



Facebook

Facebook | Generating Nearly 200 Pieces of Earned Media Coverage

CHALLENGE

Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook's apps, like Instagram, and its technologies to connect with friends and family, find communities and grow businesses. In January, Facebook sought out agency support for a focused earned media campaign in Texas and selected Pierpont to represent them in the state.

OBJECTIVE

Pierpont actively handled the entirety of Facebook and Instagram's company-wide announcements and [small business advocacy](#) within the state of Texas to secure positive earned media coverage.

APPROACH

Pierpont developed a robust media strategy, leveraging expertise from its three Texas-based offices, to help further engage Facebook with media outlets from South Texas to the Texas Panhandle.

RESULTS

- Statewide media coverage and promotion of Facebook's nationwide COVID-19 vaccine study, which promoted accurate information about the vaccine by providing insights on vaccine attitudes, helping people find where they can get vaccinated, and more.
- Statewide media coverage of the newly created Facebook vaccine finder tool.
- Identified, promoted and advocated on behalf of 10-plus Texas-based small businesses that have found success using Facebook and Instagram tools to promote their business during the COVID-19 pandemic.

Within two months of Facebook hiring Pierpont for its Texas outreach, the company's deep roots and communications expertise quickly garnered nearly 200 pieces of print, digital, and broadcast media coverage throughout the state.

Pierpont continues to demonstrate its knowledge in collaborating with one of the largest publicly

traded businesses in the world by amplifying its core principles through a hyper-focused and targeted media campaign, while also creating and engaging a pipeline of small businesses that are willing to advocate on behalf of Facebook and Instagram.

BY THE NUMBERS

200

Pieces of Earned Media Coverage