

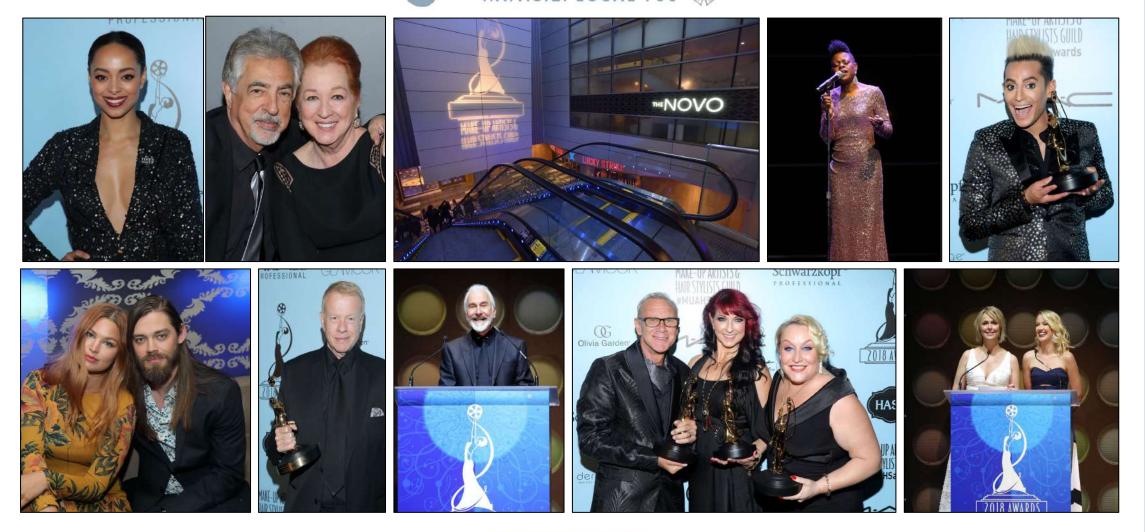
2018 MUAHS AWARDS PRESS COVERAGE REPORT



SATURDAY, FEBRUARY 24, 2018 | THE NOVO AT L.A. LIVE









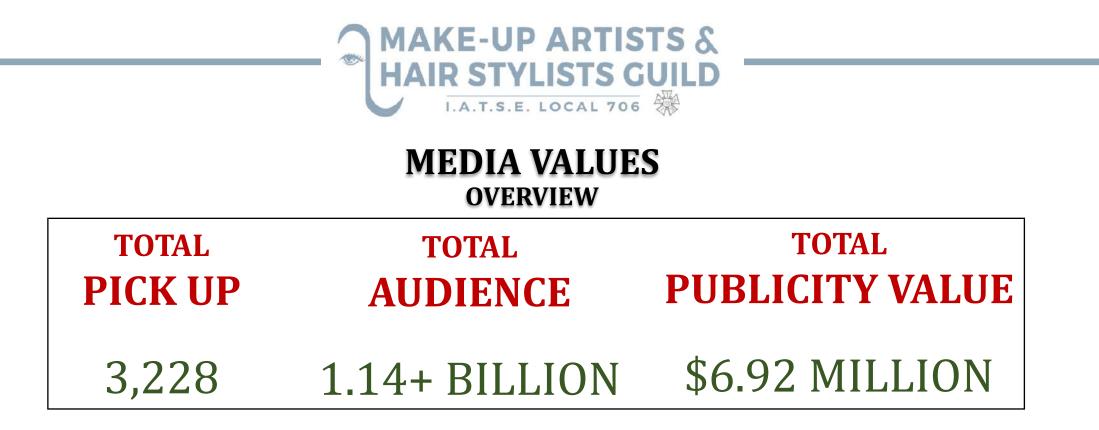
MEDIA COVERAGE SUMMARY

As of March 2018, the Make-Up Artists & Hair Stylists Guild 2018 Awards has earned over **152.1 million impressions** and received over **385 press breaks**.



Indiewire WRAP





- **<u>TOTAL PICKUP</u>**: This number reports how many news outlets have picked up the story. Nine (9) press releases and media alerts were distributed and have been mentioned/featured 3.2K times on various outlets.
- **TOTAL AUDIENCE**: This is the number of online news visitors each outlet receives that shows us the potential views. A total of 1.14+ Billion viewers were exposed to the MUAHS press releases and media alerts through each outlet.
- **TOTAL PUBLICITY VALUE**: Publicity value can also be viewed as free 'ad value,' as mentions of MUAHS via the respective press release or media alert takes up real estate on the many different outlet's websites.

*NUMBERS AND ANALYTICS GATHERED VIA CRITICAL MENTION AND VISIBLITY REPORT(S) OF ALL OUTGOING MUAHS RELATED PRESS RELEASES





PRE-EVENT PUBLICITY

Approximately nine (9) press releases and media alerts were distributed prior to the event:

May 16	Announcement/Timeline
Oct. 16	Submissions Open
Nov. 14	Lifetime Achievement Awards – Greg Cannom & Mary Guerrero
Nov. 16	Gary Oldman - Distinguished Artisan Award
Dec. 5	Loni Love Announcement (Host)
Jan. 1	NOMINATIONS
Feb. 6	Presenters Announcement – Media Alert
Feb. 13	Presenters Announcement – Media Alert
Feb. 14	Red Carpet Live Stream with Frankie Grande
Feb. 24	Post-Event Release / Winners Release





PRE-EVENT BREAKS

VARIETY HOUGUOOD DEADLINE.com









eissman/markovit



MEDIA BARTERS/TRADE ADVERTISEMENTS

Holywood	A full-page color ad ran in THR's Feb. 21 issue. Magazines were distributed at the award show. (Total barter value - \$10K)
VARIETY	A full-page color ad ran in Variety's Mar. 7 issue. (Total barter value - \$31K)
SHOOT WWW. SHOOT OR LINE. COM	Banners ran on SHOOTonline's email newsletter and SHOOTonline.com.





As part of the barter agreement an ad with all nominees and highlighted winners was featured in the **Variety post-Oscars Mar. 7** issue. One of their most popular issues!

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I, TENON LEEDRAH LA JUM DENAVER, TERESA VEST, BILL JIMER	MICELA MOUNT BLOW THERMESA RIVERS, MILERIE JACKSEN	ERVIN KRUEDERI MEKASH, MICHAEL MEKASH, DIMI'D ANDERISON	MITINA AROUGHETI, MERRY LEE TRAUH THE THURCHINANS	
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THE GREATEST SHOWINGAN MICH LEDERHAMM TANKA RISA DW	AGA THASHER WIDES	FABO GAL REMOEDY, DAVE THYMON, CHRISTINA TEA SECT	BEST HAIR STYLING	MAKE-UP
SUNDAY ENGLIS	DEE COROJRAN, ZJELIKA DELANET, PETER BURKE	GENUS DAVING LANOVE, EDBAN LUNDSTEDM	HENTY DANCER*	MARY GUERRERO
BEST FERIDO AND/DR CHARACTER HAIR STYLINE 1, TONYA*	UEST SPECIAL MAKE-UP EFFECTS GAME OF THIOMES*	TMIN PERKS DEBBE ZOLLER, FICHARD HEDLEFSEN, JAME KELMAN	AN AMERICAN GRU STORY NY LAULE 1976	LIFETIME ACHIEVEMENT AWARD
ADRUITHA LEE, MARY EVERETT ADMC/R.OKXE	BANKE BOWER, SARAH GOWER SATUROA NIGHT LAR	COMMERCIALS AND MUSIC VIDCOS	A NAPPY BALANCE JOSE FEME, JOINTE LEDNIEDMEN	HAIR STYLING
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KEINIY MRIN, LEZZE LAWSON ZESS, JAME LEICH MUMPOSH	THE WALKING DEAD CREG INCOTION	CRESTINA WALTZ	URSILA KAWASS, MARY HOWD	
DARKEST HOUR NAMA PRIMORNC, FLORA 18000Y INDROUND	TV HONI STRESS OR MOVIE MADE FOR TELEVISION	TORY GARDNER, THEMAS PLONTZ KATY PERRY SWISH SWISH KOJI OHMUSH, APRIL HUTCHINGTH	DAYTIME TELEVISION BEST MAKE-LIP	
LAWRENCE DRVIS, DAMA BOISSENU	BEST CONTEMPORARY MAKE-DP	KOJI OHMONA, KIYA, HURCHINGON NEL SUFER BOW, BAINY LEGENCE NICOLI HUMY/ARD, MICHELLE FROMW	THE BOLD AND THE BEAUTIFUL* CHRISTINE LAL-JOINSON, CHRIS ESCOROSA.	
BEST SPECIAL MAKE-UP EFFECTS SARKEST HOUR*	BIG LITTLE LIES* ETEVE ARTWONT, INCLLE ARTMONT	SPECTRUM TV COMMERCIA, "PARTIT TEACHER MONT"	JENNA WITTMAN OR PHL	
KAZUHIRO TSUJE DAVID MALINDNISKI, LUCY SIEKROK	ANERGAN HORIGH STORY: CALT Envir Krieger Nerash, Kim Arers,	EDWARD REACH, MARGANET BECERGA PREVINCE, BART MILLON	EDEL BURSON BLIPER SOLL SUNDAM	
GLARGANE OF THE GRUNT VOL. 2 JOHN BUCKE, BRAN SIZE STOR NAME: THE LAST JUN	SILVINA KNEHT FANGO GAN, KENNEDY, JOANNE PREBGE	BEST BAIR STYLING AMERICAN HOFISTRE STORY, CALL	DERHOX RUTLEDGE THE REAL CANTINE TRURSHOW MELAVIE MILLS, GLEN DUTERREZ.	M
NEAL SCANLAR, PETER SNOPPS KINS THE SAME OF WATER	DAMELLE KANSON MICKAR SEARCHING THE MEVER AND	PRONOTIONAL CAMPAGER*	MOTOKO HÓNJIO-CLAVTON	
MINE HILL, BARNE MAHAN MINDER JALUEN TLITEN, MICHAEL NICKFOREN	GENERA NASH-NICHTAN, SUSAN LA MILLI, Affil Chiney Twn Mars	ETERMANE NVES HONDA CAF COMMERCIAL WITH	DEST HAR STYLING THE BOLD AND THE BEAUTIPUL"	
TELEVISION AND NEW MEDIA SERVES	DEERE ZOLLER, RICHARD REDLERSEN, WAVE OWNE	SEAN HWAYS "JACK GOES ING" TWI EURICE, REVIEW INCA	LISA LONG, DANIELLE SPENCER, DANIELLE DIXON	
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DANCING WITH THE STARS" ZENA SHTEVSEL EPIEEN, ANCELA MODO, SARAH WITCH F	MICHELLE CEGLIA, FRANCES INVITUAS, LONA VISI	MENGAN REFRENA-SONANF, KEN PRIMIS	SUPER SOLL SUMDAY MCCL: MANUFR.00	8
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INFRASCIPAL RACE	BRITTANY MACHICAL (FIELD FARDO CHERS GLINEDALE, PENNY THOMPSON,	LINDA FLOWING, ANNA ROSE HERBI, JAMES SAPITAN		
DAVD PETRUSCHIN, JEN PREDOED, ANTAGRA MARCELINA DE POYO	JUTY DUBBACZ			
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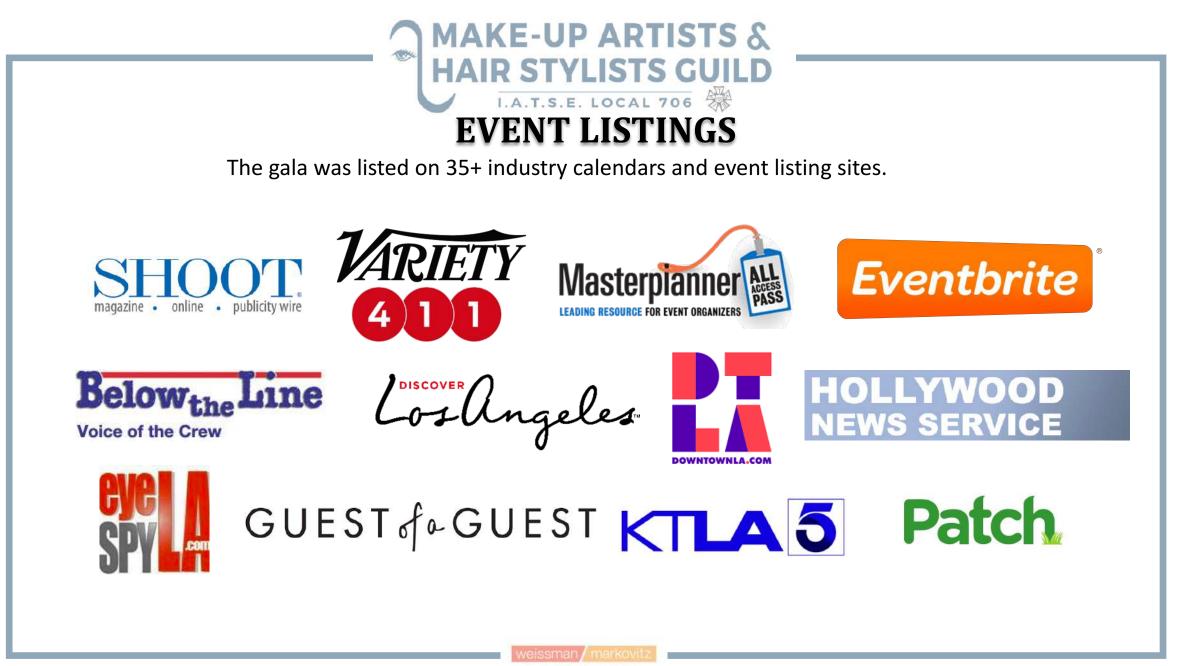
Hollywood

As part of the barter agreement an ad with all nominees was featured in the **The Hollywood Reporter Feb. 21 2018** issue. One of their most popular issues!

	FEATURE-LENGTH MOTION PICTURE	RUPAUL'S DRAG RACE DAVID PETRUSCHIN, JEN FREGOZO, NATASHA MARCELINA DE POYO	FARGO CHRIS GLIMSDALE, PENNY THOMPSON, JUDY DURBACZ	THEATRICAL PRODUCTIONS (LIVE STAGE)	CONGRATULATIONS T
<text></text>	BEST CONTEMPORARY MAKE-UP BABY DRIVER FIONAGH CISH, PHYLIS TEMPLE	SATURDAY NIGHT LIVE LOUIE ZAKARIAN, AMY TAGLIAMONTL	MICHAEL JACKSON: SEARCHING FOR NEVERI AND	BEST MAKE-UP King Charles III Raenae Kuaea: Jazwyn Aubrey	ALL THE HONOREES AND NOMINEES OF TH
	GHOST IN THE SHELL	JASON MLANI THE HANDMAID'S TALE	KAREN DICK, ELIZABETH "LIZ" FERGUSON-BURNETT	MAMMA MIA	2010
	PITCH PERFECT 3 MELANIE HUGHES-WEAVER JULY YONEMOTO	BURTON LEBLANC, TALIA REINGOLD, ERIKA CACERES	MTV VIDEO MUSIC AWARDS 2017 Jerilynn Stephens,	ROMAINE MARKUS-MYERS	/010
	THE BIG SICK	BEST CONTEMPORARY HAIR STYLING		DONNA LEVY	
		MARY GUERRERO, KIMI MESSINA, GAL RYAN FMPIRF	A CHRISTMAS STORY LIVE TONIA GREEN. SILVIA LECZEL	DARREN JINKS, BRANDI STRONA	MANE-UP
	NAUMI BAKSTAD, JEAN BLACK, MEGAN HARKNESS	NOLAN KELLY	FEUD: BETTE AND JOAN ERYN KRUEGER MEKASH, ROBIN BEAUCHESNE	DARREN JINKS, BRANDI STRONA,	
			CARLA WHITE, RONNIE SPECTER, LORI HICKS		AKIIDID G
	GUARDIANS OF THE GALAXY VOL. 2 CAMILLE FRIEND, LOUISA ANTHONY,	RUPAUL'S DRAG RACE	TWIN PEAKS DEBBIE ZOLLER, RICHARD REDLEFSEN,	LEG LIMODWO DAMOEDENOED	
	PITCH PERFECT 3	HECTOR YOVANI POCASANGRE	WET HOT AMERICAN SUMMER:	MAMMA MIA VANESSA DIONNE, CASSIE RUSSEK.	HAIK JITLIJI
	ANDREA BOWMAN THE BIG SICK	JODI MANCUSO, JENNIFER SERIO.	LINDSAY GARRISON, LAURA PEYER, ALEY PERDONE	NIXON IN CHINA	
	THREE BILLBOARDS OUTSIDE EBBING.		BEST PERIOD/CHARACTER HAIR STYLING	THE TALES OF HOPEMANN	UUILD AWAKI
		JANE WALKER, NICOLA MATTHEWS	DEAN BANOWETZ OTUS SEKI	DARREN JINKS, RAQUEL BIANCHINI, LINDA CARDENAS	FERRIARY 26 2018
 Best States and Stat	WONDER Robert Pandini, Alsa Macmillan	LANA HOROCHOWSKI, MAURINE BURKE	AMERICAN HORROR STORY- CILLT		
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	RIADE DUNNED 2049	STRANCER THINKS	CHRIS GLIMSDALE, CAROL DORAN		
ALESARDA DER LA LA CATA LA	DONALD MOWAT, JO-ANN MAC NEIL, CSILLA HORVATH BLAKE		CHRIS CLARK, RALPH ABALOS, WENDY ROSCON-SOUTHARD	DIANE MAZUR, LARISSA PALASZCZUK HENDY DANCER	GARY OLDMAN
 LANSE TRANSPORT LAN	BRIGHT Alessandro Bertolazzi, Cristina Waltz,	BEST PERIOD/CHARACTER HAIR STYLING	THE WIZARD OF LIES	MICHAEL JOHNSTON, PATTI BRAND-REESE, MELANIE MILLS	
	DARKEST HOUR	CAME OF THRONES		JUST ADD MAGIC MYRIAM AROUGHETI, MERRY LEE TRAUM	
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	JENNY SHIRODRE, MARC PILCHER, CHARLOTTE HAYWARD	LOUIE ZAKARIAN, JASON MILANL TOM DENIER		JEANETTE (JAN) KLEINBARD, JANET MOORE	
BASEST ROOM BASEST RO	BLADE RUNNER 2049 Kerry Warn, Lizzie Lawson Zeiss,	AMY L. FORSYTHE, JILLIAN ERICKSON	AMERICAN HORROR STORY- CILLT	URSULA HAWKS, MARY HOWD	
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NACEST BORN LIGHTER BACKTER HOM BACKTER HO		BEST CONTEMPORARY MAKE-UP	NFL SUPER BOWL BABY LEGENUS NICOLE HAWKYARD, MICHELLE RADOW	THE BOLD AND THE REALITIEU	
CULTURE LES MARCHART, MARCHART, MARCHART, LES MARCHART,	DADKEST HOUD	FRYN KRIJFGER MEKASH, KIM AYERS	"PARENT TEACHER NIGHT"	JENNA WITTMAN	
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Land Tee Galler of Watter Mer Hill, Color Bandring Alex Ti Hand King, Color Bandring Alex Ti Hand King, Color Bandring Bandring Mer Meiller Bandring Mer Mer Meiller Bandring Mer Meiller Bandring Mer Meiller Bandring Mer	JOHN BLAKE, BRIAN SIPE STAR WARS: THE LAST JEDI	FARGO	BEST HAIR STYLING AMERICAN HORROR STORY- CUI T	BEST HAIR STYLING	$\mathcal{V} \subset \mathcal{V} $
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NOIN SEEL, JUND YE LEW, BUILTIEL LES NOIT A-HUREN MODEL EGUL FANCES MATURE, JUNE F. CHIEFE, MAN FOST KEIN, MINES JASTAN	SARAH WOOLF	MICHELLE CEGLIA, SAMANTHA WADE, BRITTANY MADRIGAL-FIELD	AUDREY FUTTERMAN-STERN, TOM OPITZ SEI ENA GOMEZ "BAD LIAP"		
	ROBIN SIEGEL, DAVID DE LEON, BONITA D:HAVEN	BIG LITTLE LIES MICHFLI F CEGLIA FRANCES MATHIAS			
	ZENA SHTEYSEL GREEN, ANGELA MOOS, SARAH WOOLF GRACE AND FRANKIE ROBIN SIEGEL DAVID DE LEON.	AMERICAN HORROR STORY: CULT Michelle Ceglia, Samantha Wade, Brittany Madrigal-Freid Big Little Lies Michei IC CSG IA Francis Mathias	MEAGAN HERRERA-SCHAAF, KEN PAVES KATY PERRY "SWISH SWISH" AUDREY FUTTERMAN-STERN, TOM OPITZ SELENA GOMEZ "BAD LIAR" INDA FLOWFRS KARN		
HASK NECTRE Schwarzkopf" FOCUS		PROFESSIONAL	NIGEL B E A U T Y	Schwarzkopf® FOCU	S Olivia Garden
PROFESSIONAL BEAUTY PROFESSIONAL PEAFURES Olivia Garden Sand	PLATINUM SPONSORS	GOLD SPONSOR			
PROFESSIONAL PROFE		ATTA DE LINE.			NAKENIF IS A SCENES
PROFESSIONAL PROFESSIONAL PLATINUM SPONSORS GOLD SPONSOR SILVER SPONSORS			NAIMIE'S NTA	Premiere Products, Inc. SKINDINA	TANNER BOOS FICTURES
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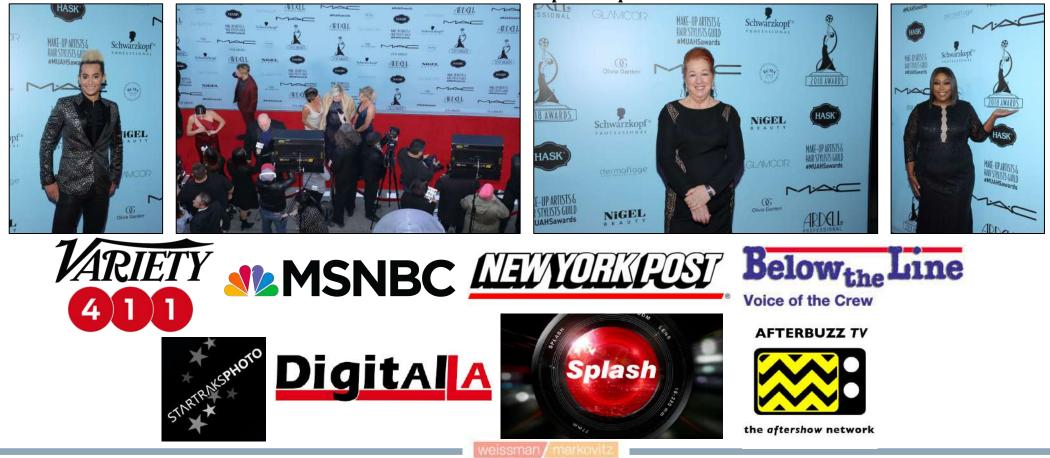






CREDENTIALED RED CARPET PRESS

Over **35 outlets** were credentialed to cover the Awards; this included over **20 photographers**, **video interviewers** and **print reporters**.





RED CARPET LIVE STREAM

For the first time, the MUAHS' red carpet went live from the red carpet. Host **Frankie Grande** interviewed honorees, nominees and MUAHS VIPs before the show. The show currently has over **1.8K views**.

Frankie Grande was a driving force with MUAHS publicity with his large fan base. Many of our nominees and sponsors were able to share their MUAHS experience on the live stream with him.

Watch Live Stream Here: www.local706.org/live-red-carpet/





SEATED PRESS

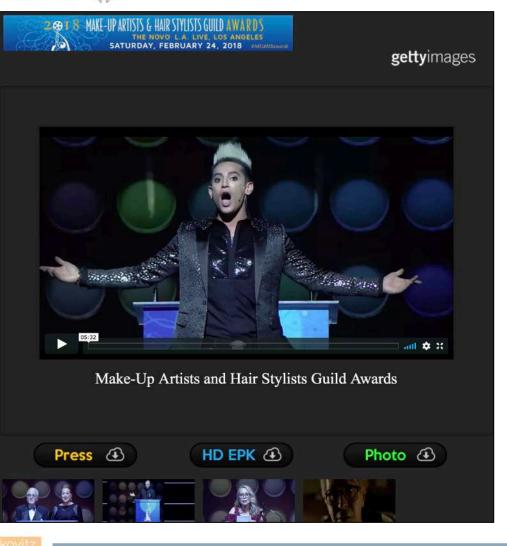
Over **10 reporters** were in attendance as seated press.



PHOTO and VIDEO COVERAGE

- Getty was hired to build an EPK site <u>epklink.com/muahsawards2018</u> that houses photos, video and the winners release.
- Honeysweet Productions gathered video throughout the night that highlight special moments and speeches that were published to the EPK site.

Immediately after the show, this EPK link was blasted to WMC's press list, as well as, Getty's distribution list of over 1,500 outlets.





POST-EVENT PUBLICITY

The winners announcement earned over **59 million impressions** and **82 breaks** with a total publicity value of **\$2.6 million**. Top drivers of post-awards coverage included *Henry Danger* win and *Darkest Hour*.





POST-EVENT PUBLICITY

DEADLINE.com

'Darkest Hour', 'I,Tonya' Claim Trophies At Make-Up Artists And Hair Stylist Guild Awards — Complete Winners List





AWARDSLINE
 BREAKING NEWS
 MAKE-UP ARTISTS
 AND HAIR STYLISTS
 GUILD
 MAKE-UP ARTISTS
 AND HAIR STYLISTS
 GUILD AWARDS
 MUAHS

Focus Features

The Make-Up Artists and Hair Stylists Guild Awards (MUAHS, IATSE Local 706) were handed out tonight at LA Live's Novo Theater. As the guild's name suggests, the ceremony celebrated the best in hair and makeup on the big and small screen. Among the 23 categories, Oscar frontrunner *Darkest Hour* and *I*, *Tonya* were winners on the film side, while *Big Little Lies* and *American Horror Story: Cult* took home trophies for their finely done 'dos and make-up.



Anna Camp & Lily Tomlin Attend Makeup & Hair Stylists Guild Awards 2018



and a Halston Heritage clutch.

Anna Camp and Lily Tomlin strike poses at the 2018 Makeup & Hair Stylists Guild Awards on Saturday (February 24) in Los Angeles.

The actresses were joined by Amber Stevens West, Corbin Bleu (with wife Sasha), Val Chmerkovskiy, and Frankie Grande, who performed during the ceremony.

Also in attendance were young stars Kira Kosarin, Jace Norman, and Olivia Sanabia, who presented together.

The Hair and Makeup Stylists Guild Awards honor those that make the glam come to life in 23 categories of film, television, commercials and live theater.

FYI: Anna is wearing a Self Portrait dress

MAKE-UP ARTISTS & **HAIR STYLISTS GUILD** I.A.T.S.E. LOCAL 706

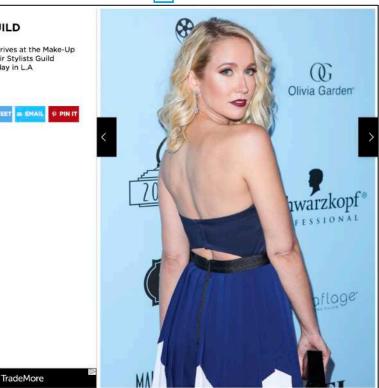
POST-EVENT PUBLICITY



58 of 116 **GLAM GUILD**

Anna Camp arrives at the Make-Up Artists and Hair Stylists Guild Awards Saturday in L.A

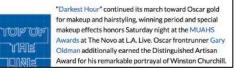












Indie Wire The Fashionista Stories

Amber Stevens West & Anna Camp at the 2018 Make-up Artists & Hair Stylists **Guild Awards**



Amber Stevens West and Anna Camp were on the red carpet on Saturday(February 24th) for the 2018 Make-up Artists and Hair Stylists Guild Awards at The Novo by Microsoft in LA.

Amber Stevens West sparkled in the THAI NGUYEN SPRING 2018 'Diva' black silk beaded jacket and the matching 'Saint' wide leg trousers. My only guibble is that I wish the pants were hemmed but other than that, she looked beautiful. She finished up with KUKKA jewelry and complimentary beauty look.

Anna Camp wore a SELF-PORTRAIT SPRING 2018 strapless navy, white & black pleated bandeau crepe maxi dress with a flirty cutout bodice and a thigh-high split. She vamped up her look with a dark red lip which topped off her look along with side parted curls and the HALSTON HERITAGE 'Saturn' box clutch.

veissman / markov communications



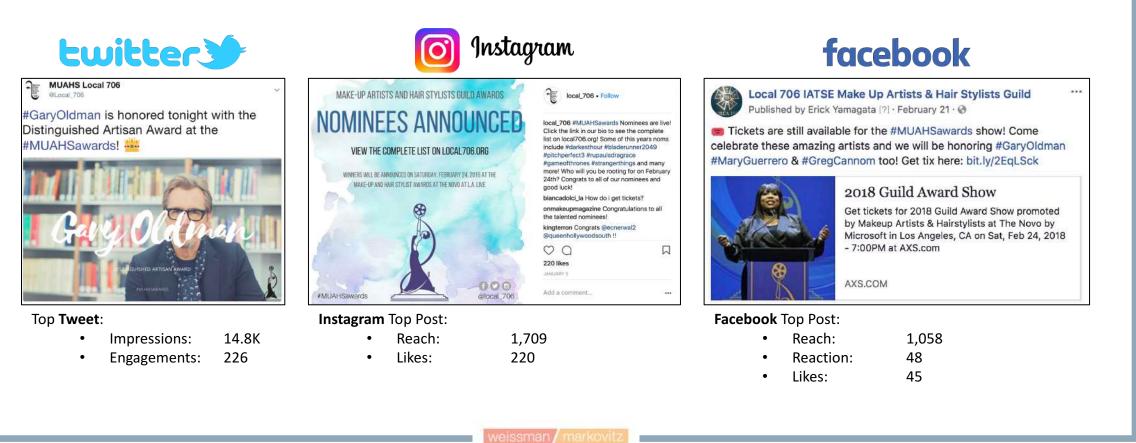
2018 MUAHS AWARDS

SOCIAL MEDIA REPORT





SOCIAL MEDIA REPORT – TOP POSTS



TWITTER SUMMARY

Top Mention:



FJGCSquad 🎉

@FJGCheerSquad · Feb 23

Only one day until @FrankieJGrande is at the #MUAHSawards!! In LA and want to attend? Tix are only \$65 - click link below.

If you can't attend, you can still see his Red Carpet livestream at 5pm PST (Sat, 2/24): bit.ly/2F07HjQ @Local_706 axs.com/events/348419/...

Via @FJGCheerSquad 258 Engagements, 22 Retweets, 135 Likes

Top Media Tweet:

The **#MUAHSawards** for Best Special Make-Up Effects for a Feature-Length Motion Picture AND Best Period and/or Character Make-up for a Feature-Length Motion Picture go to **#DarkestHour**! pic.twitter.com/KJnkINLHJ5



Via @Local_706 7.1K Impressions, 13 Retweets, 13 Likes

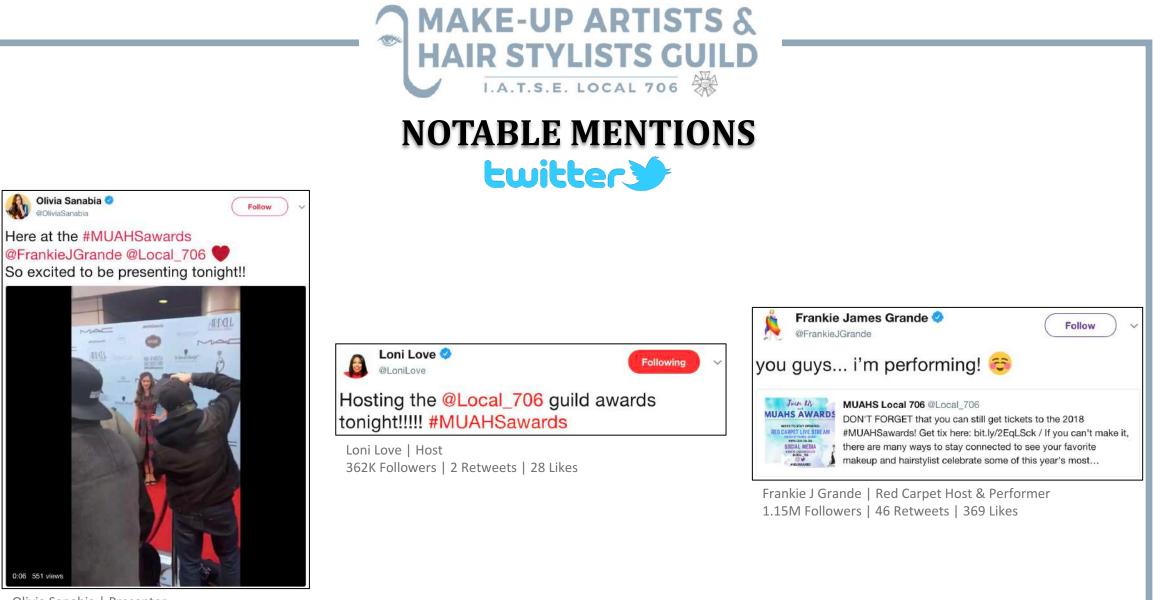
Overall Summary:

<u>Tweets</u> :	42
Total Impressions:	117.15K
Profile Visits:	4.4K
New Followers:	71
Mentions:	141

Analytics via Twitter

Information shown above is between the #MUAHSAwards date range (Jan. 2018 – Mar. 2018)

/eissman/ markovi



Olivia Sanabia | Presenter 7.8K Followers | 7 Retweets | 67 Likes

veissman/markovi

TWEETS FROM SPONSORS



BACKSTAGE ACCESS Show to be a series of the set of the



Hask Hair | Sponsor 20.7K Followers



Follow) ~

Best of luck to all nominees of the @Local_706 #MUAHSawards! Come celebrate with #FrankieGrande this Saturday, Feb 24th as they honor the top artists in the industry! Get tix here:



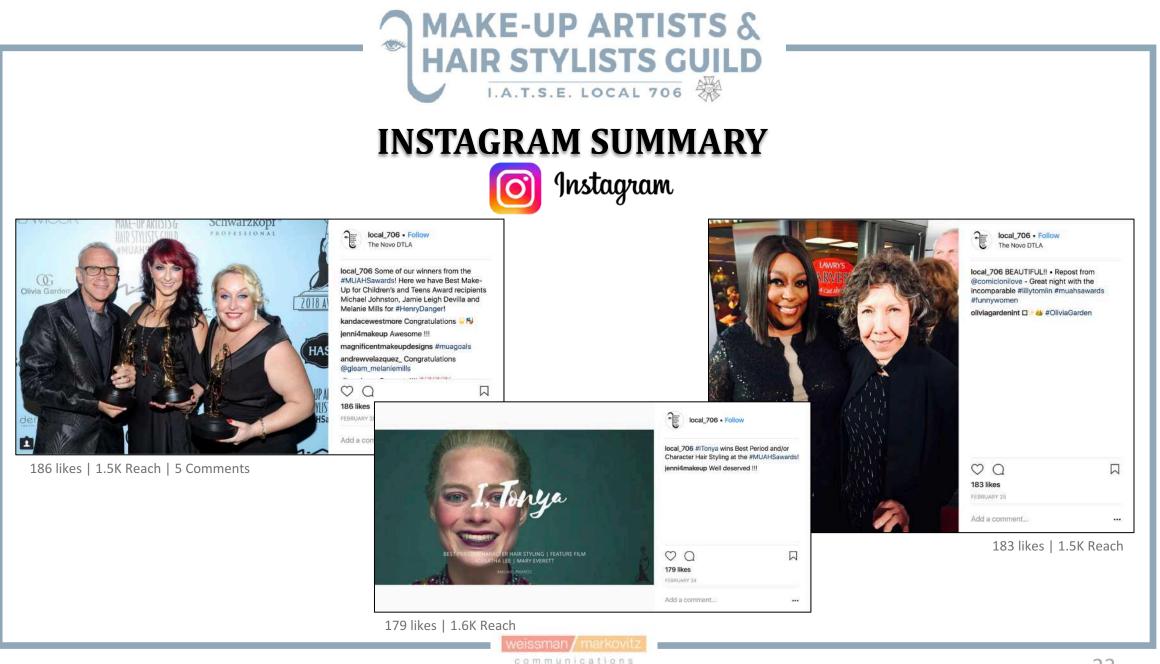
2018 Guild Award Show

Get tickets for 2018 Guild Award Show promoted by Makeup Artists & Hairstylists at The Novo by Microsoft in Los Angeles, CA on Sat, Feb 24, 2018 - 7:00PM at AXS.com

axs.com

NYX Pro Makeup | Sponsor 991K Followers

elssman /





INSTAGRAM SUMMARY CONTINUED 👩 Instagram



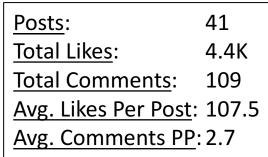
GALLERY | 201 likes | 2K Reach | 6 Comments



220 Likes | 1.7K Reach | 7 Comments

...

Overall Summary:



Analytics via HootSuite Information shown above is between the #MUAHSAwards date range (Jan. 2018 -Mar. 2018)

...

MAKE-UP ARTISTS & **HAIR STYLISTS GUILD** I.A.T.S.E. LOCAL 706

HONORABLE MENTIONS

可 Instagram

@ComicLoniLove

@OliviaSanabia



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Olivia Sanabia | Actress | Just Add Magic 43.8K Followers



Loni Love | MUAHS Host | The Real Daytime Talkshow 896K Followers

@AmberoniStevensWest



Amber Stevens West | Actress | Ghosted 86.9K Followers







MUAHS AWARDS SOCIAL MEDIA REPORT – SHOW DAY

SUMMARY

This year, Twitter, Instagram and Facebook were used to promote the MUAHS Awards. We shared a range of content across all three platforms including, text, video, photos, graphics, emojis and GIFs.

We gave followers a chance to see behind-the-scenes footage from the red carpet and backstage throughout the night. Twitter and Instagram were used for live winner announcements. Facebook was used for pre-show promotion of our social media coverage on Twitter and Instagram.

We earned a combined total of *221K impressions and gained 327 followers*.

The official #MUAHSawards hashtag was used over **1.2K times** and **earned 3.5M impressions**.

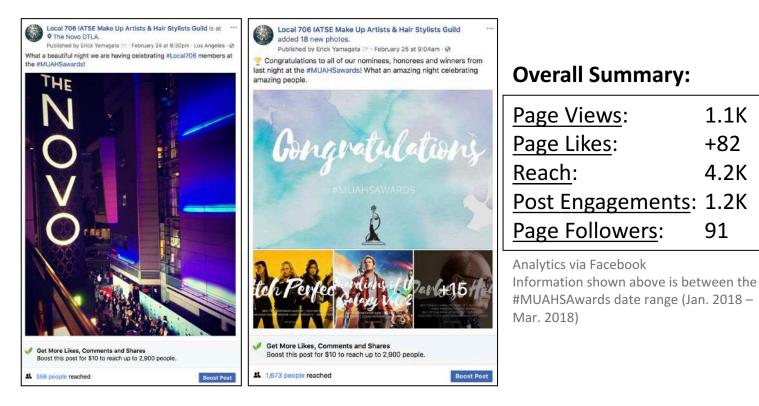


FACEBOOK SUMMARY

MAKE-UP ARTISTS &

HAIR STYLISTS GUILD

Facebook was used primarily to promote the event and other social media platforms where we were live announcing winners. We used Facebook to share post-show updates and images. We also clipped video from the show and promoted across all social platforms.



AT A GLANCE						
twitter		👩 Instaç	👩 Instagram		facebook	
Tweets:	42	Posts:	41	Page Views:	1.1K	
Total Impressions:	117.15K	Total Likes:	4.4K	Page Likes:	+82	
Profile Visits:	4.4K	Total Comments	<u>s</u> : 109	<u>Reach</u> :	4.2K	
New Followers:	71	Avg. Likes Per Po	ost: 107.5	Post Engagement	<u>s</u> : 1.2K	
Mentions:	141	Avg. Comments	<u>PP</u> : 2.7	Page Followers:	91	
PORT	ISH		$\bigcirc \bigcirc$			
			19			

communications

UNTIL NEXT YEAR!













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