

## Social Media Case Study Sample

### Summary

Muggsy Bogues's social media accounts have been built from nothing and turned into flourishing representations of his brand. Muggsy even had the unique dilemma of having to overcome an impersonating account that had been established for quite some time with a large following of 5k.

### MUGGSY BOGUES

#### **Follower Growth [Twitter]**

**Current Followers: 16,510**

Muggsy Bogues has had a constant increase in Twitter Followers. His most popular tweet this month is:



This tweet alone garnered close to 200 followers in 4 hours.

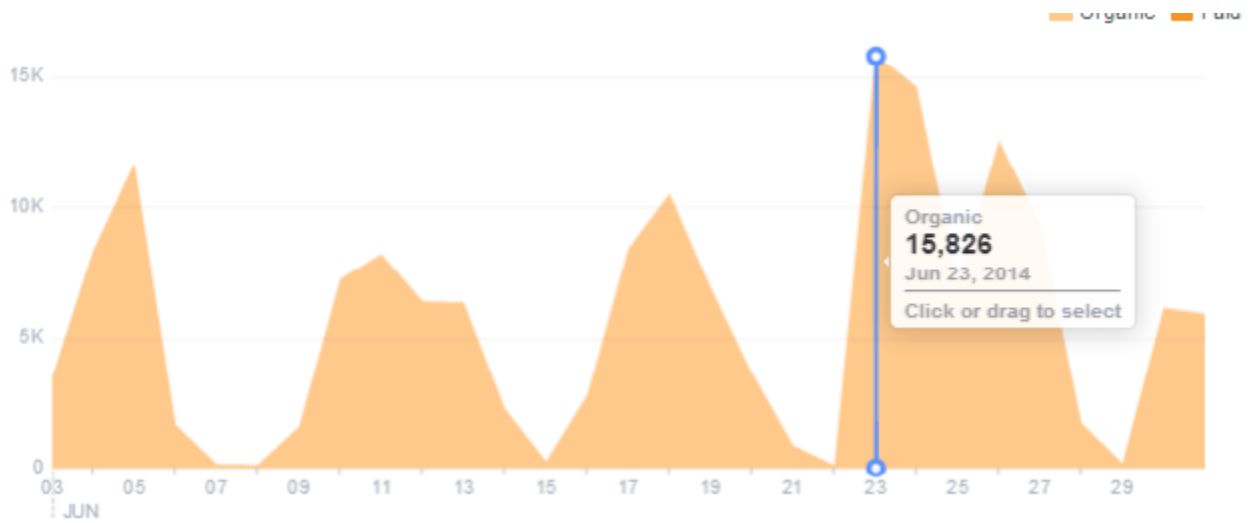
#### **Feedback [Facebook]**

Total Page Likes as of Today: 77,680



Since the return of the Hornets name to Charlotte we have taken advantage of the brand and Muggsy's accounts have been flourishing at a very fast rate. He likes grow on an average of 1%

every week. In one day Muggsy's Facebook account has had a reach close to 16,000 people and in one week can reach close to 65,000.




## Instagram




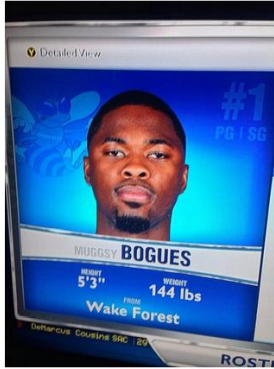
With 40 posts since March Muggsy's Instagram account has gone up 1,200 followers with an average of 150 likes per picture.

## Recent Social Media Buzz Generating Press

 Tyrone Muggsy Bogues  @MuggsyBogues 

Hey @NBA2K,  
I hope you guys get it right this time  
around! I'm always available for a picture!  
#NBA2K15 #ThatIsNotMe

 Reply  Retweeted  Favorited  More



8:00 AM - 2 Jul 2014

In The 6 days since Muggsy tweeted this he has gone from 16,499 followers to 17,507 followers. This tweet at the moment has been retweeted 1,553 times and Favorited 1,178 times.

### **News Posts**

#### **Dime Magazine**

NBA 2K15 is not expected to be released until October, but Bogues wants to make sure the developers of the game are very aware of not making the same mistake again. He tweeted out a photo of what he looked like in last year's game:

<http://dimemag.com/2014/07/muggsy-bogues-wants-nba2k-get-right-this-time-around/>

#### **Next Impulse Sports**

Confirmed: That is *not* Muggsy Bogues.

<http://nextimpulsesports.com/2014/07/02/muggsy-bogues-looks-quite-bit-different-nba-2k/>

#### **Sports- Kings**

Muggsy Bogues has beef with NBA2K <http://sports-kings.com/muggsy-bogues-has-beef-with-nba2k/>

**Other Accounts Managed :**

**America Tap Room Social Media Metrics**

**Facebook**



<b>Page Likes</b> >	<b>Post Reach</b> >
<b>2K</b> Total Page Likes ▲ 1.1% from last week	<b>724</b> Total Reach
<b>22</b> New Page Likes ▲ 633.3%	<b>573</b> Post Reach

**Twitter**



# Austin Grill Social Media Metrics

## Facebook



**Austin Grill**  
Restaurant/Cafe

Timeline About Photos Events & Specials More

4,269 likes

Status Photo / Video Offer, Event +

25 YEARS What have you been up to?

<b>Page Likes</b>	<b>Post Reach</b>
4.3K Total Page Likes ▲0.3% from last week	536 Total Reach
12 New Page Likes ▲500%	491 Post Reach

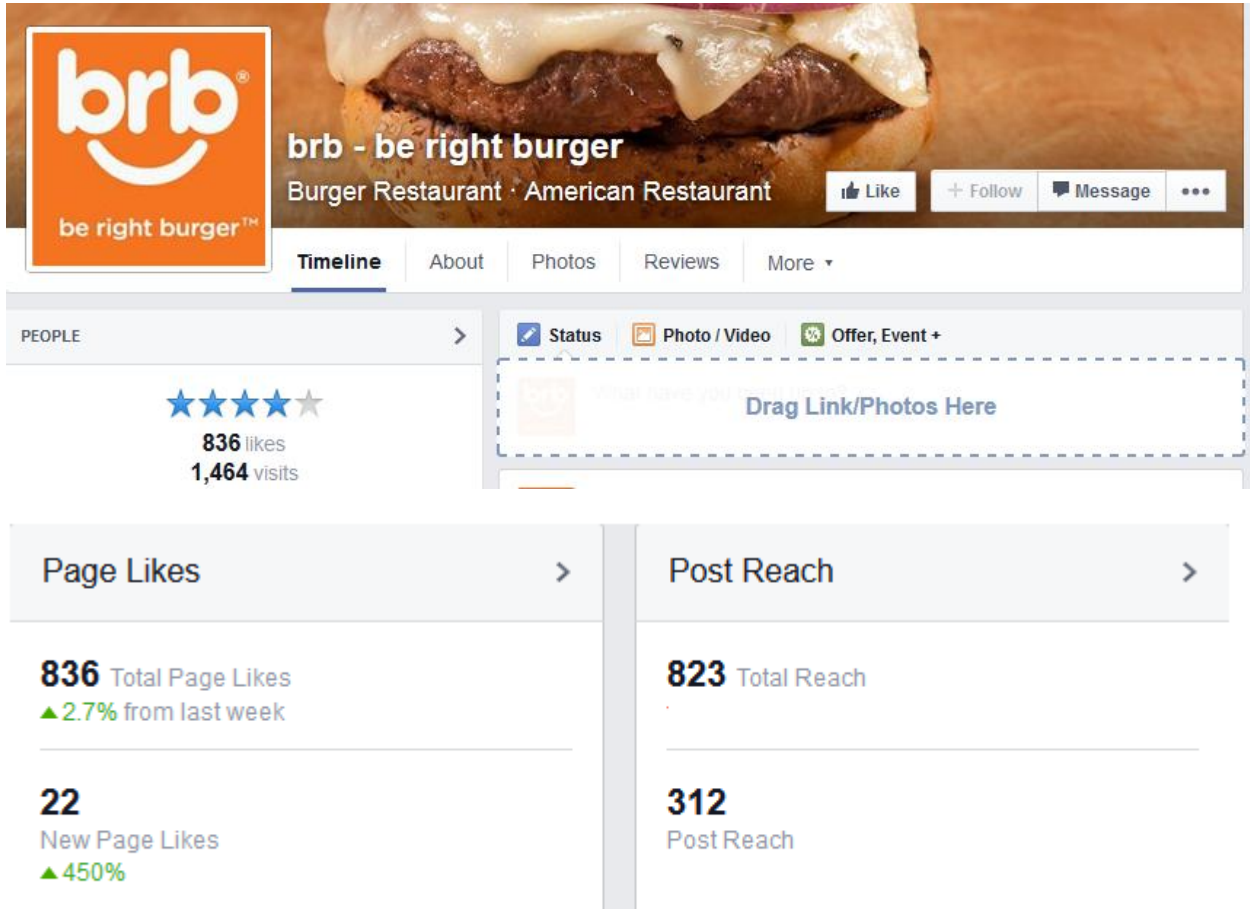
## Twitter



TWEETS 3,286 PHOTOS/VIDEOS 364 FOLLOWING 457 FOLLOWERS 898 FAVORITES 45 More

# BRB Burger Social Media Metrics

## Facebook



The image shows the Facebook profile page for 'brb - be right burger'. The profile picture is the 'brb' logo, which consists of the letters 'brb' in a white, rounded font inside an orange square with a white smiley face below it. The cover photo is a close-up of a burger with melted cheese and onions. The page name is 'brb - be right burger' and the category is 'Burger Restaurant · American Restaurant'. There are buttons for 'Like', 'Follow', and 'Message'. The navigation tabs include 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. Below the navigation, there are options to post a 'Status', 'Photo / Video', or 'Offer, Event'. A dashed box indicates a placeholder for a link or photo with the text 'Drag Link/Photos Here'. On the left, there are 5 stars, 836 likes, and 1,464 visits. Below this, there are two columns of metrics: 'Page Likes' and 'Post Reach'.

Metric	Value	Change
Total Page Likes	836	▲ 2.7% from last week
New Page Likes	22	▲ 450%
Total Reach	823	
Post Reach	312	

## Twitter



The image shows the Twitter profile page for 'brb - be right burger'. The profile picture is the 'brb' logo. The header image is a close-up of a burger. The page shows the following statistics: 1,423 tweets, 191 photos/videos, 225 following, 312 followers, and 125 favorites. There is a 'More' dropdown menu. Below the statistics, there are tabs for 'Tweets' and 'Tweets and replies'.

Metric	Value
Tweets	1,423
Photos/Videos	191
Following	225
Followers	312
Favorites	125