



# Dave Grazette's Social Media Portfolio

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# Twitter Party Example

- **#KmartWWE** delivered **3,710** interactions and reached **12,550,173**.
- Achieved engagement rate of **32%**.
- **142** unique Twitter followers engaged in the party with **384** posts.
- Focusing on WWE Royal Riches, **#KmartWWE** trended for **20 minutes** during the hour. Participants included both new and returning fans.
- Blogger support for **#KmartWWE** resulted in a high number of people reached.

## Trending Topics of the Hour

### United States Trends - Change

#BurgerLovin

Promoted by McDonald's

#yoursandmine

#KmartWWE

#BieberRoast

#VeriSoda

#MakeHistoryCute

Valentine's Day Goals

WrestleMania 32

Anthony Mackie

Tom Wolf

Kevin Darling  
@ClassicDarling7

@Kmart Who ever is tweeting about #kmartwwe clearly knows their stuff! Keep it up

12:24 PM - 20 Jan 2015

Jack Clegg @jclegg215 · 3h  
@Kmart Ric Flair 1992...Whoooo! #KmartWWE

3 retweets, 1 favorite

Kmart @Kmart

Going way back! RT @jclegg215 @Kmart Ric Flair 1992...Whoooo! #KmartWWE

17 retweets, 10 favorites

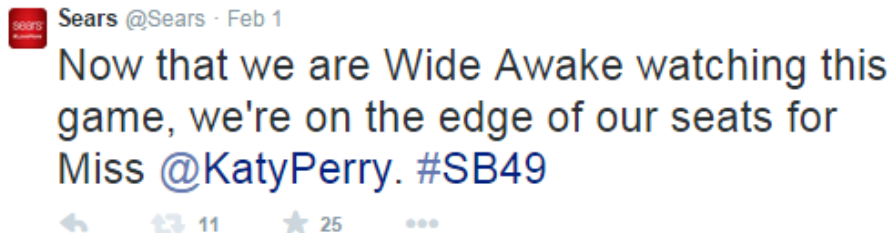
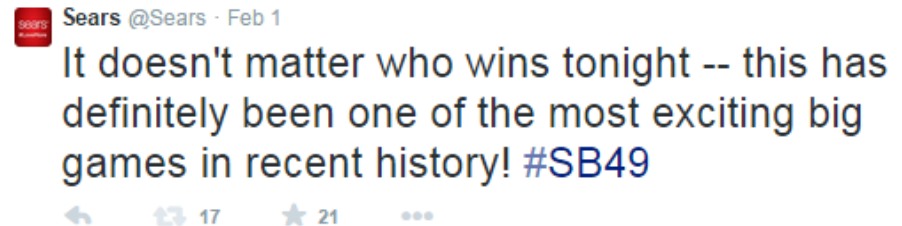
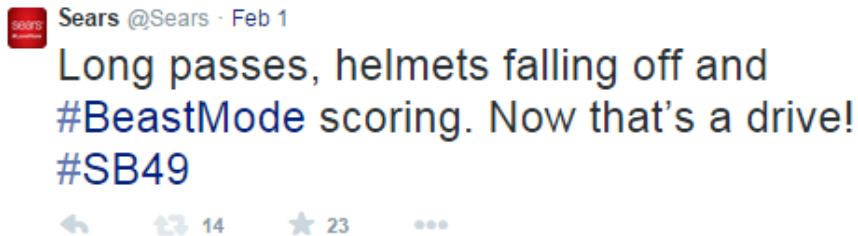
10:39 AM - 20 Jan 2015



# Real-Time Marketing Example

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- **#SB49** delivered **122** retweets and reached **249** favorites
- **1** organic tweet every 11 minutes.
- Focusing on unique Super Bowl moments, **#SB49** the event.
- Participants included both new and returning fans.





# Writing Samples

- Tweets for @Kmart, @RequestWONC and @Computhink
- Organic Content Creation for @Computhink and @Kmart

**final four tmart** @ThaRealTMart · 13h  
 @PaulRabil hey Paul any chance you can give me a nice blonde strip in my hair like Seth Rollins today at your barber shop? #rabilcuts

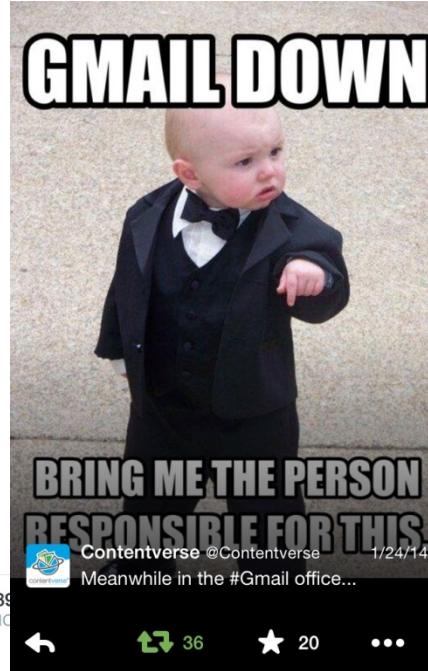
**Paul Rabil** @PaulRabil · 12h  
 @ThaRealTMart, I'll stop at the @Kmart on my way in.

**Kmart** @Kmart · 10h  
 @PaulRabil Hey, Paul! So you're going from throwing across the Baltimore harbor to dying hair? When did this happen?

**Paul Rabil** @PaulRabil · 7h  
 @Kmart, look good, play good 🍷🍷.

**Kmart** @Kmart · 7h  
 @PaulRabil and win championships!

**Steven Collins** @clintonsooner · 4h  
 @PaulRabil just saw the interview on ESPN good job! good luck



WONC-FM 89.1  
 @requestWONC

If there's one band you could see in their entirety, we bet it would be @gunsnroses - This may be how it can happen: [bit.ly/1JcVMgA](http://bit.ly/1JcVMgA)

YouTube



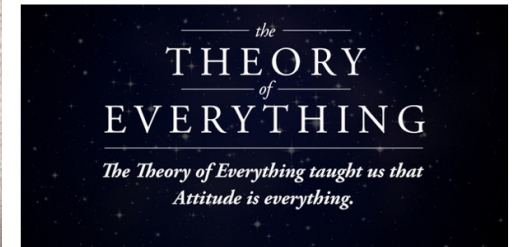
WONC-FM 89.1  
 @requestWONC

The #HollowMoon music video, plus a great read about @awolnation and the music industry by @redbullrecords: [win.gs/1DBp8Tt](http://win.gs/1DBp8Tt) #Awol2015

Red Bull



A positive mind brings a positive outlook! Will #TheoryofEverything get a win tonight? #Oscars



2/22/15, 8:18 PM

5 RETWEETS 15 FAVORITES



Did you think #Whiplash will take home an Oscar tonight? Drumroll please... #Oscars



2/22/15, 9:48 PM

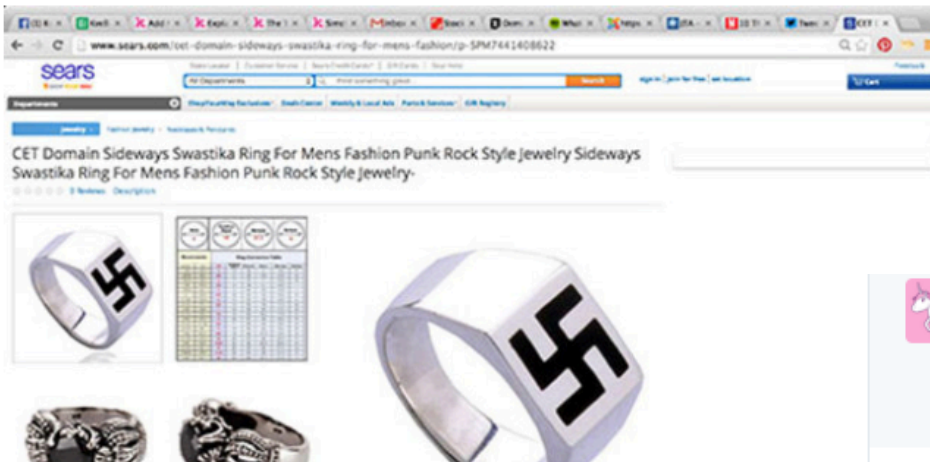
4 RETWEETS 7 FAVORITES



# PR/Crisis Management Example

## Selling A Swastika Product Turns Out To Be A Branding Problem For Sears

SHARE TWEET PIN-IT Bookmark 49 Comments



URL: <http://talkingpointsmemo.com/livewire/sears-swastika-ring-branding-twitter>

**Ido Daniel** @IdoDaniel 14 Oct  
Great job @StandWithUs for raising awareness to selling of Nazi items online. @Sears & @amazon removed the items today [pic.twitter.com/llhnTBZDgU](http://pic.twitter.com/llhnTBZDgU)

**Sears** @Sears [Follow](#)  
@IdoDaniel We're disappointed this happened. This was a 3rd party marketplace item that violated our guidelines and has since been removed.  
9:33 AM - 14 Oct 2014

**Magical Pink Unicorn** @improvunicorn 14 Oct  
@Sears not sure what was dumber, selling a ring with a swastika or your bullshit explanation for doing so #BoycottSears

**Sears** @Sears [Follow](#)  
@improvunicorn Unicorn, we regret this happened. We have taken appropriate actions, and hope we can soon restore your faith in us.  
8:35 AM - 14 Oct 2014