

Ellen Pompeo: The Social Media Worth of a Fictitious Doctor

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UW 1020: Please Like Us: Selling with Social Media

Executive Summary

Ellen Pompeo has the unique celebrity perspective of being a social media fanatic due to her avocation for global efforts and her impressive resume in *Grey's Anatomy*. Social Media Rock Stars' (SR) various years of experience allows them to attract a greater audience to Pompeo's campaign by increasing the value of her personal brand. SR believes that to expand Pompeo's campaign she will need to reach out to diverse television communities, as well as increase the use of the social media 'backchannel'. Pompeo targets her young adult Twitter-based audience, as well as followers of producer Shonda Rhimes and the Thank God it's Thursday (TGIT) network, gaining further support from the medical community that has a veracious following for *Grey's Anatomy*. By analyzing competitors' campaigns, it is obvious that Ellen Pompeo lacks the personal brand recognition, audience connectivity, and achievement of universal goals that Viola Davis and Kerry Washington attain. While Ellen Pompeo makes herself familiar with her millions and growing audience during the running of 12 seasons, she seems to have created unparalleled social media presence, but her campaign needs polish and finesse to market her image and enhance content depth. Utilizing strategies from her competitors in this new campaign, this proposal urges Pompeo to create a new clothing line, *The Grey's Collection*, partner with *The Ocean Project*, which supports global efforts of her interests and effectively employ diverse social media platforms.

Introduction

Caroline Schiavo, a 2011 graduate from the George Washington University's School of Business with B.B.A. in marketing and a minor in theatre will spearhead this proposal. During her senior year of college, she interned with ABC entertainment. ABC was so impressed with her work that they contacted Social Media Rock Stars, a social media company that they work with regularly. Social Media Rock Stars (SR) interviewed and later offered Schiavo a social media consultant position at their New York headquarters upon graduation. After working at the company for a few years, Schiavo has gained experience by boosting the social media presence of major entertainment companies such as Fox, Showtime, and HBO. Furthermore, she recently completed a M.B.A with concentration in Digital Marketing and Entertainment, Media, and Technology at the NYU Stern School of Business, promoting her to senior consultant within SR. This social media company has become a household name by attracting the attention of major Fortune 500 companies. SR's mission is to use the economic concept of supply and demand to simplify social media plans as the standard of buying and selling.

By managing Ellen Pompeo's new social media campaign, SR plans to attract more viewers to *Grey's Anatomy* and sell products associated with the show and her interests. Following Pompeo's campaign for the past few months, Social Media Rock Stars' employees have analyzed her various posts and their effectivity. It seems that her social media posts when not tied to *Grey's Anatomy* references tend to be ineffective or unapparent.

In assessing SR's employee backgrounds, it appears that some have been in the social media consulting business for over 20 years and others are avid fanatics of Pompeo and *Grey's Anatomy*. Furthermore, the boutique size of SR allows it "not only the ability to communicate its message to its target audience, but also the ability to begin to cultivate meaningful relationships

with its consumers” (Castronovo and Huang 117, 2012). SR’s vast experience surmises that while Pompeo’s strategy is effective for her current audience, she needs to raise the bar and connect with followers outside of her following. She needs a new social media campaign, beyond Twitter, that expands across the television viewing community and converges with the current internet audience.

SR has culled advice from various researchers and professors in the fields of psychology, film studies, racial studies, and social media marketing. Gian Fulgoni, co-founder of comScore, a digital analytics company, shares information about brand recognition on social media; Professor Greenwood from Vassar College shares the concept of fame predicting social media frequency. Assistant Professor Kristen J. Warner of the University of Alabama ties Ellen Pompeo’s campaign to the era of post-civil rights and post-feminism. Assistant Brand Manager for Johnson & Johnson, Cristina Castronovo and Professor Lei Huang from Canada’s Dalhousie University share the concept of word of mouth marketing, and how to create a successful strategy for social media. Dr. Eran Fisher, a Professor of Sociology at Israel’s The Open University, reasons that the audience is utilized during consumption, production and marketing of social media. Associate Professor Silvia Branea and Adina Guguiana, experts from the University of Bucharest in Romania’s health center collaborated to relate television to an audience’s utopian perception of the medical world. Mike Proulx has over a decade’s worth of experience employed at high tech media companies, where he is currently the Director of Social Media at Hill Holiday with clients such as AMC, IBM, and CVS. Branea and Guguiana’s interference to the romantic and idealistic philosophy of the medical world is essential to the platform of social media as viewers closely relate to and vicariously live the drama of Pompeo’s presence. SR will use these experts to explain the backchannel of social media “made up of the

millions of living, organic social expressions that act as a participatory companion to our favorite TV broadcasts” (Proulx 10, 2012).

Audience Assessment

Ellen Pompeo has become a household name across the country, since the start of *Grey’s Anatomy* with millions of followers from the medical community to young adults. A significant part of the fan base is derived from Twitiverse users. These users are consistently “engaged, expressive, and collaborative” unlike the “passive mass media audience” (Fisher 51, 2015).

Pompeo’s Twitter audience consists of approximately one million followers and *Grey’s Anatomy* brings in 15 million viewers per week, continually topping the 18 to 49 age group during prime time TV (Keveney, 2005). This specific age groups high viewership maybe due to the fact that ABC, *Grey’s Anatomy’s* broadcasting channel, is aimed at mature teens and young adults. This age group can be further concentrated by the age 20-25 which accounts for 90% of the audience with the rest of the audience mostly between 25-30 years (Branea and Guguinau 48, 2013). The gender ratio of the the typical audience is 48% male to 52% female, pretty equal (48).

Furthermore, a good portion of Pompeo’s audience can be also driven from producer, Shonda Rhimes’ creativity of “characters who anchor her dramas and better reflect the demanding lives of professional and other working women [as] the core of her audience base” (Everett 38, 2015). Basically, Pompeo’s following is based on the attention *Grey’s Anatomy* has attracted in the past twelve seasons. *Grey’s* and Pompeo persuade and encourage medical students to be productive in medical school. These students after becoming credible in the medical field report back to Pompeo via social media that she actually aided in their success. Equipment suppliers look for advertising opportunities to promote medical devices. Partnerships with the medical community create “story ideas...snappy jargon”, such as mentioning medical contracts (Branea and

Guguinau 46, 2013). Viewer reaction to advertisers' guide produces to investigate new offerings that appeal to the audience. Viewers follow Pompeo because they become attracted to and figuratively relate to her character, Meredith Grey over time (48). To increase viewers, the new campaign must focus on other TV competitor audience groups. These may include other genres such as the criminal justice, historical, and sci-fi community, as well as the audiences of the rest of TGIT shows and their actresses: *Scandal* with Kerry Washington and *How to Get Away with Murder* with Viola Davis. According to the article "Audience's Interest for Health Problems and Human Relations", once a target audience can be profiled than a comparison can be made to the frequency of watching the TV show and checking Pompeo's social media feed. Major themes of romance, grief, compassion, medical ailments, moral ethics, and feminism matter when it comes to understanding Pompeo and *Grey's Anatomy*. These themes which complement the TGIT lineup must be exploited to capitalize on the ease at which it takes an 18-49 year-old viewer to stay-tuned to one channel an entire evening.

Case for Employing Social Media

The entertainment industry utilizes and heavily relies on social media. A wide demographic base can be reached via social media raising a celebrity's fame and status. Having a vibrant social media account, may add to a celebrity's fame and the number of endorsements they receive from their audience. According to Professor Greenwood from Vassar College, "Twitter users gain status and followers by marketing themselves/their thoughts as a type of likable personal brand, designed to appeal to diverse and loyal audiences", this argues how social media presence could increase an actress's audience pool (Greenwood 224, 2013). Evidence of this comes from a study about "Social marketing meets interactive media", where multi-tasking with media is on the rise due to an overwhelming number of electronic devices that consumers view more frequently (Hill and Moran 818, 2011). In this case of attracting the entertainment industry, which tends to rely on a young multi-taking audience, these new social media strategies assist in expanding the audience by creating new vast posts and collaboration opportunities, enabling the viewers to respond to companies or individuals through Twitter or Facebook (827).

By the beginning of the Twenty-first century, marketing understood 'target audience' and the effectiveness for specific campaigns such as the Truth, anti-smoke campaign and Click it or Ticket it. Recently, this marketing has spread to the internet, creating a fixated market for the new 'social media', to "cross promote messages in addition to the use of traditional media" (817). Employing social media for this campaign is required when data from Twitter and Facebook are reviewed. Two-thirds of mature users are on Facebook and sixteen percent utilize Twitter. These numbers continually increase between ages 18 to 24 and older aged users keep expanding their presence across multiple platforms (Greenwood 224, 2013).

In regards to the actresses SR follows for the purpose of this marketing case study, they have views that include feminism and racial equality. This can be associated with the fact that their producer, Shonda Rhimes, ‘a celebrated black female American television producer’, who is a success story, shares the story of female empowerment in a post civil rights/feminism world (Warner 631-632, 2015). These actresses share Shonda’s views through their daily social media presence on and off the air inspiring followers to advocate for their beliefs. Employing blind casting, the practice of not giving preference to an actor or actress based off of ethnicity, color, and gender, creates equality on TV, but ignores all the issues in the world (Long 1067-1068, 2011). It is essential for Pompeo to have an active, engaging presence on social media that somewhat reflects the existence of her TGIT colleagues, keeping her interests in mind.

While word of mouth communication techniques remain important, social media is at the frontier of marketing because of its “high levels of consumer engagement” (Castronovo and Huang 118, 2012). Facebook is effective in this sense because it is a stream for two-way conversations. Due to Twitter’s limited character posts, it has become successful in engaging with one follower about one product or topic, also known as micro blogging (124). The key is that SR with Schiavo and colleagues are in a pivotal position to take Pompeo’s popularity to new heights via a greater social media presence.

What is a Successful Strategy? (Castronovo and Huang 122, 2012)

1. Before marketing - listen to followers, then implement and ask questions
2. Study and identify consumer conversation and behavior
3. Audience interaction with a group of their peers through multiple media sites
4. Create a tangible relationship between the users and the marketers
5. Lastly, Marketers need to allow for sharing and contributing of content to identify target audience and their interests

How is social media growth started/increasing an individual's image? (Fulgoni 232, 2015)

- Supplement: branded ads that are organic or paid
- Substitute: assisting where finances are potentially low or non-existent
- Savior: aiding a doomed brand who has tried every other solution
- Soft Metric: utilizing brand impression to predict and measure effectiveness
- Sales Driver: create a sales hike from effort of social media campaign

Eran Fisher's *Your Media*, explains that the nature of the social media audience is a tool in itself: "the changing nature of the audience in social media has been taken up by an emerging body of scholarship that has recently revisited the notion of audience labour in the context of social media and the internet... [by mobilizing free] unprecedented access." (51, 2015). Media and advertising have always been important tools in promoting products; however, the fast-moving and exciting use of social media provides users with a feeling of belonging that everyone in life seeks. When celebrities use social media to the maximum exposure, they can profit and broaden the appeal of their brand. Utilizing consumption, production, and marketing, through 'connected' audiences, a case can be made that allows social media to absorb traditional mass media ideas, access large quantities of data supplied by the users, and share products with mutual friends on a variety of platforms (62).

Competitive Research Overview

The entertainment industry relies heavily on viewership via social media, so it is essential that television stars' social media presence be effective. Ellen Pompeo's coworkers on sequential TGIT shows, Kerry Washington and Viola Davis share similar and diverse opinions, that make them the ideal competition for Pompeo's social media campaign.

Viola Davis

Viola Davis' social media presence attracts *How to Get Away with Murder* followers, along with taking stances on feminism, racial equality, diversity, and sexism matters, while aiding universal themes similar to her companion, Kerry Washington.

How to Get Away with Murder (HTGAWM), Its Brand, and Her Brand

Davis' busy work schedule, leaves her little time for social media interaction. On Thursday, the most important day of the week for Davis and *How to Get Away with Murder* (HTGAWM), she is not actively posting; when she does post the tweets are very generic. For this reason, her followers tend to conduct all of her social media blogging during episodes of HTGAWM. Two hours of her social media feed include Graphic Interchange Formats (GIFs), video, and long tweets that are unanswered – political suicide in social media (Davis, Nov. 2015). In observing Davis' social media page before Thursday night episodes of HTGAWM, it is unfortunate to notice her Twitter and other platforms appear blank, except for some tweets of each week's previous episode. The viewers only view retweets of her show's sneak previews. No rhetorical appeal or purpose is utilized and her voice as the speaker is unclear.

Branding HTGAWM through GIFs, adds to the interaction between Viola Davis and her fans. Retweeting a GIF from a fan, Viola is able to envision a fan reacting to an 'OMG' moment

at the end of the episode. Another example of promoting the show, Davis features the show's Costume Department, acknowledging the awesome designer, who finds amazing shoes for the set. Furthermore, anytime she markets a piece of designer merchandise for the show, she is genuinely excited and mimics the vibe and persona of the brand (HTGAWM Costume Department, 2015). This ownership and enthusiasm are absorbed by viewers and multiplied, meeting market and product goals.

Promoting her own brand is as equally important as is the recognition of HTGAWM. Furthermore, marketing the premiere of *The Brink* short, Davis subtly explains that her reasoning behind this live action film is her connection to the production company. Recently, she starred in the movie *Lila and Eve* with Jennifer Lopez, which JuVee Productions produced, the same company that *The Brink* utilized (JuVee Productions, 2015). After further research, it was realized that JuVee Production company is owned by Davis and her husband, Julius Tennon. Basically, Davis is cross marketing her movie and *The Brink* with the hope that more people will be aware of this relatively small company. Cross marketing is critical to increasing brand recognition to give viewers more of what they seek, associating with Davis.

Davis' image has close ties to the *Black Lives Matter* and African American community on social media which converse on racism and sexism issues. Viola Davis describes her campaign, using an analogy, 'whenever a black lady takes the stage everything changes'; this highlights her belief of the stereotype of the impossible American Dream; an African American female "tall dark skinned" actress wins an Emmy or being applauded for her acting success (Sylla, 2015). This effects her social media presence in creating an audience around young-aged African American women who feel their opportunity of the American Dream is impossible. In order for people to respect Davis in real life and on social media she needs to take off the mask

and be true and vulnerable, which her character, Annalise does in *How to Get Away with Murder*. Davis' character takes off her wig, humanizing the character, literally and figuratively. Figuratively, Davis comes closer to her audience as she represents any female that feels uncomfortable in private and public with their appearance. This causes the audience to look at her cultural roots creating the real definition of an actress, proving effective to promoting her social media campaign (Sylla, 2015). Davis relates to her audience on several layers.

Achieving Universal Goals

“In my mind, I see a line. And over that line, I see green fields and lovely flowers and beautiful white women with their arms stretched out to me over that line, but I can't seem to get there no-how. I can't seem to get over that line,” (Kornhaber, 2015)

Davis quoted Harriet Tubman at the 2015 Emmy Awards, expressing her passion about what it means to achieve success as a black woman.

That week, the world was made aware that Viola Davis was the first African American Actress to win an Emmy for Lead Actress in a Drama Series. The result of her Harriet Tubmanesque speech generated the #CrossTheLine, all over the worldwide net. #CrossTheLine utilizes the credibility and logos of Harriet Tubman to discuss how it feels to have been taken over that line and to win an Emmy. Davis's speech states, “the only thing that separates women of color from anyone else is opportunity. You can not win an Emmy for roles that are simply not there” (Kornhaber). People reacted to this hashtag by revealing how they have stepped over this line, employing courage embodied by Davis.

Davis' feelings about hunger, poverty, and education are apparent. Her followers, and friends of followers, respond with happy tears of joy applauding their gratefulness that she cares deeply about stopping starvation in America and worldwide. This appeals to the followers and customers of Albertson and Safeway grocery stores, allowing them to know that these grocers

care about ending hunger. This movement convinces followers that if these grocery stores care about hunger initiatives, they will treat their customers with the respect and help them when shopping. Ultimately, this might convince customers that Safeway and Albertson are better places to shop than Whole Foods or Trader Joes (Davis, Oct. 2015). Davis takes time to reaffirm how important education is to those who have it. #StandwithMalala encourages her followers to support millions of girls to attend school (Davis, Oct. 2015). This stance likely strikes a cord in her followers creating pathos, while supporting a global education effort that is deep to Davis' heart and background, again revealing to viewers her real life on a personal level.

Kerry Washington

Kerry Washington utilizes her image to increase the viewership of *Scandal*, demonstrate the notion of feminism, sexism, and African American empowerment, and support global efforts of her interest.

Scandal, Its Brand, and Her Brand

Scandal, a multi-million-dollar TV show hosts an award winning cast. Why is the show so popular? Where do *Scandal*'s high ratings come from? Viewers can thank the sharp mind of Kerry Washington for answering these questions. Washington's multi-modal social media accounts reveal to viewers that Twitter, Instagram, and other social media platforms equal the increased viewership of *Scandal* through her tweeting. On September 24th when the fifth season was launched, Washington was on Twitter every minute for the West and East Coast premieres. Washington blasts out that "HERE WE GO!!!!!!!!!!!" (Washington, Sept. 2105). She entices the viewers through her constant emojiing and exclamation points. Pathos can be found everywhere in her scandalous comments by sharing her love with the cast such as "Love you Darbs!",

tweeting to one of her co-stars Darby Stanchfield about them being sisters on and off set, allowing the audience to join in this moment (Washington, Sept. 2015). This adds to the fans' love in seeing their favorite characters interact, as sisters. Repeatedly, thanking viewers, the cast, and the crew who work tirelessly on the show intentionally adds to her viewership pool, while seeming natural. A fan expresses how Washington and the show give life, while Washington replies with a sincere tone (Abdul-Aziz, Sept. 2015). Another example, Tom Verica, *Scandal* director, is constantly present in Washington's tweets where she mentions his awesome skills, scene staging, and coolness factor (Washington, Sept. 2015). Through Washington's passion for *Scandal* and the OMG moments she shares, it is obvious her tweets and tone are enthusiastic, energetic, supportive, and inclusive. This emotional appeal boasts the entire cast of *Scandal*, simultaneously making her viewers experience matter by engaging them with tweets and retweets. This empowers followers to self-advocate and promote other causes, creating a positive atmosphere among the audience, delivering more Kerry, every episode after episode.

Joining Twitter in October 2010, Washington's twenty thousand tweets and counting, explain her logical fascination with the social media platform. Her Twitter obsession has made multitudes of people join the Twitter atmosphere to understand the meaning beyond the scenes of *Scandal* (Filoteo 212, 2014). Washington leverages the community-friendly Twitter platform via her prime audience base of 18-30 years olds. Washington posts her weekly *Scandal* hangovers from Twitter on Friday mornings, after her Thursday night episodes, promoting her effective campaign and displaying a Twitter pattern. This provides her viewers with their TGIT hype and suspense. This intensity continually motivates followers to associate and understand Washington on a personal level. This enables fans to become more personal and transparent with each other.

This visual imagery of Washington's "Sore Thumbs Red eyes Great heart MAJOR", leads to a "#ScandalHangover" and shows her commitment to the *Scandal* cause, as if supporting gladiators is not enough (Washington, Sept. 2015).

In branding herself, Washington's outfits and hairstyles for *Scandal* have received positive reviews, along with red carpet and promotional events. She shares with viewers her fashion, beauty, cultural and social preferences as if they were the girl next door. Fierce hair on *Scandal* can be thanked to Linda Villalobos @layersofbeauty (Washington, Sept. 2015). If Washington did not share the awesome hair looks she had gotten, then Linda would be unknown. Her success and street smarts only exists because of Washington's positive social media posts in favor of their salon skills. Mathematically, speaking these salon artists are only as good as the likes, retweets, and responses to the looks they design. Their client, Washington is their only way up the ladder and into spotlight. Like the typical celebrity social media post, she shares brand tags and mentions every designer item she wears from head to toe, encouraging women to network and positively interact, celebrating each other.

In addition, she created *The Limited Collection* to introduce her own clothing line to further her brand. Appearing on many cover magazines, including *People* she represents female empowerment in the "Women Who Rule TV" campaign (Washington, Sept. 2015). Once again Washington spreads her excited and joyful tone, while promoting Apple Music on the Tweetasphere. She explains the fun of producing the campaign as well as enjoying the old school dance off that allows the girls to be wild and free expressing their inner selves (Washington, Sept. 2015). She uses her own trustworthiness to convince the audience to participate in this unlimited music service and appeals to her sisterhood of followers for support.

Global and Local Efforts

To Kerry Washington, global and local efforts to support social justice, end poverty, reduce inequality, protect the planet, and bring awareness to violence against females are dire. Hosting this #GlobalCitizenFestival, Washington shares her support and declares herself a Global Citizen via Twitter. By backing this event, she tempts her follower's emotion to donate to this cause by displaying pictures of children who are in poverty (Global Citizen, Sept. 2015). In addition, a significant number of *Scandal's* episodes involve her character's OPA (Olivia Pope & Associates) representing victims of injustices. Parallel to Washington's universe, Pope's universe focuses on female victims raped by high profile individuals, gay men in the military with honorable careers and black men that were unjustly shot by police officers, such as Michael Brown. Along with other people and organizations including MSNBC, she has said "Don't stand by," encouraging awareness and further action for this cause and other injustices in the world (MSNBC, 2015). These themes amplified through social media are as extremely important to Washington and her alter-ego Olivia Pope.

In further cementing Washington's causes and views, she believes girls should learn. Domestic violence should stop. Financial abuse should not tie women down. Black lives matter. #62million girls as Washington sees "dont have that chance" and are denied education, a right most of us take for granted (Washington, Sept. 2015). While her audience cannot necessarily relate to the denial of education, she exposes them to a global issue reinforcing her beliefs and establishing herself as someone who is worthy of respect. During Women's Equality Day, she utilized simplistic text "nuff said" to see how this is still a major gender issue supporting Viola Davis' call to action, "The question isn't who is going to let me, it's who is going to stop me"! (Davis, Aug. 2015). She continues her mission of supporting injustices to females by playing the

role of Anita Hill, a government lawyer that accused a U. S. Supreme Court Justice nominee of sexual assault in a documentary, *Confirmation*, an HBO special to be released next year (Bellware, 2015). These issues are worthy of respect and Washington embraces them, suggesting that viewers take action in supporting her causes.

Conclusion

Kerry Washington maximizes her social media presence via several platforms, utilizes product branding to extend her marketing beyond viewers, and creates products to satisfy individuals that needs everything Washington touches. *Scandal*, not only entertains viewers, it persuades and interests scandalicious followers to embody everything Washington represents. Washington meets her career and personal goals revealing to followers that black females can have it all, as well as give back. Viola Davis highlights the importance of women of color being empowered to remind her followers that the opportunity of the American Dream is possible. In further solidifying her brand, she co-owns JuVee Production company, revealing that African American women can be recognized for their success. Through social media, she allows black females to confront their insecurities and obtain comfort. These competitors include effective and ineffective posts, which add to the limelight of Ellen Pompeo's campaign and feeds SR with strategies to consider.

Critique of Current Campaign

Ellen Pompeo's social media campaign needs energy and enthusiasm to be more effective. While she has a following, her lack of substantial social media content, insufficient brand promotion, and the minimal personalization with *Grey's Anatomy*, viewers appeal for improvements. Her brand mission is selling herself and *Grey's Anatomy* by gaining her followers' trust. Followers respect and believe in her remarkable ability and ethics because they have watched her through 12 seasons. Due to the trusting factor, her character has become associated with a real life physician, after this lengthy portrayal. Therefore, social media fans and viewers will actually take her doctoral advice. Furthermore, when viewers are admitted as patients in a hospital, they appear calmer than non-viewers because Pompeo's character reaffirms the emotional belief that everything is going to be okay (Quick 39, 2009).

Surprisingly, Pompeo's social media campaign is not up to par with her competitors and is struggling. It is evident from her Twitter page that her live tweet sessions of *Grey's Anatomy* have decreased. Further evidence that reflects this, is her follower count; she has been a lead actress in *Grey's Anatomy* longer than Kerry Washington has been, by about twelve seasons. Sadly, she has half the amount of followers, as Washington, which substantiates that her tweets might be boring. One night during the premiere of a *Grey's Anatomy* episode, she only tweeted four times, compared to Davis and Washington who tweet on average at least twenty times during a show. Her social media is only active for the purpose of promoting *Grey's*, while during the rest of the week, it is hardly used. For this reason, it is hard to establish a full picture of her personal style. The tweets that she posts are totally irrelevant to her social media campaign, ranting about Daniel Craig's James Bond (Pompeo, Oct. 2015). What tells her inner psychic that her followers care about anything Bond related? This is the only time an argument

about Daniel Craig appears on her social media campaign. Pompeo and her fans do not have any vested interest in anything Bond related, as her primary audience does not consist of action movie, *007* franchise fanatics.

Another example of Pompeo's social media campaign includes congratulating a fan on recently becoming a doctor and the *Grey's Anatomy* Green Screen Challenge. By acknowledging the fan made doctor, she appeals to that follower's emotions. This allows her follower, Ludovica to feel that dancing it out and tweeting Pompeo to celebrate was worth the effort (Ludovica, Oct. 2015). Another post focuses on the *Grey's Anatomy* Green Screen Challenge rivalry, where different cast members take pictures on a green screen and convert the images into a movie or TV show cover, as well as change the theme of the movie or TV show to relate to *Grey's Anatomy* (Pompeo, Oct. 2015). While these examples serve the purpose of promoting *Grey's Anatomy*, they fail to address the personalization of her overall brand image.

Another ineffective promotion includes retweeting of various posts on Veteran's Day, rather than creating a powerful message that was meaningful and could have connected to followers on a personal level. The only reaction to this historical day are retweets from Katie Couric, the Library of Congress, and Feeding America. Although, one retweet from Pets for Patriots expressed pathos by showing the cute, gullible dogs that veterans could adopt for a nominal fee (Pets for Patriots, Nov. 2015). SR's main concern is that Veteran's Day is truly not related to any of Pompeo's specific age groups or audience types. Even though it is important to main stream society, Veteran's Day does not need to be present on her social media platform.

There were only a few extremely effective posts that Social Media Rock Star's team uncovered during the research process. These posts involved Ellen Pompeo's ventures outside of her daily television drama. Her campaign includes a retweet from Ocean Conservancy. She

rehashes her support for ocean policy and the environment, indicative of the effort to reduce worldwide pollution and clean up our waters (Ocean Conservancy, Sept. 2015). This social media example is successful and purposeful because it targets sustainability and environmental conscious people. However, for the most part, the campaign creates the overall perception that engagement, personalization, and rhetorical appeal are absent, as research is necessary to uncover these posts.

Proposed Campaign

Ellen Pompeo is an extremely successful actress with a huge following. Her television show is popular and receives high ratings. Her social media accounts lead to the show's high ratings. Her devotion toward her followers is concise and clear. So, where does she go wrong? Her social media presence lacks engagement. Her brand recognition is not concrete and unrecognizable. Her support of global efforts and interests is lacking presence.

The Grey's Collection

Ellen Pompeo should utilize Kerry Washington's approach to product marketing to increase the effectiveness of her personal image. Through a partnership from The Limited, a women's clothing company for everyday life,

Washington created The Limited Collection, inspired by *Scandal*. This was her own personal idea come to life through Olivia Pope and costume set designer, Lyn Paolo (Washington, Oct. 2014). Pompeo should

kerry washington  @kerrywashington · 8 Oct 2014
 "@lauraDEGELIA: I finally made it to the limited!! #scandalstylethelimited @LynPaolo" So glad you did!



consider getting in touch with her alter-ego and create a line that is Grey-Sloan Memorial Hospital related (aka the hospital on *Grey's Anatomy*). It could include replicas of the doctors' scrubs and monogrammed coats for each specific character. This idea could be further exaggerated by including replica of medical equipment from the set which could attract her medical community based audience. She could post photos of this product content on social media platforms which could increase the effectiveness of her social media presence and boost the profit of her campaign strategy.

The Ocean Project

Ellen Pompeo already shares an interest for the ocean and its environment, so she should further build on her expertise in this subject matter. Her fans have already established an avenue for Pompeo to partner with or create an ocean-based organization, by donating money on behalf of her to clean the ocean. The Sass Squad, a group of people on social media utilized Pompeo's birthday as a means of charity to collect money which would be distribute to *The Ocean*

Conservancy (Ellen's Sass Squad,

Oct. 2015). If Pompeo could promote similar fundraisers on social media, her followership may skyrocket. A prime example, *The Ocean Conservancy*, a non-profit organization that she already comingles with on Twitter would be a perfect starting point



for this new environmentally-friendly campaign. A tweet partnering with *The Ocean Conservancy* would state, *I believe, the plastic, we, humans, use is bad for the environment. Do you believe, so? Respond for a Live Q&A on @OurOcean.* Similar tweets and retweets could be created to maximize her personal image and further build her base of followers.

Marketing Strategies on Different Platforms

Ellen Pompeo's social media campaign fails to differentiate posts between platforms. The Twitter, Snapchat, and Instagram audience receive new and fresh content, as they are her

primary young adult audience. Her posts on these sites should focus on marketing to this age group's ethical appeal. These sites are unique because of their limited character count with only 140 characters allowed on Twitter. This is the reason that young adults favor this social media platform because it requires creativity and hashtags to communicate an authentic message, as well as allows social media to be a swift moving process, the main purpose of existence. The secondary audience of Facebook lags behind consisting of only a fan-made page. Here, Pompeo should focus on making her self known in the Facebook community, in order to attract a wiser and older crowd. Facebook also allows for a large character limit, making it easier to communicate to attract an adult audience. Appealing to this wider audience will influence and raise the bar of Pompeo's credibility, making her social media presence further sought out by companies attempting to market their product with a celebrity. As Proulx author of *Social TV* states, "the first step toward addressability requires that marketers identify their target segment [audience] profiles. It is important that these profiles are clearly defined and distinct from one another" (161, 2012). This logical reasoning is why SR and celebrities, such as Pompeo study which social media site is most effective before they post. Mathematically, there is a whole scientific process that goes into prepping and drafting before posting.

Likeable, Retweetable, Shareable Worthy Content

Why is this drafting of posts, so important? While a post's value might be intangible, it can be related to liking, retweeting, or sharing on social media; this could result in higher and bigger ratings, audiences, profits, advertising deals, and the celebrity pyramid. For Ellen Pompeo's competitors this critical thinking strategy has paid off majorly, but SR believes she has not reached her full potential. This idea is associated with Fulgoni's five sales principles, SR embraced for employing social media specifically, soft metric and sales driver which can be

implemented to boost Pompeo's campaign. Soft metric, as Fulgoni describes is the quantity of various communication types that are utilized along with paid traditional forms of media and brand impression to predict and measure effectiveness (234, 2015). These types of communication include the likeable, retweetable, and shareable worthy content that the social media market depends on. The communication of an 'organic' social media post is much harder to support than a 'paid' post. The audience a company or individual tries to reach is less successful with the organic post, while a paid post is more effective because "a social-media platform is able to identify all of the consumers who were exposed (or not exposed) to a paid piece of social communications" (234). Fulgoni's driving sales success principle is based off of utilizing social media to 'lift' sales in tandem with the campaign. "Social [media comes] back into the mix with significant paid support behind organic content across Facebook, Instagram, Twitter, and Tumblr", associated with sociocentric efforts (236).

The Backchannel

The meaning of live viewing with social media has come along way since the launch of Twitter and Facebook. SR believes that today's perception of the backchannel can assist Ellen Pompeo's campaign. Backchanneling, is how "Twitter has become an integral outlet for TV viewers who are looking to express themselves while watching broadcasts of their favorite television programs" (Proulx 11, 2012). The reason for Facebook's interconnectivity is slightly different and can be attributed to private profiles, which account for a majority of Facebook use. It is the purpose behind live streaming that allows present day TV to communicate more effectively online. Although, Twitter is more successful with backchanneling because of ease and public nature, TV guide demonstrated only 50% of Twitter users compared to 35% of Facebook users spread their TV experiences. This is due to Twitter's behavior regarding this

‘experience’, but Facebook also has a large number of members (13). This interconnected sense of TV and social media, while being in the comfort of a viewer’s home continues to increase during live streaming. The real-time backchannel is essential in understanding how to market any social media campaign in order to maximize the effectiveness.

Conclusion

SR’s campaign proposal aims to boost Ellen Pompeo’s social media presence through product marketing, stylistic appeals, and increasing the audience profile. This will be accomplished by taking a close look at competitor campaigns, creating a clothing collection that targets young medical professionals, connecting to followers on a personal level, and retooling the features used in various social media platforms. Social Media Rock Stars will create infinite success for Ellen Pompeo’s campaign. Perhaps, if Pompeo decides to collaborate with SR results will quickly be seen, boosting her celebrity, entertainment, and television social media status.

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