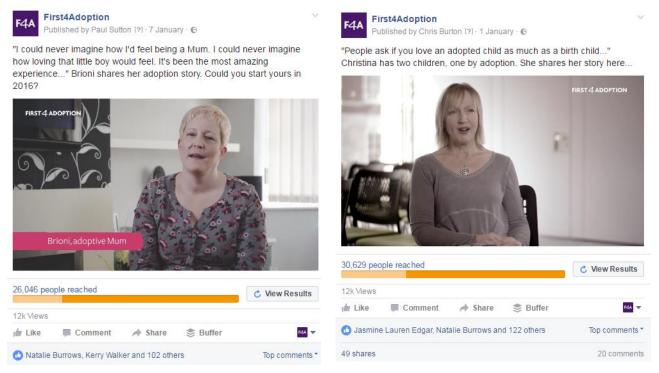
# The effect of accents on Facebook video

# **Objectives**

Test whether regional accents effect video engagement on Facebook.





## **Results**

Facebook post	Date	Reach	Views	100% View
Southerner in the South	7/01/16 – 14/01/16	11,939	5,171	1,133
Northerner in the South	29/01/16 – 5/02/16	11,016	4,778	817
Northerner in the North	7/01/16 – 14/01/16	8,891	5,061	1,229
Southerner in the North	29/01/16 – 5/02/16	11,126	4,525	1,166

Our key metric for determining the result of this basic experiment is full or 100% views. This was chosen as it shows the most likely evidence of true engagement.

In the south the video featuring the person with the southern accent performed better than the video of the person with the northern accent. Likewise, in the north, the video featuring the person with the northern accent performed better than the video of the person with the southern accent.

Interestingly both videos performed better in the north than the south.

#### Conclusion

From our small scale experiment we have determined that videos perform better if the subjects have a similar accent to the people viewing them.

To find out more and suggest other topics for experimentation please contact us on <a href="mailto:socialmedia@first4adoption.org.uk">socialmedia@first4adoption.org.uk</a>

# **Appendix - Campaign settings**

#### **Budget**

£35 per post for 1 week

#### **Bidding & optimisation**

Advert delivery optimised for Video Views

#### **Targeting the North of England**

Location: United Kingdom: Birmingham (+20 km), City of Bradford (+20 km), Carlisle, Cumbria (+20 km), Chester, Cheshire (+20 km), Colchester, Essex (+20 km), Coventry (+20 km), Derby (+20 km), Durham, Durham (+20 km), Harrogate, North Yorkshire (+20 km), Hereford, Herefordshire (+20 km), Kingston upon Hull (+20 km), Lancaster, Lancashire (+20 km), Leeds (+20 km), Lichfield (+20 km), Liverpool (+20 km), Manchester (+20 km), Newcastle upon Tyne (+20 km), Nottingham (+20 km), Preston, Lancashire (+20 km), Ripon, North Yorkshire (+20 km), Sheffield (+20 km), Stoke-on-Trent (+20 km), City of Sunderland (+20 km), Wakefield (+20 km), Wolverhampton (+20 km) England Interests: Humanitarianism, Homelessness, Non-profit organisation, Non-governmental organization, Humanitarian aid, Society, Charitable organisation, Volunteering, Voluntary association, Charity and causes or Philanthropy

#### Age: 35-60

## **Targeting the South of England**

Location: United Kingdom: Bath (+20 km), Brighton (+20 km), Bristol (+20 km), Cambridge (+20 km), Canterbury, Kent (+20 km), Chelmsford, Essex (+20 km), Chichester, West Sussex (+20 km), Ely, Cambridgeshire (+20 km), Exeter, Devon (+20 km), Folkestone, Kent (+20 km), Gloucester, Gloucestershire (+20 km), Leicester (+20 km), Lincoln, Lincolnshire (+20 km), London (+20 km), Norwich, Norfolk (+20 km), Oxford (+20 km), Peterborough (+20 km), Plymouth (+20 km), Portsmouth (+20 km), Saint Albans (+20 km), Salisbury, Wiltshire (+20 km), Southampton (+20 km), Truro, Cornwall (+20 km), Royal Tunbridge Wells (+20 km), Winchester, Hampshire (+20 km) England Interests: Humanitarianism, Homelessness, Non-governmental organization, Non-profit organisation, Humanitarian aid, Volunteering, Society, Charitable organisation, Voluntary association, Philanthropy or Charity and causes

Age: 35-60