



#CHENINSAFARI 2023

SOCIAL MEDIA REPORT

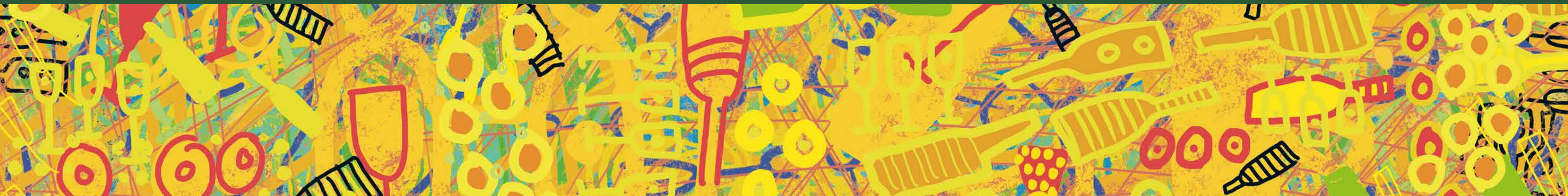


PREPARED BY HIVE COLLECTIVE





OVERVIEW



OVERVIEW OF THE CHENIN SAFARI

The Chenin Safari is a six-week challenge where the sport of mountain biking intersects with a passion for Chenin Blanc. Participants aim to see how many of the Chenin Safari stops, spread across the winelands, they can visit.

Six Chenin Safari destinations earn participants a cycling shirt, while more than six place them in the running for spectacular prizes. To be eligible, a participant has to upload a photo onto social media, tag @cheninblanca, @wineryname, #DrinkChenin and #CheninSafari.

Participants are encouraged to join additional fun rides and the Chenin Festival on #DrinkChenin Day.





CAMPAIGN OBJECTIVES



OBJECTIVES



1

Drive awareness and ticket sales leading up to and during the Chenin Safari 2023.

2

Drive awareness and participation of the fun rides and visits to the participating CBA producers.

3

Motivate CBA producers and consumers to participate in the social media campaign, to include #DrinkChenin and #CheninSafari, and tag the CBA social media pages.

4

Increase key metrics: engagement, reach and impressions and audience growth.

5

Emphasise the message of Chenin Blanc's quality across stylistic spectrums, the natural beauty of the winelands, the unique experiences available from CBA producers and spirit of adventure of Chenin Blanc consumers.



TIMELINE



TIMELINE:2023

28 MARCH

Social media
campaign launch

14 - 21 APRIL

Boosted post:
Wine Lands competition

3 - 7 MAY

Boosted post:
#CheninSafari general

6 MAY

Fun ride:
Gravel & Grape

20 MAY - 9 JUNE

Event page boost:
Chenin Festival

20 MAY

Fun ride:
Living Colour

3 JUNE

Fun ride:
Bottelary Hills Conservancy
(Cancelled due to inclement weather)

3 - 9 JUNE

Boosted post:
Chenin Festival

10 JUNE

Fun ride:
Chenin Festival

14 JUNE

Social media
campaign concludes



FACEBOOK ANALYTICS

28 March - 15 June 2023



FACEBOOK PAGE RESULTS

437K

impressions

PAGE IMPRESSIONS

The number of times any content from or about your page was displayed on a person's screen. Content includes posts, ads, feed stories, and more.

367K

users

PAGE REACH

The number of people who saw any content from or about your page, including posts, ads, feed stories and mentions of your page.

2.7K

engagements

PAGE ENGAGEMENT

The number of reactions, comments, and shares received by your posts and by other Facebook posts where people mentioned your pages, checked in into your places, responded to your events, and liked your page.

168

likes

NEW PAGE LIKES

The number of new likes of your Pages

*** Total ad spend of R 3 200 between Facebook and Instagram

FACEBOOK POST RESULTS

4.8K

clicks

POST CLICKS

The number of clicks anywhere in your posts that did not generate a feed story. Includes clicks on links, photos, videos, and other clicks.

2.4K

stories

POST STORIES

The number of stories generated about posts you published on your page during the time frame.

TOP PERFORMING POSTS BASED ON ENGAGEMENT RATE





INSTAGRAM ANALYTICS

28 March - 15 June 2023



INSTAGRAM PAGE RESULTS

131K

impressions

PROFILE IMPRESSIONS

The total number of times your organic posts appeared on people's screens on Instagram. Does not include Profile visits

80K

users

PROFILE REACH

The total number of unique users that have seen at least one of your organic or boosted posts, or ads. Repeat views and views across different types of posts (photo, video, or carousel) by the same person are only counted as a single view

218

followers

NEW FOLLOWERS

The number of new followers gained

*** Total ad spend of R 3 200 between Facebook and Instagram

INSTAGRAM POST RESULTS

TOP PERFORMING POSTS BASED ON ENGAGEMENT RATE

3.5K

likes

POST LIKES

The number of unique accounts that liked your organic posts (photos, videos, carousels, reels). This does not include likes received after a post was promoted

3.7K

engagements

POST ENGAGEMENT

The number of likes, comments, and saves received by all your photo, video, carousel, and reel posts

