

[#LifestylePolen] Social Amplification Report 2016

Warsaw



POLISH
TOURIST
ORGANISATION

■ www.polen.travel



Overview

NordicTB launched the **#LifestylePolen** campaign in collaboration with the [Polish Tourist Organization](#) (Polska Statens Turistbyrå) and [Warsaw Tourism Organization](#).

The aim was to explore the City of Warsaw through a digital campaign, bringing the readers and audience along on a journey through live and real-time storytelling.



Duration

The campaign was run with four (4) travelers who traveled to **Warsaw** over the following dates: **May 20-22**

Audience

The goal of the campaign was to reach a mix of young professionals, weekenders, and city break travelers from the Swedish market. The bloggers were pre-selected based on their audience reach and local market reach.



Swedish Group – May 20-22, 2016

Four (4) bloggers explored the vibrant capital city Warsaw on a city break and enjoyed several culinary and cultural experiences around Europe's youngest old town.

Annika Myhre – Resfredag

- [Mot weekend i Warszawa](#)
- [Därför ska du åka till Warszawa](#)
- [Att göra i Warszawa](#)



Sofia Zetterqvist – Fantasiresor

- [Upcoming: Weekend i Warszawa](#)
- [Warszawa – från och med du](#)
- [Weekend i Warszawa – 10 saker att göra](#)
- [Fermenterad mat – en polsk klassiker](#)



FANTASIRESOR

Swedish Group – May 20-22, 2016

Katarina Wohlfart – Äntligen Vilse

- [En längtan till Wisla](#)
- [Vykort från Warszawa](#)
- [En tjej- weekend i Europas New York](#)
- [9 matiga tips till Warszawa](#)

Äntligen Vilse

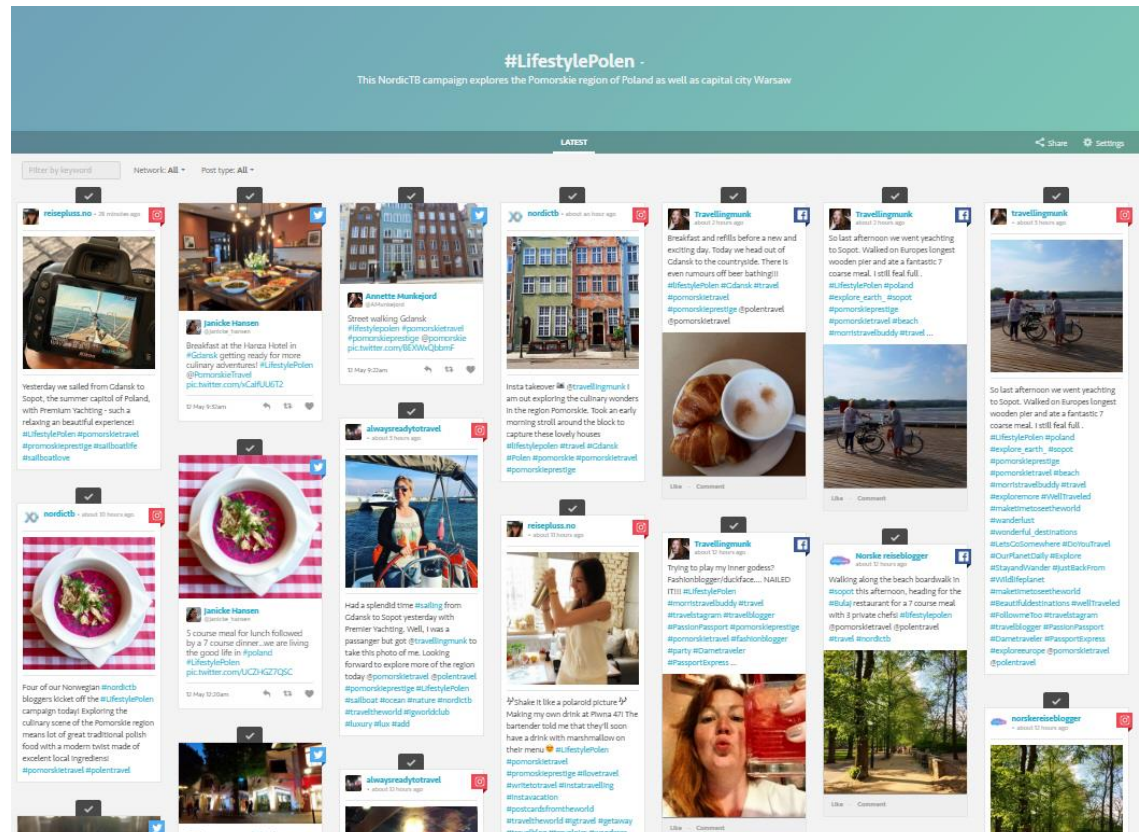
Towe Ahlin – Towis / Svenskaresebloggar

- [Jag återvänder till Warszawa](#)
- [Redo och vinna en resa till Warszawa](#)
- [På segway genom Warszawa](#)
- [Foodtour i Warszawa](#)
- [6 bra restauranger i Warszawa](#)
- [Weekendresa med tjejkompisar – Välj Warszawa](#)
- [More Warsaw posts...](#)

Come Fly with Me - en reseblogg

Live storytelling through Tagboard

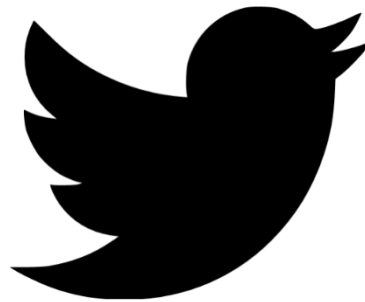
Audiences could follow the travelers in real-time across various social media channels using a Tagboard consolidation feed under the **#LifestylePolen** hashtag.



[Link to #LifestylePolen Tagboard](#)

Twitter Statistics

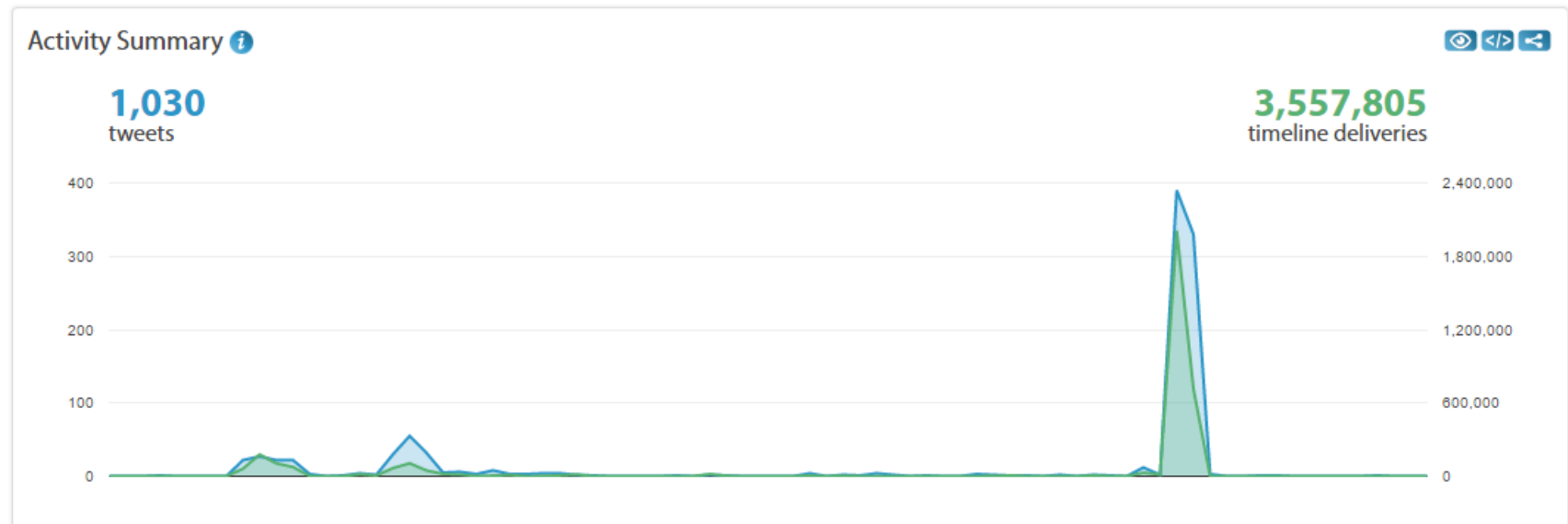
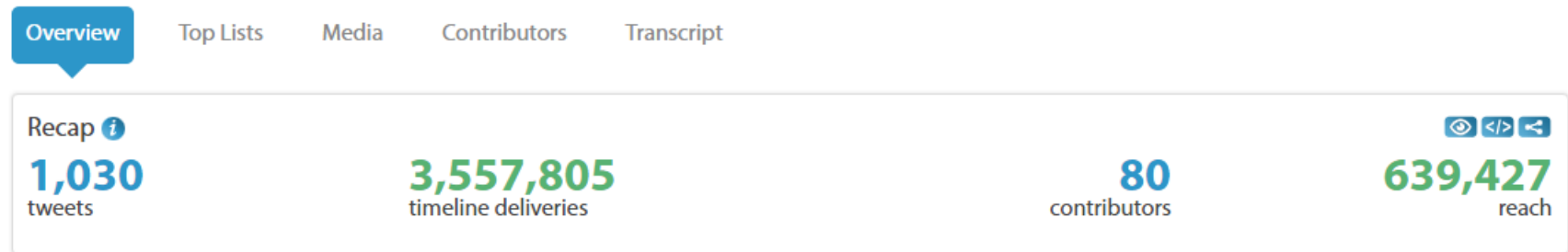
May 3-July 21, 2016



Follow [#LifestylePolen](https://twitter.com/LifestylePolen) on Twitter

Overview

There was a total of **1,030 tweets** which were delivered to **3,557,805 timelines** with a reach of **639,427 accounts**.



During Warsaw Trip – May 20-22

There was a total of **122 live tweets** which were delivered to **244,349 timelines** with a reach of **67,395 accounts**.

Overview

Top Lists

Media

Contributors

Transcript

Recap i

122
tweets

244,349
timeline deliveries

30
contributors

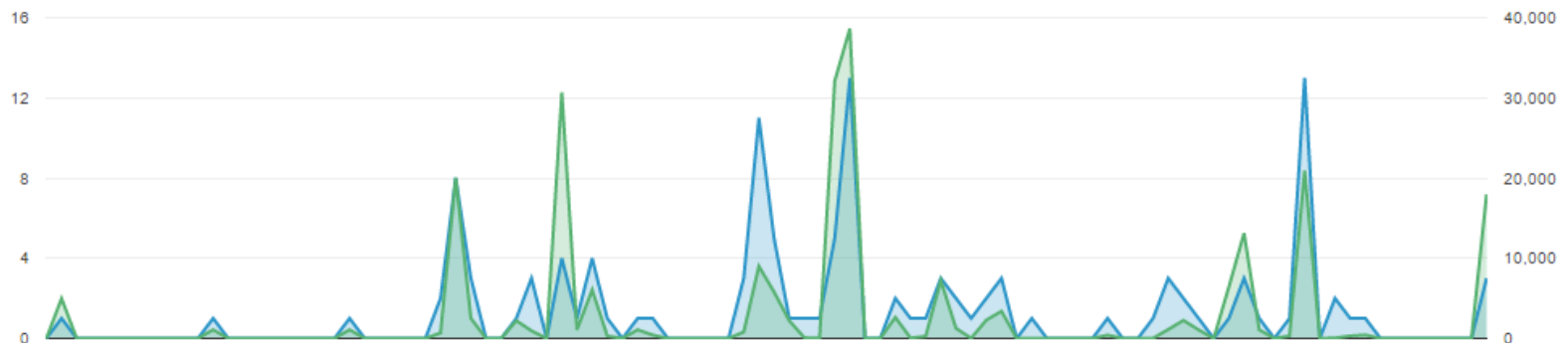
67,395
reach



Activity Summary i

122
tweets

244,349
timeline deliveries



Overall Twitter Engagement

Of the 1,030 tweets, 320 were original tweets, 621 were retweets, and 89 were direct messages.

The top 20 contributors to the hashtag accounted for 92.62% of the tweets.

Engagement i



	Total	%
Original Tweets	320	31.07%
@Message Tweets	89	8.64%
Retweets	621	60.29%
Total Tweets	1,030	100.00%

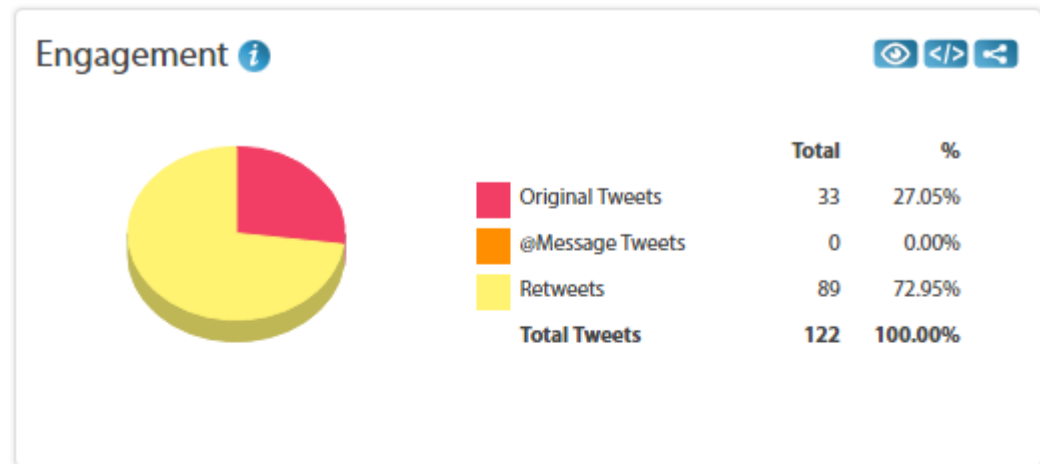
Participation i



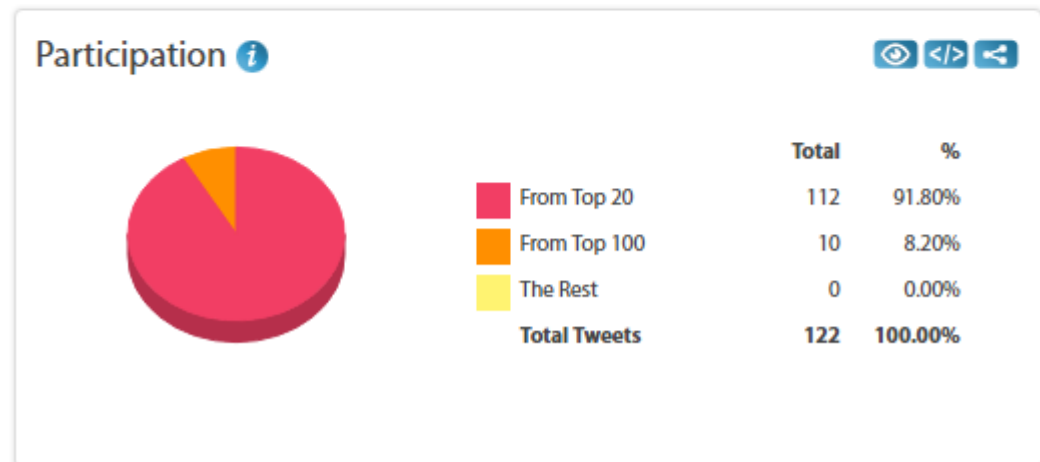
	Total	%
From Top 20	954	92.62%
From Top 100	76	7.38%
The Rest	0	0.00%
Total Tweets	1,030	100.00%

Twitter Engagement during Warsaw Trip

Of the 122 tweets, 33 were original tweets and 89 were retweets which showed active engagement with the original tweets during the trip.



The top 20 contributors to the hashtag accounted for 91.80% of the tweets.



Overall Twitter Buzz Words

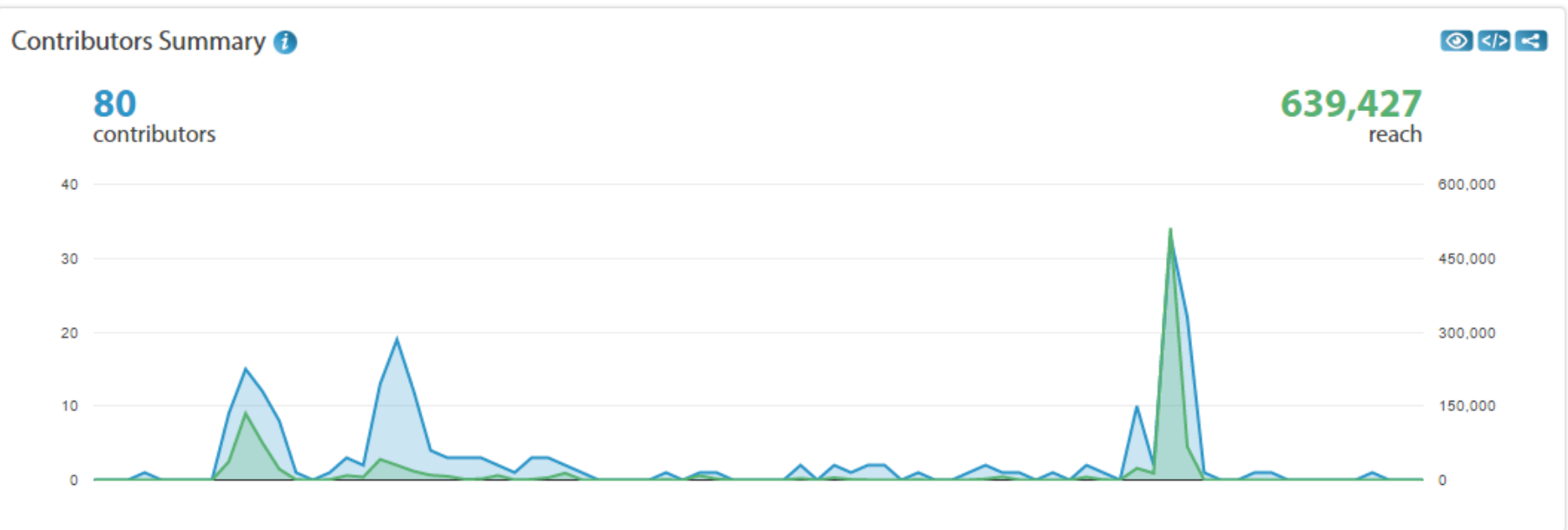
These were the most popular buzz words surrounding the campaign on Twitter.



Overall Twitter Contributors

80 individuals contributed to the overall campaign with a reach of **639,427**.

Overview Top Lists Media **Contributors** Transcript



Twitter Contributors during Warsaw Trip

80 individuals contributed to the overall campaign with a reach of 639,427.

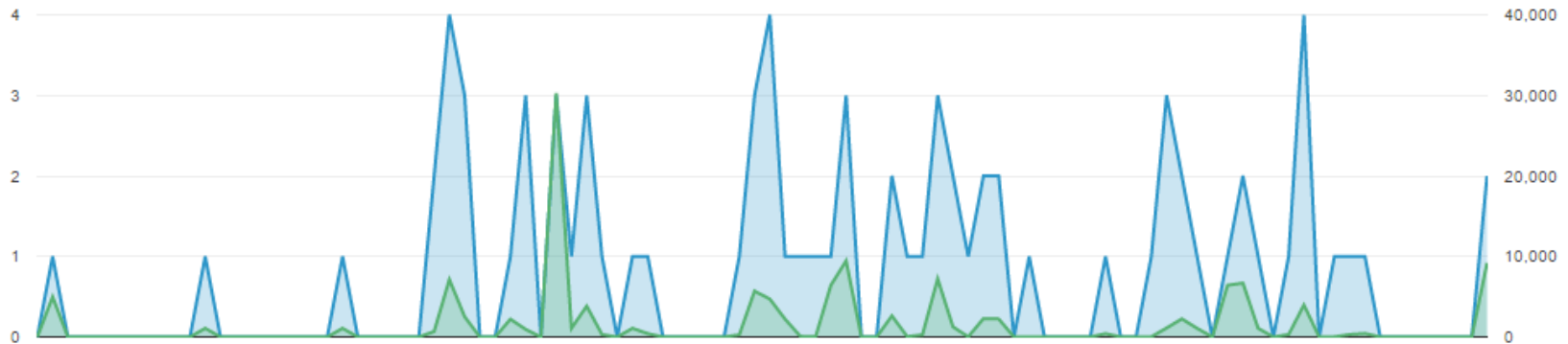
Overview Top Lists Media Contributors Transcript

Contributors Summary i



30
contributors

67,395
reach



Overall Snapshot of Contributors

Most Popular



NordicTB @nordictb
249
mentions + retweets



Janicke Hansen @janicke_hansen
195
mentions + retweets



Katarina Wohlfart @KatWohlf
173
mentions + retweets



show full list

Most Tweets



NordicTB @nordictb
136
tweets



Katarina Wohlfart @KatWohlf
129
tweets



Janicke Hansen @janicke_hansen
115
tweets



show full list

Most Timeline Deliveries



Janicke Hansen @janicke_hansen
740,156
timeline deliveries



Loia A. Åkerström @LolaAkinmade
721,250
timeline deliveries



ExploreTraveler @exploretavel1
609,665
timeline deliveries



show full list

Most Retweeted Tweets



towe ahlin @towistowe
14
retweets



NordicTB @NordicTB
11
retweets



Svenska Resebloggar @sv_resebloggar
10
retweets



Top Contributors during Warsaw Trip

Most Popular



Warsaw @ewarsaw
74
mentions + retweets



towe ahlin @towistowe
57
mentions + retweets



Fantasiresor @fantasiresor
53
mentions + retweets



[show full list](#)

Most Tweets



Katarina Wohlfart @katwohlf
17
tweets



NordicTB @nordictb
12
tweets



towe ahlin @towistowe
12
tweets



Most Timeline Deliveries



Janicke Hansen @janicke_hansen
57,776
timeline deliveries



Lola A. Åkerström @LolaAkinmade
52,646
timeline deliveries



Katarina Wohlfart @katwohlf
37,583
timeline deliveries



[show full list](#)

Most Retweeted Tweets



towe ahlin @towistowe
14
retweets



Svenska Resebloggar @sv_resebloggar
10
retweets



Fantasiresor @fantasiresor
8
retweets



Other Warsaw Hashtags

This is a list of the other top hashtags used in conjunction with the **#LifestylePolen** hashtag.

In addition to the official hashtag, the following Warsaw hashtags were also used:

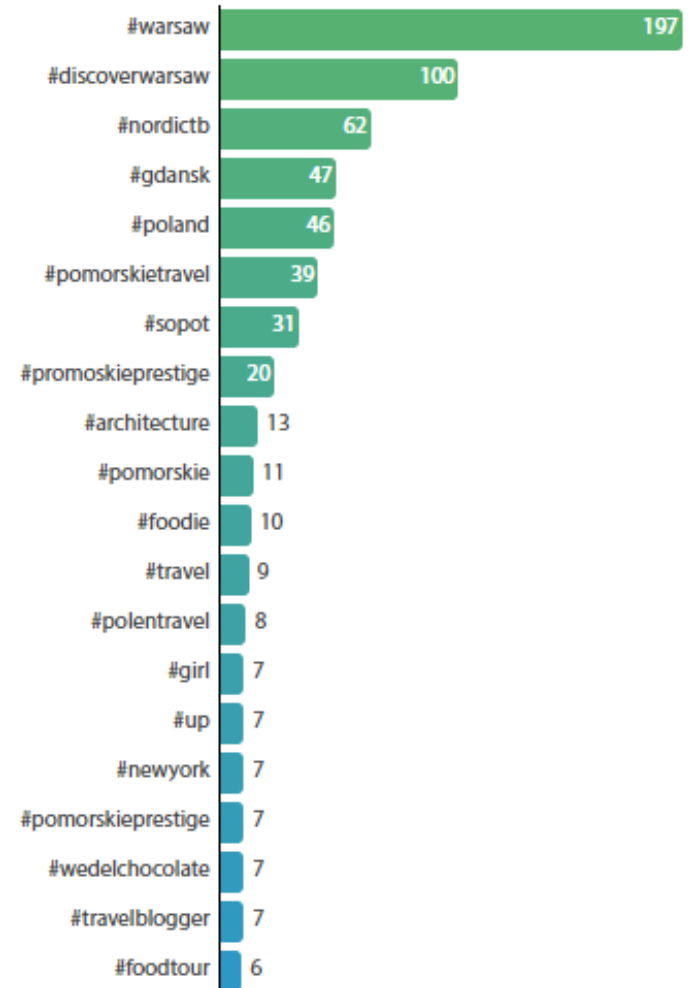
#warsaw (197)

#discoverwarsaw (100)

Top Other Hashtags



497 tweets with other hashtags (48.25% of total tweets)



Twitter Chat

On **July 6**, we organized one (1) hour Twitter chat from 12-1pm CET to engage with audiences and share content created from the campaign.



Warsaw Twitter Chat – July 6

Over 24 hours, the Warsaw Twitter chat generated **389 tweets** from **34 contributors** with **2,010,212** timeline deliverables and a **reach of 512,042**.

Recap [i](#)

389
tweets

2,010,212
timeline deliveries

34
contributors

512,042
reach

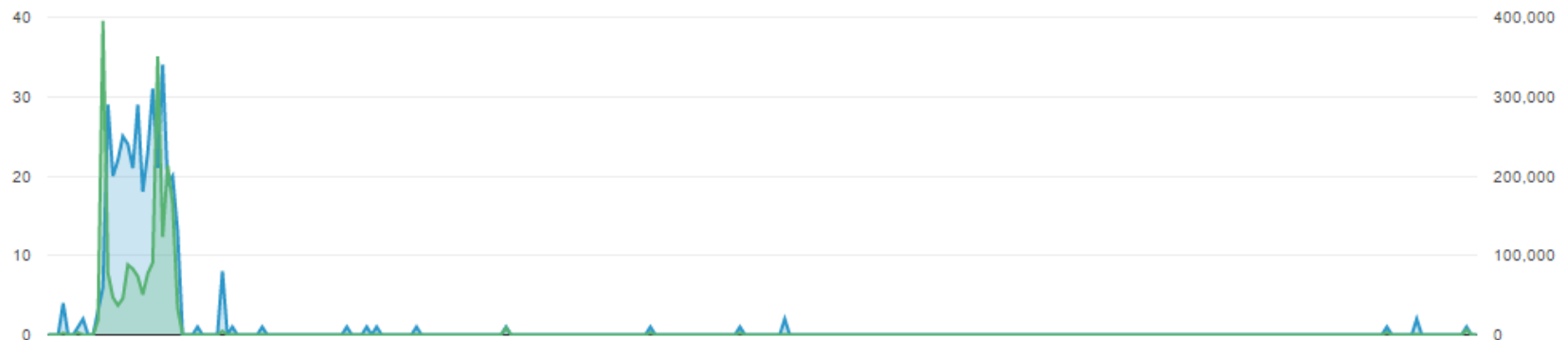


Activity Summary [i](#)

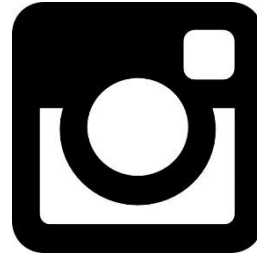


389
tweets

2,010,212
timeline deliveries



Instagram Statistics May 3–July 21, 2016



Follow [#LifestylePolen](#) on Instagram

Overview

Overview

Top Lists

ColorTrack

Contributors

Transcript

Recent Activity



Recap i

157
posts

804
comments

27,054
likes

433,063
impressions

11
contributors

34,113
reach

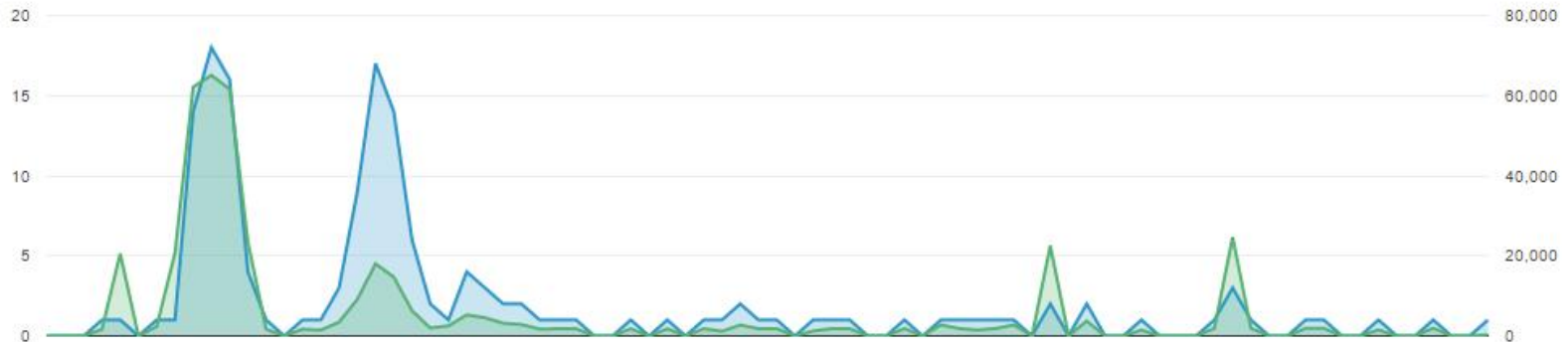


Activity Summary i



157
posts

433,063
impressions



During Warsaw Trip – May 20-22

Overview

Top Lists

ColorTrack

Contributors

Transcript

Recent Activity



Recap ⓘ

44

posts

352

comments

3,463

likes

46,344

impressions

6

contributors

6,216

reach



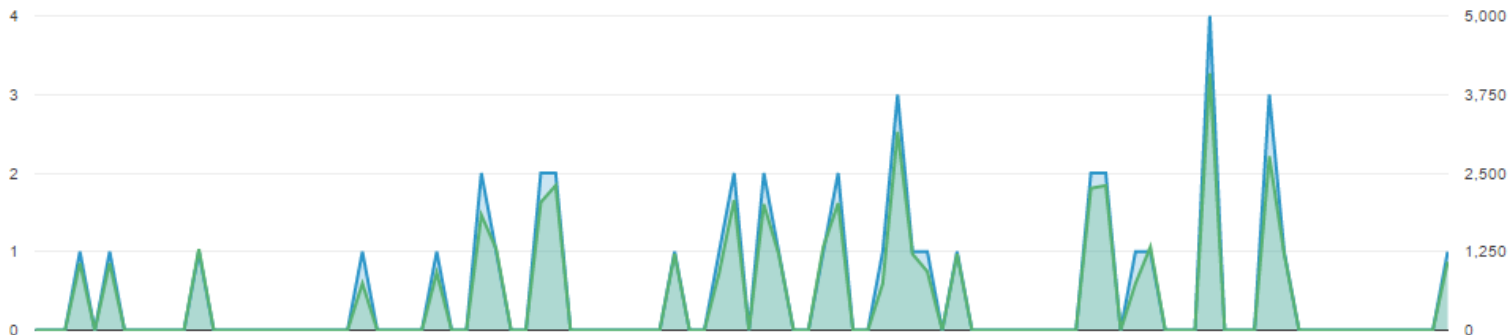
Activity Summary ⓘ

44

posts

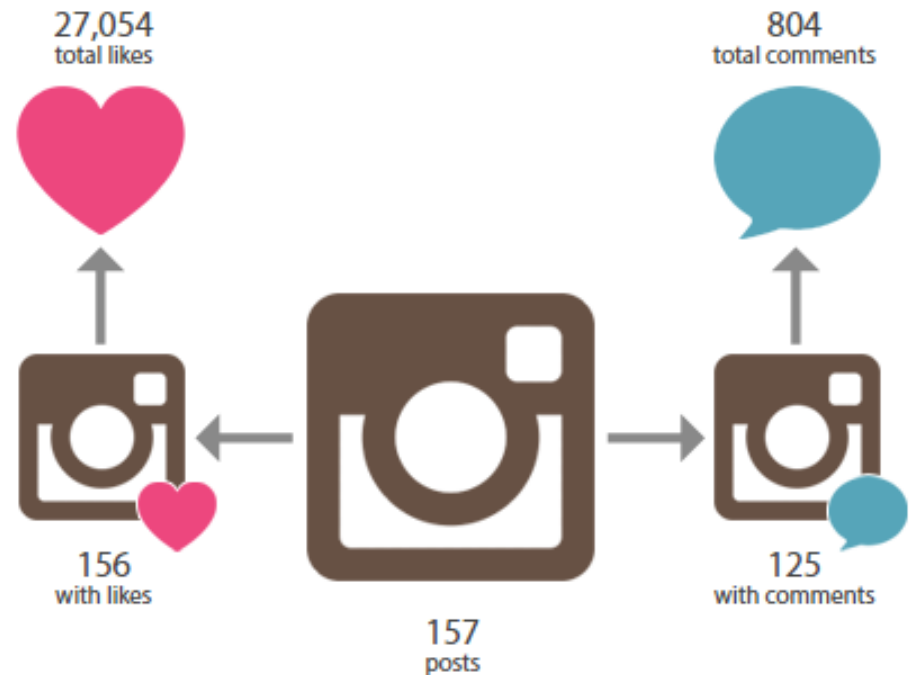
46,344

impressions



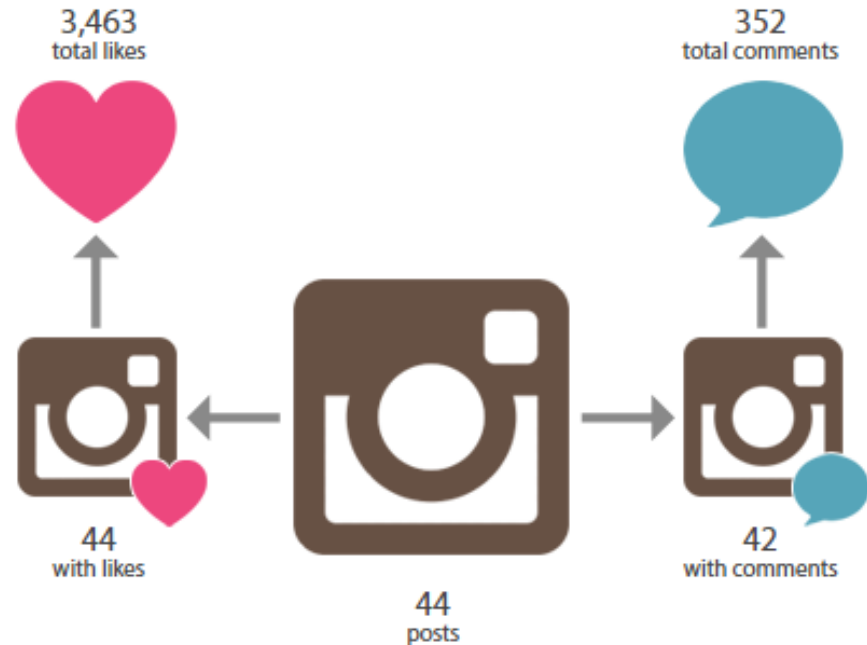
Overall Instagram Engagement

There was a total of **157 photos** posted by **11 contributors** with **804 comments** and **27,054 likes** with an impression of **433,063** and a reach of **34,113**.



Instagram Engagement during Warsaw Trip

There was a total of **44 photos** posted by **6 contributors** with **352 comments** and **3,463 likes** with an impression of **46,344** and a **reach of 6,216**.

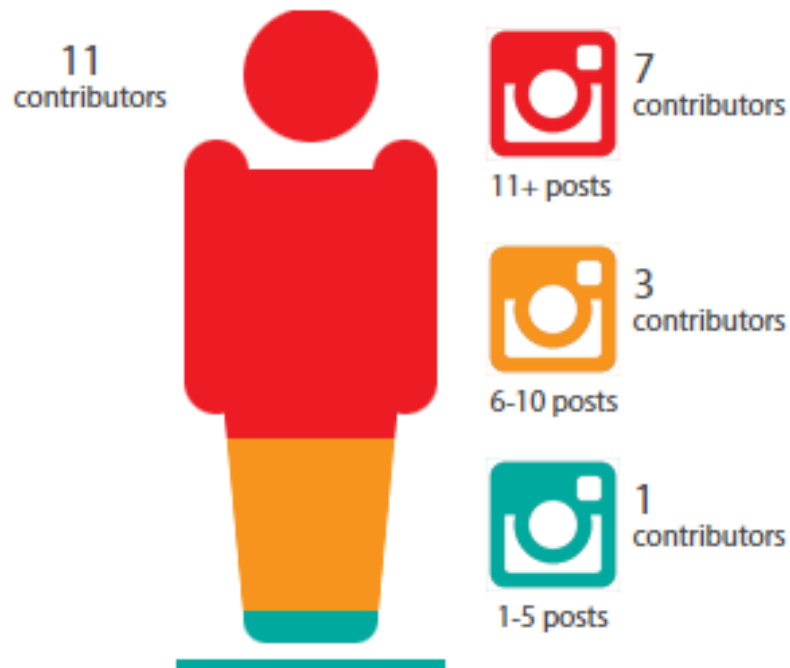


Overall Instagram Buzz Words

These were the most popular buzz words surrounding the campaign on Instagram.

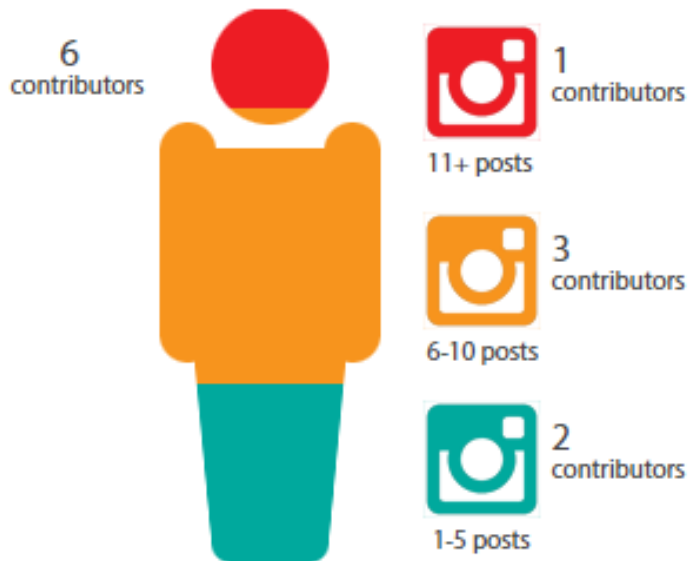


Overall Instagram Participation



Of the **11 contributors**, **7** contributors posted over 11 photos, **3** contributors posted between 6-10 photos, and **1** contributor posted between 1-5 photos.

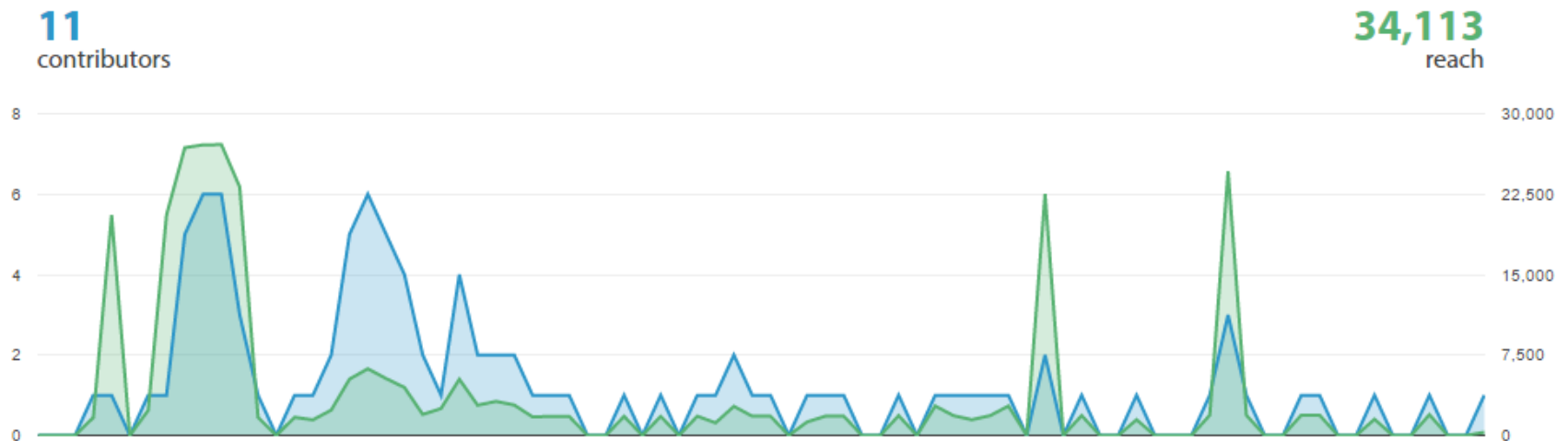
Instagram Participation during Warsaw Trip



Of the **6 contributors**, 1 contributor posted over 11 photos, 3 contributors posted between 6-10 photos, and 2 contributors posted between 1-5 photos.

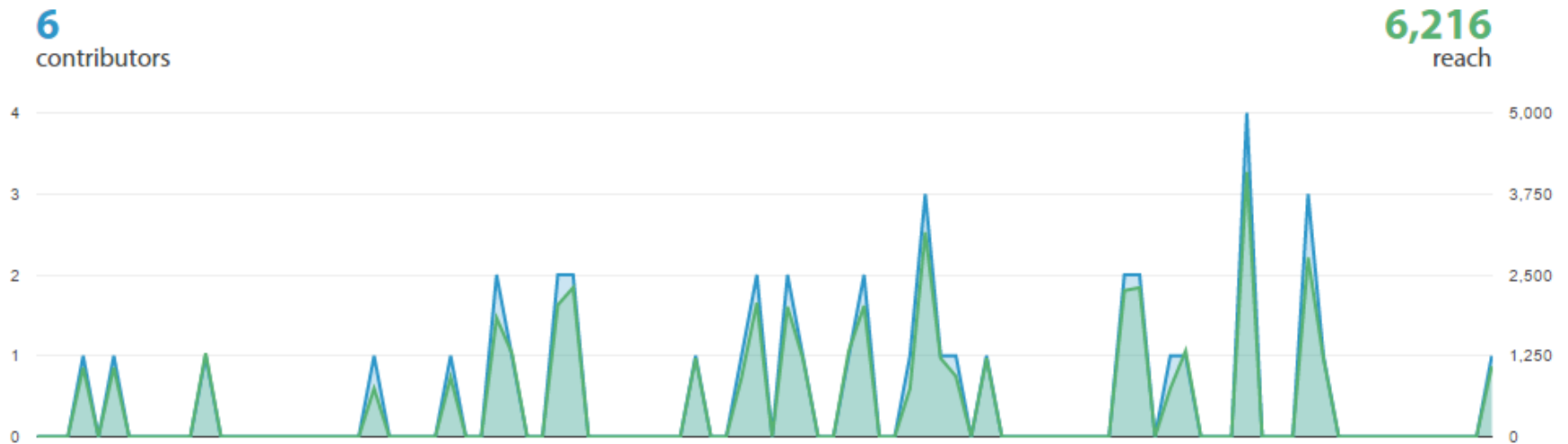
Overall Instagram Contributors

11 individuals contributed to the overall campaign with a reach of **34,113**.



Instagram Contributors during Warsaw Trip

6 individuals contributed to the overall campaign with a reach of 6,216.



Overall Snapshot of Contributors

Most Popular i



Janicke Hansen norskereiseblogger

15,108

likes + comments



Annette Munkejord travellingmunk

3,183

likes + comments



Ann Mari Gregersen alwaysreadytotravel

2,831

likes + comments

show full list

Most Posts i



Ann Mari Gregersen alwaysreadytotravel

41

posts



Reisepluss.no reisepluss.no

17

posts



Annette Munkejord travellingmunk

17

posts

show full list

Most Reach i



Janicke Hansen norskereiseblogger

20,555

reach



Annette Munkejord travellingmunk

2,342

reach



Ann Mari Gregersen alwaysreadytotravel

1,934

reach

show full list

Most Impressions i



Janicke Hansen norskereiseblogger

227,336

impressions



Ann Mari Gregersen alwaysreadytotravel

72,254

impressions



Annette Munkejord travellingmunk

40,782

impressions



Snapshot of Contributors during Warsaw Trip

Most Popular i



Katarina Wohlfart antigenvise
1,053
likes + comments



Annika Myhre   resfredag
806
likes + comments



FANTASIRESOR fantasiresor
658
likes + comments

show full list

Most Posts i



Katarina Wohlfart antigenvise
11
posts



Towe Ahlin comeflywithtowe
9
posts



Annika Myhre   resfredag
9
posts

Most Reach i



Annika Myhre   resfredag
1,324
reach



FANTASIRESOR fantasiresor
1,212
reach



Katarina Wohlfart antigenvise
1,109
reach

show full list

Most Impressions i



Katarina Wohlfart antigenvise
11,943
impressions

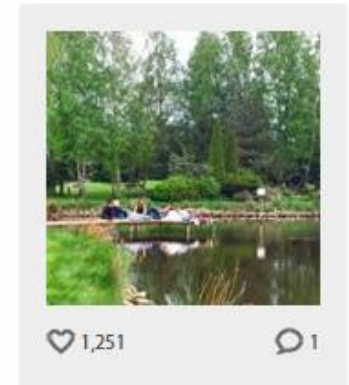
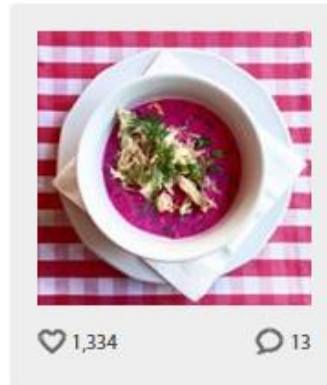
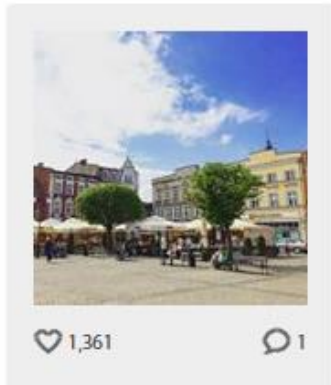
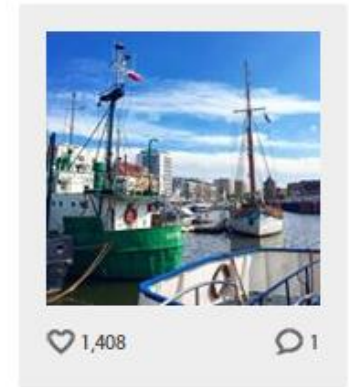
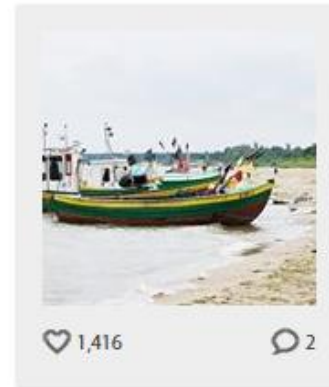
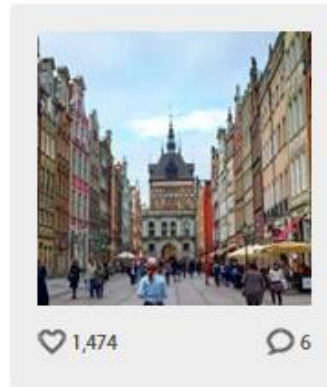
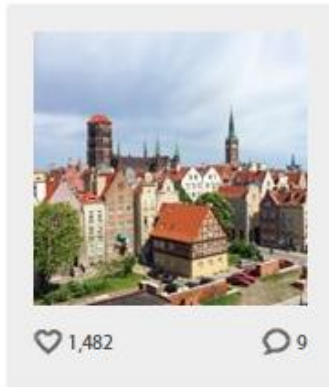
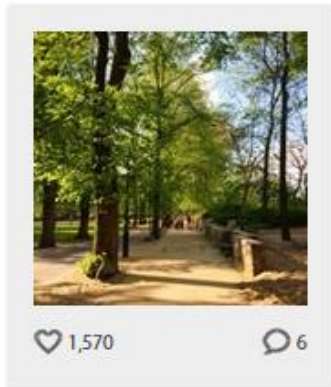


Annika Myhre   resfredag
11,820
impressions



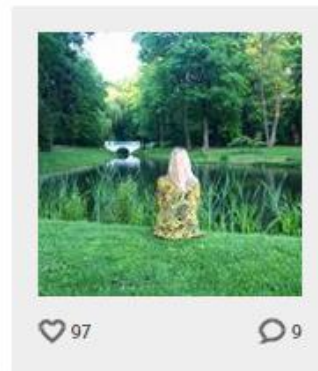
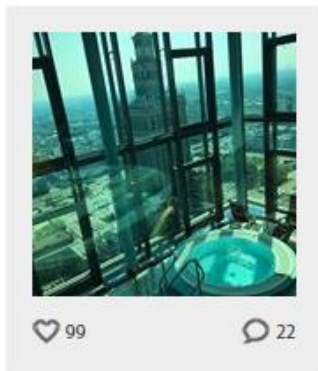
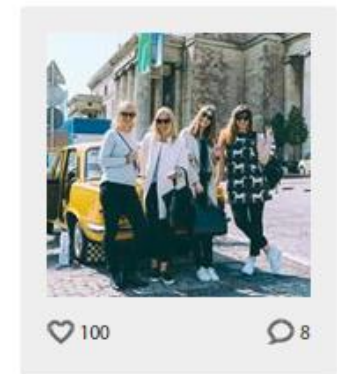
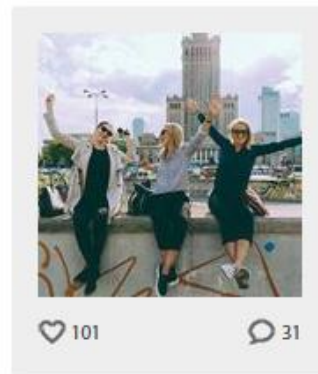
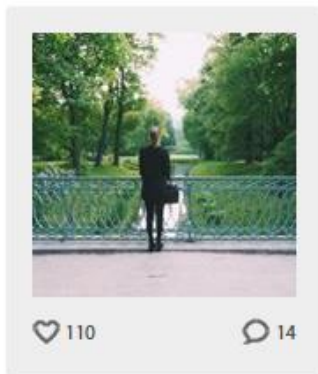
FANTASIRESOR fantasiresor
8,484
impressions

Overall Top 10 images on Instagram – by “Likes”

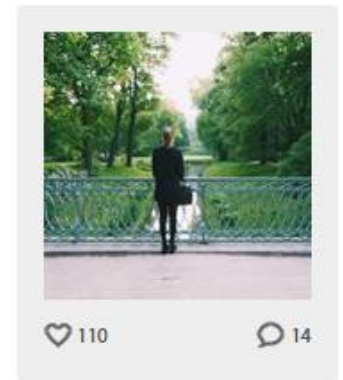
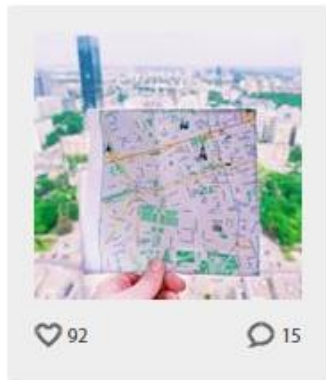
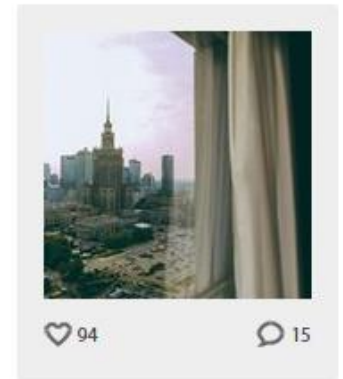
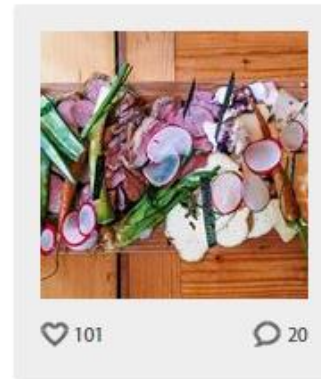
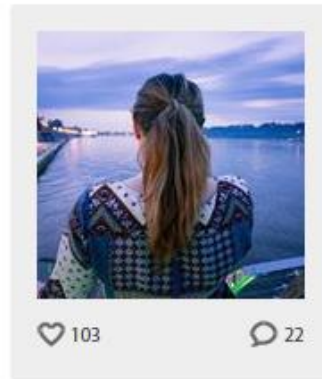
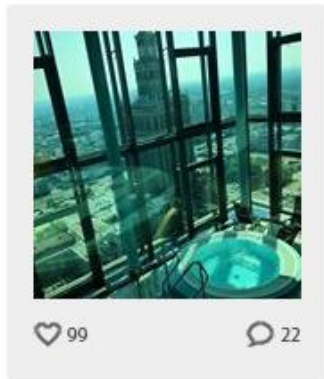
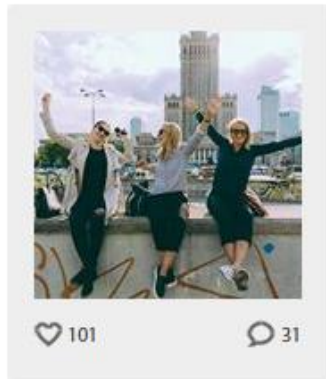


During Warsaw Trip – May 20-22

Overall Top 10 images on Instagram – by “Likes”

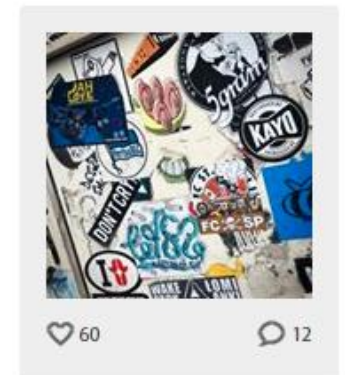
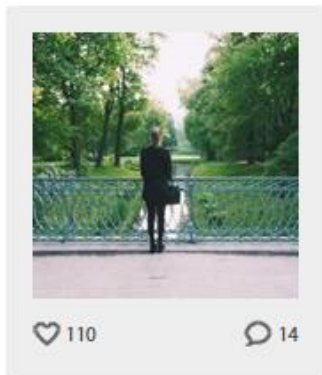
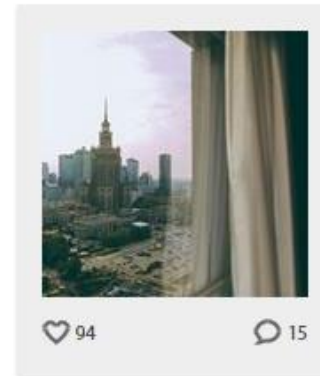
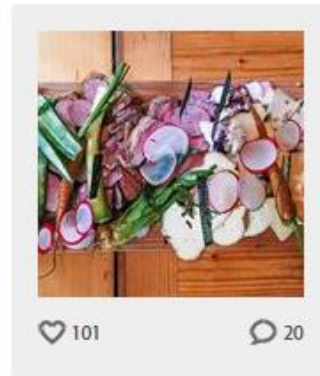
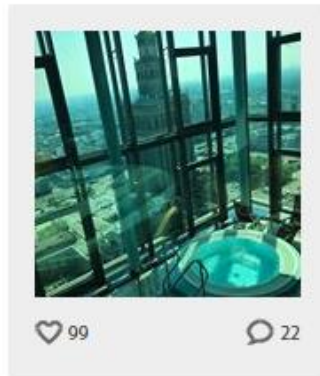


Overall Top 10 images on Instagram – by “Comments”



During Warsaw Trip – May 20-22

Overall Top 10 images on Instagram – by “Comments”



Other Warsaw Hashtags on Instagram

This is a list of the other top hashtags used in conjunction with the **#LifestylePolen** hashtag.

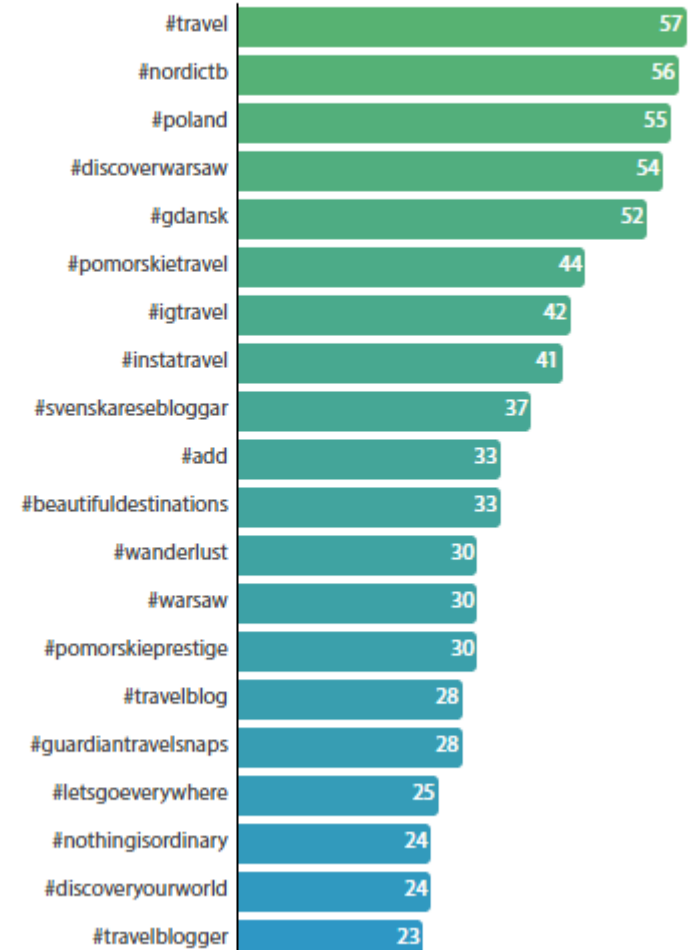
In addition to the official hashtag, the following Warsaw hashtags were also used:

#discoverwarsaw (54)

#warsaw (30)

Top Other Hashtags

152 posts with other hashtags (96.82% of total posts)



Facebook Statistics May 3-July 21, 2016



Follow [#LifestylePolen](#) on Facebook

Overview

Number of Facebook mentions: **109**

Estimated impressions: **107,129***

Estimated reach: **16,231**

Posts with Warsaw mentions

Number of Facebook mentions: **28**

Estimated impressions: **31,043***

Estimated reach: **4,694**



** Based on raw data from Brand24 and summing up the follower count for each FB mention for estimated number of opportunities to see and impressions.*

109

Mentions

30

Positive results

0

Negative results

Most active sites



109
facebook.com

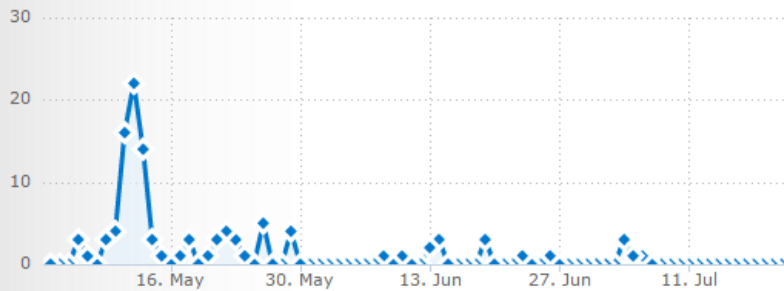


0



0

Number of mentions

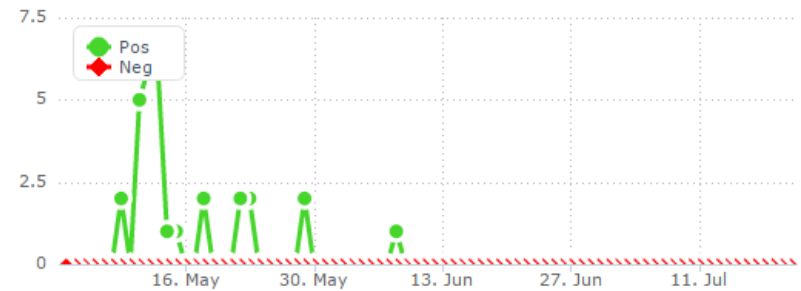


The most active categories

Facebook

109

Sentiment



#LifestylePolenbuzz

Facebook Sponsored Post

 **Nordic TB**
May 12 · 🌐

Fans of Poland! Follow [#LifestylePolen](#) for cultural, culinary, and cool experiences through Warsaw and the Pomorskie region, and tag yours too!

#LIFESTYLEPOLEN



7,482 people reached [View Results](#)

  295 1 Comment 11 Shares 

 Like  Comment  Share

7,482 People Reached

324 Reactions, Comments & Shares

309  Like	294 On Post	15 On Shares
-------------------------------------------------------------------------------------------------	----------------	-----------------

1  Love	1 On Post	0 On Shares
-----------------------------------------------------------------------------------------------	--------------	----------------

3 Comments	1 On Post	2 On Shares
---------------	--------------	----------------

11 Shares	11 On Post	0 On Shares
--------------	---------------	----------------

131 Post Clicks

108 Photo Views	1 Link Clicks	22 Other Clicks 
--------------------	------------------	--------------------------------------------------------------------------------------------------------

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

The announcement post for **#LifestylePolen** was boosted to help build social media buzz around the kickoff.

Additional social listening campaign statistics

Mentions by social media channel



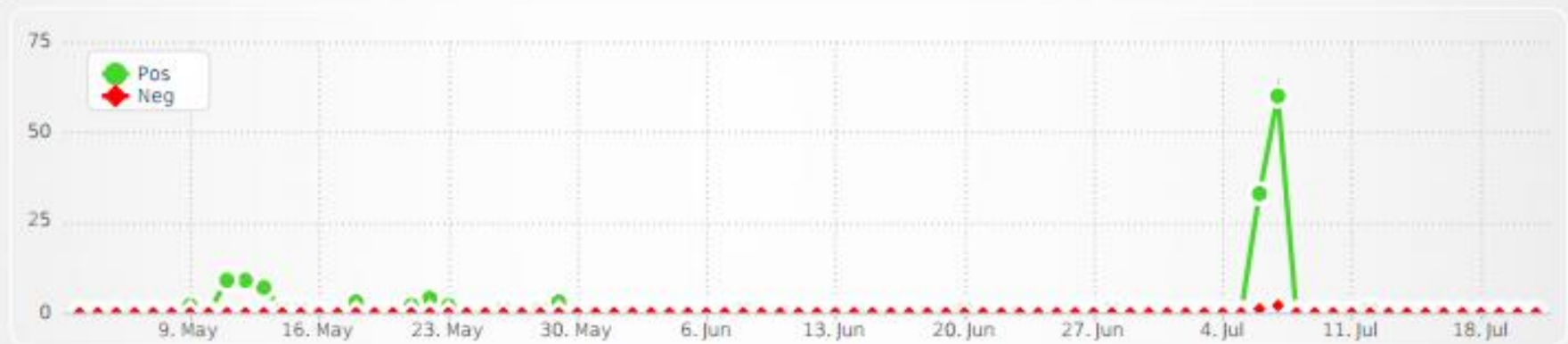
56.2 %	Twitter
21.8 %	Photo
15.4 %	Facebook
3.7 %	Other
2.3 %	Blogs
0.6 %	Video

Discussion Intensity and Sentiment Charts

Discussion intensity chart



Sentiment chart



Some quotes from across social media

” @KatWohlf @janicke_hansen I think it is the Nordic gene Warsaw is **perfect** for the Nordic traveller: green and affordable. #lifestylepolen



fantasi...
2 weeks ago

” The **delicious** hot chocolate from #Wedelcafé #LifestylePolen



fantasi...
2 weeks ago

” **"Vibrant"** is a really **good** word for Warsaw #lifestylepolen ...



fantasi...
2 weeks ago

” So our takeaway is that #Warsaw = **Vibrant** + Green + Affordable #LifestylePolen



NordicTB
2 weeks ago

” @NordicTB Relaxed, **interesting** & cheap! #LifestylePolen



resfredag
2 weeks ago

” Twitterchat tomorrow thursday at 12 danish time #lifestylePolen get the **best** tips from t...



AMGrege...
2 weeks ago

” @NordicTB I was surprised at how **beautiful** everything was. The malls, the streets, parks. It looked pristine! #LifestylePolen



gnome_t...
2 weeks ago

” **Beautiful** #LifestylePolen ...



NordicTB
2 weeks ago

” My **favourite** restaurant was Belvedere Lazienki Krolewskie - repr. in the Michelin Guide. #lifestylepolen ...



fantasi...
2 weeks ago

Contact Information

This report was prepared on behalf of the NordicTB Collective by:

Lola Åkerström
Geotraveler Media Sweden
lola@geotravelermedia.com
+46765589733

NordicTB
contact@nordictb.com
www.nordictb.com

Sources

