

stats for [#backpackbuddies](#)

68,000,000 impressions

reached over 14M people.

Incorporated text to win donation/telethon



FINAL TOTAL RAISED TODAY: \$179,000.

THANK YOU!

[#BackPackBuddies](#) [#wral](#)


[@MIX1015WRALFM](#) [@FoodShuttle](#) #




Social share graphics are created and shared with all sponsors, WRAL anchors and personalities and all other WRAL niche accounts. and a calendar and cheat tweets/posts are created .



FB lives were done throughout the day on location and in the studio.

 **WRAL TV** was live. + Follow ⋮

Published by DJI GO [?] · July 19, 2017 · 

Monica Laliberte has a behind the scenes look at the backpack buddies TV set



05:03

 **Get More Likes, Comments and Shares**  
Boost this post for \$200 to reach up to 42,000 people.

<b>42,993</b> People Reached	<b>774</b> Engagements	<a href="#">Boost Post</a>
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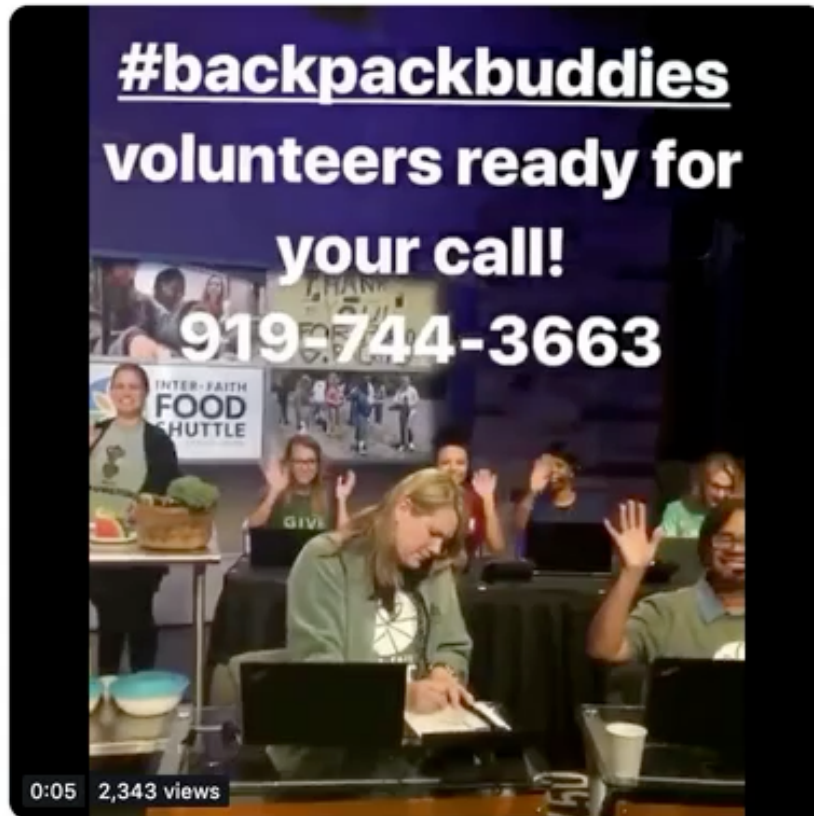
   77 8 Comments 20 Shares

 Like  Comment  Share  



WRAL NEWS in NC @WRAL · 18 Jul 2018

#backpackbuddies volunteers are waiting for the phones to ring!  
@MIX1015WRALFM @FoodShuttle #wral



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