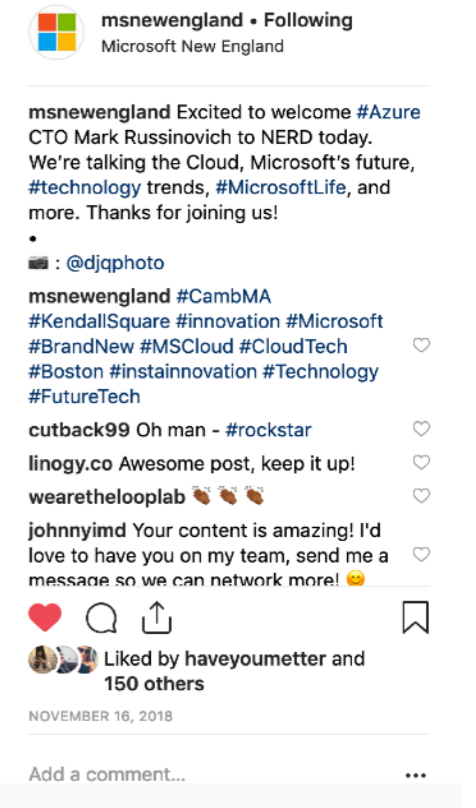


# CAMPAIGN: LIVE EVENT COVERAGE



*Metter Media has covered all sorts of events for Microsoft live on social, from the Boston Pride parade to on-site talks.*

**PURPOSE:** Microsoft's NERD center has the unique ability to host both internal events in its Hub spaces and external events in its newly-renovated conference center. This gives our social team the opportunity to showcase how employees and the community alike can benefit from this space. Metter Media specializes in live, on-site coverage of events for our clients – from Instagram Stories to live-tweeting.

**RESULTS:** Posts featuring faces, people, and giving back perform extremely well on social media. This event's posts combined received **4,178 impressions, 194 likes, and 8 comments** across all channels.