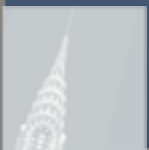# SOCIAL MEDIA
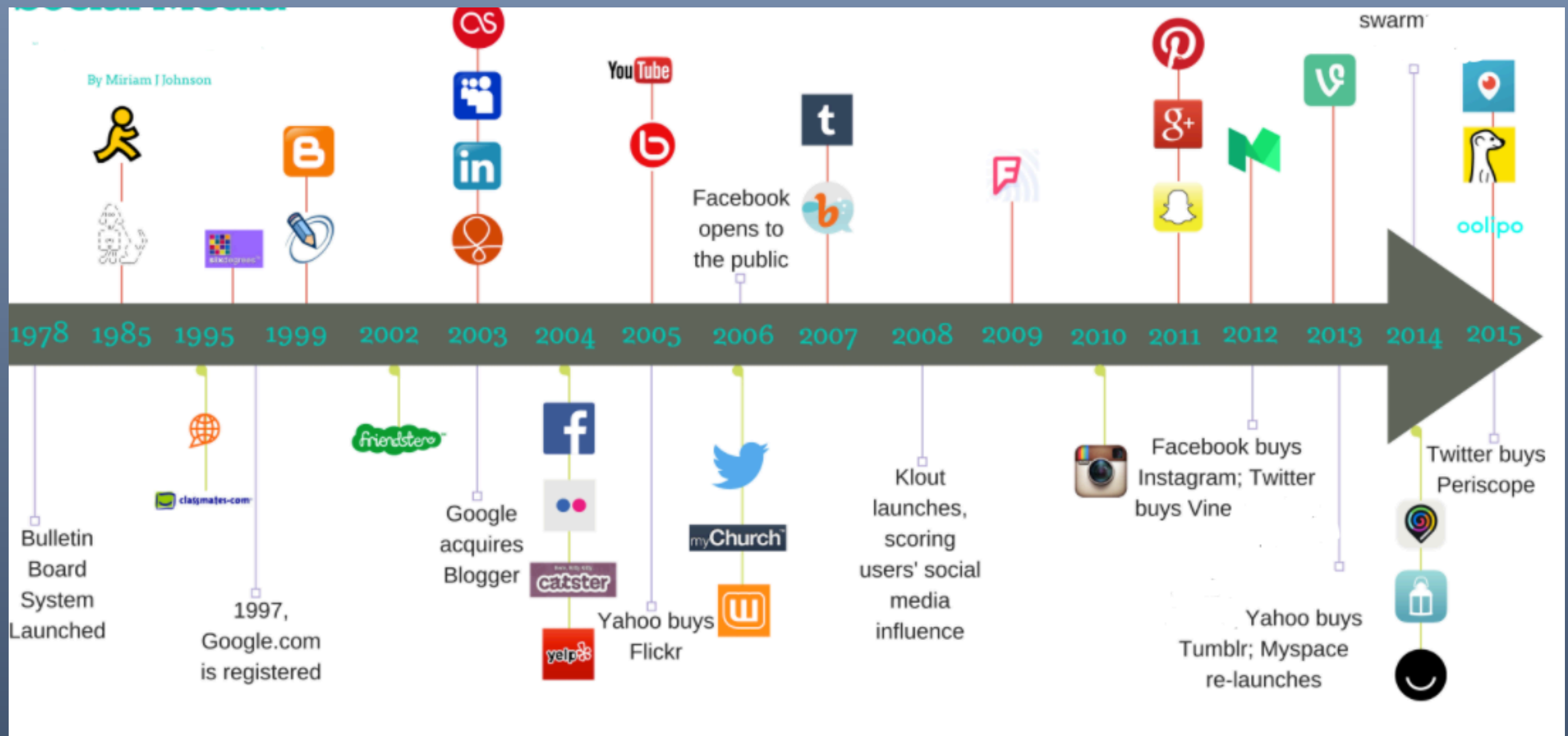
INDIANA STATE FESTIVALS ASSOCIATION
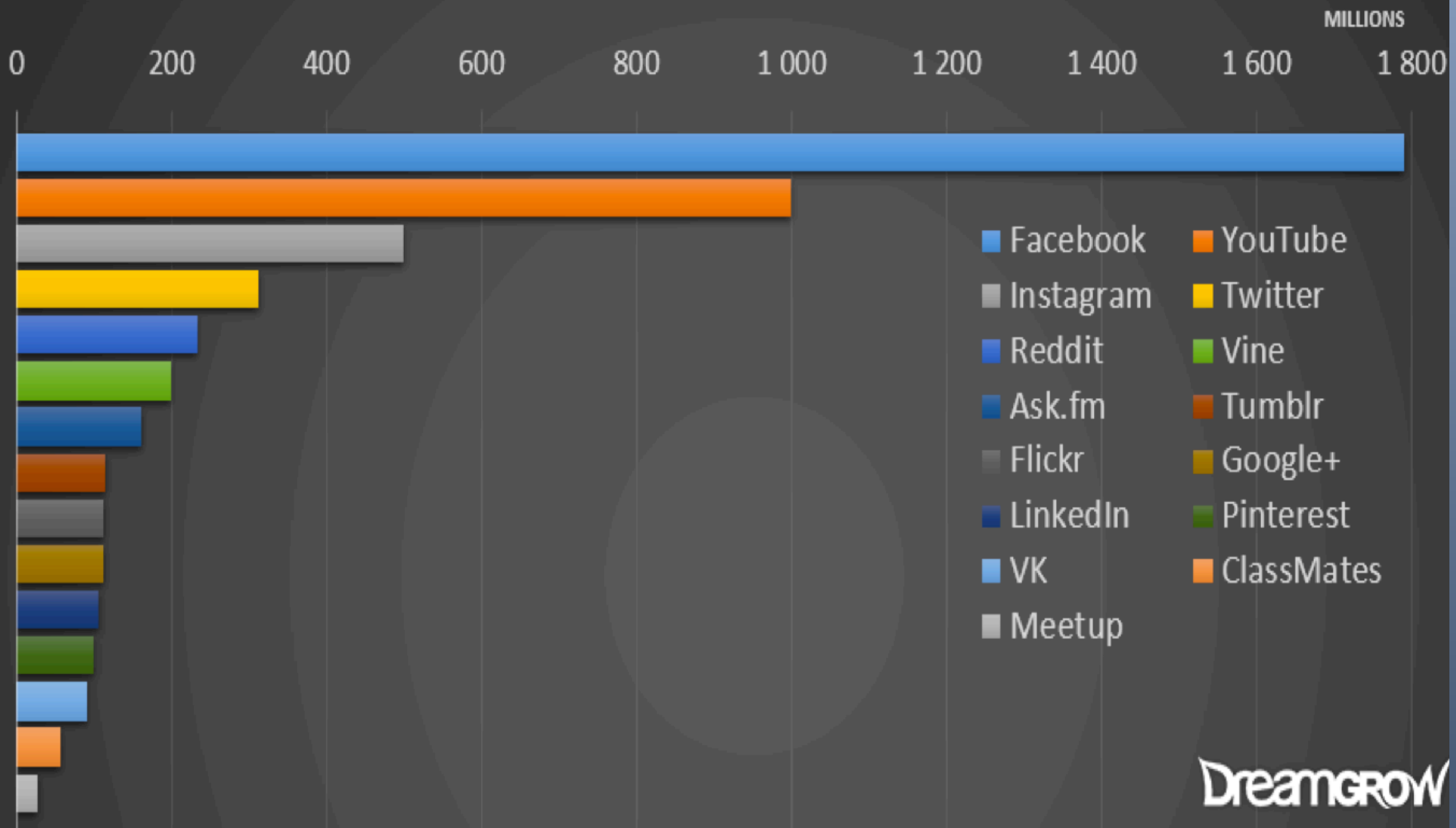
INTRODUCTION TO SOCIAL MEDIA
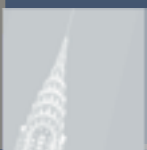
INTRODUCTION TO SOCIAL MEDIA

Top 15 Most Popular Social Networking Sites

MILLIONS

0   200   400   600   800   1 000   1 200   1 400   1 600   1 800

Legend:
- Facebook
- YouTube
- Instagram
- Twitter
- Reddit
- Vine
- Ask.fm
- Tumblr
- Flickr
- Google+
- LinkedIn
- Pinterest
- VK
- ClassMates
- Meetup

Dreamgrow

US Social Network Users and Penetration, by Platform, 2014-2020

millions, % change and % of population

	2014	2015	2016	2017	2018	2019	2020
Facebook	153.3	158.4	162.9	167.2	171.0	174.4	177.5
—% change	3.7%	3.3%	2.9%	2.6%	2.3%	2.0%	1.7%
—% of population	48.1%	49.3%	50.3%	51.2%	51.9%	52.6%	53.1%
Instagram	64.2	77.6	89.4	98.9	106.2	111.6	116.3
—% change	59.9%	20.9%	15.1%	10.6%	7.4%	5.0%	4.2%
—% of population	20.1%	24.2%	27.6%	30.3%	32.3%	33.6%	34.8%
Twitter	48.3	52.5	56.8	60.9	64.9	67.9	70.7
—% change	11.8%	8.9%	8.0%	7.3%	6.6%	4.7%	4.0%
—% of population	15.1%	16.4%	17.5%	18.6%	19.7%	20.5%	21.1%
Pinterest	43.9	50.1	54.6	58.5	61.7	64.4	66.6
—% change	26.0%	14.1%	9.0%	7.0%	5.6%	4.4%	3.3%
—% of population	13.8%	15.6%	16.9%	17.9%	18.8%	19.4%	19.9%
Tumblr	18.2	21.0	23.2	25.2	26.9	28.3	29.4
—% change	32.8%	15.4%	10.5%	8.6%	6.5%	5.2%	4.1%
—% of population	5.7%	6.5%	7.2%	7.7%	8.2%	8.5%	8.8%
Total	173.6	180.0	185.6	190.7	195.3	199.4	202.8

Note: internet users of any age who access their Facebook, Twitter, Pinterest, Instagram and/or Tumblr accounts via any device at least once per month; social networking audiences are not mutually exclusive; there is overlap between groups
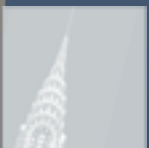Source: eMarketer, Feb 2016

www.**eMarketer**.com

TERMINOLOGY

* Fans - People who like your page

* Followers - People who subscribe

* #Hashtag - Word/Phrase to categorize information

* Influencers - Individuals with impact

* @Tag - To create a link to person's profile
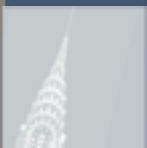
* Viral - Rapid distribution of content
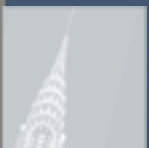
THE PLAYERS

* Facebook

* Twitter

* Instagram

* YouTube

* Snapchat

* Pinterest

FACEBOOK

* 1.4 billion accounts

* 60% of people get their news

* Algorithms

* Migration from free ended last year

* You must pay to BOOST your posts

   * But even boosting is based on algorithms

* Review your analytics

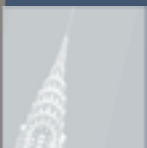   * Much more than just 'likes'

   * Reach vs. Engagement

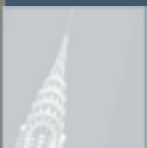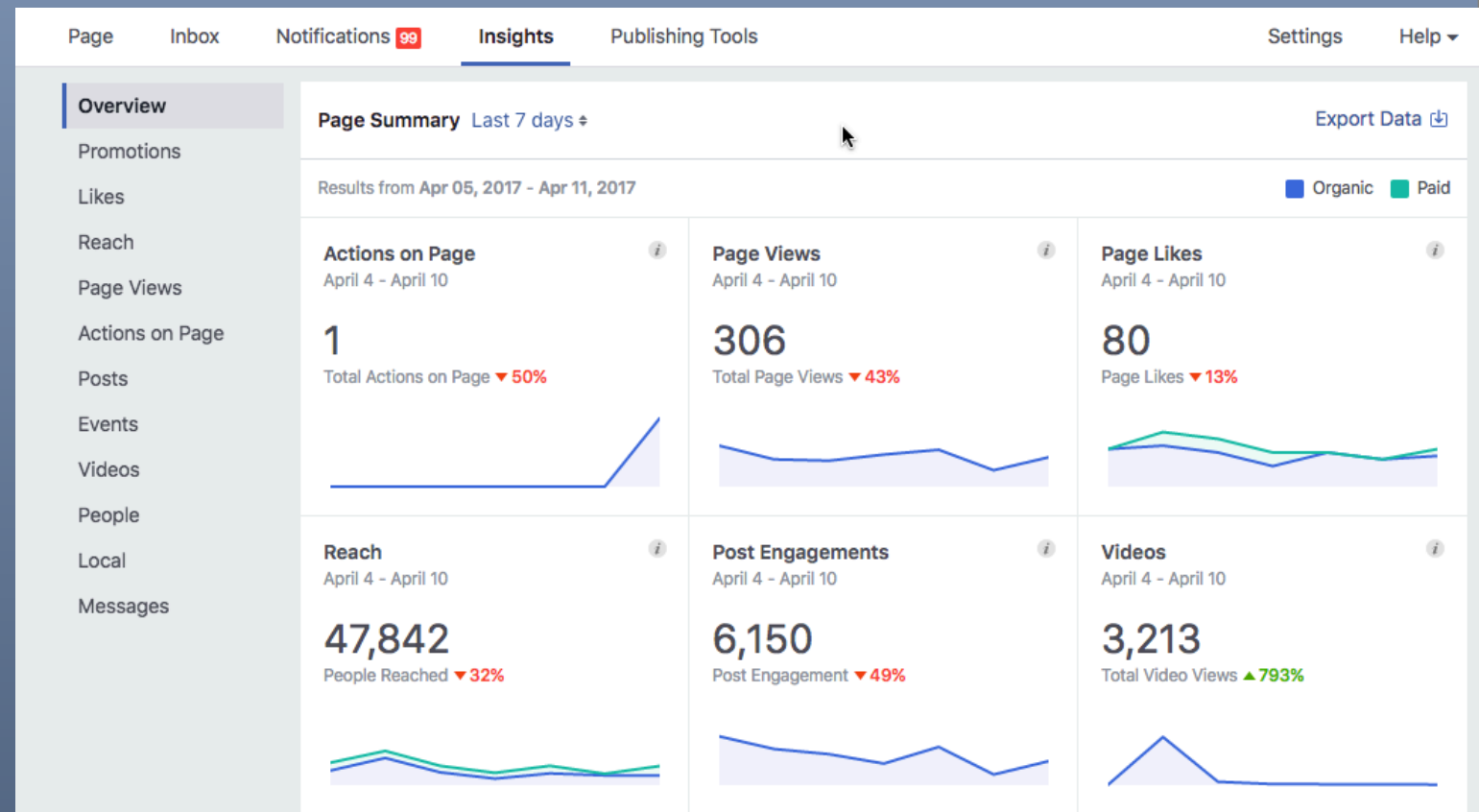# FACEBOOK

* 76% Women on internet

* 66% Men on internet

* Highest traffic occurs mid-week 1-3PM

* Engagement on Thursday & Friday +18%

* Average time spent on Facebook = 20%

Zephoria Digital Marketing Report 2016

FACEBOOK ANALYTICS

* Number of fans

* Post reach

* Post engagement

* Paid vs. Organic

* Demographics

FACEBOOK TIPS

8 Tips for Facebook by John Haydon

* Content should offer WIFM (What's In It For Me)

* Use "YOU" instead of "WE"

* Make your update emotional

* Use "IF" to make supporters share something personal

* "Share if you like country music"

* Use Insights

* Reuse and Recycle top performing posts from your page
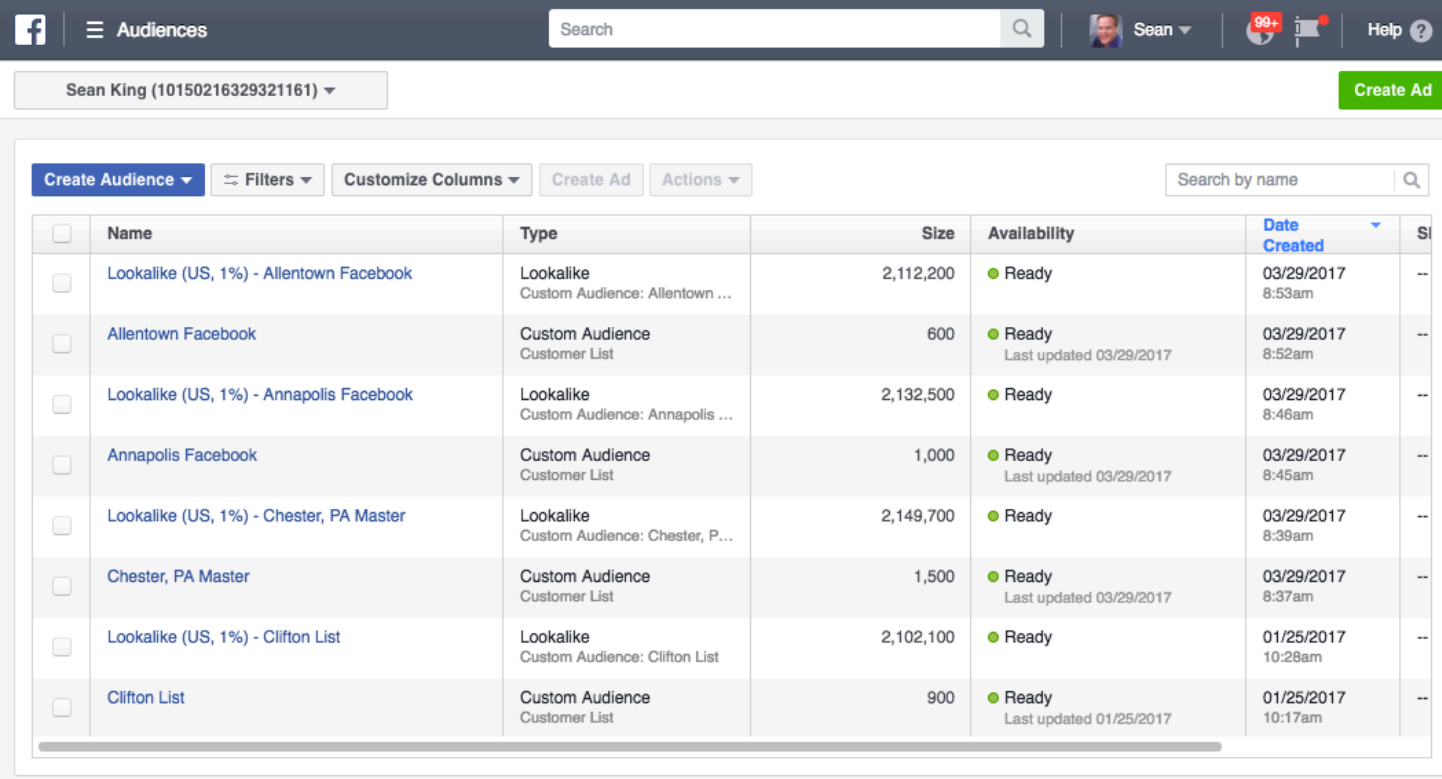
* Reply to Commenters

* Boost your best posts
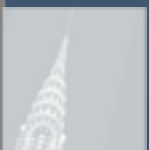
FACEBOOK LIVE

* Live Video Feeds

* Facebook, Instagram, Twitter, Periscope

* Only need a phone

* Connect directly with followers

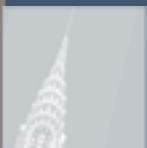* *"The future of Facebook is video"* Mark Zuckerberg
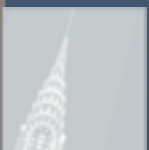
FACEBOOK ADVERTISING

* Boosting a post

* Creating an Audience

* Setting a budget

* Analyzing the data

* Rinse and repeat

https://www.facebook.com/ads/manager/audiences/manage/?act=10150216329321161&pid=p1

TWITTER

* 140 Characters

* Driven by an individual

* How do you leverage the personality, celebrity or star power of your event's biggest feature?

* Organizations and "things" have difficulty gaining traction

* How to make it work?

INSTAGRAM

* Only available on iPhone and Android

* Uses hashtags

* Each post supports 2,200 characters

* You can share to Facebook and Twitter

* Instagram Stories

   * Compile series of images

   * Saves for 24 hours

INSTAGRAM TIPS

* Introduce staff and performers

* Highlight cool sponsorship activations

* Host contest or sweepstakes

* Showcase sneak peeks

* Reveal behind-the-scenes

* Use hashtags

IF YOU Instagram

please tag your photos with

#
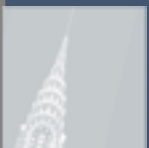
INSTAGRAM ANALYTICS

- Comments received

- Most Engaging Hashtags

- Engagements per follower

- Followers gained

- Referral traffic to website

YOUTUBE

* Owned by Google

* #2 search engine to Google

* 3.25 billion hours watched per month

* 26% of viewers are 35-44

* Video strategy

* Library for all video

* Advertising platform

* Live platform

* Analytics available

SNAPCHAT

* Reinventing the camera
* Empower people to:
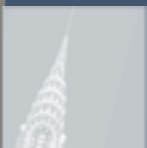 * Express themselves
  * Live in the moment
  * Learn about the world
  * Have fun together
  * Teens & Millennials
  * Largest, fastest growing app for teens
* Geofilters & Lenses

Snapchat Monthly U.S. Users

13 to 17 year-olds	**23%**	
18 to 24 year-olds	**37%**	
25 to 34 year-olds	**26%**	
35 to 54 year-olds	**12%**	
55+ year-olds	**2%**	
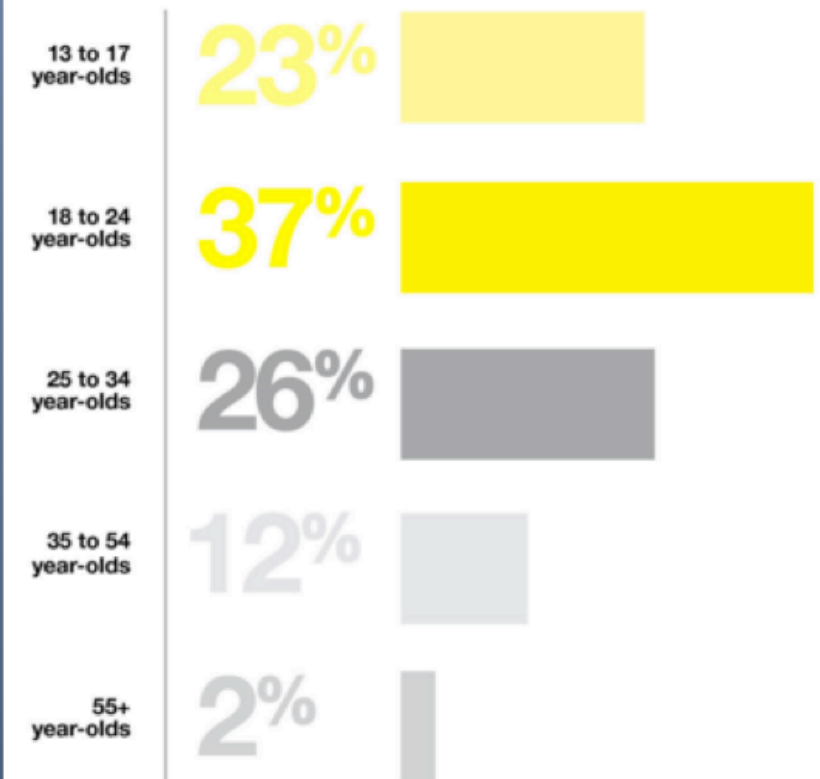
Source: Snapchat internal data
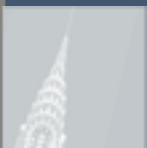
PINTEREST

* #1 social media site on mobile

* "The catalog of ideas"

* Another visual platform

* Use only if your fans/followers are already using Pinterest

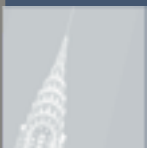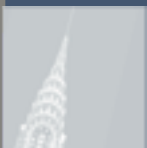# CONDUCTING A SOCIAL MEDIA AUDIT

Social Network	URL	Profile Name	# of Fans/ Followers	Last Activity	Frequency	Password*	Shutdown Y/N
Blog(s)							
YouTube							
Vimeo							
Facebook							
Twitter							
Instagram							
Pinterest							
Snapchat							
LinkedIn							
Google+							
Tumblr							

BUILDING A SOCIAL STRATEGY

* Start small

* Listen to what fans are saying
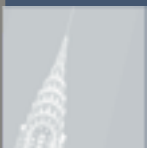
* Develop relationships

* Leverage influencers

* Align goals to metrics

* Be flexible
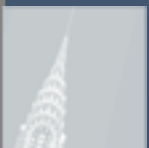
BUILDING A SOCIAL STRATEGY

✳ Prioritize accounts

✳ Content creation and Content curation

✳ Schedule social media into your week

✳ Always respond to posts and mentions

✳ Create a content calendar

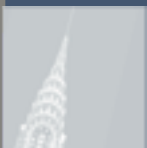# CREATING CONTENT

* Entertainment - Fans share posts that elicit reactions

* Beliefs and causes - Connect to what's important to fans

* Interest - Share content related to topics in community

* Aesthetics - Beautiful images and information scannable
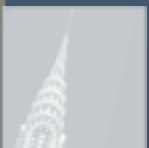
10 SOCIAL MEDIA TAKEAWAYS

- ✳ Embrace the challenge

- ✳ Determine which social media works for you

- ✳ Start with Facebook

- ✳ Commit budget to Facebook advertising and watch analytics

- ✳ Engage Facebook LIVE

- ✳ Post all videos to YouTube channel

- ✳ Use tone and best practices per channel

- ✳ Review Instagram, Twitter, Snap and Pinterest before jumping in

- ✳ Conduct a social media audit or use as a guide

- ✳ Say "NO"... it is OK

10 MARKETING TAKEAWAYS

- Remember Marketing is Everything (Four P's)

- Align media with audience segments

- Determine baseline traditional media strategy

- Outdoor & Direct Marketing are unavoidable

- Use Google AdWords Express to manage digital ads

- Streamline your website and make sure it is responsive

- Always be collecting email addresses and phone numbers

- Think mobile

- Decide who is responsible for the website design & updates
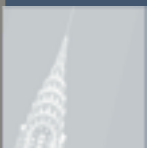
- Consider conducting a Marketing Audit
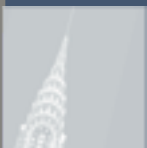
ELEMENTS OF ENGAGEMENT

* Primary Audience - Main group for this channel

* Audience Size - How many fans, followers, visitors,

* Primary Goals - What is your top goal for channel?

* Primary Call to Action - What are you trying to get done?

* Frequency - How often are you updating?
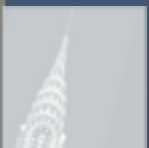
ELEMENTS OF ENGAGEMENT

✳ Content Mix - Variety, User-focused, Ratio of CTA to other content?

✳ Writing Style - Personality, Consistency

✳ Writing Mechanics - Correct, Jargon-free, Length

✳ Design Mechanics - Layout, Colors, Fonts

✳ Visuals - Photos, Charts, Video

ELEMENTS OF ENGAGEMENT

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