

# Fun Fact Friday

## Campaign Overview

**Name:** Fun Fact Friday  
**Duration:** January 2025 - December 2025 (52 weeks)  
**Platforms:** Facebook and Instagram  
**Objective:** Celebrate GOGO Events' 25th anniversary by sharing engaging global facts from 2000-2024, highlighting the company's journey and industry evolution.

## Target Audience

Primary	<ul style="list-style-type: none"><li>Current clients of GOGO Events</li><li>Event industry professionals</li></ul>
Secondary	<ul style="list-style-type: none"><li>Potential clients interested in event planning</li><li>Social media users who enjoy trivia and fun facts</li></ul>
Tertiary	General public interested in global trends and interesting facts

# Deliverables

Quantity	Format	Dimension and Specification
1	Weekly Posts	52 engaging social media posts featuring a fun fact each week.
2	Visual Content	Professionally designed graphics or images to accompany each post, ensuring brand consistency and visual appeal.
3	Hashtags	Consistent use of hashtags such as #GOGOEvents25, #FunFactFriday, and #DidYouKnow to enhance visibility.

# Guidelines

General	<ul style="list-style-type: none"><li>● <b>Frequency:</b> Post every Friday at 10:00 AM local time.</li><li>● <b>Tone:</b> Maintain a professional yet engaging tone that reflects GOGO Events' brand values.</li><li>● <b>Audience Engagement:</b> Encourage followers to comment, share their thoughts, or relate personal experiences to the fun facts.</li></ul>
Layout	<ul style="list-style-type: none"><li>● <b>Format:</b> Each post should consist of a visually appealing graphic featuring the fun fact prominently.</li><li>● <b>Branding:</b> Include the GOGO Events logo in a corner of each graphic for brand recognition.</li><li>● <b>Text Placement:</b> Ensure the fun fact is easy to read; use a clear font and maintain sufficient contrast with the background.</li></ul>
Photo	<ul style="list-style-type: none"><li>● <b>Quality:</b> Use high-resolution images that are relevant to the fun fact being shared.</li><li>● <b>Source:</b> Utilize stock photos or original images that align with GOGO Events' branding and aesthetic.</li><li>● <b>Consistency:</b> Maintain a consistent color palette that reflects GOGO Events' branding across all posts.</li></ul>
Animation	<ul style="list-style-type: none"><li>● <b>Use of Animation:</b> Consider using subtle animations (e.g., text fade-in) to make posts more engaging without being distracting.</li><li>● <b>Duration:</b> Keep animations short (2-3 seconds) to maintain viewer attention.</li><li>● <b>Tools:</b> Use tools like Canva or Adobe Spark for easy animation integration.</li></ul>
Content	<ul style="list-style-type: none"><li>● <b>Fact Verification:</b> Ensure all facts are accurate and sourced from reputable outlets before posting.</li><li>● <b>Engagement Questions:</b> Include a question or call-to-action with each post to encourage interaction (e.g., "What's your favorite tech innovation from the past two decades?").</li><li>● <b>Hashtags:</b> Use consistent hashtags: #GOGOEvents25, #FunFactFriday, #DidYouKnow.</li></ul>
Project-Specific	<ul style="list-style-type: none"><li>● <b>Theme Alignment:</b> Each fact should align with the designated theme for that week (e.g., Historical Highlights, Cultural Curiosities).</li><li>● <b>Feedback Loop:</b> Regularly review engagement metrics (likes, comments, shares) to assess what types of facts resonate most with the audience and adjust future content accordingly.</li><li>● <b>Contests and Engagements:</b> Plan monthly contests encouraging followers to submit their own fun facts related to events or global trends.</li></ul>

## 52 fun Facts Ideas:

1. 2000: The Y2K bug caused widespread concern about potential technological failures, but minimal disruptions occurred due to extensive preparations.
2. 2001: Wikipedia was launched, allowing users worldwide to collaboratively edit articles, revolutionizing access to information.
3. 2002: The Euro became the official currency for 12 European Union countries, facilitating easier trade and travel across Europe.
4. 2003: The Human Genome Project was completed, mapping all human genes and paving the way for advances in genetics.
5. 2004: Facebook was founded by Mark Zuckerberg, changing the landscape of social networking forever.
6. 2005: YouTube launched, allowing users to upload and share videos globally, transforming media consumption.
7. 2006: Twitter was created as a microblogging platform, enabling real-time sharing of thoughts and updates.
8. 2007: Apple introduced the iPhone, revolutionizing mobile communication with its touch interface and app ecosystem.
9. 2008: Airbnb was founded, disrupting traditional hospitality by allowing people to rent out their homes.
10. 2009: Bitcoin was created by an anonymous person or group known as Satoshi Nakamoto, introducing decentralized digital currency.
11. 2010: Instagram launched as a photo-sharing app that quickly gained popularity for its simplicity and visual appeal.
12. 2011: The world population reached 7 billion, highlighting global demographic changes and challenges.
13. 2012: The discovery of the Higgs boson particle confirmed a fundamental theory in physics known as the Standard Model.
14. 2013: The Boston Marathon bombing led to increased security measures at public events worldwide.
15. 2014: The Ice Bucket Challenge went viral on social media, raising over \$220 million for ALS research while promoting awareness through fun engagement.

16. 2015: The Paris Agreement was adopted by nearly every country in an effort to combat climate change collectively.
17. 2016: Pokémon Go became a global sensation, showcasing augmented reality technology's potential in gaming.
18. 2017: The #MeToo movement gained traction globally, leading to significant discussions about sexual harassment in various industries.
19. 2018: GDPR (General Data Protection Regulation) was enacted in the EU, setting new standards for data privacy and protection.
20. 2019: Scientists captured the first image of a black hole, marking a significant achievement in astrophysics.
21. 2020: The COVID-19 pandemic led to an unprecedented shift towards virtual events as gatherings were restricted worldwide.
22. 2021: COVID-19 vaccines were developed at record speed and rolled out globally, showcasing scientific innovation during a crisis.
23. 2022: NASA's James Webb Space Telescope sent back its first images, offering new insights into the universe's formation.
24. 2023: AI tools like ChatGPT became widely accessible, influencing various industries with their advanced capabilities.
25. 2024 (Placeholder): Significant events or trends will be filled as they occur throughout the year.

## Additional Fun Facts (General Knowledge)

1. Honeybees can recognize human faces.
2. Dolphins have unique names for each other.
3. Bananas are berries, but strawberries aren't.
4. A day on Venus is longer than a year on Venus.
5. Octopuses have three hearts.
6. Cows have best friends and get stressed when separated.
7. The Eiffel Tower can be 15 cm taller during summer due to thermal expansion.
8. A group of flamingos is called a "flamboyance."
9. Wombat poop is cube-shaped.
10. Sea otters hold hands while sleeping to avoid drifting apart.
11. A shrimp's heart is located in its head.
12. There are more stars in the universe than grains of sand on all Earth's beaches.
13. The shortest war in history lasted just 38 minutes (Anglo-Zanzibar War).
14. A cloud can weigh more than a million pounds.
15. Sloths can hold their breath longer than dolphins can.
16. Cheetahs can't roar; they can only purr.
17. Peanuts aren't nuts; they're legumes.
18. There are more fake flamingos in the world than real ones.
19. A jiffy is an actual unit of time—about 1/100th of a second.
20. The inventor of the Pringles can is buried in one.
21. A group of hedgehogs is called a "prickle."
22. The world's largest desert is Antarctica.
23. Elephants are the only animals that can't jump.
24. A single strand of spaghetti is called a "spaghetto."
25. Scotland's national animal is the unicorn.
26. More than 150 million men and boys bear the name Muhammad worldwide.
27. In Japan, there's a festival dedicated to crying babies.

Thank you!