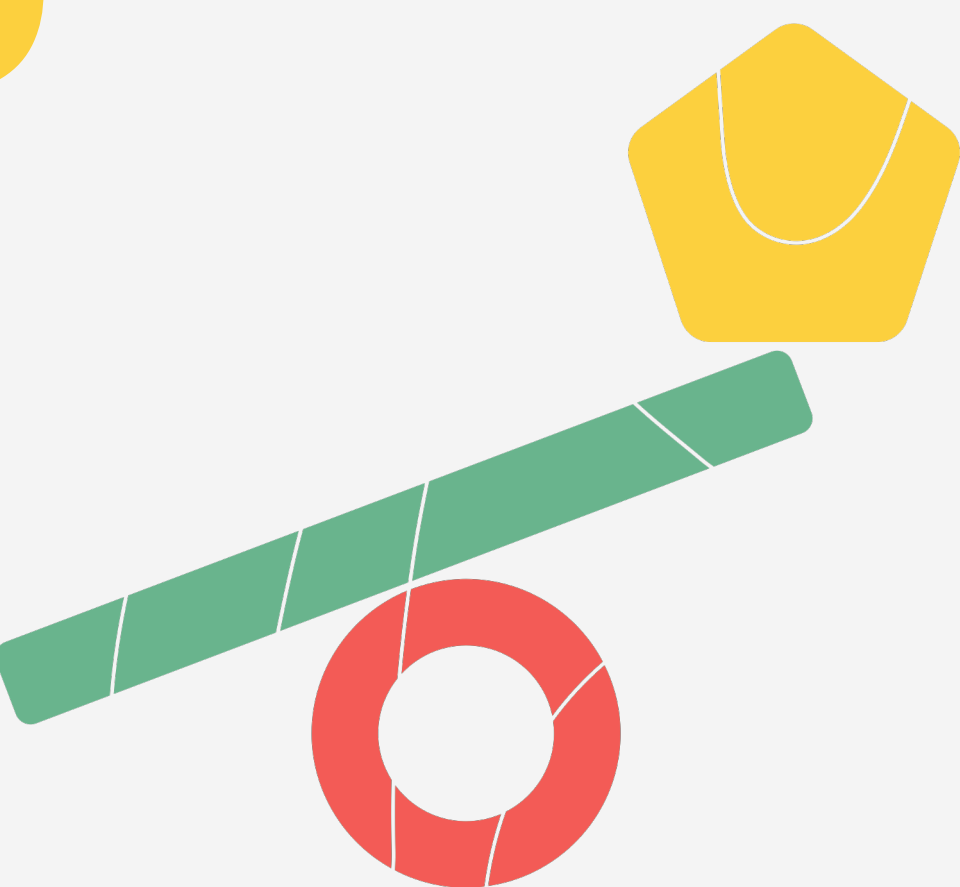
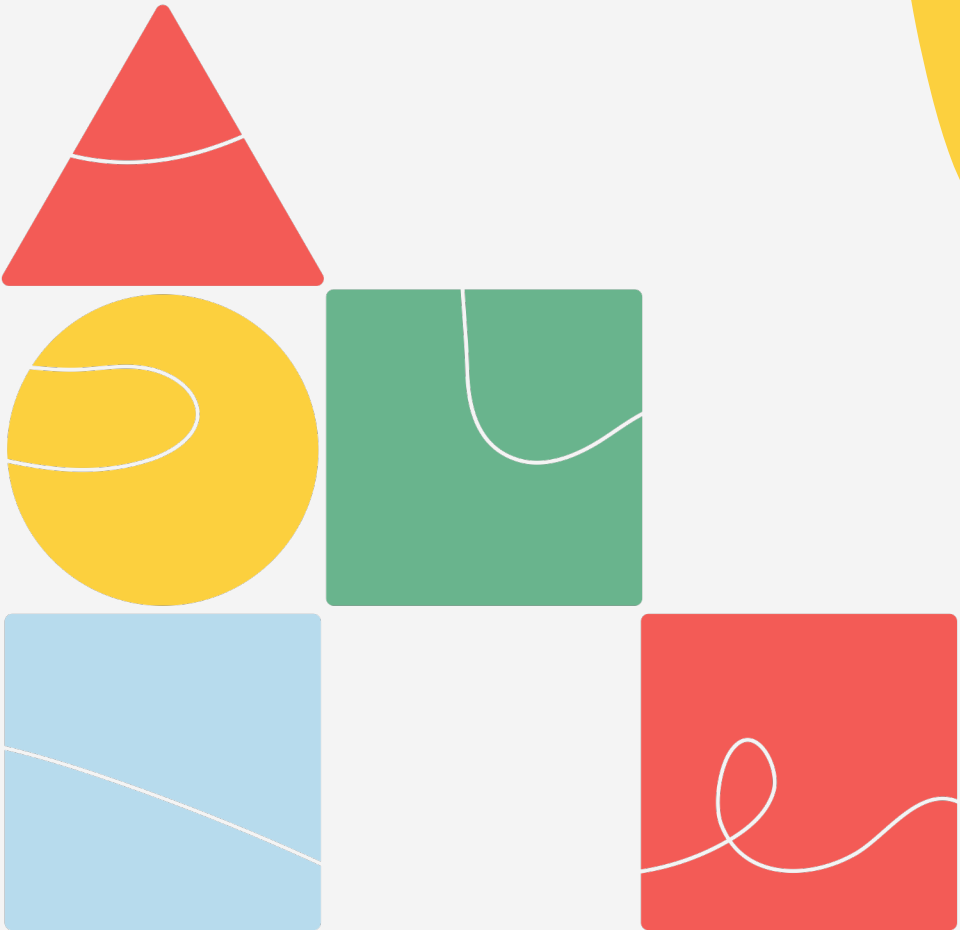


A Social Media Analysis
SESAME
WORKSHOP

Mackenzie Motsinger



Sunny Days

- Founded in 1969 as Children's Television Workshop
- Over 50 seasons of Sesame Street
- 95% of American children have seen Sesame Street



Sweepin' the Clouds Away

July 2020

Aaron Bisman Hired

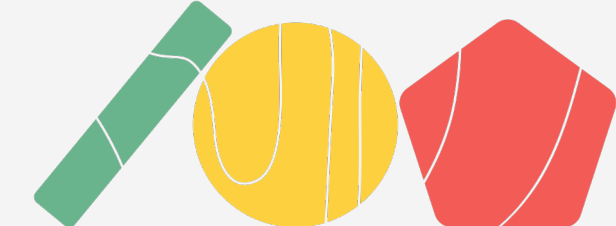
Bisman conducts social media audit and creates brand strategy

November 2020

Christina Vittas Hired

Hired as an intern, Vittas becomes the voice of Elmo on social





Elmo



Oscar



Big Bird



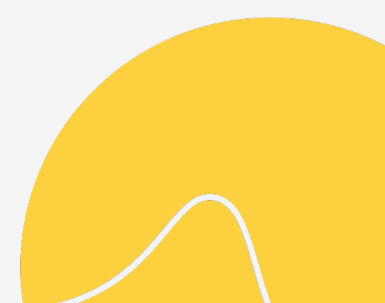
Cookie Monster



the Count



Grover



To Where the Air is Sweet

 **Cookie Monster**
@MeCookieMonster

Cowboy Cookie 🤠🍪



 **Elmo** ✓
@elmo

It's a 2pm surprise! The number of the day is two! ✌️❤️

 **Sesame Street** ✓
@sesamestreet

The letter X will be holding a press conference later today. #TwitterX



Last edited 9:03 AM · Jul 24, 2023 · 13.7M Views

1.2K

33K

172K

1.5K

 **Oscar the Grouch**
@OscarTheGrouch

In my house, every night is Oscar night.

Can You Tell Me How To Get



How to Get to Sesame Street?

#EmotionalWellBeing



Abby Cadabby
@AbbyCadabbySST

Stop by my garden if you ever need a reminder of how magical you are! ✨
[#EmotionalWellBeing](#)



Bert
@bertsesame

I'm here if you ever need a shoulder to lean on. I'll make us both a warm cup of tea. ☕️🍵
[#EmotionalWellBeing](#)



Ernie
@SesameErnie

if you ever need some cheering up, let me know! I love making others smile. ❤️
[#EmotionalWellBeing](#)

Thank you!

