Building a Social Media Strategy

Today's Agenda

Stay on Track

Tool in Arsenal

Social Media Induces ADD

Ready to Get Started

1. Define Your Goals

So, Social Media, but What Do You WANT TO ACHIEVE

HARNESS COMMUNITY

BE SEEN AS A COMMUNITY THOUGHT LEADER AND SOURCE

BUILD BRAND AWARENESS OVERALL

SHOW VALUE, CHANGE PERCEPTIONS

INCREASE VIEWERS/LISTENERS

DRIVE PROGRAMMING EFFORTS

INCREASE REVENUE

DEVELOPMENT, UNDERWRITING

What's Our Goal for Social?

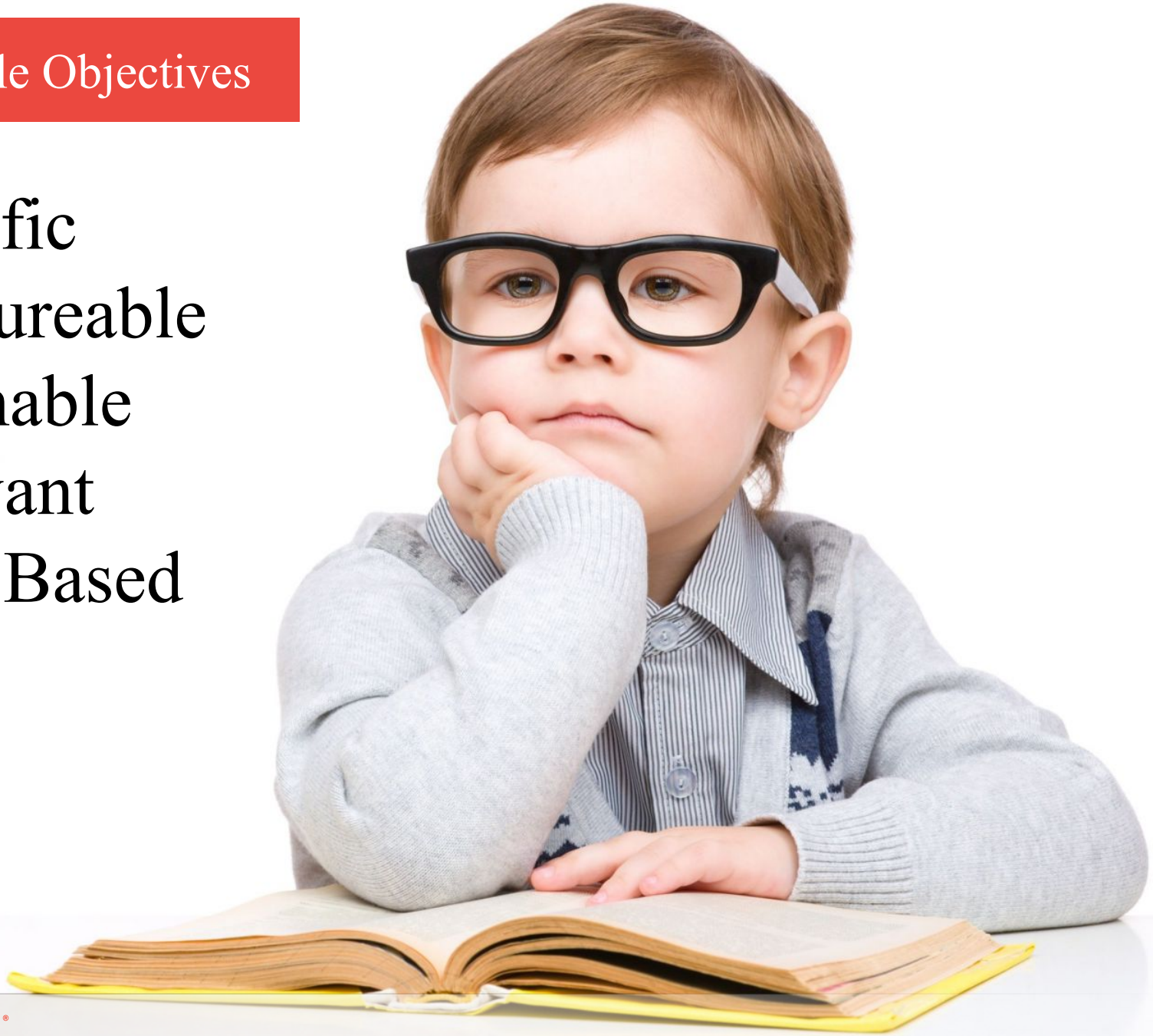
Other Goals

GOALS
LOYALTY
DATABASE
AWARNESS
RETENTION
WEBSITE TRAFFIC

Exercise

Measureable Objectives

- Specific
- Measureable
- Attainable
- Relevant
- Time Based



2. Assess – Audience – Audit

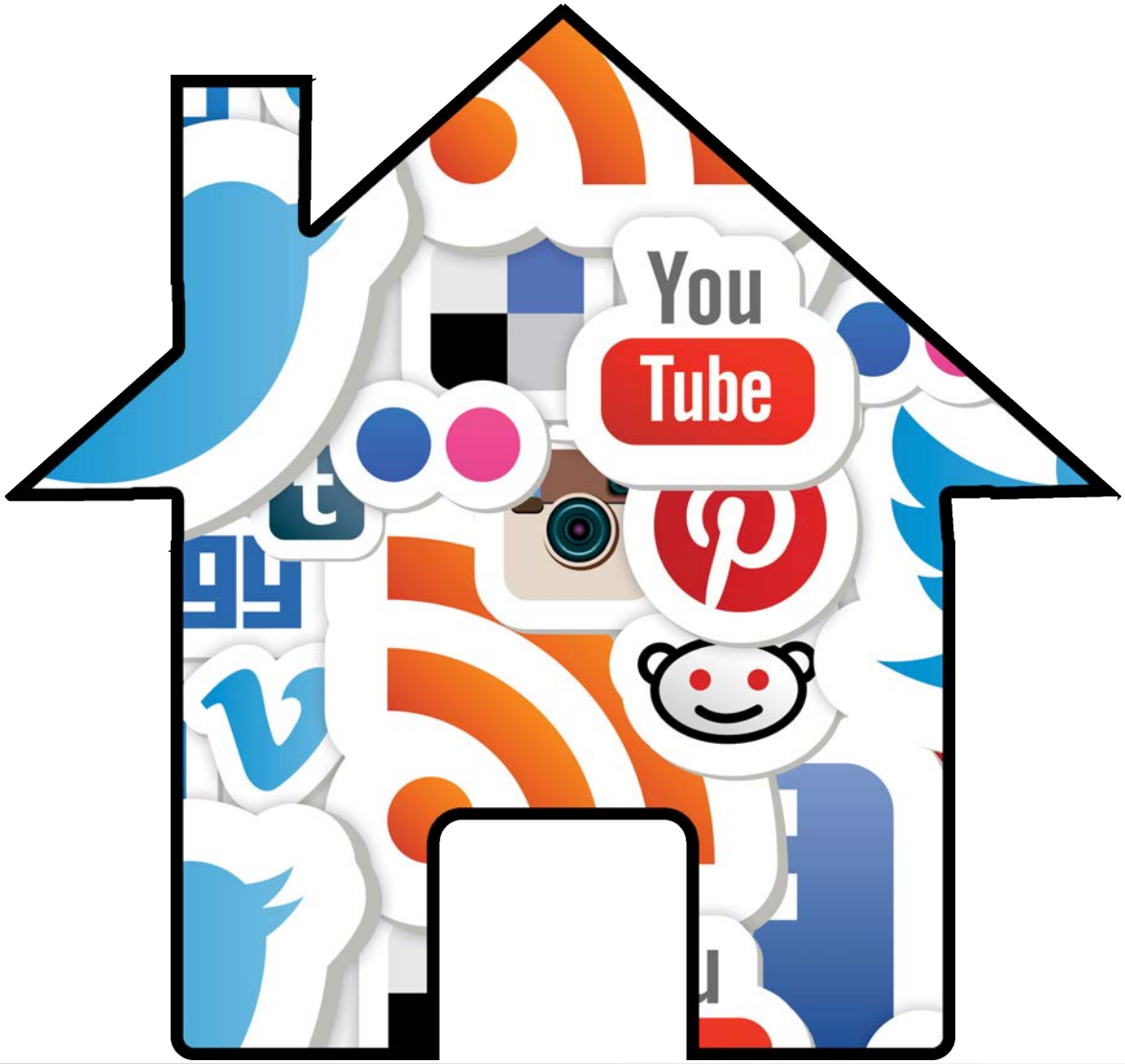
What's My Bandwidth?

If Everybody's Watching, Nobody's Watching

Assess

Ask Who's my Audience

Where Do They Live, “Socially”



	Facebook	Instagram	Pinterest	LinkedIn	Twitter
Total	68%	28%	26%	25%	21%
Men	67%	23%	15%	28%	21%
Women	69%	32%	38%	23%	21%
Ages 18-29	88%	59%	36%	34%	36%
30-49	79%	31%	32%	31%	22%
50-64	61%	13%	24%	21%	18%
65+	36%	5%	9%	11%	6%
High school or less	56%	19%	18%	9%	14%
Some college	77%	35%	31%	25%	24%
College graduate	77%	32%	33%	49%	28%
Less than $30,000	65%	29%	23%	16%	18%
$30,000-$49,999	68%	27%	27%	11%	16%
$50,000-$74,999	70%	30%	29%	30%	26%
$75,000+	76%	30%	34%	45%	30%
Urban	70%	34%	26%	29%	22%
Suburban	68%	24%	29%	26%	21%
Rural	65%	25%	20%	15%	19%

EVERY

INFORMATION SEEKERS

FROM 2-YEARS-OLD TO 75

INTELLIGENT

TRUSTING

OF WELL CURATED CONTENT

DIVERSE GEORGIANS

Our Audience

Audit

Results from **Mar 16, 2017 - Apr 12, 2017**

Organic Paid

Actions on Page
March 15 - April 11

We don't have data to show you this week.

Page Views
March 15 - April 11

380

Total Page Views ▲ 4%

Page Likes
March 15 - April 11

37

Page Likes ▲ 3%

Reach
March 15 - April 11

46,237

People Reached ▲ 96%

Post Engagements
March 15 - April 11

4,585

Post Engagement ▼ 9%

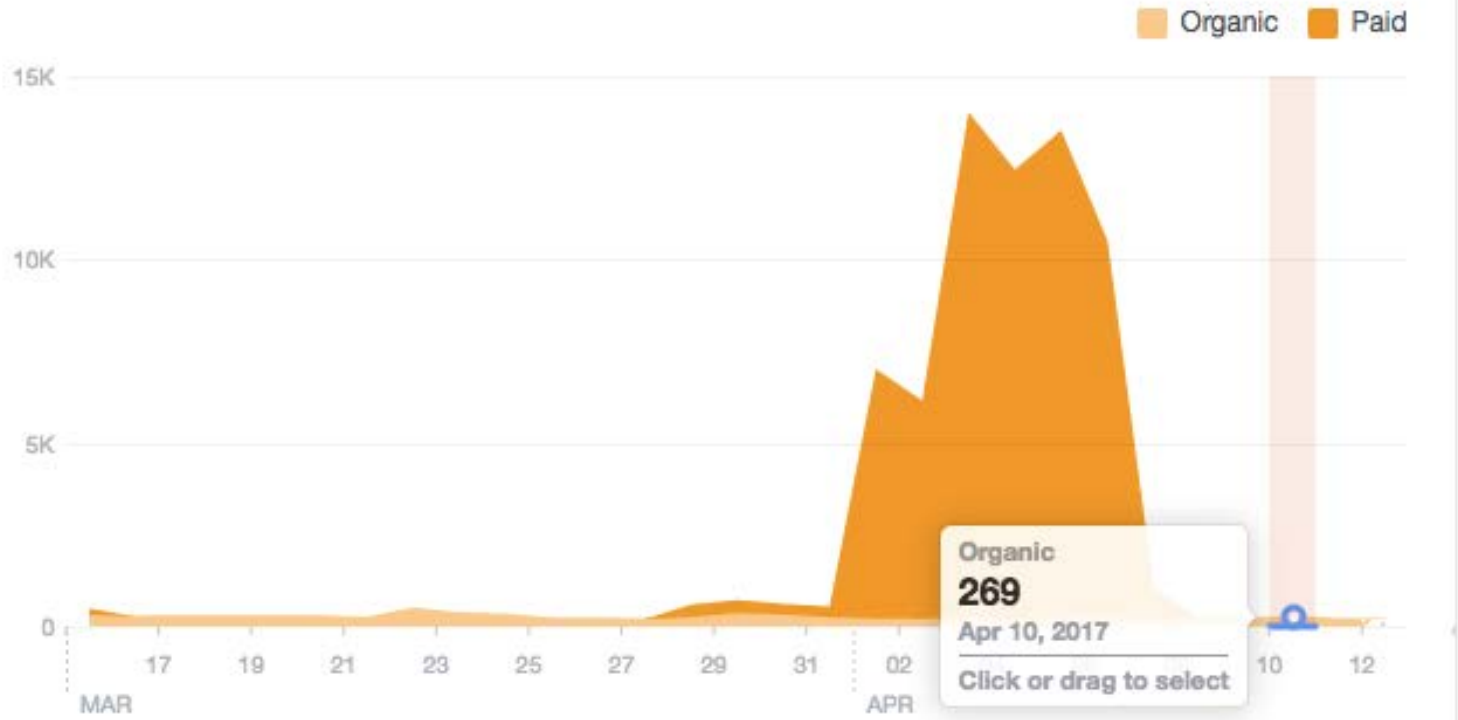
Videos
March 15 - April 11

137

Total Video Views ▲ 2,640%

Post Reach

The number of people your posts were served to.



BENCHMARK

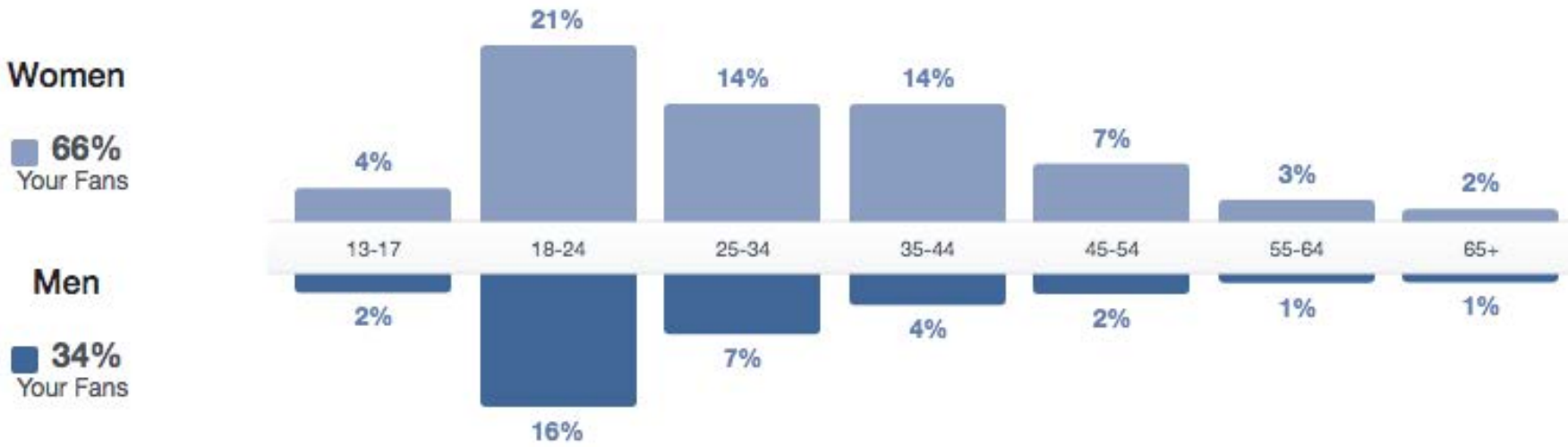
Compare your average performance over time.

Organic

Paid

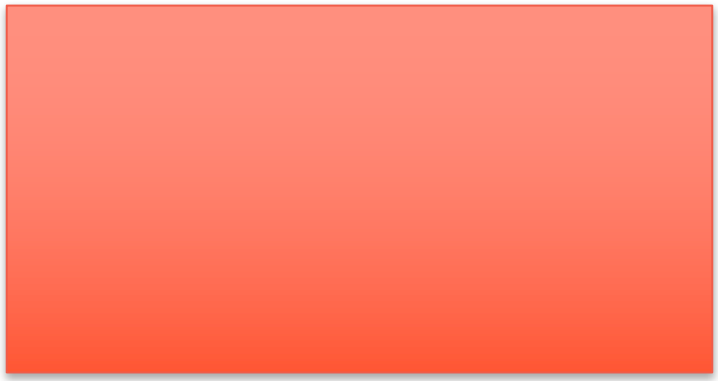
Your Fans | People Reached | People Engaged

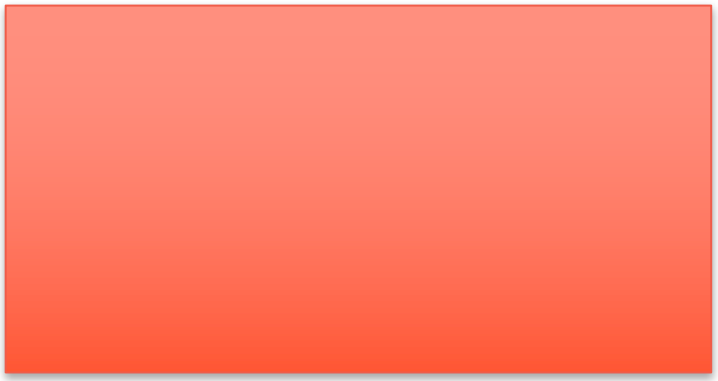
The people who like your Page

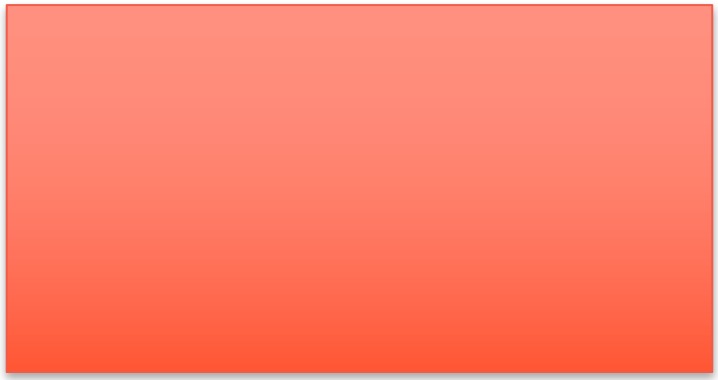


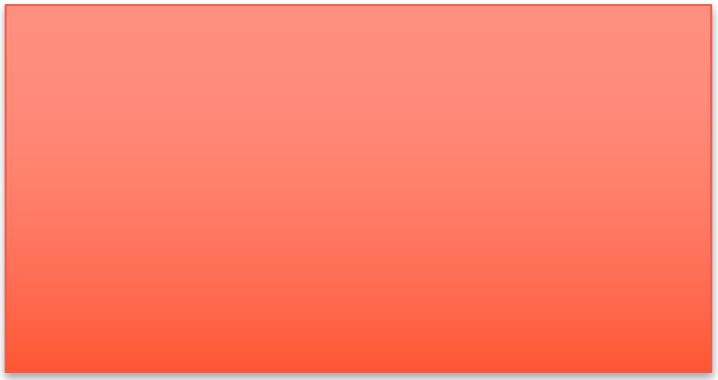
3. Content Strategy

Define Content Verticals









PROGRAMMING
COMMUNITY
DEVELOPMENT
MEMBER/
AUDIENCE
SERVICES
Social Media
Content
EVERYWHERE

Content Verticals Exercise

Define Voice and Tonality

SHERYL SANDBERG MINDY KALING

OUR "VOICE" IS…

- Smart, witty, clever and quirky – We are curators of social content
- Friendly & approachable – We are the cool kids, but not snarky
- Conversational – We share quotes, crazy ideas, and office happenings
- We use mainstream lingo – Within reason
- We have a POV on social – We don't just report on it!
- We care about social causes – We are fierce, feminist, left leaning and not Trump bashers

Group Exercise

Which Channels?

Sourcing Content – Types of Content

Frequency of Posting

SPEND
SERIES 2009
WASHINGTON
L49541974 A
L495

4. Deploy Tactics

Who? Bandwidth?

Create an Editorial Calendar

May 2017 Peachy Theater "Gypsy"

KEY:
Holiday
Theater Happenings
Facebook
Twitter
Instagram
PR Marketing Plans
Advertising
Experiment
Other

O

SUNDAY	MONDAY 1	TUESDAY 2	WEDNESDAY 3	THURSDAY 4	FRIDAY 5	SATURDAY 6
	Behind the Scenes -		Burlesque History	Start Pitching Media	Eggroll	
			"	Blog Post	Eggroll	
			"		Eggroll	
	Rehearsals	Rehearsals	Rehearsals	Rehearsals	Rehearsals	
SUNDAY 7	**MONDAY 8**	**TUESDAY 9**	**WEDNESDAY 10**	**THURSDAY 11**	**FRIDAY 12**	**SATURDAY 13**
Plans for Mother's Day?	Natalie Wood Fun Fact	AJC Ad		Vaudeville Fun Facts		
"	"	Blog by Director		"		
"	"			"		
	Rehearsals	Rehearsals	Rehearsals	Rehearsals	Rehearsals	Rehearsals
SUNDAY 14	**MONDAY 15**	**TUESDAY 16**	**WEDNESDAY 17**	**THURSDAY 18**	**FRIDAY 19**	**SATURDAY 20**
Mother's Day	Stephen Sondheim Fun Fact	Tickets Go on Sale	Ethel Merman Fun Fact	Scenes from Dress	Excitiement Opening Night!!	
	"	Ticket Sales	"	"	"	
	"	"	"	"	"	
		"				
	Rehearsals	Rehearsals	Rehearsals	Dress Rehearsal	Opening Night	Performance
SUNDAY 21	**MONDAY 22**	**TUESDAY 23**	**WEDNESDAY 24**	**THURSDAY 25**	**FRIDAY 26**	**SATURDAY 27**
	Share Fab AJC review	Memorial Day Plans	Facebook Live w/Director	Share UGC	Mayor Attends Show	Photos of Mayor
	"	"		"	Headed out of Town Mem?	"
	"	"		"	"	"
					"	
Performance	No Performance	Performance	Performance	Performance	Performance	Performance
SUNDAY 28	**MONDAY 29**	**TUESDAY 30**	**WEDNESDAY 31**	**THURSDAY**	**FRIDAY**	**SATURDAY**
Tickets Yet?	Mem Day - Fun Photo show	Actress Lucille	Actress Lucille			
"	"	"	"			
"	"	"	"			
Performance	No Performance	Performance	Performance			

EVERYWHERE®

Day by Day!

DAY	DATE	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY					
Facebook	5/1/17	QUOTE "If a thing is Worth Doing, It's worth Doing very Very slowly"		Gypsy Promotion	
Instagram	5/1/17	QUOTE "If a thing is Worth Doing, It's worth Doing very Very slowly"			
Twitter	5/1/17	QUOTE "If a thing is Worth Doing, It's worth Doing very Very slowly"			
Blog	5/1/17	Director writes about inspiration in bringing Gypsy back			
TUESDAY					
Facebook	5/2/17		Resources: Free Templates/Calendars/etc		
Instagram	5/2/17		https://www.smartsheet.com/social-media-templates		
Twitter	5/2/17		https://offers.hubspot.com/social-media-content-calendar		
Blog	5/2/17				
WEDNESDAY					
Facebook	5/3/17				
Instagram	5/3/17				
Twitter	5/3/17				
Blog	5/3/17				
THURSDAY					
Facebook	5/4/17				
Instagram	5/4/17				
Twitter	5/4/17				
Blog	5/4/17				
FRIDAY					

HARVEST COMMUNITY BULLETIN BOARD
HARVEST CO-OP MARKETS MEMBER DRIVE
JOIN DURING MAY AND YOU COULD WIN
A NEW BICYCLE
FROM OUR FRIENDS AT FERRIS WHEELS BIKE SHOP
BRINGING GOOD FOOD AND GOOD PEOPLE TOGETHER
AIKIDO
Daly Healing
A Medicinal Plant Walk
WEMF RADIO
LISTEN NOW!
THINK LOCAL FIRST
HARVEST CO-OP ARBORETUM
LOCAL FOOD FEST
Saturday May 31 from 10am to 2pm
Reader
Rock Solid Painting
SPRING CLASSES
REHEARSAL SPACE
SUMMER JOBS
Sweet Soul Supper 2014
Sunday, June 1st
Noon to 6pm
FREE! Rain or Shine!
Beacon Hill Art Walk
Thursday May 22nd
MONSTER
WANT A FREE RIDE?

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Content Creation

5. Monitor, Test, and Evaluate

- What's your most engaging content?
- Which content always resonates?
- What was my audience growth?
- Any new audience?
- Monthly Reporting

Questions