

Priorities.

To: Interested Parties

Subject: Creator Pilot Program Report

From: Priorities Content Team

We're excited to share our theory of the case and learnings from our Creator Pilot Program, conducted in Pennsylvania during the 2023 election. If you're interested in learning more or have any questions, please reach out to training@priorities.org for assistance.

OVERVIEW:

We worked with 13 content creators to produce 48 pieces of content for Pennsylvania's 2023 state and municipal elections, reaching key Pennsylvania audiences with C3 GOTV messaging.

QUESTIONS TO START

- *How can we use our paid advertising expertise to strengthen our creator program?*
- *How can our creator program fill the gaps of our paid media strategy?*
- *How can we use this campaign to run experiments + gain learnings?*

EXPERIMENTATION

1. **Stitch Tactic + Creator Variation:** We contracted Pennsylvania creators for multiple pieces of content and had national creators amplify local content by '[stitching](#)' local creators in an attempt to drive more reach specifically in PA.
2. **Messaging Randomization:** We have strong evidence that social pressure is effective for paid communications, but we wanted to test that in a creator context. We randomized messaging briefs for creators, splitting creators into a "voter information/what's on the ballot" lane and a "social pressure" lane.

KEY TAKEAWAYS

- Although both offer imperfect location measurement, TikTok did better at state-targeting than Instagram.
- In this case, pairing national creators with state creators increases in-state reach (though needs to be replicated).
- Social Pressure far outperformed, in both reach and engagement, Voter Information messaging.

PROGRAM Q&A

Q: *Does a national creator stitching a local creator significantly improve local reach?*

A: In this case, yes! While there are limitations in measuring geographic reach with organic content, we can use the information available to confirm that creators stitching did increase overall reach *and* Pennsylvania reach.

Recommendation: Replicate the stitch model in other states and for different kinds of content (persuasion, etc). Here, we found that TikTok outperformed Instagram on geo-targeting with more

than twice the Pennsylvania reach. When running a state-specific program, we need to continue working with creators within and outside the state and using platform tools like locations and hashtags to target within the algorithm.

Q: Looking at people's reactions/overall engagement, is one message frame more resonant?

A: Social Pressure (by a lot).

Recommendation: Provide creators social pressure messaging over strictly voter information for mobilization. Allow creators to include their own personal experiences and narrative when applicable.

FURTHER FINDINGS

Our two experiments yielded measurable, positive results.

Our program had two experiential tactics:

- 1) Randomized messaging briefs for creators, mirroring the two paid media message lanes
- 2) Connecting local and national creators to increase reach specifically in Pennsylvania

On both fronts, we had success.

- 1) The CPM for the creators who received the Social Pressure brief *is 75% less* than the CPM for the Voter Information group. The PA-city reach is *exponentially larger*. (When we account for outliers in follower count, Social Pressure remains the clear winner).
 - a) Note: the groups were uneven (5 Social Pressure, 3 Voter Information). The creators also range in following. This impacts total views, but does not impact CPM (more followers = more expensive) or engagement rate.

Message Lane	Views	CPM	Engagement Rate	PA-City Reach ¹	PA-City Reach % ²	Views Per Followers ³
Social Pressure	479,688	\$58	8.3%	172,592	36.0%	12.9%
Voter Information	59,288	\$236	4.8%	3,237	5.5%	17.8%

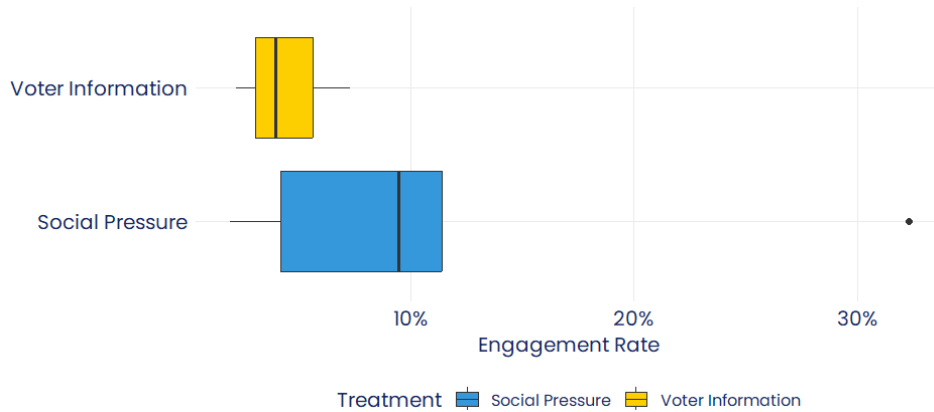
The chart below shows the distribution of engagement rate by treatment group. Though we have a small set of observations, by looking at the distribution we can confirm that the success of social pressure was not driven by one outlier, but broadly true across creators.

It is important to note that while Social Pressure is the clear pick for mobilization messaging, it still is critical that 1) the messaging is clear and impactful within that lane and 2) the content is *good* using SP messaging.

¹ The only geographic data available to us is views in the Top 5 cities for each video. Views attributed to a city in Pennsylvania are reported here as "PA reach," though it is likely this number underestimates the true number.

² The percent of the total views on a video that were attributable to a Pennsylvania city.

³ Views per followers approximates how engaged each creator's audience is by estimating the share of followers that watched this piece of content. Of course, people who are not following the creator may have viewed this content, so the metric is imperfect. Its intended use is to more faithfully compare across creators with different size audiences.



2) **National creators stitching local creators not only increased the overall reach (+54%), but significantly increased our reach in Pennsylvania (+36%).** We did see a slight decrease in engagement, but that can be attributed to the content difficulties outlined below.

Creator	Pre-Stitch			Post-Stitch			Pct. Change		
	Views	Engage. Rate	PA Reach	Views	Engage. Rate	PA Reach	Views	Engage. Rate	PA Reach
Creator A	6,672	11%	0	7,941	10%	0	19%	-8%	
Creator B	12,131	5%	327	15,808	4%	390	30%	-10%	19%
Creator C	19,180	4%	5,197	57,782	2%	17,253	201%	-56%	232%
Creator D	1,583	37%	103	1,583	37%	103	NA	NA	NA
Creator E	8,158	10%	567	11,840	9%	841	45%	-13%	48%
Creator F	11,314	3%	2,032	24,933	3%	3,493	120%	3%	72%
Creator G	126,600	14%	77,531	167,878	13%	94,789	33%	-8%	22%
Creator H	2,422	4%	308	2,422	4%	308	NA	NA	NA
Total	188,060	12%	86,064	290,187	9%	117,177	54%	-22%	36%

When we consider the additional cost paid to National creators as compared to the additional views garnered, the results are more mixed. For some creator pairings, the additional reach from the local creator combined with the new reach on the national creator's video was enough to drive overall CPMs down. For others, the additional budget spent on national creators did not result in proportionate views.

[We were able to successfully target a specific state with creator content.](#)

State-specific targeting with creators requires more strategic tactics than *just* picking creators that live there. We were successful in targeting Pennsylvania for two reasons:

- 1) We contracted Pennsylvania creators for multiple pieces of content.
- 2) We used national creators to amplify.

Measuring state reach is limited by the partial data we receive from TikTok and Instagram. We must rely on creators to share demographic insights with us, and they can only report their top 5 reached cities. It is important to note that the numbers we report for Pennsylvania reach are a *minimum*, as we can only count top cities reported.

Just because this worked in Pennsylvania does not guarantee it will work in other states. Moving forward, we will explore this tactic in smaller states like Wisconsin or Michigan.

The table below shows every city included in Pennsylvania with its associated reach. **Of all the people reached by local Pennsylvania creators, 33% of them were in a Pennsylvania city or town.**

City	Reach	Pct. of Total Reach of Local Creators	Pct. of Total Reach of National Creators
Philadelphia	145,704	24.3%	6.8%
Pittsburgh	52,920	8.1%	4.2%
Emmaus, PA	350	0.1%	0.0%
Allentown, PA	282	0.1%	0.0%
Bethlehem, PA	214	0.0%	0.0%
Wescosville, PA	158	0.0%	0.0%
Abington	88	0.0%	0.0%
Dublin, PA	75	0.0%	0.0%
Norristown, PA	64	0.0%	0.0%
Upper Darby, PA	2	0.0%	0.0%
Total PA	199,859	32.7%	11.0%

To dig deeper, we analyzed Pennsylvania reach by content type and platform. While Instagram Feed had a much higher views per followers, it was significantly less effective in reaching users in Pennsylvania. Looking at our Google Analytics data lends further evidence to this hypothesis. Creators that had more TikTok views than Instagram views drove more clicks from Pennsylvania residents to vote.pa.

Creator Content Performance by Content Type:

Platform	Budget	Views	CPM	PA Reach	Engagement	Views Per
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					Rate	Followers
Tiktok Video	\$31,700	339,908	\$93.26	158,355	11.1%	3.9%
IG Feed	\$32,600	353,280	\$92.28	36,738	4.8%	27.7%
IG Story	\$10,500	60,154	\$174.55	4,765	N/A	5.6%
Total	\$74,800	753,342	\$99.29	199,859	7.9%	6.8%

Prescriptive directions to collect impactful data + allowing the creator to have freedom to create good content is a balancing act.

Here, we were prescriptive 1) with Pennsylvania creators receiving strict, C3 message guidance in a specific, randomized lane 2) national creators were required to make a 'stitch' video of a Pennsylvania creator. While we tried to create space for authenticity and creator control, like letting national creators pick the creator they stitched and working with the local creators on different content formats, we received feedback from creators that the program was complicated and ultimately resulted in below average views.

Part of the reason our CPM is high is because we were trying to test both the randomized briefs *and* the stitched content. While having answers on those two questions is incredibly important and valuable in the long-run, it also was more prescriptive than we would otherwise like.

Moving forward, it will be a balancing act of 1) trying to collect data and 2) letting creators do what they do best with as much creative freedom as possible.

C3, off cycle content has higher CPM, but is still worth it.

Two things will always be hard: running C3 programs with content creators, and political creator content not tied to a presidential election or breaking news story. These two programmatic features will always result in a higher CPM.

However, the above average engagement rate, overwhelmingly positive feedback from creators, and positive sentiment in the comment sections (see below) proves that there is an appetite for this kind of content. The more pieces of content we produce with creators, the better the content will perform (we saw the CPM drop \$82-\$72 from the first batch of content in mid-October to the second batch closer to Election Day).

In addition, running a 2023 program in a battleground state has allowed us to build relationships with creators who will be key partners in 2024. Both the Pennsylvania creators and national political creators we worked with will be in high demand this cycle, and we now already have a relationship with them.

CREATOR COMMENTS:

While the bulk of our reporting focuses on quantitative data, it is important to include qualitative data as well. Here are screenshots of comments from our creator videos, highlighting the overwhelming positive response from our creators' followers. Often non-political creators can be nervous to begin posting about politics in fear of follower backlash. We observed positive sentiment in comment sections which motivates creators to continue engaging with political partnerships long-term.

██████████ I'm a PA girl too!! Kennett Square area ❤️
2w 2 likes Reply
— View replies (2)

██████████ QUEEEEN!! I can tell you worked hard on this post!! This is the quality that will get you even more sponsors proud of you!
2w 1 like Reply

██████████ omg PA GIRLS UNITE
2w 1 like Reply

██████████ Yeahhh this was really beautiful thank you for this
2w 1 like Reply

██████████ Ugh I love this!!
2w 2 likes Reply

██████████ just moved back to Pittsburgh and updated my voter registration with my driver's license! 🙌🙌❤️
3w 7 likes Reply

██████████ The local elections are the ones that really matter. ❤️🙌
3w 2 likes Reply

██████████ me showing up to the polls bc soso told me to 🙌🙌🙌❤️
3w 2 likes Reply

██████████ Such a cute reminder because I totally forgot voting day is right around the corner!
3w 1 like Reply

— View replies (2)
██████████ Thank you I wasn't aware! Appreciate you 🙏❤️
11-6 Reply 0

██████████ Erie girl here 🥰! I love when you talk Pennsylvania specific news!
10-26 Reply 180
View 1 reply

██████████ Boosting for the Lehigh Valley! 💜
10-26 Reply 138
View 7 replies

██████████ Tiny town outside of Erie ❤️ stressed about school board elections 😬
10-26 Reply 59
View 4 replies

██████████ Fellow Pennsylvanian!
10-26 Reply 66

██████████ This is why I love this app, bringing awareness to local elections has always been a battle but turnouts have been increasing
10-28 Reply 24
View 1 reply

██████████ Lancaster, PA here!! 🥰
10-26 Reply 22
View 4 replies

██████████ I live in Pittsburgh & this was the perfect description of PA! I agree, it is SO important to vote in local elections !!
10-27 Reply 12

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