

YOLO BREAKFREE

**SOCIAL MEDIA
REPORT**

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FOR OUR PROJECT 'YOLO BREAKFREE',
WE MAINLY USE FOUR SOCIAL MEDIA CHANNELS TO
PROMOTE, INCLUDING INSTAGRAM, FACEBOOK PAGE,
TWITTER AND YOUTUBE.

GOALS

- INVITE PEOPLE TO VISIT OUR WEBSITE
[YOLOBREAKFREE.WIXSITE.COM/YOLOBREAKFREE](https://yolobreakfree.wixsite.com/yolobreakfree)
- PROJECT RELATED CONTENT SHARED ON THE SOCIAL MEDIA PLATFORMS
- ENCOURAGE PEOPLE TO THINK ABOUT RESILIENCE, AND SHARE THEIR FEELINGS THROUGH THEIR SOCIAL MEDIA ACCOUNTS AND TAG US

TARGET AUDIENCE

- PEOPLE SUFFERING FROM EMOTIONAL NEGATIVITIES
- AGE BETWEEN **18-50**
- ACTIVE USERS ON SOCIAL MEDIA ACCOUNTS, ESPECIALLY INSTAGRAM AND FACEBOOK

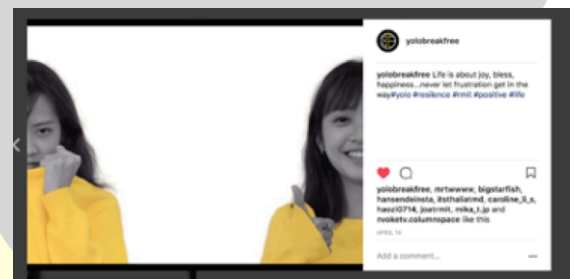
STRATEGIES

AT THE PREPRODUCTION STAGE WE :

- SET UP SOCIAL MEDIA ACCOUNTS
- CREATE WEBSITE ON WIX
- DESIGN LOGO
- DISCUSS THE STRUCTURE OF THE WEBSITE
- PHOTOGRAPHY OF THE LEADING ACTRESS

DURING THE PREPRODUCTION STAGE WE :

- FIRST POST PHOTOS OF THE LEADING ACTRESS
- START TO TRY DIFFERENT HASHTAGS AS OUR KEYWORDS





AFTER THIS, WE START TO REPOST TWEETS AND POSTS FROM OTHER SUCCESSFUL BLOGGERS.

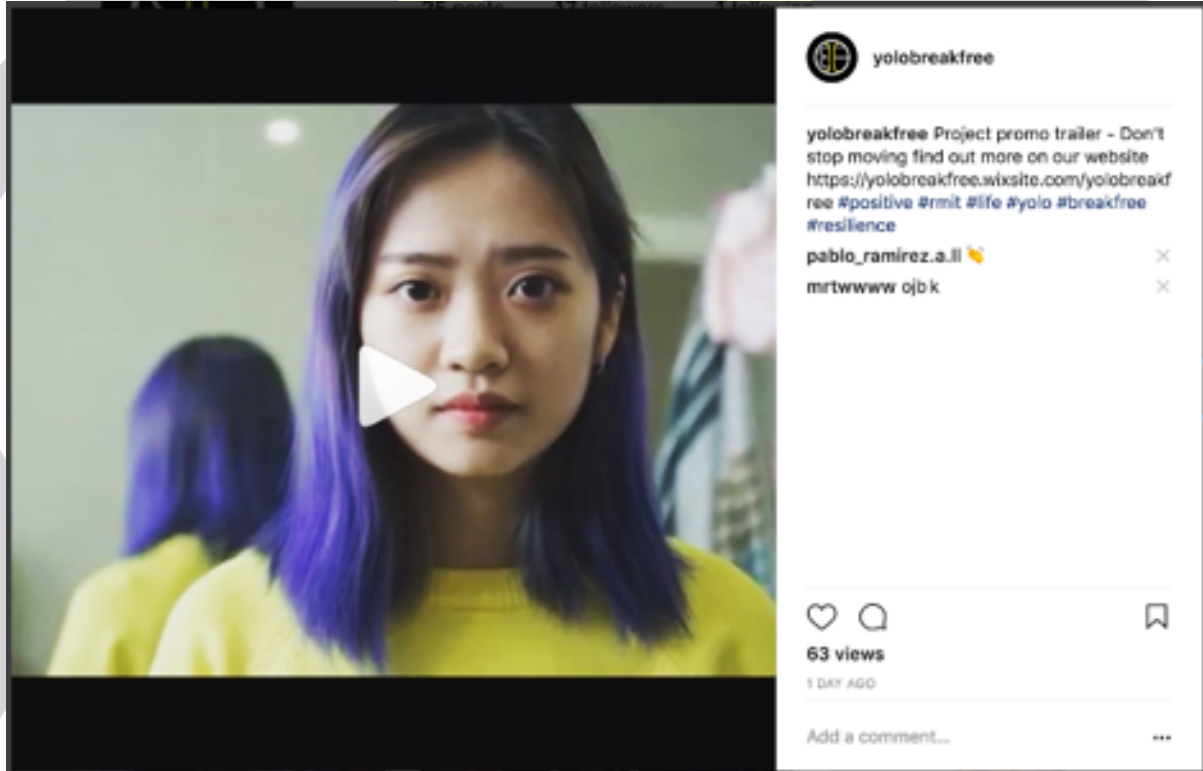
THIS IS MAINLY TO GAIN MORE ATTENTION FROM TARGET AUDIENCE.

THEN WE COMMENCE THE SHOOTING PROCESS. WITH THE SOCIAL MEDIA CAMPAIGN GOING AND THE WEBSITE LAUNCHING, WE START TO POST OUR BEHIND THE SCENE PHOTOS AND VIDEOS, AS WELL AS INVITE PEOPLE TO VISIT OUR WEBSITE.

THE FOUR OF US MAKE FOUR SHORT VIDEOS TO INTRODUCE THE PROJECT, AND INVITE PEOPLE TO FOLLOW US.

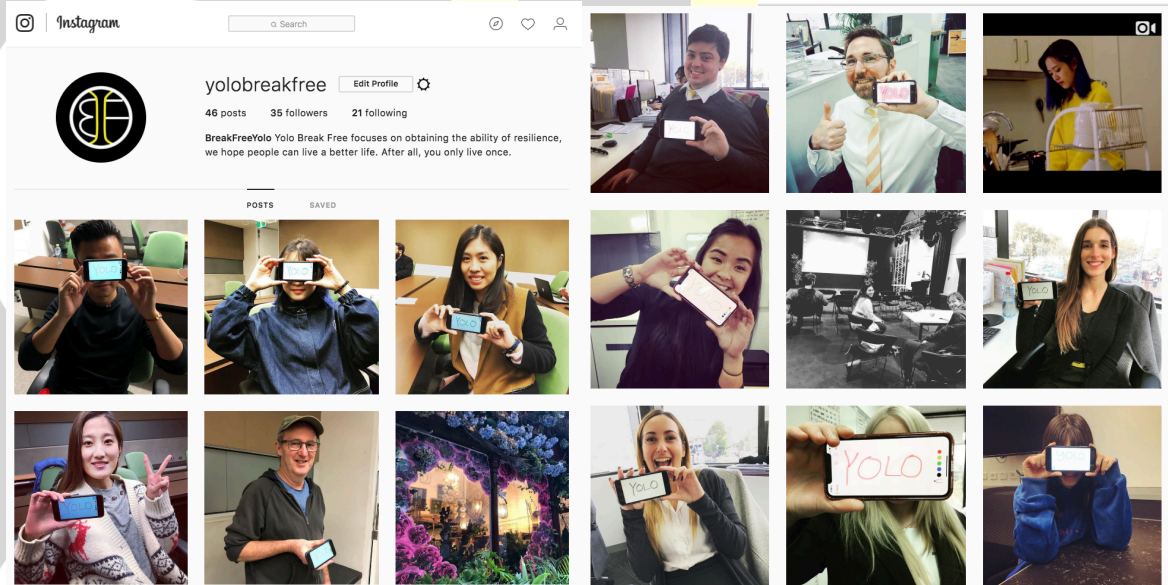


AFTER THE PRODUCTION STAGE, WHILE EDITING THE VIDEO, WE POST SHORT VERSIONS OF THE VIDEOS TO LET OUR FOLLOWERS KNOW THAT **THE FINAL PRODUCTION WILL BE COMING SOON.**



OUR LAST SOCIAL MEDIA CAMPAIGN IS INVITING PEOPLE TO POST THEIR FEELINGS OF THE DAY AND POST THEM ON THEIR SOCIAL MEDIA ACCOUNTS, THEN TAG US, AS WELL AS USING THE HASHTAG #YOLOBREAKFREE

EVERY DAY, WE POST A PHOTO OF ONE PERSON HOLDING THE IMAGE 'YOLO', AND INVITE THEM TO POST THAT PHOTO ON THEIR SOCIAL MEDIA ACCOUNTS, THEN TAG US AS WELL. THIS HAS BEEN A GREAT SUCCESS, AS MORE PEOPLE ARE INVOLVED IN THE ACTIVITY, AND THE FOLLOWERS BOOST ACCORDINGLY.



OUR MEDIA CHANNELS

INSTAGRAM: <https://www.instagram.com/yolobreakfree/>

FACEBOOK PAGE: <https://www.facebook.com/Yolobreakfree/>

TWITTER PAGE: https://twitter.com/breakfree_yolo

YOUTUBE CHANNEL: https://www.youtube.com/channel/UC8UI7-Y5Vor2u-VjTplUmRg/featured?view_as=subscriber

WEBBSITE: <https://yolobreakfree.wixsite.com/yolobreakfree>

SOCIAL MEDIA LOG

	14/04/18
Instagram	Photo with original content, hashtags used #yolo #resilience #rmit #positive #life
Facebook Page	Repost Instagram's photo
Twitter	Repost Instagram's photo
Youtube	N/A
	15/04/18
Instagram	Photo with original content, hashtags used #rmit #resilience #yolo #breakfree #positive #enjoylife #satisfying
Facebook Page	Repost content found from Instagram about resilience, hashtags used #yolo#resilience#survive#cherishlife#breakfree
Twitter	Repost Instagram's Photo
Youtube	N/A
	(Week 6) By far, followers for each account
Instagram	3
Facebook Page	3
Twitter	0
Youtube	N/A
	16/04/18
Instagram	original content with photo, hashtag used #rmit #resilience #yolo #fearless #positive #calmness #life #breakfree
Facebook Page	link share of TED
Twitter	Instagram share
Youtube	N/A
	17/04/18
Instagram	original content with photo, hashtag used #rmit #resilience #life #yolo #certainty #breakfree #cmwp #nodoubt

Facebook Page	link share of YOLO page, and TED article
Twitter	link share of TED talks
Youtube	N/A
	18/04/18
Instagram	Original content with photo, hashtag used #rmit #resilience #positive #life #yolo #breakfree #smile
Facebook Page	link share of musid video 'You Only Live Once'
Twitter	link share of NBC News 'resilience'
Youtube	N/A
	19/04/18
Instagram	Original content with photo, hashtag was not used for experiment purpose
Facebook Page	Link share of 'Power of Positive'
Twitter	Retweet of 'Positive vibes'
Youtube	N/A
	20/04/18
Instagram	original content with photo, hashtags used #resilience #rmit #life #health #mind #positive #yolo #breakfree #peaceofmind
Facebook Page	origina content with photo
Twitter	original content with photo, hashtags used #resilience #rmit #life #health #mind #positive #yolo #breakfree #peaceofmind
Youtube	N/A
	21/04/18
Instagram	original content with photo, hashtags used #positive #rmit #resilience #life #breakfree #yolo #weekend #sunshine
Facebook Page	page link share of 'Power of Positivity'
Twitter	original content with photo, hashtags used #positive #rmit #resilience #life #breakfree #yolo #weekend #sunshine
Youtube	N/A
	22/04/18
Instagram	photo with with original contentt #yolo #rmit #sports #resilience #breakfree #recovery #weekendvibes
Facebook Page	photo with with original contentt #yolo #rmit #sports #resilience #breakfree #recovery #weekendvibes

Twitter	photo with with original contentt #yolo #rmit #sports #resilience #breakfree #recovery #weekendvibes
Youtube	N/A
	(Week 7) By far, followers for each account
Instagram	6
Facebook Page	3
Twitter	0
Youtube	N/A

	23/04/18
Instagram	original content with photo, hashtag used #rmit #resilience #yolo #monday #happiness #improvement #blossom #breakfree
Facebook Page	link share of Monday Memes with comment, hashtags used #rmit #resilience #yolo #monday #happiness #improvement #blossom #breakfree
Twitter	Retweet of Positive Vibes' tweet
Youtube	N/A

	24/04/18
Instagram	Original content with photo, hashtag used #resilience #positivevibes #freedom #yolo #breakfree #happiness
Facebook Page	Original content with photo, hashtag used #resilience #positivevibes #freedom #yolo #breakfree #happiness
Twitter	Original content with photo, hashtag used #resilience #positivevibes #freedom #yolo #breakfree #happiness
Youtube	N/A

	25/04/18
Instagram	Original content with Anzac Day photo, hashtags used #nomorewar #anzacday #australia #rmit #freedom #life
Facebook Page	Original content with Anzac Day photo, hashtags used #nomorewar #anzacday #australia #rmit #freedom #life
Twitter	Original content with Anzac Day photo, hashtags used #nomorewar #anzacday #australia #rmit #freedom #life
Youtube	N/A

	26/04/18
Instagram	original content with photo, hashtags used #resilience #rmit #life #positive #yolo #breakfree #growup
Facebook	repost of positive vibes

Page	
Twitter	retweet of positive vibes
Youtube	N/A
	27/04/18
Instagram	behind the scene photo, hashtags used #positivevibes #rmit #resilience #life #breakfree #yolo
Facebook Page	behind the scene photo, hashtags used #positivevibes #rmit #resilience #life #breakfree #yolo
Twitter	behind the scene photo, hashtags used #positivevibes #rmit #resilience #life #breakfree #yolo
Youtube	N/A
	28/04/18
Instagram	behind the scene photo, hashtags used #yolo #rmit #resilience #breakfree #life #notalone #positive
Facebook Page	behind the scene photo, hashtags used #yolo #rmit #resilience #breakfree #life #notalone #positive
Twitter	behind the scene photo, hashtags used #yolo #rmit #resilience #breakfree #life #notalone #positive
Youtube	N/A
	(Week 8) By far, followers for each account
Instagram	17
Facebook Page	5
Twitter	0
Youtube	N/A
	At this stage, we have finalised our main hashtags: #rmit #YOLO #life #breakfree #positive #resilience
	30/04/18
Instagram	project introduction video
Facebook Page	project introduction video
Twitter	project introduction video
Youtube	project introduction video
	01/05/18
Instagram	project introduction video No. 3
Facebook	project introduction video No. 3

Page	
Twitter	project introduction video No. 3
Youtube	project introduction video No. 3
	02/05/18
Instagram	Project introduction final video
Facebook Page	Project introduction final video
Twitter	Project introduction final video
Youtube	Project introduction final video
	03/05/18
Instagram	interview video
Facebook Page	interview video
Twitter	interview video
Youtube	interview video
	04/05/18
Instagram	behind the scene photo
Facebook Page	behind the scene photo
Twitter	behind the scene photo
Youtube	N/A
	05/05/18 (official website launched)
Instagram	behind the scene video
Facebook Page	behind the scene video
Twitter	behind the scene video
Youtube	behind the scene video
	06/05/18
Instagram	short video of survivor's interview trailer
Facebook Page	short video of survivor's interview trailer
Twitter	short video of survivor's interview trailer
Youtube	short video of survivor's interview trailer
	(Week 9) By far, followers for each account
Instagram	20
Facebook Page	10 new likes

Twitter	0
Youtube	0
Note: The introduction videos were made by group members, each of us introduced the project in one sentence	

07/05/18	
Instagram	project promo video trailer 1
	spent \$1 to promote the video on instagram (by far received the most views)
Facebook Page	project promo video trailer 1
Twitter	project promo video trailer 1
Youtube	project promo video trailer 1
08/05/18	
Instagram	project promo video trailer 2
Facebook Page	project promo video trailer 2
Twitter	project promo video trailer 2
Youtube	project promo video trailer 2
09/05/18	
Instagram	project promo video trailer 3
Facebook Page	project promo video trailer 3
Twitter	project promo video trailer 3
Youtube	project promo video trailer 3
website has been updated with details of each emotion	
10/05/18	
Instagram	project promo video trailer 4
Facebook Page	project promo video trailer 4
Twitter	project promo video trailer 4
Youtube	project promo video trailer 4
We start to ask people to share their thoughts about their emotions by using the hashtag #yolobreakfree, as well as tagging us in their posts	
11/05/18	
Instagram	behind the scene photo, encourage people to tage us in their posts
Facebook Page	behind the scene photo, encourage people to tage us in their posts
Twitter	behind the scene photo, encourage people to tage us in their posts
Youtube	N/A

	12/05/18
Instagram	photo with feeling of the day, invite people to tag us in their posts
Facebook Page	photo with feeling of the day, invite people to tag us in their posts
Twitter	photo with feeling of the day, invite people to tag us in their posts
Youtube	N/A
	13/05/18
Instagram	Mother's day tweet with photos
Facebook Page	Mother's day tweet with photos
Twitter	Mother's Day tweet with photos
Youtube	N/A
	(Week 10) By far, followers for each account
Instagram	27 profile visits in one week
Facebook Page	155 people reached
Twitter	2
Youtube	6 new views
	14/05/18
Instagram	Survivor's podcast
Facebook Page	Survivor's podcast
Twitter	Survivor's podcast
Youtube	Survivor's podcast
	This is one of our most important videos that we want to promote
	Starting from 15/05, we have a special event, invite people to share their YOLO photo, and post on their social media accounts, then tag us
	15/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	16/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo

Youtube	N/A
	17/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	18/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	19/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	20/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	(Week 11) By far, followers for each account
Instagram	27
Facebook Page	10 new likes
Twitter	0
Youtube	0
	21/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook	Follower sharing 'YOLO' photo

Page	
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	22/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	23/05/18
Instagram	Photo of flowers with positive quote
Facebook Page	Photo of flowers with positive quote
Twitter	Photo of flowers with positive quote
Youtube	N/A
	24/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	25/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	26/05/18

Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	27/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	(Week 12) By far, followers for each account
Instagram	29 profile visits in the past 7 days
Facebook Page	13 new likes, 161 profile reach
Twitter	0
Youtube	0
	28/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A
	29/05/18
Instagram	Follower sharing 'YOLO' photo
Facebook Page	Follower sharing 'YOLO' photo
Twitter	Follower sharing 'YOLO' photo
Youtube	N/A

	30/05/18
Instagram	Photo of flowers with positive quote
Facebook Page	Photo of flowers with positive quote
Twitter	Photo of flowers with positive quote
Youtube	N/A
	31/05/18
Instagram	Repost of promo video
Facebook Page	Repost of promo video
Twitter	Repost of promo video
Youtube	Repost of promo video
	(Week 13) By far, followers for each account
Instagram	29 profile visits in the past 7 days
Facebook Page	13 new likes, 161 profile reach
Twitter	0
Youtube	0