

Lincoln City Foundation
IMPSHALF2022
CURLY'S ATHLETES

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Lincoln City
Foundation

LINCOLN CITY HALF MARATHON

Lou Gebbie
304363

CAMPAIGN SUMMARY

Lincoln City Half Marathon is a running event that will take place on 18th September 2022. It is being organised for the first time by Lincoln City Foundation and in partnership with Curly's Athletes.

Target Audience and Digital Marketing Purpose

As the Half Marathon is a running event, the purpose of the digital marketing campaign and the target audience is going to change leading up to the event.

July and August

Purpose

- Encourage more sign up to meet target.

Audience

- Existing Runners, especially long-distance runners
- Located in Lincolnshire, East midlands area or any runners that travel a lot for marathons

September

Purpose

- Give exposure to sponsors by giving as much social media coverage to them as possible.

Exposure will be measured through social media impressions.

BANNERS

Post details

ID: 502804411846860

This view of your post may not represent exactly how it appears in Facebook's News Feed.

Lincoln City Foundation updated their cover photo.
Published by Lou Gebbie · 22 August · Public

See Insights

6

Facebook cover

There may be delays in stats reporting. To see the most up-to-date stats, please go to your live post.

7
People reached ¹

0% from boosted posts

7 organic 0 paid

10
Post engagements ¹

6 reactions 4 comments
6 on post 0 on post
0 on shares 4 on shares

Create Ad

Lincoln City Foundation
Happier, Healthier, Inspired Communities
Spectator Sports · Lincoln, Lincolnshire · 588 followers

Visit website Following

Lincoln City Foundation today

1 coworker was recently promoted
Jason

1 coworker work annive
Lu

Instagram feed

SCHEDULING EXAMPLE - 2 MONTHS TO GO

Planner
Plan your marketing calendar by creating, scheduling and managing your content.

Week Month < Today > July 2022

Sun 17 Mon 18 Tues 19 Wed 20

Schedule ▾

19:00
2 MONTHS TO GO

19:00
2 MONTHS TO GO

Meta Business suite used to schedule Facebook & Instagram

← Unsent Tweets Edit

Drafts Scheduled

Act quickly to secure your child's place.
Book Today >>
<https://bit.ly/3HlrMBg>
#HolidayClub #BookNow #CommonwealthGames

Will send on Mon, Jul 18, 2022 at 7:05 PM

2 months to go!

The Lincoln City Half Marathon is exactly two months away!

We can't wait to see everyone running through our historic city!

There's still time to sign up or sponsor this fantastic community event.

#ImpsHalf2022

<https://lincolncityhalfmarathon.co.uk>

Will send on Wed, Jul 20, 2022 at 3:00 PM

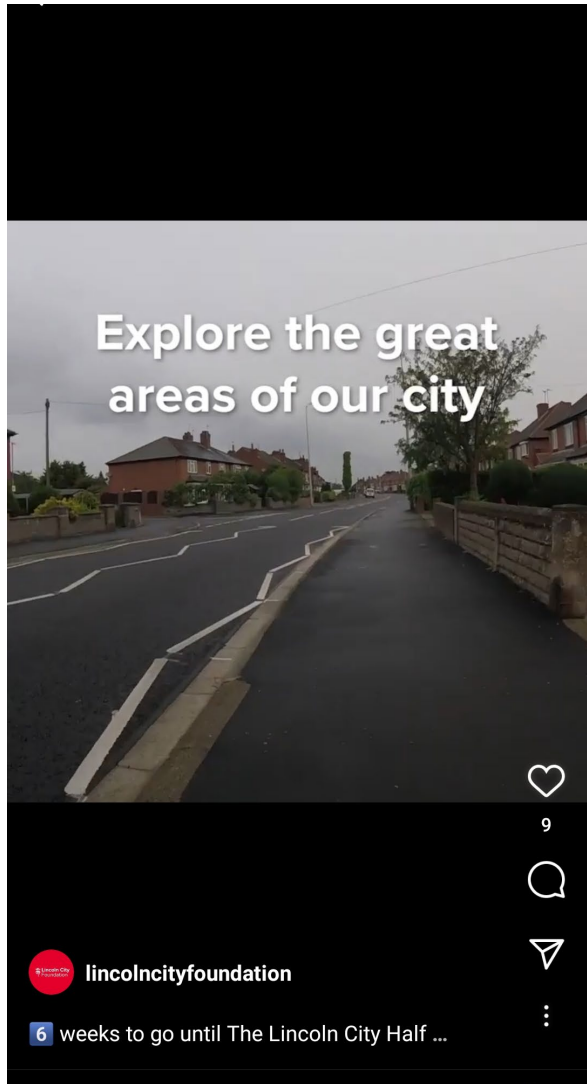
Looking for a fulfilling way to spend your holidays?

We're looking for passionate staff to help run our NCS programmes and inspire those taking part all over the country to get their voices heard and do good in their communities.

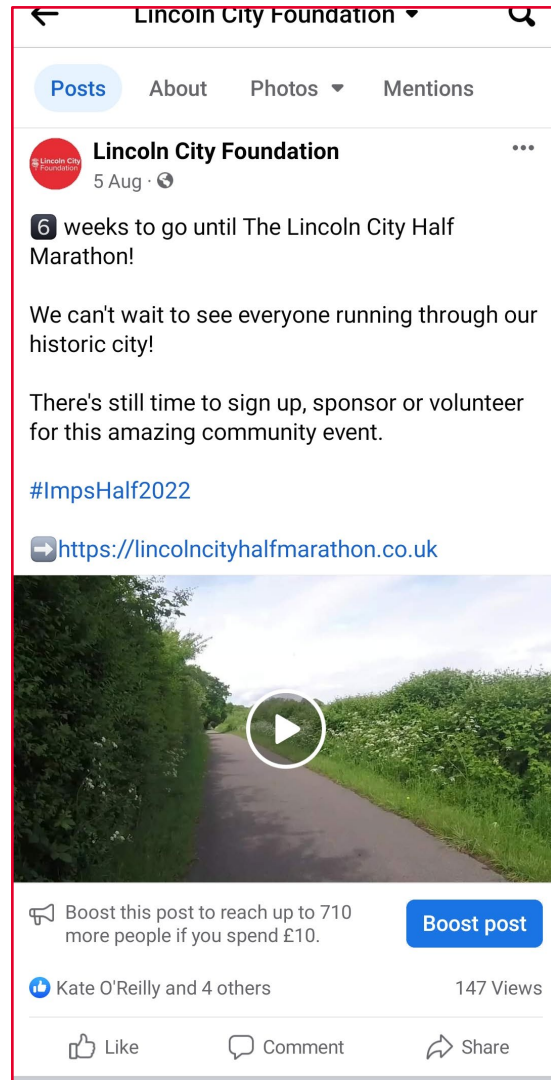
If interested, head to >

Twitter

ROUTE VIDEO= POST



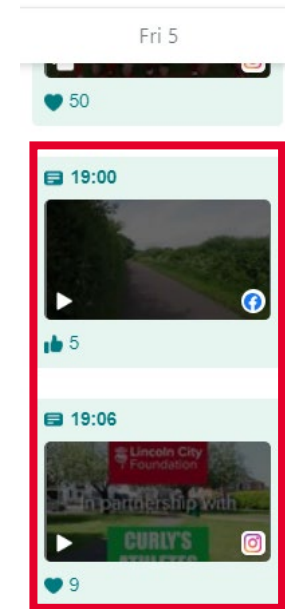
Instagram



Facebook

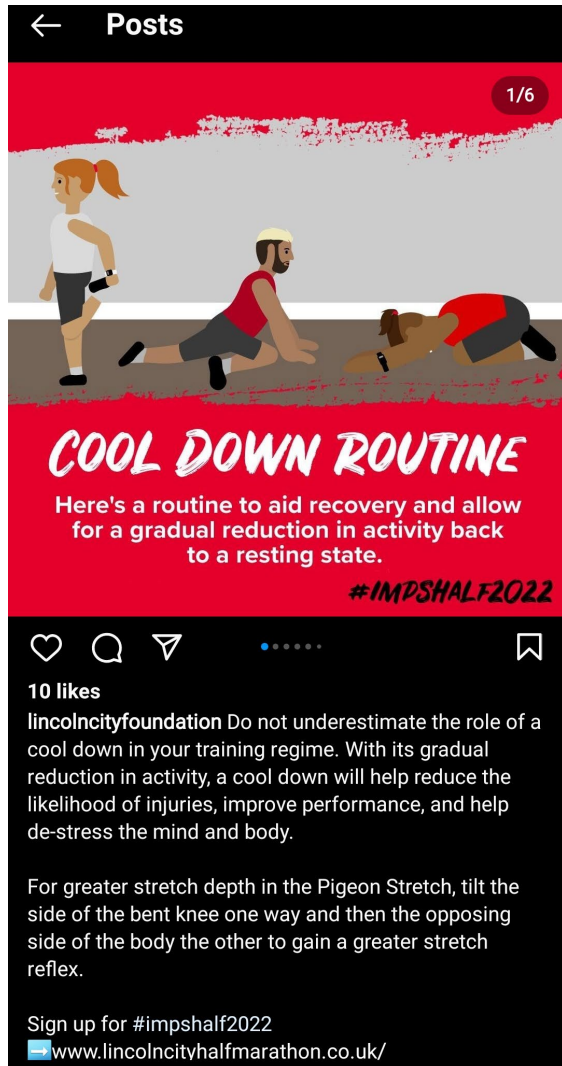


Twitter

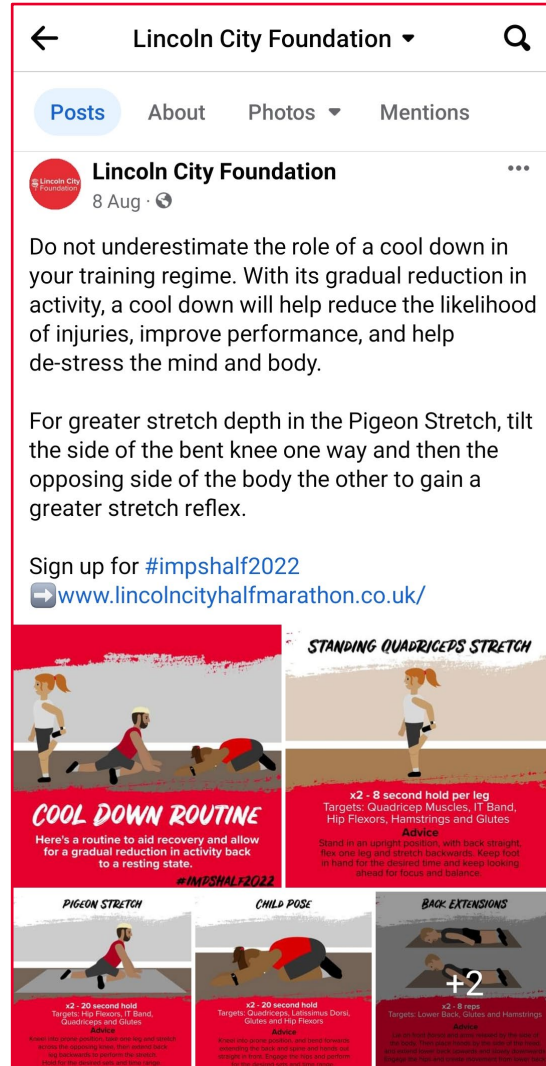


Meta Scheduling

TRAINING TIPS = POST



Instagram

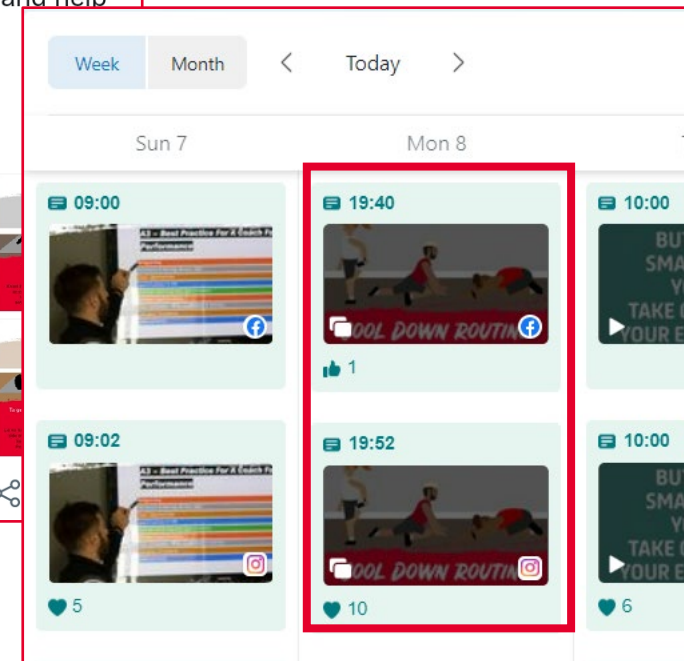


Facebook

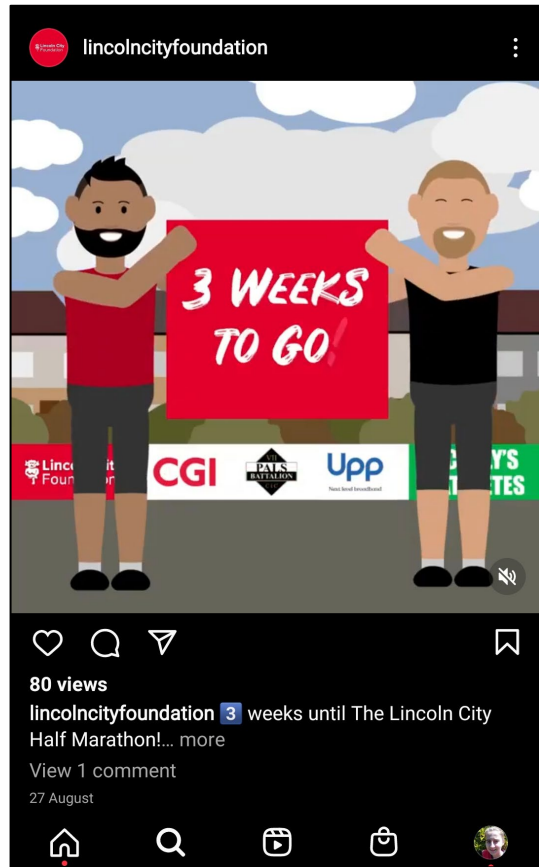


Twitter

Meta Scheduling



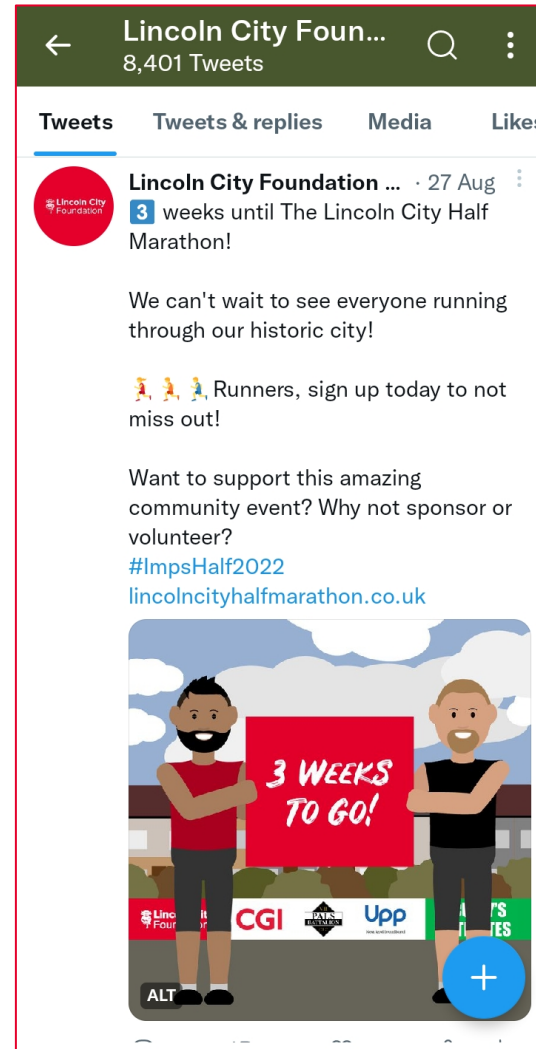
COUNTDOWN = POSTS



Instagram



Facebook



Twitter

EVENT INFORMATION POSTS - ROAD CLOSURES

Road Closure information before changes we made to the route due to national mourning.

lincolncityfoundation

Road Closure Information

Lincoln City Foundation
CGI
Upp
VII PATS BATTALION C.I.C.
CURLY'S ATHLETES

23 likes

lincolncityfoundation ⚠️ Road closures and/or traffic measures are in place between 06:30 and 13:00 on Sunday 18th September 2022. ⚠️

The Lincoln City Foundation and Curly's Athletes are extremely pleased to work with Lincoln City Council to deliver the Lincoln City Half Marathon.

An order has been made prohibiting and restricting the use of certain roads and road junctions by vehicles to facilitate the safe holding of the event. This will require the closure of roads and road junctions and suspension of several Traffic Regulation Orders

Instagram

Lincoln City Foundation

Posts About Photos Mentions

Lincoln City Foundation
6 Sep ·

⚠️ Road closures and/or traffic measures are in place between 06:30 and 13:00 on Sunday 18th September 2022. ⚠️... See more

Road Closure Information

We would like to apologise for any inconvenience caused and thank you for supporting the 2022 Lincoln City Marathon.

Diversion will be in place for the day, and please plan ahead and allow for extra journey time. The event closures are staggered, allowing for the minimum closure time necessary. Please do not attempt to bypass road closures or exit/access properties on the closure route unless under the instruction of a traffic marshal. Failing to do so will put people at risk of injury.

If you can, please come out and support the runners, the event raises funds to support the Lincoln City Foundation and the work they do in the community it's a fantastic opportunity to show off Lincoln City and our community spirit.

The runners start at 08:30 from Boultham park and head north to the city before returning to finishing in Boultham park by 12:30.

Please note; access for emergency services and our own blue light response team shall be retained throughout the duration of the event.

Boost this post to reach up to 710 more people if you spend £10. [Boost post](#)

7 1 Comment · 8 shares

Like Comment Share

Facebook

Lincoln City Foun...
8,401 Tweets

Tweets Tweets & replies Media Likes

Lincoln City Foundation ... · 06 Sep

⚠️ On Sunday 18th September 2022 between 06:30 and 13:00 for the Lincoln City Half Marathon. Road closures and/or traffic measures are in place. Click on the link or images to learn more.

lincolncityhalfmarathon.co.uk/_files/ugd/702...

Event Info >
lincolncityhalfmarathon.co.uk/event-info
[#impshalf2022](#)

1 1

Lincoln City Foundation ... · 06 Sep
@CGI_UKNEWS, one of the largest IT and business consulting services in the

Twitter

EVENT INFORMATION POSTS - ROAD CLOSURES & CHANGES

Road Closure information after changes to the route

Lincoln City Foundation ... · 14 Sep ·

ROAD CLOSURE INFORMATION for the Lincoln City Half Marathon.

🕒 On Sunday 18th September 2022 between 06:30 and 13:00

➡ Learn more about the road closures here: bit.ly/3Dt1IEq

#ImpsHalf2022 #ImpsAsOne

15 likes

🗨️ 2 ❤️ 1 🔄

Twitter

lincolncityfoundation

RESIDENTIAL & ROAD/PATH CLOSURE INFORMATION

**Please note due to the amend route some changes have taken place on Rookery Lane / Newark Road

No planned traffic management on Newark Road

Rookery lane has had one full lane now re-opened allowing easier access/exit for most residents.

A closure has been put into place at Blackbourn Road to facilitate the runners crossing.

Rookery lane advice, for properties and streets South of Blackbourn Rd, please access and exit via Newark road.

Rookery Lane advice, for properties and streets North of Blackbourn Rd please access via the Skellingthorpe Rd roundabout.

15 likes

lincolncityfoundation ROAD CLOSURE INFORMATION for the Lincoln City Half Marathon.

🕒 On Sunday 18th September 2022 between 06:30 and 13:00

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#ImpsHalf2022 #ImpsAsOne

15 September

Instagram

Lincoln City Foundation

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#ImpsHalf2022 #ImpsAsOne

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Facebook

lincolncityfoundation

LINCOLN CITY HALF MARATHON

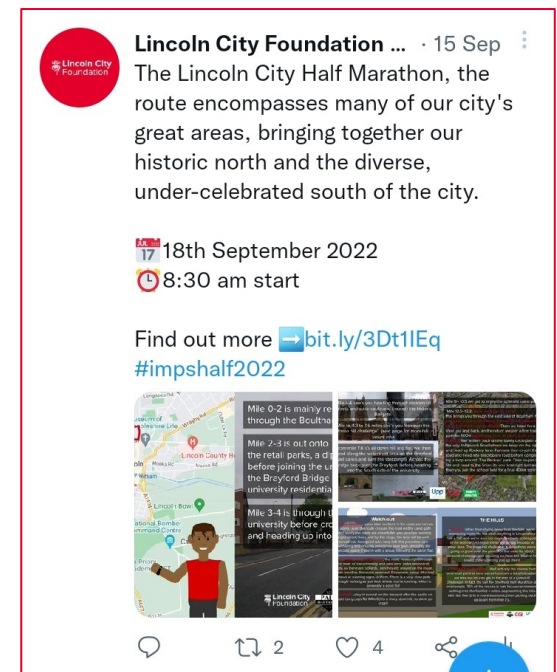
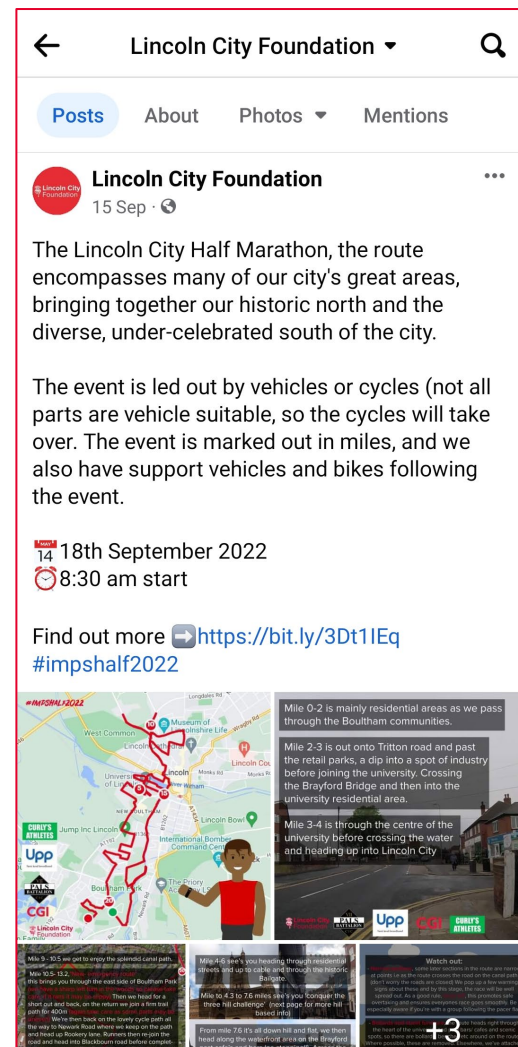
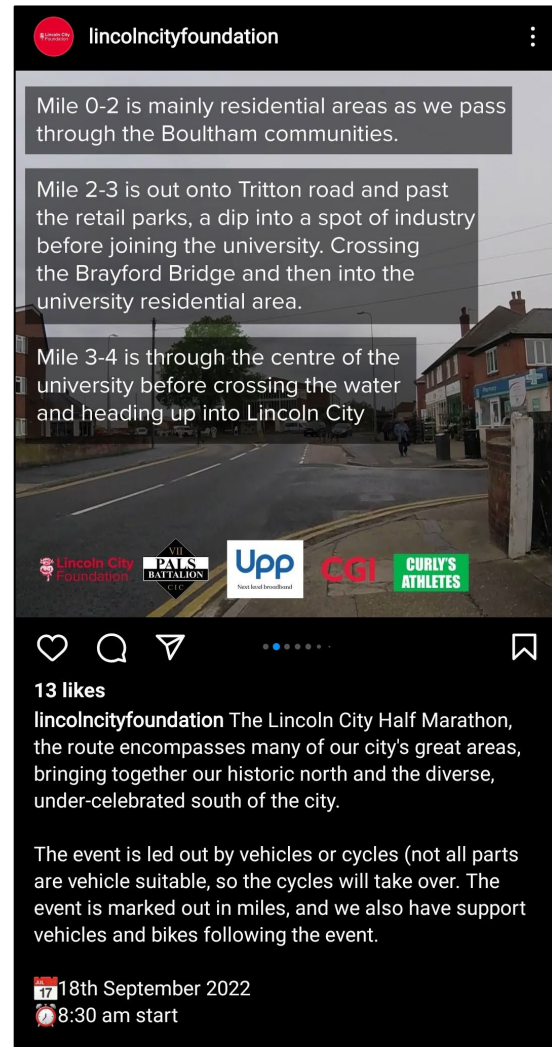
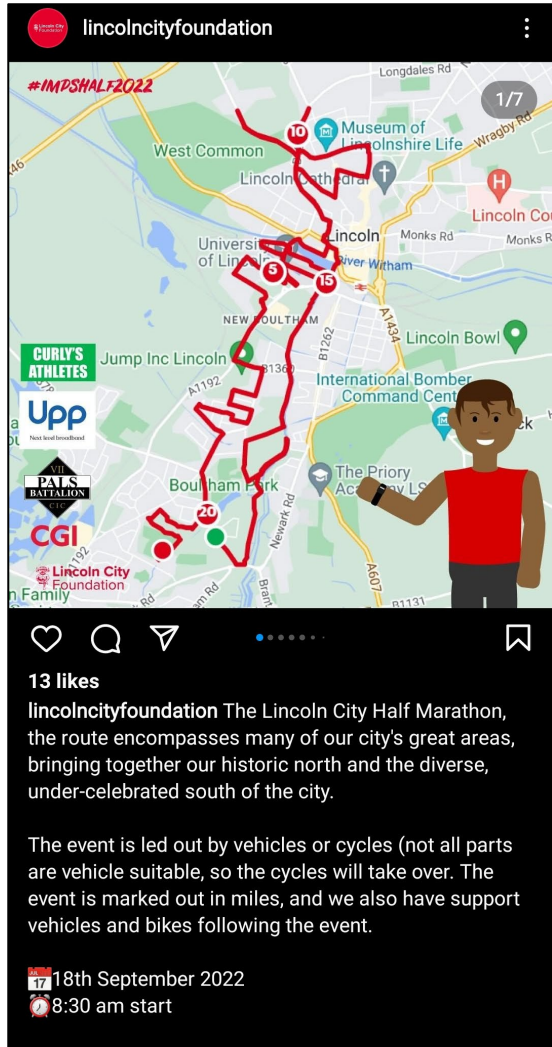
#IMPSHALF2022
Swipe for more info >>

13 likes

lincolncityfoundation 🏃 The first Lincoln City Half Marathon will take place as planned this Sunday, with The Priory Witham Academy now acting as the event

Post announcing that event was still going ahead with a few changes

EVENT INFORMATION POSTS - ROUTE



Instagram

Facebook

EVENT INFORMATION POSTS - EVENT DETAILS

lincolncityfoundation

Event day timings

07:00 T-shirt collection and number collection opens

08:10 **The short walk** - we will begin moving/encouraging/dragging people to the start line, which is on Rookery Lane at St Peters Avenue. Please position yourself sensibly at the start line...we will have example completion time boards and/or flagged pacers to help.

08:25 **Race urgent announcements** - The race briefing will be filmed before the day and posted on our social media :) However, any urgent elements / changes we will announce at the start line via a portable PA and on the finish area PA system so listen up ... If we've nothing to say then we will be quiet!

08:30 Event starts with a fire of a gun and lots of cheering.

09:40 (est) First finisher

We aim to gather the winners as we go for prize giving. We've got trophies for every five year age groups, so please check your results online before you go!

#IMPSHALF2022

Lincoln City Foundation

CGI Upp CURLY'S ATHLETES

14 likes

lincolncityfoundation Lincoln City Half Marathon Event Village!

Check out timings and what's happening on Sunday at the event village.

Priority Witham Academy (De Wint Ave, Lincoln, LN6 7DT)

For more information go to www.lincolncityhalfmarathon.co.uk/event-info

#ImpsHalf2022

16 September

Lincoln City Foundation

Posts About Photos Mentions

Lincoln City Foundation 16 Sep

Lincoln City Half Marathon Event Village! Check out timings and what's happening on Sunday at the event village.

Priority Witham Academy (De Wint Ave, Lincoln, LN6 7DT)

For more information go to bit.ly/3Dt1IEq

#ImpsHalf2022

Event day timings

Event Village at Priory Witham Academy

Event Village at Priory Witham Academy

Boost this post to reach up to 818 more people if you spend £10.

Lincoln City Foundation ... · 16 Sep

Lincoln City Half Marathon Event Village!

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#ImpsHalf2022 #ImpsAsOne

11 likes

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Priority Witham Academy (De Wint Ave, Lincoln, LN6 7DT)

For more information go to bit.ly/3Dt1IEq

#ImpsHalf2022 #ImpsAsOne

lincolncityfoundation

Spectators

Here are some great places to be to watch the Lincoln City Half Marathon along the route!

- The finish village at the Priory Witham Academy is the spot to cheer your runner across the line!
- Anywhere on the run route is great for a cheer spot, if you're local!
- The hills and half way point, Carline Road for the first hill, the top of Yarborough Rd for the half way point and hill number 2, or right in the middle in-between Carline Rd, Upper Long Leys Rd and Long Leys Road will get you seeing a-lot of your runners
- We've also aid stations on Long Leys Road, Altham Terrace, and next to the Minerva building in the University - The Brayford waterfront is also great (the cafe's are an added bonus) as is up by the castle!

Don't forget, road closures are in place, so head out early, come in with your runners or walk / run / pedal out

11 likes

lincolncityfoundation Lincoln City Half Marathon today!!!

Why not come out and support our runners.

Find out more www.lincolncityhalfmarathon.co.uk/event-info

#impshalf2022

View 1 comment

18 September

Lincoln City Foundation ... · 18 Sep

Lincoln City Half Marathon is today!!!

Why not come out and support our runners.

Find out more lincolncityhalfmarathon.co.uk/event-info

#impshalf2022

Lincoln City Foundation 18 Sep

Lincoln City Half Marathon is today!!!

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#impshalf2022

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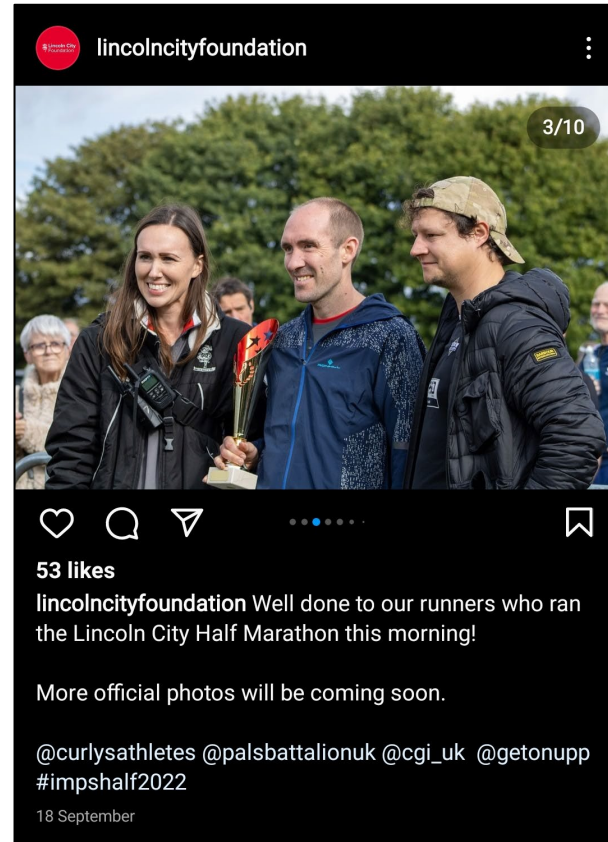
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- The hills and half way point, Carline Road for the first hill, the top of Yarborough Rd for the half way point and hill number 2, or right in the middle in-between Carline Rd, Upper Long Leys Rd and Long Leys Road will get you seeing a-lot of your runners (in fact 4 times)
- We've also aid stations on Long Leys Road, Altham Terrace, and next to the Minerva building in the University - The Brayford waterfront is also great (the cafe's are an added bonus) as is up by the castle!

Don't forget, road closures are in place, so head out early, come in with your runners or walk / run / pedal out to your spot :)

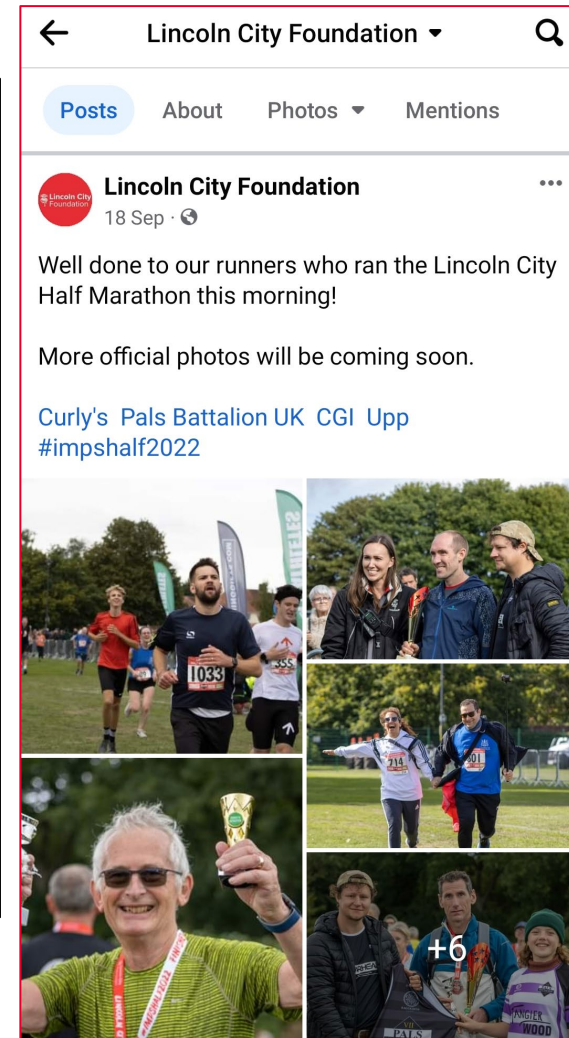
EVENT DAY

During the event, I posted videos and photos of the event village and what was happening on Instagram and Facebook stories. I also reshared stories from our runners and spectators.

After the event finished, I sorted through and posted the top photos I took of the event on our top three social media platforms



Instagram



Facebook



Twitter

THANK YOU POSTS TO SPONSORS

Twitter

Lincoln City Foundation @LCityFoundation

We are so grateful for UPP's support in helping make the Lincoln Half Marathon an amazing experience for all! Thank you, @getonupp!

#impshalf2022

Lincoln City Foundation @LCityFoundation

Thank you @CGI_UKNEWS for sponsoring the Lincoln City Half Marathon. We are so grateful for your support to help make this event a wonderful experience for all!

#impshalf2022

17:04 · 22 Sep 22 · Twitter Web App

Lincoln City Foundation 6 d · 🌐

Thank you **Pals Battalion UK** for being an amazing event sponsor! We are grateful for your support in making the event a success!

#ImpsHalf2022

Lincoln City Foundation 6 d · 🌐

Thank you **CGI** for sponsoring the Lincoln City Half Marathon. We are so grateful for your support to help make this event a wonderful experience for all!

#impshalf2022

Lincoln City Foundation 5 d · 🌐

We are so grateful for UPP's support in helping make the Lincoln Half Marathon an amazing experience for all! Thank you, Upp!

#impshalf2022

Boost this post to reach up to 818 more people if you spend £10.

6

1 Comment

Like Comment Share

Facebook

lincolncityfoundation

Thank you @palsbattalionuk for being an amazing event sponsor! We are grateful for your help in making the event a success!

#ImpsHalf2022

View 1 comment

6 days ago

lincolncityfoundation

Thank you for sponsoring the Lincoln City Half Marathon. We are so grateful for your support to help make this event a wonderful experience for all!

#impshalf2022

6 days ago

lincolncityfoundation

We are so grateful for UPP's support in helping make the Lincoln Half Marathon an amazing experience for all!

#impshalf2022

5 days ago

Instagram

DATA FROM POSTS ENCOURAGING SIGN-UPS

Posts	Platforms	Reach	Link Clicks	Post type
Only a few months left until the ...	Facebook	958	5	Graphic saying Lincoln City Half Marathon
	Twitter	5,844	17	
Great work everyone! 🙌🏃🏃 How is everyone else's...	Facebook	1,000	unknown	Share/link running group
	Twitter	562	unknown	Quote Retweet
Running in the summer heat? Here 3 tips...	Facebook	776	1	Graphic of people running in the sun
we are sharing amazing stories. Starting with Charlotte...	Facebook	1,260	14	Blog Link
	Twitter	766	9	*Link clicks are for the blog
Lincoln City Foundation have partnered with Pals Battalion...	Twitter	1,035	6	Photo and Link to press release
A great challenge for a worthy cause - we look forward to...	Twitter	718	no link	Retweet
Keep going Charlotte! 🙌🏃 We hope all those training for...	Twitter	524	no link	Retweet
Explore the great areas of our city with the Lincoln City...	Facebook	1,320	9	Video of Route
2 months to go! The Lincoln City Half Marathon is exact...	Facebook	2,942	24	2 months countdown graphic
	Twitter	1,455	4	
We've got a new blog post on our Reasons to Run series...	Facebook	814	8	Blog Link
	Twitter	353	3	*Link clicks are for the blog
New blog Post! Dan shares his reason for running for the...	Facebook	1,825	45	Blog Link
	Twitter	1,663	7	*Link clicks are for the blog
🙌🏃 - Retweet	Twitter	528	no link	Retweet
📅 6 weeks to go until The Lincoln City Half Marathon!...	Facebook	455	2	Video of Route
	Twitter	4,742	18	
New blog Post! Matthew shares his reason for running...	Facebook	738	8	Blog Link
	Twitter	375	4	*Link clicks are for the blog
Do not underestimate the role of a cool down in your...	Facebook	909	1	Infographics of a cool down routine
	Twitter	290	0	
Nice work everyone! 🙌 Final weeks to get prepared for the...	Twitter	496	no link	Retweet
1 month to go! The Lincoln City Half Marathon takes...	Facebook	470	1	1 month countdown graphic
	Twitter	228	1	
🏠 Broadband supplier Upp have joined the companies...	Twitter	2,885	no link	logo graphic image

SIGN-UPS - RESULTS

Total Runners	1211
Total Volunteers	31
Total Facebook Reach	12,691
Total Twitter Impressions	22,464
Total Reach/Impressions	35,155
Total Facebook link clicks	109
Total Twitter link clicks	78
Total link clicks	187

EXPOSURE FROM POSTS - PALS BATTALION



Platform	Reach	Engagement	Value
Facebook	29,308	3,854	£280.51
Instagram	4,413	237	£32.25
Twitter	16,613	485	£49.56
Total	50,334	4,576	£362.32

EXPOSURE FROM POSTS - CGI



Platform	Reach	Engagement	Value
Facebook	24,355	2,999	£212.66
Instagram	4,749	254	£34.05
Twitter	16,625	485	£47.71
Total	45,729	3,738	£294.42

EXPOSURE FROM POSTS - UPP BROADBAND

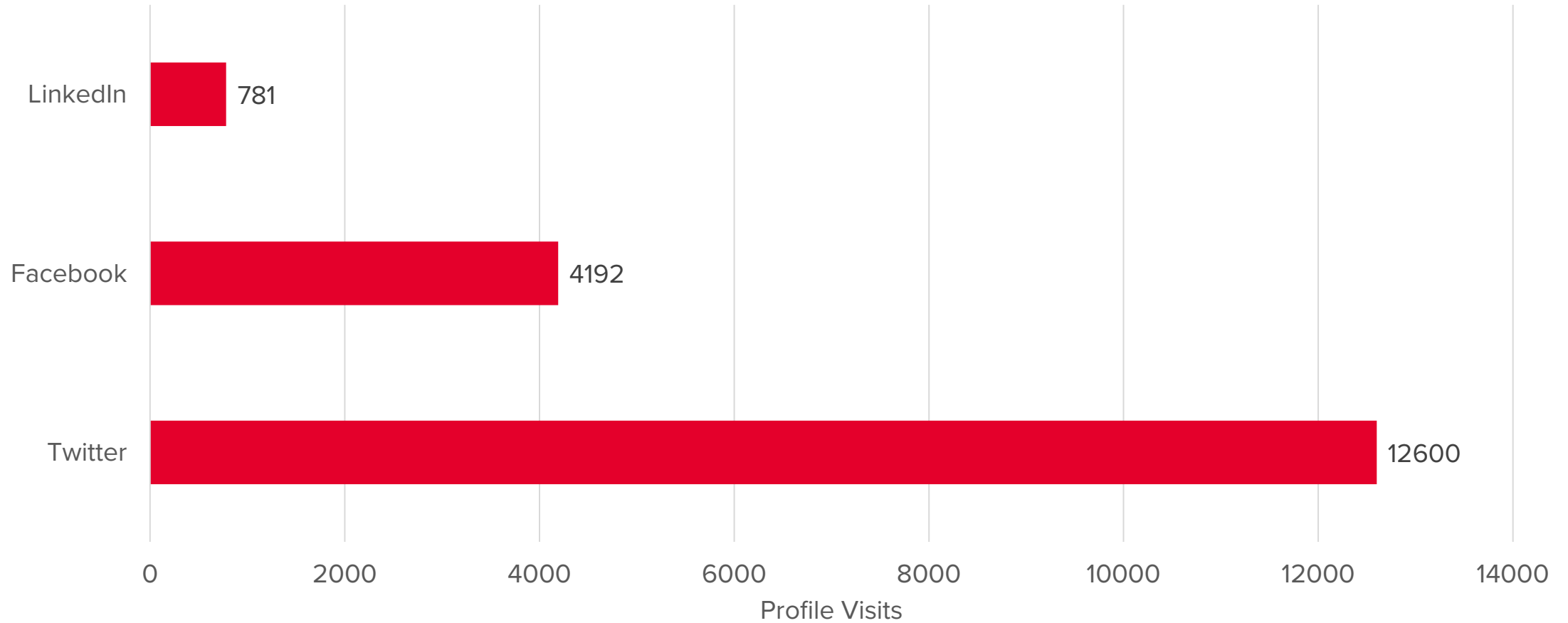


Platform	Reach	Engagement	Value
Facebook	22,697	2,830	£204.60
Instagram	4,331	234	£31.36
Twitter	19,453	515	£54.95
Total	46,481	3,579	£290.91

EXPOSURE FROM LOGGED BANNERS

Platform	visits
Twitter (in sept)	12600
Facebook	4192
UPP	781

SOCIAL MEDIA EXPOSURE - BANNERS

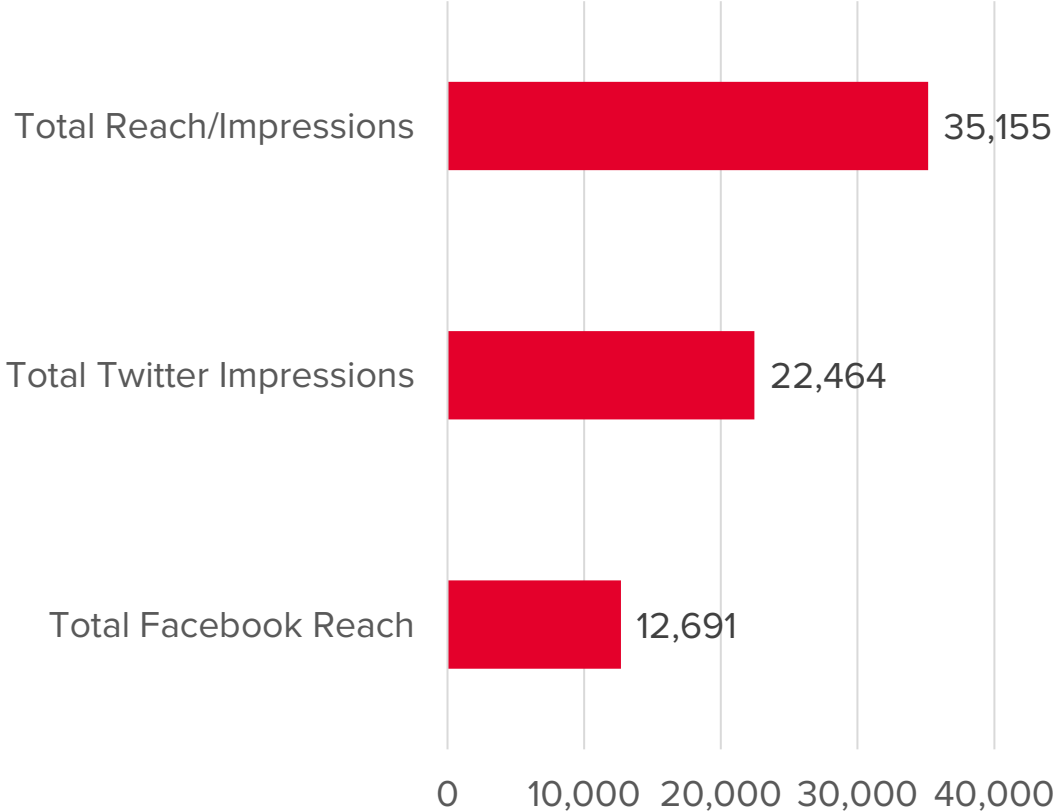


The background features a central white diamond shape. This diamond is surrounded by four large, overlapping pink shapes that form a larger diamond pattern. The pink shapes have a white outline and are layered over a grey background. The grey background consists of four large, overlapping grey shapes that also form a diamond pattern, positioned behind the pink shapes. The overall composition is symmetrical and geometric.

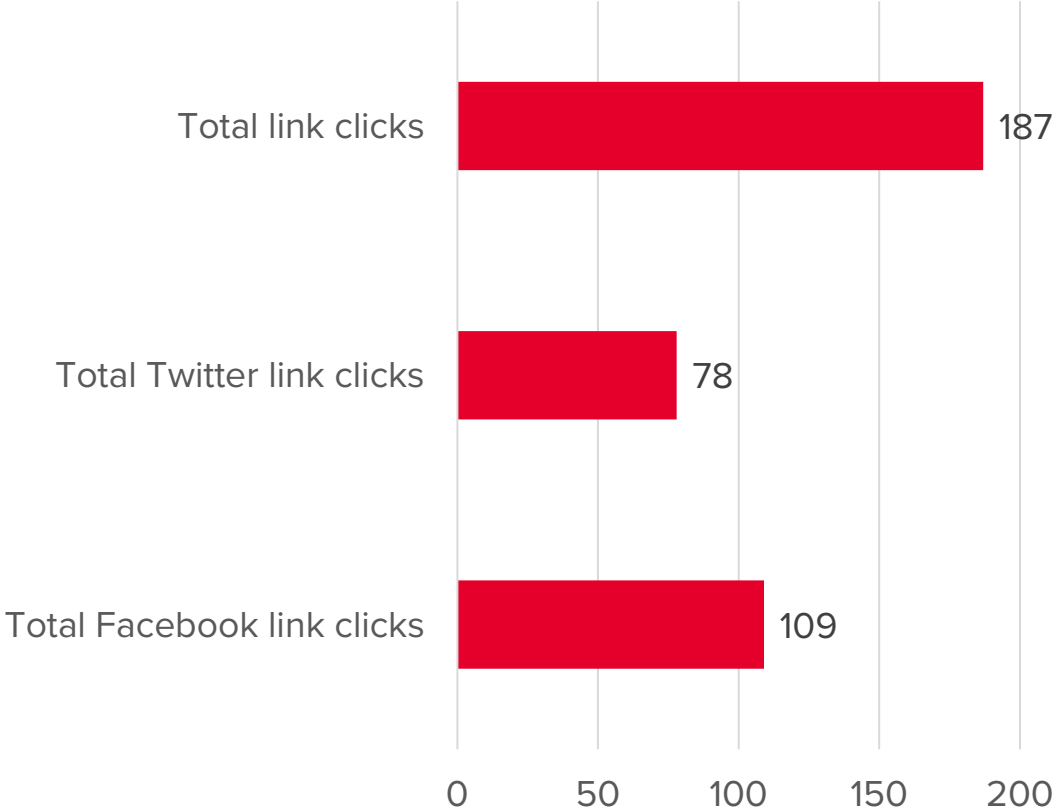
EVALUATION

SIGN-UPS - RESULTS

Reach



Link Clicks



SUMMARY OF SIGN UP POSTS

In the end, we met our target of 1200 before September we also got over 31 volunteers.

Interestingly, Twitter was more successful in reach/impressions for these posts. This probably was helped by Lincoln City FC retweeting our tweets.

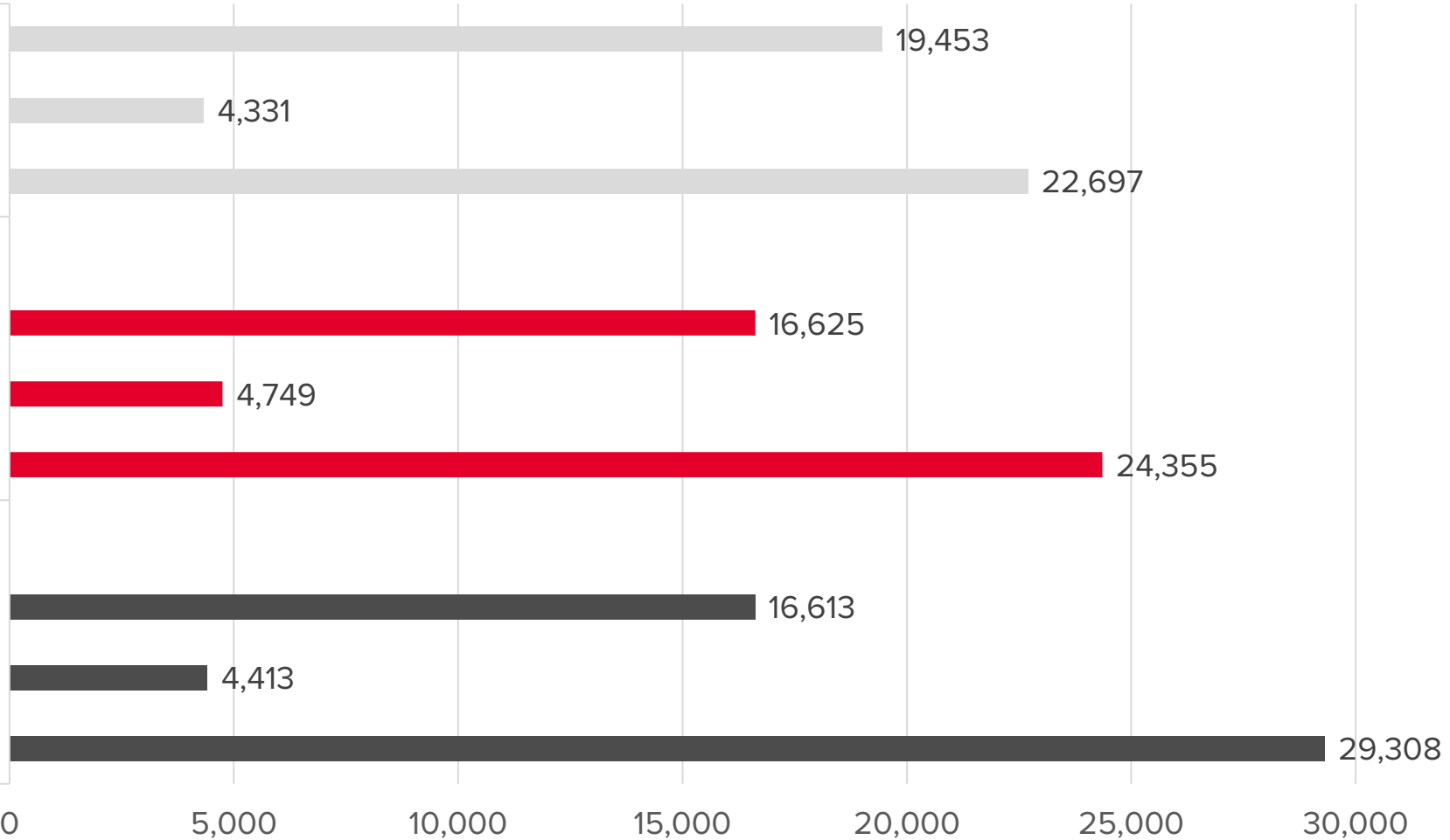
For link clicks, Facebook has high numbers, but they were both useful for meeting our target.

SOCIAL MEDIA POSTS EXPOSURE = REACH



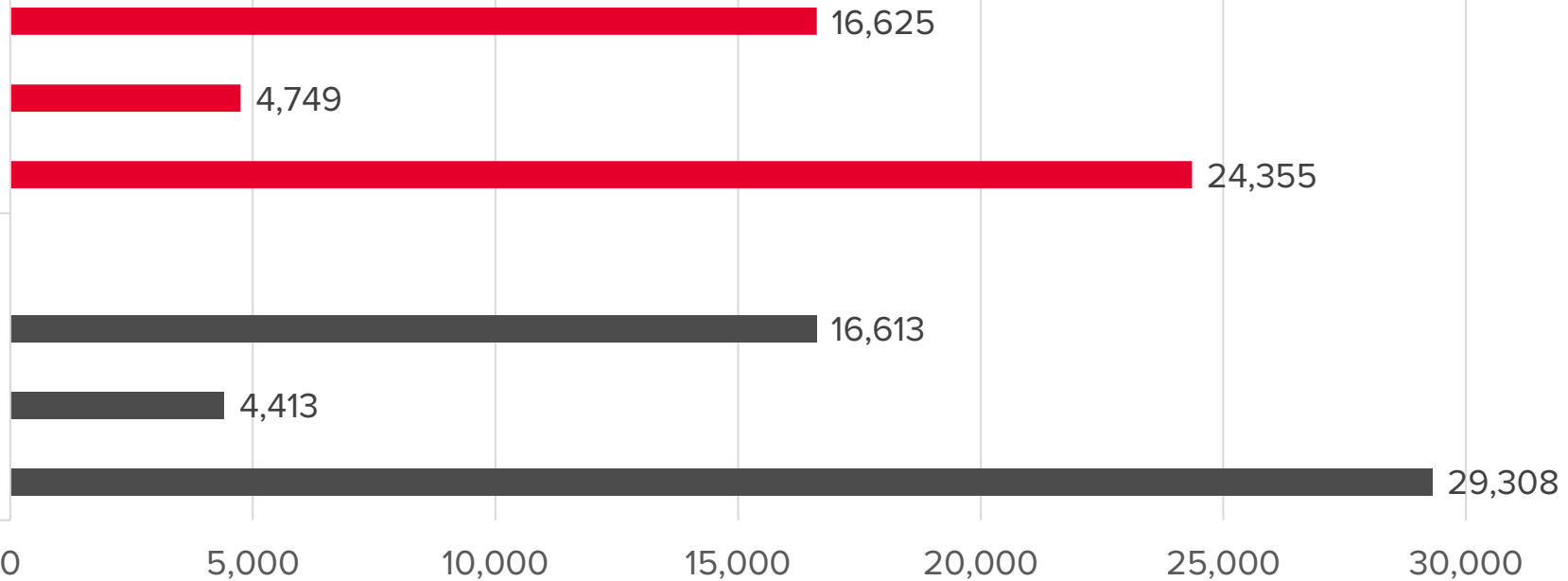
UPP

Twitter
Instagram
Facebook



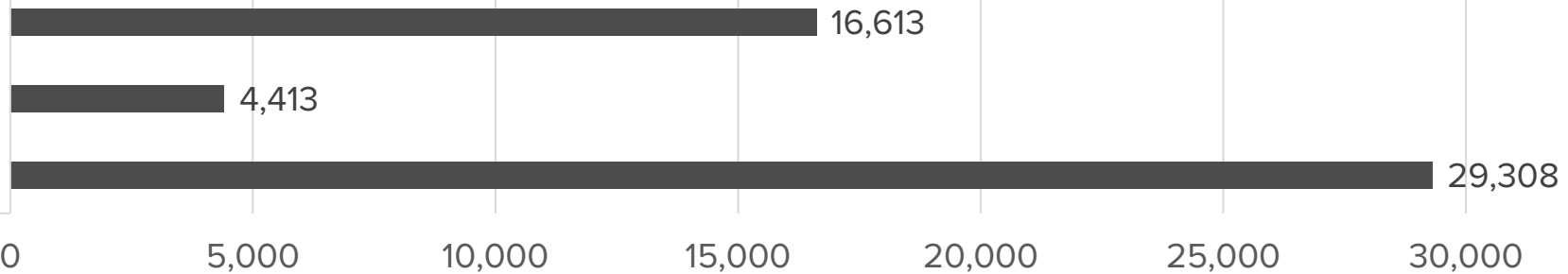
CGI

Twitter
Instagram
Facebook

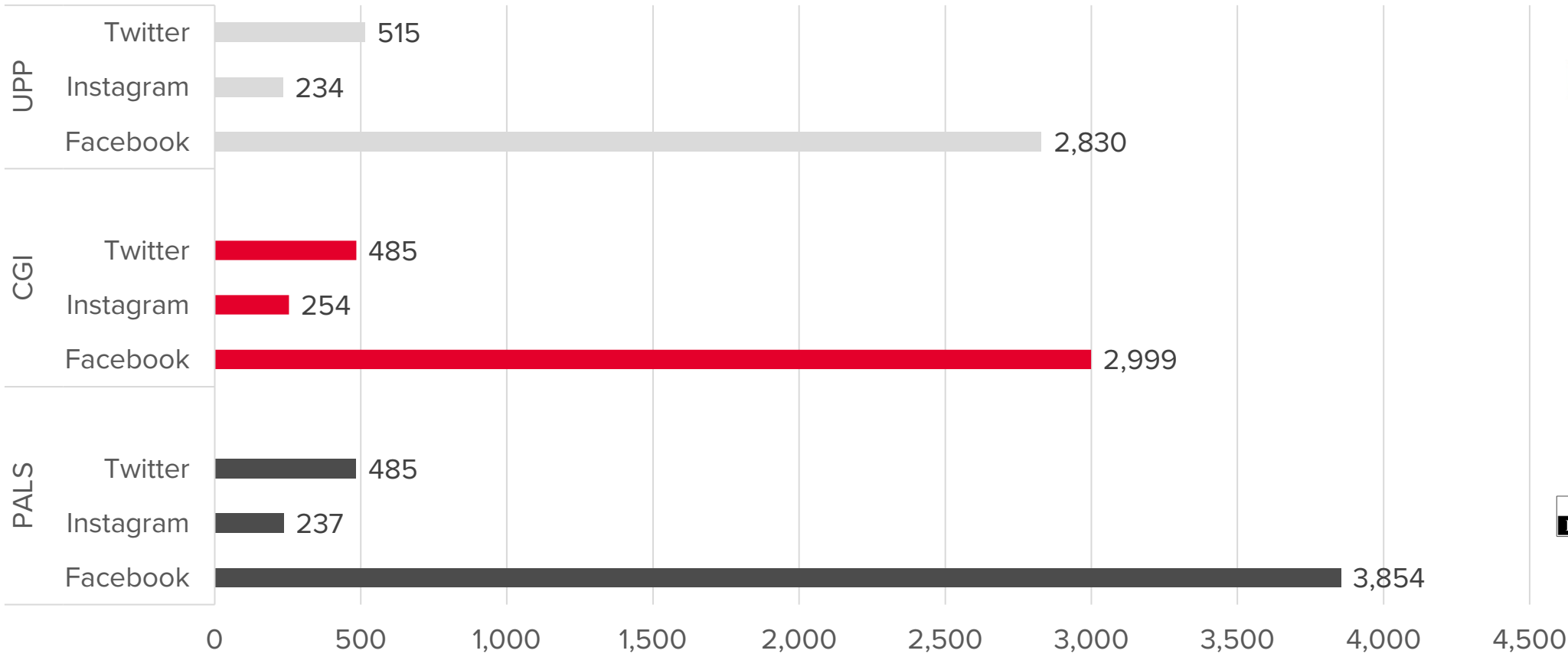


PALS

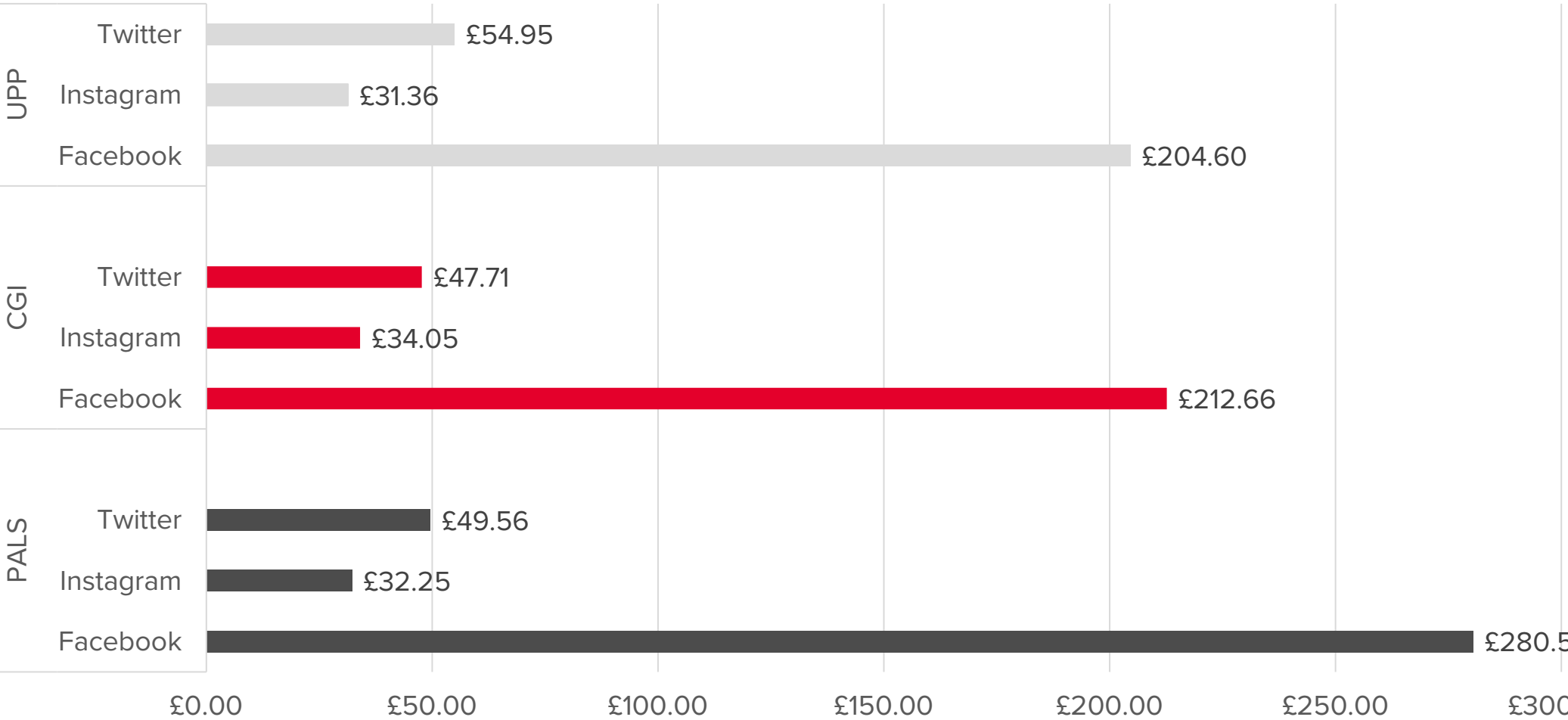
Twitter
Instagram
Facebook



SOCIAL MEDIA POSTS EXPOSURE - ENGAGEMENT



SOCIAL MEDIA POSTS EXPOSURE - MONETARY VALUE



SUMMARY OF EXPOSURE THROUGH SOCIAL MEDIA POSTS

The reach has been good, especially on Facebook.

The second most successful platform is Twitter

Posts with PALS Battalions have been very successful

This is probably because they were the first sponsor announced, and their brand and business is similar to Lincoln City Foundation.

PALS is a non-profit that focuses on 'positive community impact' within various communities through sporting, mental, physical and none clinical forms of support. They run a mixture of sporting activities.

One thing I have realised from the data is how low the numbers are for our Instagram compared to Twitter and Facebook. Therefore, we will need to re-work our marketing strategy for this platform.