Hannah Sandfeld, Drew Mathieu, Taylor Banks
What is our challenge from Cincinnati Magazine?
Our initial approach
What we found: Facebook

"We only had 403 OD deaths in 2016—'only'—but I think that's a reflection of our successful campaign to get Narcan into the hands of first responders," says Sammarco. "The problem then becomes once you've saved somebody, revived somebody, what do you do with them? Or what do they allow you to do with them?"

Cincinnati Magazine
February 7 ·

"He had me at churros. Yeasty, Flintstone-esque femurs of barely sweetened fried dough arrived searing-hot from the fryer, a thin dusting of cinnamon sugar making sexy-eyes at a ramekin of chocolate sauce." If you haven't experienced Dan Wright's cooking, you must. Luckily, he'll be cooking at the Savor Cincinnati event. Get tickets and learn more here.

Cincinnati Magazine
February 15 ·

The Science and Politics of Life and Death
Hamilton County Coroner Lakshmi Sammarco on the new crime lab, the opioid epidemic, and Otto Warmbier.
CINCINNATIMAGAZINE.COM

Like Comment Share

Like Comment Share
What we found: Twitter

Cincinnati Magazine 😊 @CincinnatiMag · Feb 8
This 1872 home was built by Conrad Windisch, native Bavarian, former Christian Moerlein partner, and Cincinnati’s Lion Brewery co-founder. Legend has it, it served as both his summer home and his hops and barley farm. Now, it’s got a few mysteries.

This Fairfield Home is a Beer Buff’s Paradise
Mystery is just part of its charm.
cincinnati.com

Cincinnati Magazine 😊 @CincinnatiMag · Feb 8
Remember the fake handcuffs you would use to play cops and robbers growing up? That’s nothing compared to the “come-along,” a sort of steel bracelet with a T-shaped handle. Wrapped around a pressure point, it rendered a prisoner totally defenseless.

Crime and Tech through History
Real weapons used in actual murders, handcuffs through the ages, even a stuffed police dog—you’ll find them all at the Greater Cincinnati Police M...
cincinnati.com
What we found: Instagram

cincinnatimagazine Skies and stuff
bloomandbrushstudio Beautiful November morning!
felipeescobar120 Hey was nice meeting
felipeescobar120 You la
Our research on social media
Research: Competitive Analysis

THE ENQUIRER  Cincinnati.com

Texas Monthly

CHICAGO MAGAZINE

CityBeat
How to navigate Facebook’s new algorithm
Social Media Strategy

1. Call to action
2. Tell a story
3. Hashtags
4. Timing
5. Links
Implementing our strategy on Twitter

Cincinnati Magazine @CincinnatiMag · Mar 28
The glowing fire pit out front flagged us down, and now we never want to leave. buff.ly/2InC18g @BourbonSH_Cincy

The Bourbon SmokeHouse is Hyde Park’s Saucy New BBQ Joint
If it weren’t for the glowing fire pit out front and the familiar smells of smoked meat and burning firewood, it’d be easy to miss The Bourbon Sm...
cincinatimagazine.com

Cincinnati Magazine @CincinnatiMag · Mar 1
What would you do with a rooftop deck?

We’re Peachy Keen on this Northside Victorian
“It took a full year, but we replaced every joist, every subfloor—every piece.”
cincinatimagazine.com
Implementing our strategy on Facebook

When Mark Wahlberg dropped by Wahlburgers to promote the new franchise, fans were there wahl to wahl.

Black currant sorbet with hazelnuts and vanilla? Yes, Please! Check out #3 on our Top 10 Restaurants list.

Good things come in humble, BBQ-slathered packages.

Mark Wahlberg Gets Saucy
Actor/entrepreneur offers burger advice during Cincinnati’s Wahlburgers appearance.
CINCINNATIMAGAZINE.COM

Top 10 Best New Restaurants
A roundup of the tastiest additions to our local dining crop.
CINCINNATIMAGAZINE.COM

The Bourbon SmokeHouse is Hyde Park’s Saucy New BBQ Joint
If it weren’t for the glowing fire pit out front and the familiar smells of smoked meat and burning firewood, it’d be easy to miss The Bourbon SmokeHouse.
CINCINNATIMAGAZINE.COM
### Strategy results

#### Ad Accounts

- **Cincinnati Magazine**
  - ID: 802284208128
  - Active Campaigns: 0
  - Amount Spent: $103.36

#### Pages

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Page Likes</th>
<th>People Reached</th>
<th>Post Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati Magazine</td>
<td>84 (+47%)</td>
<td>43,367 (+28%)</td>
<td>9,435 (+73%)</td>
</tr>
<tr>
<td>The Baby Guide Cincinnati</td>
<td>4 (+100%)</td>
<td>1,076 (+25%)</td>
<td>203 (+306%)</td>
</tr>
<tr>
<td>Cincinnati Wedding Magazine</td>
<td>2 (+0%)</td>
<td>576 (+58%)</td>
<td>90 (+210%)</td>
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Our ‘tweaked’ strategy

**WEEKLY PLANNER**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td>New issue published</td>
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<td>Post new content on all social platforms</td>
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<tbody>
<tr>
<td>- - - Post (A) Content</td>
<td>- - -</td>
<td>- - - Post (B) Content</td>
<td>- - -</td>
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<th>Friday</th>
<th>Saturday</th>
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</thead>
<tbody>
<tr>
<td>Use social media holiday cal – this week</td>
<td>- - -</td>
<td>- - - Post (C) Content</td>
<td>- - -</td>
<td>Begin working on Facebook video</td>
<td>- - -</td>
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<tr>
<th>Week 4</th>
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<tr>
<td>- - - Post FB video</td>
<td>- - -</td>
<td>Teaser</td>
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<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<td>Tease new issue</td>
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<td>- - -</td>
<td>- - -</td>
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<td>- - -</td>
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</tbody>
</table>

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**February**

- **9** Pizza Day #NationalPizzaDay
- **14** Valentine’s Day #ValentinesDay
- **20** Love Your Pet Day #LoveYourPetDay
- **22** Margarita Day #NationalMargaritaDay
## The 4 week plan

<table>
<thead>
<tr>
<th>WEEKLY PLANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
</tr>
<tr>
<td>Week 1</td>
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<tr>
<td>Week 2</td>
</tr>
<tr>
<td>Week 3</td>
</tr>
<tr>
<td>Week 4</td>
</tr>
<tr>
<td>Week 5</td>
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</table>
Social media holiday calendar

**February**
- 9th: Pizza Day #NationalPizzaDay
- 14th: Valentine's Day #ValentinesDay
- 20th: Love Your Pet Day #LoveYourPetDay
- 22nd: Margarita Day #NationalMargaritaDay

**September**
- 3rd: Labor Day #LaborDay
- 22nd: First Day of Fall #HappyFall
- 24th: Family Day #FamilyDay
Making Changes: Instagram

Brunch on the brain

“A lot of people stray away from them because they think they’re too masculine or frumpy. Nothing is too masculine; it’s what you make it.”
What We Learned
What’s Next