

#LeggoMyEggos Viral Content Challenge

Objective

- To attract young people (i.e. Millennials, Generation Z)
- To draw the attention of *Stranger Things* fans within this age group
- See evidence of sharing on other social networks
- Provoke laughter and a feeling of relatability

Imgur Content



Twitter Webcard

<https://twitter.com/ShannonImccann/status/796472438355701760>

Twitter Ads Engagement

<http://imgur.com/a/TM83P>

Campaign Analysis

This assignment was my first experience using Twitter Ads, and I was really surprised at how much it helped my campaign. For only a few dollars, I watched the impressions on my meme increase, and more importantly, the engagements. I started a new, more professional Twitter for this class and heading into my career, so with only around 30 followers, I wasn't expecting so much engagement. Moving forward, especially when tweeting on behalf of businesses, I will suggest using Twitter Ads. I also found that prompting several different audiences using the same meme helped me drive engagement. For example, using my meme, I created tweets that targeted young people, and the fans and stars of the show Stranger Things.

Looking back on some of the Tweets I published, I think I could have put more thought into the most effective times for my target audiences. Rather than having to scroll to the bottom of their timelines to see my tweet, I could have analyzed popular times for my followers and millennials to be on Twitter so that I could optimize my campaign's results.

Final Engagement

Imgur + Twitter Engagement = Total Engagements

859 + 137 = **996 Total Engagements**