

Telling Your Story on a Shoestring Budget

Scott Artley & Chris Cloud - Twin Cities Media Alliance

for MRAC

Oct 29, 2015

AN INTRO TO SOCIAL MEDIA LINGO

The following adapted from Stuart Whitmore, Jonny Pixel Productions Inc. (johnny-pixel.com)

Follow — when you subscribe to Tweets from another Twitter user, you are "following" them (likewise, they are "following" you if they subscribe to your Tweets).

“At” symbol (@) — when you put @ in front of a Twitter user's username in your Tweet, like @DCCstpaulmpls, it will turn the username into a link to that user's Twitter account. Facebook will similarly convert any word starting with @ to a link to a Facebook friend or page you've "liked."

Mentions/Replies — when you reply to a Tweet, Twitter will automatically use the @ notation mentioned above to begin your reply. If you use that notation in Tweet that is not a reply, it is called a "mention"--a good way to involve project partners also on Twitter.

Hashtag (#) — when you put # in front of a word (or string of words), you create a "hashtag" for that word. Twitter will turn the hashtag into a link that will allow searching for other Tweets with the same hashtag. This is a way of grouping Tweets by topic. For example, if you regularly Tweet to inform people of new press releases, you might include a hashtag like #press or #PressRelease in each Tweet that announces a press release.

Retweet — when you repeat a Tweet posted by somebody else, this is called a "retweet." You can do this by using the Retweet feature provided by Twitter; or, some people prefer to start a retweet with "RT " and the @username of the person who posted the original Tweet. For example, if the user JPPI posts the Tweet "It's a wonderful Monday!" you could manually retweet it with the Tweet: "RT @JPPI: It's a wonderful Monday!"

WHAT TO POST - CONTENT IDEAS

Each organization will have to figure out what works best for its audience, but here are some ideas to get you thinking. Always keep it brief! Posts under 80 characters have 27% higher engagement rates.

*The following adapted from Allee Creative, alleecreative.com
author of *The SM Idea Book: Social Media Content Ideas for Every Day of Year**

Using Pictures

Share photos

Do a caption contest - solicit the best captions for your photos

Use infographics
Post maps, charts, indexes
Utilize events - before and after photos
Play a guessing game - where was the picture taken, what is the picture of, when was it taken?
Incorporate videos
Sneak peeks before a product launch

Storytelling & Information

Tell your story, how the business started
Let your customers tell your story
Go behind the scenes
Use “teasers” from your blog, share links with timely and relevant information
Start a series - a week of..., a countdown to..., daily reasons why...
Curate information from other sources (use the “share on a page you manage” function)
Post relevant links and URLs
Introduce a new product/service/staff person

Questions, Answers, Polls & Interviews

Invite a guest “host” to manage your Facebook page and answer questions from fans
Answer fan questions
Answer unasked questions
Conduct interviews (video is great!)
Ask questions of your audience (“would you rather...?”)
Post a poll or trivia

Engage Others

Tag (using @ or # functions) to cross-post to other pages and people
Use jokes, start with the set-up and let the fans finish it
Feature a customer
Ask for feedback (keep it positive!)
Call out special events, holidays, and celebrations (take photos and let your customers tag themselves)
Genuinely interact with your fans
Connect your business’s mission to current events

Telling Your Story (on a shoestring budget)

Part 1: Social Media

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Twin Cities Media Alliance**

Who are we???



Who are you???

Agenda

1. BIG picture - media in the (digital) social sphere
2. Content is king!
3. Platform show & tell
4. - BREAK -
5. Resources & Tools, Tips & Tricks
6. Group discussions
7. Big group shareback
8. Closing/individual questions

BIG picture - media in the social sphere

- Effective media = message + content + platform
- Traditional media - manicured brand, finite resources, broadcast
- Social media - co-create brand, listening/learning/adapting, developing internal processes, inspiring participation
- On a shoestring - social media as level(er) playing ground, understand your audience and facilitate their participation, a dynamic conversation

Content is king!

Douglas W. Ray, 3 Ships
[instagram.com/douglaswray](https://www.instagram.com/douglaswray)

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR_SQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Platform Show & Tell!

- Facebook
- LinkedIn
- Mn Artists

Platform Show & Tell!

- Twitter
- Instagram
- Snapchat

Platform Show & Tell!

- Other platforms -
 - Tumblr
 - Vine
 - Pinterest
 - Youtube/Vimeo
 - Last.fm/Soundcloud

Tools & Resources

- Find a platform you can be good at, then expand to others
- Internal controls
 - Editorial calendar
 - Social media policy
- Social media management tools
 - Hootsuite
 - IFTTT
- “Handout” with content ideas - <http://tinyurl.com/scottandchrishandout>

Tips & Tricks

- @, or how to get people involved
- #, or how to encourage content
- Integrate into your work (website, email, in-person, incentives)
- Measure and adapt
- Consistency is the key element, curate great content and people will return and engage

Group Discussions

1. What are your/your organization's existing assets?
2. What are possible platforms to share those assets?
3. What strategies from your experience can you share with the group?
4. What other questions do you have?

Questions from registration

- How do you know what is the best content to create/share on which social media platforms and when?
- How to aggregate all social media, without losing wide presence.
- How much is too much sharing? And how important is it to maintain a business page and a personal page? Then how do you separate the two?
- How to reach people who would be most interested in what we are already doing.
- How do you use social media to recruit volunteers?
- How to manage a personal presence/page and a group/cause/event at the same time? Choosing between various social media platforms, which platform works?
- Do you have a camera recommendation? Is a cell phone camera image acceptable?

Telling Your Story workshops

Upcoming Arts Management Training Workshops

Telling Your Story on a Shoestring Budget- Part 1 of 4 – Social Media	MRAC Office - 2324 University Ave W Suite 114 St Paul, MN 55114	2:00 pm to 5:00 pm	10/29/2015
Telling Your Story on a Shoestring Budget - Part 2 of 4 – Newspaper and Print Media	MRAC Office - 2324 University Ave W Suite 114 St Paul, MN 55114	2:00 pm to 5:00 pm	11/4/2015
Telling Your Story on a Shoestring Budget – part 3 of 4 - Video	MRAC Office - 2324 University Ave W Suite 114 St Paul, MN 55114	2:00 pm to 5:00 pm	12/2/2015
Telling Your Story on a Shoestring Budget, Part 4 of 4 – Twitter 101	MRAC Office - 2324 University Ave W Suite 114 St Paul, MN 55114	2:00 pm to 5:00 pm	1/13/2016

<http://www.mrac.org/workshops/artsmanagementtraining>