



**4<sup>th</sup> WEST**

Apartments

## Social Media

*November 1, 2015 – November 30, 2015*

### Facebook

#### 4<sup>th</sup> West Social Media Campaign

BCI generated a Facebook social media campaign for the 4<sup>th</sup> WEST groundbreaking party. For a four-day period, BCI used four different campaign platforms that would promote the 4<sup>th</sup> 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 4<sup>th</sup> WEST Apartments Facebook page with a total reach of 715 and generated 28 pages likes (11/15 – 11/18)
- Promoted 4<sup>th</sup> 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)
- 4<sup>th</sup> 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