



## How Hulu Grows Its Social Media Engagement Using Dash Social

A key goal of Hulu on social media is to grow engagement. The streaming service brand understands that, in order to become a top social destination for fans in the competitive TV landscape, it needs to take creative risks and use data to drive decision-making. This poses several challenges. First, how can Hulu utilize data without limiting its spur-of-the-moment creativity? Second, how can the brand ensure it's using insights to drive demonstrable growth?

### Discover how the team at Hulu uses the Dash Social software to:

- Proactively determine what content will garner engagement with followers using artificial intelligence .
- Test video thumbnails and static posts in advance of sharing, to make sure every visual is optimized to perform.

### The Results

**+40.3%** Increase in engagement\*

**+20.8%** Increase in effectiveness\*

**14.5M** In EMV from influencers and brand partnerships

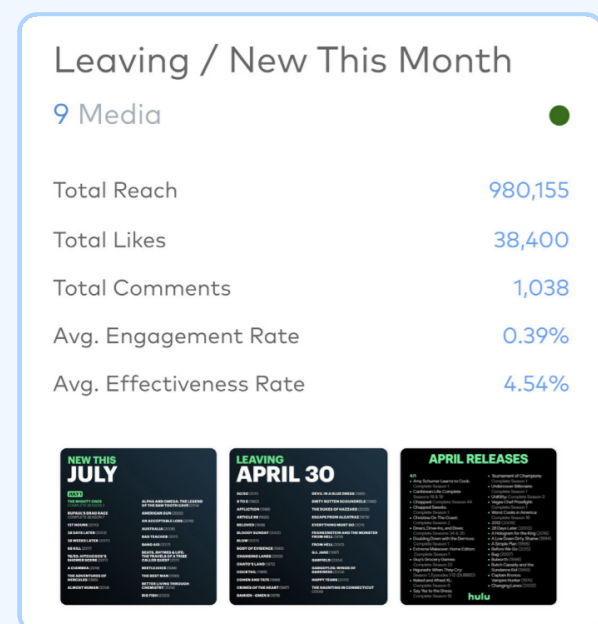
\*in August 2021 compared to previous month



## Precise, Ready to Share Insights

- Determine the results of marketing campaigns with ease.
- Measure the ROI of influencer marketing with Earned Media Value, a proprietary metric built for Instagram.

Hulu's real-time, culturally relevant approach to social media means that it needs to be precise with its insights. Having the right data is essential, so the team uses Dash Social's Boards to get granular with its posts, measuring the engagement of content initiatives such as trailers, promos, and memes – as well as how they stack against competitors--in order to identify gaps. Story Boards makes grouping and measuring the performance of Instagram Stories simple and intuitive. Hulu ran a series of Stories promoting Shark Week, creating a Story Board to determine engagement in the process. The results were automatically populated and ready to send to their partners at Discovery at the end of the campaign, just like that.



*"We don't have another tool that analyzes Stories the way that Dash Social does. Dash Social is very userfriendly, both visually and functionally. It makes it easy to pull all of your Stories in one place, whereas other tools are complex, overwhelming, and not as visually friendly."*

Tatiana Holifield  
Director, Brand Social at Hulu

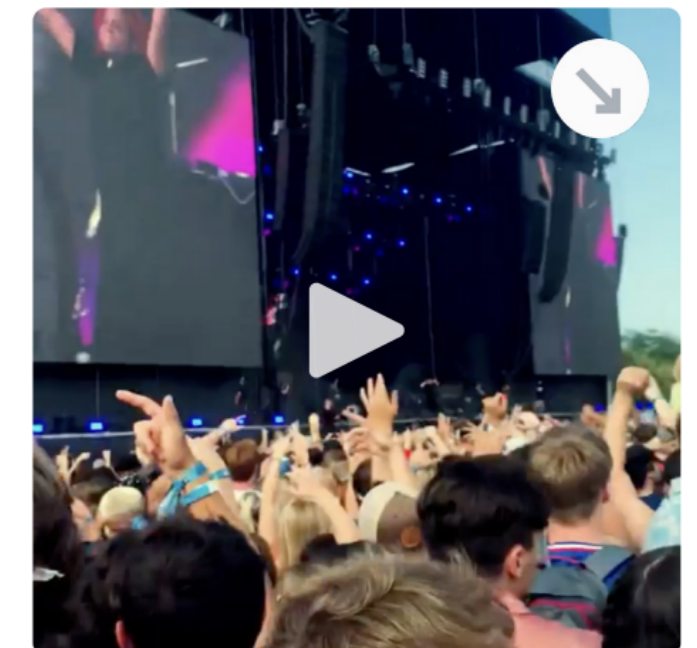
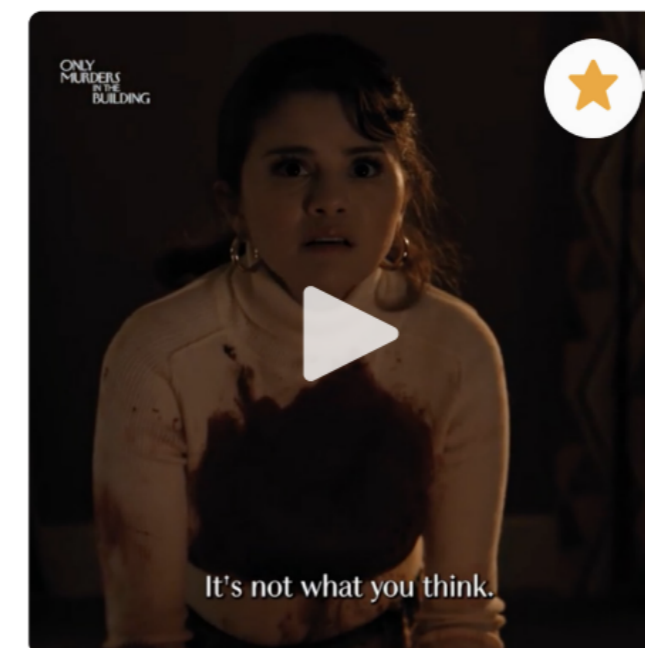
## Visual IQ: Using Artificial Intelligence to Predict Performance

Experimenting with content is challenging in the topical, always-moving digital landscape. Trends occur for fleeting moments, and Hulu has to act quickly to take advantage of them. Visual IQ takes A/B testing out of the equation, giving instant insights into the future performance of posts using artificial intelligence and computer vision. Hulu is incorporating Vision into its daily habits, testing content in advance to inform its decisions, and keeping a pulse on what's working and what's not.



Hulu is a power user of Instagram Reels. Being a media brand, the team has access to a wide range of videos, and with Vision for Video, they're able to discern which frames are the top moments in a video to use as a thumbnail. They can understand what will perform – and perhaps even go viral.

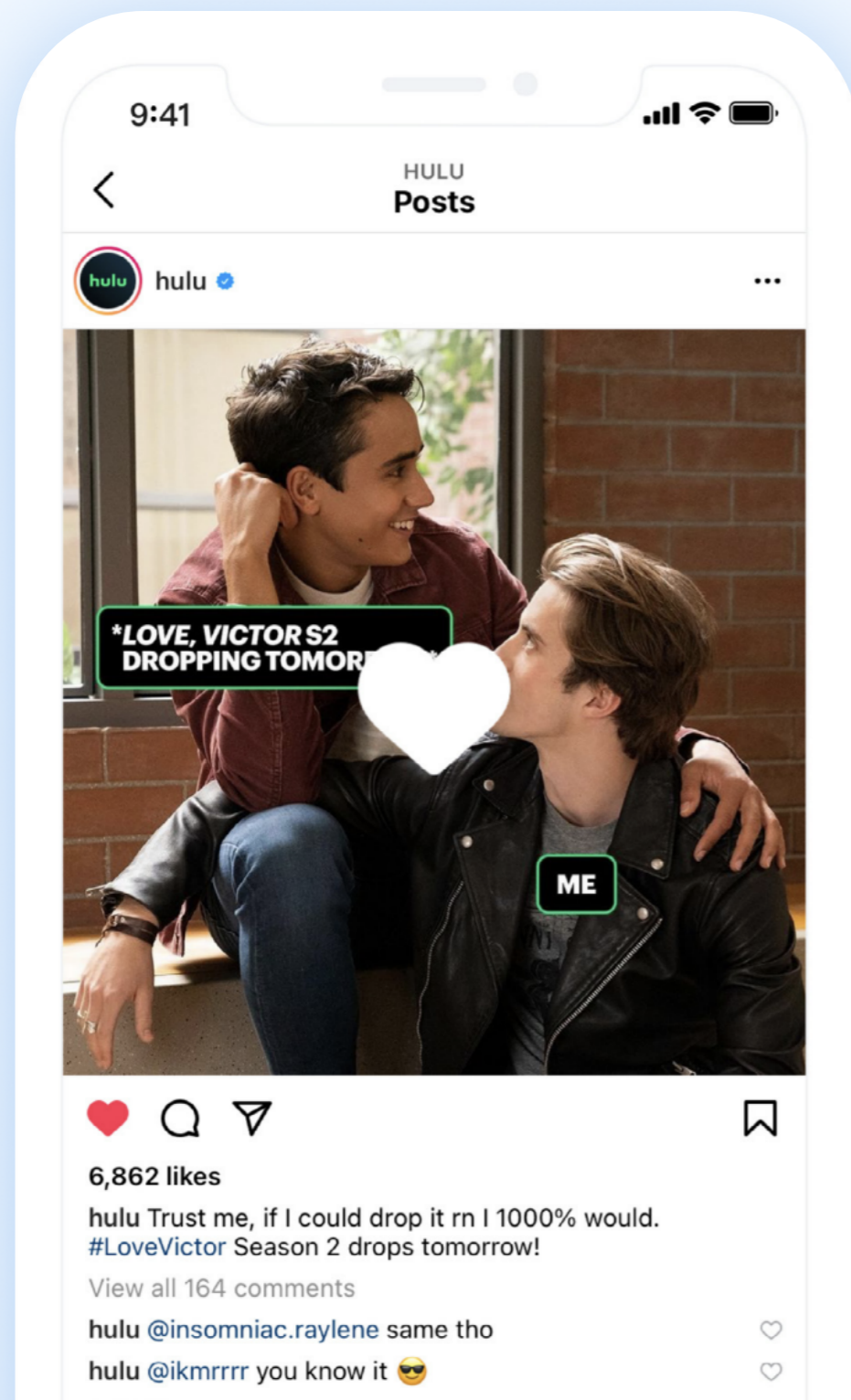
### Darker tones with talent vs. lighter tones with no faces



**+73.8%** Increase in effectiveness



The team has used Vision for Video to understand what creative elements perform, such as putting talent first--Hulu's audience loves to see faces front and center. The team has also discovered that deeper and darker tones often perform better than vibrant tones, especially when related to films and documentaries. Vision helps the team determine which series of posts it should be prioritizing, such as its popular What's New / What's Leaving content. Hulu has also used Vision for more topical insights, such as how LGBTQ+ content strikes a chord with its audience. The team is able to predict and prove all of this with Vision.



## Unparalleled Customer Service

Hulu is in a fast-paced and always-on industry, and sometimes the team needs answers right away. It has found a reliable partner in Dash Social. Customer service is at the core of Dash Social's ethos, and prioritizing the needs of its partners helps brands stay on top of their social media performance. The ease of onboarding and training new users on Dash Social is acclaimed by Hulu--the brand onboarded five new people onto the platform in the past year, finding the platform to be easy and intuitive. As Hulu grows and evolves on social media, the Dash Social team is always there for continuous education and support.

*The whole team at Dash Social is always proactive, which is important to us. They are really invested in helping us grow as a business. They're not just here to send us a report each week--they are actually checking in regularly and asking, what are your priorities? What can I help you with? What are some ways I can make your role easier, or more insightful? I really appreciate that."*

*Tatiana Holifield,  
Director, Brand Social at Hulu*

Dash Social's suite of tools will help you to monitor, analyze, organize, and schedule content across your social channels in order to grow your engagement. [Request a demo today.](#)