WISCONSIN LOTTERY

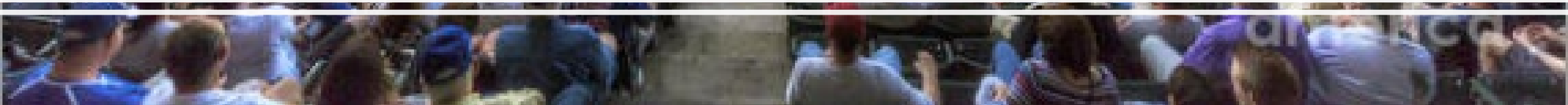
SOCIAL MEDIA IMPROVEMENTS

An Engaging Story

By Gary Kohn – Senior Marketing Communications Specialist



What is Engagement?



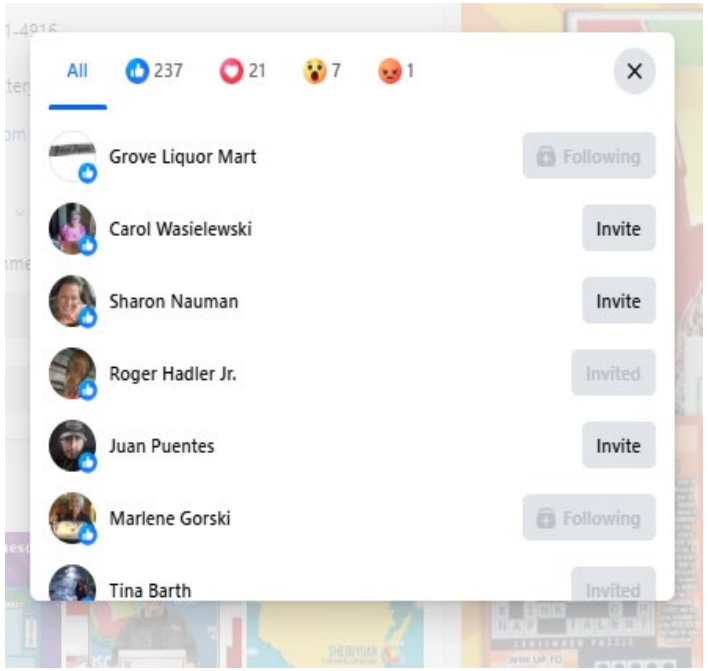
Engagement is About How People are Interacting With Social Media Content

- Commenting
- Sharing
- Tagging
- Mentioning us
- Asking questions
- Clicking through to web pages
- Watching a video/view photo



Getting Started

- Engagement vs. Followers
- Follower success due to heavy content
- Interactions/Monitoring







Moving Forward

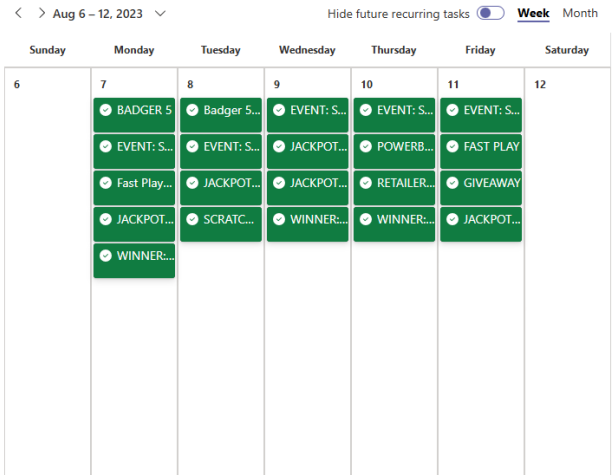
- REACH
- Create a plan to elevate engagement while still bringing in followers
- Algorithms benefit engagement
- Second circle of followers via engagement strategies

The Plan

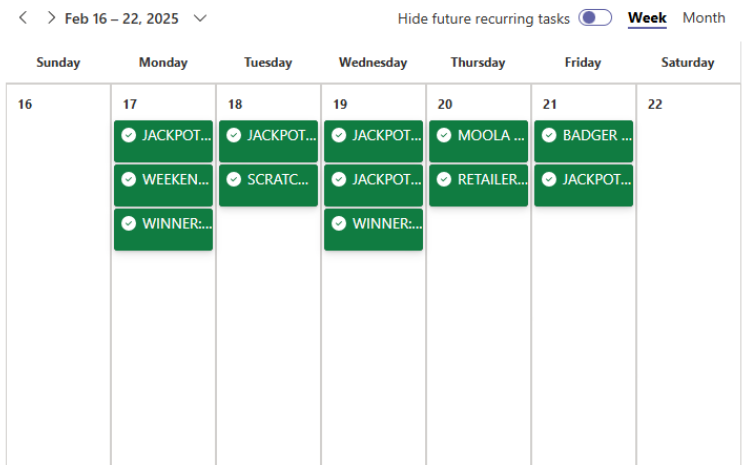
- Change scheduling strategy, reduce posts, timing
- Create new weekly, interactive content
- Fine tune existing engagement strategies
- Implement a previously used X (Twitter) tactic

Schedule Changes

- Reduce Facebook posts (2 times per day)
- Weekly Badger 5 recap (vs. daily)
- Posting jackpot levels via Stories
- Consistent schedule times
- Break "rules" when needed



OLD



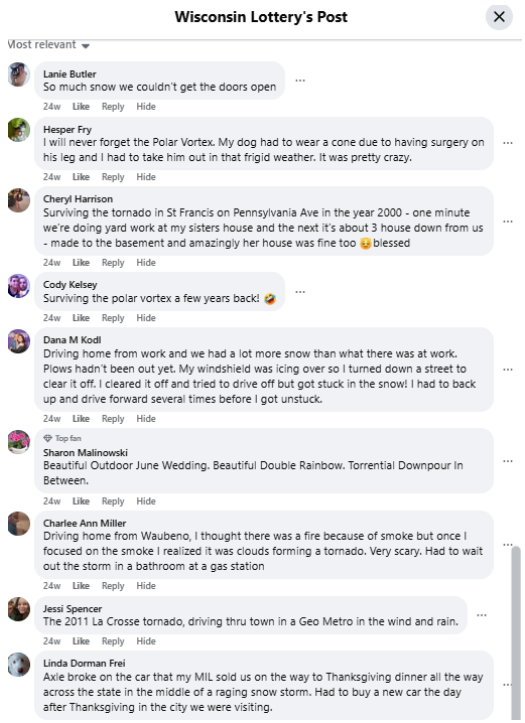
NEW



MOOLA MINUTE

- Fun, interactive content
- Weekly, supports product lines, LTO's, web pages, jackpot growth
- Same day/time with different designs every week
- Immediate results



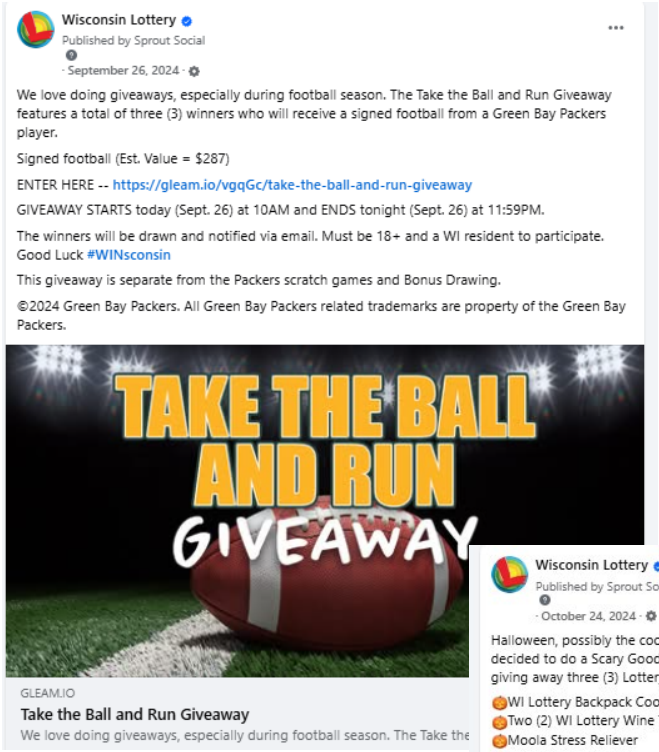


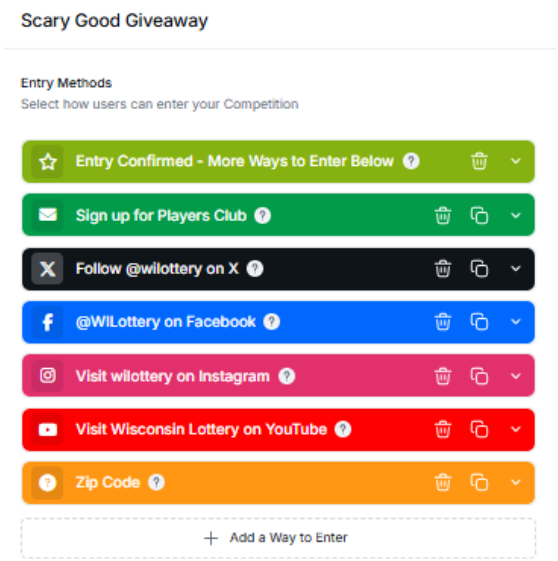




Giveaways

- Commit to 2X a month
- Holidays, sports partners, sponsor partners, events, etc.
- Entry strategy







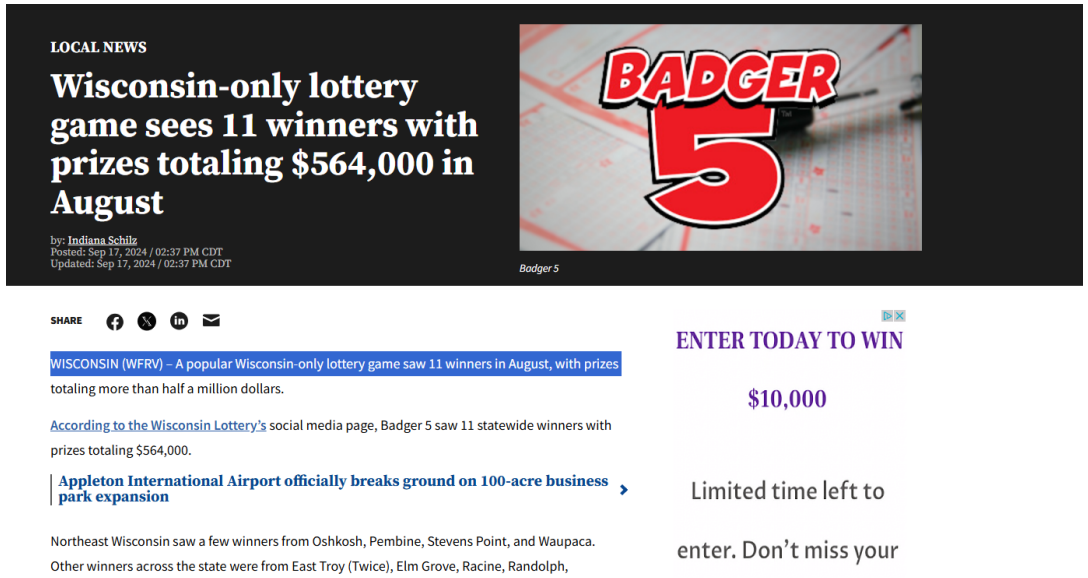
Digital Networking

- X is a media hangout
- Media build their personal brand
- I follow you, you follow back
- Media directories research
- X = opportunity for digitally networking
- Added more than 130 media members
- Additional coverage



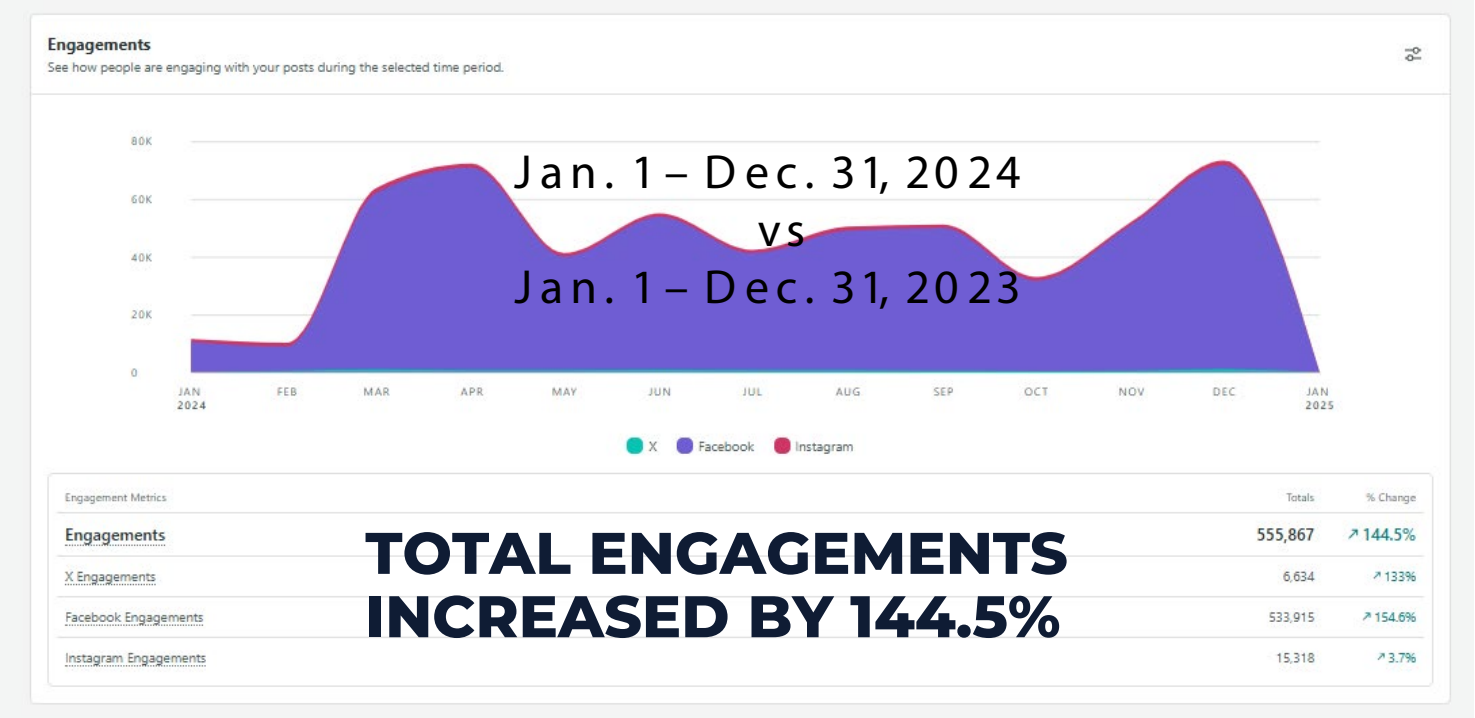






Results

- Increased Engagement
- Follower Growth Maintained
- New Scheduling Tool
- Expanded Tracking
- Media Coverage



Source: Sprout Social: Profile Performance; Engagement

Final Thoughts

- What's better -- engagement or followers?
- Don't be afraid to change.
- Social Media is ever-changing.

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Contact Information

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