



4th WEST

Apartments

Social Media

November 1, 2015 – November 30, 2015

Facebook

4th West Social Media Campaign

BCI generated a Facebook social media campaign for the 4th WEST groundbreaking party. For a four-day period, BCI used four different campaign platforms that would promote the 4th WEST Facebook page to bring local awareness and publicity for the groundbreaking.

Highlights:

- Boosted Facebook post about groundbreaking event – total reach of 1,590 with 38 post engagements (11/15 – 11/17)
- Promoted 4th WEST Apartments Facebook page with a total reach of 715 and generated 28 pages likes (11/15 – 11/18)
- Promoted 4th WEST Apartments as a local business in Salt Lake City with a total reach of 4,670 and 5,114 local impressions (11/16 – 11/17)
- 4th WEST “page like” promotion with a total reach of 423 and generated 6 page likes (11/17 – 11/18)
- Event photo gallery posted on Facebook

4th WEST Apartments at 4th WEST Apartments.
Posted by Tiffany Wang
November 15 at 17:18 · 🌐

4th WEST is celebrating its groundbreaking this week! LIKE our page and you'll automatically be entered to win 2 free tickets to attend the party! Enjoy live music and more, and get an early tour of what Salt Lake City's newest apartment community will offer!

23 Likes

Like Comment Share

1,590 people reached [See Results](#)

53	1,590	5
Organic Reach	Paid Reach	Post Clicks

News Feed Requests Messenger Notifications More



BCI Public Relations shared 4th WEST Apartments's post.

Published by Tiffany Wang
November 30 at 10:20pm · 🌐

Exciting news for Salt Lake City! Celebrated the groundbreaking of [4th WEST Apartments](#) - beautiful, amenity-rich one acre resort deck coming soon!

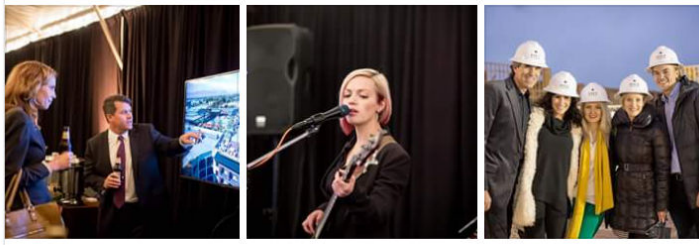


4th WEST Apartments added 4 new photos
— at 📍 **4th WEST Apartments.**

Published by Tiffany Wang
November 30 at 10:01pm · Salt Lake City, UT · Edited · 🌐

It's official! On Thursday November 19th, we celebrated the groundbreaking of the '4thcoming' 4th WEST Apartments and are excited to share photos from the party! Special thanks to the local band, [Big Wild Wings!](#)

Click here to see more photos from the groundbreaking party: <https://flic.kr/s/aHskpfkMrZ>

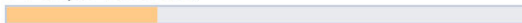


👍 Like

💬 Comment

➦ Share

9 People Reached



Boost Post

Debi Besmer likes this.

LinkedIn

Monday 30th November



It's official! On Thursday November 19th, we celebrated the groundbreaking of the '4thcoming' 4th WEST Apartments in Salt Lake City, UT! Click here to see more photos from the groundbreaking party: <http://buff.ly/1lrpwNq>



10:09 PM via Web

0 Comments

3 Likes

2 Clicks *

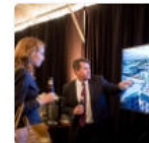
0 Reshares

Twitter

Monday 30th November



New luxurious apartment complex filled with amenities will be coming soon to Salt Lake City!



10:12 PM via Web

0 Retweets

0 Likes

0 Mentions

165 Potential



It's official! Celebrated the groundbreaking of the '4thcoming' 4th WEST Apartments! <http://buff.ly/1lrpJA8>



10:11 PM via Web

0 Retweets

0 Likes

0 Mentions

1 Click

165 Potential

Email/Flickr

Event photo gallery posted on Facebook and emailed to all guests.