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The Impact of Social Media on the Participant Turnout of an Event

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The Impact of Social Media on Event Participation

Leah Gombosch

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March 2022

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Abstract

The 5th annual 5k Run/Walk for Childhood Cancer was held this year in an effort to raise funds for Akron Children's Hospital. In addition, the fundraiser was used to test the impact social media has on participant turnout of an event. In previous years, marketing for the race was strictly through word of mouth and a scarce amount of personal social media postings. In an effort to increase event awareness and the amount of participants, a social media campaign was designed and implemented to promote the race.

For this project, a social media campaign was designed to increase participant turnout. The social media campaign examined how promoting the event via a Facebook page helped with event turnout and with online engagement with the event.

From this research, I hoped to learn more about the impact social media can have within a community. After studying these platforms throughout my college career, I wanted to explore the reach they had within smaller scale communities and events. Through this research, I hoped to develop a better understanding of the power and persuasive nature of social media.

Literature Review

Social media, although relatively new in terms of how it is used today, has made a large impact on our society. What began with a select few websites that allowed people to connect has transformed into a booming industry that now involves marketing, brand communication, and additional business tactics. The ability to utilize these platforms in a strategic way can catapult a business or organization to success. While the web 2.0 platforms that leverage user generated content are new, the concepts and theories that form the foundation of Network, Mass, and Interpersonal Communication, which govern its impact, are not. Theories such as the Social Cognitive Theory, Maslow's Hierarchy of Needs, and the 2-step Flow Theory of Communication help explain why and how social media spreads information. Additional theories and research attempting to explain user behavior, such as the disinhibition effect, have been proposed, and in some cases accepted. Utilizing these new ideas, a variety of studies and campaigns have been conducted to find out more about social media behaviors and apply them to generating brand awareness and impact in the business space.

Through the application of theories as well as various studies that delve deeper into the most effective uses of social media, this project seeks to craft an effective strategic social media campaign. The campaign will focus on related goals including increasing social media interaction and increasing participant turnout for the intended 5K event that will benefit the families of Akron Children's Hospital. The information presented as a result of this research will guide the campaign planning process.

Social Media and User Behavior

One of the most influential studies that can be applied to social media use was developed by Albert Bandura in 1986 and is now known as Social Cognitive Theory (SCT).

SCT examines the way in which individuals acquire and maintain behavior (Bandura, 1986). The theory utilizes six main constructs to predict behavior adoption and maintenance, four of which apply directly to this project, including observational learning, reinforcements, expectations, and self-efficacy.

Observational learning is the idea that an individual will copy and recreate the actions of another individual. The theory posits that the reason individuals model the behaviors of others is to reproduce the success they have witnessed these same actions bring others (LaMorte, 2019).

Social Cognitive Theory also describes reinforcements, which are the responses (positive or negative) an individual receives after engaging in a behavior. These responses can be internal, meaning they are the individual's own response to the behavior, or they can come from the external environment. Reinforcements determine the likelihood that an individual will continue to follow a previous behavioral pattern (LaMorte, 2019).

Expectations, a main construct of SCT, are what a person believes will happen as a result of their actions. These perceived benefits/consequences are considered prior to the initiation of a behavior and are often derived from a person's past experiences. They are largely subjective as the experiences of an individual will vary (LaMorte 2019).

The last construct in Social Cognitive Theory is self-efficacy. Self-efficacy describes the amount of confidence one has in their own ability to complete an action. While this concept can be influenced by environmental factors, it largely relies on the individual and the amount of

confidence they have in themselves to successfully complete a desired action or behavior. Along with the previous constructs, self-efficacy is a significant factor that predicts the likelihood of a person engaging in a behavior.

The predictive constructs of Social Cognitive Theory can be applied to social media campaigns to inform and influence the behavior of social media users. A campaign plan can include external reinforcements, such as promotion from outside accounts, or encourage internal reinforcement through persuasive messaging which will encourage event participation. A campaign manager can inspire observational learning by sharing examples of how the event has previously and will continue to better the community and assist in helping to alleviate the financial burden facing the families at Akron Children's Hospital. A campaign plan can leverage reinforcements by sharing the thoughts of those who have previously participated and are looking to participate again as they find participating valuable to themselves and the community. A campaign plan can help influence expectations on behalf of the audience by establishing an active social media presence that users are able to interact with to learn more about the event itself. Messaging strategies can also influence the consumer, helping them gain important self-efficacy that can then translate into event participation.

Much like the social cognitive theory explains the behavior behind media use, the Uses and Gratifications Theory looks to explain why users choose specific behaviors on social media. The theory explains the idea that users are able to satisfy their needs using media. Elihu Katz writes that "In the mass communication process much initiative in linking needs gratification and media choice lies with the audience member," meaning that the users decide which platforms and information they will seek out in order to fulfill their specific needs (Katz et al, 1974, p. 511).

When applying this theory to a strategic campaign, it can help to delve into the satisfaction an audience will receive as a result of the specific content created in regard to the event. Utilizing multiple forms of media content related to the event will help to satisfy a larger range of audiences.

Maslow's Hierarchy of Needs also provides an explanation into the behavior of users while also providing insight into which specific needs are fulfilled through media use. Developed by Abraham Maslow in his 1943 piece titled "A Theory of Human Motivations," this theory details the steps a person takes when satisfying personal demands and desires, only climbing to the next level after the previous tier is achieved.

The lowest two of the five tiers include physiological needs followed by safety needs, both of which are categorized as basic needs. After these basic needs are achieved, one will move up into the next tier, which includes the desire to belong and be loved. Following this tier is achieving esteem needs, which can be satisfied through accomplishment and prestige. After achieving both of these needs, they will move into the final tier of self-actualization, or the idea that one has garnered their full potential and is self-fulfilled (Maslow, 1943). Once one has reached the level of self-actualization, their motivation begins to increase as their needs continue to be met. Goal achievement results in the desire to seek personal growth and peak experiences that are both fulfilling and result in the continuation of a developed sense of self (McLeod, 2018).

Those who have achieved this level of self-actualization are often more problem-centered, looking to resolve issues facing society rather than focusing solely on themselves, and wanting to aid in the welfare and wellbeing of the community. Individuals within this final tier also hold a

deeper appreciation for life experience and possess strong moral and ethical standards (McLeod, 2018). Those who are approaching this level are often inclined to try and take advantage of new experiences. These individuals are also focused on the concept of responsibility and taking it where they feel necessary (McLeod 2018).

Focusing on the relationship between Bandura's idea of self-efficacy, uses and gratifications theory, and Maslow's theory regarding self-actualization will allow access to an audience that is focused on the betterment of themselves and society. Social media can then be used to promote the cause supported as a result of hosting this event. By highlighting the donation of all proceeds raised by this event, it will appeal to the specific members within the event's audience who have reached the stage of self-actualization and are motivated to help issues facing society. The urgency to help will act as a call to action, appealing to their moral and ethical standards, increasing their confidence in their decision to participate, and therefore increasing their personal self-efficacy.

Additionally, tailoring a social media plan to appeal to the vulnerability users demonstrate will also increase participant turnout through use of the Online Disinhibition Effect. The Online Disinhibition Effect is the idea that people are more willing to open up online. The anonymity provided by the internet enables users to be more vulnerable and encourages an environment in which they feel more comfortable acting in a way they normally would not during in-person interactions (Suler, 2004). John Suler, theorist of the disinhibition effect, explains this phenomenon even further by describing the two different types of disinhibition users can experience.

The first type is toxic disinhibition. This is the observation that people utilize this sense of vulnerability to express darker feelings and utilize crude and harsh language (Suler, 2004). However, benign disinhibition entails the opposite. Benign disinhibition involves utilizing this vulnerability to share personal information such as thoughts and feelings. Along these same lines, people also have the tendency to be more generous and are more prone to show acts of kindness (Suler, 2004). These actions are indicative of the steps taken when attempting to better understand and develop one's sense of self, leading to the achievement of self-actualization as described by Maslow.

Adapting and altering the development of a social media campaign to include tactics that appeal to benign disinhibition will only help with targeting an audience that is on the path of achieving self-actualization. Utilizing benign disinhibition to appeal to users on social media can make the content posted more persuasive, as disinhibition largely contributes to an audience's media consumption. Because this form of vulnerability leads users to become more selfless and likely to commit acts of kindness online, creating content that is more likely to appeal to the vulnerability of an audience will only help to relate to these users as well as increase the likelihood they will interact with this content. The increased desire to pursue acts of kindness online as a result of this effect will likely increase a user's willingness to participate and engage online. Utilizing the knowledge of the benign online disinhibition effect to consider how an audience might communicate along with the desire to build self-efficacy when creating content for a social media plan will help to access an audience that is interested in self-actualization and therefore more likely to become a participant.

Social Media Communication and Influence

Also describing the behavior of online users is the 2-Step-Flow Theory of Communication. This theory explains the impact that personal relationships can have on the processing and persuasion of mass media messages. This theory was originally created by Paul Lazarsfeld when explaining the influence of society on an individual's voting choices during a presidential election.

Lazarsfeld discovered that casual conversations started amongst peers were more influential in spreading political opinion than the mainstream news media (Lazarsfeld, 1944). These influential conversations between individuals led Lazarsfeld to create the 2-Step-Flow Theory of Communication, in which he identifies opinion leaders as those within a community who receive information from the media, and then present these findings to the “less active sections of the population” (Lazarsfeld, 1944, p. 14). This idea of the opinion leader carries over into social media today. Opinion leaders often draw attention to specific issues facing society through social media platforms. Once they gain the attention of their audience, they then suggest a specific reaction and response their audience should follow (Nisbet & Kotcher, 2009).

When identifying opinion leaders, there are certain specific traits to look for. The first trait includes clarifying who one is by identifying their personal characteristics and values. Next, it is important to find out what one knows by narrowing down their knowledge and expertise, enabling the opinion leader to be classified as either a formal or informal source. Finally, identifying whom one knows and assessing their number of personal contacts is just as important. After identifying an opinion leader who possesses the specific traits that meet the

criteria, research has shown that utilizing them in addition to other publicity campaigns, such as grassroots, will only help to increase campaign and brand awareness (Nisbet & Kotcher, 2009).

One type of opinion leader in the social media environment are what is called social media influencers. In 2018, Tomy International, a brand that created instant portable photo printers for smartphones, created a campaign to attempt to increase brand and product awareness. Hoping to surpass their competition, the brand was looking to target a younger audience (PRSA, 2019). They realized that those who were most likely to use this new printer product were teenage girls. Because of this, they designed a campaign that would specifically market to this audience through the use of an influencer. Tomy International launched a campaign on Instagram where they partnered with popular television reality star, Maddie Zeigler.

Tomy International paid Zeigler to promote their new product as many of her followers fall into the brand's target market. They then crafted a giveaway where her followers could engage with the branded content she posted for a chance to win the portable printer. Utilizing an influencer relations campaign as a way to promote their brand led to a 108% increase in total account followers as well as an increase in overall brand awareness (PRSA, 2019). With over 92% of online users trusting online word of mouth, utilizing a social media campaign to increase brand awareness is one of the most successful ways to achieve this goal (PRSA, 2019).

Identifying opinion leaders and influential members of a community who are of different age groups will allow a campaign manager to work with them and ensure information is delivered to the target audience. Having analyzed previous occurrences of the event addressed in this project, the target audience skews young. Identifying and collaborating with opinion leaders that appeal to this age demographic will help the organization to reach and communicate with

additional people in the target audience. Based on the outcome of the Tomy International campaign, identifying opinion leaders and influencers who specifically have a personal tie to an event can increase their credibility and influence with the target audience. This then utilizes the 2-Step Flow Theory of Communication by using the influencer to inform their audience.

Social Media Campaigns

The way social media can be utilized to help change the behavior of young adults is demonstrated in a 2015 healthy lifestyle campaign. The campaign conducted was centered around the health and well-being of young adults and looked to see if social media was able to influence this demographic to adopt a healthier lifestyle during a time in their developmental period where long lasting habits are most likely to be formed (Vaterlaus et al, 2015). After the campaign ended, researchers were able to conclude that media and other social technologies that enabled and encouraged social interaction are the preferred and most sought-after mediums in young adults. These young adults also turned to social media to uncover more information on nutrition, accountability, and their general health (Vaterlaus et al, 2015). Overall, the research concluded that social media created an environment in which young adults felt comfortable seeking out new information that was readily available and easy to access.

Another campaign conducted by the Centers for Disease Control (CDC) also utilized social media as a tool to reach and impact different audiences. The CDC conducted a campaign that studied the tension between attention-based and behavioral-based campaigns and their success when utilizing social media as a form of communication (Fraustino & Ma, 2015). After analyzing these various approaches and the different ways in which their messages were perceived by their audience, the CDC was able to conclude that social media has the ability to

spread information quickly to new audiences with little to no cost. They dedicated a portion of the campaign to studying the different types of appeals utilized, to which they were able to conclude that humorous approaches resulted in weaker intention to follow the information provided.

In an article written in the *Public Relations Review*, four trends of social media best practices were listed. Their first focus regards social media campaigns and the different ways in which they utilize digital storytelling. Social media acts as a platform for these stories to be told, enabling them to be immersive and elicit emotion. Using these platforms allows these stories to reach new audiences and promotes content sharing (Allagui & Breslow, 2016). The next trend they focused on was the involvement of the target audience in engaging with stories. They prioritized offline engagement with said stories, emphasizing the importance of creating content that an audience will continue to share beyond the screen. The next trend capitalized on the need for easy campaign access on mobile platforms, with the final trend urging that campaign content be timely (Allagui & Breslow, 2016). While social media is effective in increasing brand awareness, it can also effectively generate conversation and assist in positioning a brand. Aside from only using these platforms to promote, they should also be used to continue and maintain brand sustenance.

Tailoring a social media plan to incorporate these four best practices as well as utilizing the information discovered by the campaigns described will help the organization build relationships with its audience, while also maintaining the relationships already created. Using social media and capitalizing on its ability to pass on information, the platform's storytelling

capability will be utilized to share the history of the event using an approach that is effective and appropriate.

Strategic Planning for Social Media

When creating a strategic social media plan, there are a number of steps. First, research background information of the organization, looking into its past events and issues or challenges they have faced. Next, identify the brand voice. This includes determining the specific tone and personality the organization wants to present. After this strategic mindset is established, selecting the vision and mission of the campaign is to follow. The vision represents the principle that guides and describes the organization's goals while the mission holds key elements of the overall purpose (Freberg, 2019). The next step includes an environmental scan analysis in which an evaluation of any political, legal, or social factors occurs. This is followed by a social media communication audit.

During this audit, an evaluation of all communication efforts of the organization takes place. The social media tools, campaigns, voice, and personnel are all analyzed. Lastly, the strategic planning process includes a situation analysis. This analysis identifies any strengths, weaknesses, opportunities, and threats that face the company, otherwise known as a SWOT analysis (Freberg, 2019). The SWOT analysis is then followed by identifying any goals and objectives of the campaign, the key audience members, the strategies, and tactics to be utilized, and is concluded with a plan evaluation and the creation of a specific budget and calendar for the organization to follow.

Employing these steps when creating the strategic social media campaign will allow for all goals and objectives needing to be accomplished to be clearly identified. Through research of the events past hosting, the most successful tactics utilized in regard to participant turnout will be easily identified. This information will then be used to help identify the demographics that are most willing to participate, allowing a larger portion of online outreach to be tailored to reaching these audiences at a larger volume. From this the most effective voice and personality for the event to adopt will be established, which will not only appeal to these audiences, but also reflect the vision and mission of the campaign. Once this tone is established, creating a situation analysis will allow for the identification of any issues the event may face as well as clearly lay out the specific timeline and budget of the event.

Conclusion

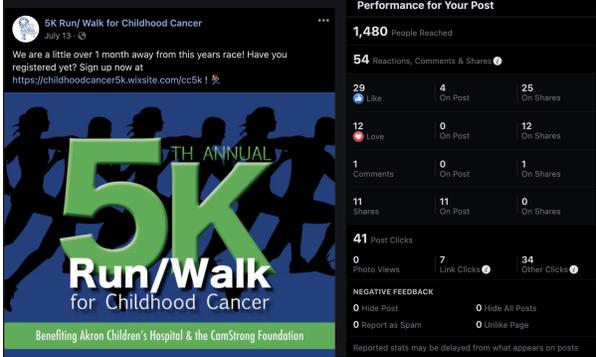
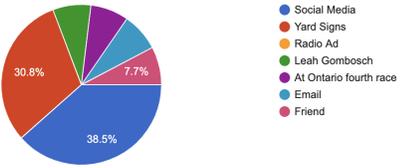
Social media behavior and interaction is a reflection of many communication theories. Utilizing Social Cognitive Theory and Maslow's Hierarchy of Needs helps campaign creators understand why social media users follow certain behavioral patterns. Understanding the reasoning for their behaviors allows communicators to examine the reason for their vulnerability, per the online disinhibition effect, and devise effective plans that will inspire individuals to change their behavior. Applying the theories explained above within a campaign will help a planner more effectively reach and influence the target audiences most likely to attend an event. In addition to the theoretical underpinnings of the project, information observed from previous campaigns as well as the research found in relation to social media best practices will be utilized to create a more effective campaign for this project.

Goals

After researching the various impacts social media can have on an event, I was able to develop four different targets for both my event and the event's social media management. The goals for the 5th Annual 5K Run/Walk for Childhood Cancer are as follows:

1. Garner at least 30 Facebook page likes by the day of the event.
2. Have one post reach 1,000+ people.
3. Have at least 30% of participants attend the race as a result of social media outreach.
4. Increase the number of participants to 50.

Evaluation

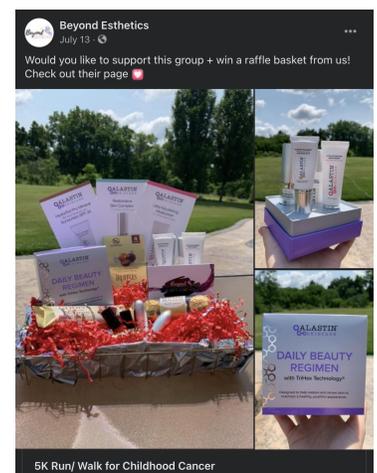
| | |
|--|--|
| <p>Objective:</p> | <p>Evaluation</p> |
| <p>Garner at least 30 Facebook page likes by the day of the event.</p> | <p>Page reached the event date with 41 likes</p>  |
| <p>Have one post reach 1,000+ people.</p> | <p>A post with the event flyer had a reach of 1,480</p>  |
| <p>Have at least 30% of participants attend the race as a result of social media outreach.</p> | <p>38.5% of those who registered online heard about the race via social media</p> <p>How did you hear about this race? 13 responses</p>  |
| <p>Increase the number of participants to 50.</p> | <p>The total number of participants garnered for the 2021 race was 18</p> |

Reflection

Looking back on this project and the different issues that occurred throughout the planning process, overall, I am pleased with the outcome of this event. Not only did this event allow me to fundraise for Akron Children's Hospital, but it taught me the importance of effective social media use and the impact and outreach it can have in a small community.

The planning process began in January of 2021 when I decided on a date for the race and submitted the facility request. Once the facility request was approved, I began to identify which social media platforms I wanted to utilize. Originally, I was hoping to create multiple pages for the 5k across multiple social platforms in order to reach different audiences, however, I realized the only platform that catered toward event outreach was Facebook. Because they allow their users to create individual event pages as opposed to other social platforms that would first require you to create an entirely new account, I decided to change my social media plan to only accommodate for the running of one Facebook events page. Although this was not initially what I had planned regarding event outreach, this change allowed me to focus more time and energy into one platform versus trying to prepare content for multiple different pages.

Once the Facebook page was up and running, I began to schedule posts I believed would attract the most attention. This included posting the various raffle donations received as well as the event flyer. This went over well as the businesses who donated these baskets then shared my pages posts to their profile. This then promoted the race to their audiences, resulting in a larger social media reach. Posting the event



flyer also proved to be helpful as these posts often attracted the most attention to my page. One post that included the event flyer reached over 1,400 people and was the most viewed post.

While this type of content was successful in attracting the attention of social media users, if I could redo this process, I would be sure to create a content calendar that explicitly stated when I planned to post. It was easy for me to get distracted by certain parts of the planning process and ignore the event page. Had I created a content calendar with a specific posting schedule, it would have pushed me to be more creative with my content and allowed my audience to see posts from the page more consistently.

Despite the overall engagement on social media, one goal I fell short in reaching was the overall participant number. My goal was to increase participants to 50, however, the race ended up only having 18 participants. The race was held at Ontario High School in Mansfield, Ohio. Coincidentally, the renowned Mansfield Reformatory was holding their own “Shawshank Hustle” 5k race on the same day and time as I was hosting mine. Being a much smaller charity race, it was difficult to compete with such an established company with a large fanbase. In years past, the 5k Run/Walk for Childhood cancer has garnered upwards of 100 participants. Being that I had increased event advertisement this year, I can only attribute the difficulty attracting more participants to this competing race. Moving forward, I would be sure to research additional events taking place within the community to avoid this kind of competition.

Within my literature review, I discussed the Social Cognitive Theory and the importance of social efficacy and self-actualization within this theory. The idea that people will complete an action based on the overall confidence they have in themselves, and the desired outcome of this action are important points to keep in mind while carrying out a social media initiative. While I

did make sure to include that this race was a fundraising event, I could have made this a more consistent theme across all posts, as including this would help users to see the benefit of competing and completing a charity race and the goal-achievement that occurs as a result. Not only would this have played to a person's confidence in completing a task, in this case the 5K, but to their sense of self-actualization as well as charity involvement is both fulfilling and enables personal growth.

I also researched the 2-Step-Flow theory of communication within my review. This theory explains the impact that personal relationships can have on the processing and persuasion



of mass media messages. When preparing for this project, I knew it would be important to include several opinion leaders throughout my social media campaign who would be able to influence others to participate in the 5k. Knowing the value that using

this research could have, I reached out to the mother of a former Akron Children's Hospital patient and a teacher at the local school district to help share the social media page's content. After these two opinion leaders shared the page's posts, I saw a major increase in the number of impressions and overall engagement each post received. Including this research helped me to reach my engagement goals and heavily contributed to the event's outreach.

In conclusion, using social media to increase event outreach proved to be successful. Although I was not able to increase the number of participants, I was able to reach a wider audience and was even able to attract multiple first-time participants as a result of this online

content. Because of this, I was able to gain real world experience in the field of social media marketing and management that I will be able to apply to my future career.

Recommendations

If I were to provide recommendations to someone who was planning to host this event, there are several social media and event execution suggestions I would include.

My first recommendation would be to include a content calendar. A content calendar would allow the person running the event's social media to remain organized with a structured posting schedule to produce consistent content. Had I included a content calendar in my social media planning, I would have been able to remain more consistent with social postings, which would have allowed those who followed the page to be more consistently exposed to event information.

My second recommendation would be to identify someone who could act as an opinion leader within the community in which you are holding the event. This step was vital in garnering followers, impressions, reach, and interaction with my content on the 5k's event page. This individual acts as a liaison between the event planner and the rest of the community and helps to spread event awareness.

Finally, I would recommend researching additional community events. Unfortunately, skipping this step led to a scheduling conflict between my race and a much larger organization's event. Had I attempted to look into other events occurring within the community I was hosting my event, I would have seen that another 5k race was being held at the same time as my own and I could have rescheduled my event for a different day.

Artifacts

Event Promotional Tools:



5TH ANNUAL
5K
Run/Walk
for Childhood Cancer

Benefiting Akron Children's Hospital & the CamStrong Foundation

Ontario High School
August 14th, 2021
10am
\$25 per runner

Register Now!



childhoodcancer5k.wixsite.com/cc5k



5K AUG.
14TH,
2021
RUN/WALK
FOR CHILDHOOD CANCER
BENEFITTING AKRON CHILDREN'S HOSPITAL

Event Photos:



Social Media Analytics:

5K Run/ Walk for Childhood Cancer
July 6 · 🌐

Take a look at our first raffle basket donated by Beyond Esthetics !! 🎁

This basket includes a \$100 gift card and more than \$150 worth of skincare products!

Register for the 5K Run/Walk for a childhood Cancer for a chance to win this amazing basket!

Performance for Your Post

737 People Reached

19 Reactions, Comments & Shares

| | | |
|-------------------|------------------|--------------------|
| 8 Like | 2 On Post | 6 On Shares |
| 7 Love | 3 On Post | 4 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 2 Shares | 2 On Post | 0 On Shares |

14 Post Clicks

| | | |
|----------------------|----------------------|------------------------|
| 2 Photo Views | 0 Link Clicks | 12 Other Clicks |
|----------------------|----------------------|------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 0 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

5K Run/ Walk for Childhood Cancer ▾

Last 365 Days ▾

👤 People Reached

316

+316 last 90 days

★ Responses

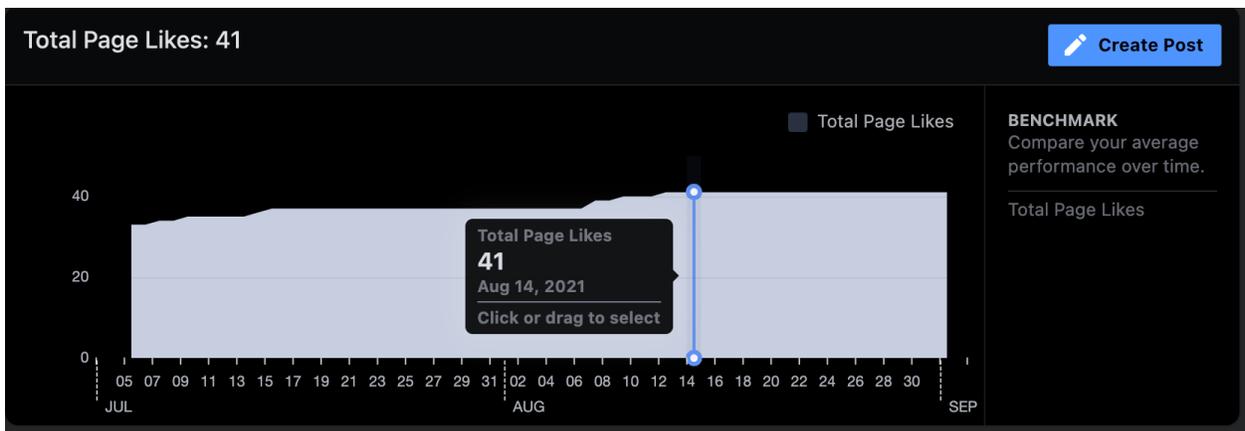
17

+17 last 90 days

🎟 Ticket Clicks

2

+2 last 90 days



Your 5 Most Recent Posts Create post

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|------------------------|--|------|-----------|-------|------------|--|
| 08/10/2021 2:30 PM | This AMAZING basket donated by Reflections Salon & Spa includes | 📁 | 🌐 | 23 | 1 4 | Boost post |
| 08/07/2021 6:10 PM | We are ONE WEEK away from race day! All proceeds benefit Akron | 📁 | 🌐 | 402 | 6 9 | Boost post |
| 07/31/2021 3:33 PM | There's only FOUR days left to register to be guaranteed a tshirt! | 🔗 | 🌐 | 24 | 1 3 | Boost post |
| 07/29/2021 10:44 AM | The Akron RubberDucks are our next raffle sponsor, donating 4 | 📁 | 🌐 | 24 | 0 4 | Boost post |
| 07/13/2021 11:42 AM | We are a little over 1 month away from this years race! Have you | 📁 | 🌐 | 1.9K | 41 55 | Boost post |

See All Posts

5K Run/ Walk for Childhood Cancer
July 13

We are a little over 1 month away from this years race! Have you registered yet? Sign up now at <https://childhoodcancer5k.wixsite.com/cc5k>!



Benefiting Akron Children's Hospital & the CamStrong Foundation

Performance for Your Post

1,480 People Reached

54 Reactions, Comments & Shares

| | | |
|------------|------------|--------------|
| 29 Like | 4 On Post | 25 On Shares |
| 12 Love | 0 On Post | 12 On Shares |
| 1 Comments | 0 On Post | 1 On Shares |
| 11 Shares | 11 On Post | 0 On Shares |

41 Post Clicks

| | | |
|---------------|---------------|-----------------|
| 0 Photo Views | 7 Link Clicks | 34 Other Clicks |
|---------------|---------------|-----------------|

NEGATIVE FEEDBACK

| | |
|------------------|------------------|
| 0 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

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