

The effect of accents on Facebook video

Objectives

Test whether regional accents effect video engagement on Facebook.

Posts

F4A First4Adoption
Published by Paul Sutton [?] · 7 January · 🌐

"I could never imagine how I'd feel being a Mum. I could never imagine how loving that little boy would feel. It's been the most amazing experience..." Brioni shares her adoption story. Could you start yours in 2016?

FIRST 4 ADOPTION

Brioni, adoptive Mum

26,046 people reached [View Results](#)

12k Views

👍 Like 💬 Comment ➦ Share 📺 Buffer

👤 Natalie Burrows, Kerry Walker and 102 others Top comments

F4A First4Adoption
Published by Chris Burton [?] · 1 January · 🌐

"People ask if you love an adopted child as much as a birth child..." Christina has two children, one by adoption. She shares her story here...

FIRST 4 ADOPTION

30,629 people reached [View Results](#)

12k Views

👍 Like 💬 Comment ➦ Share 📺 Buffer

👤 Jasmine Lauren Edgar, Natalie Burrows and 122 others Top comments

49 shares 20 comments

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 socialmedia@first4adoption.org.uk

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