

Project Results and Overview

Boost : Digital campaigns Micro-funding

MAY 2024



Goals

In May 2024, we launched a collaborative boost project to test the effectiveness of using a professional public diplomacy initiative to amplify existing organic content through sponsored campaigns. Our goals were to:

- Recognize and support the efforts of existing initiatives who align with SHIFT's mission using sponsored campaign.
- Determine if sponsored campaigns can reach more people within the target audience.
- Assess whether FTF campaign can be used to boost smaller initiatives' reach in addition to the content itself.
- Foster successful collaboration between professionals and authentic voices, creating joint impact — a core value of SHIFT

Roles

Feel the Facts is a sponsored content stage that amplifies content by authentic creators in support of Israel. The project is managed by an experienced global team specializing in sponsored campaigns for specific audiences over Facebook and Instagram.

IsraelWarStory is an Initiative of a group of international students at the Lowy International School at TAU. The taskforce was formed within days after October 7, and is focused on giving voice to those whose basic rights to life and dignity were brutally trampled upon by Hamas terrorists, while countering false narratives and lies about Israel

SHIFT is promoting positive representation of Israel and those who fight for human freedoms alongside us by shifting toward coordinated, creative, and strategic public diplomacy. Our team raised the funds for the POC, facilitated the collaboration, and managed the project.

Campaign Overview

Organic	Sponsored	Post
<p>Page: IsraelWarStory Timeline: Snapshot 27.5 Impressions: 9,229 Reach: 6,623 Engagement: 1,059</p> <div><p>35.6% FOLLOWERS</p><p>64.4% NON-FOLLOWERS</p></div> <p>Page: IsraelWarStory Timeline: Snapshot 17.06 Impressions: 19.8k Reach: 14,242 Engagement: 1,726</p> <div><p>18.1% FOLLOWERS</p><p>81.9% NON-FOLLOWERS</p></div> <p>Page: FeeltheFacts Timeline: 10 Days campaign 27.5-6.6 Impressions: 535.5 k Reach: 394.3 k Engagement: 286.6 k</p> <p>*Israelwarstory page was tagged to draw audience to it</p> <div><p>55% MALE REACH 45% FEMALE</p><p>55% FEMALE ENGAGEMENT 52% MALE</p></div> <p>Insight: the followers-non followers ration suggest positive influence on the original content from the sponsored campaign. However, there's not enough data to support this, we'll tackle this question in future round.</p> <p>Insight: although the algorithms reached more males, the video plays were double for females for 25%, 50% and 100% of the video recommendation: adapt content length for better engagement.</p>	<p>Type: Video, Length: 01:18</p>	

Results



Key Takeaways

- Effective Reach:** The sponsored campaigns successfully extended the reach of the content, engaging a broader audience across multiple regions, including the US, Canada, Australia, and Europe.
- Engagement Metrics:** Despite the long video format, the campaigns achieved impressive engagement rates, with 56% of video views lasting at least 15 seconds and 7.5% watching the entire video, suggesting the audience setting were effective.
- Collaborative Success:** FtF tagged the "Israelwarstory" account in order to draw audience to it. Although there's no significant increase in followers compared to previous period, the collaboration provided useful insights for future content and fine tuning for next SHIFT boost project.
- Audience Insights:** Demographic breakdown revealed unexpected trends, such as higher reach from men and significant interest from South Africa, insights we learned for the next campaign targeting strategies.

Conclusions

The Boost Project demonstrated the effectiveness of professional sponsored campaigns in enhancing public diplomacy efforts. Key conclusions include:

- Sponsored campaigns** can significantly enhance the visibility and impact of organic initiatives, **effectively reaching and engaging targeted audiences.**
- The collaboration with FtF provided **valuable insights** and demonstrated the importance of **professional partnerships** for better outcomes.
- Continuous adjustment and learning** are crucial, as seen from the demographic insights and the need to adapt content length for better engagement.

Stay tuned for upcoming opportunities to participate in similar projects and events.

We are looking forward for your collaboration to amplify the impact of public diplomacy efforts - we invite you to join SHIFT group via the link in the box to the right.

Raising funds for next round:

We are on our way shifting public diplomacy from reactive to proactive and fostering global partnerships in the fight against the systematic and coordinated efforts by anti-Israel and extremists actors. Your contribution will help us build a stronger, more collaborative future.

OUR CONTACT

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