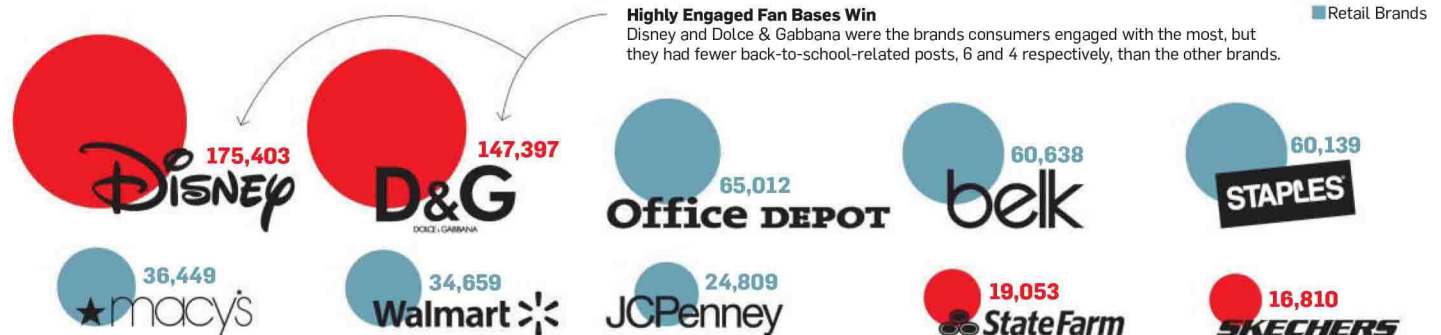


Socializing Before School

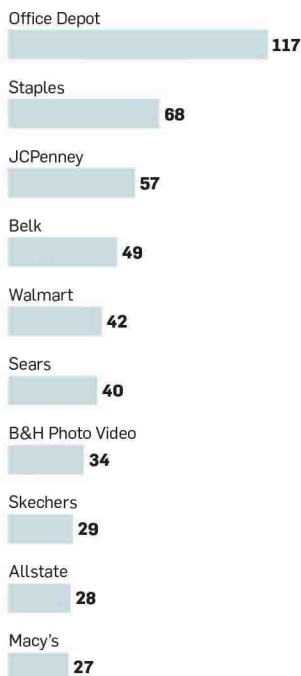
BRANDS TAKE ON BACK-TO-SCHOOL SEASON ONE POST AT A TIME. **BY CARRIE CUMMINGS**

Now that the back-to-school frenzy has died down, Origami Logic, a marketing analytics company based in Mountain View, Calif., reviewed the engagement that brands received from back-to-school-related social media posts from the beginning of June through August. It was Disney and Dolce & Gabbana, which promoted its children's line, Bambino, that found the most success. "Disney and Dolce & Gabbana's results show that brands with large, highly engaged audiences can receive strong levels of engagement with relatively little effort if the content is even somewhat relevant," said Origami Logic marketing director Perry Mizota. "These two brand giants topped the social engagement charts with ease thanks primarily to their loyal Instagram followings with just a few timely and compelling posts." But Mizota warns that things can change quickly. "Another thing to keep in mind is that brands should target timely campaigns like these based on where their audience 'lives' in the social world," Mizota added. "In the case of back-to-school 2016, Instagram and Facebook clearly dominated the social charts, but that may change in 2017."

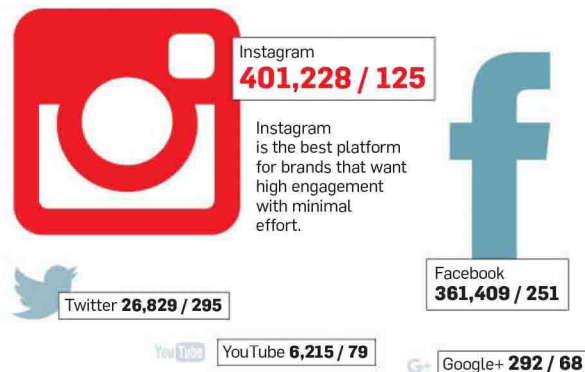
Brands With the Most Engagements



Brands That Posted the Most



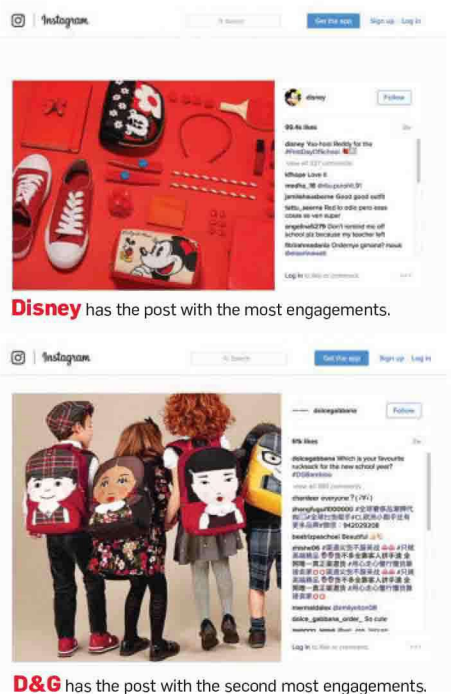
Channel Engagement vs. Total Channel Posts



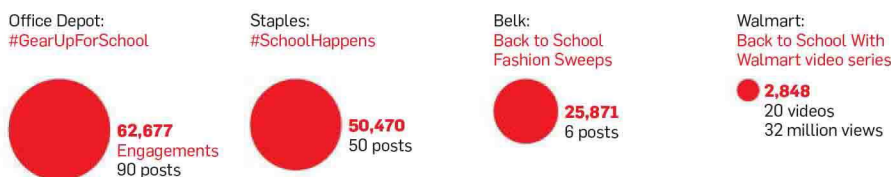
Keywords Used to Identify Posts



Most Popular Posts



Notable Campaigns



Best Platforms for Engagement

