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

National Arts Marketing Project
A Program of Americans for the Arts

ARTS SERVICES INITIATIVE OF WESTERN NEW YORK INC
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?
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
“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
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
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
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
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

- Facebook: 40 min
- Twitter: 34 min
- Instagram: 21 min
- Pinterest: 21 min
- Snapchat: 17 min
- Snapchat: 13 min
- LinkedIn: 10 min
“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

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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