

Social Media Workshops
customized for the
New Jersey Historical Commission

**Presented by
Rachel Dukeman**

 **CREATIVE**

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Agenda

- Introduction: Social Media and Nonprofits 
- From Facebook to Pinterest: An Overview of Social Media Sites
- Determining Which Social Media Site is Right for You

LUNCH BREAK

- Digital Marketing Best Practices
- Content Generation
- Measuring Impact and Implementing Metrics
- Questions and Conclusion

It's Opposite Day

- Use your digital devices!
- Text! Tweet! Photograph!
- Other mandates as per the group?



More Mandates

Write down 2-3 things you want to
get out of today.

Or.... Tweet it using hashtag
#NJHist2016

Or to me at **@RRCreative**

My Mandates / Goals

1. Change the way we think about digital media.
2. Customize a social media / digital media foundation for you.
3. Prove that digital media marketing is ideal for historic nonprofit sites.



What is marketing?

Let's change the way we think about digital media marketing...

If the **circus is coming to town** and you paint a sign saying, "Circus is coming to town Sunday," that's Advertising.

If you put the sign on the back of an elephant and walk him through town, that's a Promotion.

If the elephant walks through the Mayor's flower bed, that's Publicity.

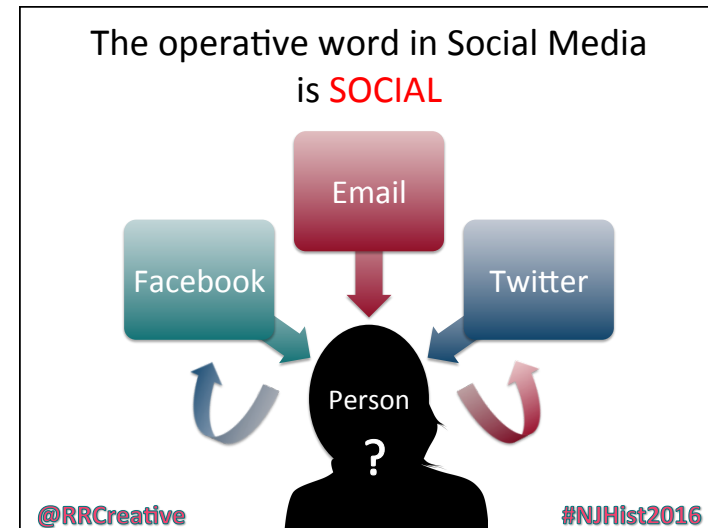
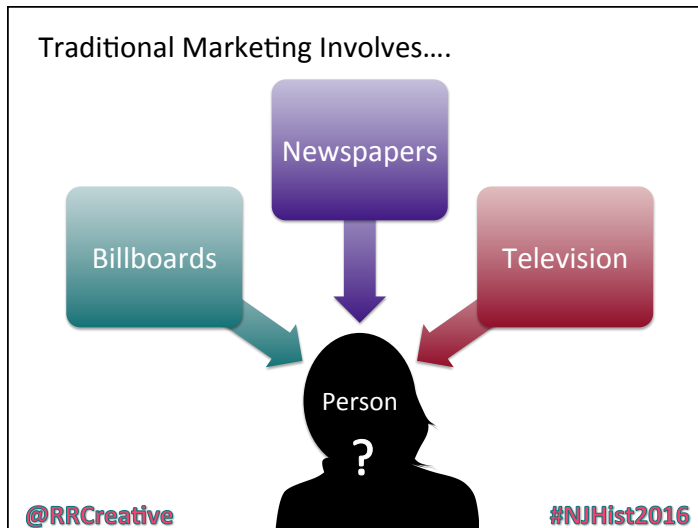
If you can get the Mayor to laugh about it, that's Public Relations.

And, if you planned the whole thing, that's Marketing!



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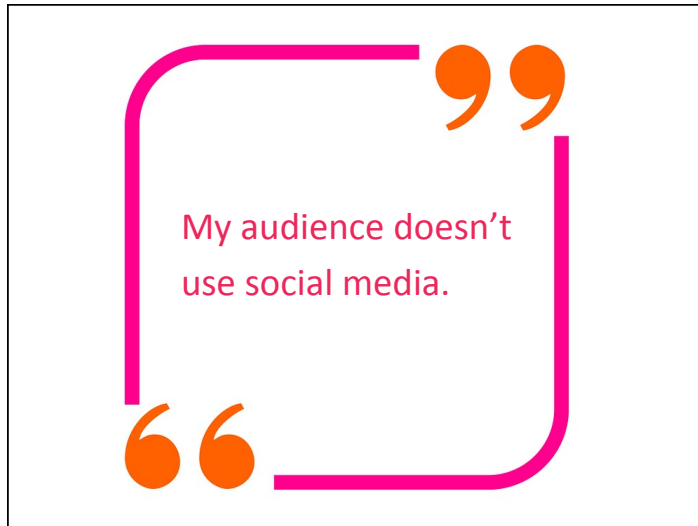


“

**Social media is a form of
communication.**

”





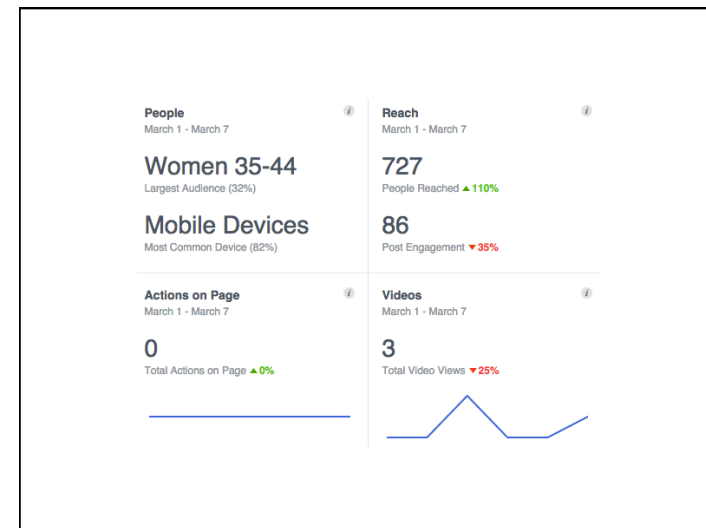
Facebook — 72% of adult internet users
62% of entire adult population

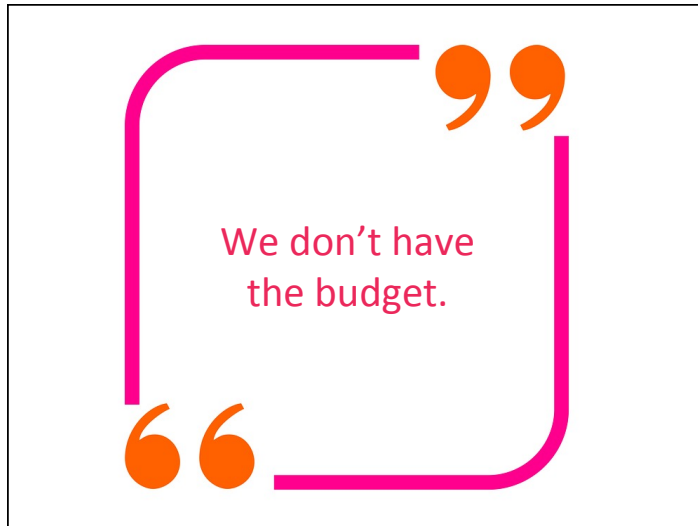


Usage continues to be especially popular among online women, 77% of whom are users.

In addition:

- 82% of online adults ages 18 to 29 use Facebook
- 79% of those ages 30 to 49
- 64% of those ages 50 to 64
- 48% of those 65 and older







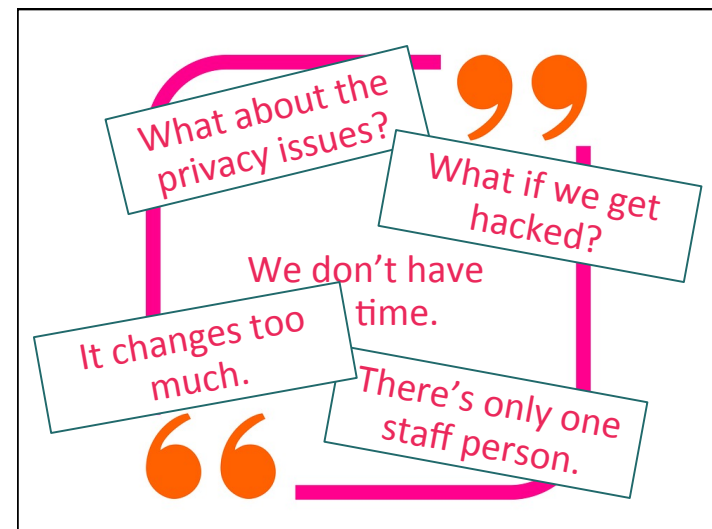
- Social media is NOT ENTIRELY free... but it's not expensive.
- How do you communicate with your donors, participants, board members? How are they communicating with each other?

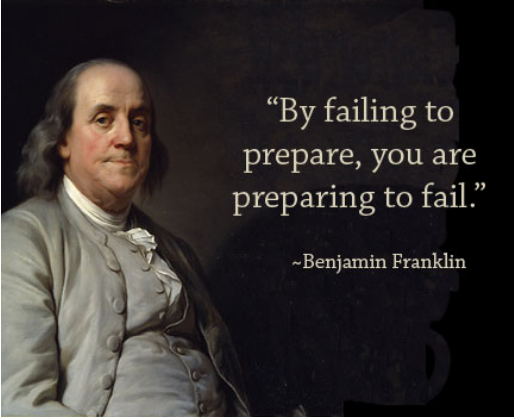
Are you sure you have the budget not to?



Social media is a FORM of communication.





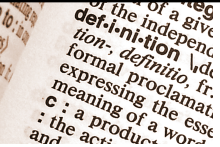
"By failing to prepare, you are preparing to fail."

~Benjamin Franklin

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Introduction to Social Media and Nonprofits


Definitions



Definitions

- **Digital Media:** Digitized content (text, graphics, audio, and video) that can be transmitted over internet, computer networks and digital devices such as tablets, laptops, smart phones, etc.
- **Social Media:** Internet-based applications that share information amongst users, IE: Facebook, Twitter, LinkedIn, etc.

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Definitions

- **Blog** – A “web-log” of chronological entries by a company or individual, in the fashion of an online journal.
- **Meme** is "an idea, behavior, or style that spreads from person to person within a culture". Often mimicry. An Internet meme may take the form of an image, hyperlink, video, or hashtag. IE: Planking.
IE: The Ice Bucket Challenge

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From Facebook to Pinterest: An Overview of Social Media Sites



Review the following sites:



1. Facebook



2. Twitter



3. Pinterest



4. Instagram



5. YouTube



6. LinkedIn

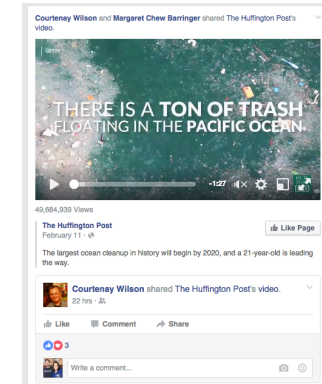
Facebook

72 % of adult internet users / 62% of the entire population.

Facebook Demographics
Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	76
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.
PEW RESEARCH CENTER



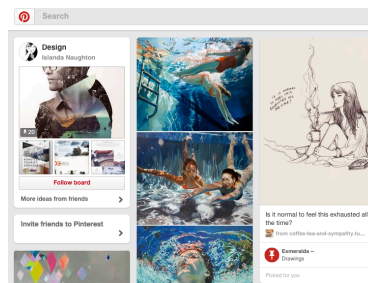
Pinterest

31% of adult internet users / 26% of the entire population.

Pinterest Demographics
Among internet users, the % who use Pinterest

	Internet users
Total	31%
Men	16
Women	44
White, Non-Hispanic	32
Black, Non-Hispanic (n=85)	23
Hispanic	32
18-29	37
30-49	36
50-64	24
65+	16
High school grad or less	25
Some college	37
College+	31
Less than \$30,000/yr	24
\$30,000-\$49,999	37
\$50,000-\$74,999	41
\$75,000+	30
Urban	26
Suburban	34
Rural	31

Source: Pew Research Center, March 17-April 12, 2015.
PEW RESEARCH CENTER



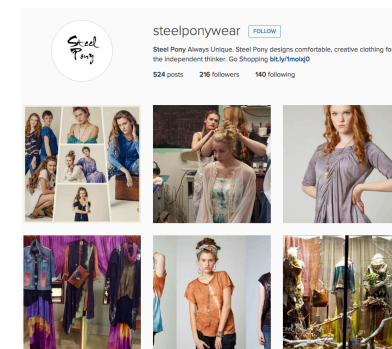
Instagram

28 % of adult internet users / 24% of the entire population.

Instagram Demographics
Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	66
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.
PEW RESEARCH CENTER



Twitter

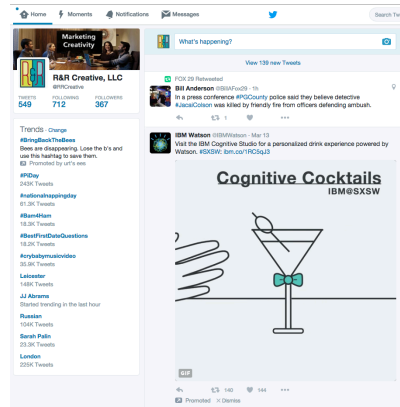
23 % of adult internet users / 20% of the entire population.

Twitter Demographics

Among internet users, the % who use Twitter

Internet users	
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=95)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than \$30,000/yr	21
\$30,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000+	26
Urban	30
Suburban	21
Rural	15

Source: Pew Research Center, March 17-April 12, 2015.
PEW RESEARCH CENTER



LinkedIn

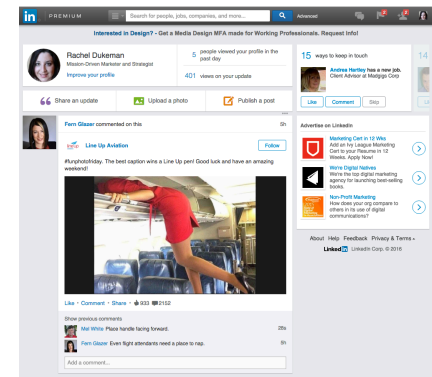
25 % of adult internet users / 22% of the entire population.

LinkedIn Demographics

Among internet users, the % who use LinkedIn

Internet users	
Total	25%
Men	26
Women	25
White, Non-Hispanic	26
Black, Non-Hispanic (n=94)	22
Hispanic (n=99)	22
18-29	22
30-49	32
50-64	26
65+	12
High school grad or less	9
Some college	25
College+	46
Less than \$30,000/yr	17
\$30,000-\$49,999	21
\$50,000-\$74,999	32
\$75,000+	41
Employed	32
Not employed*	14
Urban	30
Suburban	26
Rural	12

Source: Pew Research Center, March 17-April 12, 2015.
*Not employed includes those who are retired, not employed for pay, disabled, or students.
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Social Media = Social Networking

Sara Cureton

Director, New Jersey Historical Commission at NJ Department of State
Greater Philadelphia Area | Government Administration

Connect Send Sara InMail

https://www.linkedin.com/in/sara-cureton-8932b83b

How You're Connected



You

Matthew Pisarski, AICP, PP

and 2 more connections in common

Get introduced

Sara Cureton

Matthew Pisarski, AICP, PP

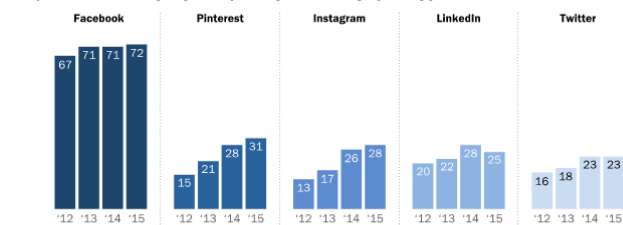
Type a name

Matthew, can you introduce me to Sara?

press enter to send

Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms is Slower

% of online adults who say they use the following social media platform, by year



Pew Research Center Survey, March 17-April 12, 2015.

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Hardware Requirements



Software Requirements



How do you know how much or often to post?



Activity

Step One

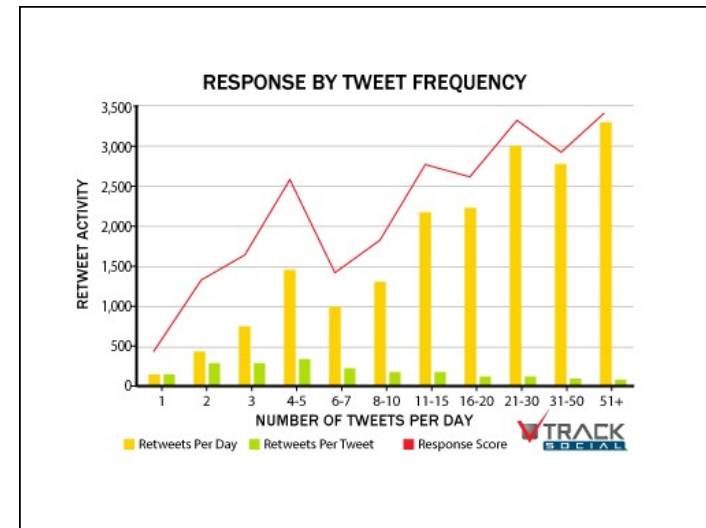
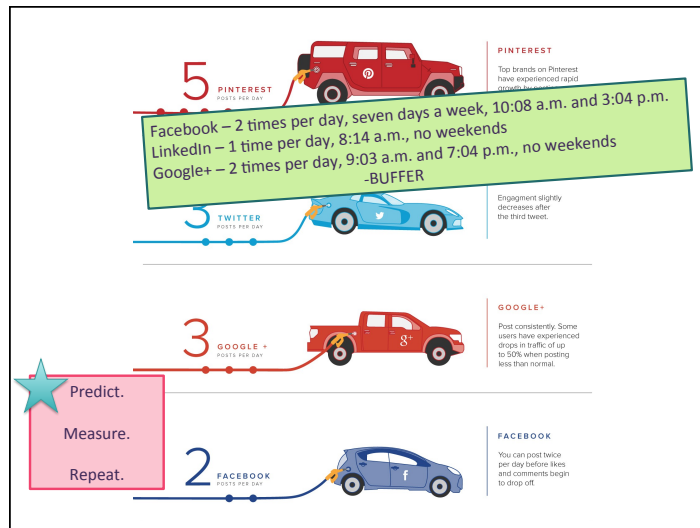
- On a piece of paper, write down the number of **social media posts per day** you think are appropriate for the given site.



Step Two

- Stand up! And we're going to line up in **order of highest to lowest** guesses.





“That seems like a lot...”

- Small organizations post much less frequently.
- Consider a specific campaign.
- Use a social media management tool.



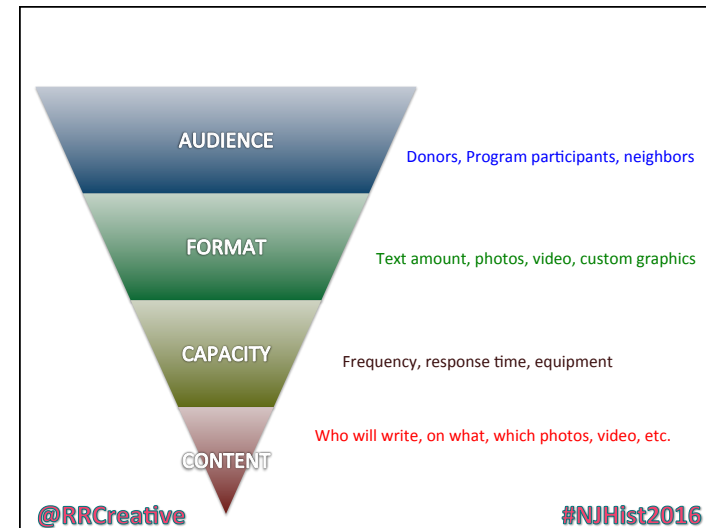
PLAN. PLAN. PLAN.

(Grumpy Cat Pop-up)



Determining Which Social Media Site is Right for You

Checklist



Brainstorm...

I run a historical society.

- Looking to reach Parents of School Aged kids
- Have mostly text and photos to use
- Can only post 3-5 times per week
- Has 1 full-time staff member

A



B



C



Brainstorm...

I run a historic house and grounds

- Target audience is Millennials
- Am extremely photogenic
- Very little capacity for creating content
- Run by retired volunteers

A



B



C



Brainstorm...

I run a county office of culture & heritage

- Need to cultivate new board members
- Have mostly text and photos to use
- Can only post 3-5 times per week
- Has 1 full-time and 1 part-time staff



Checklist

- ☐ Core / target audience:
- ☐ Format of content available:
- ☐ Capacity for creating / sending content:
- ☐ Content Plan
 - ☐ Who:
 - ☐ How often:
 - ☐ Message / tone / content:

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Return from Lunch


Write a brief thank-you to someone
who enabled you to attend today.



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Activity

Step One

There's someone at the door.

On a piece of paper, write two reasons why that person should try *your* favorite food.



Step Two

- What did you write? What if that person was vegan? What if they didn't have access to a store where that food is available?



Talk to them...



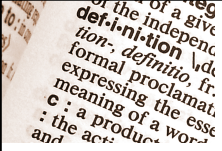
Which was easier: Writing the Thank You note to someone specific or....
convincing the stranger at the door to try your favorite food?

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Buyer Personas 101

What you need to know.



Definitions

- **Stereotype**
a widely held but fixed and oversimplified image or idea of a particular type of person or thing.
- **Archetype**
a very typical example of a certain person or thing.

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Profile

- a concise biographical sketch



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Buyer Persona

: a semi-fictional profile representing your target

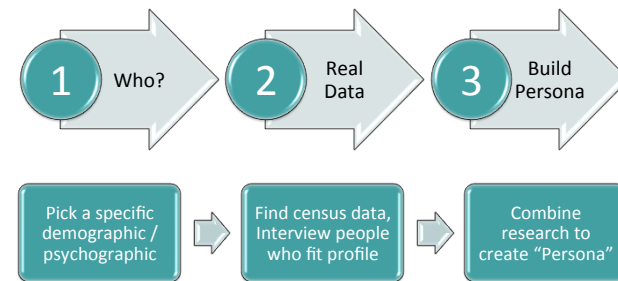
Audience (s) based on **real data** from your existing

and **potential** audiences.

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How Do I Build a Buyer Persona?

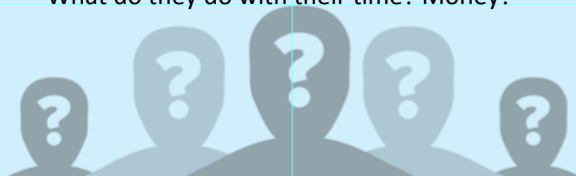


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Gather Data

- Search online for completed research.
- What questions do you have? What do you need to know?
- Interview different people who fit the profile.
 - Talk to them. What makes them tick?
 - What are their barriers to participation?
 - What do they do with their time? Money?



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Interview Questions

Demographics

- Age
- Occupation
- Education
- Marital Status
- HHI
- Children (#, ages)

Psychographics

- What does a typical day look like for you?
- How much time do you spend at work and at home?
- What do you do for fun?
- Who are the people in your life that are most important?
- What type of vehicles do you own and why?
- What do you watch on TV?

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Interview Questions

Behaviors

- Where do you get information?
- What social media platforms do you use?
- Do you read media?
- Where do you prefer to go shopping?
- What is the deciding factor when making a decision? (Price, convenience, etc.)

Barriers / Pain Points

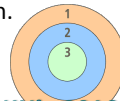
- What is the most frustrating part of your day?
- What regular activity do you find stressful?
- What makes you nervous?
- What is your least favorite part of your job?
- What is the worst job you can imagine?
- What do you worry about?
- What accomplishments are you most proud of?
- What are the top three things on your bucket list?

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Tips for Interviews

- Pick someone you feel comfortable talking to...
 - Or have someone who is comfortable with them do the interview.
- Use the questions as a guide, but have it be a conversation. (People are more willing to open up if you just chat.)
- Do a practice interview. For real.
- Talk to someone who is not a current user.
- Find them on Social Media or by Board Recommendation.



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COMBINE DATA

- What was consistent?
- What surprised you? Were there outliers?
- What real quote piqued your interest?



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Finished Persona

Persona name: Artsy Anna (Young Urban Creative)

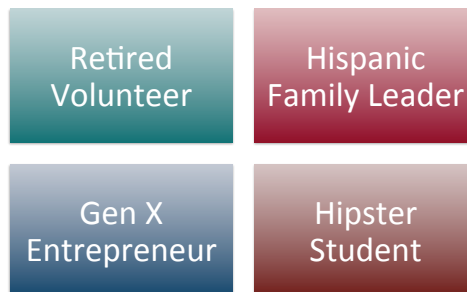
- **Background:** Anna is a 24 y/o single gal, living in a city or near one. She's finished college and commutes to an entry-level job. In her spare time, she's busy planning her life and life's adventures.
- **Demographics:** Female, early twenties to thirties, earns \$30-\$40,000 per year. She's single, perhaps dating, but hasn't started a family (yet).
- **Identifiers:** Anna has an adventurous spirit. She enjoys travel, art and music. She thinks of herself as carefree, but likes to plan and make lists. She likes being organized, which balances her personality when she gets anxious and flaky. She's still very connected to her family (sometimes even receives financial assistance), but is ardently asserting her independence. She was raised in the comfort of the suburbs but is enjoying a creative urban lifestyle. It is more important to her to make a difference than a ton of money. Her looks and appearance are important to her. She does yoga. She's dating. She goes to art openings and concerts. She wants to look trendy, but original and in achieving originality she adds vintage and one of a kind pieces to her wardrobe. She uses Twitter and Instagram, and uses a tablet.
- **Goals:** She wants to "live clean" by eating well, exercising, and using sustainable products. Being socially and environmentally conscious is important to her. She wants to find a life partner – unsure about kids at the moment – priorities are focused on living life to its fullest.

Con't

- **Challenges:** Money is a big challenge for Anna. While she doesn't have many responsibilities (kids, mortgage, etc.) She still has student loans and she pays a lot in rent so she can have the apartment that affords her a chic lifestyle. Another major challenge is depression. A child of the 90s, Anna grew up being bombarded with images of very thin supermodels and holds herself to high ideals. Aiming for perfection, Anna can only come up short. Because of this she suffers from depression, which she channels into her art as both a form of expression and therapy. It also means she also thrives in doing things / buying things that make her feel good about herself.
- **What we can do:** Appeal to her sense of fashion and desire for unique pieces to add to her wardrobe. Accentuate the figure flattering aspects of the clothing. Also talk up the movement-friendly aspects (straight from yoga to happy hour, etc.)
- **Real Quotes:** "I do own a lot of XYZ Brand, but much of it I got at Buffalo Exchange [second hand]."
- **Common objections:** Price. She'll spend money on quality pieces for a special occasion, but looks for deals for everyday clothes.
- **Marketing messaging:** Quality and versatility.
- **Elevator pitch:** Boho chic apparel that is sustainably made will be great investment pieces no one else has.

Potential Buyer Personas

For New Jersey Historic Sites



Brainstorm...

Create a Persona

1. Think of someone who represents your target audience.
2. Add a few characteristics in each category that describe that person.



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Now you know **WHO** to talk to...

Let's figure out what to say!

Use your "Buyer Personas"

Young Urban Creatives

- 18-34 y/o
- Practicing Artists
- Self-discovery focus
- Challenge is money

Mothers w/ school-aged kids

- 30's -40's two working parents
- Family Education focus
- Challenge is time

Suburban Baby Boomer

- Listens to NPR
- Appreciates quality and value
- Challenge is "Small town" perception

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Use your "Buyer Personas"

Young Urban Creatives

- Tone is artsy, DIY, hip.
- Slang is ok.
- Content can be trendy, edgy.

Mothers w/ school-aged kids

- Tone is informative, authoritative.
- Content can be funny, stress-relieving.
- Create how-to's.

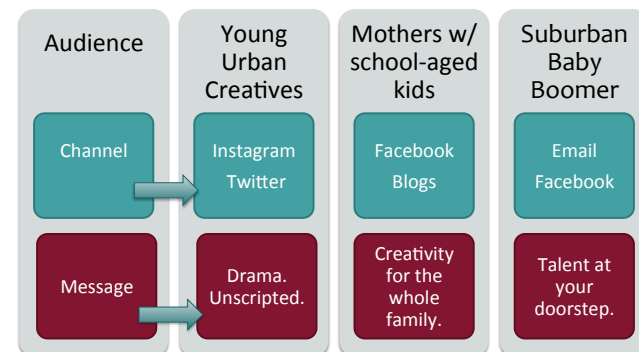
Suburban Baby Boomer

- Tone is professional, formal.
- Content should be classic.
- Write articles.

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Communication Strategy



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Best Practice #1

1. Be Consistent.

- Consistent tone.
- Consistent messaging.
- Consistent timing.

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Best Practice #2

2. Incorporate your social media into your strategic plan.

- Into Fundraising.
- Into ALL Marketing.
- Into Programming.

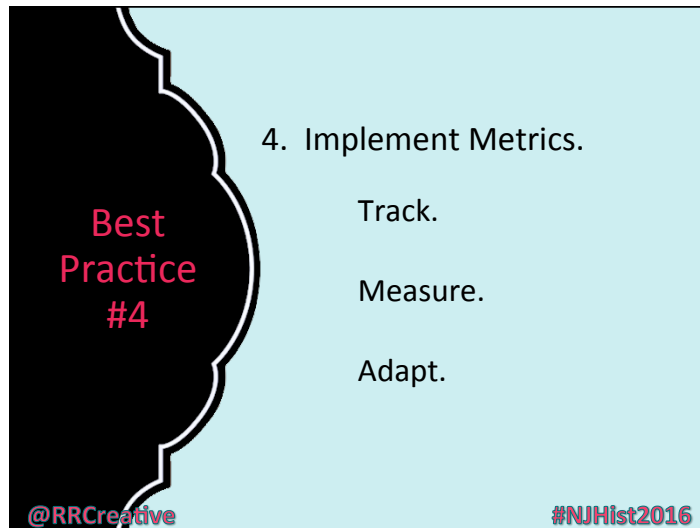
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Best Practice #3

3. Brand your material.

- So it leads back to you.
- So you can track it.
- So it's consistent.

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Best Practice #4

4. Implement Metrics.

- Track.
- Measure.
- Adapt.

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Best Practice #5

5. Be Relevant.

- Relevant to your mission
- Relevant to trends.
- Relevant to your audience.

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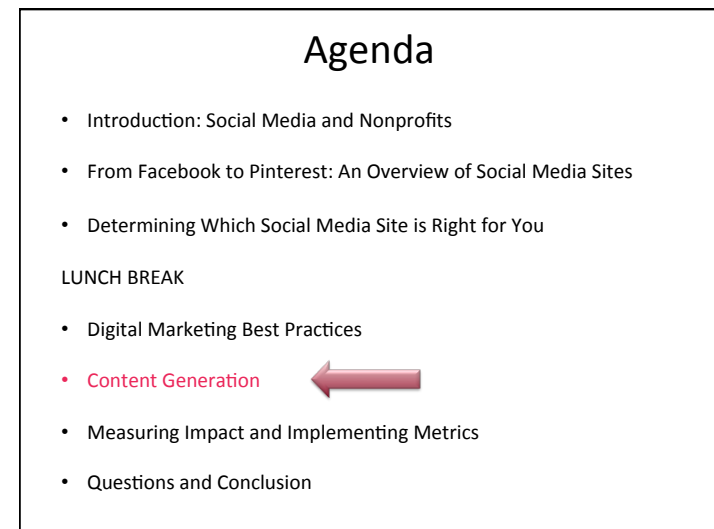
The Best Practice of All

Remember that Social Media is a form of communication.

How people are communicating.

- Socializing.
- Gathering information.

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Create Content for People to SEE



Like



Love

“S. E. E.”

Share
Entertain
Engage



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✓ Let them **PICTURE** it: Graphics, Photos, Images, Infographics

✓ **NUMBERS**: Statistics, Lists

✓ **QUESTIONS**: Easy to answer, Engaging

✓ **SHARE** and be shared; spread the love

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✓ **TRENDS**: Hashtags, Holidays, Memes

✓ **QUOTES**: Like getting a famous person to be your spokesperson.

✓ **TIMELINESS**: You can't force something to “go viral,” but you can pick the best times to post the most relevant content.

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WHAT'S ON THE INTERNET?

(Besides cat videos)

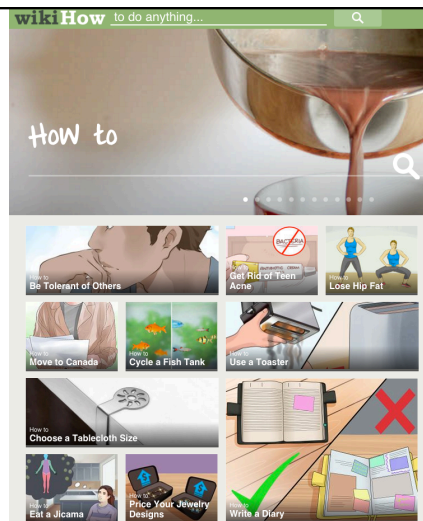
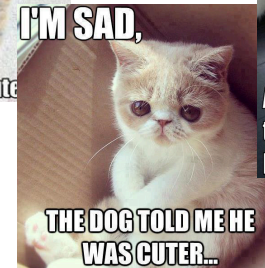
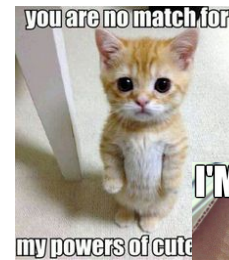
Comedy



LOL

(A lot of inside jokes.)

Cuteness



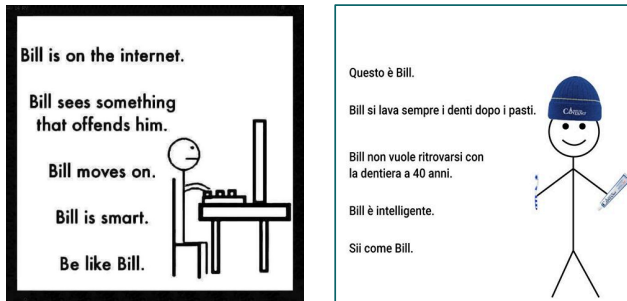
Breaking News

- TRENDING
- Quincy Amarikwa: San Jose Earthquakes Forward Scores Goal With Long-Distance Chip-Shot
 - NASA: US Space Agency Successfully Tests RS-25 Rocket Engine for Potential Mars Travel
 - Brené Brown: Researcher and Author Discusses Vulnerability in South by Southwest Keynote Speech
 - Manchester City vs. Norwich City: Clubs Play to Scoreless Draw in Premier League Match
 - New York City FC vs Toronto FC: MLS Clubs Play to 2-2 Draw in Game at Yankee Stadium
 - Sony: Company Introduces New Concept Devices at SXSW Festival in Austin, Texas
 - Department of Health and Human Services: \$84 Million Granted to Aid Drug Epidemic in 45 US States
 - Timurlengia Eutotica: Partial Skull Could Explain Increasing Size of Tyrannosaurus Rex, Study Says
 - Clásico Nacional: Club América Defeats Guadalajara, 2-1, in Liga MX Matchup at Estadio Chivas
 - #NationalNappingDay: March 14 Marks Annual Celebration of the Benefits of Naps

Trends - Change

- #BringBackTheBees
Bees are disappearing. Lose the b's and use this hashtag to save them.
Promoted by urt's ees
- #PiDay
234K Tweets
- #nationalnappingday
57.8K Tweets
- #BestFirstDateQuestions
16.8K Tweets
- #crybabymusicvideo
23K Tweets
- #mondaymotivation
125K Tweets
- JJ Abrams
Just started trending
- Russian
106K Tweets
- Sarah Palin
22.6K Tweets
- London
230K Tweets
- Kalamazoo
3,030 Tweets

“Be Like Bill” Stick Figure



This is JEVS Human Services.
 JEVS improves the quality-of-life of our
 area's most vulnerable citizens.
 JEVS cares about the community.
 At JEVS, we *Make Hope Happen*.
 Be like JEVS. Donate today.



Consistency

Philadelphia Police Department
 March 22 at 2:01pm · 48

Wanted: Suspect for *Brickman in the 6th District (NYPD)*
 Philadelphia Police Department
 March 24 at 1:50pm · 48

"Yeah, yeah, ma'am. Tell it to the judge!"
 Pictured here is Officer Walter Neuman from the 8th while keeping our roads safe. Apparently, this most posted Stop Sign was only a suggestion, and a "no" also, "not being able to read" really isn't an excuse. Fortunately, P/O Neuman let her off with a warning. Thanks to mom, Olivia, for the picture (evidence); see you guys in court!

Philly Police Bl
 6th District (V)
 Wanted: Suspect for P
 Tige 6th District, Nat
 BLOO.PHILLYPOLICE

Like Comment
 11
 4 shares

Philadelphia Police Department
 March 3 at 1:30pm · 48

A small snow storm has appeared!
 And it's lucky, tomorrow's storm will be the last one of the season. But please, don't use this potential last-hurrah as an excuse to get in one final game of Parkemon.

Reserving parking spots with c
 to call 911 rather than move tr
 share - Spring will be here bef

Philadelphia Police Department
 January 23 · 48

Bob really captured the moment. Unless there are no other options, check out the snow through your window and not your windshield. Stay off the road - we don't want anyone to have a happy little accident. #PHILsnow

I CALL THIS PAINTING
 BROAD AND CHESTNUT

Like Comment Share
 Jayme Adams, Ellen Owens and 6.9K others
 3,242 shares

@RRCreative #NJHist2016

Relevance



GRANTWRITER



Social Media Matrix

Purpose

Brand Awareness

Promote Program

Sell Tickets

Call to Action

Like or Share

Join Mailing List

Buy Tickets

Donate

Media

Photo

Text

Video

Preview of Article

Metric

Trackable Link

Increased Engagement

Call to Action completed

Hashtag

@RRCreative

#NJHist2016

"We try to measure what we value.
We come to value what we measure."

Donella Meadows

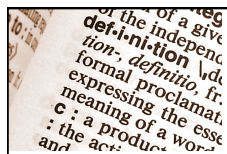
MEASURING IMPACT

Why is this Important?

- Prove your importance.
- Are you doing what you say you're doing?
- How do funders know their money went to the right cause?
- How do you know you were successful?
 - How do you measure success?
- What is your return on investment (ROI)?

Why is this Important?

- Grant applications ask for it
- Helps you evaluate programming
- Builds loyalty
- Improves future programming

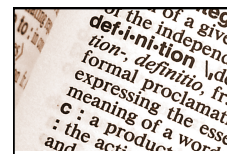


Definitions

- Benchmark
 - A standard by which something can be measured or judged.
- Metrics
 - A measure of an organization's performance or activities.

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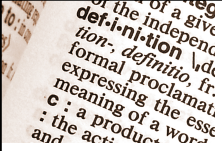


Definitions

- Quantitative Data
 - Expressed or expressible as a quantity.
 - Of, relating to, or susceptible of measurement.
 - Of or relating to a number or quantity.

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Definitions

- Qualitative
 - Of, relating to, or concerning quality
- Quality
 - An inherent or distinguishing characteristic

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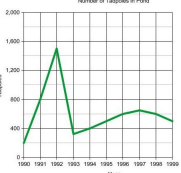
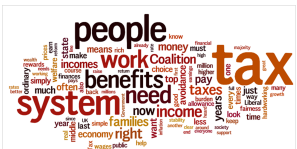


Why we love to hate it.

QUANTITATIVE DATA



Quantitative versus Qualitative

<p>Quantitative</p> <ul style="list-style-type: none"> • Measurable, i.e. a number <ul style="list-style-type: none"> – Attendance – Demographics – X amount of people... 	<p>Qualitative</p> <ul style="list-style-type: none"> • Open ended • Personalized • Feelings • Testimonials • Motives
---	---

Quantitative versus Qualitative

<p>Quantitative</p> <ul style="list-style-type: none"> • Survey • Census • Web analytics • Sales reports • Financials 	<p>Qualitative</p> <ul style="list-style-type: none"> • Survey • Interviews • Photographs • Video • Social Media
---	--

Survey Questions

Quantitative

- How did you hear about tonight's event?
- 33% heard about the event through the weekly E-Newsletter.

Qualitative

- How did you feel about tonight's event?
- Many participants felt satisfied with the event. One commented, "Tonight was an awesome experience!"

Survey Questions

- How did you hear about tonight's event?
- We decided to stop mailing postcards. A frequent participant noted, "We always throw away junk mail without reading it."
- How did you feel about tonight's event?
- 87% of respondents felt "inspired" after leaving the event.

TIP

Remember: Funders are people.

Make it fun and easy to read.

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How to start

- What kind of data are you looking to collect?
 - What do you want to know?
 - What does your funder want to know?
- What is the best way to collect the information?
 - Do you have volunteers / staff available?
 - Do you have email addresses?
 - Do you have mailing addresses?
 - Is there a budget for it?

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Benchmarks

- What do other organizations measure?
- How does that compare to your organization?
- How is your organization doing in comparison to a previous year / program?
- Does your Strategic Plan outline objectives or goals you can measure the progress of?

Benchmarks

When we started the season, 3% of our audience lived in “underserved areas.” After your foundation generously sponsored our ticket subsidy program, we now reach four times as many underserved audience members!

Benchmarks

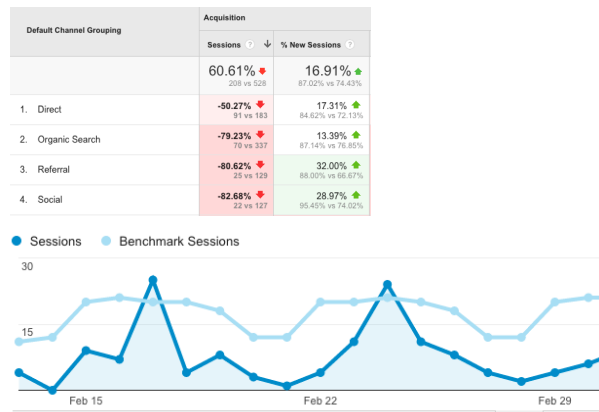
Last year, we produced one political-themed play. After reviewing our survey results, we realize that 40% of our audience likes to be “politically-engaged” and will therefore decide to produce more political or politically-relevant shows.

How to get results

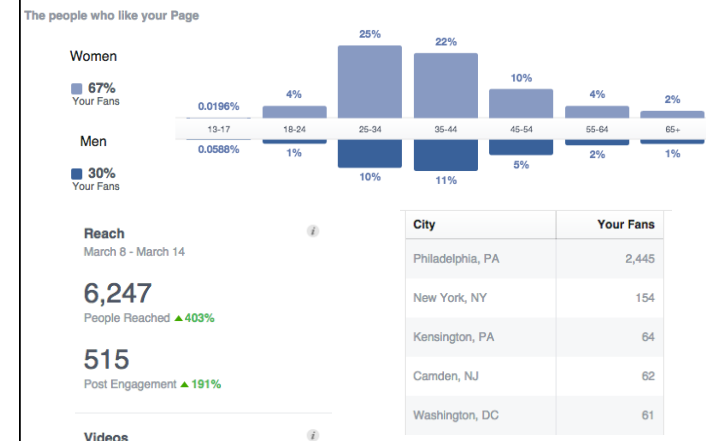
- Intercept surveys
- Exit surveys
- Visitor Mapping
- Online survey
- Questionnaire
- Mobile App survey
- Facebook Insights
- Twitter Analytics
- Text to answer
- Interview
- Written testimony
- Video testimony
- Demographic analysis
- Post-activity survey
- Google Analytics
- Google Surveys



Benchmarking



Facebook Insights



Facebook



I support the ADHD community

www.ADHDaware.org

ADHD Aware
Like This Page · April 30, 2013 · 4

Share to support the ADHD community.

Learn how you can take action at ADHDaware.com, spread the word about the 2nd National ADHD Youth Leadership Summit (<http://www.adhdaware.org/take-action/national-adhd-youth-leadership-summit/>), learn how to bust ADHD myths, and more!

Tag Photo Add Location Edit

Like Comment Share

268 272 shares 14 comments

Tammy L Clayton I have a child with ADHD inattentive type. He is in a school with teachers where the majority of teachers think he is just not trying hard enough, he doesn't want to do the work, or hiding behind his diagnoses. All of which are untrue. I have spent the... See More

Unlike · Reply · Message · 10 · April 30, 2013 at 9:50am

1 Reply

Write a comment...

Track with a hashtag

#CreativeBizPHL

Top Live Accounts Photos Videos More options

Creative Phila liked
Lindsay T. So @lindsaytso · 14 Dec 2015
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springboardexchange.org/booklets/worko... #CreativeBizPHL

Social In Philly and 8 others follow
Jamaine Smith @JTerri3 · 9 Dec 2015
That moment when you realize you are exactly where you need to be, doing what you are doing, for such a time as this. #creativebizphl

Arts + Biz Council liked
Jamaine Smith @JTerri3 · 9 Dec 2015
@PhilaUDMBA students R available 2 help ur business as well @kipcollective @themightyengine @LobosMauClothing @AllAgesProd #creativebizphl

Herberger Institute @ASU · 3h
Hey Artists & #designers Uncle Henry is Wrong, There's A Lot You Can Do w/That Degree youtu.be/7GgCEneCRs #arts #design #highered

Uncle Henry is Wrong — There's A Lot You Can Do...
youtu.be/7GgCEneCRs

Jamaine Smith @JTerri3 · 9 Dec 2015
Find the services that allow you 2 focus on making/creating. Onboard support asap. Example: A freelance CFO. @kipcollective #creativebizphl

Twitter Analytics

Tweet Activity

R&R Creative, LLC @RRCreative The economic impact of the film industry, the appeal of secret sweaters, and fabrication spaces in Philly... all at #creativebizphl	Impressions	953
	Total engagements	6
	Retweets	4
	Likes	2

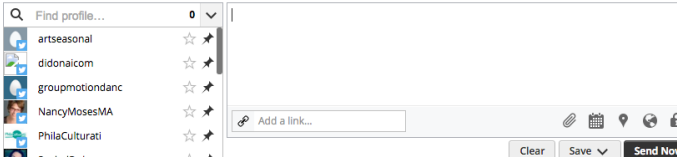
Tweet Activity

R&R Creative, LLC @RRCreative Seconded RT @ArtsBusinessPHL: Thank you Helen Haynes + @CreativeBizPHL for relaunching the #CreativeBizPHL series! pic.twitter.com/pPcivFozrt	Impressions	312
	Total engagements	6
	Likes	3
	Retweets	1
	Detail expands	1
	Profile clicks	1

Promote your Tweet
Your Tweet has 6 total engagements so far. Get more engagements on this Tweet!

What does a plan look like?

- Plan. Plan. Plan.
- Create. Create. Create.
- Schedule.
- Automate. Automate. Automate.



Find profile... 0

artseasonal ☆

didonaicom ☆

groupmotiondanc ☆

NancyMosesMA ☆

PhilaCulturati ☆

RachelDukeman ☆

Add a link...

Clear Save Send Now

What does a plan look like?

- I. **Goal:** Increase brand awareness
- II. **Objective:** Grow Facebook audience from 123 to 456 by June 30, 2017.
 - I. **Strategy:** Find 'influencers' and ask them to ask their friends to like our page.
 - II. **Strategy:** Use a hashtag at our upcoming holiday party for members to use.
 - III. **Strategy:** Create a photo album on our Facebook page from the holiday party and get people to tag themselves and their friends.

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What does a plan look like?

Objective: Grow Facebook audience from 123 to 456 by June 30, 2017
Strategy: Create engaging content that will attract Millennials.

Task	Assigned to	Consult with	Deadline	Metric
Compile photos	Intern	Exec Dir	Next Friday	X# photos
Copywriting	Board Member	Board Chair /ED	Next Meeting	<12 posts
Research trends	Exec Director	Board Chair	ASAP	Benchmark 5 org

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What does a plan look like?

Objective: Grow Facebook audience from 123 to 456 by June 30, 2017
Strategy: Create engaging content that will attract new audiences.

Audience	Channel	Tone / Message	Content	Metric
Millennials	Twitter	OMG. LOL.	Photos of Owl nest in attic.	#NJOWsLoveHistory
Donors	LinkedIn	How to Article	How to make a wreath from rosemary sprigs	Track # shares / likes
Busy moms	Facebook	Register your kids for Harry Potter Day now!	Marketing collateral	Sign up sheet. Registration.

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What does a plan look like?

Objective: Grow Facebook audience from 123 to 456 by June 30, 2017
Strategy: Create engaging content that will attract new audiences.

Date	Facebook	Twitter
Thursday AM	Explore 'placemaking' with the new exhibition of maps and cartography. LINK. Photo	Explore placemaking at @histhouse with the new exhibition of #maps and #cartography. LINK. Photo
Thursday PM	Caption this #TBT photo! Winner receives a signed copy of the Declaration of Independence or 2 tickets to...	Did you see how awesome our Founder looked in this #TBT photo from 1987? #80sHair #NowThisIsHistory
Friday AM		

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Remember: Quality not quantity



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ROI is not formulaic.

= (net profit / investment) x 100

OR = gain from investment / cost of investment

Or = What you got / what you used to get it

- What is the lifetime impact?
- Weigh the importance of quality versus quantity.

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Brainstorm

My historic house's operating budget is \$50,000.

If the average business spends 15% of their budget on marketing... the historic house would be spending on average \$7,500 / year.

The average radio campaign is \$5,000 minimum.
The average full page magazine ad is \$2,000+.

A social media ad campaign can get tens of thousands of impressions for \$500.

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LET'S TALK TIPS AND TRENDS...

TIP

- Have staff and board member take the survey.
 - Test
 - Build loyalty
 - Demonstrate expectations to benchmark

TIP

- Always try to collect physical addresses.

NEW AUDIENCE ▾

Custom Audiences @ Choose a Custom Audience Browse

Create New Custom Audience...

Locations @ Everyone in this location ▾

United States

United States

Include ▾ Add locations

Add Bulk Locations...

Age @ 18 ▾ - 65+ ▾

Gender @ All Men Women

Languages @ Enter a language...

Audience Definition

Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 190,000,000 people

TIP

- Offer an incentive
 - Coupon
 - Welcome back
 - Small prize
 - Raffle for larger prize
 - Take-away / swag
- Easy way to ask for an address...



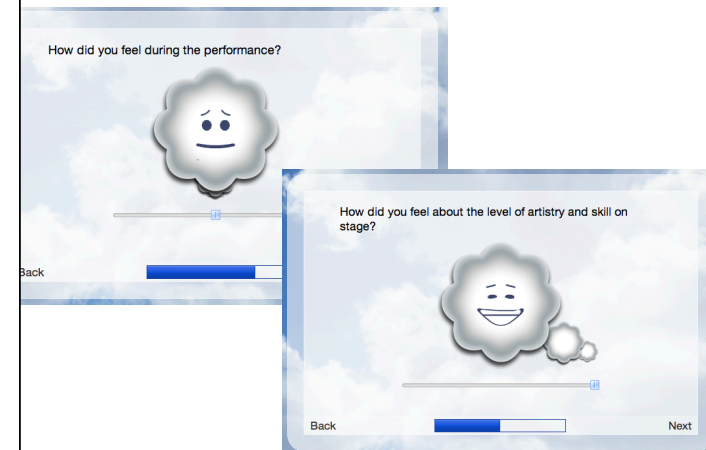
Take-Aways

- Have your Board of Directors and staff take your next survey.
- Have photo and/or video at every event.
- Use evaluation methods as an audience engagement tactic.

Word Clouds



Mobile Survey Technology



I want it!

- Quick Graphics
 - Canva
 - Meme generator
 - GIMP
- Word Cloud tech
 - Wordle.net
 - Google “Word Cloud Generator”
- Online Surveys
 - Check your email marketing platform
 - SurveyMonkey.com
 - Google Forms
- Counting New Beans
 - theatrebayarea.org/Programs/Intrinsic-Impact.cfm

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Let's Stay in Touch!

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- Twitter



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Twitter.com/philaculturati

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