



HAVANA MOON

**DIGITAL REPORT
SEPTEMBER 19TH**

THE MUSIC SCREEN FACEBOOK PAGE NOW HAS **3.88K** LIKES

POSTS FROM THE PAGE HAVE REACHED **76.6K** FANS THIS WEEK

STONESINCUBA.COM HAS NOW BEEN VISITED OVER **175K** TIMES
FROM SOCIAL MEDIA POSTS



SEPTEMBER 19TH



On Sept 19th, Rolling Stones FB posted 4 messages including the pictured post: a native video upload of a live performance, which reached **2.3m, 454K** video views and **31K** reactions. The other 3 posts were geo-targeted to Czech Republic (5.5K reach), Bulgaria (2.3K reach) and Spain (**32K** reach).

MusicScreenUK posted a message to global fanbase with a gif that reached 556 fans.

On Twitter, RS tweeted 2 messages today about the VIP tickets (**66K** impressions) as well as a general HM post (**120K** impressions).

MusicScreenUK tweeted three foreign language messages again to Czech Republic, Bulgaria and Spain (**70K** impressions)



SEPTEMBER 18TH



On Sept 18th, MusicScreenUK posted a Facebook Live Q&A with director Paul Dugdale and curated by our own Elizabeth. It reached **4.8K** with **1.8K** video views with **125** reactions and **366** post clicks. On RS Facebook, there was a geo-targeted post to Spain, which reached **40K** with **632** post clicks and **243** reactions.

On MusicScreenUK twitter, there were three foreign language tweets which were targeting Spanish cinemas with around **200-300** impressions per tweet. On Rolling Stones twitter, there was 1 foreign language tweet with **77K** impressions.



SEPTEMBER 17TH



On September 17th, RS Facebook posted 2 messages including the pictured post: a native upload of Out of Control, which reached **2.2m** with **84.9K** post clicks and **34.6K** reactions. There was also a Spanish post, which reached **33.2K** with **522** post clicks and **371** reactions.

On the MusicscreenUK Facebook page, we also posted a foreign language post.

The RS twitter page posted 2 messages: 1 Spanish post with **60K impressions** and 1 English language tweets, which garnered **120K impressions**.

On the MusicScreenUK twitter page, there were 4 foreign language posts including Czech post (278 impressions), Slovakian post (309 impressions), Spanish post (309) and Estonian post (**50K impressions**).



SEPTEMBER 16TH



On Sept 16th, RS official FB posted 3 messages including a Hungarian post (**8.1K** reach), Croatian post (**13.3K** reach) and Spain (**95K** reach). Similar messages were posted on the MusicScreenUK for Hungary (35), Croatia (20), Spain (22).

On the MS twitter, there were four foreign language posts including Serbian (**70K impressions**), Romanian (**343 impressions**), Polish (**51K impressions**) and Hungarian (**343 impressions**).



SEPTEMBER 15TH



On Sept 15Th, the RS Facebook page posted 6 messages including a Polish message (**206K** reach), Estonian message (**219** reach), Havana Moon Q&A preview (**705K** reach, **7.2K** post clicks, **4.2K** reactions), Romanian (**4.3K** reach), Serbian (**232K**), French (**106K**). On the MusicScreenUK Facebook, we posted a Polish message, which reached **2.2K**.

On the RS twitter page, we tweeted about the Q&A, which had **84K impressions**. On the MusicScreenUK twitter, we posted a gif, which had **66K impressions**.



SEPTEMBER 14TH



On Sept 14th, RS FB page posted 10 messages including geo-targeted messaging to New Zealand (**6K reach**), Australia (**38K reach**), LATAM regions (**242K reach**), Brazil (**82K reach**), Spain (**27K reach**), Sweden (**30K reach**) and 2 posts to Denmark (**1.3K reach and 25K reach**),

On the MusicScreen UK page, there were geo-targeted messaging posted including Romanian post (**3 reach**), LATAM regions (**635 reach**) and Slovakia (**1.8K reach**).



SEPTEMBER 13TH AND 12TH



On Sept 13th, The Rolling Stones Facebook page posted 2 messages including Danish message (**486K reach**) and French post (**30K**). The MusicScreenUK Facebook page also posted 2 messages including Czech post (**1.8K reach**) and a general post (**1.3K reach**).

On Sept 12th, RS Facebook posted the film trailer, which reached **1.1m** with **16.9K** post clicks and **8.8K** reactions. The MusicScreenUK page posted a video, which reached **1.7K**.

On Twitter, there was a general tweet about the film, which **132K** impressions.

