



Deonna Gandy



West Virginia University's
Fashion Show Viewing Party
Tuesday December 9th @ 9 p.m.
Mountainlair Ballrooms

Hope Adams



- **Describe Event:**

- Our event was held in our Student Union Ballrooms, and this was a prime location for students who were studying and trying to prepare for finals! The library is right across the street, and students had the luxury of stopping to take a study break and heading over to the student union to attend our event!

- **Describe Marketing Efforts to promote event:**

- Social Media was our main marketing tool, and we really wanted to get students excited about the new location for the show, so we incorporated the UK flag on a lot of our materials!

- **Number of event attendees:**

- We had over 150 people show up! We kept track of them on this excel sheet until the show started, but some people trickled in after we had closed down the registration table: https://docs.google.com/spreadsheets/d/1ojG6T5Zbw1BrM9G-3IYpCz-9Ut_0cijysEa-NDZyfk/edit?usp=sharing
- It was a nice mixture of students ranging from freshman to alumni, and even our school's President, Dr. Gordon Gee attended!

- **How did you give away the FS items? Were you able to do a raffle?**

- We gave people a ticket as they registered to come in to the event, and throughout the show we raffled off everything!

- **How did you give away each of the freebies? What were students most excited about?**

- We gave away all our freebies through raffles, and also our pin the collar/spot on the dog game! Students were most excited about the make up bags!

PINK



You're Invited!

VS FASHION SHOW VIEWING PARTY

Tuesday, Dec. 9

Mountainlair Ballrooms

9pm-11pm

PINK



You're Invited VIP!

VS FASHION SHOW VIEWING PARTY

Tuesday, Dec. 9

Mountainlair Ballrooms

VIP Ceremony 8pm

Event 9pm-11pm

Promotion!

PINK

*It would be positively smashing if
you could join us for a proper
viewing party of the*

2014 VS FASHION SHOW TAKES LONDON



Tuesday, December 9th

9:00 pm – 11:00 pm

**At the Mountainlair
Ballrooms**

**Spend Your Last Night
before Finals with PINK!**

Give us a Retweet if
you're joining the party!

@WVU_VSPINK

PINK

VS FASHION SHOW WEEK

WANT TO BE VIP FOR OUR FASHION SHOW VIEWING PARTY?
PARTICIPATE IN THE WEEK LONG PINK ACTIVITIES FOR A CHANCE
TO WIN! 2 WINNERS WILL BE CHOSEN EACH DAY! MUST USE
HASHTAG IN ORDER TO QUALIFY to participate:

Monday, December 1st: "Scavenger Hunt around campus!"

Find the invites posted around campus and take a photo with you in it and tweet it at us using the hashtag #WVUlovesVSFS

Tuesday, December 2nd: "Twitter Trivia"

Guess the correct answer using the hashtag #WVUlovesVSFS and get 50 people to favorite or retweet you!

Wednesday, December 3rd: "#WCW via Instagram"

Guess the models posted and what year they walked in the show!

Thursday, December 4th: "#TBT via Instagram"

Post a photo of your favorite VS fashion memory and use the hashtag #WVUlovesVSFS

Friday, December 5th: "Celebrate Fashion Show Friday!"



Describe the Social Media outlets you leveraged to support your event

Please try to include:

- Number of event related re-tweets
- Number of Facebook event RSVPs
- Number of Instagram “likes” to event photos
- Any other specific numbers (new Twitter/Instagram followers, new Facebook “likes”, etc.)

• Facebook:

- We had 55 event confirmations
- Post reach 45
- 3 new likes
- 362 views on our event invite

• Twitter:

- Gained 45 new followers

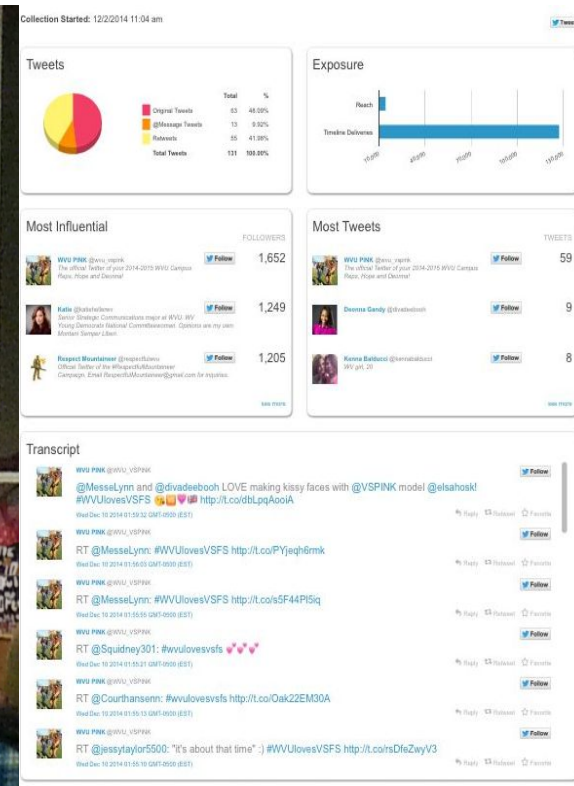
• Instagram:

- Highest photo likes was 61

Did you leverage live Tweeting or Instagramming during the airing?

• Include screenshots of most popular posts!

- It was kind of hard to live tweet during our event, because Hope and I spent most of our time on stage conducting raffles and watching the show with everyone!



#WVUlovesVSFS

PINK

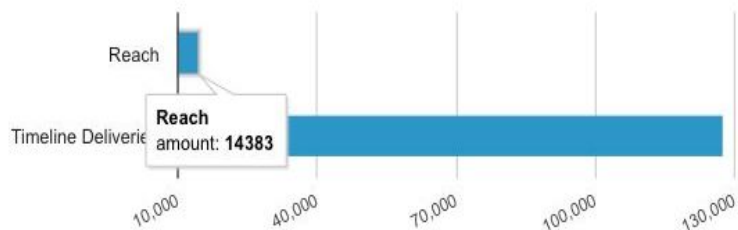
via Hashtagtracking.com

Other Social Media Stats

12.09.14



Exposure



Most Tweets

TWEETS



WVU PINK @wvu_vspink
The official Twitter of your 2014-2015 WVU Campus Reps, Hope and Deonna!



59



Deonna Gandy @divadeebooh



9



Kenna Balducci @kennabalducci
WV girl, 20



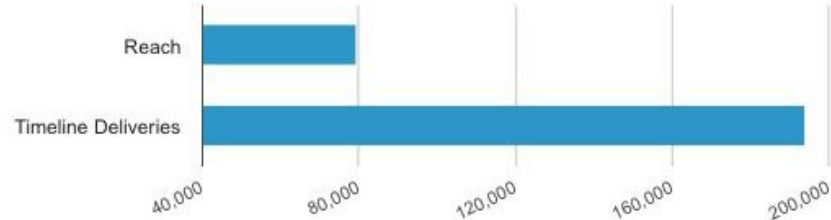
8

[see more](#)

12.10.14



Exposure



Most Tweets

TWEETS



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The official Twitter of your 2014-2015 WVU Campus Reps, Hope and Deonna!



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Deonna Gandy @divadeebooh



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Kenna Balducci @kennabalducci
WV girl, 20

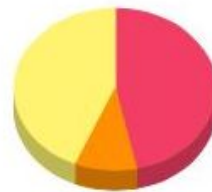


8

[see more](#)

Collection Started: 12/2/2014 9:26 pm

Tweets



	Total	%
Original Tweets	63	46.67%
@Message Tweets	13	9.63%
Retweets	59	43.70%
Total Tweets	135	100.00%

Most Influential

FOLLOWERS



E. Gordon Gee @gordongee
President of West Virginia University. Supporter of everything West Virginia. Proud father and grandfather. Bow tie enthusiast.



64,832



WVU PINK @wvu_vspink
The official Twitter of your 2014-2015 WVU Campus Reps, Hope and Deonna!



1,664



Katie @katiehellerwv
Senior Strategic Communications major at WVU. WV Young Democrats National Committeewoman. Opinions are my own. Montani Semper Liberi.



1,248

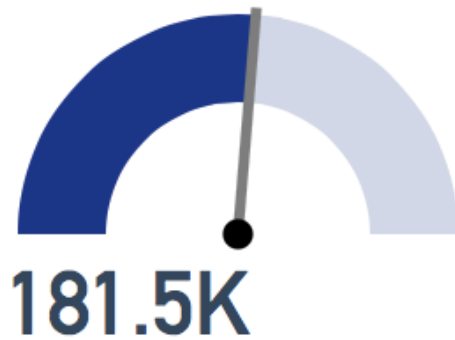
[see more](#)



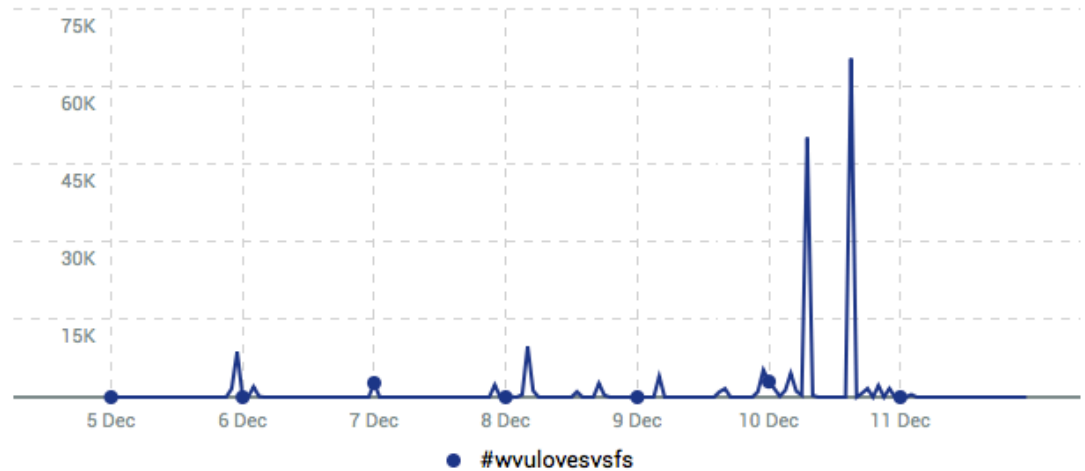
President Gee
Retweeted us!



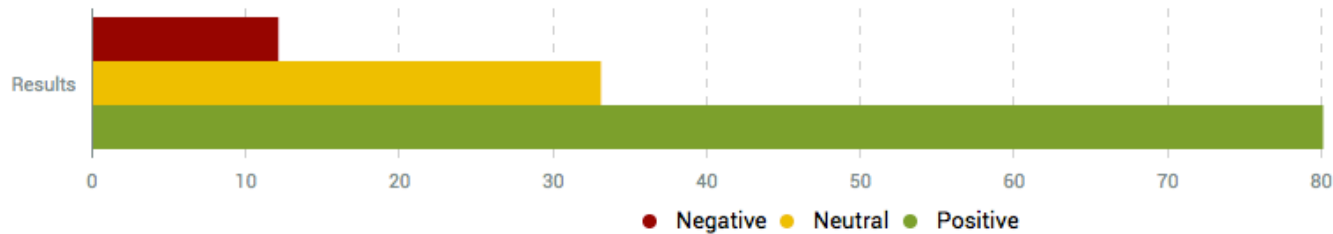
POTENTIAL REACH



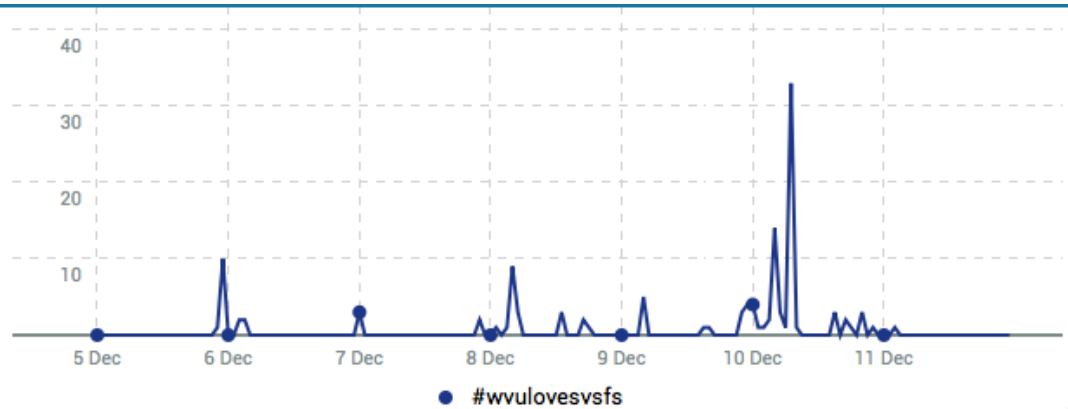
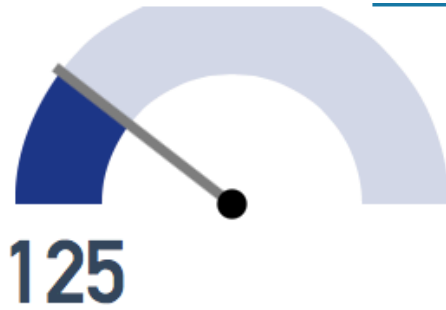
POTENTIAL REACH OVER TIME



PROPORTION OF SENTIMENT

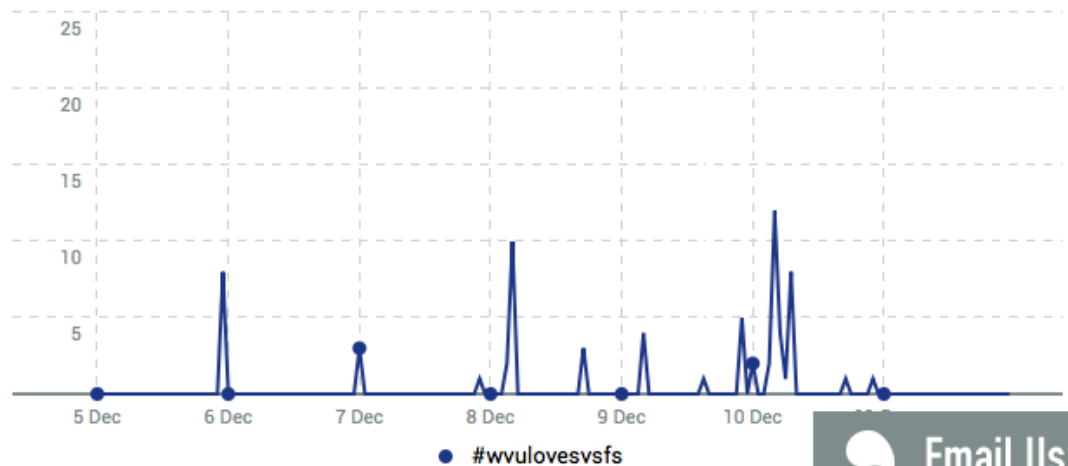
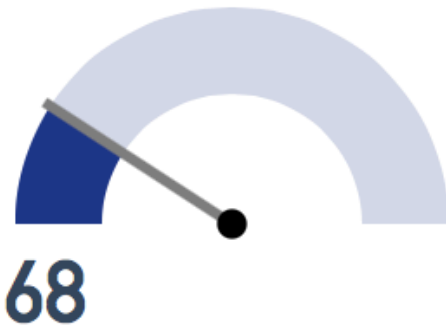


Total Reach & Engagement with Peak Times



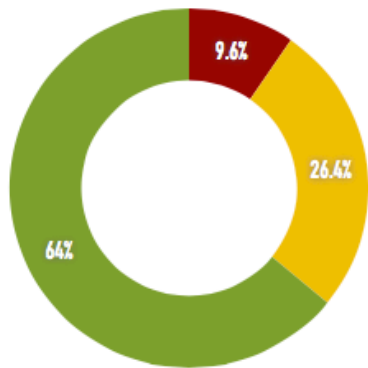
ENGAGEMENT

ENGAGEMENT OVER TIME



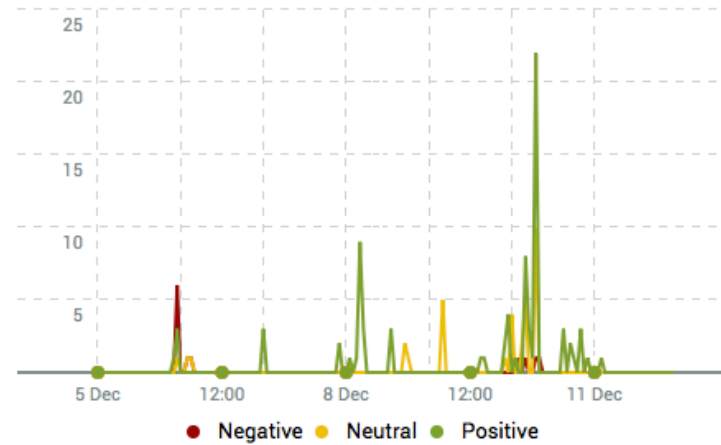
Email Us

SHARE OF SENTIMENT



- Negative
- Neutral
- Positive

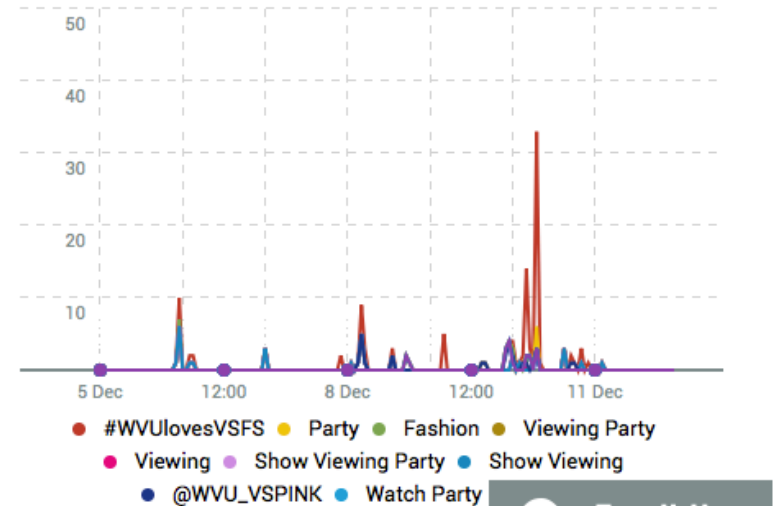
SENTIMENT OVER TIME



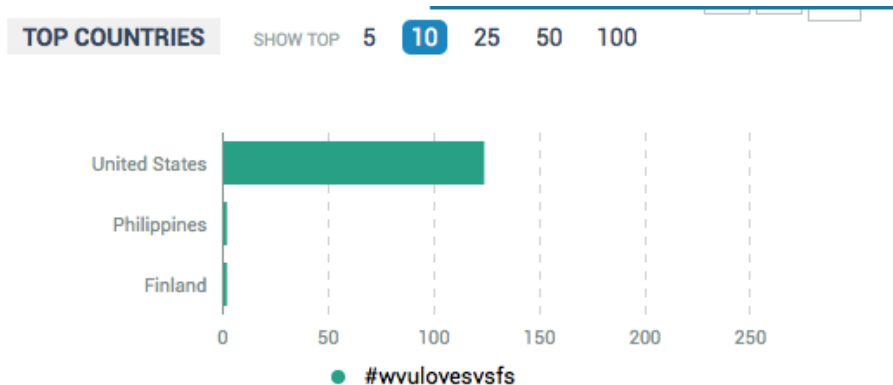
TOP THEMES

SHOW TOP 10 **25** 100

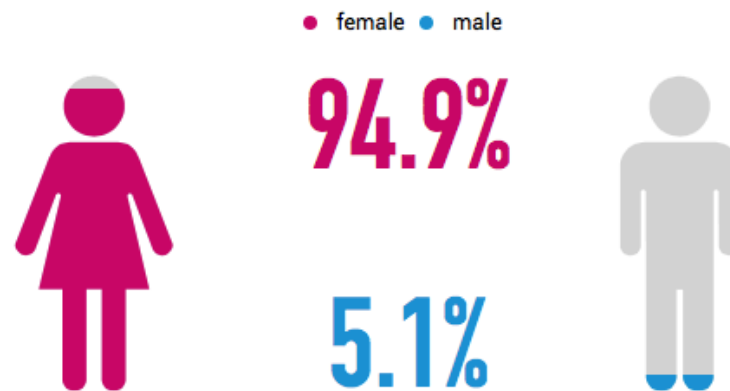
THEMES OVER TIME

SHOW TOP 5 **10** 25

Themes used to generate buzz during the show and help our hashtag trend!



GENDER



Top Countries and Genders using our hashtag!

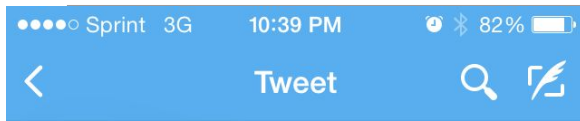
Demographics where our hashtag was being used and engaged!



People from these areas or with an IP address from these areas utilized our hashtag! #WVUlovesVSFS

PINK

Social Media Screenshots



WVU PINK
@WVU_VSPINK

Congrats to our VIP winners:

Jesse Lynn Ries

Jessica Paige

Peyton Yates

Erin Taibi

Njeri Taylor

We'll be in touch! 🙌🏻🤔🇺🇸💖🇬🇧

#WVUlovesVSFS

12/7/14, 10:38 PM



Reply to WVU PINK



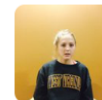
XΩ Theta @ChiOmega_WVU 1d
Thank you to our sister @raurenrelly for helping to put on an awesome watch party for the @VictoriasSecret Fashion Show! #WVUlovesVSFS



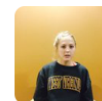
Julie Merow @julesmerow 1d
@georgewcapel just won a @VictoriasSecret PINK water bottle! Haha thanks for putting on an awesome watch party @divadeebooh ! #WVUlovesVSFS



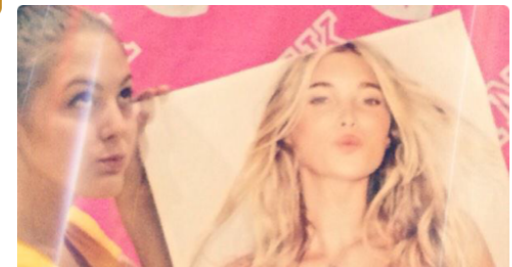
Kait Lopez @kaitlynlopez96 1d
#WVUlovesVSFS



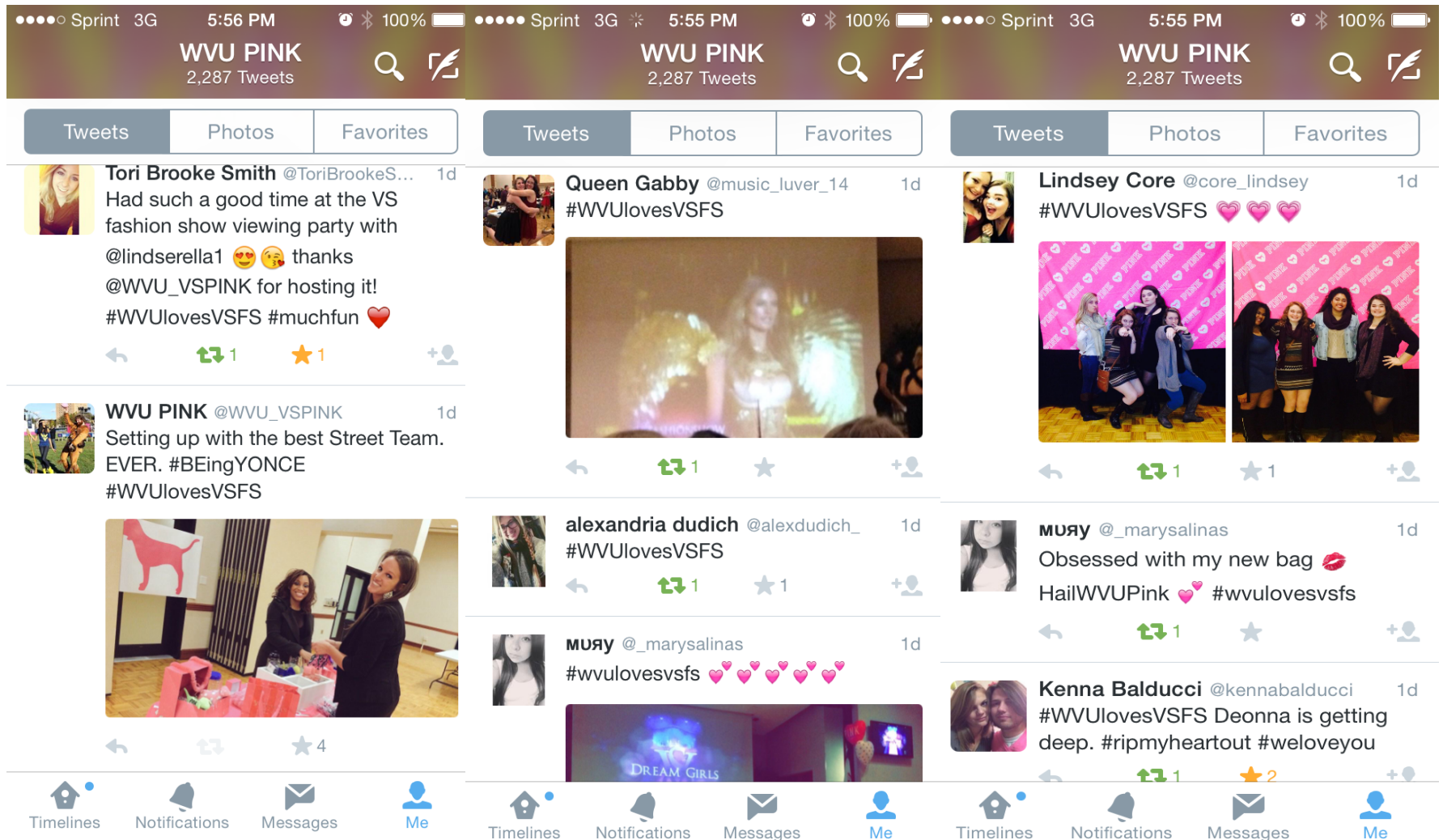
Jesse Lynn Ries @MesseLynn 1d
#WVUlovesVSFS



Jesse Lynn Ries @MesseLynn 1d
#WVUlovesVSFS



13

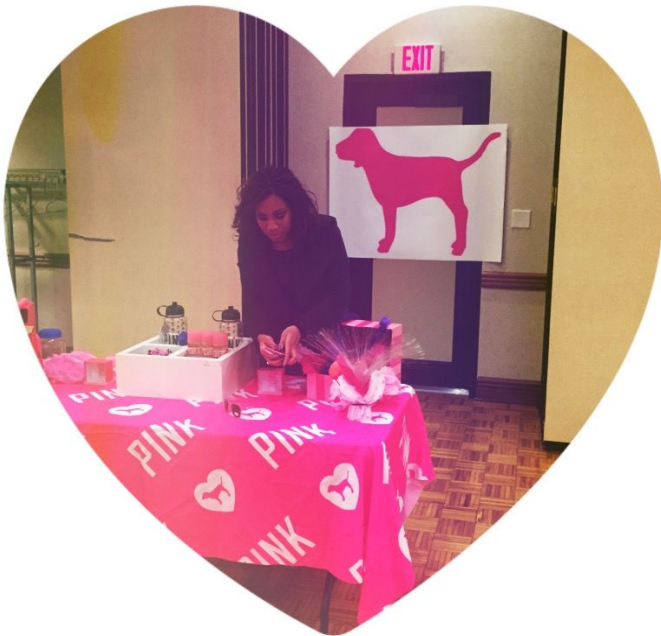
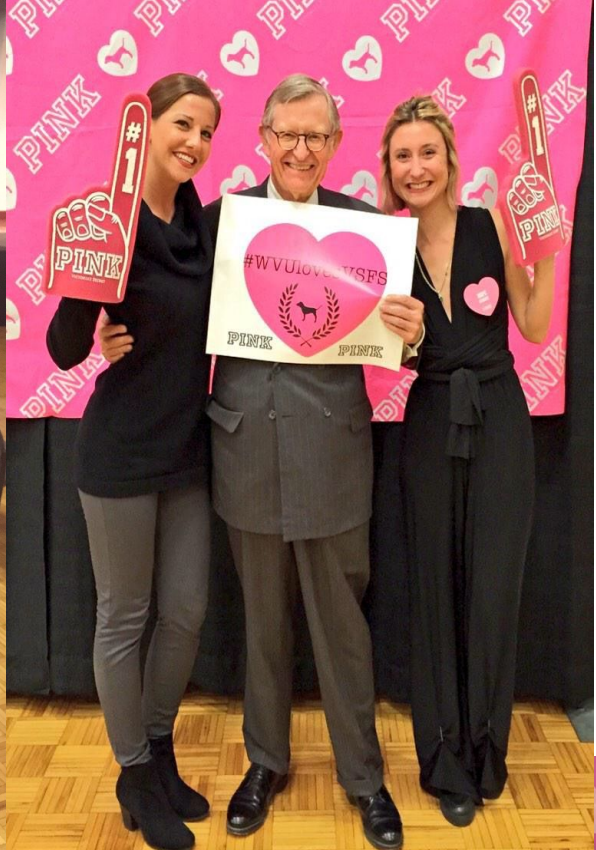


Twitter was our primary social media tool for this event!









Our Most Valuable Street Team Member:

Lacie Geary



- ❖ Lacie helped to prepare the marketing materials for this event!
- ❖ She was always active on social media!
- ❖ She also was a huge help with getting us our table at Maniac Maddness and getting situated!
- ❖ Lacie attended every meeting, and always was prompt to respond to our group texts!



We also hired a
professional
photographer,
and we will post
all the photos on
to
vspinkoncampus.com
when we
receive them! 😊

- **Describe 3 event elements that were very successful.**

1. We believe the social media marketing was a huge success!
2. Our cooperation as a team was tremendous and really made things fun and easy!
3. The location was a huge success! Our student union is in the dead center of campus, and EVERYONE goes there!

- **Describe 3 challenges that you faced when planning/executing your event.**

1. Getting our signs hung up, because our university has a strict policy.
2. Trying to take pics, engage on social media, and host the event! We were both going crazy, but we got through it!
3. Finding vendors to work the event, because we wanted to be able to appeal to everyone on campus! However, we did get a few!
 - Amazon
 - Packback Books
 - National Society of Collegiate Scholars
 - The Daily Antheneum

- **List 3 ways that your event could be improved next year.**

1. Getting a head start on vendors to help work the event! (With it being finals week a lot of people were tight for time)
2. While reps take turns hosting the other one can generate social media buzz!
3. Having our signage approved ahead of time! The problem with getting things hung up was it had to be approved and we didn't print them until Sunday.

Honestly, this was one of the most fun and engaging events we have ever hosted! The outcome was amazing, and we all worked through this even though it is our finals week!

Together we used our strengths to outweigh each other's weaknesses, and the commitment and support from our street team was very enlightening for both of us!

We hope we made you all proud, because we did not get to do as much as we would have liked to this semester, but it isn't about how you start, it's about how you finish, and we couldn't think of a better way to finish this year/semester!

Overall, HUGE SUCCESS!!!

