



**LAWRENCE
GROUP**

SMPS Marketing Communication Awards 2017
Lawrence Group | Social Media



Table of Contents

Section One | Facebook Boosted Posts

Section Two | Facebook Posts

Section Three | Blog Posts and Party

Section Four | Pinterest Boards

Section Five | Twitter Posts



Section Six | LinkedIn Posts

Section Seven | Social Media Guides


Section Eight | Social Media Goals







Section One | Facebook Boosted Posts




 **Lawrence Group**
Published by Claire Strube [?] · April 14, 2016 · 

Is your workplace almost all private offices? By proposing a neighborhood style layout, Lawrence Group helped [Northwestern Mutual](#) transition into a design that provided acoustic privacy balanced with the need for more daylight and an open office solution. The space, layered with rich textures, wood tones, soft creams, leathers, and warm stone materials, gives Northwestern Mutual's office a more airy and modern feel complemented by some fun pops of color. See more workplace projects: <http://www.thelawrencegroup.com/workplace.php>



20,020 people reached  [Boost Post](#)

 Like  Comment  Share

   Ann Barreca Young, Natalie Avondet and 21 others

Workplace Target Audience

Job Titles: Owner, Founding Member, Construction Manager, Commercial Real Estate Broker, Chief Executive Officer, Chief Financial Officer, Chief Operating Officer, Co-Owner, Co-Founder, Director, Development Director, Director of Design and Construction, Senior Vice President, Commercial Broker, Vice President, Broker, Founder, Principal

Interests: Office, workplace design, interior design, construction, properties, leadership, construction management, construction, corporate real estate, business, corporations, architecture, management, brokerage firms, real estate development, finance, employee retention, St. Louis, Charlotte, New York, Austin

Healthcare Target Audience

Job Titles: Chief Executive Officer, Chief Financial Officer, Chief Nursing Officer, Chief Operating Officer, Director, Co-Founder, Director of Design and Construction, Director of Design and Development, Director of Development, Director of Facilities, Director of Nursing, Director of Patient Care, Director of Patient Care Services, Director of Patient Experience, Director of Patient Services, Foundation Director, Founder, Guest Services Director, Hospital Administrator, Hospital Director, Hospital Services, Medical Director, Nursing Director, Patient Care Associate, Patient Relations Specialist


Interests: Architecture, American Cancer Society, cancer research, community health centers, construction management, design, emergency medical services, family medicine, healthcare, hospital, hospital pediatrics, nursing, pediatric nursing, Southern Illinois, St. Louis, Charlotte, New York, Austin

 **Lawrence Group**
Published by Claire Strube [?] · December 8, 2015 · 

The new SIH Cancer Institute is designed to promote healing and wellness. The center features improved radiation therapy services, infusion therapy services, healing garden, tranquility chapel, healthy café and commissioned artwork by local artists. See more of Lawrence Group's healthcare projects: <http://www.thelawrencegroup.com/healthcare.php>




8,103 people reached  [Boost Post](#)

 Like  Comment  Share

 Jessica Riess, Julie Steffens, Kelly Ward and 12 others

1 share

 Write a comment...  



Lawrence Group
Published by Claire Strube [?] · February 12 at 10:52am ·

Did you know Saint Louis University School of Law is ranked one of the top law schools in the nation? Lawrence Group transformed its home, a nondescript 1960s building, into a state-of-the-art landmark in downtown St. Louis. We bet you recognize the new dramatic lighting down the center and across the top of the building, but have you seen the inside? Take a look: <http://www.thelawrencegroup.com/port.../markets/highered/3.php>

Lawrence Group - Plan | Design | Create
Lawrence Group's design of the new Joe & Loretta Scott Hall transformed a nondescript 1960s building into a contemporary, state-of-the-art landmark for Saint Louis University's School of Law.
[THELAWRENCEGROUP.COM](http://www.thelawrencegroup.com)

159,306 people reached

Boost Post

Like Comment Share

You, Lisa Morrison, Rawan Said, Linda Thomsen Loewenstein and 15 others

Write a comment...

Higher Education Target Audience

Job Titles: Chief Executive Officer, Chief Financial Officer, Chief Operating Officer, Co-Owner, Co-Founder, Director, Development Director, Program Director, Chancellor, Managing Director, Owner, Law Partner, Founder, President, Student Dean, Superintendent, Dean of Students, Campus Director, Student Services Director, Director of Design and Construction, Founder, Director of Development, Associate Dean

Interests: Saint Louis University, Washington University in St. Louis, University of Missouri School of Law, University of Missouri-Kansas City School of Law, interior design, renovation, universities, law school, student affairs, Saint Louis University School of Law, Saint Louis Billikens, education, students, legal studies, architecture, design, law, lawyers, study of law, student services, campus affairs, campus improvement, university programs, faculty retention, student retention, student wellness



Section Two | Facebook Posts

Lawrence Group
Published by Claire Strube [?] · January 11 · 🌐

Some great photos from our 2016 Rep Appreciation Party. We love getting a chance to thank the amazing vendors who take such good care of us throughout the year! Thank you!



503 people reached [Boost Post](#)

Like Comment Share

14 Chronological


1 share

 **Susie Phillips** It was a spectacular party! 🎉 The venue was different, but the same great food and fun! I know that I, and all of the STL rep community, very much appreciate the annual party. So kind of you! Lawrence Group ROCKS! Thank you!
Like · Reply · Message · January 11 at 9:18am

 **Lawrence Group** Thank you so much, Susie! We look forward to it all year.
Like · Reply · Commented on by Claire Strube [?] · January 11 at 9:22am

Lawrence Group
Published by Lindsay Härper [?] · May 26, 2016 · 🌐

After working with Warby Parker on dozens of retail stores across the country these past two years, we're thrilled to have one open in our own backyard! It was a pleasure designing their first retail location in Brooklyn. For more project details, check out Warby Parker's latest blog post: <http://bit.ly/1THCi7e>




Hey Brooklyn! We're here!
Cobble Hill, we just opened our doors on Bergen Street! Here's a taste of what's literally in store.
BLOG.WARBYPARKER.COM

239 people reached [Boost Post](#)

Like Comment Share

Lawrence Group
Published by Claire Strube [?] · August 11 at 2:55pm · 🌐


Great group shot from our construction tour of SSM Health St. Joseph Hospital - Lake Saint Louis! #TBT



489 people reached [Boost Post](#)

Lawrence Group
Published by Claire Strube [?] · April 29, 2015 · 🌐


We love this detail shot of the creation of the new mosaic artwork at SSM Health St. Mary's Hospital - Jefferson City.
<https://www.codaworx.com/project/test-test-54ff3e01a82a9>



192 people reached [Boost Post](#)

Like Comment Share

14

 Write a comment...

Lawrence Group
Published by Claire Strube [?] · January 15 · 

Too cute not to share! Happy Birthday to one of Lawrence Group's founding principals, Paul Doerner!



977 people reached [Boost Post](#)

 Like  Comment  Share

 53 [Chronological](#)

View 8 more comments

 **Rebecca Samson Perlow** Love that pic!
Like · Reply · Message ·  1 · January 15 at 10:45pm

 **Donna Thomsen** You do have a cute baby face. Happy Bday Paul.
Like · Reply · Message · January 16 at 8:32am

Lawrence Group added 4 new photos.
Published by Claire Strube [?] · December 2, 2016 · 

Lawrence Group's New York office recently did some exploring among the sculptures at Storm King Art Center!



148 people reached [Boost Post](#)

Lawrence Group
Published by Claire Strube [?] · November 25, 2016 · 

We've been doing office yoga every Friday and trying our hand at 30 Day Fitness Challenges. See our other ideas for getting healthy! #LGFit <http://bit.ly/1N8nIVa>



Lawrence Group added 2 new photos.
Published by Claire Strube [?] · December 2, 2016 · 

Huge congrats to two of Lawrence Group's wonderful employees on their wedding! Jenny and Adam first met in our elevator, and they had these beautiful photos from their special day taken in our first floor lobby! Warm wishes to you both! (Photographs by Oldani Photography)



1,400 people reached [Boost Post](#)



Section Three | Blog Party and Posts



In fall of 2015, we began the process of launching our company blog. After many weeks of planning, it was time to take the blog to the rest of the company. As with all of our other social media efforts, having fun was the driving force behind the **blog launch party** which was aimed at getting the whole company excited about blogging and involved in the process.

- photo booth
- asteroid toss game
- food & drink
- blog idea board
- blogging team sign up



Interior Design / April 5, 2016

Sitting is the New Smoking? Meetings Are the New Second-Hand Sitting



I recently attended a WELL Building seminar and was reminded of the importance of this mantra in workplace design: "Sitting is the new smoking." It's not exactly a new idea; you probably first heard it with the Steelcase introduction of the treadmill desk in 2008. The term actually originated from Dr. James Levine, director of the Mayo Clinic-Arizona State University Obesity Solutions Initiative and the inventor of the treadmill desk. Although the treadmill desk may seem like a novel concept, the science behind it was quite ahead of its time.

The WELL standard, launched in 2013, was created to focus on the health and wellness of the occupants of a building in conjunction with the actual building. To push as designers, the WELL Building presenter encouraged us to think about what sitting and design sit based spaces is doing to our employees and clients. It makes sense that sitting 10 or more hours a day is slowly killing us. It does slow down our digestion, our mental process; it forces us into these slumped over postures that are not natural or healthy. Sedentary habits such as sitting put us at a greater risk for developing heart disease, diabetes, obesity and even cancer.



Just like our clients, conference rooms at Lawrence Group are in high demand. For our weekly staffing meeting, our regular conference room was booked, so we got bumped. With the "sitting is the new smoking" cliché ringing in our heads, we decided to move our meeting to a standing bar top within our open office space. Without a task chair, television, conference room table or even four walls and a door in sight, we had a very quick yet super productive standing meeting. It was great! The success of that meeting made me think, "Why can't this Monday meeting always be a standing one?" And "what other meetings could we convert to standing ones?"

Outlook automatically assumes meetings are a half hour long; at least, and many companies automatically schedule meetings for an hour long. Most of the time, it's just convenient and it reserves the room, but do we really need an hour? It seems like we try to fill an hour's worth of time even for meetings that might only need to be 10 minutes long. Not only does it waste time; it ties up those precious conference rooms that others may really need.



So in thinking about this within our own workspace, I have three (three) initiatives for clients to try. First, try scheduling meetings for only 15 minutes on the calendar and stick to it! See how much time you save and how much more focused and productive those quick meetings are. Second, take all the chairs out of a few conference rooms at your office, force those to be the standing meetings. Third, try having a meeting room or two that are not able to be scheduled and are the "20 items or less" style rooms. If you need to touchdown, make a conference call or have some other type of "20 minute or less" meeting, use these rooms. Not only are they able to be quickly utilized without a lot of planning, they also help to free up unnecessary overscheduling of other conference rooms. Try it!



We all want to be healthier and live longer. However, we tend to think of getting fit as something that has to happen at a gym, but maybe the workplace is the logical place to burn a few extra calories and kick that sedentary lifestyle to the curb. Now I know this may be a radical thought, standing for meetings, but remember the sit-to-stand desk or the treadmill workstation were considered radical at one time too. So if "sitting is the new smoking", then aren't meetings the worst form of second hand sitting? Say that three times fast. Combat the sit! Stand up for meetings and kick that sitting habit!

The Lawrence Group blog is used to showcase our employees, details of our **unique projects**, key insights of industry trends and challenges, and to position Lawrence Group employees as experts in their markets.

Our in-house marketing team aids our designers and architects in sharing their unique insights on the blog. For example, a Lawrence Group interior designer in our workplace studio wrote this example about the shifting focus in employee wellness, positioning herself as a **knowledgeable source** for tackling challenges in corporate design.

Posts are cross-promoted on Twitter, LinkedIn and Facebook to build awareness of our blog and direct people to a more in-depth look at Lawrence Group's culture, projects and people.

Contributor | Sarah T. 2016

The Long and Winding Road to Licensure



Architectural Projects | September 20, 2016

Sun Theater – Revisited – Part 2



General / November 30, 2016

Lawrence Group People



Each month we are highlighting three of our employees by having them share everything from their personal motto to their favorite architect to what's on their bucket list. We are hoping this gives you a glimpse into the people of Lawrence Group.



Rawan Abusaid

Designer

With Lawrence Group since 2015

Favorite Pastime

I love to bike around town and do photography on the side.

Not Many People Know

I'm one of nine kids.

On My Bucket List

To hike/bike Lauterbrunnen Valley in Switzerland.

Favorite Thing About Lawrence Group

I adore the culture and the people I work with.



Jimmy Sgroi

Designer

With Lawrence Group since 2015

Favorite Pastime

I love being active, either working out, exploring the city, or finding new areas of Forest Park, or any kind of social event! I'll never say no to a Blues game either.

Not Many People Know

I am a huge gigantic space nerd.

On My Bucket List

Visit 6 continents at least once... or twice 😊

Favorite Thing About Lawrence Group

I love how invested Lawrence Group is in the City of St. Louis. Being born and raised here, it's very exciting to be a part of a group that is advancing the City so much.

"I have yet to see anything related to the Lawrence Group that is negative or uninspiring. It is the kind of place I would scrub the floors for just to get a glimpse inside the creative process that births such great projects, like the City Foundry. As an aspiring urban developer, I am proud to have a company like this in my hometown."

- Andrew Erker
(comment on "Lawrence Group People" blog)



Kelly Paige

Interior Designer

With Lawrence Group since 2013



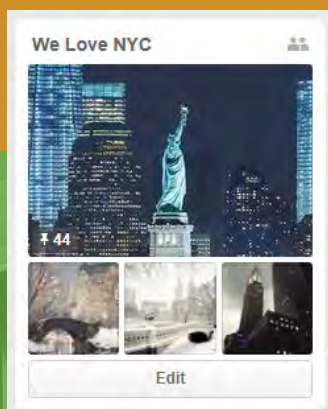
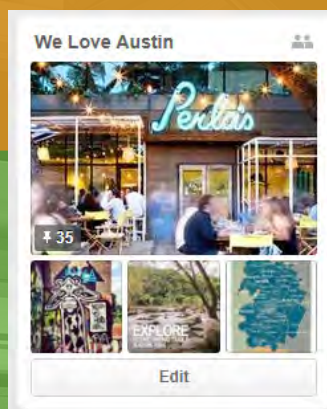
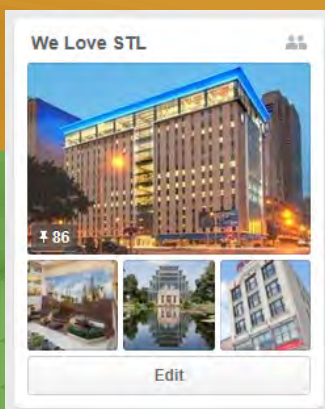
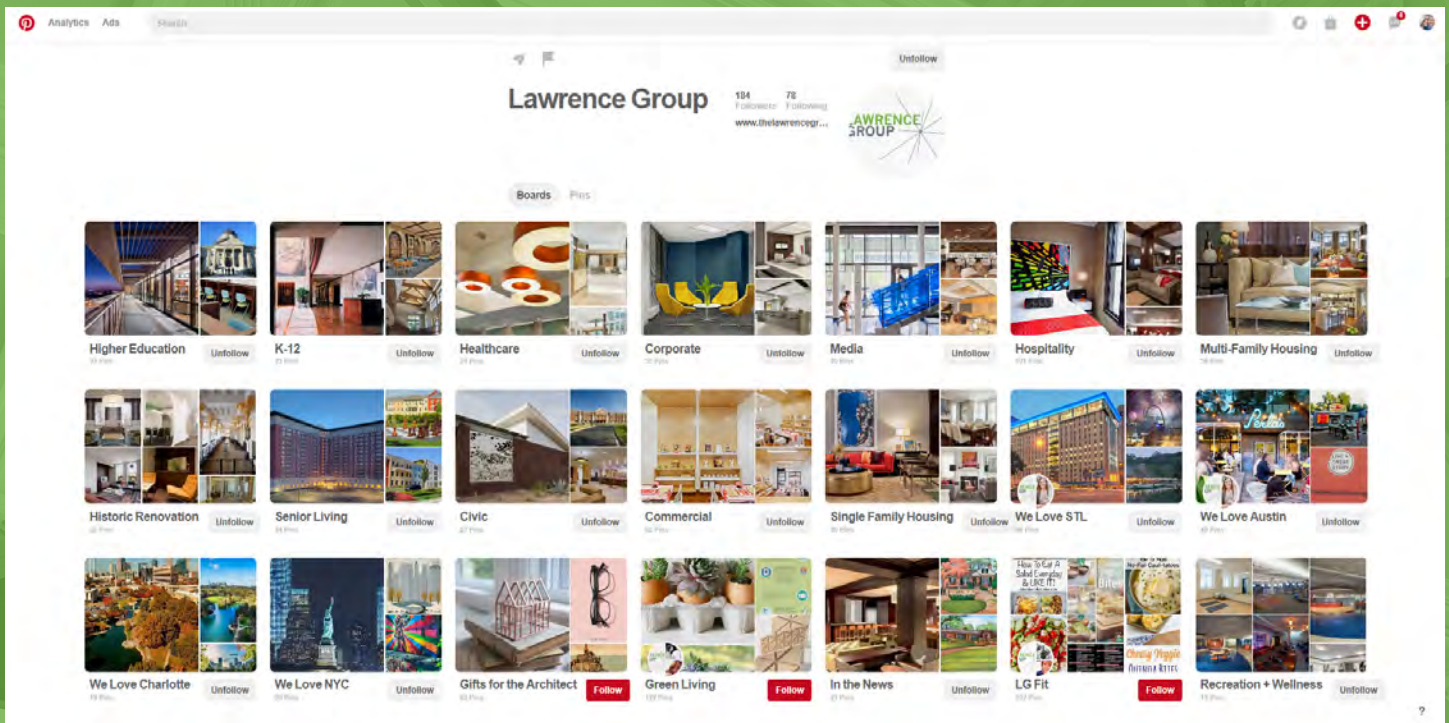
Brian Temple

Designer

With Lawrence Group since 2015



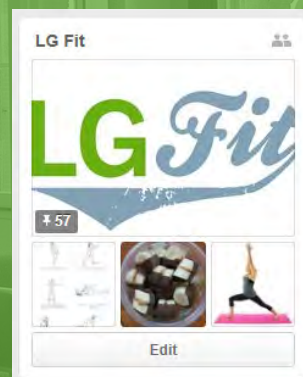
Section Four | Pinterest Boards



We utilize Pinterest to create a convenient way for our audience, particularly potential clients to view our projects and get a sense of some of Lawrence Group's interests as a company.

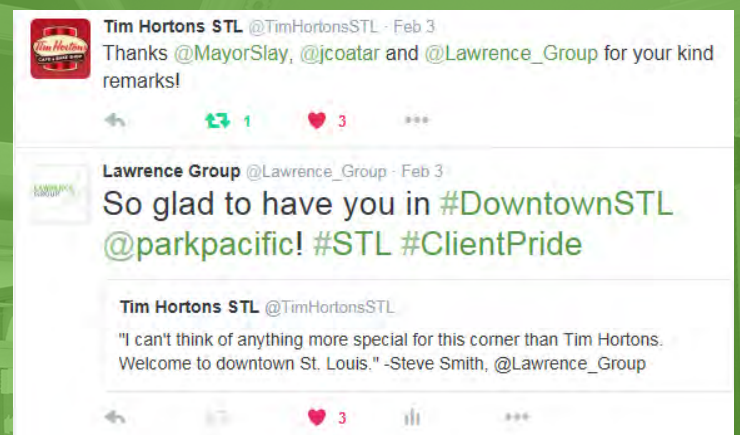
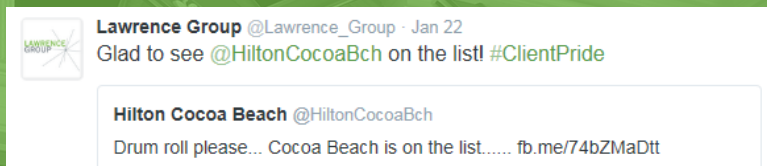
We did this by creating boards for each of the markets we serve so that clients can **easily view examples of work** most relevant to them. Boards representing each city where we have an office are used to celebrate what we love about where we work.

LGFit and Green Living boards give a sneak peak into some of the things we are interested in outside of our project work like staying fit as a team and encouraging our employees and audience to **practice sustainability** in their everyday lives.





Section Five | Twitter Posts



Lawrence Group @Lawrence_Group · Feb 19
Accepting her @stlouisbiz #40under40! So proud of you, @dgrushevsk! #design #stlbj



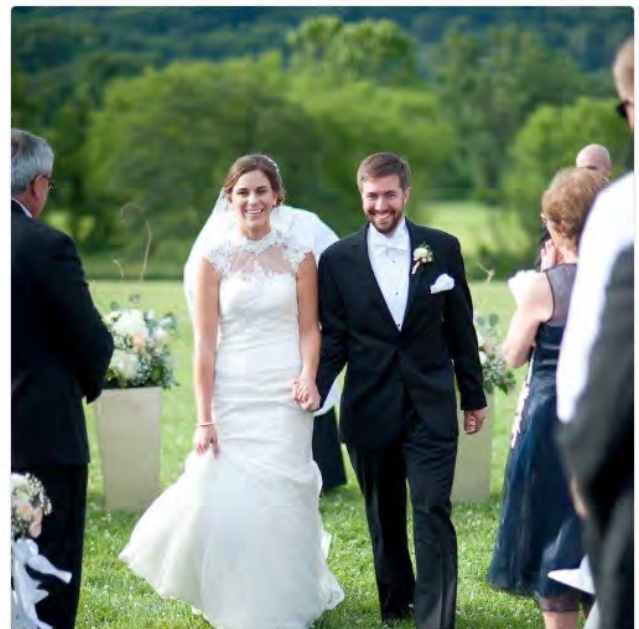
Lawrence Group @Lawrence_Group · 28 Oct 2016
Our #Halloween party at lunch today was so much fun! #SpiceGirls won for best group costume! @clairestrube @LindsayJHarper @PinkBarbie0211



Lawrence Group @Lawrence_Group · 24 Nov 2016
Happy #Thanksgiving! Today, and everyday, we're thankful for our family, friends and coworkers.



Lawrence Group @Lawrence_Group · 5 Dec 2016
Congrats to Doug + Andrea on their marriage! Doug is an architect in our Austin office. We're so happy for you both! [goupstate.com/entertainment/...](http://goupstate.com/entertainment/)



Lawrence Group @Lawrence_Group · Feb 10
Thanks, @lindaloew! Now we just have to fill them up with projects to showcase! #design #madewithlove



Linda Loewenstein @lindaloew
Love the new project display @Lawrence_Group designed & BUILT by designers! #handmade

Embracing our core value of "having fun and celebrating mutual success" extends to Twitter where we showcase our employees and our lighter side.



Section Six | LinkedIn Posts

Lawrence Group 8mo

Frank Zilm of the University of Kansas Institute for Health & Wellness Design recently stopped by to touch base with our KU grads. The newly established Institute for Health & Wellness Design will promote effective healthcare ...see more




24 Likes · 1 Comment




 Like  Comment  Share

Lawrence Group 11mo

Proud to be honored by the IIDA Gateway Chapter with an Interior Design Excellence Award for our work at SSM Health St. Mary's Hospital - Jefferson City. The Interior Design Excellence Awards honor the creativity and innovat ...see more



20 Likes · 2 Comments

 Like  Comment  Share


Lawrence Group 5mo

Check out this award-winning renovation completed by our Austin office! 500 Chicon, the headquarters of the Texas Society of Architects, was recently recognized by Preservation Austin, celebrating "the hard work and visi ...see more




500 Chicon Wins Preservation Austin Award
txmagazine.org

5 Likes

 Like  Comment  Share




Lawrence Group 7mo

Lawrence Group is excited to unveil plans for the former Federal Mogul site in St. Louis! Building on the region's reputation as an innovation hub, City Foundry Saint Louis is envisioned as a place where ideas thrive and people can conne ...see more




Work begins on \$340 million Midtown redevelopment that will include stores, offices and food hall
stltoday.com

26 Likes · 1 Comment

 Like  Comment  Share

Lawrence Group uses LinkedIn to give potential clients a **professional snapshot into our firm by sharing employee's individual accomplishments, project updates and company news.**

Lawrence Group Please join us in congratulating Linda Loewenstein, founding principal of Lawrence Group, and wishing her the best in her retirement. Linda's expertise and fun-loving spirit will be sincerely missed at Lawrence Group; however she will continue in ... more




THANK YOU, LINDA FOR 32 YEARS OF INSPIRATION
Read More


Organic
Targeted to: All Followers


7,815 impressions	74 clicks	79 interactions	1.96% engagement
-----------------------------	---------------------	---------------------------	----------------------------


[Sponsor update](#)

Like (74) · Comment (5) · Pin to top · 18 days ago

 **Suzanne LeBeau, Lynia D Bartlett** +72

 See previous comments

 **Pat Guichet** All the best to you, Linda. I have enjoyed working with you over the years. You were so good at your "job" that you made it look easy. This industry is better because of you. Enjoy!
16 days ago

 **Suzanne LeBeau** Congratulations to a respected, fun loving talented professional !!!
1 day ago



Section Seven | Social Media Guides

LINKEDIN GUIDE

Why and how to get on LinkedIn

433 million LinkedIn users
128 million users in the United States
106 monthly unique visitors

13x Increase in profile views for those who list their skills

2 Number of new members per second

40%
40% of LinkedIn users check it daily

80%
80% of B2B leads are generated through LinkedIn

50%
50% of unique LinkedIn visitors access it via mobile

45 billion Total number of page views over the course of Q1

45 PERCENT Amount of users in upper management

1 in 3 Number of posts that trigger engagement using a question mark

14x increase in profile views when a photo is included

TIPS TO MAXIMIZE YOUR LINKEDIN PROFILE

- 1. Include a profile picture**
Include a professional photo. Don't have one? Marketing can help!
- 2. Customize your profile & increase results**
Customize your profile URL. By default, the URL of your profile will end with a series of numbers. Take advantage of the customization option and change the numbers to your name. This will increase options and change the numbers to your name. As a result, SEO will increase, making your profile and Lawrence Group appear higher in search results.
- 3. Don't skip the summary**
This is your introduction to the rest of the LinkedIn world. It's a summary of your experience and credentials. In a paragraph or two, share the important things you want others to know and what you have to offer. A keyword-rich summary also increases SEO.
- 4. Showcase your skills**
Select 10-15 skills you want to highlight and allow connections to endorse you for these skills. By default, as you receive endorsements, your skills will be listed by most endorsed. LinkedIn allows you to reorder your skills, placing the most important ones at the top.
- 5. Post & share**
Post regularly about trends and insightful news in your industry. Ask questions to increase engagement and include links in your posts to drive people to an article, blog post, or website (http://www.thelawrencegroup.com)

HOW LINKEDIN HELPS LG

Increase LG visibility
Employees are 70% more likely to engage with company updates. When you "like" and "share" updates you help improve LG's visibility among your connections.

Be LG ambassadors
Through LG employee LinkedIn profiles, people can see the specific talents and skills that LG has to offer. Showcase these by connecting with past and potential clients.

SEO Increase SEO on LinkedIn by changing URL links, to your portfolio websites, to keyword-rich titles such as "Architecture and Design Experience" or "Lawrence Group Projects." This helps both you and Lawrence Group gain exposure and show up higher in searches for those keywords.

Need a quick lesson? Call Lindsay Harper, ext. 1315

TWITTER GUIDE

Why and how to get on Twitter

310 million monthly active Twitter users
100 million daily active Twitter users
170 minutes average per user per month

1.3b Approximate number of registered Twitter users

34%
34% of active users log on more than once a day

49%
49% of monthly Twitter users follow companies

23%
23% of all internet users use Twitter

340 million Projected number of Twitter users by 2018

1b Unique visits monthly to sites with embedded Tweets

EXAMPLE POSTS

Kim Morrison
Would be the best Valentine's gift ever to win a ticket to Social Media Marketing World! bit.ly/viaSMMW13 via @smeaminer #winSMMW13

Joel Harrell
Just added my written entry to @winSMMW13. It felt great to tell our story at OperaPulse. We are super excited. socialmediaexaminer.com/win-free-tickets...

Katie Bays II
Last day to enter...I really hope to win a ticket to Social Media Marketing World bit.ly/viaSMMW13 via @smeaminer #winSMMW13

42.6m Number of smart phone U.S. Twitter users

Offline sales increase attributed to promoted Tweets
29 PERCENT

Need a quick lesson? Call Claire Strube, ext. 1363

LET'S GET STARTED:

- 1. Set up an account and pick your username**
 - Using your real name makes you easier to find and appear more trustworthy.
 - Keep the 140 character limit in mind. Your user name should be short, sweet, and easy to mention. As always, keep it classy.
- 2. Follow and be followed**
 - Begin finding and following people in your company and community to find content that is interesting to you (hint: @Lawrence_Group). Most will follow you back. The people you follow can "mention" you in future Tweets.
 - A mention is like a tag on Facebook; users can click on the mention to get to your profile.
- 3. Write your Twitter bio**
 - Keep it short and sweet. The max is 160 characters.
 - Let people know who you are and what they might expect to get from following you.
 - Use a fun, professional photo. Using a profile picture makes you appear more trustworthy to potential followers.
- 4. Learn to write in 140 characters**
 - Remember to use characters like "&" or "4," "w/" for "with," or "4/30" for "April 30th."
- 5. Remember the power of the #**
 - Hashtags are how content is sorted. When you compose a Tweet with #architecture, the Tweet joins all the other #architecture Tweets.
 - Hashtags are clickable, allowing your followers to click-through and explore content with the same hashtag.
- 6. Follow and be followed**
 - Stumped on what to Tweet? Stay in the action by retweeting or favoriting an existing tweet from people you follow.
 - Retweet (RT): Kind of like a "share" on Facebook, a retweet on Twitter means you are sharing a tweet from someone you follow with the people who follow you.
 - Favorites: You can "favorite" a Tweet to bookmark it for viewing later, to draw attention to your account from the person Tweeting, or as a way to recognize another person or organization.
 - Reply: A public tweet response to another user who mentions you in a Tweet.
 - Direct message (DM): A private message sent directly to another user on Twitter.

BEST PRACTICES: SOCIAL MEDIA

LAWRENCE GROUP

ERR ON THE SIDE OF CAUTION

FOLLOW COMPANY POLICIES

- Confidentiality/Proprietary
- Disclosure
- Privacy/Copyright Protection

AUTHENTICITY:

Real or genuine, not copied or false. True and accurate. Be your best self!

ALWAYS BE CONSIDERATE

CROSS PROMOTE:

Spread content across multiple channels. Introduce people to new related content

CONSISTENCY IS KEY:

Keep the momentum. Post consistently with current and timely content.

POST RELEVANT CONTENT

- Is it engaging?
- Does it add value?
- Does it educate or inform?
- Is there a visual?
- Keep self-promotion to a minimum.
- Develop reliable sources for information to share.

PROOF YOUR POST

By providing clear and easy guides to our employees we support and encourage them to keep their social media profiles active and up to date and offer assistance as needed.

To: 1A1 Lawrence Group
 Cc:
 Subject: Have no fear, Twitter help is here!
 Message January Tweet Highlights.jpg

Just a reminder that LG Marketing is here to help you get and stay engaged on Twitter. If you need help getting started, don't hesitate to call (ext. 1363) or email me!
 For those of you already using it, THANK YOU! Your mentions of Lawrence Group, likes, and retweets are helping us spread our content to a huge audience and build our credibility.

Some recent examples of how LG is engaged with employees, clients, media and the community:

Lisa Morrison @lisa_morrison
 @Lawrence_Group - Love loving the new graphic, giving up at client site. Custom signage coming soon! #marketing #design

STLRainbow @stlrainbow
 @Lawrence_Group - Kromke Group

Brian S. @brianstlcc
 I ❤️ @Lawrence_Group

Lawrence Group @Lawrence_Group
 Photo of our recent project w/ @CourtneySTLCC. We love this nod to the hotel's history! #STL #design #renovation

Courtney STL CC @CourtneySTLCC
 A nod to the past, this painting of Lennox Hotel Hangs proudly in our newly renovated lobby.

Linda Lawerstein @linda_lawerstein
 Today's work environment, projects collaboration & energy #workplace #lawrence_group creating great spaces

Courtney STL CC @CourtneySTLCC
 Following



Section Eight | Social Media Goals

Progress Towards Goals																							
		Monthly Goal	Benchmark 2015 May	2015 June	2015 July	2015 Sept	2015 Oct	2015 Nov	2015 Dec	2016 Jan	2016 Feb	2016 March	2016 April	2016 May	2016 June	2016 July	2016 August	2016 Sept	2016 October	2016 Nov	2016 Dec	YTD	Goal
Twitter	Client Engagements on Twitter (Increase by 30%)	25	19																				130
	New Employees on Twitter (Increase by 30%)	1	20																				38
	Employee Engagement on Twitter (Increase by 40.5%)	75	53																				1,320
	Total Engagements (Increase by 35%)	231	205																				4,475
	New Followers on Twitter (Increase by 4%)	46	941																				1,651
LinkedIn	New Employees on LinkedIn (Increase by 25%)	3	105																				141
	New Followers on LinkedIn (Increase by 50%)	94	3,945																				8,414
	Impressions (Increase by 65%)	5,000	8,100																				40,000
Facebook	Client Engagements (Increase by 100%)	7	5																				120
	Total Monthly Impressions (Organic Only) (Increase by 30%)	20,000	15,000																				250,000
	Total Monthly Impressions (Organic & Paid) (Increase by 75%)	120,000	15,000																				2,100,000
	Total Monthly Unique User Impressions (Organic Only) (Increase by 142%)	15,000	5,219																				270,000
	Total Monthly Unique User Impressions (Organic & Paid) (Increase by 30.2%)	80,000	5,219																				1,504,000
	Total Engagements (Increase by 10%)	134	636																				13,212
	New Page Likes (Increase by 11.7%)	78	443																				2,169
Pinterest	Average Monthly Impressions on Pinterest (Increase by 5%)	3,486	3,448																				74,368
	Average Monthly Repins on Pinterest (Increase by 134%)	21	33																				556
	New Followers on Pinterest (Increase by 135%)	1	19																				168
Website	Number of Users (Increase by 20%)	5,700	5,084																				96,400
	Numbers of Pageviews on LG Website (Increase by 30%)	16,848	12,628																				235,012
	Number of Sessions on LG Website (Increase by 28%)	9,800	8,811																				87,890
	Percent of New Sessions on LG Website (Increase by 15.0%)	91.00%	79.13%																				90.00%
	Percent of Sessions via Social Referral (Increase by 14.7%)	5%	1.50%																				5%
Blog	Number of Users (Increase by 50%)	400	0																				7,400
	Numbers of Pageviews on LG Blog (Increase by 30%)	1,000	0																				14,400
	Number of Sessions on LG Blog (Increase by 50%)	500	0																				5,000
	Percent of New Sessions on LG Blog (Increase by 76%)	76%	0.00%																				76%
	Percent of Sessions via Social Referral (Increase by 76%)	76%	0.00%																				76%
House	New Followers on House (Increase by 185%)	1	11																				30

In May 2015, we set clear goals for each of our social media platforms based on our previous months' performance, seen on the chart as the "benchmark," for measuring our success throughout the last year and a half.

The **sample** chart above shows how we have been able to compare each month's results with previous months. A formula within the chart automatically totals results in the "Year to Date" column, allowing us to easily gauge our progress towards our goals.

The chart on the **following page** shows how we pull key results into a an easy-to-read page which is shared within Lawrence Group to keep employees in the loop about our progress, successes and where there are areas to improve.

LAWRENCE GROUP

Social Media Report: January 2016

Results from 01/01/16 - 01/31/16

LINKEDIN

New Followers:	33	🔴
New Employees on LinkedIn:	0	🔴
Impressions:	19,939	🟢

GOALS

New Followers:	81
New Employee Followers:	2
Impressions:	5,000

f FACEBOOK

New Page Likes:	15	🔴
Client Engagements:	3	🔴
Engagements:	1,479	🟢
Unique User Impressions:	20,401	🟢
Impressions:	48,607	🟢

GOALS

New Page Likes:	28
Client Engagements:	7
Engagements:	734
Unique User Impressions:	15,000
Impressions:	20,000

W BLOG

Users:	492	🟢
Pageviews:	1,381	🟢

GOALS

Users:	400
Pageviews:	1,000

🐦 TWITTER

New Followers:	88	🟢
Client Engagements:	21	🔴
New Employee Followers:	0	🔴
Employee Engagements:	245	🟢

GOALS

New Followers:	40
Client Engagements:	25
New Employee Followers:	2
Employee Engagements:	75

📌 PINTEREST

New Followers:	9	🟢
Monthly Repins:	31	🟢
Monthly Impressions:	4,712	🟢

GOALS

New Followers:	8
Monthly Repins:	31
Monthly Impressions:	4,166

LG WEBSITE

Users:	3,365	🔴
Pageviews:	14,102	🔴

GOALS

Users:	3,700
Pageviews:	14,334

www.thelawrencegroup.com

Architecture Interior Design Planning Graphic Design Development Construction