

UTAH OFFICE OF TOURISM

Friendemic ran proactive social outreach campaigns promotint tourism to Utah during the summers of 2014 and 2015. We sent tens of thousands of messages to tourists currently visiting Utah or considering a visit, generating millions of impressions and thousands of social interactions. In 2015, Friendemic also managed a photo submission contest with hundreds or entries and rabid fan engagement.

Visit Utah
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Show us how you live #LifeElevated for your chance to win weekly prizes and a dream Utah vacation. Let the games begin!

Learn more:
<http://www.visitutah.com/Life-Elevated>

32,205 people reached View Results

Like Comment Share

Keni Nelson and 1,226 others like this. Most Recent

162 shares

dlthelen @dlthelen · Aug 27
@VisitUtah my wife and I were blown away by the beauty of Zion National Kolob Canyon. #LifeElevated

Visit Utah @VisitUtah · Aug 28
@dlthelen So glad you left satisfied and come back soon! #LifeElevated

Jeff @Jeffreyalan74 · Aug 27
@VisitUtah @SLCBicycleCo #LifeElevated #TOU15

Visit Utah @VisitUtah Following

Tweet your #LifeElevated photos for a chance to WIN a Utah vacation. No joke, this is real! bit.ly/1eHPc4C

RETWEETS 24 FAVORITES 44

11:54 AM - 26 Aug 2015

RESULTS

3 MONTHS BEFORE THE CAMPAIGN

- @Replies Sent: **35**
- Total Impressions: **303,597**
- Favorites / ReTweets: **475**
- User Replies: **14**
- Total Interactions: **625**

AFTER 3 MONTHS OF THE CAMPAIGN

- @Replies Sent: **10,053**
- Total Impressions: **35,613,190**
- Favorites / ReTweets: **6,131**
- User Replies: **3,655**
- Total Interactions: **11,373**