

Social Media Case Study

ell Consulting LLC

Social Media Campaign

I was retained to grow social media engagement and brand awareness through PC Matic's existing social media channels. This included Twitter, LinkedIn, and Facebook.

The primary focus was growth with their Twitter audience. Through monitoring of specific keywords and injecting the brand into conversations pertaining to those keywords, their engagement rates tripled.

I wanted to understand expectations better from an industry perspective. According to Social Insider, software companies have an average engagement rate on Twitter of .03%. PC Matic's current Twitter engagement is on average 2.5%, approximately 8,233% above the industry average.

Twitter August Overall Metrics

August was the first month of the Twitter push initiative. Far more tweets were sent out, which led to 19.3k impressions and four new followers.

The goal, continued to be, drive more engagement.

Aug 2021 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 926 impressions

[@kevincollier](#) Ha! You aren't wrong. In all seriousness though, it is nice to see some organizations taking a proactive approach, focusing on zero-trust frameworks, and collaborating with [@NISTcyber](#)

♥ 1

View Tweet activity

View all Tweet activity

Top Follower followed by 26.4K people



CITPrep Radio

[@CITPrep_Radio](#) FOLLOWS YOU

Computer Information Technology Prep- CITPrep is an Online Computer Tech Training Site. [#CITPrepRadio](#) Tech News. [@CITPrep](#) 1-20-2022G8US

Top mention earned 12 engagements



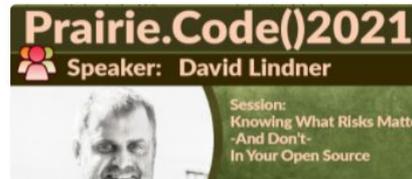
Amegala

[@amegala](#) · Aug 10

David Lindner discusses Risks in Open Source at Prairie.Code 09/24!

prairiecode.amegala.com

[@golfhackerdave](#) [@contrastsec](#)
[@CSAFE_CoE](#) [@emerging_in](#) [@ISEAGE](#)
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[@BusinessIOWA](#) [@SukupMfg](#)
[@Chatterkick](#) [@pcmatic](#)
[@SiouxIndChamber](#) [@MyLSB](#)
[@CarrierAccess](#)
pic.twitter.com/fJ1KcscvpY



AUG 2021 SUMMARY

Tweets	103	Tweet impressions	19.3K
Profile visits	1,241	Mentions	41
New followers	4		

Twitter August Overall Metrics

Your Tweets earned **19.3K impressions** over this **31 day** period



With the amount of tweets that were being sent, our impressions were higher than they had been in months. **Although the engagement rate was only 1.1%, that is almost double from the previous month of .7%.**

Engagement rate

1.1%

Aug 31
0.6% engagement rate



Twitter September Overall Metrics

Tweets increased from the month of August, yet impressions were down ~3k.

However, as mentioned previously, the goal of increased time invested in Twitter is to bring value to conversations and increase engagement.

Sep 2021 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 1,667 impressions

[@nakashimae](#) [@rachelerman](#) I wonder how many SMBs had to shut their doors indefinitely because they couldn't afford the ransom and didn't have backups. Now they find out a decryption key was available, but only to the FBI (whom they likely notified of the attack...) [#chooseprevention](#) [#AWLM](#)

↩ 2 ↻ 1 ❤ 10

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 4,993 people



Jeremy Kirk

Top mention earned 10 engagements



Célia Catalbas

[@MaraAnn333](#) · Sep 15

[@kaspersky](#) This really is awesome to see because getting these sort of references for companies anywhere is ridiculous and covered with non-sensible red tape. Good for y'all for doing this.

I wonder, can y'all's companies do this?

[@Malwarebytes](#) [@Mandiant](#) [@NordVPN](#) [@pcmatic](#) ?

↩ 2

[View Tweet](#)

Top media Tweet earned 401 impressions

A top concern, but not concerning enough to prepare. Be proactive. [#cybersecurity](#) [#ransomware](#) [#mssp](#)

SEP 2021 SUMMARY

Tweets

117

Tweet impressions

16.4K

Profile visits

898

Mentions

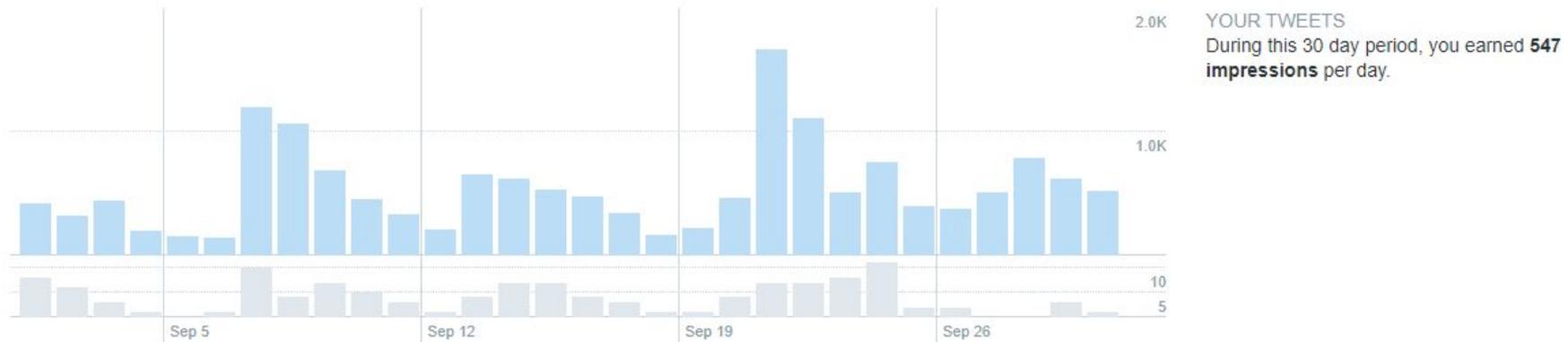
20

New followers

1

Twitter September Tweet Metrics

Your Tweets earned **16.4K impressions** over this 30 day period



YOUR TWEETS
During this 30 day period, you earned **547 impressions** per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rat

Engagement rate

2.1%

Sep 30
1.0% engagement rate



Over 30 days, we averaged 547 impressions per day on the content distributed through the platform. Because of the consistency, and increased engagement on our end of Twitter, others are increasing their engagement with our content as well, seeing a full percent increase from August to September.

LinkedIn

In addition to working on Twitter, I have also been following #ransomware, #cybersecurity and #applicationwhitelisting on LinkedIn. By injecting the brand into conversations, when applicable, and posting consistently, the page engagement has increased in the month of September.

Update highlights ⓘ

Data for the last 30 days 8/31/2021 - 9/30/2021

72 ▲33%

Reactions

8 ▲166%

Comments

12 ▲300%

Shares

Facebook

Over the last 28 days, there has been a 16% increase in people reached, and a 92% increase in post engagement.

Organically the audience grows on Facebook due to the Company's request a review letter. The goal for Facebook is to keep those that join the page engaged.

**The narrative for Facebook is B2C focused. Not everything shared on LinkedIn or Twitter goes to Facebook. Posts that drive the best engagement directly relate to the audience (ie: Facebook breach, Apple patch, and phishing warning)

