

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

License: Creative Commons CC-BY SA 4.0

Module 4: Social Media Networks

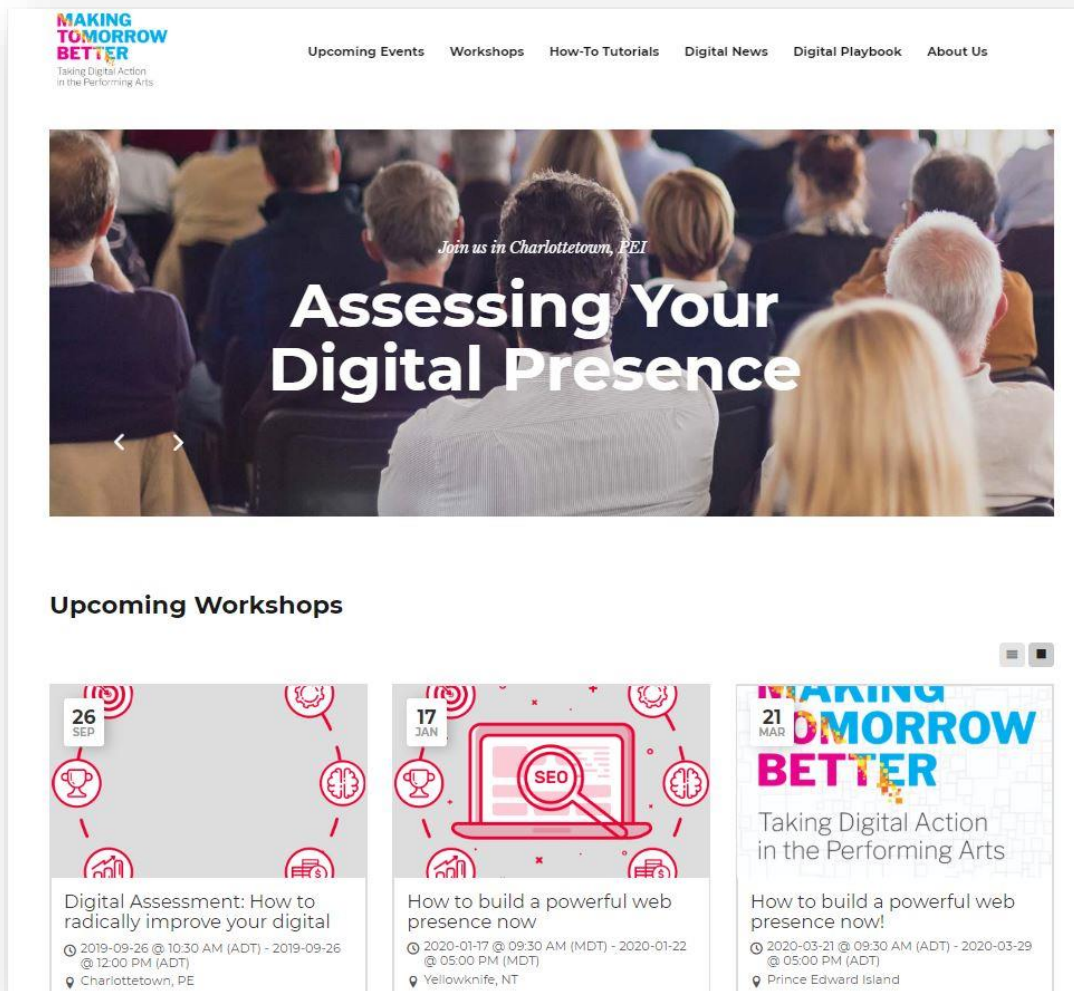
Arts Council of Ladysmith
and District
Ladysmith, BC

Created and presented by
Inga Petri, Strategic Moves
November 27, 2019
1:30 pm to 5 pm

We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

We acknowledge that we are on territory of the Coast Salish Peoples, including the territories of the Snuneymuxw, Stz'uminus, Hul'qumi'num Treaty Group.

In Whitehorse, Yukon I am grateful to live and work on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations that negotiated modern treaties (2002; 2005) under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.



**MAKING
TOMORROW
BETTER**

<https://DigitalArtsNation.ca/>
How-to tutorials
Digital News
Digital Playbook

License: Creative Commons BY-SA 4.0



**Atlantic Presenters
Association**



**Canada Council
for the Arts**

**Conseil des arts
du Canada**

Introductions



One thing you find rewarding / challenging about using social media networks



What successful marketing looks like

**MAKING
TOMORROW
BETTER**



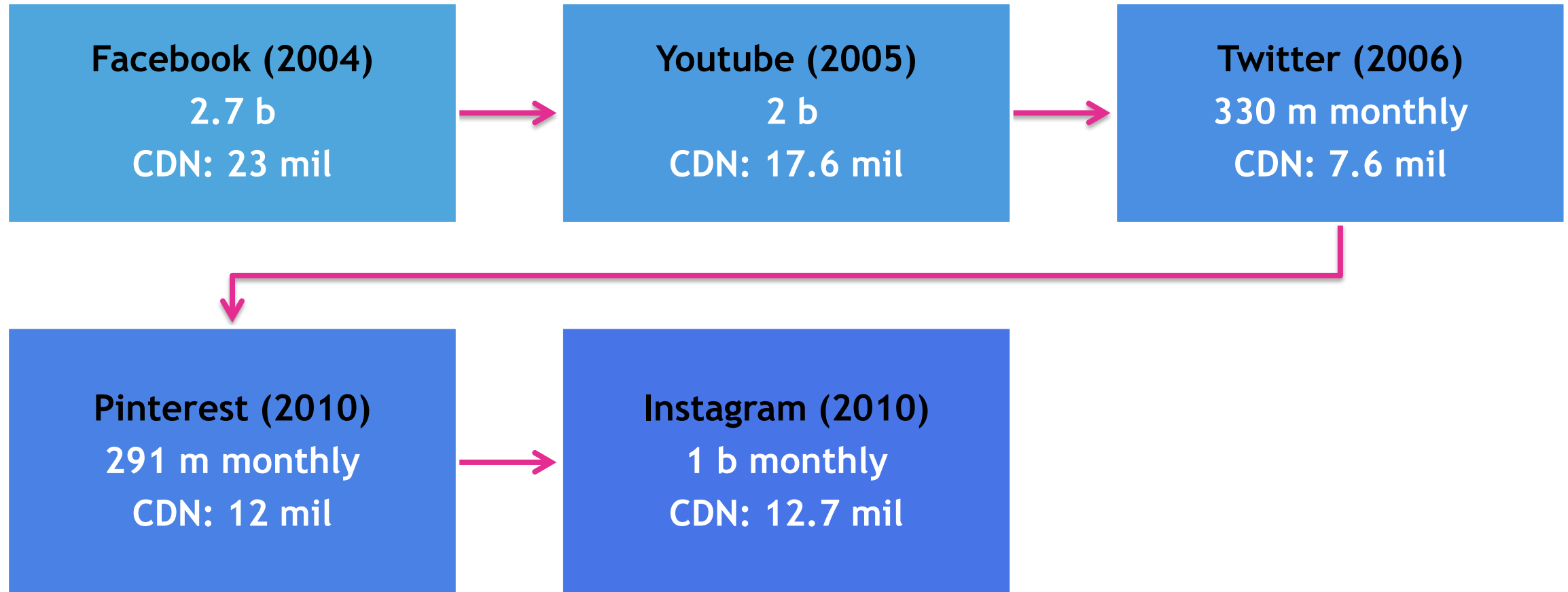
Small groups

1. What makes social media **social**?
2. Share one or two specific things that have **worked well** for you in social media.
3. Share a **challenge** you hope to address this afternoon.

Wisdom of the Crowd!

Social media networks have tremendous reach

MAKING
TOMORROW
BETTER



<https://www.algonquincollege.com/ac-social-media/youtube-stats/>

<https://www.statista.com/statistics/282364/number-of-facebook-users-in-canada/>

You are a ...

- Photographer and **photo editor**
 - Video director, star and **video editor**
 - Writer and **editor**
-
- Define and hone your authentic voice

Questions

- What are you trying to accomplish?
- Which social media networks are your audiences using?
- Which social media networks do you like to use?
- Do you have access to the means of content production?
- Can you protect your copyright in these social media?
- How much time do you have to invest?
- How much money do you have to invest?
- Can you measure conversion?



Different sites do different things

- Facebook - Friends
 - Timeline, like, comment, photos, video
 - Games, events, groups, birthday notifications
 - Business pages, marketplaces
- YouTube - Broadcast yourself, video
 - Channels
 - Subscribers
- Twitter - Microblogging, text, news and links
 - Followers
- Instagram - Selfies, photos
- Pinterest - Projects



Live demonstration of social media networks and how they work



Facebook "Who you are"

- Private account for your friends, family or open to world
- Real people
- Extensive targeting opportunities - Facebook knows who, advertiser does not
- Many different features (updates, games, events, groups, markets)
- Consider who you are on Facebook (person, business)
- Photos, videos - more forgiving than other social networks re quality
- Facebook Live (live video feeds, variable quality)
- Must find tone and decide on type of sharing
- No hastags
- Frequency - TMI is a problem; once a day is good



Twitter “What you are doing”

- Text based
- Great for sharing links to web content
- Hashtag # are effective conversation organizers
- Increase in characters has made it easier to use
- Amplification can work well
- Has not done as well as an advertising engine, but is evolving
- Repost content from your blog (timely), related information, drive traffic to your web presence
- Bots are real - and fake
- Frequency - several times a day is fine



Instagram “Selfie nation”

- Image first
- High quality photography is critically important
- Musicians, designers, artists have embraced it
- Instagram and Instagram for Business
- Great for behind the scenes content
- Consistent posting is important to building followers, as relevance is key determinant now not chronological order of postings
- Hashtag # are effective conversation organizers
- #nofilter



YouTube "Broadcast Yourself"



- Video rules
 - 300 hours uploaded every minute
 - 5 billion videos viewed every day <https://merchdope.com/youtube-stats/>
 - 3.25 billion hours watched every month
 - Quality matters - video production is demanding
 - Create a channel
 - Gain subscribers
-
- If you achieve certain thresholds can monetize your Youtube channel



Pinterest “What you aspire to”



- Keywords to find information
- 3 in 4 users are women
- Good at generating organic and deep engagement with content
- More creative engagement by showing details of how to do things
- Pinterest Business
- Pinterest tools to build website traffic



Hootsuite

- Social Media Marketing and Management Dashboard
- Social media profiles in one view
- Publish and scheduling tools
- Analytics tools
- Convenience
- Beware - each social medium has different dynamics so don't post identical updates to all



Content creation

- Hashtags #
 - Automatically hyperlinked text
 - Way to locate conversation topics
- Speak directly to your friends, followers - personable
- Keep it interesting, speak on background, professional tone
- Quality of images and videos is important for your reputation building



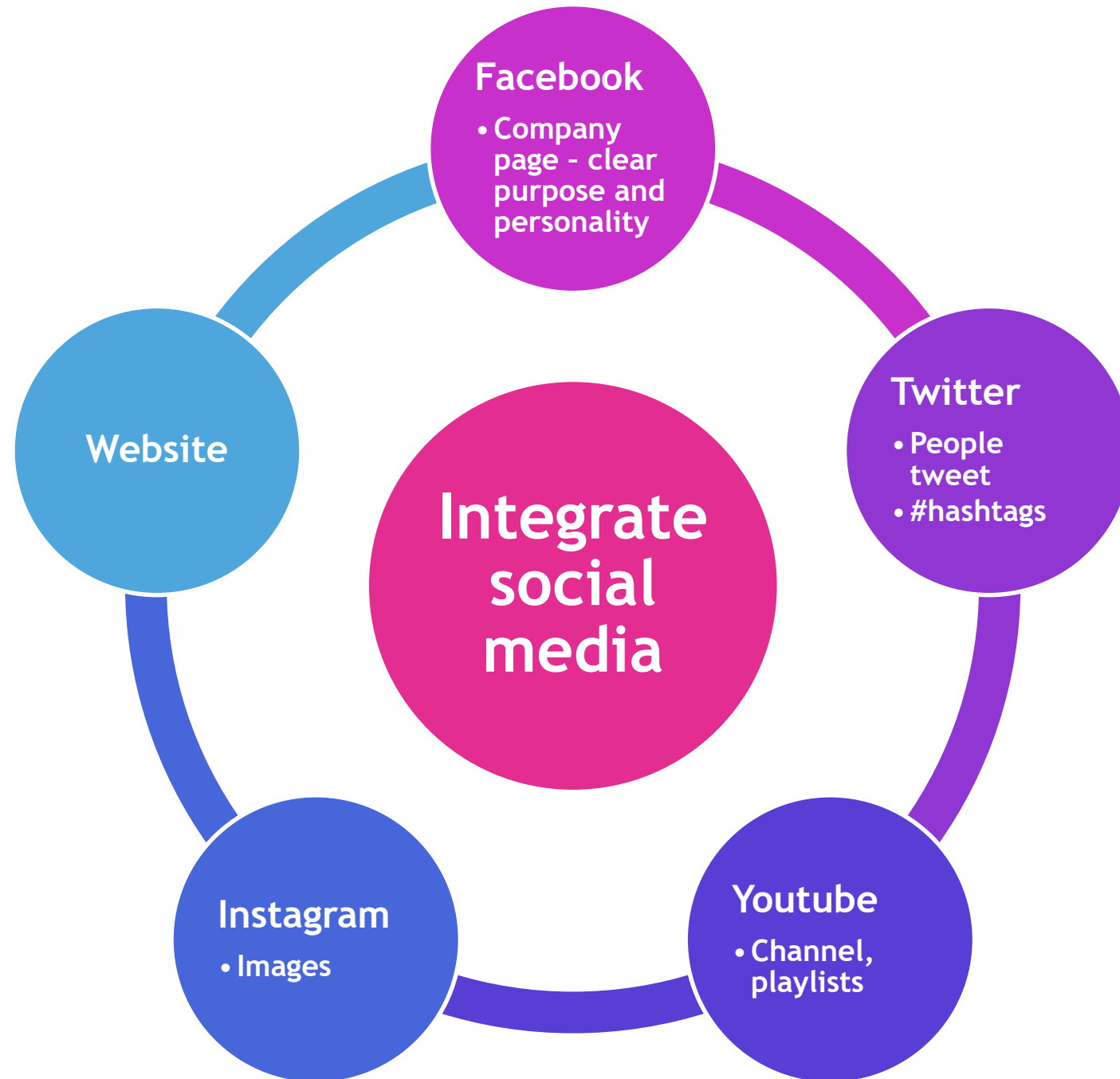
Decision tool

	Facebook	Twitter
Size of relevant audience					
Capable of creating content					
Has a version for Business					
Organic posting is effective					
Can target audiences via paid promo					
Cost of ads, promotions					
Types of audience engagement					
Dialogue with audiences					
Features (e.g. events, payment system)					
Security / Trust					
Time needed to maintain					
Access to user data; Able to measure conversion					

Decision tool - example

	Facebook	Twitter	Instagram	Pinterest	Youtube
Size of relevant audience	80% Yukon				
Capable of creating content	yes				
Has Business Page	yes				
Organic posting effective	Low/med				
Target audiences via paid	yes				
Cost of ads, promotions	low \$150				
Type of audience engagement	extensive				
Dialogue	extensive				
Features (e.g. events, payment system)	all				
Security / Trust	high				
Time needed to maintain per day	10 to 45 min				
Access to user data; Able to measure conversion	Some; yes				

Build your presence






Social Utilities


Connect with us

Find us on

Subscribe to our newsletter

Get special offers and the latest news

 [Subscribe](#)

Amplify our message

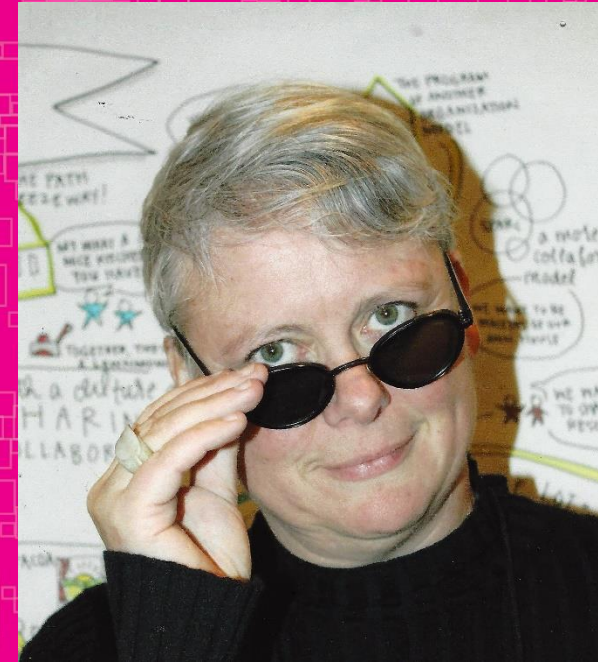
Leadership matters: Reflecting on the Yukon Arts Summit



MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

DigitalArtsNation.ca



LET'S STAY IN TOUCH

Inga Petri
Strategic Moves
Whitehorse, Yukon
www.strategicmoves.ca
ipetri@strategicmoves.ca
613.558.8433 (mobile, Canada-wide)
@ipetri