

A large teal circle is centered on a white background. Inside the circle, the text is written in white, bold, sans-serif font.

**Application for  
Best Social Media Campaign**

**Tybee Post Theater**

**Judges' score - 9.0**

## Detailed description of your social media

The following strategy was created for the Tybee Post Music Festival Social Media Campaign. • Define the target audience: We created a clear understanding of who the campaign was trying to reach to help in choosing the right social media platforms and creating relevant content. The festival's target market was 30-50 year-olds. • Choose the right platforms: Based on the target audience, we choose platforms that they are most active on, such as Instagram, Facebook, and TikTok. • Create engaging content: We used visuals, videos, and interactive elements to create content that stands out and was memorable. This included a series of videos that highlight fun things about the festival such as artist line-up, festival maps, and environmentally friendly components. • Utilize influencer marketing: We partner with a local social media influencer to reach a wider audience and tap into their followers. • Run contests and giveaways: We offered exclusive experiences, merchandise, and VIP tickets to encourage engagement and drive buzz. • Measure success: We tracked metrics such as reach, comments, link clicks, and shares to assess the campaign's success and make improvements for future events. By following these steps and creating a strategic social media campaign, the Tybee Post Music Festival successfully reached new audiences, engaged various demographics, and created fun content that drove excitement and ticket sales.

Please include links to social media sites

<https://www.instagram.com/reel/CkqMhHBD9Gh/>

<https://www.instagram.com/reel/CjiCDT0vzY1/>

<https://www.instagram.com/reel/Cj1FiBquiXZ/>

<https://www.facebook.com/TybeePostTheater/>

<https://www.instagram.com/tybeepost/>

Please share with the judges anything you think they should know

Please take a look at the videos above. The theater's slogan is "The Fun Begins Here" and we try to convey that in every post we produce.



**Tybee Post Theater**  
Published by William Hamilton · June 20, 2022 ·

🎉 Big Announcement! #tybeemusicfest is a go! On November 12th, 2022 the Tybee Post Theater presents the Tybee Post Music Festival and welcomes headliner *The Indigo Girls* to Tybee Island. Also get ready to soak up those island vibes with music from *PASSAFIRE*, *Cordovas*, *The Tams*, *Music of Motown*, *East Coasts Tributes*, *Keystone Postcard*, *The Aloha Joes*, *Amanda Jeter*, and *The Christy Snow Band*.

The festival will be held on the grounds in front of *Hotel Tybee* to accommodate the amount of FUN we're about to bring to the island.

! Tickets for the Tybee Post Music Festival go on sale June 24th!

👉 Check out the link below for the full lineup, festival information, sponsorship opportunities and more.

<https://loom.ly/vHSHmWw>



**Tybee Post Theater**  
Published by Loomly · October 6, 2022 ·

🔴 **LOW TICKET WARNING.** The Tybee Post Music Festival is nearly sold out. Do not miss the opportunity to attend the first ever music festival hosted by the Tybee Post Theater.

Check out the Tybee Post Music Festival page to learn more about the event schedule, what to bring and what not to bring, where to stay and general event information.

The Indigo Girls Keystone Postcard PASSAFIRE Cordovas The Tams East Coasts Tributes The Aloha Joes Christy Snow

<https://tybeeposttheater.org/musicfest2022/>

#tybeepostmusicfestival #musicfestival #festivalfun #tybeeisland #tybeepost



**Tybee Post Theater**  
Published by Loomly · September 16, 2022 ·

🙌 We'd like to take a moment to thank our sponsors, without whom none of this would be a reality. Thank you for taking the time and energy to invest in our vision for the Tybee Post Music Festival; your sponsorship is integral to our ability to serve our community and enhances the cultural experience in the low country.

👀 Looking to become a sponsor? Check out the details here: <https://loom.ly/40dHEYo>

Royal Restrooms of Savannah  
Tybean Art & Coffee Bar  
Salt Island Fish & Beer  
Tybee Beach Vacation Rentals  
Hotel Tybee  
Visit Savannah  
Cockspur Grill  
Kathy & Scott Warden  
Kathy & Gary Dennis-Black  
Seaside Sisters  
Chamacos Tacos & Surf  
Bonnie Bishop Art  
JC Lewis



# Best social media

# #tybeepostmusicfest

The Tybee Post Music Festival's social media campaign is deserving of the award for Best Social Media Campaign due to its innovative and effective approach to engaging audiences and promoting the event. The campaign utilized a combination of visually stunning content, influencer marketing, user-generated content, and interactive elements to create a buzz and build excitement leading up to the festival. Through clear targeting of the right demographics and effective utilization of the right social media platforms, the campaign was able to reach new audiences and drive ticket sales. The success of the campaign was evident in the high engagement rates, significant follower growth, and overwhelmingly positive feedback from festival-goers. These factors, combined with the strategic and well-executed execution of the campaign, make it a standout winner for the Best Social Media Campaign award.

Content	Date	Type	Platform	Paid/ Organic	Reach	Comments	Link Clicks	Shares
Annoucement Post	Jun 20th	Carousel Post	FB	Organic	28.3k	264	204	114
Annoucement Post	Jun 20th	Carousel Post	IG	Organic	971	31	0	70
Become a Sponsor	Sept 16th	Graphic/ Photo	FB	Organic	951	3	4	1
Become a Sponsor	Sept 16th	Graphic/ Photo	IG	Organic	400	1	0	0
General Concert Info	Sept 23rd	Graphic/ Photo	FB	Organic	2k	0	43	1
General Concert Info	Sept 23rd	Graphic/ Photo	IG	Organic	269	0	0	3
Low Ticket Warning	Oct 6th	Graphic/ Photo	FB	Organic	15.5k	51	272	33
Low Ticket Warning	Oct 6th	Graphic/ Photo	IG	Organic	3.2k	5	0	14
Reels- Tshirt Design	Oct 10th	Video	FB	Organic	1.7k	6	0	1
Reels- Tshirt Design	Oct 10th	Video	IG	Organic	1.1k	9	0	0
Reels- Festival Map Revea	Oct 17th	Video	FB	Organic	1.3k	7	16	3
Reels- Festival Map Revea	Oct 17th	Video	IG	Organic	1.1k	0	0	9
Know before you go	Oct 24th	Photos/Graphics	FB	Organic	5k	17	69	13
Know before you go	Oct 24th	Photos/Graphics	IG	Organic	757	3	0	3
Reels- Reuseable Cup	Nov 7th	Video	IG	Organic	1k	1	0	14
Reels- Reuseable Cup	Nov 7th	Video	FB	Organic	1.2k	7	0	5
Sponsor Thank You	Nov 7th	Graphic	FB	Organic	860	0	0	1
Sponsor Thank You	Nov 8th	Graphic	IG	Organic	409	2	0	3
Sponsor Thank You	Nov 8th	Graphic	FB	Organic	1.3k	4	0	2
Sponsor Thank You	Nov 10th	Graphic	FB	Organic	866	4	1	1
Stage Setup/ Clear Skies	Nov 11th	Single Photo	IG	Organic	1.2k	18	0	10
<b>TOTAL</b>					<b>69,383</b>	<b>433</b>	<b>609</b>	<b>301</b>