

Summary from the Networkers

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1. During the campaign, what worked well in your team? What do you think you achieved to make the campaign a success?

The team work went well, we used Facebook to collaborate and split the work within the group and with the Missoula group. We think that our Facebook page went well, but maybe the taste test gave us an advantage. We were not able to turn our taste test into FB likes, nevertheless the page impressions were rather high that day. People went to see the page, but we could not turn it into likes.

2. What could you have been done better from your team to make the campaign a success?

We could have tried to use different social networks. Facebook is a popular network, but we could have used more than just one, such as Twitter or Instagram for instance. Using more than one network maybe would have given us a bigger following group of people and maybe the campaign could have been more popular. A hashtag on Instagram for instance, but the usage of Instagram in Berlin, after asking around – weren't that high.

We also needed more ways for our supporters to do something more than just like the page. We could have used our supporters help to get our message out more. If we were using different social networks, there is difficult to know whether it would be "too much" in this early stage of the campaign.

Maybe we could have been more active in the class, despite of the fact that we are 25 persons in the class but all of us didn't "like" all of the posts on the page. If everyone was active on the page, maybe the page would appear on the "news feed" for more people and in that way get more likes. In other words - more activity from the class mates could have given us more likes.

3. Did you benefit from the exchange with the Missoula or Berlin students in your team? In what way?

At the beginning, we bounced ideas off of each other, which was a great way for both the campaigns to start off. But we didn't collaborate that much, we inspired each other, especially by the facebook pages, for example using memes, having people answering a question, different pictures etc. We also helped each other sharing our posts, we shared Missoula group's facebook posts, and so did they, with our page/posts.

4. Were you familiar with all the media you discussed for our campaign? If so, in which context have you used Instagram before?

Most of us were familiar with all the social networks, but Facebook was the only platform we really used and is the most common for sure. Instagram works almost the same as twitter, and you use it for uploading daily pictures. We didn't use instagram for our campaign, but we think that - if we were continuing the campaign, we could have used "hashtags" on instagram. That means that you post a picture and create a tag, for example "taptopsbottles", and then all of the pictures with the same tag will be collected on one page.

5. With which working groups have you worked closely during the campaign and why?

We collaborated with every group, but most with the strategists, visualists and creatives - with the reason that we gave them access, from the beginning, to the facebook page, uploaded pictures/videos and did everything they told us.

During the campaign, we gave access to every group to use the facebook-page, making it easier , providing everyone the ability to upload new posts. We thought that this was the easiest way of

getting activity on the page. In the beginning we tried to be the "gate-keeper", but it was easier to allow at least one of each group to be admin on the page, and in that way making it easier and get faster uploads.

6. Have you got recommendations for people who want to realise a social media campaign of their own?

We think that Facebook worked perfectly for the "start up" of the campaign. If we were continuing the campaign we think that we should have explored both Twitter and Instagram, but in that case, we have to make the campaign "a thing" before we go bigger.

Using questions that get the audience to give feedback is also a good idea for a social media campaign. Everyone wants to be involved, and by having surveys and questions that people can answer is a good way to get people talking and thinking about the campaign.