



blogust'14

Happy and Healthy Firsts

how social media helped get vaccines
to children around the world

what is #blogust?

- blogust is a month-long digital dialogue that brought influential online writers together to change the world
- comments and shares counted all throughout august.



2013 to 2014

blogust 2013 metrics

- 36,160 comments and social media shares
- #blogust was used 4,617 times with 25% coming on august 1
- 2,409 likes, comments and shares on #blogust-related facebook posts

blogust 2014 metrics

- 82,453 comments and social media shares
- #blogust was used 11,619 times with 25% coming on august 1 and 28
- 6,364 likes, comments and shares on #blogust-related facebook posts



It's simple

We used metrics to revise our strategy!