

Overall Organization Budget: Large Community overall budget (over \$500,000)

Submission Category: Online Media

Organization: Kansas City Kansas Convention & Visitors Bureau

Who worked on this Project (internal/external): CVB Staff & Hosting Partners Internally

Integrated Components or Type: Social Media

Project Description: Kansas City, KS Facebook Live Series

Project Goals: The campaign goals were to show viewers what there is to do and see in Kansas City, KS by showcasing a different attraction each month and to increase reach and engagement on Facebook.

Problem to Overcome: Facebook live allows us the opportunity to integrate live streaming into our communications and marketing strategies. Through the live series we are able to promote our brand on a more personal level, connect a face to our brand, and showcase the people who are passionate in telling the story of our city.

Background: The Facebook live series was implemented in 2017 and was a test to see how we could implement live stream into our marketing strategies. We noticed a spike in engagement after each Facebook live and decided to continue our efforts into 2018.

Community Resources: We work closely with our tourism partners in terms of which attraction to highlight, interviewees, etc.

Results: We saw a 20% increase in new "Likes" in 2017. 31.9K minutes of video views, a 16262% increase from 2016. 86.9K video views, a 3508% jump from previous year. Our facebook live videos had a reach of 117,334+ and over 10,049+ engagement on our Facebook page. To date since we've launched the live videos, we've had a total of 212.6K Facebook live video views, a reach of 167,334+ and over 12,832+ engagement with our live videos.

Web Link: https://www.facebook.com/pg/VisitKansasCityKS/videos/?ref=page_internal

Additional:

Comments: Here are links to some of our videos - all can be seen on our Facebook page.

<https://www.facebook.com/VisitKansasCityKS/videos/10155832615779334/>

<https://www.facebook.com/VisitKansasCityKS/videos/10155661380539334/>

<https://www.facebook.com/VisitKansasCityKS/videos/10155652238174334/>

<https://www.facebook.com/VisitKansasCityKS/videos/10155579516154334/>

<https://www.facebook.com/VisitKansasCityKS/videos/10155394513099334/>