

# MAKING TOMORROW BETTER

Taking Digital Action  
in the Performing Arts

## SOCIAL MEDIA MARKETING

YOUR GUIDE TO BUILDING YOUR AUDIENCE AND  
MAKING AN IMPACT WITH SOCIAL MEDIA

Written by Briana Doyle, Troubadours & Vagabonds Productions  
With contributions and reviewed by Inga Petri, Strategic Moves

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Principal sources of information:

[Statistics Canada](#), [Ryerson Social Media Lab](#), [eMarketer](#), [Vividata](#), [NapoleonCat](#), [Statista](#)

### **ACKNOWLEDGEMENT**

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.

In Hudson, Quebec, Troubadours & Vagabonds Productions is located on the traditional and unceded territory of the Kanien'keha:ka (Mohawk), a place which has long served as a site of meeting and exchange amongst nations.

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## Social Media Marketing – Executive Summary

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The development of a great social media marketing plan has a lot in common with every other type of marketing planning: Everything begins and ends with identifying, reaching and converting audiences and creating markets. So here is what you need to think about if you want to move beyond random posts, posting your events or some news about your organization that don't get traction on social media.

- 1) **What are you trying to accomplish?** Really: why are you still trying to sell tickets on Facebook? This is social. Be social, in a purposeful manner. Sales follow good relationships.
- 2) **Which social media networks are your audiences using?** This is important to know ... look for the most current data on the networks or in general user statistics from your own audience surveys or other intelligence.
- 3) **Which social media networks do you like to use?** Frankly, if your dislike of a social media network is so strong that you don't want to spend time on it, perhaps you need to find someone able to get the most from a tool like this. Ideally, you enjoy the tool and many in your audience are using it, too.
- 4) **Are you capable of curating your content yourself?** You have to seriously consider who is best positioned to run your campaigns and maintain an ongoing responsibility for your social media.
- 5) **Do you have access to the means of content production?** You know photos and videos are really important to use, but bad images and sub-par video isn't going to help establish a profound mutually beneficial relationship.
- 6) **Have you defined and honed your voice?** How you say things can be as important as what you say. Are you fun? Earnest? Friendly and welcoming in a casual tone way; or do you fill up the status update character count with long, well-structured sentences that make a reasoned case for a particular performance. Think about who you are and, therefore, who you need to sound to connect with audiences effectively.
- 7) **How much time can you invest?** Social media is free, isn't it? Well, your investment might be more in time than money and as we all know, time IS money. So don't underestimate the hours needed to build and maintain an effective social media presence.
- 8) **How much money can you invest?** Social media can be a lot cheaper and a lot more effective at reaching and engaging your market than most other advertising avenues. You will also get some powerful statistics in return. Still knowing your size of market and potential market will help you establish reasonable budgets for boosting posts. Without boosting, only a fraction of your potential will be fulfilled.
- 9) **Can you measure effect / conversion?** Yes, you can. Look at your Facebook reporting, add links to sales transactions or e-news sign ups or whatever your goals are and then measure where the traffic on those pages came from. So make sure you also have web analytics on your website and connect the dots. It is worth it to see what works and what doesn't and hone it based on actual results.
- 10) **Have fun and learn something new** about your market, or about what is working and not working in your social media marketing — at least once a week! People change, your audience evolves, your potential markets shift – what worked last year may need to be adjusted because of these external shifts. Keep an eye on your actions and the reactions it generates.

## Social Media Networks Basics

Social networks are websites and mobile applications that enable people to share their own 'media' with friends, followers or the public. Usually these networks are referred to simply as "social media." Social media users can express themselves online, kindle new connections with people who have similar interests, and help people discover content about the things that interest them in practically any niche. These platforms have also become a powerful tool for marketing and communications for organizations and businesses.

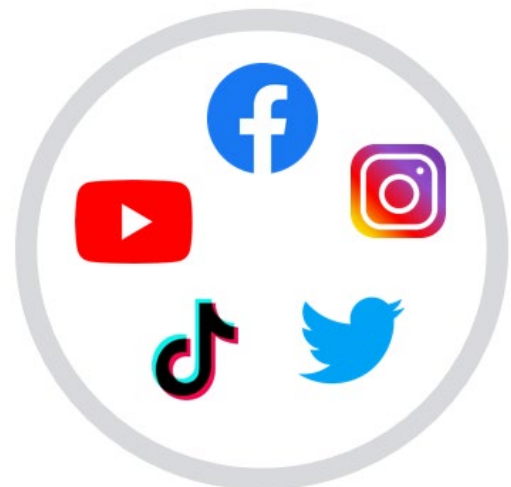
To use social media as an organization is different than using social media as an individual. For organizations social media are a way to connect with their current audiences and find new ones. The visuals and language you choose can impact how your organization is perceived, how many people see or engage with a given post, and the ROI of your investment in social media.

**Social media platforms are continually changing. Because social media are ever changing and usage trends are highly dynamic, this guide centres on universal principles that are platform agnostic. Algorithms and feature updates may affect which tactics you choose, but the strategy that guides your approach to social media as an organization should persist.**

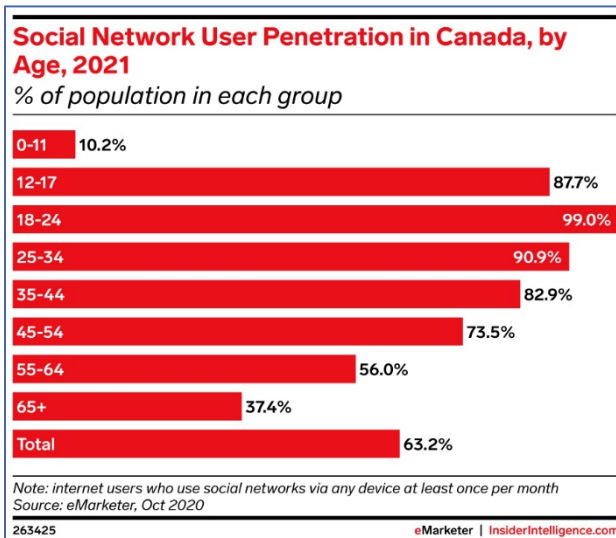
### What are social media networks?

Social networks are websites or mobile applications that encourage users to share their own writing, photos, videos, comments, or other expressions with others. These writing, visuals, expressions and opinions are the media that largely make social networks popular. The popularity of different platforms varies by demographics and usage. Popular sites for Canadian artists, presenters, and cultural organizations in 2021 include:

- Facebook
- Instagram
- TikTok
- Twitter
- YouTube



## Who uses social media?



The short answer is, almost everyone. According to a [July 2021 Canada-wide survey on social media use](#) by the Ryerson Social Media Lab, 94% of Canadian adults have a social media account. However, younger adults are more likely to engage more frequently through social media. According to a [March 2021](#) report from eMarketer, social networks will reach almost full market penetration among adult Gen Z this year, or 99% of users ages 18 to 24. The next-highest penetration rate will be among the 25-to-34 age bracket, younger millennials, at 91%.

**Social Media Platforms Used by Teens vs. Adults\* in Canada, March 2020**  
*% of respondents*

	Teens	Adults*
Instagram	67%	47%
Snapchat	57%	23%
Facebook	48%	90%
TikTok	42%	4%
Twitter	25%	25%
WhatsApp	22%	27%
Pinterest	16%	26%
reddit	11%	14%

Note: teens ages 12-17; adults ages 18+; in the past month; \*data is from MTM, fall 2019  
Source: MTM Junior, "Sneak Peek 2020" conducted by Ad Hoc Research, May 7, 2020

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A [May 2020 MTM Junior / CBC Radio Canada study](#) conducted by Ad Hoc Research found that teens were most likely to use Instagram (67%) and Snapchat (57%) and they were almost as likely to use TikTok (42%) as Facebook (48%). Among adults, 90% used Facebook and 47% used Instagram, while only 4% used TikTok.

These usage statistics will continue to evolve as market share shifts and new networks emerge, so it is important to consult recent usage statistics when building your social media strategy.

## Canadians' use of social networks

Social networks help people to maintain connections with family and friends and find others who share common interests or experiences. They also are a platform for expression for artists, a tool activists use to raise awareness and rally support, a way for writers and thinkers to publicize their work, a way for entrepreneurs to sell their products and services, and much, much more.

A [Statista Global Consumer Survey](#) of Canadians aged 18-64 in 2021 found the most popular social media activities were:

- Spending time on social networks like Facebook (70% of those surveyed did so regularly)
- Sharing and viewing media on sites like Instagram, YouTube, Pinterest, or Snapchat (65%)
- Communicating via instant messenger services like Facebook Messenger, WhatsApp, or WeChat (63%)
- Microblogging on sites like Twitter, Tumblr, or Wordpress (22%)
- Networking for business on sites like LinkedIn (21%)
- Participating in discussion forums like Reddit and Quora (20%)
- Using consumer review networks like Yelp or Tripadvisor (16%)

Only 7% of those surveyed said they did not use social media regularly.

A [Statistics Canada report](#) on Canadians' perceptions of social media use on their life released in March 2021 found that the vast majority (over 80%) used social media to keep up with activities of families and friends, and almost 60% shared their thoughts, photos, or videos with their friends online — though women were more likely to be sharers than men. Far fewer Canadians were creating content to share publicly online, only 26%. Older teens (aged 15 to 19) were more likely than average to be sharing content publicly. The survey also found that social media sites are a popular way to follow current events, with 58% of social media users using them in this way. People in their 20s and 30s were the most likely to follow the news on social media.

The Ryerson Social Media Lab survey found some notable gender differences in how people use social media. Women are more active on social media in general, and especially on Facebook, Instagram, Pinterest, Snapchat, TikTok and messaging apps. Men are more likely to spend time on YouTube, LinkedIn, Twitter, Reddit, and Tumblr.



## The social media landscape in 2021

### Facebook



<b>Who uses it (Stats from October 2021 via <a href="#">NapoleonCat</a>)</b>	<ul style="list-style-type: none"> <li>• There were 27, 595,200 Facebook users in Canada in October 2021, which accounted for 72.3% of the entire population.</li> <li>• The majority (54%) were women.</li> <li>• People aged 25 to 34 were the largest user group (7,200,000).</li> <li>• The highest difference between men and women occurs within people aged 65 and above, where women lead by 700,000.</li> </ul>
<b>How they use it</b>	<ul style="list-style-type: none"> <li>• To stay in touch with people they know in real life</li> <li>• To connect with others who have shared interests</li> <li>• To get news and updates from publications, organizations, or brands</li> <li>• To find out about events</li> <li>• To buy and sell items (Facebook Marketplace, Shops)</li> </ul>
<b>Why you should use it</b>	<ul style="list-style-type: none"> <li>• The most widely used social network</li> <li>• Powerful ads platform, can be targeted by location, demographics, or interests</li> <li>• Event listings display in Google search results</li> <li>• Possibility to reach new audiences when fans/followers like, comment, or share your posts</li> </ul>
<b>Skills/resources you need</b>	<ul style="list-style-type: none"> <li>• Compelling content to share (especially photos/videos)</li> <li>• Advertising budget, to ensure posts are seen</li> </ul>
<b>Best for</b>	<ul style="list-style-type: none"> <li>• Effective, low-cost, highly targeted advertising</li> <li>• Event promotion</li> <li>• Broad reach</li> </ul>



## Instagram



<b>Who uses it (Stats from October 2021 via <a href="#">NapoleonCat</a>)</b>	<ul style="list-style-type: none"> <li>• There were 14,797,200 Instagram users in Canada in October 2021, which accounted for 38.8% of the entire population.</li> <li>• The majority (55%) were women.</li> <li>• People aged 25 to 34 were the largest user group (5 000 000).</li> <li>• The highest difference between men and women occurs within people aged 35 to 44, where women lead by 400,000.</li> </ul>
<b>How they use it</b>	<ul style="list-style-type: none"> <li>• To find inspiration in beautiful and interesting photos and videos – the ‘highlights reel’ of others’ lives</li> <li>• To share selfies and moments from their own lives</li> <li>• 69% of Instagram users surveyed by the <a href="#">Ryerson Social Media Lab</a> reported using it daily</li> </ul>
<b>Why you should use it</b>	<ul style="list-style-type: none"> <li>• Engage your target audience with visual storytelling</li> <li>• Encourage audiences to share their photos or videos related to your organization or work</li> <li>• Using hashtags in posts can help you reach people who don’t follow you but are interested in relevant topics</li> <li>• Tag artists and organizations mentioned in your posts to encourage them to share with their networks</li> </ul>
<b>Skills/resources you need</b>	<ul style="list-style-type: none"> <li>• Compelling photography or well-designed shareable images</li> <li>• Interesting video content</li> <li>• Someone to capture and share images and video “in the moment”</li> </ul>
<b>Best for</b>	<ul style="list-style-type: none"> <li>• Content creators who are visual thinkers, or organizations with lots of visual content to share</li> <li>• People with great photography / videography skills</li> </ul>

# TikTok



<b>Who uses it</b> <b>(Stats from July 2021, via Vividata)</b>	<ul style="list-style-type: none"> <li>• 3.2 million Canadians accessed tiktok.com or the TikTok app in an average month, with 60% of them being women and 40% men.</li> <li>• Nearly 1 in 5 Canadian women under 35 accessed TikTok, with those 18 to 24 of age 70% more likely than the average Canadian to do so.</li> <li>• Whether using it themselves, or monitoring their family's online activities, TikTok is popular with parents. Nearly half of those that access TikTok more frequently in a month have children under 18, with those that have children between 12 and 17 being 65% more likely than the average Canadian to use TikTok more frequently.</li> <li>• Compared to the average Canadian, TikTok users are more active online. They spend up to 27 hours/week online (4 hours more than the national average), up to 18 hours/week on mobile (6 hours more than the national average), and up to 11 hours/week on social (3 hours more than the national average).</li> <li>• 47% of TikTok users agree with the statement, "I feel the need to check social networking sites every day", compared to 37% for the average Canadian.</li> <li>• TikTok app users are 2x more likely than the average Canadian to have immigrated to Canada within the last 10 years and are also 2x more likely to identify as South Asian and 60% more likely to identify as East Asian.</li> </ul>
<b>How they use it</b>	<ul style="list-style-type: none"> <li>• To be entertained by surprising, funny, or interesting short videos</li> <li>• To share their own videos, and remix/duet/copy trending videos</li> <li>• While the number of online Canadians on TikTok is relatively small (15%), those who do use the platform visit it regularly (63% daily, according to the <a href="#">Ryerson Social Media Lab</a>).</li> </ul>
<b>Why you should use it</b>	<ul style="list-style-type: none"> <li>• It's a playful platform, perfect for expressing who you are and creating memorable moments</li> <li>• Videos that connect with audiences can go viral quickly, even if you don't have a large number of followers</li> </ul>
<b>Skills/resources you need</b>	<ul style="list-style-type: none"> <li>• Ability to create short videos that are fun or interesting</li> </ul>
<b>Best for</b>	<ul style="list-style-type: none"> <li>• Reaching younger audiences (and their parents!)</li> <li>• Content creators who are funny and creative</li> <li>• People who like to play with filters and explore trends</li> </ul>

## Twitter



<b>Who uses it</b>	<ul style="list-style-type: none"> <li>• 8.6 million users in Canada (<a href="#">eMarketer</a>)</li> <li>• 42% of Canadians surveyed had an account. Twitter is most popular among Canadians with an annual household income between \$60,000 and \$99,999 (47%), as well as among individuals with a college degree (over 40%). (<a href="#">Ryerson Social Media Lab</a>)</li> </ul>
<b>How they use it</b>	<ul style="list-style-type: none"> <li>• To share opinions, updates, media, or self-expression</li> <li>• To have conversations with others about topics of interest</li> <li>• To keep up with news from publications of interest or on certain topics</li> <li>• To see what topics are trending <i>now</i></li> </ul>
<b>Why you should use it</b>	<ul style="list-style-type: none"> <li>• Be part of the conversation</li> <li>• Spotlight expertise</li> <li>• Find out what people are saying about a place or topic</li> </ul>
<b>Skills/resources you need</b>	<ul style="list-style-type: none"> <li>• Copywriting (compelling short content is not always easy to write)</li> </ul>
<b>Best for</b>	<ul style="list-style-type: none"> <li>• Organizations with blogs or lots of news to share</li> <li>• People who are looking to connect and converse with others who are interested in niche topics</li> <li>• People living in places with an active local Twitter scene, or part of a community of interest with significant participation on the platform</li> </ul>

## Other noteworthy platforms

- **YouTube:** 64% of Canadians surveyed reported having an account, making it the third most popular social media site ([Ryerson Social Media Lab](#)). The highest level of growth in YouTube's user base is among users aged 35 to 55.
- **LinkedIn:** There were 19,410,000 LinkedIn users in Canada in October 2021, which accounted for 50.8% of its entire population ([NapoleonCat](#)). It is the fifth most-popular social media platform in Canada.
- **Pinterest:** 40% of online Canadian adults report having a Pinterest account, with 32% accessing the platform at least monthly ([Ryerson Social Media Lab](#)).
- **Snapchat:** 7.4 million users in Canada as of October 2020 ([eMarketer](#)). Roughly one quarter of online Canadians (27%) report having a Snapchat account. Young people 18–24 years old (78%) and 25–34 years old (49%) are the largest user groups on the platform. They are also most active on the platform with 72% and 44%, respectively, being Monthly Active Users ([Ryerson Social Media Lab](#)).

## Using social media strategically

Creating a profile on social networks is usually free, but creating engaging content, sharing updates, gaining followers, and engaging with people in these online communities requires a significant investment of time, and often money as well. Without a clear sense of *who* you are trying to reach, *how*, and *why*, it is all too easy to spend too much time on activities that do not have a positive impact on your organization's mission and goals.

Using social media strategically does not need to be complicated. In essence, your social media strategy should:

1. Support your organization's strategic objectives
2. Identify specific actions that will help your organization achieve its goals
3. Outline the resources required to implement these actions successfully
4. Exclude actions that are not relevant or realistically achievable, based on your objectives, goals, and resources
5. Identify metrics that are relevant to your strategic approach and intended outcomes

**The ROI of social media is notoriously hard to measure, not because there are no relevant metrics, but because many organizations do not have clarity on what outcome they hope to see from their investment in social media.**

## How to use social media to support strategic objectives

Align your approach to social media with your organization's overall marketing strategy and/or strategic plan. Write down the answers to these basic questions:

- What are you trying to accomplish?
- How will you know you are successful?
- How can you measure progress / success?

In addition to these core questions, you'll also need to know *who* you are trying to reach, *what* you want them to do or feel, and identify *triggers* that will persuade your target audience to take action. Here are four key aspects to consider:

<b>Branding</b>	• Presence, style, visuals, voice
<b>Discovery</b>	• Keyword-rich content, hashtags, viral reach
<b>Engagement</b>	• Reactions, comments, shares, fans, trends
<b>Conversion</b>	• Click, buy, send message, subscribe

## Define your target audience

Tailor the content you create and the platforms you choose to the audiences you're trying to reach.

### *Who are the audiences or customers you most want to reach?*

- Demographics: Age, gender, cultural background, ethnicity, location, income, etc.
- Interests: What do they like? What are their hobbies?
- Wants: What do they desire or value?
- Needs: What needs do they have? What problems can you help them solve?
- Habits: How do they spend their time online? Which social media platforms do they prefer?
- Preferences: How do they prefer to interact with you?

**Tip: Focus only on the audiences or customers that are your current priority. If you have more than one target audience, ensure you have allocated enough resources to effectively reach all of them.**

Focus your efforts on the social media platforms that are most appealing for your priority audiences (see the preceding sections for some hints on social media demographics by platform). If you're not sure which ones are most interesting for your audience, ask them! You can also do keyword searches on your organization's name or related topics, and research which sites are most effective for your competitors or for similar organizations. Brainstorm creative ideas to link what your organization does or offers with your audience's interests, wants, needs, and habits.

### *What do you want your target audience to feel, think or do?*

What impact do you want to make with your social media? Do you want to communicate a particular message, get people to take a particular action, or change public perceptions? Ask yourself:

- What does your audience feel, think or know about your organization, message, product, or service? How do you want this to change?
- What does your audience do now? What do you want them to do differently?

### *What triggers your target audience to take action or change their perceptions?*

Some decisions are made with the head, and others with the heart. Approval from family or friends, advice from an expert, hopes and fears are also powerful influences on people's choices. Think about your audience and the actions you hope they will take, whether that's buying tickets to a show, donating to your organization, subscribing to your newsletter, or even just clicking a link you share, and ask yourself:

- What information do they need?
- How do they want or need to feel?
- Who do they trust for advice or input on this topic?
- What do they hope will happen if they act or make a change?
- What negative outcomes will they experience if they do not act or change?

## Create a plan of action

Clarifying who you're trying to reach, what you want them to do, and what inspires them to act is only the first step. Mapping out a plan of action ensures you will engage thoughtfully, creatively, consistently, and intentionally within social networks.

It can be helpful to create and use simple tools like a simple brand kit, a content calendar, SEO keyword planners, and customer personas. Invest time and money to create tools, resources, and content to support your main objective(s), whether that's branding, discovery, engagement, conversion, etc.

## Useful tips, tactics & tools

<b>Branding</b>	<ul style="list-style-type: none"> <li>• Brand kit</li> <li>• High quality photos, videos, or illustrations</li> <li>• Editorial guidelines, content themes / calendar</li> </ul>
<b>Discovery</b>	<ul style="list-style-type: none"> <li>• SEO-driven copywriting</li> <li>• Metadata / structured data</li> <li>• Keyword planners</li> <li>• Use of hashtags, memes, trends, challenges</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>• Customer personas</li> <li>• Questions, polls, or surveys</li> <li>• Contests</li> <li>• Conversations via live chat or messages</li> </ul>
<b>Conversion</b>	<ul style="list-style-type: none"> <li>• Create special offers or incentives</li> <li>• Offer early bird or fan-only deals</li> <li>• Include call-to-action buttons or text links</li> </ul>

## Ensure your plan is relevant and realistic

There are no shortage of creative ideas for engaging on social media, but most organizations do not have unlimited resources. Take inventory of your strengths, weaknesses, opportunities, and threats. Tailor your approach to social media to make the most of the strengths and opportunities you've got and manage or mitigate any weaknesses or threats.



How much time and money are you prepared to invest? Who is going to do the work? How often will you publish content? How will you ensure you consistently have something worthy to say or share? Are you capable of curating or creating content yourself? Have you defined and honed your voice? Does the approach you want to take require a significant investment of time, money, or specialized skills?

Consider also the specific strengths and weaknesses of your team: who takes great photos? Who is a natural on camera? Who has a way with words? Which social media sites are they most comfortable using?

If your team lacks content creation skills or doesn't have a lot of time or money to allocate to social media, you will either need to invest in resources to do more, or adjust the scope of your planned activities.

## Measure what counts

Social media marketing can be extremely time-consuming, so if your team has a limited number of hours to spend on social media, it's important to spend it where it will most count.

Data from social media insights, web analytics, and surveys can help provide an indication of which activities are moving the needle, and which may not be getting the results you hoped for. To avoid getting bogged down in all the data, routine reporting should focus on only a few key metrics that are important indicators of success. A more thorough look at the metrics should happen at least annually as well.

**Tip: It's not just the numbers that matter, it's the story they tell.**

**If views, engagements, and clicks are high, but sales are low, for example, you may want to make sure your shopping cart process is functioning properly, and your pricing is in line with audience expectations.**

**A note on metrics:** It may be helpful to clarify for yourself and your team which metrics are *indicators* of success, and which are *outcomes*. Indicators are not ends in themselves but are quantifiable things that help you to know if you are on the right track to get the result you want. If the outcome you want is ticket sales, for example, you may watch not only how many tickets are sold, but how many people see the post or page with the show details, how many like or comments on a post about the show, and how many click the link for more information.

Your strategic priorities determine which metrics you should pay the closest attention to. Here are a few examples of some key performance indicators (KPIs) you could use to track to measure progress if your focus is branding, discovery, engagement, or conversion.

**Branding**

- Sentiment of comments, mentions, and messages
- Volume of direct traffic and Google searches for your name
- Survey data on brand sentiment and awareness
- Other people's use of branded hashtags or participation in branded challenges

**Discovery**

- Impressions / Reach (non-followers)
- New fans/followers
- Referral traffic to website from social media
- Survey comments ("How did you hear about us?")

**Engagement**

- Impressions / Reach (followers)
- Reactions, comments, shares, fans, trends
- Page mentions / tags
- Backlinks
- Private messages

**Conversion**

- Clicks to take action
- Time on website vs. average
- Purchases
- New subscribers

## Creating quality social content

Quality content is essential to successfully connect with audiences via social media. Learn from what other organizations like yours do well on social media, but don't be afraid to try something new. If you want to stand out, you will need to do something that is different from what has been done before — something that is uniquely you.

Play to your strengths:

- **Focus:** Choose a few things you can do very well, and invest strategically in original content
- **Collaborate:** Ask staff, fans, or volunteers to help capture photos and videos; encourage audiences or customers to post photos and videos and tag you
- **Know your audience:** Pay attention to which types of content your audience responds best to, and give them more of it.

## Defining quality social content

Strategic	<ul style="list-style-type: none"> <li>• Aligned with broader business and marketing goals</li> <li>• Tailored to appeal to your target audiences</li> <li>• Purposefully created or shared</li> </ul>
Authentic	<ul style="list-style-type: none"> <li>• Share what brings you joy</li> <li>• Play to your teams' strengths</li> </ul>
Consistent	<ul style="list-style-type: none"> <li>• Define key messaging for your brand, as well as for specific campaigns or seasons</li> <li>• Repetition is memorable</li> <li>• Use a content calendar and brand kit</li> </ul>
Conversational	<ul style="list-style-type: none"> <li>• Mirror your audience's values, wants, and needs</li> <li>• Like or reply to comments to show you are listening</li> <li>• Look for opportunities to create conversation or acknowledge fans</li> </ul>
Creative	<ul style="list-style-type: none"> <li>• Don't be afraid to try new things — it's the creative and unexpected that gets people to notice you</li> </ul>

## Need inspiration? Remember the three Cs

It can be overwhelming for many people to feel like they need to constantly have something new to post on social, especially when time and content creation resources are limited. The good news is that you don't have to spend all your time taking photos, making videos, and writing copy for social media. Content creation is just one of the "three Cs" that make a dynamic and interesting feed:

### Content Creation

Write, make videos, take pictures, record podcasts, produce illustrations or infographics ... you get the idea.

### Content Curation

Shine a spotlight on artists or partner organizations, or share relevant, insightful, or inspiring posts, articles, videos, or other media that others produce.

### Conversational Content

It's called social media for a reason! Remember to include conversational content in your media mix. It's easy to do: interview an artist or expert, ask your audience a question, create a poll, post something that is a reply or response to another person or organization, or join a conversation that's already happening on social media by including relevant hashtags in your posts.

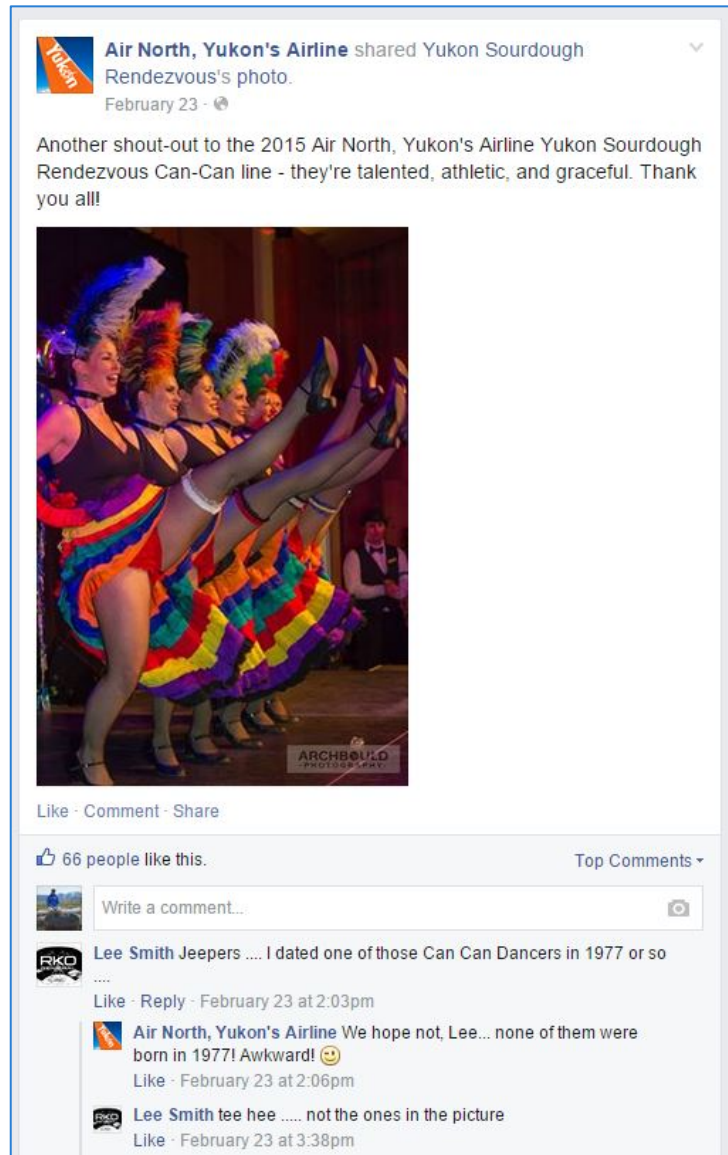
## Content planning tips

<b>Define content pillars</b>	<ul style="list-style-type: none"> <li>• Choose 3-5 themes that define your organization</li> <li>• Brainstorm monthly and capture ideas in a spreadsheet with separate sections for each pillar</li> </ul>
<b>Check analytics</b>	<ul style="list-style-type: none"> <li>• Which posts got the most shares, comments, likes?</li> <li>• Which pages on your website are most viewed?</li> <li>• Which search keywords drive web traffic?</li> </ul>
<b>Follow trends</b>	<ul style="list-style-type: none"> <li>• See what others post using hashtag searches</li> <li>• <a href="#">Google Trends</a> shows you what people search</li> <li>• Pinterest may also offer ideas</li> </ul>
<b>Audience insights</b>	<ul style="list-style-type: none"> <li>• Turn FAQs into social posts</li> <li>• Ask your audience what they're looking for from you</li> </ul>

## Tips on Writing for Social Media

The following tips are republished from a previous blog post by Inga Petri, Strategic Moves.

- Define and hone your voice – this is an essential brand marketing need!
- Voice: be casual, conversational, talk to me directly, positive, upbeat, fun. Remember, this is social media, i.e. a social space inhabited by humans
- Use I, we, you instead of the company, the client, the team
- Short sentences, short words – especially so in English writing
- 40 characters makes a long Facebook post in most cases. ONE of my most successful long posts on a business page was over 500 words ... it shared a very personal story in a well-established community
- 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! Facebook has quite a lot of statistical information it shares when you set up your page as a business page.
- 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!

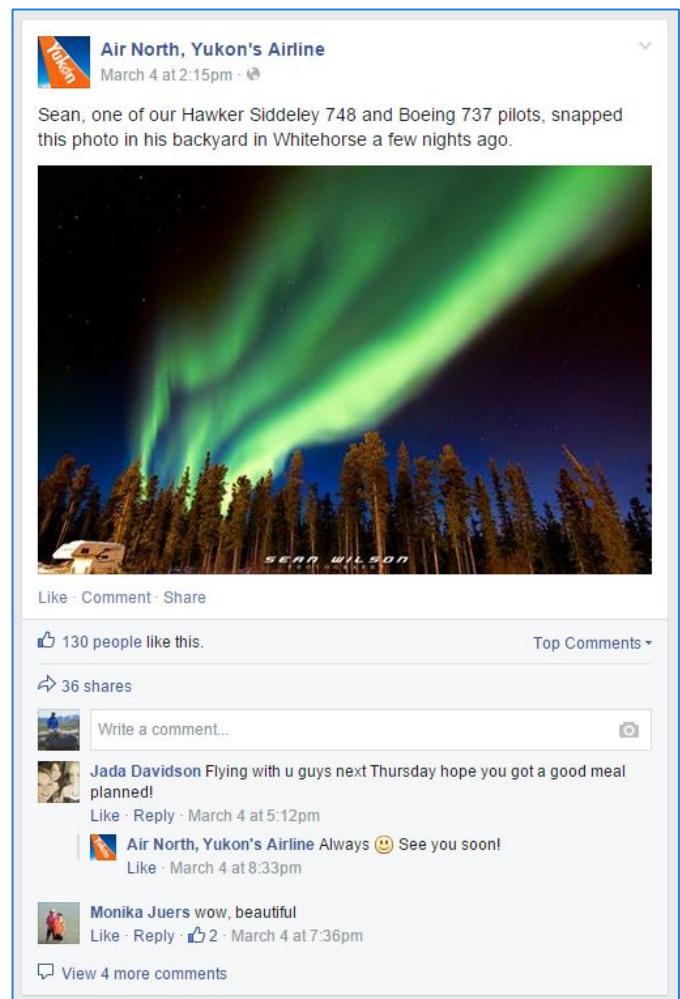


## Tips on Photography for Social Media

The following tips are republished from a previous blog post by Inga Petri, Strategic Moves.

I often browse around the Internet for latest and best tips. Some of these tips were inspired by this [blogpost: 12 Tips for Taking Better Marketing Photos for Your Social Media Campaigns](#) posted on Quicksprout.com. It's worth looking at what the Pros do, too. I often look at the free articles on specialized sites, like this one: [Professional Photographer Magazine](#).

- Take current / timely photos – it is best to go beyond press kit head shots of artists posing to draw in your audience. Also: taking images of audience members enjoying themselves in your space can work well.
- 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 – the quality will be higher (unless you have pro camera)
- To avoid the slight shake that reduces your image quality on hand held photos, get a tripod and mount your phone
- Use natural frames
- Leverage reflections in water, windows
- Repeating patterns (similar to symmetry)
- Introduce a 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 – try editing on a larger screen if you can, for instance a tablet.
- #nofilter – use this hashtag when its accurate.
- To protect your own copyright, don't post complete images of final visual art pieces that can be reproduced/printed easily



## Conclusion

Social media algorithms and features are constantly changing, but platforms like Facebook, Instagram, TikTok, Twitter, and more, are here to stay. These sites can be powerful ways to engage more deeply with your core audience, as well as to reach new audiences, but it does require a notable investment of time and/or money to do this well. The best way to ensure a positive return on that investment is to approach social media purposefully. Every tweak to an algorithm and every feature addition is aimed at getting users to spend even more time engaging with the content on these sites, usually by presenting users with more of the content they like best. By focusing on deepening your connection with your audience and creating content that is tailored to their wants and needs, you'll be more likely to stand out within a cluttered news feed.

### Improve ROI on social media

- Be purposeful in how you use social media
- Create content that supports strategic objectives
- Identify and measure the metrics that matter

### Create a realistic content plan

- Batch and schedule content
- Create and use a basic brand kit / style guide
- Repurpose / remix content
- Tailor the plan to align with skills, time, and money

### Create engaging content

- 3Cs: Creation, curation, conversation
- Leverage your strengths, improve your skills
- Don't be afraid to experiment