

# MAKING TOMORROW BETTER

Taking Digital Action  
in the Performing Arts

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## Module 1: Social Media Networks

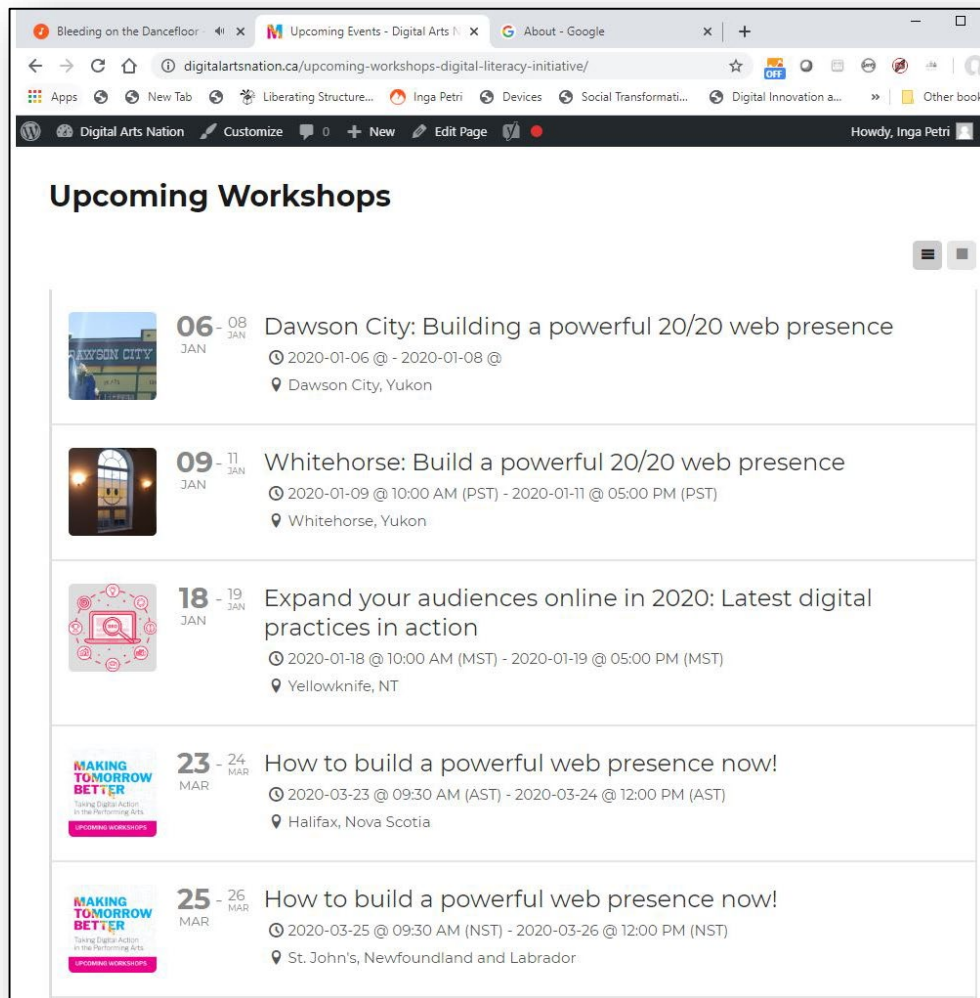
Old Fire Hall  
Whitehorse, YT

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Created and presented by  
Inga Petri, Strategic Moves  
January 9, 2020  
1:30 pm to 5 pm

**We acknowledge that we are meeting 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.**

**With thanks to YAC/N3 for hosting us!**



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

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**Canada Council  
for the Arts** **Conseil des arts  
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**Atlantic Presenters  
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# Introductions

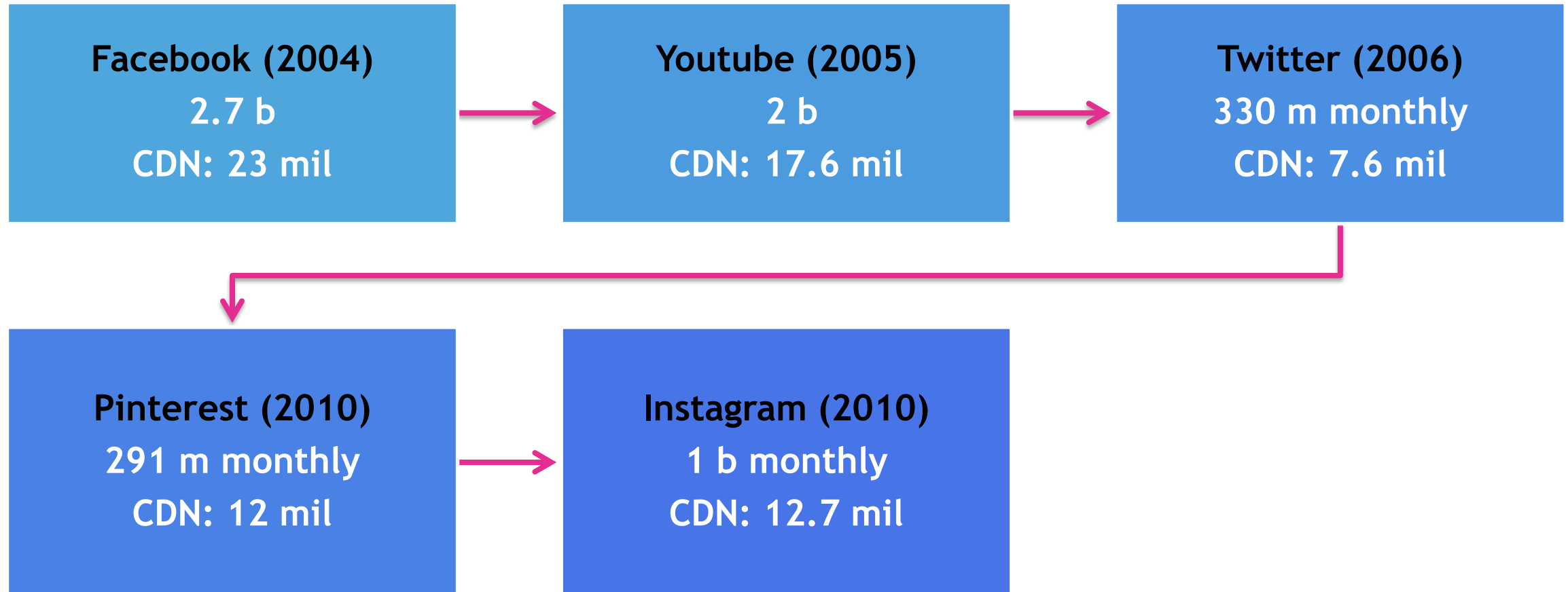


1. Your Name
2. Your Work
3. Share one specific thing that has **worked well** for you in social media networks



# Social media networks have tremendous reach

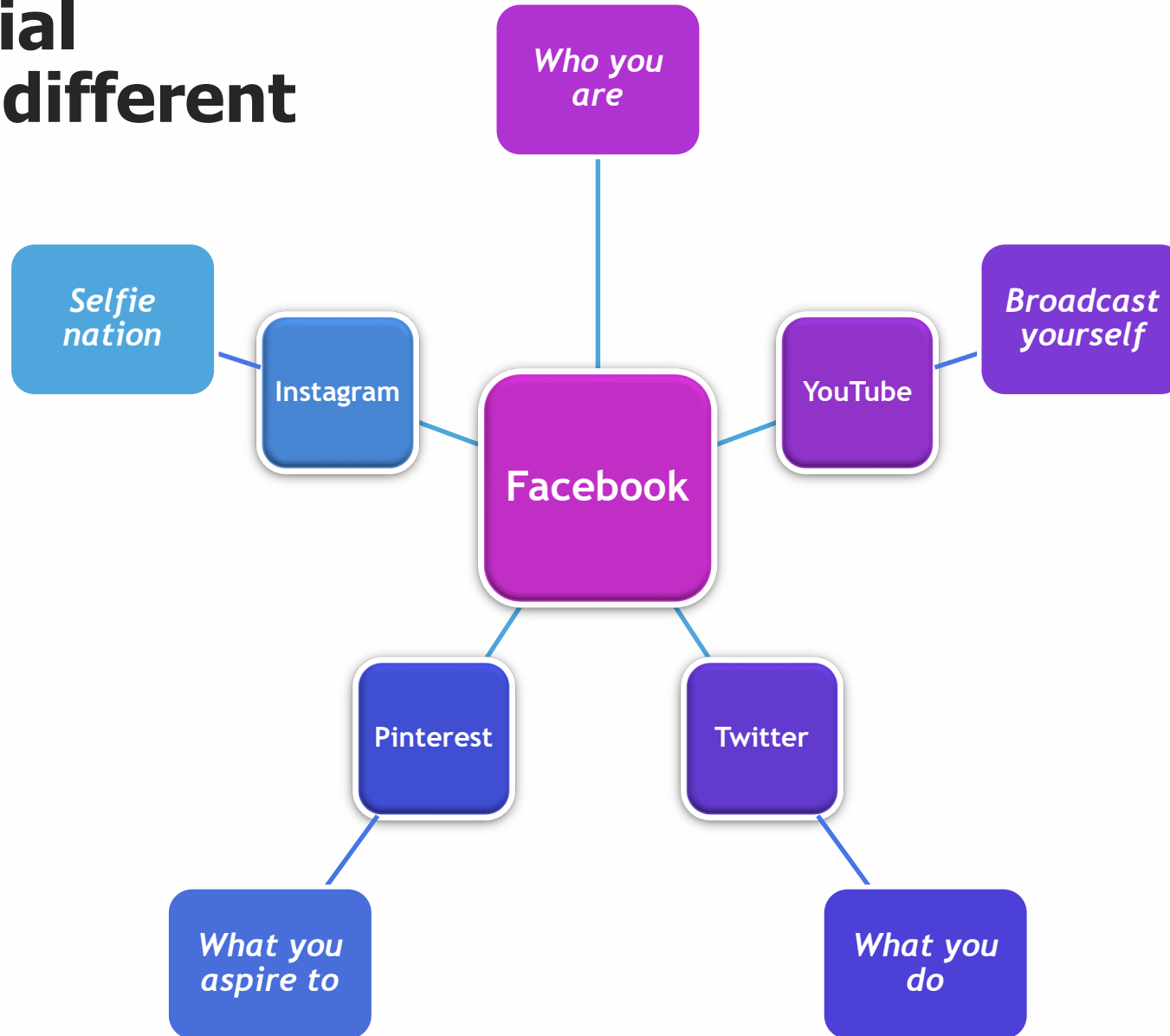
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<https://www.algonquincollege.com/ac-social-media/youtube-stats/>

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

# Different social networks do different things





# Different social networks do different things



## ■ Facebook - Who you are

- Friends
- Timeline, like, comment, photos, video
- Games, events, groups, birthday notifications
- Business pages, marketplaces

## ■ YouTube - Broadcast yourself

- Subscribers
- Channels
- Video

## ■ Twitter - What you are doing

- Microblogging, text
- Hashtag #
- news and links
- Followers

## ■ Instagram - Selfie Nation

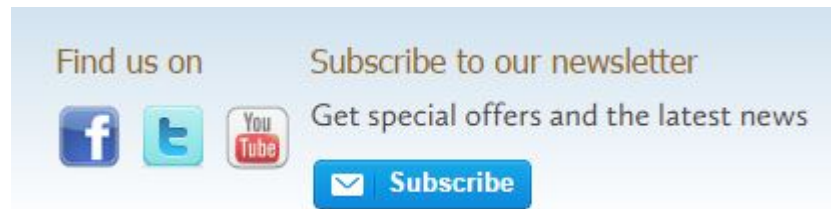
- Selfies, photos
- Hashtag #\
- #nofilter

## ■ Pinterest - What you aspire to

- Project boards

# Social Utilities

## Connect with us



## Amplify our message

Leadership matters: Reflecting on the Yukon Arts Summit



AddThis.com



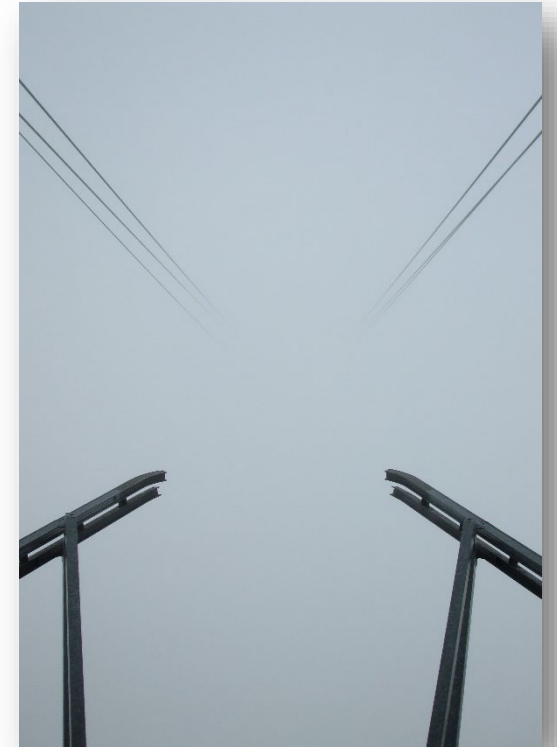
# You are a ...

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- Photographer and **photo editor**
- Video director, star and **video editor**
- Writer and **editor**

Have you got what it takes?

Let's take a **heuristics** approach to finding out!



# Heuristic evaluation: Step by step

1. Go to your Facebook, (Twitter or Instagram) page.
2. Swap your devices and evaluate theirs.
3. You must have 3 reviewers.
4. Take 3 minutes or LESS for your review.
5. Yes, make snap decisions!
6. Fill in reviewer column with scores from 1 to 5
7. Fold over your scores so that the next reviewer cannot see them - to avoid anchoring and herd mentality!
8. Make some notes for them - what works for you, what doesn't - be subjective!
9. Get your evaluation sheet back and let's talk about it.

# Answer key

- **Success is the top box score, ie 4s or 5s**
  - 24 out of 30
  - 36 out of 45
  - 48 out of 60
  - 3s are not adequate
  - Total each reviewer and calculate their average score - a way to 'normalize' the data
- **Evaluate for yourself how far are you from the ideal?**
  - Do you see consistent high and low scores?
- **Consider the skill sets and aesthetic sensibilities that go into your posts.**
  - Consider your audience and what it takes to build relationships with them.

# Skills: Photography

- Current / timely photos
- Don't post complete images of final visual art pieces that can be reproduced/printed
- Rule of thirds - enable grid lines on your smart phone and centre on the intersection of lines (not dead centre)
- Choose a single clear subject
- Symmetry elevates images
- Crop instead of zoom (unless you have pro camera)
- Still: get a tripod and mount your phone
- Use natural frames
- Leverage reflections in water, windows
- Repeating patterns (similar to symmetry)
- New / unusual perspective
- Use abstraction
- Candid shots - faces draw attention and we follow their gaze
- Show your humour - in good taste
- No longer forced into squares on Instagram = a good thing
- Use your phone's camera functions (panorama, select focus, food) and image editing
- Take many pics and select the best to edit and post
- #nofilter



<https://www.quicksprout.com/2018/12/01/12-tips-for-taking-better-marketing-photos-for-your-social-media-campaigns/>



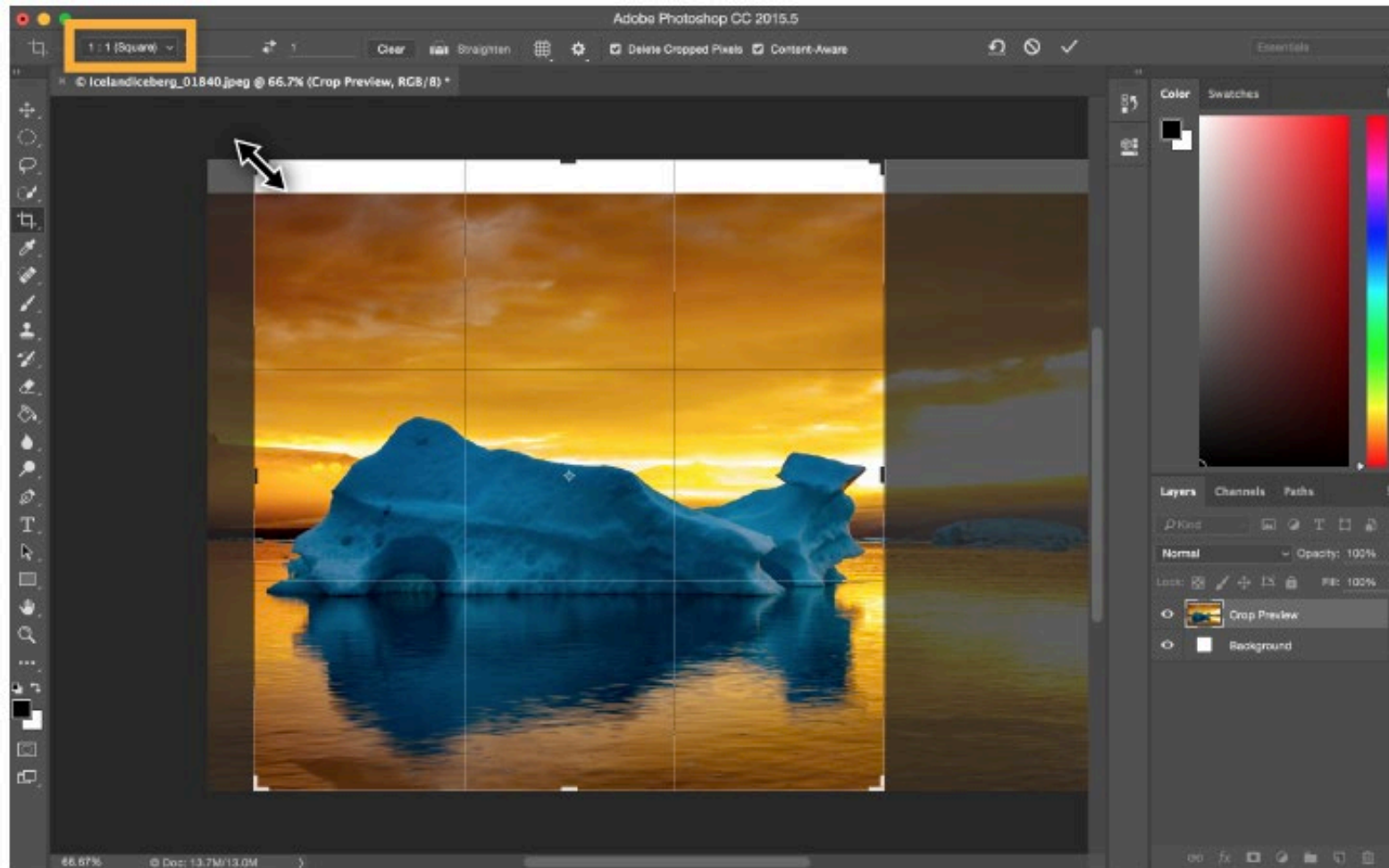


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tropicfeelcom • Follow

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734 likes

tropicfeelcom #tropicselfie is the new selfie. This one is in Cadaques, iconic town in the Empordà, at the north end of the Costa Brava. Tag yours with #tropicselfie to be featured 📸  
#tropicyourway #selfie #cadaques #costabrava



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2,525 likes

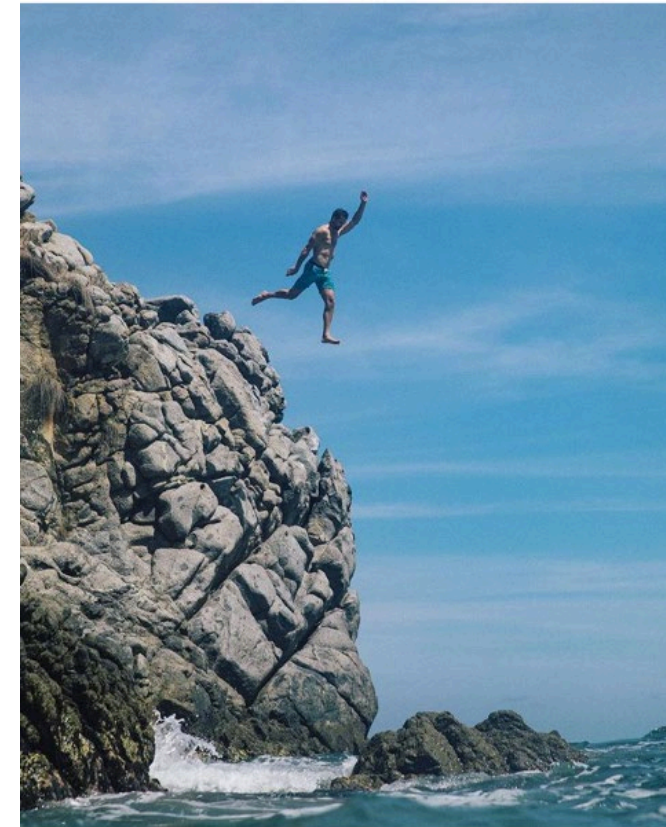
allbirds Stumped on how to incorporate natural materials into your work? Artist Alison Moritsugu transforms fallen tree trunks into unconventional canvases for pastoral paintings that juxtapose natural reality with artistic interpretations. (📷: alisonmoritsugu.com via @hahnfineart) #weareallbirds

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480 likes

<https://www.quicksprout.com/2018/12/01/12-tips-for-taking-better-marketing-photos-for-your-social-media-campaigns/>

# Skills: Writing

- Define and hone your voice
- Voice: be casual, conversational, talk to me directly, positive, upbeat, fun
- Use *I, we, you* instead of *the company, the client, the team*
- Short sentences, short words
- 40 characters makes a long Facebook post in most cases
- Link to your blog, gallery, videos and other long form, don't paste its content into Facebook status
- Use emoji to show your point and increase engagement
- Use hashtags on Twitter and Instagram
- Call to action but don't over-promote and don't sell when you are building a social relationship
- Short questions can be great lead ins
- Research tells you who you are writing for - use it!
- It's ok to break some punctuation rules, but do check spelling and grammar.
- Write great captions for your images
- Write great responses! Have some fun - hone that voice!

# Skills: Video

- Script your videos
- Lighting - lots of light - especially on faces
  - Natural sunlight works well, try for softer light parts of the day
- Clean, uncluttered background
- Crips, clear audio, so make sur you have a good microphone
- No shaky footage, use tripod.
- Rules of thirds
- Use your smart phone - back camera is better, horizontal recording not vertical
- Make sure your subject has the right on camera presence: open body language, smile, speak slightly slower
- Use angles, cut aways to create visual interest
- Use a good video editing program
- Keep editing simple, focus on clean up (especially audio/noise reduction) and transitions



# Create and critique

- Pick something you want to put out via social media
- Prepare your post:
  - Text
  - Images
  - Links
  
  - Boosted post/ad budget
  - Boosted post/ad targeting
  - Anticipated reach and cost
- Ideas:
  - Post about attending this workshop
  - Prepare a compelling SOCIAL MEDIA campaign about your upcoming event or season launch; new gallery exhibit; a workshop; a film on the festival circuit; ...

# What's the goal?

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# Facebook Demo

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## Boosted posts and Insights



# 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: Antoinette's Restaurant



	Facebook	Twitter	Instagram	Pinterest	Youtube
Size of relevant audience	80% Yukon				
Capable of creating content	yes				
Has Business Page	yes				
Organic posting effective	Medium				
Target audiences via paid	yes				
Cost of ads, promotions	low \$150				
Type of audience engagement	extensive				
Dialogue	Quite high				
Features (e.g. events, integration)	yes				
Security / Trust	high				
Time needed to maintain per day	15 to 45 min				
Access to user data; Able to measure conversion	Some; yes				

# 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





# Make Your Social Media Marketing Plan

- What are you trying to accomplish?
- Which social media networks are your audiences using?
- Which social media networks do you like to use?
- Are you capable of curating your content yourself?
- Do you have access to the means of content production?
- **Have you defined and honed your voice?**
- How much time can you invest?
- How much money can you invest?
- Can you measure effect / conversion?
- Can you protect your copyright in these social media?

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## LET'S STAY IN TOUCH

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@ipetri



# 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
  - 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

