SOCIAL MEDIA:
AN INTRODUCTION

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#SocialMediaIntro
YOUR PRESENTER

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ABOUT NELLA
OUR WORK

SERINO/COYNE

- Spider-Man
- Mamma Mia!
- The Lion King
- Wicked
- A Chorus Line
- Rock of Ages
- The Visit
- Jesus Christ Superstar
- Rent
- Hair
- The Little Mermaid
- Newsies
OUR WORK

2ST 2esecond Stage Theatre

Lincoln Center

Lincoln Center Out of Doors

The Metropolitan Opera
YOUR AUDIENCES ARE CONSTANTLY CONNECTED. THEY ARE CONSUMING INFORMATION AND ENGAGING WITHIN THE DIGITAL ENVIRONMENT 24 HOURS A DAY.
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

(Source: Nielsen)
THE STATISTICS

41% OF TICKET BUYERS PURCHASE THEIR TICKETS ONLINE

(SOURCE: NIELSON)
Social Media is the #1 Activity on the Internet!
SOCIAL MEDIA

- Facebook: 1.36B active users
- Google+ (G+): 343M active users
- LinkedIn (in): 347M active users
- Twitter: 284M active users
- Pinterest (p): 70M active users
SOCIAL MEDIA

• Provide relevant and useful content
• Connect with your fans
• Start a conversation
• Provide a human face
• NO PUSH MARKETING
FACEBOOK

- 3.2 billion likes or comments per day.
- Likes are 2X as likely to spend money on your brand
- 250 Billion photos, 350 million added per day
FACEBOOK

• RELATIONSHIPS
• Connecting and reconnecting with friends and family
• Sharing personal news
• Posts have to be more carefully written as they have lasting power
• Photos, video, multi-media
• SHARED INTERESTS
• Connect with strangers about issues and topics that are important
• Tool for amplification, can share a tweet with a huge amount of people quickly
• Never know who will interact with you.
TWITTER

- Immediate
- Conversation
- Don’t brag
- Use #hashtags
- Short links
- Don’t spam
- Give credit, RT and shout outs
INSTAGRAM

- PHOTOS
- Share your own photos
- Allow everyone to be an artist
- Much more personal experience
- Post to Twitter and Facebook
- No links
- Interactive
PINTEREST

• PHOTOS
• Curate other people’s images
• Provides link to website, so can be a traffic generator
• Virtual scrapbook
• Storytelling through curated boards
SNAPCHAT

- PHOTOS/VIDEO
- Messaging app
- Ephemeral
- Send story
- Live chat with friends
- SnapCash
- Lenses
- Discover
PERISCOPE

- LIVESTREAM
- Owned by Twitter/full integration
- Timely
- Instant feedback
- Engagement
- Broadcast to entire audience or select audience
DON’T FIGHT THE DIGITAL MOVEMENT. GET ON IT.
START WITH WHAT YOU CAN HANDLE.
LEARN TO TELL YOUR STORY WITHOUT A WRITTEN NARRATIVE.

PLAYWRIGHT TOM STOPPARD HAS WON MANY AWARDS FOR HIS WORK

One Academy Award

2 New York Drama Critics' Circle Awards

Four Tony Awards for Best Play

7 Evening Standard Theatre Awards
LEARN TO TELL YOUR STORY WITHOUT A WRITTEN NARRATIVE.
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Percussion in TAMBRULAIINE

Wood, Metal, and Lions! Oh My!

- 3 x Taiko Drums
- 2 x Brake Drums
- 55gal Drum
- 2 x Steel Pipes
- 3 x Cymbals
- "Lion's Roar"

4 x Thai Gongs

- 1 x Marimba

5 x Concert Tom-toms

- 2 x Concert Bass Drums

Bongos

1 x Semantron

2 x Tam-Tams

- 3 x Temple Bowls

6 x Bell Plates

1 x Whistle

Played during performances by

Arthur Solari
Composer / Percussionist

2.5 Octaves of Crotales
Keep the messaging very simple. Short actionable messages.
SIMPLE MESSAGING. SHORT. ACTIONABLE.
“People come to see beauty, and I dance to give it to them.”

Judith Jamison
Invest in good creative.
INVEST IN GOOD CREATIVE
INVEST IN GOOD CREATIVE
Have a plan.

**Strategy & Value**
- Form Strategic Steering Group
- Form Working Group
- Agree Vision
- Agree “Golden Rules”
- Soft Relaunch

**Usability**
- Design Branding
- Design Common Templates
- Migrate existing sites
- Design Navigation v.2.1

**Process & Management**
- Content maintain. proc.
- Doc Library spring clean
- New procedures for site creation

**Collaboration**
- Develop virtual team training material
- Introduce Team Collaboration workspaces

**Comms & Engagement**
- Pilot Discussion Boards
- Launch Discussion Boards
- Chairman’s Blog
- Competitor News Service
- Industry News Service

**Technology**
- Upgrade CMS to V1.2
- Upgrade Storage Capacity
- Implement Disaster Recovery
Digital is everyone’s job.
KEY TAKEAWAYS

• EMBRACE DIGITAL
• LEARN & USE
• DO WHAT YOU CAN HANDLE AND DO WELL
• INVEST IN GOOD CREATIVE
• HAVE A PLAN
• SOCIAL IS EVERYONE’S JOB
THANK YOU

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