The Peanuts Movie Social Content Report

1/11/2016 - 2/10/2016

Performance Overview

216K
Total Engagements

111K
Facebook Engagements[1]

7.1K
Twitter Engagements[2]

97K
Instagram Engagements[3]
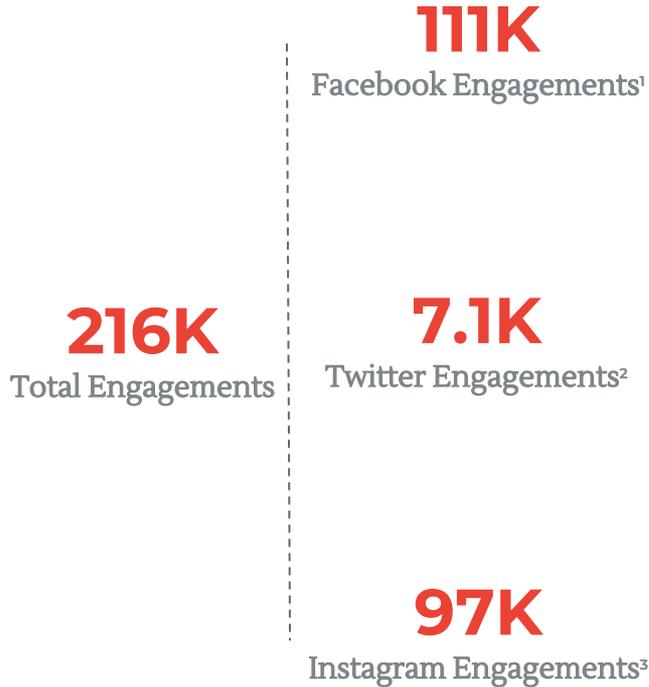
Facebook Engagements

92341 Likes + 17182 Shares + 1883 Comments; 22 Image Posts + 2 GIF Posts

Facebook is the Peanuts Movie's largest channel, which drove 111K engagements in last month **(10% higher than last period).** But it was the least effective channel to drive engagement, with only 0.12 engagement per follower.

Twitter Engagements

4859 Likes + 2405 RTs; 26 Image Posts + 4 GIF posts

Twitter gained the lowest engagements **(but still 139% higher than previous month)**, while it posted in the highest frequently (31/month).

We also did a lot of community managing posts on Twitter: **4 retweets, 25 retweets with comments and 52 replies, which drove to 3,052 engagements.**

Instagram Engagements

103309 Likes + 1028 Comments

Instagram got a number of highest avg. engagements **(6,497 per post)**. Also it drove engagements effectively, with **0.51 engagement per follower**.

In general, the average engagements dropped in last month compared to the previous period.

This is because Dec 11 - Jan 10th was the holiday season, we post much less frequently and holiday posts did really well, as well as the movie was not showing in the theatre any more.

While original content drove most engagements on FB, Instagram brought in engagements most effectively.

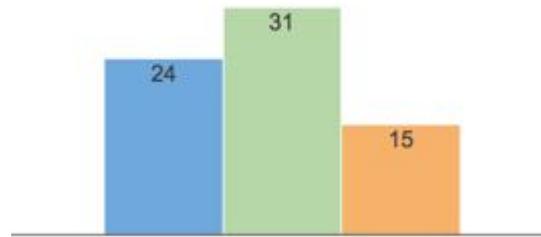**1.2M**

Total Followers
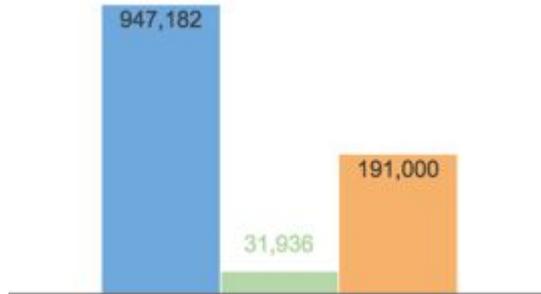
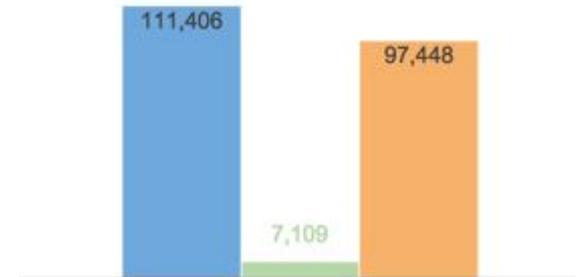**71**

Total Original Posts Published
(+220% M-o-M Change)

216K

Total Engagements on Original Content
(+20% M-o-M Change)

947,182

31,936

191,000

24

31

15

111,406

7,109

97,448

Facebook   Twitter   Instagram

Data sources: Facebook, Twitter, Instagram timeline.
** Twitter Organice Posts data excluded the retweets,and replies.

Snoopy and trending topics encourage engagement

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24	**11,406**	**4,642**
Total Original Posts Published (+200% M-o-M Change)	Total Original Engagements (+10% M-o-M Change)	Avg. Original Engagements (-63% M-o-M Change)

Top by Enagements

Engagements: 21,097
+293%

Engagements: 10,272
+91%

Engagements: 7,873
+45%

Bottom by Engagements

Engagements: 1,506
-72%

Engagements: 1,616
-70%

Engagements: 1,830
-66%

Engagement Baseline:
5,358

THE TOP

The National Hugging Day post gained most engagements, probably due to the Hugging Day trending topic, and the warm and sweet message it carried. In pictures of all 3 top posts, snoopy was the central character. Snoopy fans were more likely to engage with the posts.

THE BOTTOM

None of the bottom posts used Snoopy as the main character of its illustration. In addition, their pictures are more complicated, rather than simple and clear.

CTA and GIF gathered more engagements

31	7,109	229
Total Original Posts Published (+288% M-o-M Change)	Total Original Engagements (+139% M-o-M Change)	Avg. Original Engagements (-38% M-o-M Change)

Top by Enagements

Engagements: 1,116
+304%

Engagements: 551
+100%

Engagements: 376
+36%

Bottom by Engagements

Engagements: 40
-86%

Engagements: 118
-57%

Engagements: 123
-55%

Engagement Baseline:
276

THE TOP

Same as Facebook, the pictures of all the top 3 posts used Snoopy as the central character. The best performing post was news of release of the DVDs with CTA copy. The 3rd one used a gif, which could help to drive engagements on Twitter.

THE BOTTOM

The 1st bottom tweet was a sharing of YouTube video. Linking to outsource would lead to a small number of engagements, while uploading video to the native serve could solve this problem. Again, none of these tweet used Snoopy as the main character.

There was consistent engagement throughout the platforms

15
Total Original Posts Published
(+88% M-o-M Change)

97,448
Total Orignal Engagements
(+30% M-o-M Change)

6,497
Avg. Original Engagements
(-31% M-o-M Change)

Top by Enagements

Engagements: 9,898
+18%

Engagements: 7,901
-6%

Engagements: 7,411
-12%

Bottom by Engagements

Engagements: 4,955
-41%

Engagements: 5,246
-38%

Engagements: 5,356
-36%

Engagement Baseline:
8,404

THE TOP

The Super Bowl post gained the largest number of engagements, which indicated that the trending topics were more engagements. All the top 3 posts carried a warm, friendly, or happy message, which encouraged engagements.

THE BOTTOM

Generally, our content on Instagram performed well across the board, even the bottom posts could gain about 5K engagements. When it comes to problems, the pictures of the 3rd post said "vote for Snoopy", but the audience couldn't see Snoopy in the illustration. What's more, the copy of this post "We're nominated for a #KCAand would like your vote" was not CTA.

Key Takeaways - Content

01 **SNOOPY WAS AT THE CENTER OF THE CONTENT'S SUCCESS**

Snoopy generated a large amount of engagements. A lot of our audience are Snoopy fans. Using Snoopy as the main character of the pictures made the post cute as well as increasing engagements. Going forward, we recommend keeping Snoopy at the heart of the post illustrations

02 **FOLLOWING THE TRENDING TOPIC ENCOURAGED MORE ENGAGEMENTS**

Our fans liked, shared or commented on our content when it was about the trending topic (e.g. Holidays, Super Bowl). In the future, keeping the content related to the trending topics is our suggestion.

03 **AUDIENCES CAME TO THE PEANUTS MOVIE FOR WARM, FRIENDLY AND SWEET MESSAGES**

In last month, we were successful in providing warm, friendly and encouraging messages to our fans. Life is always hard and complicated, but people like the Peanuts Movie because it tells us a story about how Charlie Brown and his dog Snoopy find their courage and build friendship. While the social posts are consistent with the movie's content, they are more engaging.

Key Takeaways - Channel Growth

01 **FACEBOOK**

As the largest channel, it is difficult to keep it as engaging as usual. More community managing posts (aka replied to audience's comments) probably will be a good idea. We could also write the copy in a more CTA way. If the Peanuts Movie has any campaign plan, we could try paid on Facebook as well.

02 **TWITTER**

Twitter is a more real time platform. The Peanuts Movie can make it more informative. Live tweeting during Film Festivals or Q&A events are worth trying. We could also try to post more GIF posts since they work well on Twitter.

03 **INSTAGRAM**

Instagram is the most active platform now, which could drive engagements effectively. We recommend to put more effort on Instagram. The first step will be designing exclusive Instagram pictures or adjusting the shape of the illustrations to make them fit better into the platform.

04 **LAST BUT NOT LEAST: DREAM BIG AND LAUGH ALONG**

As the movie closed, our audience will generally get disactive. But if we keep posting in a certain frequency, we can keep their love and passion for the movie, and it will be easier to get them back when we have a Peanut Movie II.

Thanks

Appendix

The Peanuts Movie Performed Well on Digital even after the movie closed.

The Peanuts Movie was available in theater since November 6th, 2015. Around the opening date, the search volume reached its peak and then generally decreased. But at the beginning of 2016, the search trend gained a second peak, which indicated the Peanuts Movie kept getting attention on digital even though it was not showed any more.
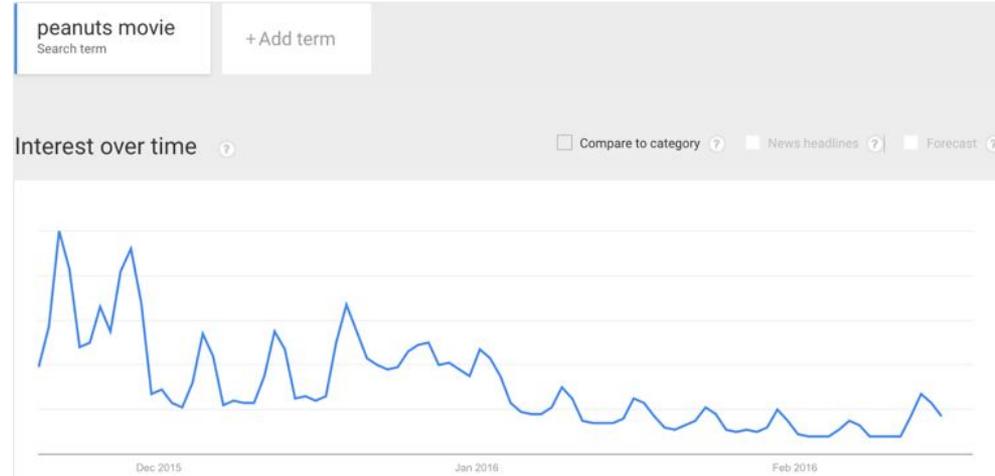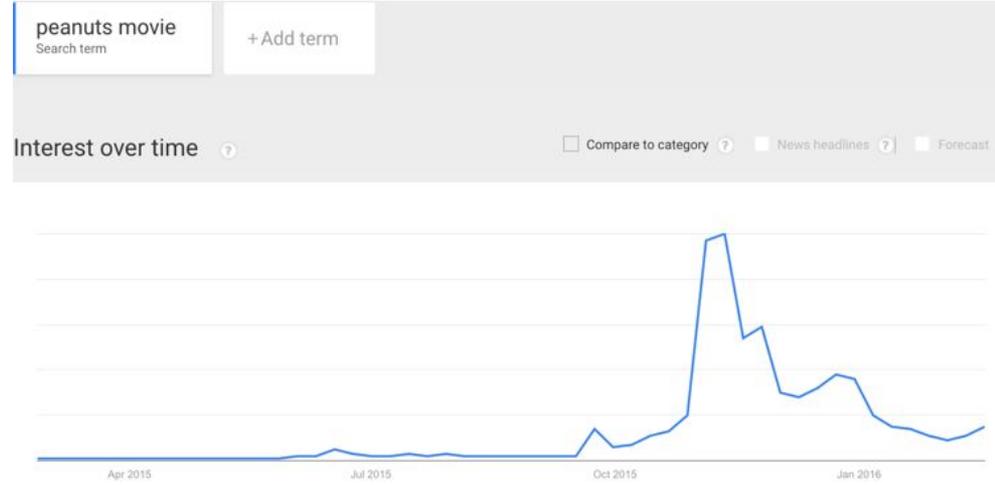
Performance Breakdown by Channel

(compared to previous period 12/11/2015-1/10/2015)

KPIs	Facebook		Twitter		Instagram	
	Recent Period	Growth Rate (vs. previous period)	Recent Period	Growth Rate (vs. previous period)	Recent Period	Growth Rate (vs. previous period)
# of Original Posts	24	+200% (8)	31	+288% (8)	15	+88% (8)
Followers	947,182	-	31,936	-	191,000	-
Engagements[1]	111,406	+10% (101,621)	7,109	+139% (2,970)	97,448	+30% (75,185)
Avg. Engagements	4,642	-63% (12,703)	229	-38% (371)	6,497	-31% (9,398)
Engagements/ follower	0.12	-	0.22	-	0.51	-

[1]Shared posts are excluded from Original Content Performance analysis. Source: Platform analytics and manual calculations.
[2]Engagements: Facebook=sum of Likes, Shares and Comments; Twitter= sum of Likes and RTs; Instagram= Sum of Likes and Comments
[3] Since we don't have access to impression data, I used Engagements/Followers as a metric showing how effective each platform could gain engagements.

Performance Benchmarks

Organic content performance benchmarks are based on the previous period averages (12/11/2015-1/10/2016). Shared posts (shared posts on Facebook and retweets, replies) & outlier posts have been excluded in order avoid skewed benchmarks calculations.

Post Performance in previous period		
Facebook	Twitter	Instagram
5,358	276	8,404

Engagements[1]