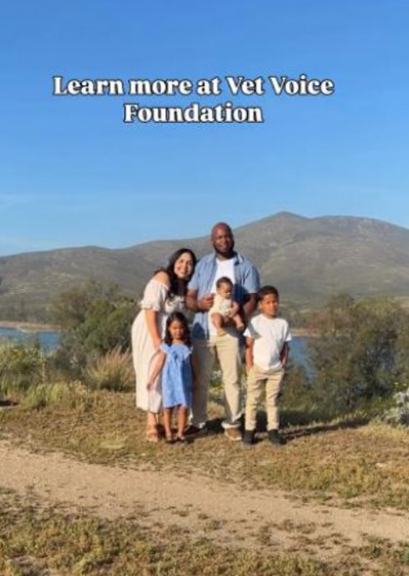
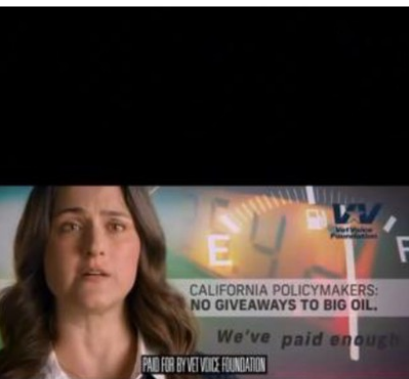




Learn more at Vet Voice Foundation



XOMAD



I really liked how Shannon Corbell and the Vet Voice Foundation



XOMAD



SUNSTONE
STRATEGIES

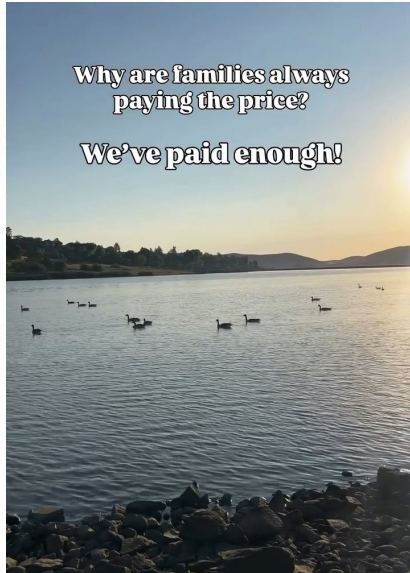
Veteran Voices for Clean Energy in California



The Results



7 trusted messengers created and posted **88** pieces of content and shares on Instagram, TikTok and Facebook.

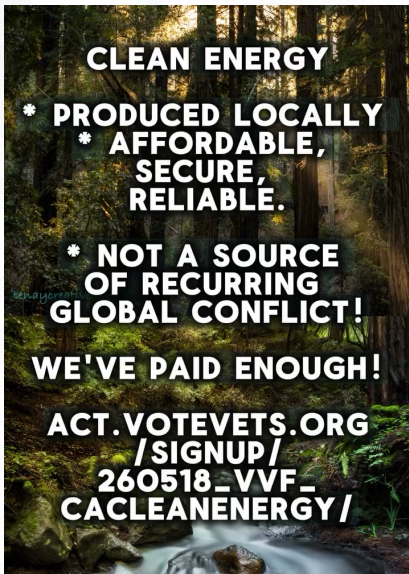


In just **22 days**, the campaign reached communities across **41 of California's 58 counties**.



Content received over **1.4K** engagements across social media platforms.

The campaign achieved an average engagement rate **7x** greater than industry standards on Instagram.



10.2s average watch time, demonstrating people were engaged with the content.



98.4% of comments were positive, including **53.6%** explicitly positive comments about the campaign and message.



Campaign's Average Engagement Above Industry Averages!

Campaign's Overall Instagram Engagement Rate

vs.

Average Sponsored Content Rate

Follower Average of 11.2K

#WevePaidEnough
Instagram Average

4.8%

7x

Industry standards of
average engagement rate
for sponsored content

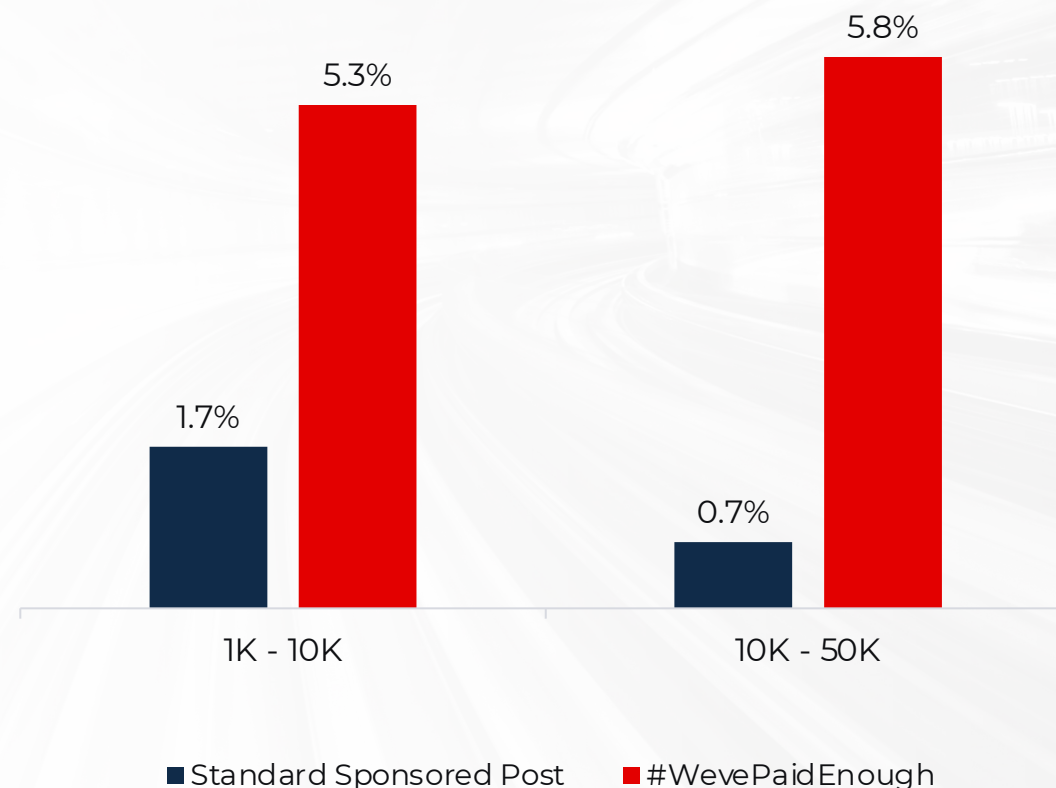
0.7%

Source: [HypeAuditor](#)

Campaign Engagements Rates

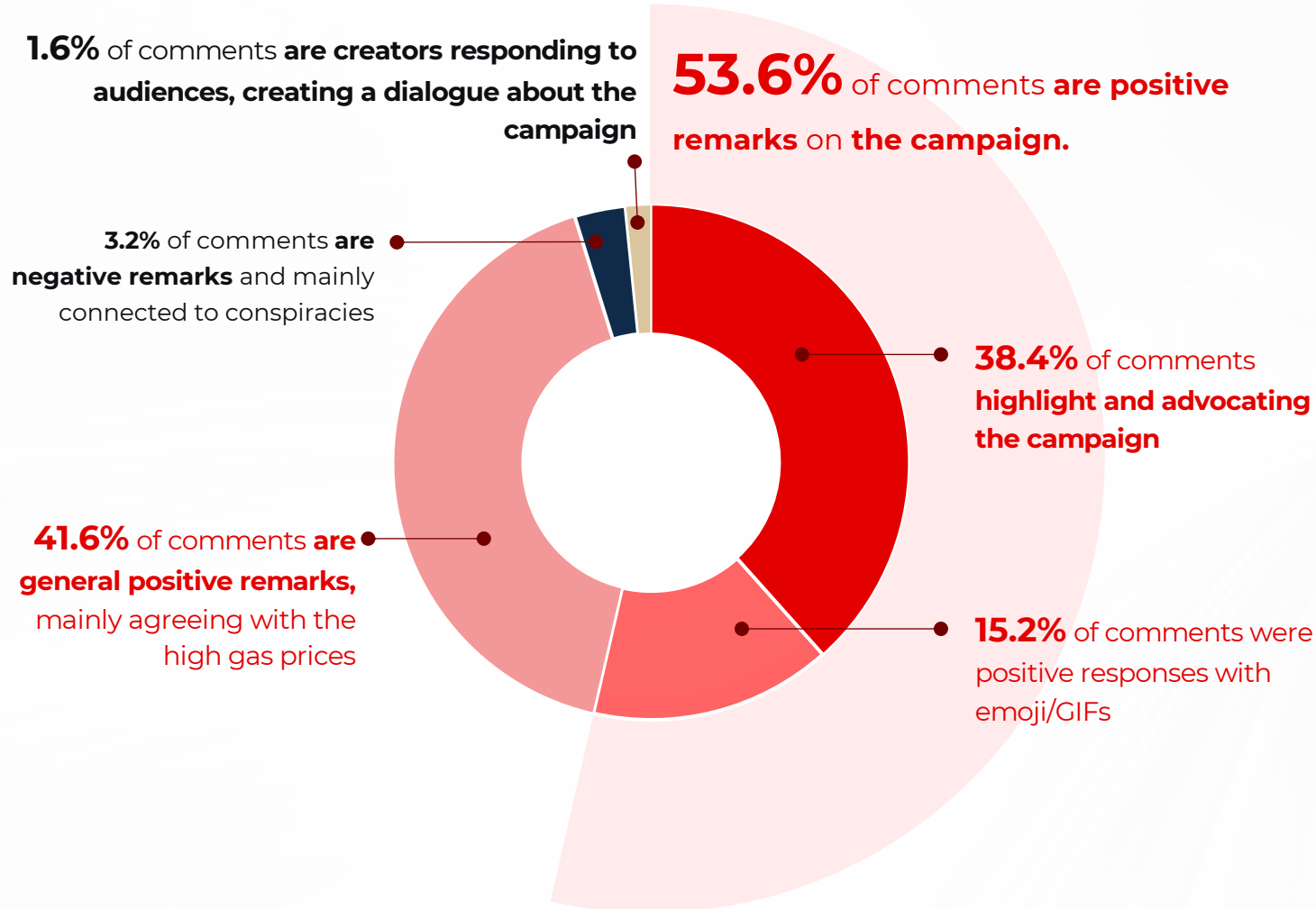
vs.

Average Sponsored Content Rates by Follower Range on Instagram



Positive Dialogues Between Creators and Audiences

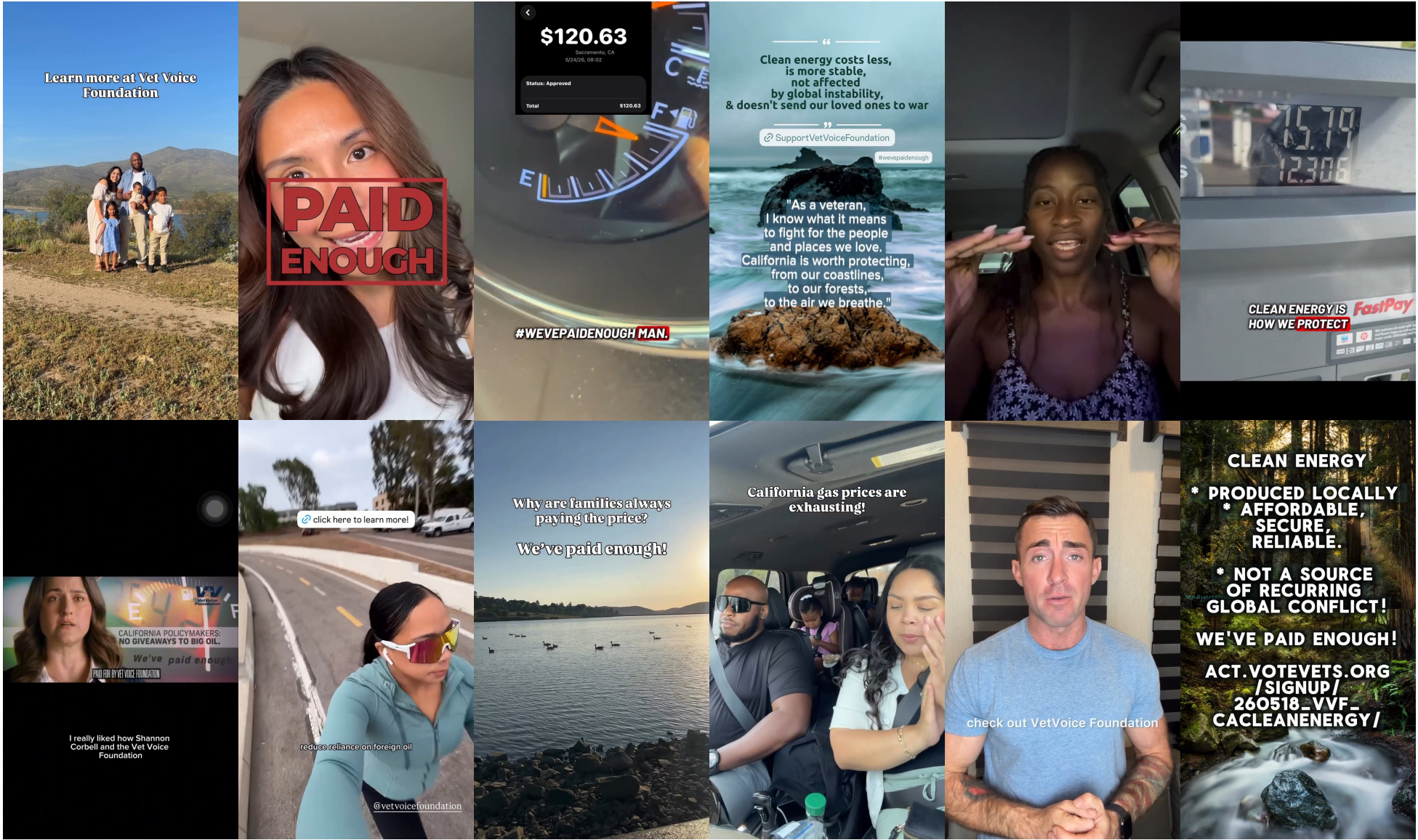
Instagram & TikTok Comment Analysis



Popular words in Audiences' Comments



Content Overview



Comment Highlights

- 

envirovoters We've paid enough!
Big Oil doesn't need anymore giveaways while we suffer 🙄🙄🙄
- 

lalalatatasha PoliticalAve, teach us something! I'm sick and tired of these prices at the pumps and I swear gas isn't lasting as long anymore! It's diluted 15% 🙄
- 

sensual_spiritual Yesss as a Californian I felt this
- 

cynn.emm These gas prices are disrespectful. We need a better solution
- 

realmomofsfv High gas prices and higher cost in food is hurting my wallet!
- 

chelsorduno We are feeling the gas prices here too 🙄
- 

sheyanne.t It's insane!! I thought it was a glitch 🙄
- 

gloriaavii Girl these gas prices are def not it 🙄
- 

thelaurendamico Gas prices are insane
- 

lizandmaddyk Yes I have had way less coffee stops and been making mine too
- 

danielka_eli Crazy how high prices are
- 

bobamomadventures Yes these high gas prices have been crazy
- 

woahzuh no bc let's talk about it
- 

arevalomicch This is such a powerful message! Couldn't agree more! 🙄
- 

camiladrew It's always profit over people unfortunately
- 

technosgirlfriend Im reconsidering having a car 🙄
- 

vkharvari This how I started riding my bicycle 🙄
- 

onjellena SAY IT LOUDER 🙄
- 

simplyana987 My dad is also a navy veteran! Also hard agree, we really need better but these old fuddy duddies prefer to line their pockets rather than actually doing things that would benefit the masses. 🙄
- 

kimdhora gas prices = anxiety
- 

florentdiandaga Get an electric car!! (Anything but a Tesla) you probably spend in gas more than what a higher car note would be
- 

terrymack_ Just filled up too! This is unacceptable!
- 

kissmyash_ such an important cause to stand up for 🙄