



**{In Archive } Re: Eng information Constitutional Amendment No . 1 - Facebook stats** 

**Laura A Stevens** to: Alyson K Yim  
Cc: Carty S Chang, Edwin Y Matsuda

10/31/2012 05:06 PM

From: Laura A Stevens/DLNR/StateHiUS  
To: Alyson K Yim/DLNR/StateHiUS@StateHiUS,  
Cc: Carty S Chang/DLNR/StateHiUS@StateHiUS, Edwin Y Matsuda/DLNR/StateHiUS@StateHiUS

Hi Alyson,

The \$75 option was the highest option to promote the particular post (attached pdf "promote.....pdf" On the 1st page on the right hand side you can see roughly what it looks like to facebook user) Of course we could get around that possibly by seeing if there is an option to extend when it expires tomorrow night... or make another post and promoting it \$75 at a time.

The \$500 was to run the ad format until Nov. 6.... unfortunately it seems it's still being approved by the facebook forces that be and has not started running yet (ad layout attached "view\_ad....pdf" this is on the right hand side you can see it's more similar to the newspaper ad layout)

I'm guessing we'll reach the \$75 tomorrow night on the promotion.

Hoping that the ad version will be approved and then it will start rolling also



Promote\_page\_Post\_ad\_status1day.pdf



View\_ad\_onFacebookPage\_conamend1.pdf

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[www.hawaii.gov/dlnr](http://www.hawaii.gov/dlnr)

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Alyson K Yim

Thanks Laura for all your work on this, This m...

10/31/2012 04:31:08 PM

From: Alyson K Yim/DLNR/StateHiUS  
To: Laura A Stevens/DLNR/StateHiUS@StateHiUS,  
Cc: Carty S Chang/DLNR/StateHiUS@StateHiUS, Edwin Y Matsuda/DLNR/StateHiUS@StateHiUS  
Date: 10/31/2012 04:31 PM  
Subject: Re: Eng information Constitutional Amendment No. 1 - Facebook stats

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Thanks Laura for all your work on this,  
This may be a stupid question, but how will the \$500 be charged? At this rate we may need to up the \$75 limit.

Thanks,  
Alyson

Laura A Stevens

Aloha Carty, As of this afternoon 15,032 peopl...

10/31/2012 04:16:24 PM

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From: Laura A Stevens/DLNR/StateHiUS  
To: Carty S Chang/DLNR/StateHiUS@StateHiUS,  
Cc: Alyson K Yim/DLNR/StateHiUS@StateHiUS, Edwin Y Matsuda/DLNR/StateHiUS@StateHiUS  
Date: 10/31/2012 04:16 PM  
Subject: Eng information Constitutional Amendment No. 1 - Facebook stats

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Aloha Carty,

As of this afternoon 15,032 people have viewed the fact sheet image post on the DLNR facebook page

14,650 was due to the promotion of the post. This has cost ~\$28 thus far.

Sorry the print out was done about an hour ago. and the summary above is current at the time of sending this e-mail.

[attachment "Promote\_page\_Post\_ad\_status1day.pdf" deleted by Alyson K Yim/DLNR/StateHiUS]

Let me know if you have any questions.

Also regarding the Star Advertiser they contacted me today saying they need to add a byline of who is paying for the ad.. so I'll go ahead and forward you that proof.

thanks,

Laura

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