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National Arts Marketing Project Workshop: Social Media - from Novice to Ninja Part 1



The Session's Agenda

- Lay Some Foundation
- Stuff You Need to Know
 - Social Media Platforms
 - Social Media Advertising & Tools
 - Importance of a social media strategy
 - Initial steps of a social media strategy
- Closing & Recap

Laying the Foundation

Definition, Origins, True Elements



Let's Begin!

What is Social Media?

Formal definition

Social Media:

Computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Break it Down

1. Personal
2. Connection
3. Control

Unpacking The Elements

1. Personal

What Makes it Matter

2. Connection

What Makes it Useful

3. Control

What Makes it Powerful

Social Media Changed Things: “Before”

Producer

Advertisers who made content for people to watch, experience, and enjoy for the purpose of promoting a product or service

Consumer

A person on the receiving end of content who bought those products or services

Social Media Changed Things: "After"

"Producer" + "Consumer"



"Prosumer"

A person who is both a consumer and
producer of content.

Stuff You Need To Know

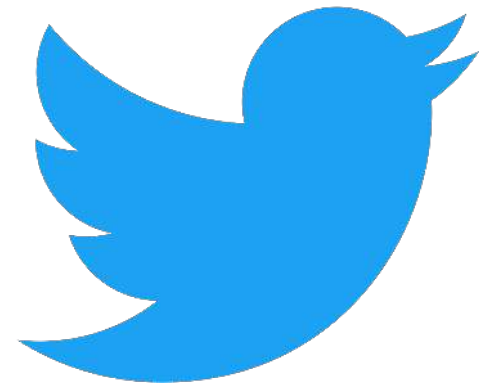
Terms, Platforms, Tools, Advertising, Strategy



Basic Terminology

- **"Fans"** = People who like your Facebook page
- **"Followers"** = People who subscribe to your account to get updates
- **"Hashtag"** = a word or phrase preceded by a "#" used to annotate a message, categorize information, or make posts easily searchable
- **"Influencers"** = Those who drive conversation and decision-making in online communities.
- **"Meme"** = Typically an image with text above and below it widely shared online
- **"Tag"** = To create a link to a person's profile by adding a "@" before their profile name
- **"Check-in"** = When a user declares on their profiles that they have physically visited a geographic location or an event

Major Platforms



Facebook



- Largest social network in the world
- 1.65B monthly users
- Thursdays & Fridays between 1-3pm are the busiest times

Instagram



- Facebook-owned photo and video sharing network
- 400MM monthly users
- 34% Market Share
- Offer advertisers 30-second ads, image ads, and other formats

Snapchat



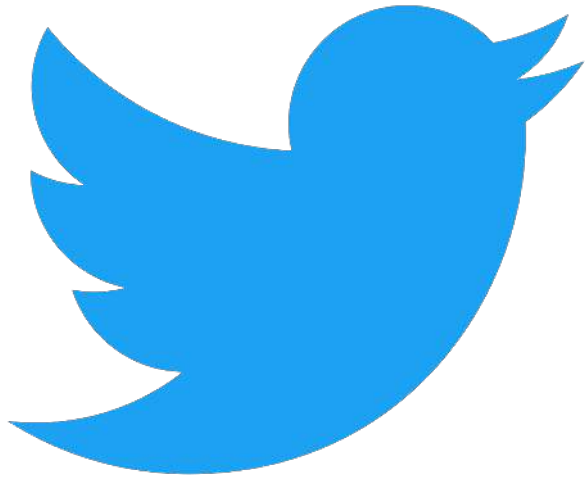
- Social mobile platform for photos and videos
- 60% of users are 13-24
- 4B video views a day
- Geofilters allow you to add a geographical location to your “snaps”

Pinterest



- Social network that allows users to share interests via photos and videos
- 100MM monthly users
- Can target users based on their interests, location, age, etc.

Twitter



- Launched in 2006
- You could only send tweets via SMS, hence the 140 character limit
- Great for distributing information to followers
- 500MM tweets a day
- 300MM monthly users

Tools

- With hundreds of millions of people on social media everyday, organizations need help with how to effectively participate, watch, and learn from the vast networks and communities where audiences meet, share, talk, and make purchase decisions

There's No Shortage of Social Media Tools and Platforms



Two Major Categories

- Automation and Aggregation
- Listening and Monitoring

Start with these...

- Hootsuite
- Brand24

Automation & Analytics



Hootsuite™

- Post to multiple social media accounts at one time
 - Schedule your content to post in the future
 - Measure social media engagement and reach

Listening & Monitoring

BRAND24

- Discover who is talking about you online in real-time
 - Find out what is being said about your brand
 - Use insights to respond back to users
 - Filter information by sentiment, etc.

Get your message Out: Social Media Advertising



- Facebook Advertising enables you to create ads to:
 - Promote your page
 - Send people to your website
 - Reach people near your business
 - Raise attendance at your event

Drive Awareness (& Ticket Sales)

- These ads allow you to:
 - Promote **Awareness** by introducing the Arts to people all throughout the Buffalo area and drive them to a web destination
 - Drive **Ticket Sales** by actions like announcing the current season of concerts to those specifically in certain zip codes who have specifically listed **classical music** as an “interest”



How Facebook Ads Look

The image shows a Facebook news feed interface. At the top, there is a search bar and navigation icons. The left sidebar contains navigation options like News Feed, Messenger, and Shortcuts. The main feed shows a post from MsMia Farrell and a post from Joseph Speight. Two ads are circled in black: a Taft clothing ad with shoe images and a GEICO ad with a car image.

Search Facebook

Chris McLeod

News Feed

Messenger

SHORTCUTS

Oneness-Family Mon... 1

Oneness-Family Mon... 1

The Krimson Sip & S... 20+

Caribbean Greeks 20+

EXPLORE

Saved 3

Events 2

Pages

Groups

Pokes

See More...

CREATE

Ad · Page · Group · Event · Fundraiser

Like Comment Share

1 share

MsMia Farrell Yup!!!!
Like · Reply · 6 mins

Write a comment...

Joseph Speight likes Taft.

Taft
Sponsored ·

Which is your favorite? All styles available at www.taftclothing.com

We Finally Know What Happened To Richard Si...
www.shared.com
The LAPD performed a wellness check and confirmed it

New Car?
GEICO

Protect your new ride.
geico.com
Cover yourself when life changes. GEICO can help you adjust your insurance needs.

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Walk-Through

Let's see what creating an ad is all about

Question

- Why do all of this?
- Why does social media matter?
- What's the point of having a social media strategy?

41% OF TICKET
BUYERS



PURCHASE THEIR TICKETS ONLINE

THE AVERAGE U.S. CONSUMER SPENDS

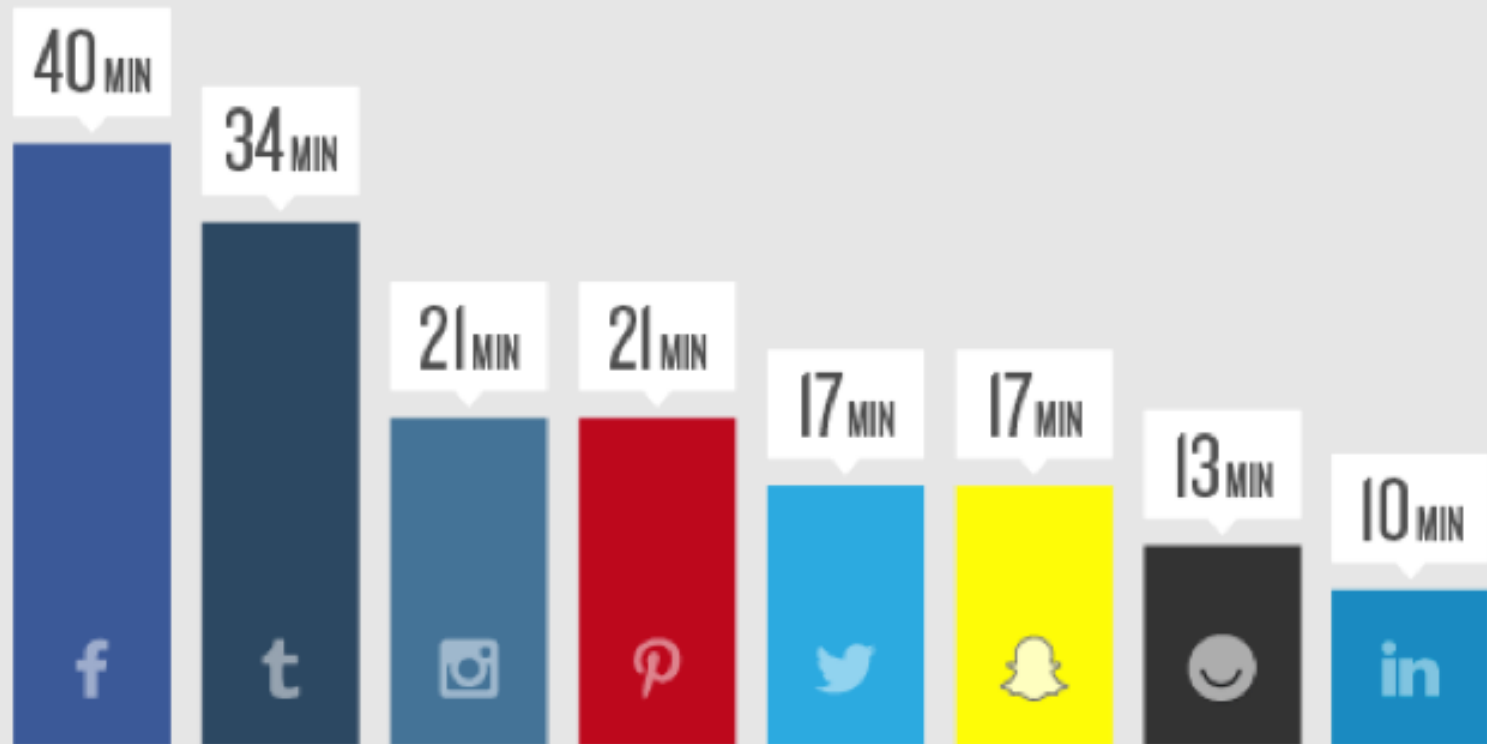


60 HRS
A WEEK



CONSUMING CONTENT
ON DIGITAL DEVICES

Average Time Spent On Social Networks
Per Day By Americans



**Email. Wait. Pray
is real stressful 😊**

“Lord, Please
Let People
Come to Our
Shows.”



Social Media vs. “Regular” Marketing: Which One?

- If your marketing strategy is the approach you develop to effectively *sell* your product or service to customers
 - Then your social media strategy is the approach you take to better *learn from and connect* to those customers

How Do You Start to Put it all Together?



The First Steps in Building A Social Media Strategy

1. Conduct a **Social Media Audit** and decide which platform makes the most sense for you
2. Look at your **Marketing Strategy & Goals**
3. Develop social media goals that support your Marketing goals
4. Use **Best Practices**: Start small, Listen, Develop relationships, Leverage influencers, Align goals to metrics, Be flexible

Example:

Marketing Goal → Social Media Goal

Marketing Goal

- Increase Ticket Sales

Social Media Goal

- Learn what type of content your followers really like and develop programs directly that match up to their interests

Once You've Matched up Social Media Goals to Marketing Goals

- Use some Social Media Best Practices:
 - Start small
 - Listen
 - Develop relationships
 - Leverage influencers
 - Align goals to metrics
 - Be flexible

Exercise:

Conduct Your Social Media Audit

If you have your laptop

- <http://bit.ly/BuffaloSocialMediaAudit>

Closing & Tips

- Social Media is about being Personal, Connecting, and Control
- There are many tools to help you manage the major platforms. Use them 😊
- Invest in good content and tailor it to the platform
- Quality > Quantity
- Social Media Strategy <-> Marketing Strategy
- Always be Listening. Even to bad stuff.

Thank You!

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