

BingeFlix Is In Social Media Campaign

This is a social media campaign that I created for my social media class. It is aimed to make a meme that I created (featured on the last page) viral.

Background

This social media marketing plan will officially launch on November 11, 2015, at 12 pm ET. It will be centered around a meme in which the character “SpongeBob” looks nervous and exhausted, with the words “Watching your 8th consecutive SVU episode like” lying on top of the picture. The objective of this media campaign is to incorporate humor while addressing the binge watching culture of mid 2010’s.

Objective

- To create humor while also addressing the binge TV watching culture that many young adults are currently living through.
- To target a large audience of people not only at Syracuse, but anybody who is used to binge watching TV shows.
- To showcase SVU as being a binge-worthy TV show.

Goals

- **30 engagements on Pinterest.**
- Over 10 total retweets on Twitter.
- Over 30 total likes on Twitter.
- Over 120 total likes on Instagram.
- Over 10 total comments on Facebook.
- Over 10 total shares on Facebook.
- Over 50 total likes on Facebook.
- Over 10 total comments on Facebook.
- An increased follower base for Twitter, Facebook, Pinterest, and Instagram.

Strategy

- Target anybody who is a part of the 2015 binge TV watching culture through the use of humor. The lighthearted meme creates a conversation about binge watching without creating controversy and animosity. Also, by mentioning SVU in the post, it showcases that the show is difficult to stop watching.

Resources

Lauren Bailey

Social Media Outlets

Editorial Calendar

Date	Time	Platform	Post	Media
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11/11/15	12 pm ET	Pinterest	Nothing better than a long day of finishing an entire season of your favorite show #SVU #BingeFlix #NHsmc	Meme: https://www.pinterest.com/pin/216595063306477702/
11/11/15	12:30 pm ET	Twitter	Everyone's appearance after watching 8 hours worth of their favorite show #BingeFlix	Meme: https://www.pinterest.com/pin/216595063306477702/
11/11/15	2 pm ET	Instagram	Stabler, don't you dare go in that abandoned warehouse without Benson! #BingeFlix	Meme: https://www.pinterest.com/pin/216595063306477702/
11/11/15	8 pm ET	Facebook	Is binge watching TV shows a stress relief or future generator of stress? Comment your thoughts below!	Meme: https://www.pinterest.com/pin/216595063306477702/
11/13/15	1 pm ET	Twitter	Eat. Sleep. Binge watch SVU. Repeat. #BingeFlix	Meme: https://www.pinterest.com/pin/216595063306477702/
11/14/15	10:30 am ET	Facebook	We have those days where we wake up at 8am, go to the gym, go to class, save a life, win an award, and go to bed early, and we have those days where we don't get out of bed and finish a whole season of SVU.	Meme: https://www.pinterest.com/pin/216595063306477702/
11/15/15	7:30 pm ET	Twitter	My parents tell me binge watching is laziness. Quite frankly it's a God-given skill. #BingeFlix	Meme: https://www.pinterest.com/pin/216595063306477702/

11/16/15	5:15 pm ET	Twitter	The best of the best. #BingeFlix	Meme, http://www.nbc.com/law-and-order-special-victims-unit .
11/17/15	1 pm ET	Twitter	Can I get my Bachelor's in SVU? I'd definitely get a 4.0 #BingeFlix	Meme: https://www.pinterest.com/pin/216595063306477702/
11/17/15	2 pm ET	Facebook	SVU has had Americans at the edge of their seats for 16 years. Check it out for yourself.	Meme: http://www.nbc.com/law-and-order-special-victims-unit , https://www.pinterest.com/pin/216595063306477702/
11/18/15	6 pm ET	Twitter	#ICYMI check out the latest of the greatest!	Meme, http://www.nbc.com/law-and-order-special-victims-unit
11/18/15	3:30 pm ET	Facebook	The swollen red eyes, sweaty skin, and overall poor hygiene is worth it if I get to watch Benson and Stabler solve crimes all day #BingeFlix	Meme: https://www.pinterest.com/pin/216595063306477702/

Metrics

I will measure the outcomes by adding together the total number of pins/shares/likes on Pinterest, ensuring that I receive over 30 engagements. I also will measure the likes/retweets on Twitter, shares/comments/likes on Facebook, and likes/comments on Instagram.

Budget

Budget Items	Points
Paper	\$0.5
Double Sided Tape	\$3.00

Total	\$3.50

Watching your 8th consecutive SVU episode like

