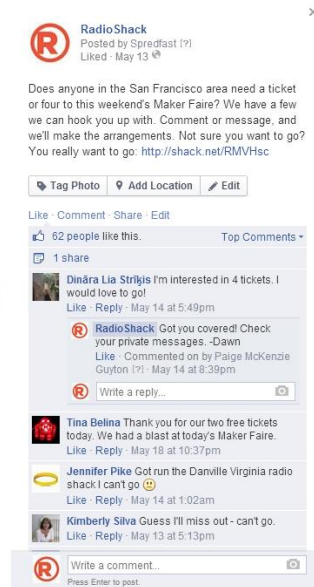


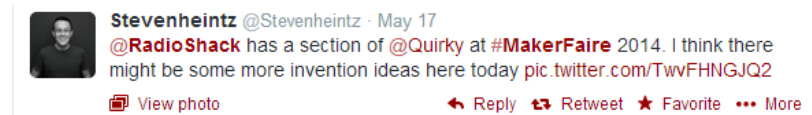
# Social Media Results from Maker Faire:

Most of our social media outreach was designed to encourage people to receive free tickets and visit us at the booth.

We put out only one Facebook post last week leading up to Maker Faire, and one person responded from that to receive four free tickets.



We had eight outgoing posts on Twitter offering tickets as well, and we discovered that sharing the same image with slightly different copy garners a lot more unique response than one post per day. The response was significant, and we gave away the vast majority of our tickets through this channel. We committed to giving away 95 tickets of the 100 that Social Media received, plus provided another 10 on site to people who wanted to bring their friends or families on the second day. Some highlights:



We got some decent traffic on Google+, including giving away one set of tickets and receiving some good PlusOnes:



### Short Version:

- We put out **seven tweets** and received a total engagement of 89 exchanges, including 18 click-throughs to Maker Faire's site as a teaser.
- Google+'s two posts generated 44 points of engagement with nine click-throughs for Maker Faire.
- The majority of the post-Faire chatter was thanking everyone for being wonderful in a general sense, thanking us for the tickets, and there appears to be an uptick in positive press, which will be collected and provided in a separate document.
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