

#PHABack2School



August 15-September 30, 2016

#PHABack2School

From August 15-September 30, PHA and partners participated in the #PHABack2School campaign, which highlighted the organizations that have made a commitment to our mission.

The goal of the #PHABack2School campaign was to provide families with all the tips and tricks they need to have their healthiest school year yet.

Using weekly themes and giveaways, PHA highlighted topics like meal planning, physical fitness and family travel, with contributions from over 30 partners.

#PHABack2School



+30 PARTNERS

WERE HIGHLIGHTED OR PARTICIPATED



National Recreation and Park Association



#PHABack2School

THEMES

Week One: Pre-season sports

Week Two: Healthy kids do better

Week Three: Family travel

Week Four: Shopping and meal planning

Week Five: Snacks and meals on the go;
healthy choices when you're busy

Week Six: #HealthyCampus Week

Week Seven: Let's Move! Active Schools

#PHABack2School

GIVEAWAYS

Week One: (3) North Face base camp duffel bags

Week Two: (1) Love 2 Learn Elmo

Week Three: (3) Westin prize packs

Week Four: (3) Nalgene Lunch Box Buddies

Week Five: (2) Uncle Ben's Seeds of Change prize packs

Week Six: (1) Fitbit and (1) \$100 Target gift card for #HealthyCampus Week

Week Seven: (1) Ergotron student LearnFit desk and (1) Ergotron adult WorkFit desk

Total value of all giveaways approximately \$1,700.

#PHABack2School



**From August 15-September 30,
#PHABack2School content received...**

Impressions: 15.9M

Reach: 1.9M

Engagements: 9,920 (likes, RTs, clicks)

#PHABack2School



TOP POSTS CONTENT



Recipe: 10 Ways to Get Fit In Your Local Parks and Rec

Partner: National Recreation and Park Association (NRPA)

Total Impressions: 2.3K

Engagement: 1.7%



Lunchbox Ready Bento Boxes

Partner: BOKS Kids

Total Impressions: 2.3K

Engagement: 1.3%



Recipe: Fruit Sushi

Partner: Learning Care Group

Total Impressions: 2.2K

Engagement: 1.3%

#PHABack2School

TOP GIVEAWAYS

PHABack2School
It's #giveaway time! RT to win a tasty @UncleBens prize pack. #PHABack2School sweepstakes: bit.ly/2aJnNhy



Giveaway: Two Uncle Ben's Seeds of Change prize packs

Partner: Uncle Ben's/Mars Food

Total Entries: Over 700 entries (Facebook, Twitter and mailed) entries

Total Impressions: Over 28,000 on Twitter

PHABack2School
Win a @NalgeneOutdoor Lunch Box Buddy! RT to enter the sweepstakes! #PHABack2School rules: bit.ly/2aJnNhy



Giveaway: Three Lunch Box Buddies

Partner: Nalgene

Total Entries: Over 350 (Facebook, Twitter and mailed) entries

Total Impressions: Over 29,000 on Twitter

PHABack2School
Thx to @Ergotron #LearnFit for this week's #PHABack2School giveaway! RT to win of two standing desks! Sweeps rules: bit.ly/2aJnNhy



Giveaway: One student LearnFit desk and one adult WorkFit desk

Partner: Ergotron

Total Entries: Over 400 (Facebook, Twitter and mailed) entries

Total Impressions: Over 16,000 on Twitter

#PHABack2School



**From August 15-September 30,
#PHABack2School content received...**

Impressions: 295.7K

Reach: 235,816

Engagements: 7,205 (likes, comments, shares)

#PHABack2School



TOP POSTS CONTENT



Recipe: Avocado Toast
Partner: Avocados from Mexico
Total Reach: 29.9K
Total Impressions: 41.1K



Recipe: Craisins® Crunch Breakfast Bowl
Partner: Ocean Spray
Total Reach: 20.4K
Total Impressions: 27.5K



Recipe: Asian Chicken & Rice Lettuce Wraps
Partner: Uncle Ben's/Mars Food
Total Reach: 13.7K
Total Impressions: 18K

#PHABack2School

Here's What Our Followers Had to Say About the Campaign...



Camp Tioga

@CampTioga

Follow

@PHAnews @NRPA_news @NRPA_news After your kids attend camp and get healthy outdoors, it's great to keep that lifestyle going

5:35 PM - 29 Aug 2016



Guineveres Mama

@ashrex

Follow

@PHAnews @elmo @SesameWorkshop this would be amazing! My 1 year old daughter loves Elmo! It's her favorite word!

1:02 PM - 23 Aug 2016



PHA

@PHAnews

Follow

Invite kids into the kitchen, where they'll learn skills for a healthy future #BensBeginners bit.ly/2cmlyqd

5:24 PM - 8 Sep 2016



Liz Weiss R.D.

@LizWeiss

Follow

Such a powerful video and so true! Get kids cooking and they'll learn to eat well for a lifetime. twitter.com/PHAnews/status...

8:59 PM - 8 Sep 2016





#PHABack2School

Keys to Success

- Relevancy with news cycle and top of mind for millions of consumers.
- Excellent giveaways with low barrier to entry.
- Cross promotion and close coordination with partners.
- Meaningful content that highlighted PHA's mission and the partners who make this possible.

THANK YOU!