

2023 SOCIAL MEDIA ANALYTICS

Since 1886, the State Fair of Texas has promoted Texas agriculture; most prominently through its livestock shows and agricultural event competitions. While many associate the State Fair of Texas with fried foods, corny dogs, the Ferris Wheel and Big Tex, agriculture is the pillar of which the State Fair grows on each year.

Not only because of the rich and diverse history of agriculture in the Lone Star state, but because without agriculture there wouldn't be a state fair,

we set out to make sure the livestock shows and event competitions saw center stage on their social media feeds. Attending the fair should be fun, it should be a time of seeing friends across the state you only see at shows, it should be a time of meeting new friends and also a time of learning. But at its core, it's also a competition and culmination of hard work to be shown off. With these areas of focus in mind, the social coverage for the 2023 State Fair of Texas stood out amongst the rest.

THE GOAL:

Show the State Fair of Texas is the show to be at for fun, food, friends and elite competition.

THE RESULTS:

Compared to the same time period in 2022 (September 22 - November 1), State Fair of Texas Livestock saw increases on both Facebook and Instagram platforms.

FACEBOOK SEPTEMBER 22 - NOVEMBER 1

NEW LIKES

279

(264 in 2022)

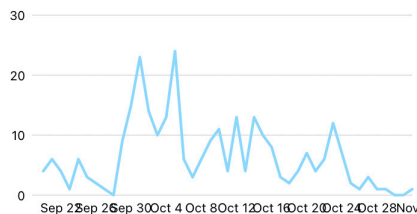


298.6%

New likes and follows

Facebook Page new likes ⓘ

279 ↑ 298.6%

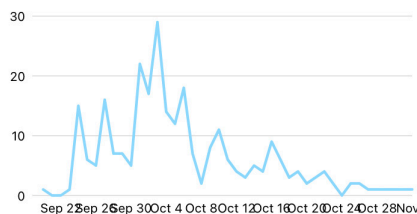


2023

New likes and follows

Facebook Page new likes ⓘ

264 ↑ 180.9%



2022

REACH

169,592

(142,809 in 2022)

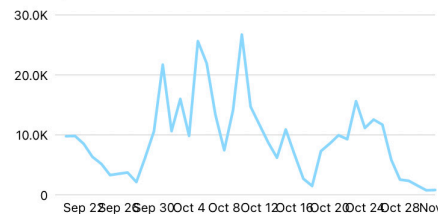


239.2%

Reach

Facebook reach ⓘ

169,592 ↑ 126%

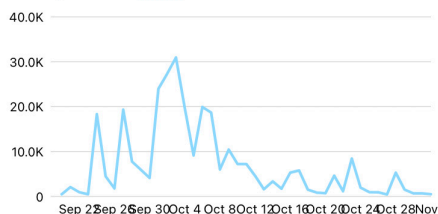


2023

Reach

Facebook reach ⓘ

142,809 ↑ 239.2%



2022

VISITS

47,733

(40,808 in 2022)

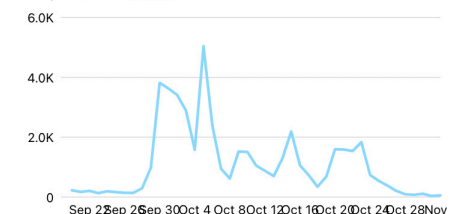


2.2K%

Visits

Facebook visits ⓘ

47,733 ↑ 812.3%

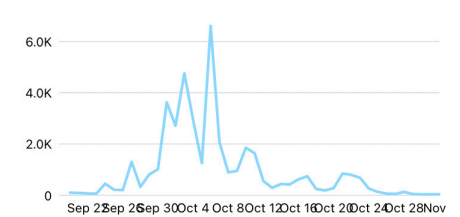


2023

Visits

Facebook visits ⓘ

40,808 ↑ 2.2K%



2022

INSTAGRAM

SEPTEMBER 22 - NOVEMBER 1

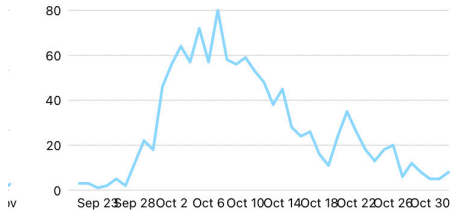
NEW FOLLOWERS

1,160

↑ **1.3K%**

New Instagram followers ⓘ

1,160 ↑ 1.3K%



REACH

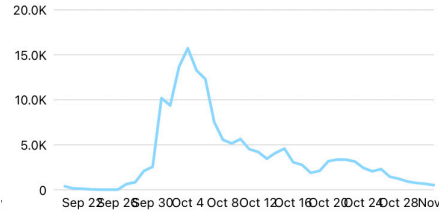
75,547

(27,229 in 2022)

↑ **1.7K%**

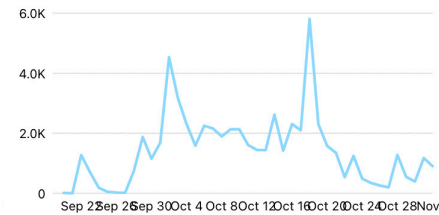
Instagram reach ⓘ

75,547 ↑ 1.7K%



Instagram reach ⓘ

27,229 ↑ 744.3%



VISITS

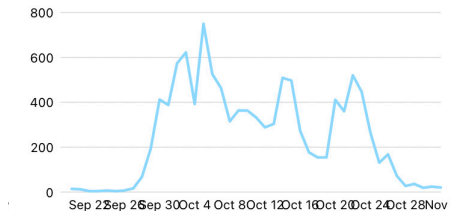
10,687

(5,886 in 2022)

↑ **2.8K%**

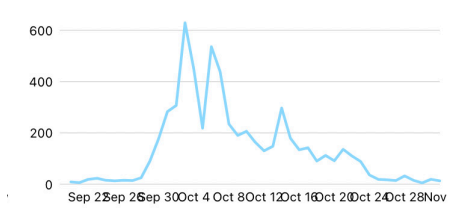
Instagram profile visits ⓘ

10,687 ↑ 2.8K%



Instagram profile visits ⓘ

5,886 ↑ 1.2K%



TOP REELS



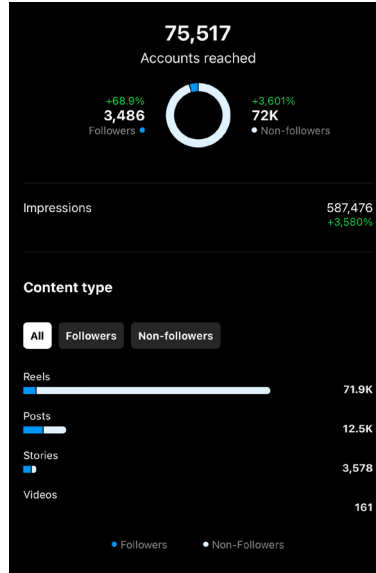
INSTAGRAM

SEPTEMBER 22 - NOVEMBER 1

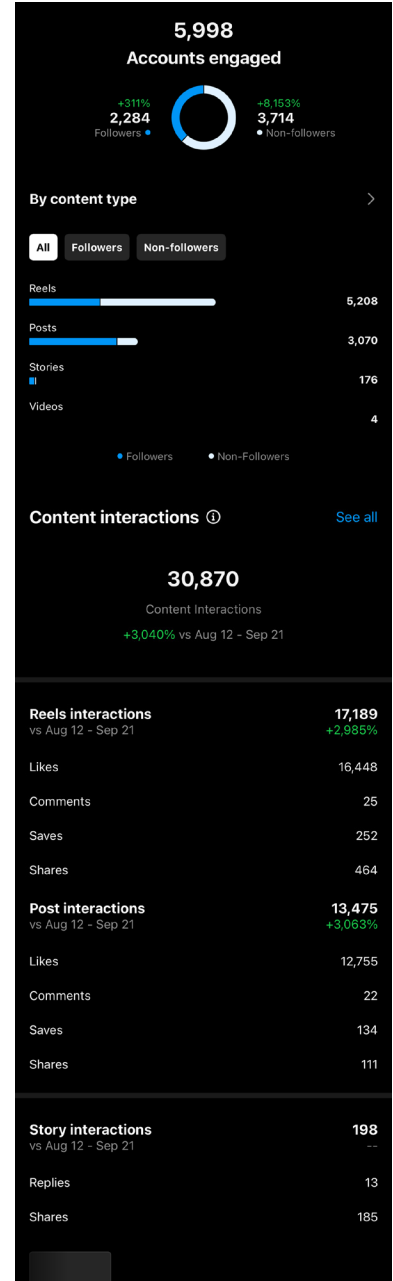
FOLLOWERS



REACH



ENGAGEMENT



TOP POSTS



Oct 10, 2023



Oct 5, 2023



Sept 30, 2023



Oct 1, 2023