

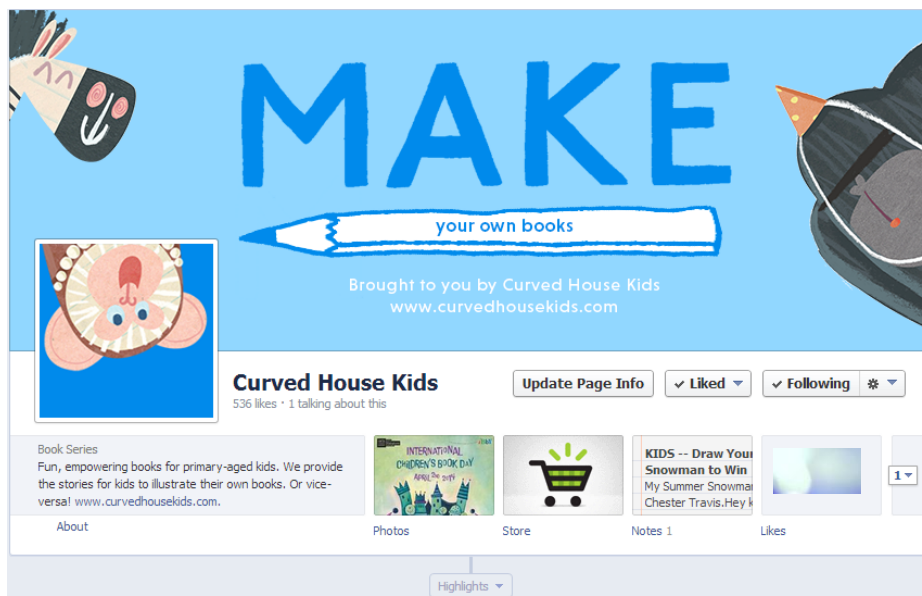
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Portfolio Sampling of Past Social Media Projects

(August 2014)

Curved House Kids

When The Curved House wanted to launch its Curved House Kids book series in late-2013, I set up a Facebook page (<https://www.facebook.com/CurvedHouseKids>) and Twitter account (<https://twitter.com/curvedhousekids>), drafted a strategy for promoting the social media profiles, and conducted daily postings on each through the duration of the 5-week contract, building up the base of Facebook “Likes” and Twitter “Followers.”



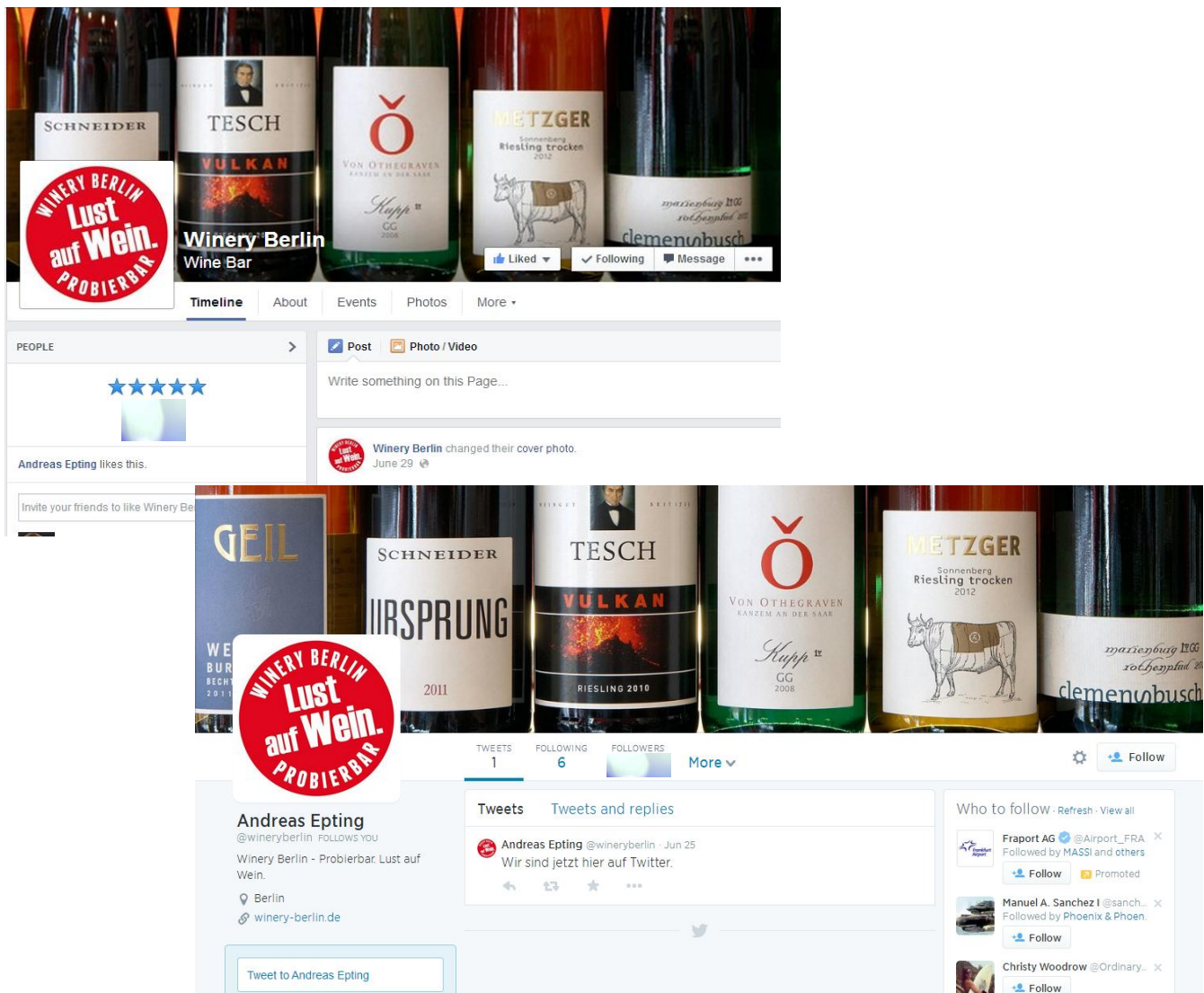
Over the 5-week contract, I built up the number of Facebook Likes from 0 to 293. The number is now up to 542.

After creating the Curved House Kids Twitter profile, it is now up to 278 Followers.



Winery Berlin

When Winery Berlin changed its logo and rebranded itself as a tasting bar, in addition to being a wine shop, I established a Facebook page (<https://www.facebook.com/WineryBerlin>) and Twitter profile (<https://twitter.com/wineryberlin>) so that the business could roll out its new logo, promote its events, and expand its clientele. I also provided a follow-up “Social Media Marketing Strategies” report tailored to how Winery Berlin could incorporate its new social media profiles into its overall marketing outreach efforts.



(Geyer, Portfolio Sampling of Past Social Media Projects, pg. 3)

Nursing Mom Recipes

When the Nursing Mom Recipes web site wanted to expand its reach beyond its Yahoo Group email list, I established a Facebook page (<https://www.facebook.com/NursingMomRecipes>) as a way for this project to reach more potential visitors. Within its first year, the number of Likes on the Facebook page grew to 417, and is now up to nearly 500.



Ich umarme Berlin

In May 2014, after two months of photo postings on Flickr and Tumblr, Ich umarme Berlin wanted to expand the number of visitors to its photo series, so I set up a Facebook page (<https://www.facebook.com/IchumarmeBerlin>) and Twitter account (<https://twitter.com/IchumarmeBerlin>), and directed the launch and promotion of the new social media channels for the Tumblr/Flickr photo series.



In less than two weeks from the date of its launch:

- * The Ich umarme Berlin Twitter account had more than 100 Followers

- * Posts on the page had been seen by 248 people, according to "Facebook Page Insights"

