Overview

- All campaigns and ads successfully completed on 11/02/20
What happened?

- We uploaded the videos and images to Facebook and Instagram
- We then paid Facebook to get the videos and images in front of many people as possible
- We told them we wanted to get the videos and images in front of people 18-65+ in the US who have expressed some interest in activism, BLM, voting, Women’s suffrage, etc.
- For the last two episodes, we upped budget and added targeting to specific states. Results to come.
Results to date

82,369
People on Facebook and Instagram saw the ad as they scrolled through

33,098
The total number of actions that people take involving your ads.

55-65+
Most of those who stopped to read or watch the video were in this age group.
Where are these people from?

Locations
Where people were located when they saw your ads.

- Texas: 11%
- Florida: 8%
- Ohio: 7%
- Maryland: 5%
- Other: 69%
Age and Gender Breakdown

Age and Gender
The estimated breakdown of people who saw your ads.

65.1% Women  34.9% Men
the ads
Image - Ain't You Got A Right

- 13,372 saw the ad in passing
- 1,015 people stopped to read
  - They either pressed liked or commented
- 1,012 People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post Here
See Instagram Post Here
Video - Ain't You Got A Right

- 13,422 people stopped to watch the video for more than 15 seconds
- 3,823 engaged with what they watched
  - They either pressed liked or commented
- 8 People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post [Here](#)
See Instagram Post [Here](#)
Episode 2: Someone Sang For Me
As most of us have already voted and the rest of us prepare to vote, we can’t help but think about legacy and those before us who fought to ensure we all have the right. Because someone sang for you, you have to take action and ensure that your voice is heard. You got the right!! #votedeis #brandeis #brandeisuniversity

Image - Someone Sang For Me

- 11,384 saw the ad in passing
- 787 people stopped to read
  - They either pressed liked or commented
- 787 People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post Here
See Instagram Post Here
Video - Someone Sang For Me

- 6152 people stopped to watch the video
- 189 engaged with what they watched
  - They either pressed liked or commented
- 11 People clicked the link to learn more about Jane and the episode!!!!
Episode 5: We Have Come Too Far.
Over the last few years there have been several developments and elements of progress in the fight for racial justice and other social movements. Our growth as a society has been tremendous but we still have a far way to go. We have come too far to turn around. Let’s all play our part in moving forward and #vote #votedenis #brandeis #brandeisuniversity

"I WAS THINKING ABOUT HOW FAR WE HAD COME BOTH AS WOMEN AND AS BLACK WOMEN... I JUST DON’T FEEL LIKE WE CAN GO BACK TO WHERE WE WERE BEFORE”

Jane Wilburn Sapp
Songs of Resistance and Hope

Image - We Have Come Too Far

- 3,457 people stopped to read
- 2,889 engaged with what they read
  - They either pressed liked or commented
- 191 people shared the quote with their Facebook friends
- 6 People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post Here
See Instagram Post Here
Video - We Have Come Too Far

● 1,741 people stopped to watch the video
● 3650 engaged with what they watched
  ○ They either pressed liked or commented
● 10 People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post [Here](#)
See Instagram Post [Here](#)
Episode 6: Let’s Make a Better World

In this episode, Jane examines the current movement around racial injustice and the role young people are playing in advance it. The song, Let’s Make a Better World, echoes a lot of the cries and sentiments of people in the US today and is a call to action for us all. Let’s Make a Better World, together.

Image - Let’s Make a Better World

- 1,478 people stopped to read
- 1,375 engaged with what they read
  - They either pressed liked or commented
- 30 people shared the quote with their Facebook friends
- 16 People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post Here
See Instagram Post Here
Video - Let's Make a Better World

- 1,502 people stopped to watch the video
- 2,526 engaged with what they watched
  - They either pressed liked or commented
- 13 People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post Here
See Instagram Post Here
the numbers
<table>
<thead>
<tr>
<th>Content/Ad</th>
<th>Dates</th>
<th>Budgeted</th>
<th>Spent</th>
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<td>Episode 1 Image</td>
<td>Oct 6 - 13</td>
<td>$50.00</td>
<td>$50.00</td>
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<tr>
<td>Episode 1 Video</td>
<td>Oct 6 - 13</td>
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<td>Episode 2 Image</td>
<td>Oct 11 - 23</td>
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<td>Episode 2 Video</td>
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<td>Episode 3 Image</td>
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<td>Episode 3 Video</td>
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<td>Episode 4 Image</td>
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<td>Episode 4 Video</td>
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Jane Sapp is a cultural worker who engages with disenfranchised urban and rural communities in the United States. She is a powerful, highly-regarded performer, songwriter, recording artist, and educator. Her music reflects the blues and gospel sounds of her Georgia youth and is deeply rooted in the spiritual, religious and historical experiences of the African-American world.