Top Stories: August 25 - 27

/news-views/white-man-urinated-on-5-year-old-black-girl-called-her-a-racist-slur-says-police	22,636 (7.36%)
/news-views/black-nurse-sues-hospital-for-honoring-racist-patients-request	18,773 (6.11%)
/entertainment-culture/regina-hall-confirms-girls-trip-sequel-the-girls-are-coming-back	18,118 (5.89%)
/love-relationships/confessions-my-husband-doesnt-satisfy-me-sexually-confession-woman-1	16,742 (5.45%)
/news-views/t-i-offers-to-help-florida-teen-who-was-denied-lunch-over-15-cent-balance	15,314 (4.98%)
/entertainment-culture/living-single-cast-reunites-25th-anniversary-tv-one	15,283 (4.97%)





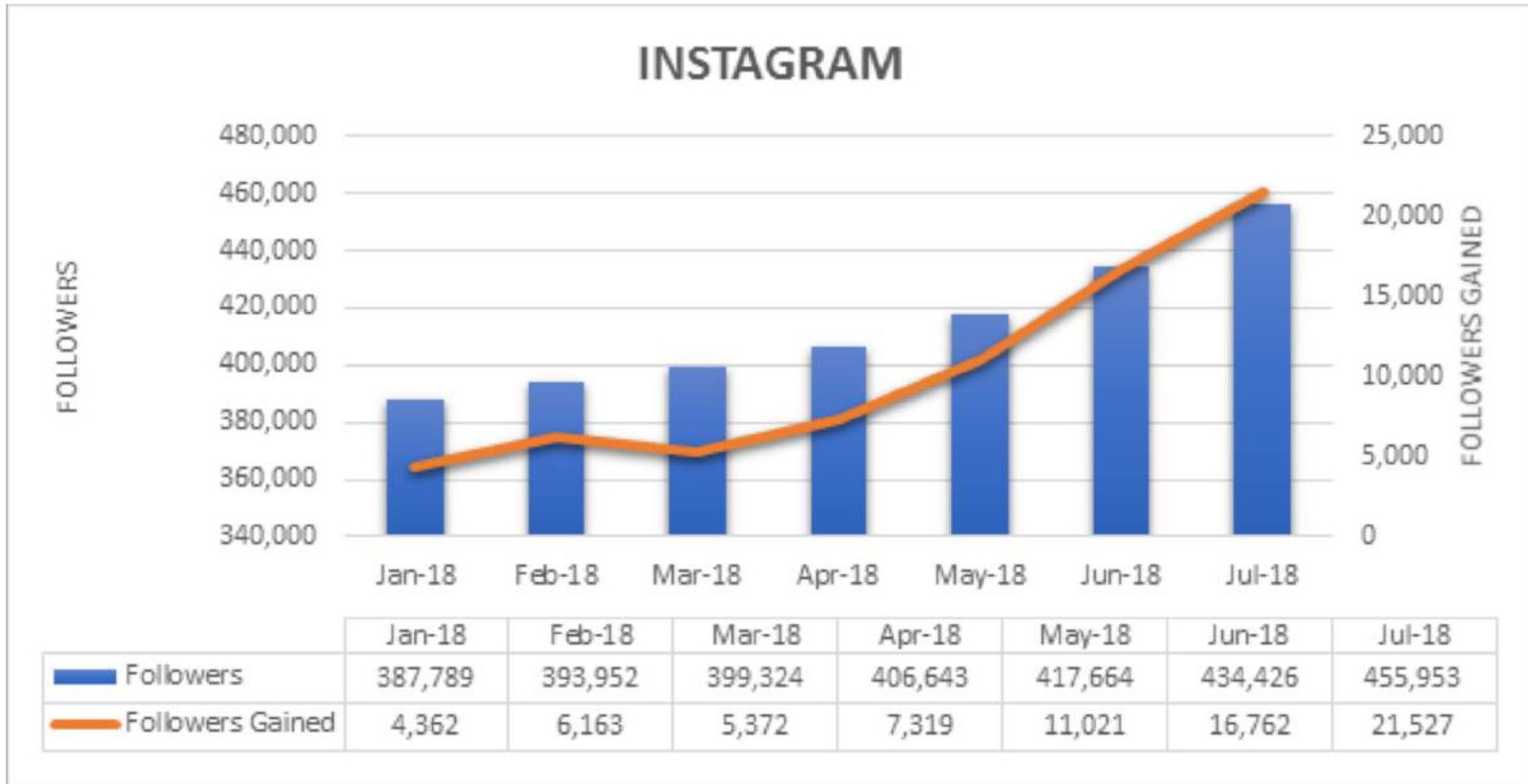
# FACEBOOK PLAN OF ACTION & FUTURE INITIATIVES

- EBONY exclusive interview content, recycling the footage and sharing teasers on our FB platform to give the audience an opportunity to see EBONY behind the scenes
- Continue pushing viral content from other sources to continue engagement & growth
- Increase in community management to give the audience an opportunity to feel like they are being heard
- Increase in joining Facebook groups that are similar to our audience to increase reach
- Increase frequency of the posting over the weekend on a consistent basis in efforts to increase new user experience





# INSTAGRAM HIGHLIGHTS & INSIGHTS



## HIGHLIGHTS

- Acquired more than 100k new Instagram followers since Jan
- July was biggest follower increase ever at 21k+
- Implemented Instagram story programming led by intern, Peyton Green. Engagements, impressions, shares continue to grow exponentially

## ON THE RADAR

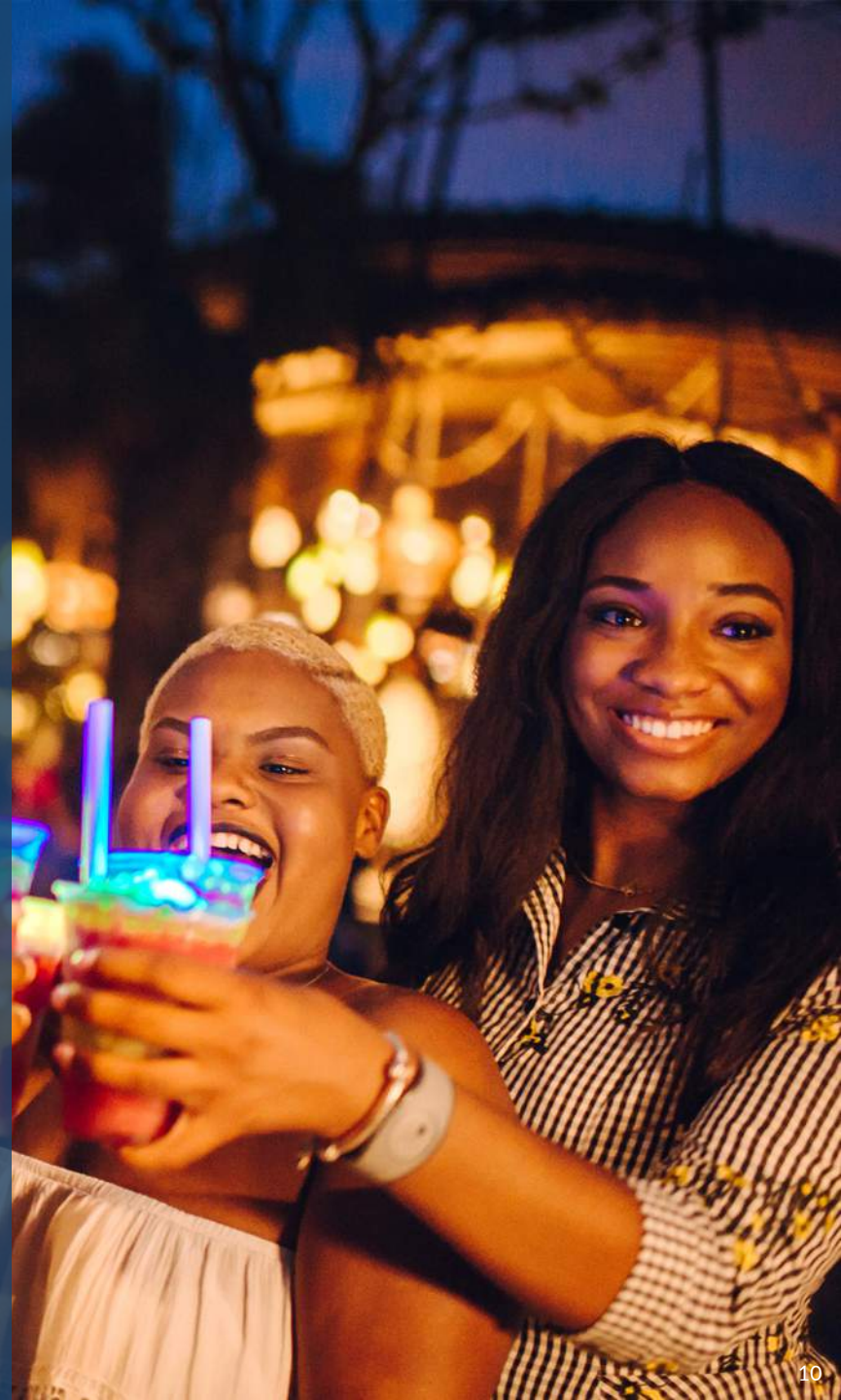
- Improved optimization and productivity leveraging Social Flow
- Added Later.com to improve referral traffic from Instagram

# INSTAGRAM INSIGHTS & HIGHLIGHTS

- YTD Growth 2018: 493,693; 308K growth

## Engagement Growth Strategies:

- Increase frequency of posts from 3 to 5 minimum on a daily basis, 8 maximum depending on the headlines curated by the writers
- Creating weekly hashtags that fit the EBONY brand
  - #EBONYlegends, #EBONYremembers, #EBONYLOVE, #FatherhoodFridays
- Expanding our content and featuring young black photographers/models/influencers
- Shifting the priority of Instagram from being just a “look book” of the brand but also a traffic driver
  - Later.com; Allows images to become traffic drivers to EBONY.com
  - Instagram stories; Increasing the frequency of posting on the IG story channel
- Growing our audiences engagement in our content, provoking conversations and leading to drastic growth in the past, current & future quarters
- Celebrity driven likes & repost to increase our follower reach





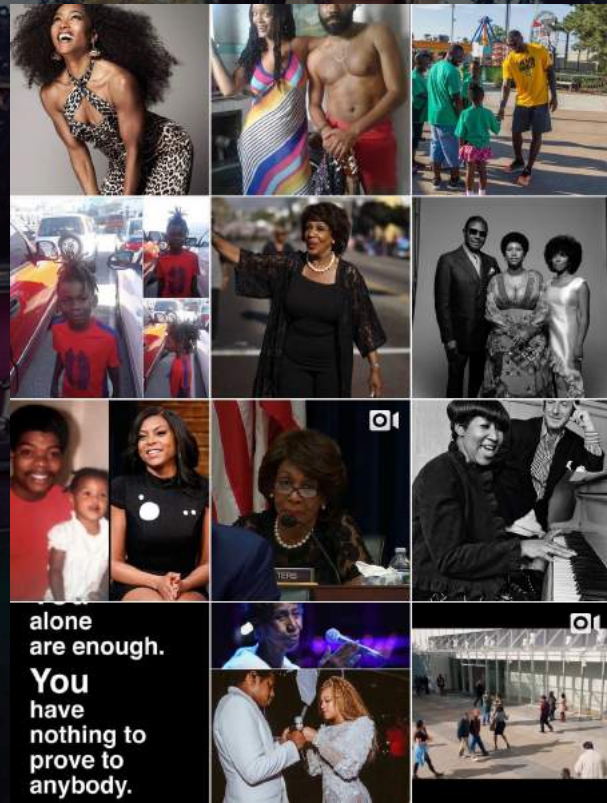
# AUGUST 2018 – INSTAGRAM ENGAGEMENT STRATEGY

- 8/14 – 8/17
  - Led to an increase of 8.5K followers over the four days
  - Highest frequency of posts on the IG Platform (9 posts 8/15, 8/16, 8/17)
  - Later.com became the additional traffic driving tool to be used in order to drive our Instagram account to the EBONY.com site on specific story headlines.
  - Our audience began to take notice of the new feature, clicks on those specific stories on our platform grew between 1.0 – 2.0K clicks from the.
  - Instagram is now ranked as the 4<sup>th</sup> – 5<sup>th</sup> traffic drivers.
  - Aretha Franklin storyline was also a huge impact to our audience & engagement growth, we became one of the sources for the additional news that followed after her passing.
  - Serena Williams & Don Lemon are two other crucial examples of how important our Instagram channel is on coming to EBONY for news & entertainment
  - Drake music video was the first video asset used with Later.com & was also a huge success, the story broke into the top 10 on its original post date from Instagram. Allowed us to showcase that our audience can come to us for music news as well.

Date	Instagram profile	Followers	Followers Gained	Received likes	Received comments	Daily Reach	Impressions	Total Engagements
8/14/18	ebonymagazine	473,303	1,317	24,928	586	226,793	748,179	25,514
8/15/18	ebonymagazine	475,070	1,767	47,842	863	223,337	718,683	48,705
8/16/18	ebonymagazine	476,707	1,637	69,178	1,074	180,349	580,545	70,252
8/17/18	ebonymagazine	478,688	1,981	43,812	770	105,108	241,567	44,582

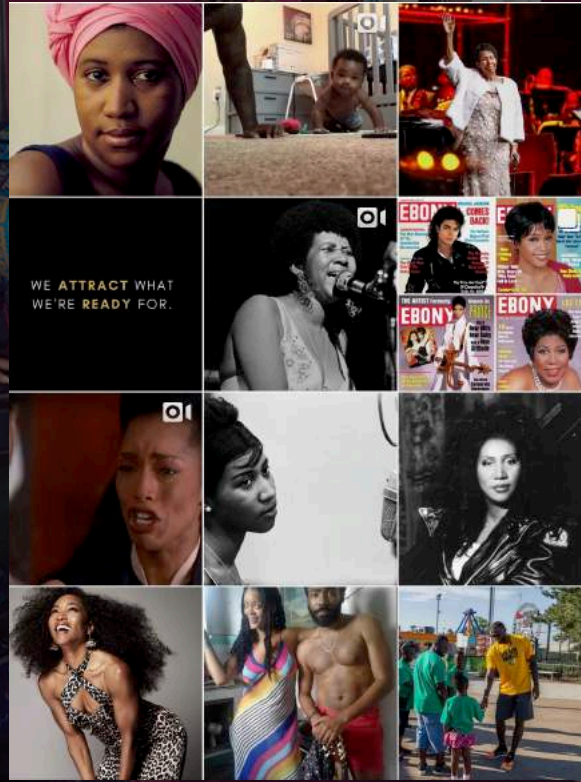


# AUGUST 2018 – INSTAGRAM ENGAGEMENT STRATEGY



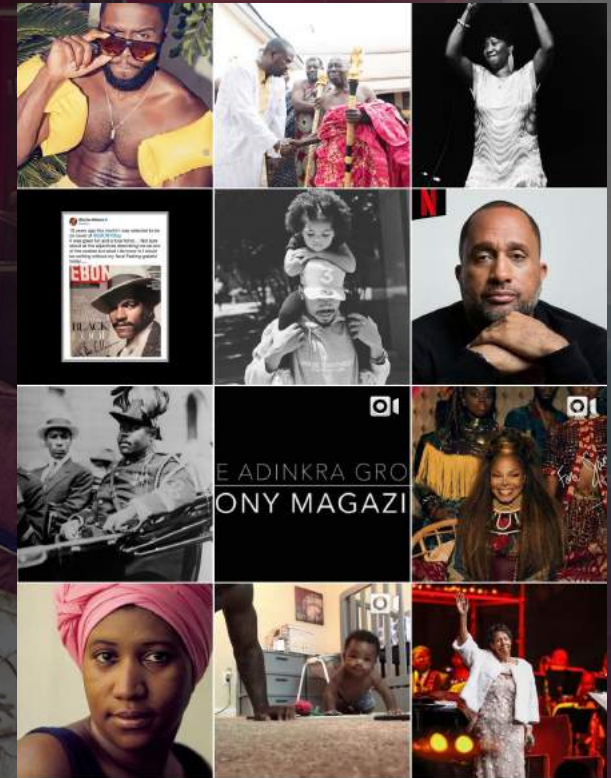
8/14 - 8/15:

- 10 posts
- 6 active links: 1,312 click thru
- Followers gained: 3,084
- Engagement: 74.2K
- Impressions: 1.5m



8/16:

- 9 posts
- 5 active links: 1,120 click thru
- Followers gained: 1,637
- Engagement: 70.2K
- Impressions: 580.5K

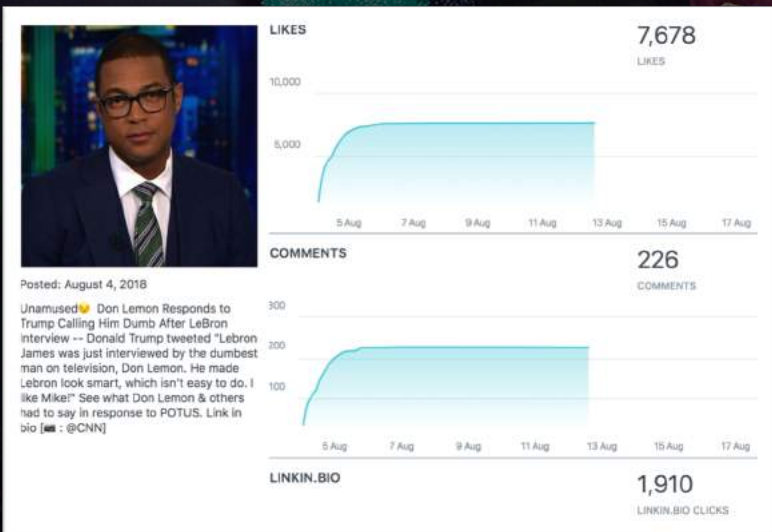
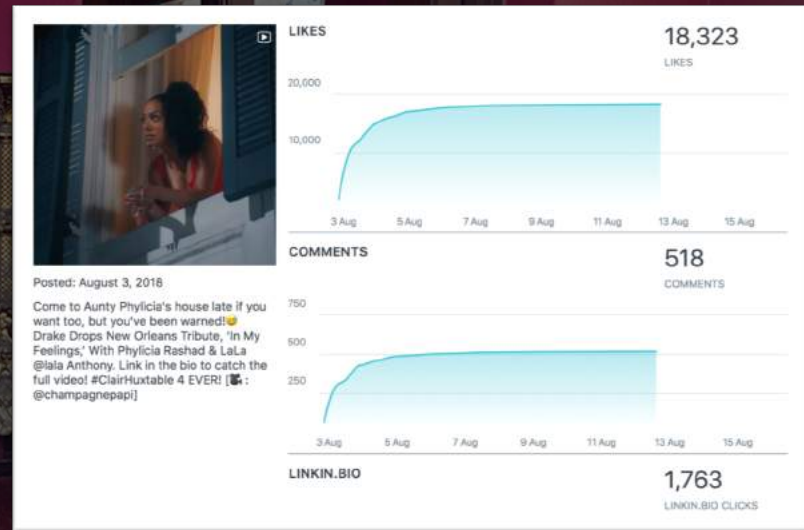
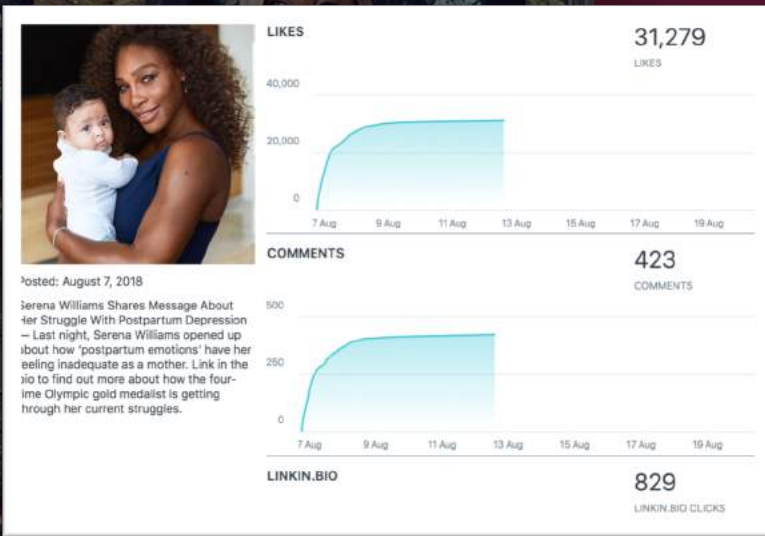


8/17:

- 9 posts
- 5 active links: 1,120 click thru
- Followers gained: 1,981
- Engagement: 44.5K
- Impressions: 241,567

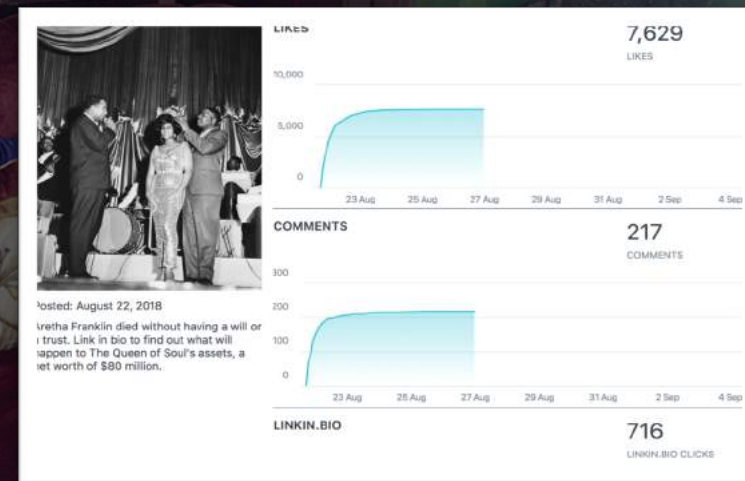
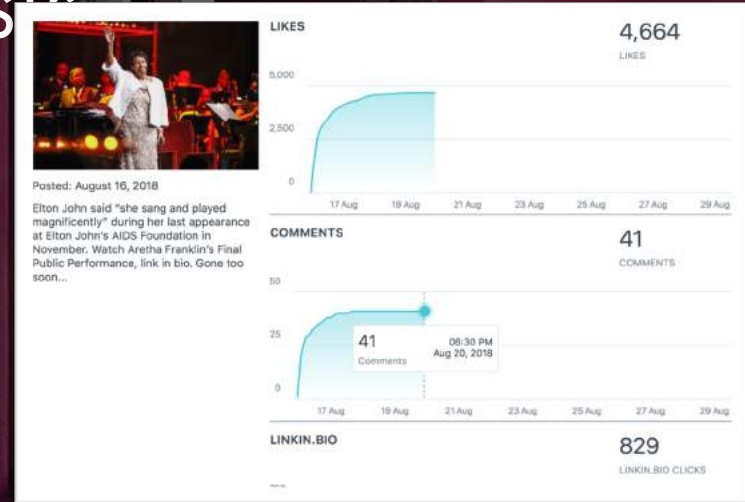
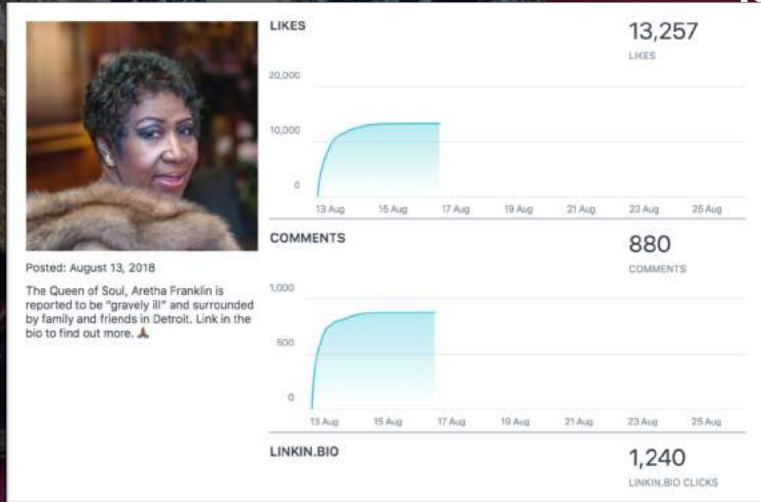


# AUGUST 2018 – HIGHEST CLICK/ENGAGEMENT INSTAGRAM POSTS



- Serena Williams post: 6% engagement, 2<sup>nd</sup> highest most engaged, active link post.
- Don Lemon post: 1.9K click thru, the 2<sup>nd</sup> highest clicked, top 20 highest engaged active link post
- Drake Music video: First music video experiment with Later.com. 168K views, 1.7K click thru, Top 10 highest active link engaged post,

# AUGUST 2018 – HIGHEST CLICK/ENGAGEMENT INSTAGRAM POSTS



## Aretha Franklin Engagement Strategy

- EBONY brand is able to showcase images from our archives but also use them in effort to drive clicks from the photos to stay up to date with all the news surrounding Aretha Franklin. Aretha Franklin 8/20 post drove the highest click thru to EBONY.com: 2.5K click thru.
- Aretha Franklin Total Click thru: 7K over the last 10 days from 10 IG posts



# JULY/AUGUST 2018 – INSTAGRAM STORY STRATEGY

7/11 – 8/10

Intern from Howard University, Peyton Green, solely focused on producing eye catching assets to drive traffic using Instagram stories throughout the business day

Stories posted would range from 6 – 8 of the headlines

Click worthy call to actions, diversified assets of Wibbitz “teaser” videos, high quality images & gifs

Posted Monday – Friday, every 2 – 3 hours to keep EBONY refreshed on the IG story timeline

Increases views, click thru & engagement with IG story posts

Highest engagement & view count was 8/6/18, after three weeks of posting 6 – 8 stories on a daily basis

Intern completed

Current plan of action is to post Mondays, Wednesdays, Fridays

4-5 stories every 2 – 3 hours

Diversifying content continues, except Wibbitz “teaser” videos, they performed poorly, new strategy is to take a clip from the videos within the stories to drive traffic back to the site for the entire footage

Utilizing Instastory posts to drive our already engaged audience back to our page to view new posts, increase click thru & likes for content.



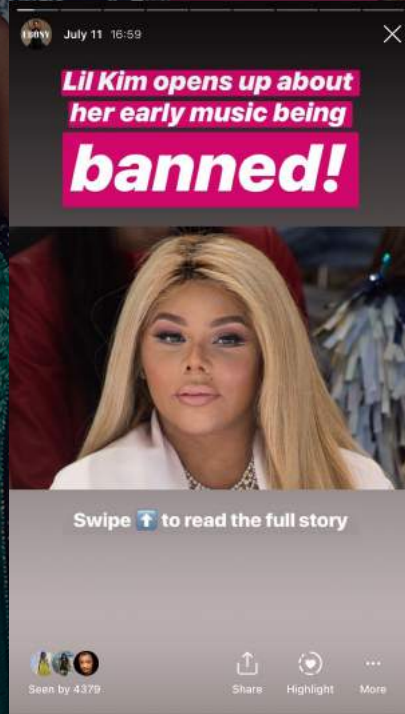


# JULY/AUGUST 2018 – INSTAGRAM STORY POSTS



7/10

- WIBBITZ "Teaser"
- 4654 Views
- 121 click/swipes
- \*All teasers – high traffic headline, still low performance



7/11

- HQ Image w/ CTA
- 4379 Views
- 90 click/swipes



8/6

- HQ Image w/ CTA
- 17.4K Views
- 584 click/swipes
- \*Headline was primary driver for clicks



8/6

- "Teaser" actual video footage
- 21.4K Views
- 896 click/swipes
- \*Video immediately drove traffic

# EBONY

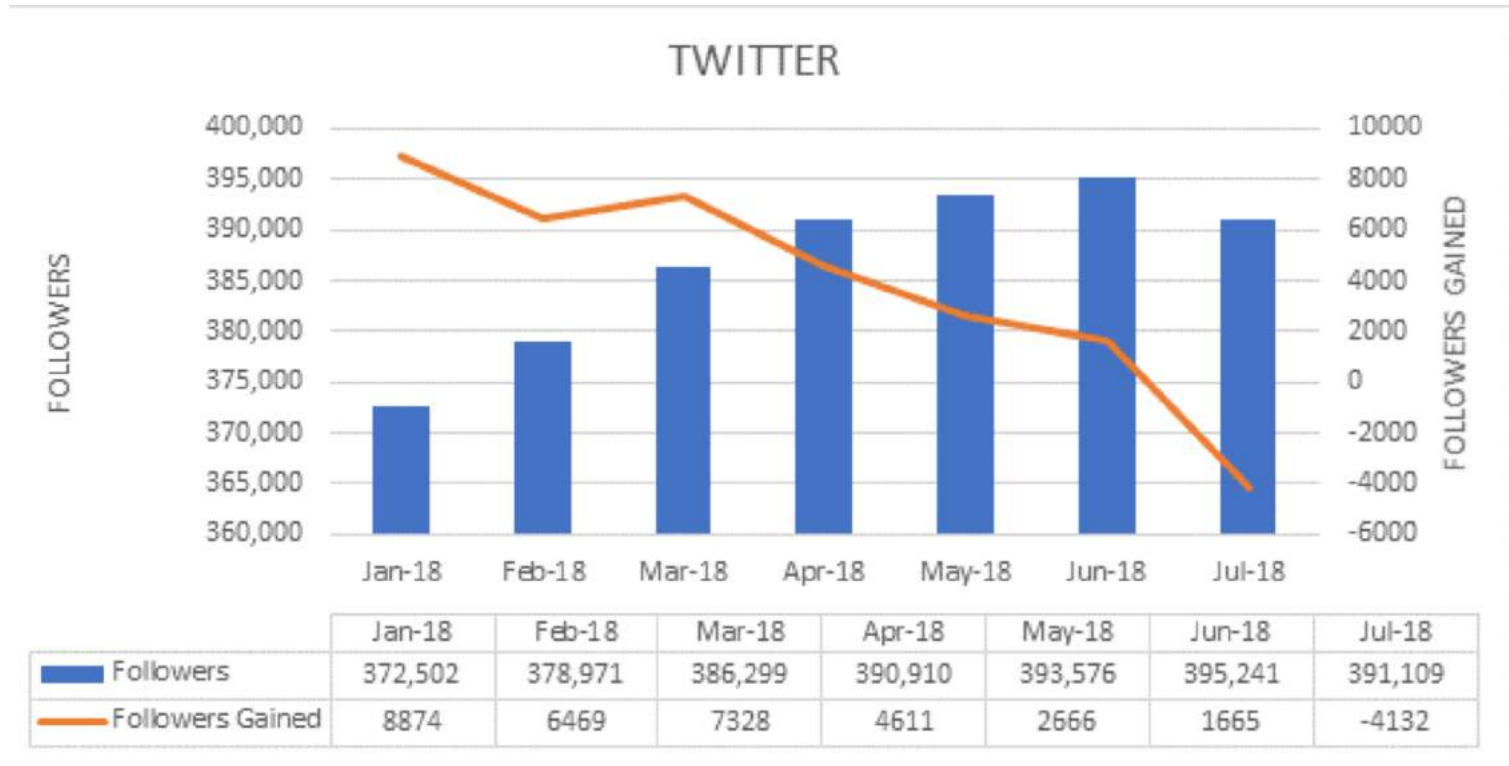
## INSTAGRAM & IG STORY Plan of Action & Future Initiatives

- Continue frequent posting of headlines on our Instagram feed platform to increase engagement & following
- Increase use of hashtags to increase our search capabilities on Instagram
- Build a network with professional photographers to be able to get access to images that they don't use that may fit our demographic and diversify our look book on the platform
- Design more EBONY branded videos & share teasers of interviews with Hollywood stars in order to showcase our rooted connection in the community
- Continue posting Black Excellence, Black Injustice, Sports & Evergreen content that drive to our original stories in order to follow as a leader in the news cycles
- Build a trust with our audience about turning to EBONY.com as a resource for news & entertainment for the black culture
- Increase frequency of Instagram story posting, strategize days that promote content on specific days for example.
- Red carpet live coverage; Oscars, GRAMMYs, iHeartMusicRadio, NAACP, BET, GLAAD





# TWITTER HIGHLIGHTS & INSIGHTS



## HIGHLIGHTS

- July 12, Twitter did an account audit of ghost follower, resulting in a loss of 4k+ followers
- Total net increase of 27k+ followers since Jan 2018

## ON THE RADAR

- Improved optimization and productivity leveraging Social Flow



# TWITTER INSIGHTS & HIGHLIGHTS

- YTD Growth 2018: 401,000; 42K growth
- Engagement Growth strategies
- Topics of discussions - Thread: Combing several different assets (gifs, images, videos) to drive further retweets, likes & engagement by our audience
  - WNBA, Police Brutality, EBONY covers, Aretha Franklin, EBONY exclusive Interviews, LGBTQ
- Constantly tweeting on the top trending conversations to have the EBONY platform as a leader in the conversation/headlines
- Utilizing top trending tweets and repurposing older articles to stay relevant & bring traffic back to EBONY.com
- EBONY Watch Parties
  - Superbowl, NBA finals, red carpets for Award shows, TV shows (Queen Sugar, Trayvon Martin story)
- Polls in relation to larger headlines to increase engagement
- Tagging/retweeting/responding to celebrities and influencers who comment or showcase the EBONY brand headlines.
- New music & music video premiere/reviews that drive engagement and following
- Increasing the frequency of posting, changing the assets to headline to diversify content management
- Community engagement with the audience during live watch parties & headlines that have “viral potential”





# JANUARY 2018 – TWITTER ENGAGEMENT STRATEGY [EBONY HBCU CAMPUS QUEENS]

- Highest impression of the year
- Led to an increase of 345 followers overnight
- Combining current topics of conversation to help drive one of our largest marketing tentpoles
- We exhibited a fresher perspective and were able to leverage our impact on the culture, the older magazine cover is always a crowd favorite & leads to high engagement but to also showcase something as important as the HBCU Queens allowed for greater reach & a topic that resonated with our followers
- Due to the success of that tweet, the next several days had a higher retweet & engaging behavior
- We followed up with an increase in tweets per day as well & diversified the platform with more social content instead of just a few stories on a weekly basis
- This spike in following & engagement caused a drastic change to our Twitter marketing strategies & allowed the social media editor to utilize Twitter as another traffic performing platform


Date	Twitter Profile	Followers	Followers Gained	Following	Tweets	Retweets	Retweets with Comment	Mentions	Engagements	Organic Impressions	Clicks	
1/10/18	@EBONYMag	365,990	221	2,199	5	126		37	64	3,564	56,691	855
1/11/18	@EBONYMag	366,335	345	2,198	2	7,386		2,684	2,418	213,724	3,437,940	16,873
1/12/18	@EBONYMag	366,540	205	2,199	5	299		65	205	21,993	286,111	1,500
1/13/18	@EBONYMag	366,798	258	2,200	0	64		13	50	5,213	103,116	382
1/14/18	@EBONYMag	367,139	341	2,200	3	50		6	37	2,884	70,652	198
1/15/18	@EBONYMag	367,485	346	2,201	3	96		3	59	2,812	58,534	137
1/23/18	@EBONYMag	370,411	515	2,200	15	119		16	71	1,822	85,506	378
1/24/18	@EBONYMag	370,735	324	2,199	15	93		58	59	1,669	75,687	384
1/25/18	@EBONYMag	371,115	380	2,199	27	302		47	52	5,986	158,839	1,041
1/26/18	@EBONYMag	371,544	429	2,199	19	157		50	83	3,434	107,938	682
1/27/18	@EBONYMag	371,844	300	2,199	31	214		40	73	5,503	148,336	1,095
1/28/18	@EBONYMag	371,985	141	2,198	46	355		60	74	8,318	207,994	1,253
1/29/18	@EBONYMag	372,196	211	2,199	43	516		48	88	5,876	252,746	902
1/30/18	@EBONYMag	372,315	119	2,200	15	143		30	65	2,722	111,287	866
1/31/18	@EBONYMag	372,502	187	2,199	19	196		38	60	3,646	101,841	892
2/1/18	@EBONYMag	372,704	202	2,199	18	531		915	174	5,019	102,288	1,042
2/2/18	@EBONYMag	372,796	92	2,200	54	169		42	94	5,602	176,302	824



# JANUARY 2018 – EBONY HBCU CAMPUS QUEENS HIGHEST ENGAGED TWEETS

**EBONY MAGAZINE** @EBONYMag

The #ebonyhbcucampusqueens wish the illustrious @maryjblige a Happy Birthday & Congratulate her on receiving her Hollywood Walk of Fame Star today! You are just fine, fine, fine! VOTE for your 2017 Queens who know all the MJB jamz! [ow.ly/jngk30hJfLL](http://ow.ly/jngk30hJfLL)



6:30 PM - 11 Jan 2018

38 Retweets 136 Likes

- Impression: 20K
- Engagement: 406
- Engagement Rate: 2%
- Reach: 523.6K
- Combining our marketing tentpole with celebrity driven topics

**EBONY MAGAZINE** @EBONYMag

Black Spending Power is projected to hit \$1.5 trillion with women making up most of the demographic... let that settle in real quick. Together we can make magic, let's make this year the highest vote count of the online contest! "We are the difference" [ow.ly/RQ0j30hJkKD](http://ow.ly/RQ0j30hJkKD)



8:09 PM - 11 Jan 2018

40 Retweets 73 Likes

- Impression: 12K
- Engagement: 420
- Engagement Rate: 3.4%
- Reach: 427.1K

**EBONY MAGAZINE** @EBONYMag

Anderson Cooper Gets Emotional Defending Haitians after Trump Calls Haiti a "S\*\*thole:" "I've never met a Haitian who isn't strong!" — [bit.ly/2CURdm](http://bit.ly/2CURdm)



9:43 AM - 12 Jan 2018

20 Retweets 55 Likes

- Impression: 12.6K
- Engagement: 169
- Engagement Rate: 1.3%
- Reach: 436.7K
- Our new method of posting with high quality imagery for increased engagement instead of "Twitter Headline Cards"



# HIGH ENGAGEMENT PERFORMING TWEETS

**EBONY MAGAZINE** @EBONYMag

Paige checking in 🤔 #ImUpset



10:42 PM - 13 Jun 2018

550 Retweets 2,613 Likes

**EBONY MAGAZINE** @EBONYMag · Jun 13

Craig #DeGrassi Reunion is serious #ImUpset



5 404 1.6K

- Impressions: 320K
- Engagement Rate: 9.1%
- Growth Strategy:
- Drake: I'm Upset Music Video Premiere. We were one of the first publications to live tweet the release of the video

**EBONY MAGAZINE** @EBONYMag · 2h

Laverne Cox chats with EBONY about the delicious partnership, her thoughts on the current state of Trans representation and her deep R.E.S.P.E.C.T for the great Aretha Franklin. [trib.al/bjCWpVI](http://trib.al/bjCWpVI)



2 6 24

**EBONY MAGAZINE** @EBONYMag · 1h

We talked with @Lavernecox about her @SmirnoffUS collaboration! "One of the things I love about Smirnoff, beyond it being a really delicious vodka, is that for many years, they've been very LGBTQ+ inclusive and big supporters of the LGBTQ+ community." [trib.al/bjCWpVI](http://trib.al/bjCWpVI)



1 2 10

- 8/27/18
- Engagement Strategy:
- showcasing our exclusive interviews with celebrities & influencers. Higher engagement & increase in clicks due to "tweet bites" of the interview.

**EBONY MAGAZINE** @EBONYMag

#EBONYcelebrates @jemelehill is her name & #BlackExcellence is her game! The Detroit native uploaded a video of herself laying a brick with her name in the school's "M" of Fame and said it was one of her favorite moments during the dedication.



ESPN's Jemele Hill Gets High School Auditorium Named in Her Honor  
ESPN journalist Jemele Hill's alma mater, Detroit Mumford High School, renamed the school's auditorium in her honor on June 12. [ebony.com](http://ebony.com)

11:39 AM - 14 Jun 2018

63 Retweets 359 Likes

7 63 359

- Impression: 28K
- Engagement: 641
- Engagement Rate: 2.3%
- Reach: 933K
- Engagement Strategy:
- #blackexcellence or positive news on celebrities we now @ celebrities, high chance of RT's and higher reach & clicks to the headline.

# EBONY

## TWITTER

### PLAN OF ACTION & FUTURE INITIATIVES

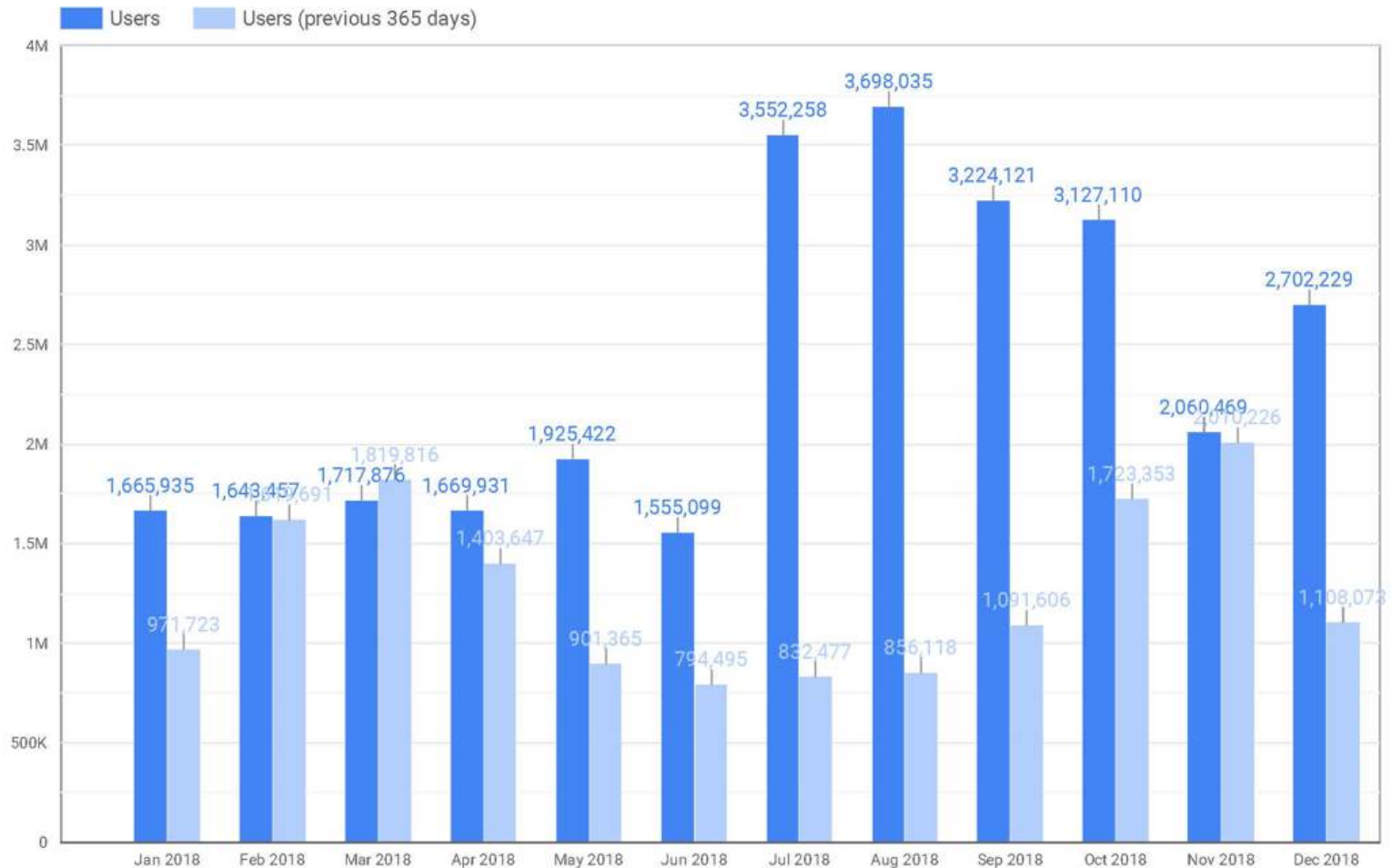
- Continue experimenting with engaging content on Twitter, changing the assets associated to headlines to continue gaining higher retweet & clicks
- Utilizing older articles in the EBONY archive to increase our brand voice on all topics involved with the African American experience
- Tweeting exclusive interview bites from our stories to lend to an increase of reach
- Continued practice of Watch parties for more than just entertainment, but also sports & other high trending topics on Twitter
- Diversifying our news content & changing the formats of our headlines every quarter with the new updates provided by Twitter to keep our audience engaged.





# YEAR OF GROWTH

## 2018-19 EBONY.COM USER GROWTH



# An ORGANIC Approach to 90% GROWTH at EBONY

- You join a publishing company that has little spending power for the social/digital department but is the revenue maker for the company, what do you do?
- Learn what did & didn't work with past motives for the company, build a voice for the brand that audiences of old & new can connect with
- Experiment with every organic approach there there is to reaching out to the baby boomer & millennial generation
- Within the last year the digital department has contributed to bringing in nearly a million in in revenue, due to higher engagement which led to an increase in traffic we say a significant increase in ad impressions
- New companies started to reach out to EBONY because of our drastic switch in content presentation, acquired a younger demographic and increased male following my 5% in the last year
- Promoted to Social Media Director of the EBONY brand within the first 6 months & within a year now have creative control over the sister brand JET
- Built a digital department from the ground up with a range of freelance videographers & photographers, junior social media manager will be joining our ranks in the early summer





# An ORGANIC Approach to 90% GROWTH at EBONY

- Implementing IGTV into the EBONY Magazine social marketing plan, perfect opportunity to showcase live content to better connect with the audience
- Award shows/concerts/expos that we attend, to your right are the two “viral IGTV stories” that led to an increase of 8K followers in the next 48 hours
  - Meagan Good Interview with Devon Franklin broke 200K views within the first 18 hours
  - Up & coming director Cornelius Walker highest engaged post on IGTV sparking a conversation on colorism in London
- GLAAD media award nomination for the magazine brand, in its nearly 75 years the company is now gaining recognition from the LGBTQIA community to showcase our digital efforts in raising awareness & putting a spotlight on injustices
- 5 record breaking traffic months in the year of 2018 where we achieved 3M+ users on the website, traffic continues to increase current initiative 20% new users



# An ORGANIC Approach to 90% GROWTH at EBONY

- The collaboration with #RedTableTalk is one of the most cherished social marketing initiatives
- Jada Pinkett Smith launched her series & the EBONY audience engaged and shared most of the articles written on the talk show
- I started to create more engaging content around JPS and her show which led to her producers reaching out to EBONY to start sharing exclusive clips from the show in order to boost reach
- EBONY has once again been able to be put into the narrative of the black & brown community by being able to support #RedTableTalk on their initiatives by also showing that we support such issues
- Perfect collaboration that continues to this day on our platform



**ebonymagazine**

ebonymagazine To our #EBONYfamily, an EBONY Sneak Peek 🎥 ALL ACCESS Pass! In the upcoming episode of #RedTableTalk, #AdrienneBarfieldNorris, #JadaPinkettSmith & #WillowSmith invite #KidsSeeGhost Rapper #KidCudi to discuss the mental health struggles they've faced over the years. Why is there still a stigma surrounding mental health in the black community? How do we change the negative connotations surrounding mental self care? Swipe 📱 for all 5 EXCLUSIVE clips! Tap #linkinbio for the story.

Load more comments

dewdropcosmetics @thatwitsachthem thank you I looked her up she's amazing

👍👍👍 Liked by jadapinkettsmith and 8,808 others

DECEMBER 15, 2018

Add a comment...

**ebonymagazine**

ebonymagazine 🎤 This is a testimony #SoulfulSunday... This upcoming episode of #RedTableTalk is going to be so important for so many of us. #JadaPinkettSmith speaks on coming to the realization that she would never be the father/daughter experiences that #WillowSmith has created with #WillSmith... The new episode airs Dec. 3 at 9a PST/12p EST!

Load more comments

bmezerschill @\_Jadyrigo

bevsmithB19 @thatsjustrik so touching princeforbiden Omg she talk as if everybody try to talk thru her

@willowsmith she think she contorinh...ty. spy @jadapinkettsmith oddpunk Exactly 🙌🙌🙌

👍👍👍 81,785 views

DECEMBER 2, 2018

Add a comment...

**ebonymagazine**

ebonymagazine Patiently waiting for #RedTableTalk to return with Part II of the season premiere with #AdrienneBarfieldJones, #WillowSmith, #JadaPinkettSmith & #WillsSmith! In the meantime, what's the 📅 on plans for today #EBONYfamily?!

Load more comments

cygnenoir\_nik2 Cold!

patricia.g.clifford Baltimore & Philly like 🍷

myclestory 🙌

emaire\_15 Like her hair

👍👍👍 Liked by jadapinkettsmith and 14,714 others

OCTOBER 27, 2018

Add a comment...