SOCIAL MARKETING
BLUEPRINT FOR SUCCESS IN THE ARTS

90°

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SPECIAL REPORT

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Each article in this issue is also found on our website, MusicalAmerica.com, in the Special Reports section.

Introduction

What sort of return on investment are you getting on your social media efforts? To what kinds of posts are your constituents the most responsive? Photos? Texts? Shared links? What incentives are you putting out there that they would want to share with their own networks? And how responsive are you to their efforts?

Social media may look on the surface like a fun, free-wheeling tool to get the word out, but if you want results from it, you have to treat it as you would any of your strategies for a successful business. Otherwise, you're just "shouting into the ether," as marketing director Dustin Nelson of Le Poisson Rouge puts it.

Social Marketing: Blueprint for Success in the Arts, deepens our first report on this game-changing medium. We'll show you how to plan your social media efforts, how to track and measure them, and what to do with that data once you retrieve it. As Matthew O'Mara explains, with tools such as Facebook Insights, you can reach beyond the vanity metrics of "likes," "friends," and fans and get to the core—the hard, measurable data that will help you make the most efficient use of your time and shape your social-media platforms.

Karim Kanji provides descriptions of some of the other tracking tools like Google Analytics, Bitly, HootSuite that are available, many of them for free, while Henry Penn provides pointers for planning and organizing your campaigns.

Michelle Paul offers Four Tips for Awesome Posts, such as posting photos of last night's concert audience on your Facebook page and inviting fans to tag themselves. We've included plenty of examples of successful posts, such as a few of State Bicycle's Facebook pages: notice all the photos, contests, free give-aways, and classy graphics. The bottom line is, social media is no longer just an "extra" for building a fan base; used properly, it is an essential ingredient for all of your marketing efforts.

Regards,

Susan Elliott
Editor, Special Reports

4 Tips for Awesome Social Media Marketing Posts

How to be a friend and keep them clicking, straight to the box office

By Michelle Paul

Especially with the introduction of social media, what arts organizations used to call "marketing" is now more accurately described as "patron relationship building" (or what I like to call "breaking the fifth wall" [see below]). In this article, we'll examine what makes a great Facebook or Twitter post—one that advertises your art effectively, grabs attention, and embraces the medium.

MICHELLE PAUL

Michelle Paul, director of product development for Patron Technology, has been in charge of building and improving PatronManager CRM since its conceptualization and launch. A close observer of arts marketing and management trends, Michelle has presented sessions at NAMP, INTIX, ArtsReach, and other conferences. She is the co-author of Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century.

① GIVE THEM SOMETHING TO CLICK

If your post asks people to take action—especially if that action is "buy a ticket"—be sure that's clear. Always include an easily visible link. Don't assume your fans will find it on their own.

Orchestra of St. Luke's

Heads up for our Facebook fans! Some of our free OSL@DMC events for next season are now posted, including the Holiday Sing and Preview & Chats with musicians. Take a look, see what you want to attend, and mark your calendar for three weeks before the date (that's when reservations open, and they fill quickly!).

OSL@DMC
www.oslmusic.org

2013/2014 SEASON

Like · Comment · Share · 👍 6 📄 1 · 2 hours ago · 🌐

Page 4 has a great example of a post with a clear call to action. Tickets for these Orchestra of St. Luke's performances aren't available yet, but this announcement provides the first step to a purchase, because it is a link to the OSL web site and schedule of concerts. People can "mark their calendars" for the future.

Carnegie Hall tweets a streaming video url of a recent performance—it's not hosted on its own web site, but they provide a link to the page of the radio station that's offering it.

In the illustration at the bottom of page, the Facebook gurus at the famed MUNY may be real pros, but this post showing the packed house for *Mary Poppins* is a missed opportunity, because it could have included a link to buy tickets.

In addition to making it easy for people to take action, including links in your posts gives you another way of tracking and measuring your success. Go beyond Likes and comments (which you can track using Facebook Insights and see how much traffic your social media posts are driving to your site (which you can using Google Analytics or a similar web site tracking platform). If your data shows that posts with certain kinds of images or language far out-perform others, you'll know you're hitting the mark with your audience and should continue moving in that direction.

Carnegie Hall @carnegiehall — 27 Jul
Stream our National Youth Orchestra of the USA's culminating performance from last weekend's BBC Proms today at 5PM: bit.ly/16joBRA
Expand

Carnegie Hall
Stream our National Youth Orchestra of the USA's culminating performance from last weekend's BBC Proms today at 5 PM: http://bit.ly/16joBRB

WQXR Features – National Youth Orchestra of the US Makes UK Debut
www.wqxr.org

At 5 pm on Saturday, July 27, WQXR will broadcast the second in a series of performances from the BBC Proms festival in London. This concert features the UK debut of the newly formed National Youth Orchestra of the United

Like · Comment · Share · 👍 5 · 16 minutes ago · 🌐

The Muny
Full house and a gorgeous sunset. Opening night at The Muny was "poppin"!

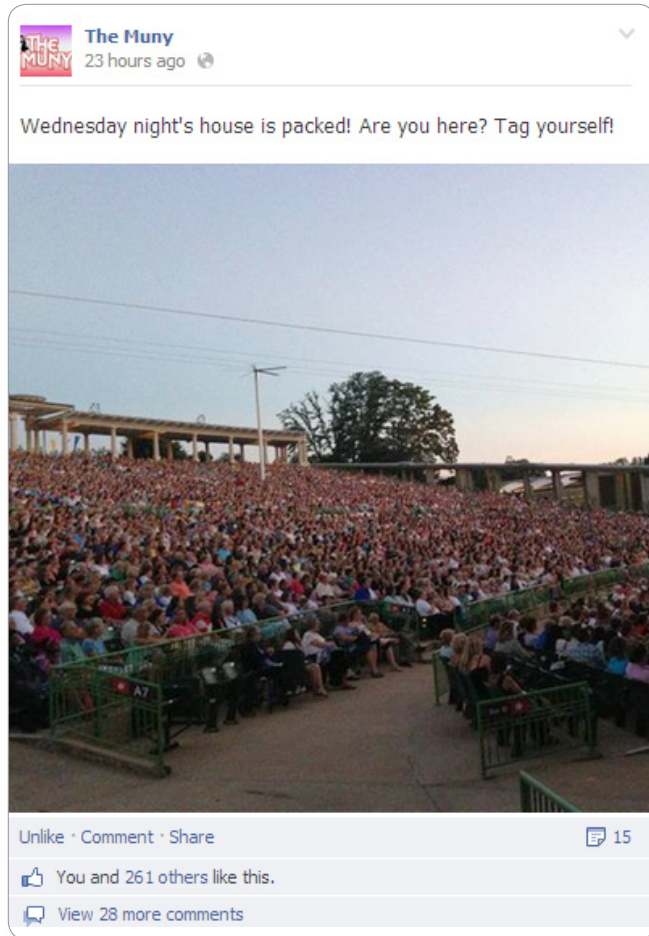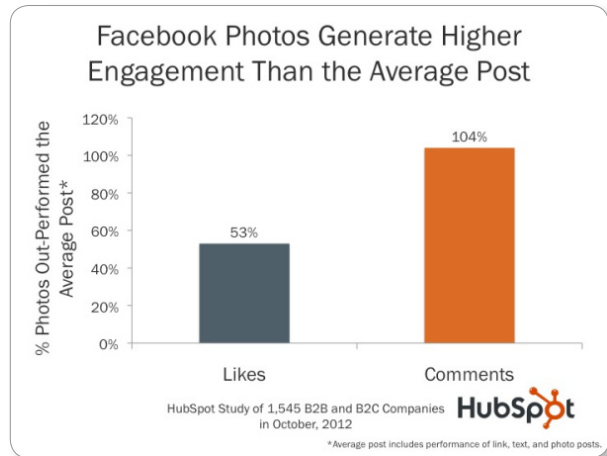Like · Comment · Share · 👍 1,145 💬 36 📝 77 · Yesterday at 3:01pm · 🌐

2

AN IMAGE IS WORTH 1,000 LIKES

Pinterest, Tumblr, Instagram—have you noticed how all the popular social media sites are heavily image-based? That's nothing but good news for arts organizations. A photo can communicate so much about what your organization has to offer—and, as an extra bonus, Facebook posts that include images consistently get re-shared and Liked at a higher rate than text-only posts (and according to Hubspot, they get 104% more comments!).

Here's where the MUNY really shines:

Facebook Photos Generate Higher Engagement Than the Average Post

HubSpot Study of 1,545 B2B and B2C Companies in October, 2012

*Average post includes performance of link, text, and photo posts.

The Muny
23 hours ago

Wednesday night's house is packed! Are you here? Tag yourself!

Unlike · Comment · Share   15

You and 261 others like this.

View 28 more comments

This picture of the audience asks fans to tag themselves—a great way to grab people's attention and encourage interaction. It may even make them more likely to return for a future event, because they feel even more connected to the venue.

Alvin Ailey American Dance Theater shared Alvin Ailey American Dance Theater's photo.
Sunday

How do you stay fit during the summer?

Jermaine Terry. Photo by Jordan Matter Photography

Like · Comment · Share   84

1,860 people like this.   Top Comments ▾

You can use images to capture and market the actual experience of your artform; Alvin Ailey Dance nails it with this dynamic, exciting photo that—even though it's shot out on the streets of New York, not in their venue—demonstrates exactly what it's like to see the dance company perform.

③ KNOW YOUR MEME

WHAT'S IN A MEME?

A meme is an image and/or quote that "catches on" across numerous social media platforms over a given period of time. "Cats that look like Hitler," mentioned in a scene in three-year-old film *The Social Network*, has infiltrated cyberspace to such an extent that it has become a web site and has its own Wikipedia entry. At the moment Goucho is the top cat, but we especially liked No. 3, Dolfern.

Dolfern the cat, a top contender among kitlers.

Don't forget the "social" aspect of social media—find a way to be a part of the larger conversation on the Internet. Keep an eye on what other people or groups are talking about, and get in on the fun. Start by following arts organizations like yours to see what other people are talking about. Here are a few examples of organizations paying attention to others and taking advantage of Internet memes.

Blumenthal Performing Arts
So many beautiful dancers came out for #NationalDanceDay at Founders Hall!

Like · Comment · Share · 👍 10 · 39 minutes ago · 🌐

Hashtags aren't just for Twitter anymore. As you can see in this example, Facebook now turns hashtags in posts into links that let you view a whole stream of updates on the same topic. Here, the Blumenthal PAC adds its voice to the #NationalDanceDay tag. Adding a hashtag like this one can dramatically increase the reach of your post.

"Throwback Thursday" is a meme/trend that originated on Instagram, as users started posting old photos on Thursdays and tagging them with "#tbt." The Park Avenue Armory has seized the Throwback Thursday opportunity by combing their archives for photos that help tell fans the story of its past.

📶 AT&T 🛜   9:19 PM   ⬈ 86% 🔋

parkavearmory   PHOTO   ↻

❤ **112 likes**

💬 **parkavearmory** Yep, that's a... bear in the Armory's lobby, 1948. #tbt

BAM

Throwback Thursdays: Cate Blanchett as Blanche DuBois in Liv Ullmann's acclaimed production of A Streetcar Named Desire.

This Friday, see Cate on the new Steinberg Screen in Woody Allen's new drama, Blue Jasmine! http://bit.ly/1bR6tou

Photo: Richard Termine

Like · Comment · Share · 🖒 41 📝 1 · Thursday at 11:15am · 🌐

BAM jumps on the Throwback Thursday bandwagon with an old shot of Cate Blanchett—and just happens to mention that she's part of the cast of a movie playing at the BAM Cinema right now. Relevant *and* useful for selling tickets.

4

BE A FRIEND, NOT A BILLBOARD

CHAMBER MUSIC ON TWITTER

Los Angeles Chamber Orchestra, @LACOtweets, makes especially effective use of Twitter. The group posts almost daily about a wide variety of topics: links to interesting articles, behind-the-scenes commentary about what's going on in the office, and then only sometimes a "buy tickets" message.

You'll definitely want to use social media to promote your events, but be careful your feed doesn't turn into a nonstop advertising machine.

Here are two made-up examples that look just like posts I see every day in my Facebook newsfeed and on Twitter:

> **Laboratory Symphony**
> July 19
>
> We're so excited for this weekend's concert -- Mozart, live, in person! October 12, 13, 14, 8pm -- only $15!
>
> Like · Comment · Share
>
> A Person   likes this.
>
> Write a comment...

> **LaboratorySymphony** @labsymph   5 Aug
> Tickets go on sale this morning for the whole 2013-2014 season, featuring Mozart, Bach, and Beethoven.
> Expand

No links, no context, no images, no fun... and imagine if these were the ONLY kinds of messages the Laboratory Symphony ever posted. Audiences don't turn to social media to be marketed to; they're primarily looking to connect with friends. Try to be a friend; mix up your sales-y posts with ones that feel intimate and special, more like this:

> **The Joyce Theater**
> Pilobolus Dance Theater still hangin' tough at The Joyce!
>
> Like · Comment · Share · 👍 198 💬 5 📄 17 · Yesterday at 10:14am · 🌐

When you do post a marketing message, keep all of the above tips about links and images in mind, and make sure it's more than just an announcement that the event exists. That's where the Laboratory Symphony examples really fail. Describe why someone should want to come to your event—build excitement by offering your patrons a glimpse of the experience itself.

> **San Francisco Symphony** added a video from July 30, 2013 to their timeline.
>
> If there's a greater 24 second introduction in all of classical music, we'd love to hear it! See the equally compelling remainder of this iconic work when the San Francisco Symphony Chorus and Orchestra perform it tonight (http://bit.ly/13HjaJ5). — at Davies Symphony Hall.
>
> Like · Comment · Share · 👍 351 💬 22 📄 114 · 7 hours ago · 🌐

The San Francisco Symphony brings it all together here: A photo (actually a still from a great video clip), a link to purchase tickets to this specific event, a location tag so everyone knows where this is happening... and most importantly, excellent copy, making a "big fat claim" that invites a response. Check out the enormous number of Likes, comments, and re-shares the post generated.
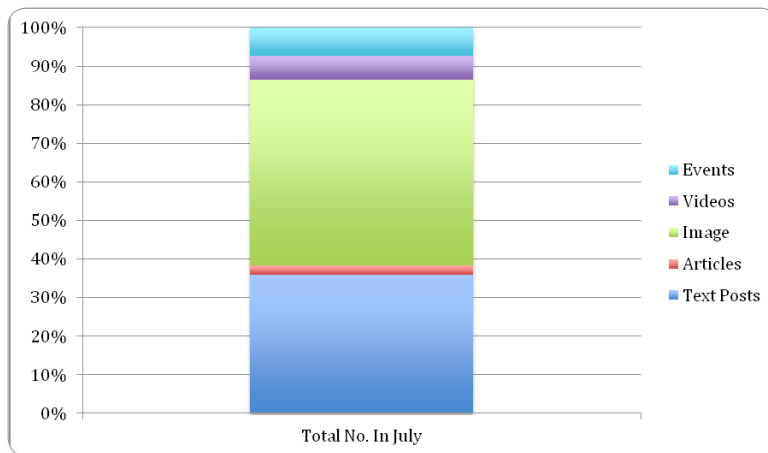
Even a manager who's used to participating in social media regularly can get lost when it's time to actually start *marketing* on these sites. But by following these simple guidelines

- Include a clear call to action
- Capture the experience with images
- Add context with appropriate hashtags
- Mix sales messages in with other content

you'll be on your way to success. You'll find that social media can dramatically change the way you establish connections with your patrons, and motivate them to talk about you with their friends, expanding your organization's reach and influence. **ma**

State Bicycle Co.'s facebook *Success*

Images and text posts with links were the main engagement areas for State Bicycle's Facebook Page. Each color represents a percentage that each category of post took up of the 80 created in July.

State Bicycle Co. has seen its sales increase dramatically in the past year. It has also increased its Facebook fan base tenfold—from 4,600 to 46,000. And that's hardly a coincidence. This is a company that takes its social media seriously: In the month of July alone, it produced 80 pieces of content for its Facebook Page. Of those, 29 were written posts with a link, two were articles that referred to other web sites, 29 were images of bicycles, five were videos, and six were for events. While each post produced a number of likes, they were all designed to spur conversions or interactions.

The company uses a variety of tactics to increase its fan base. For example, each week it hosts a photo challenge; this week it's "Pets & Bikes" (pictured on page 10).

Participants are invited to post photos on Facebook and Instagram and the best one gets a gift card. By pairing up its products with cute animals—which Internet users adore—State Bicycle has come up with a fun, highly sharable way to increase its fan base.

These high-quality close-up images of bike parts make for an attractive page design; the post also allows for quick sharing (note the 29 shares). Note, too, how City Grounds and State Bicycle managed to do some cross-marketing among their respective fan bases. ma
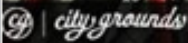
State Bicycle Co.
Monday

State Bicycle Co. is proud to announce our latest stockist. City Grounds . They will be carrying our FULL line up 😃

AVAILABLE NOW AT CITYGROUNDS.CO

Like · Comment · Share   📝 29

👍 741 people like this.   Top Comments ▾

Write a comment... 📷

City Grounds Thanks State Bicycle Co.! Available online here: http://www.citygrounds.com/brand/state-bicycle

City Grounds
www.citygrounds.com

City Grounds | Custom Fixed Gear Bikes, Commuter Bikes, Road Bikes, Urban Cycling Gear & More

Like · Reply · 👍 1 · Monday at 4:51pm

Five 5 TWITTER tips

In a recent report by Optify, Twitter is quickly surpassing Facebook and LinkedIn as the network for conversation. It is quick, easy, free, and provides immediate feedback. No wonder it's the fastest-growing opponent to Facebook. Here are a few things to think about in your Twitter excursions.

Find followers

Search by topics that are germane to your organization. Note the people who are tweeting about those topics and follow them. For example, if your ballet company is presenting a contemporary dance program for the first time, search "contemporary dance" in the search function and find users who are tweeting about it; follow them; join the conversation.
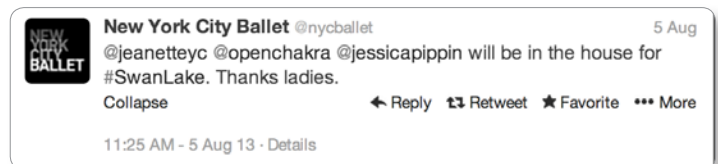
Search topics by hashtags. And be sure and search your company's hashtag. You might have a base of people who are aware of your brand, yet not specifically engaged with it because they aren't followers. Then, retweet or respond to what they've tweeted. They might respond by giving your organization a proper "follow."

Retweet comments involving your brand that are particularly funny or snarky in tone. It shows readers you're actively involved in their interactions.

WWOZ 90.7 FM @wwoz_neworleans — 1 May
A great recap: RT @noladefender: WWOZ Piano Night recap + photos! @MarciaBallBand @MarcoBenevento @PaulLongstreth bit.ly/YmyO0E
Expand

NOLA Defender @NolaDefender — 1 May
WWOZ Piano Night recap + photos! @MarciaBallBand @MarcoBenevento @PaulLongstreth @wwoz_neworleans bit.ly/YmyO0E
Expand

Once you find them…

Let them know you're listening. Notice how New York City Ballet manages both to acknowledge patrons and spur word of mouth for potential *Swan Lake* ticket buyers.

New York City Ballet @nycballet — 5 Aug
@jeanetteyc @openchakra @jessicapippin will be in the house for #SwanLake. Thanks ladies.
Collapse ← Reply ⇄ Retweet ★ Favorite ••• More
11:25 AM - 5 Aug 13 · Details

New York City Ballet @nycballet — 5 Aug
RT @caddington11 "Just got tickets to Swan Lake & Coppélia & can't even stand how excited I am!!" Thanks for joining us Catherine.
Expand ← Reply ⇄ Retweet ★ Favorite ••• More

People who tag your organization should always be acknowledged in kind. Reach out and thank them for the mention. Make them aware that you're aware of them.

Margaret McCormick @mmccormickcny — 30 Jul
Looking forward to checking out An American Look: Fashion, Decorative Arts & Gustav Stickley at @EversonMuseum Thurs. #datenight #Syracuse
Expand ← Reply ⇄ Retweet ★ Favorite ••• More

EversonMuseumofArt @EversonMuseum — 31 Jul
@mmccormickcny Sounds like a perfect #datenight... there's a lot of romance in this show! Hope you have fun!
💬 Hide conversation ← Reply ⇄ Retweet ★ Favorite ••• More

Make the pitch. Have a show coming up? Why not tweet a few fun facts or backstage anecdotes.

- Include backstage twitpics of the cast and crew
- Include teaser info that can have fans speculate and create a conversation
- Invite followers to guess at what shows you'll introduce for the upcoming season to get a gauge of how they view your brand
- Experiment with Twitter's newly introduced video sharing

Media Gallery ✕

The Chicago Theatre @ChicagoTheatre   1 Jul
Thanks @popchips for a great Monday surprise!
#popchipstotherescue pic.twitter.com/aveSpB5nXm
← Reply   ⇄ Retweet   ★ Favorite   Flag media

Who to follow · Refresh · View all

Wendy's ✓ @Wendys   ✕
Followed by miss mya and others
[Follow]   ↗ Promoted

Joe Gorga ✓ @joegorga   ✕
[Follow]

Lauren Toyota @laurentoyota   ✕
Followed by Stefan Brogren and o…
[Follow]

Popular accounts · Find friends

software, Vine. Make a Vine video or ask followers to create one of their own.

Ride with the stars

Say Audra MacDonald is performing with your orchestra. Of course, you'll tweet the information from your account, but don't forget to tag Audra and her management team! While your message will make its way to your say, 10,000 followers, if she sees your tag and decides to retweet the information, that exposes your orchestra to her 73,000 followers!

Take Out an Ad

Twitter has a number of options for advertising, including Promoted Accounts, Promoted Tweets, and Promoted Trends. At the very least, these can sneak your product into the "Who To Follow" feed on your page. ma

It's (mostly) *in the* PLANNING

GETTING TO THE NEXT LEVEL WITH SOCIAL MEDIA

By Henry Penn

You wouldn't launch a serious marketing campaign without significant forethought and planning (right?). The same holds for your social media marketing efforts.

Social media marketing requires all the organization needed for any successful marketing effort. In fact, social media marketing requires a bit more in the way of organization, since it is ongoing and constantly evolving.

This article assumes you've given serious thought to your social marketing strategies and goals and the need to measure your social media activity and ROI through metrics. These all have an impact on how your social efforts are organized, of course; you will do different things at different times to drive ticket sales versus promote the talk show appearance of an artist. Nonetheless, we will focus solely on organizing your social media efforts to give you the best chance for achieving your goals.

Not Rocket Science

Once you approach social media marketing as similar to other projects, planning your organization's time and resources becomes fairly straightforward. Many public groups have created detailed strategy and organization manuals to facilitate social media activity and ensure it is accomplished with the best chance for success. These groups range from the U.S. Air Force and Navy to the Ohio Farm Bureau.

Train your staff (or yourself)

Training involves a combination of learning the various platforms and learning the approach you want your organization to take on the social networks.

Diverse groups have recognized the need to organize social media efforts and have created publically available manuals.

Pick three or four platforms and make certain anyone responsible for your social media activity is proficient on them; don't expand to other platforms until they are. "Proficient" means more than learning to post—it also means understanding the metrics, how to change the background graphics, add apps, block users, etc.

What will be the "voice" of your social presence? Casual or formal? Third person or first person? Humorous and irreverent or straight and serious? Long and involved (not recommended) or short and pithy? A consistent approach to your minute-to-minute social media activities is not only key to good branding, it's also critical to efficiency and productivity.

Next, post to all your social platforms with the same content. Well, not precisely the same content. At the same time as you're posting to Facebook, post a tweet-appropriate version of the same content to Twitter and a graphic related to that same content on Pinterest—all at more-or-less the same time. This will help you think through the postings to make them fit the audience on each network. It will also have a beneficial effect on the search engines and, since people's accounts are often cross-mingled among networks, the impact to your audiences will be greater.

Consider your work plan

Your work plan answers the basic questions for conducting your social media marketing activity:

Who is going to do the work? Just as you wouldn't expect to sit alone in a corner during a party, social media requires ongoing interaction and effort. Designate one person to be the social media "lead." That person has the responsibility to be on top of the interactions. The responsibility can even be rotated among people on a schedule, but one person should always have the lead.

How much time each day or week will be spent on social media? Creating content and postings takes time and it's easy to let other tasks get in the way. Assume an hour or so a day for tending to your social media output. Try to make it happen every day instead of ganging it up for a single day or two during the week.

When during the day or week will you do it? Dive into the particular social media pools like Twitter or Instagram at the same time each day. It will quickly become part of your workday routine at the same time increasing audience activity.

What will get posted? We know that using social media strictly as a one-way promotional bulletin board doesn't work and that engaging in conversations, running contests, retweeting, engaging your influencers, etc. are key. But you still need to quantify. **For instance, you should send four retweets for every tweet you originate; favorite at least six Facebook posts each day, etc.** *And are you tracking all that?*

Also, the "lead" person should be monitoring the activity in your social media channels during the day and possibly also the early evening. The more quickly you can respond to what your audience is doing in your social feeds, the more your will generate increased audience activity, thereby creating fertile ground for accomplishing your goals. In addition, customer service issues will arise—those become very public on social networks—and you'll want to deal with those quickly.

Pass the baton

It's entirely possible that you'll have one person designated as the social media maven (perhaps you…). But in case there is more than one, be sure there is ample communication as one person's shift ends and another begins.

Remember, social media is very public and missteps get noticed. Create a standard procedure to bring the incoming person up to speed on any issues happening in your social space: customer service communications, recently posted items, retweets in progress, influencer activity, content to be posted during the upcoming shift, etc.

Create a daily schedule for who is minding the social media store and what activity is taking place.
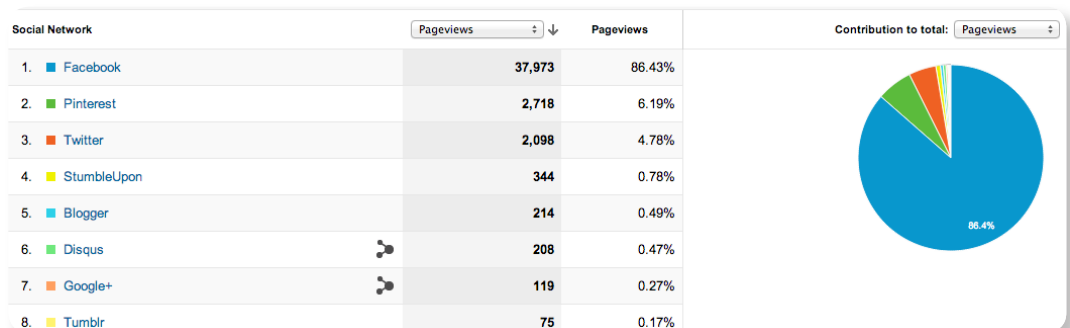
By Karim Kanji

Tracking *Social Media*

A FEW GOOD TOOLS

Getting the right data is key to a sound business strategy

There's a famous quote about marketing that does an admirable job of describing the challenge faced by companies undertaking social media marketing: "I'm convinced half of all the money I spend on advertising is wasted; the trouble is, I don't know which half."
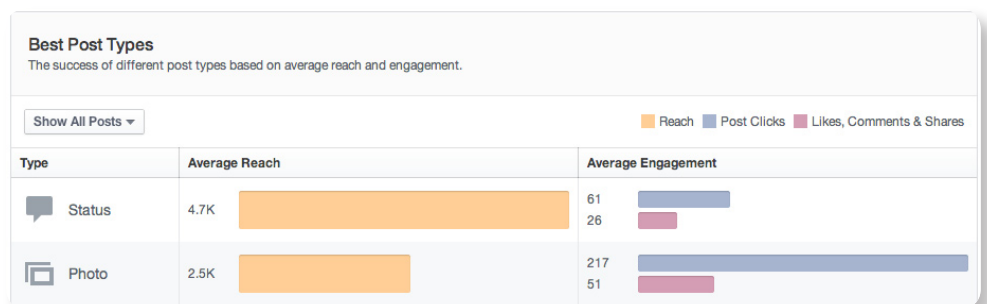
Social media and its crisscrossing networks generate reams of data, most of it easily measurable. Some of it is obvious, such as your friends and "likes" on Facebook, followers on Twitter, or views on YouTube. Other, more detailed data—the kind you need to make sound business decisions—is available through such tools as those outlined below. The key is knowing what information you need, and what to do with it.

Google Analytics: Designed to measure web site traffic patterns and traffic sources, Google Analytics is a fantastic starting point for finding the relationship between social marketing efforts and web traffic. You can see when traffic comes to your web site from social media sources, and how it behaves once it is there.

Google Analytics

Facebook Insights: Facebook Insights lets you track your engagement tactics on Facebook and determine how successful they are. You might find that posting at

Facebook Insights

KARIM KANJI

Karim Kanji is a digital strategist and cofounder of thirdocean.com, a Toronto-based firm that helps companies utilize digital and social tools to strengthen specific business needs. Clients have come from a range of industries, from health, gaming, and banking to sports, music, and fashion.

certain times of the day or week work better than others, or that certain types of posts perform better than others. For example, posts with pictures might outperform text posts, but only on Tuesdays. The graph below shows that a "status" update reaches 4700+ people. However, a "photo" update generates more engagement via comments, likes, shares, and clicks. These clicks are important because they have the potential to drive people

SOCIAL MEDIA PRIMER

The most important piece of information when it comes to choosing a social channel is finding out where people are already talking about you. You might want to start a Pinterest account, but if you have a huge number of fans already on YouTube the choice is made for you.

Keep in mind that each social media channel acts differently, and each requires different strategies. For example, Twitter is primarily a text-only interface (though pictures can be linked in messages) with a limit of 140 characters per message, so you want to keep your missives pithy and perhaps provocative to start a discussion. Facebook is much more visual, has no limits on message size, and is a good content vehicle.

Facebook: Arguably the most popular social network, Facebook comprised 1.15 billion users as of March 2013. Information that you share on your Facebook page shows up in the newsfeeds of your fans and subscribers, keeping them informed. In turn, you can connect with users based on shared interests, common groups, and shared friends/fans who "like" or "share" your posts.

Twitter: Individuals and companies can have their own Twitter accounts, and interested friends and fans "follow" these accounts to see all of the messages that are posted, and also participate in discussions between accounts. Twitter is an excellent platform to engage with customers in real-time discussions.

YouTube: YouTube is the place to go for all things video. Users can follow other users or subscribe to specific channels. YouTube is an excellent way to share artistic performances, speeches, creative video marketing campaigns, and other visuals.

Tumblr: Recently purchased by Yahoo, Tumblr is a micro-blogging and social networking platform. Users can follow the blogs of other users or post their own content. As of the writing of this article, over 130 million blogs are hosted on Tumblr and over 57 billion posts have been made.

Pinterest: A popular photo sharing site, Pinterest enables users to gather images in collections based on themes of their choice such as food, fashion, or art. Users can "like" images on other boards or "repin" them on their own boards.

Instagram: A popular photo sharing application for smartphones that recently expanded to offering videos, Instagram is especially popular with teenagers.

Vine: Vine is a video-sharing application that lets users record and share looped video clips of six seconds in length.

Google+: The most recent social network created by Google, Google+ is still developing its personality. It offers strong SEO (search engine optimization) advantages and interesting features (such as Hangouts). —KK

toward your web site. Understanding these Insights will help you determine the type of content you continue to populate your Facebook page with. [Please also see *Five Steps to Using Facebook Insights*]
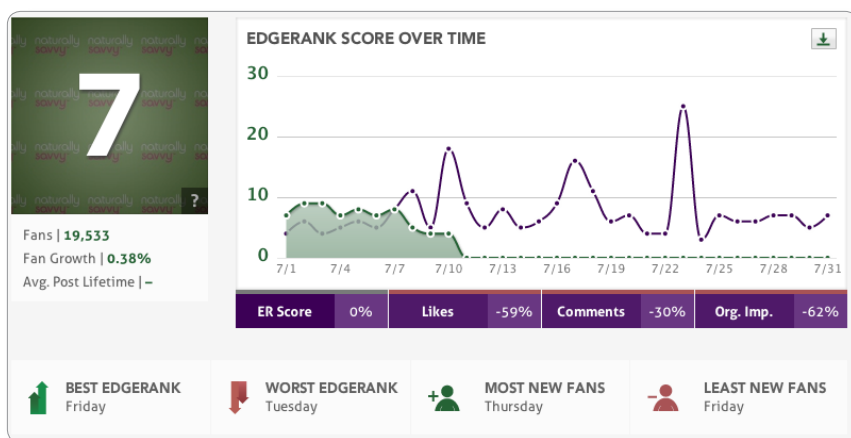
Twitter Insights: Twitter has an advanced search engine that lets you find your fans and target influencers in your field that can help you spread the word about what you do. Word-of-mouth is just as powerful on social media as it is in real life, so getting the right people talking about you is key.

EdgeRank Checker: This is a convenient tool for tracking your Facebook efforts and determining their effectiveness. The higher the EdgeRank score, the more people have seen your post. Facebook is very careful not to give away its "secret sauce," so understanding why your specific score is what it is can be hard to determine. However, by looking at the daily pattern, you may be able to determine if any one of the following is helping or hurting our EdgeRank score:

- Number of posts per day
- Content of posts
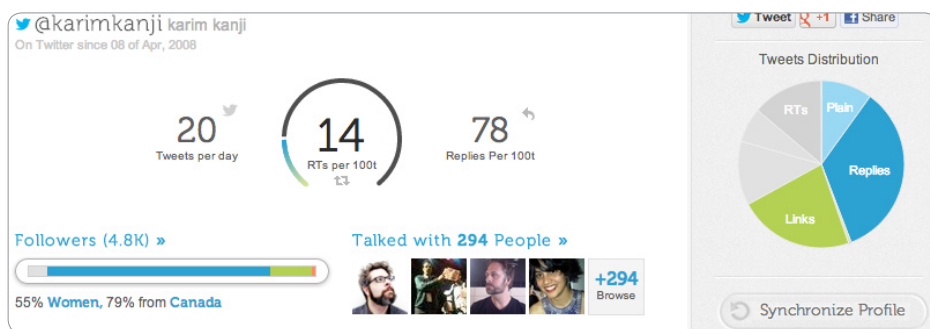- The time of day and day of the week in which the content was posted

HootSuite: HootSuite is one of my favorite social media monitoring/measuring tools. You can analyze data across multiple social networks with it, and at the same time monitor conversations, keywords, and followers. [See also Listening with HootSuite]

Bitly: Using Bitly allows you to shorten links, making them more social-media friendly (especially helpful for Twitter). It also tracks the number of people who click through on a particular link, letting you trace back and see which individual messages were the most effective.

EdgeRank Checker

Twtrland: This is a web site that measures Twitter engagement and followers and helps you find your key influencers, thus increasing the impact of your Twitter presence. The adjacent illustration is telling us that this account Tweets on average 20 times per day. Of these Tweets, 14% generate retweets while 78% generate a response. We also know that this account has a predominantly Canadian audience that has a slight female bias. This information can help us understand if the goals of our Twitter tactics are working or not. For example, what if this was an American company whose target market were men? By looking at this data we could assume that our Twitter strategy is off base.

Twtrland

5 STEPS to using facebook Insights

A handy, free tool for getting beyond vanity metrics

By Matthew O'Mara

Step 1—Activate Facebook Insights

Below your page's cover photo select the "Gear" button and click on "Insights."

Step 2—Look at the big picture

What you see here is the overview of "Likes," "Reach," "Talking About This," and "Check-Ins." Each of these sets of data represents the number of people who have interacted with your page. In the graph below, the number of people who "Like" the Facebook page has increased by 3.45% (not broken out here specifically) while the number of people talking about the page has decreased by 12.07%. You want to know why, so keep drilling down.

Notice how reach, engagement, and virality all affect each other. Virality is the number of people who have created new content from your post as a percentage of the number of people who have seen it.

The first three articles in the image at the top of page 20 all were posted on the same day (July 24), yet each has a different level of engagement not visible. The photo gallery—with its ability to be shared on multiple social media sites—offers the greatest level of engagement—with nine users—while the lowest level of virality due to the extra step in sharing. Not every person is willing to take that second step.

The second item is an article that was time sensitive with an accompanying event going on at the same time. This timeliness increased its virality; in other words, good timing equals increased shareability.

MATTHEW O'MARA

Matthew O'Mara is managing editor of Nikkei Voice*, a Japanese-Canadian publication in Toronto.*

THE 4-1-1 INFLUENCER RULE

Joe Pulizzi is founder of The Content Marketing Institute *and co-author of* Get Content, Get Customers. *His 4-1-1 rule puts an overwhelming amount of weight on the care and feeding of social-media influencers. He advises that, for every six pieces of content shared via social media*

Four should be pieces of content from your influencer target [group] that are also relevant to your audience. This means that 67% of the time you are sharing content that is not yours, and calling attention to content from your influencer group.

One piece should be original, educational content that you have created.

One piece should be sales-related—like a coupon, product notice, press release, or some other piece of content that no one will likely pay attention to.

Says Pulizzi: "While the numbers don't have to be exact, it's the philosophy that makes this work. When you share influencer content, they notice. And you share this content without asking for anything in return (so that when you do need something someday, those influencers are more likely to say yes)."

Facebook Insights can provide a breakdown of the "reach" of each post, indicating which how many are seeing your content from friends and how many on their own feed. If the numbers are low specifically for text posts then you need to look into what other kinds of posts did better on the site and emulate their success.

Each of these types of post has a reach that varies on its conditions. Photographs are more easily shared on other social media platforms like Instagram, and timely articles are more likely to be shared with users looking for specific content.

Step 3—Review Posts

The list below the graph shows the numeric responses to each of the posts. "Reach" describes the total number of people who saw your post, "engaged users," also known as conversions, are people who "shared" your post, "virality" is the number of shared shares.

Step 4—Understand the numbers

When you access your posts on Facebook Insights you can click on each number to see a breakdown of its reach, engagement, and how people are talking about the post.

For example, the top post in the image to the right was a photograph with text below it. It had a reach of 705 people with 53 people organically finding the post and 658 people finding it virally. "Organic" means people have seen your post in their own feed; "viral" means that have received it through interaction with a friend. These numbers will tell you what posts are more likely to be shared with your followers. The more viral views, the better.

Since the image post did much better than the three text posts below it, you want to use images in future.

Look into the response to the type of media used in your post—text, video, or photograph. For example, an image with text—the first one on the list—had the highest reach of the posts

with 705 people reached, 54 engaged, and 31 people talking about it. The post also had a virality of 4.4% meaning that of the people who have seen the post (705), 4.4%, or 31 people, have made his or her own content to share with friends. The image also shows that a video did the worst with a reach of 77, engagement of 9, and a virality of 1.3%. This shows that while video content may garner some attention, images, photographs, and infographics are far more easily shared with your audience.

The image here—the continuation of the list that starts above—is a post-by-post breakdown of reach and engagement. Using this view can give users insight into what posts have the most positive effects on your audience. Look into each section carefully and write down the trends you see.

Step 5—Use the results

Tracking your social media's metrics helps you understand what's trending with your audience and how to better serve its needs. Using these results, the Facebook page featured in the images above might focus efforts on creating easily shared images and unique content to drive more engagement on the page.

The social media coordinator might also look into ways of increasing the number of people talking about each article by timing the release of each piece of media with an event. For example, the second post in the image above was an event listing posted two days before its start. This provided interested users with the ability to share the post with others, increasing engagement rate and increasing the likelihood of visitors lingering on the page to see things like advertisements, promotions, and content.
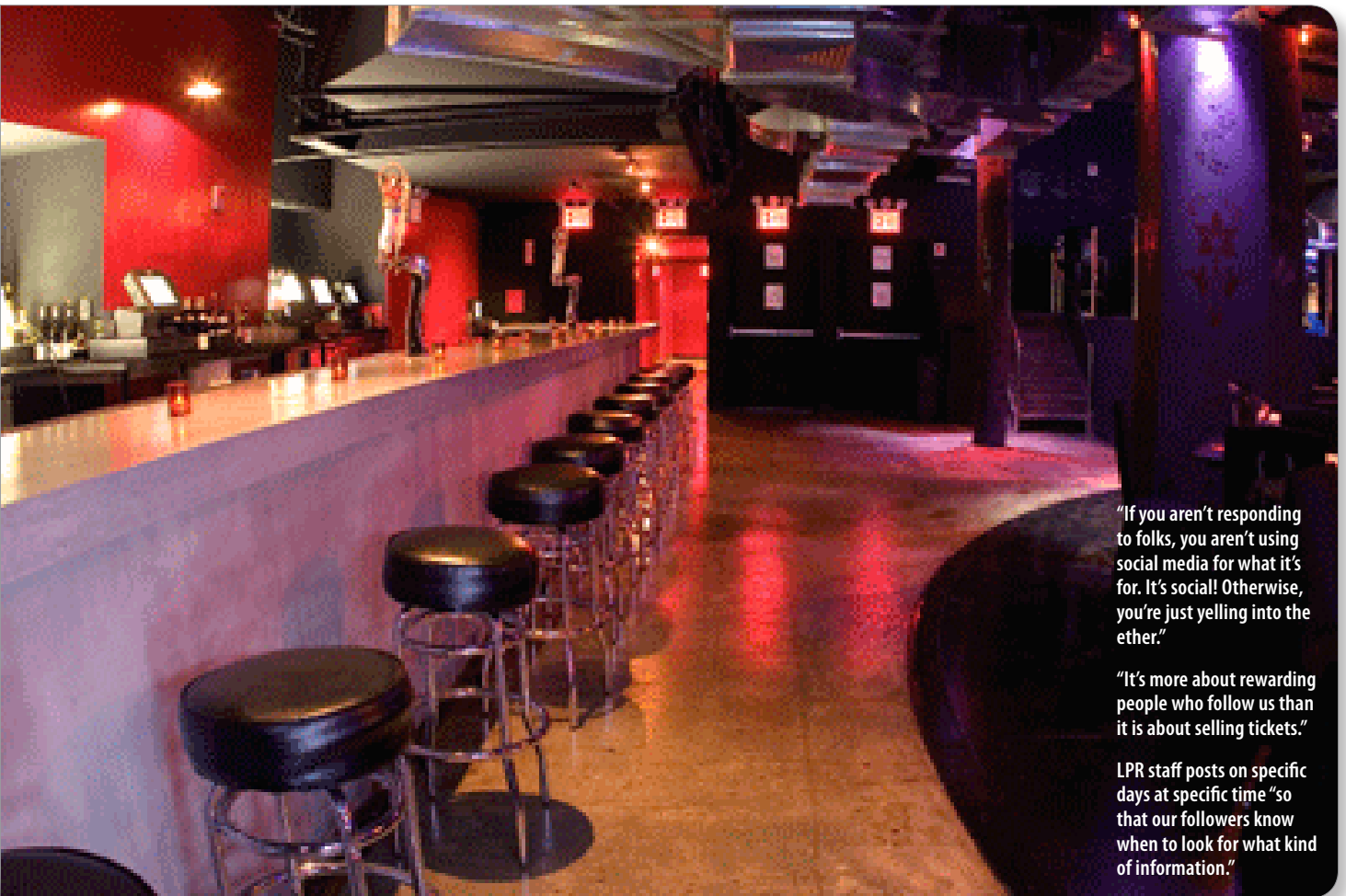
A Week in the *Social Media Life* of le poisson rouge

By Susan Elliott

"Social media is HUGE for us"

says the Club's marketing exec

> "If you aren't responding to folks, you aren't using social media for what it's for. It's social! Otherwise, you're just yelling into the ether."

> "It's more about rewarding people who follow us than it is about selling tickets."

> LPR staff posts on specific days at specific time "so that our followers know when to look for what kind of information."

Le Poisson Rouge has become THE place to perform in New York since it first opened in 2008. The intimate venue (seats 250 plus 140 in the bar area) has hosted everything from a four-night run of the *Coronation of Poppea* and an Elliott Carter Memorial to Japanese sludge metal titans Boris and a punk-rock marching band, marching between the tables. Its very mission is to "bring different genres to different ears" and it has sparked a huge number of similar clubs around the city.

Just as LPR, as it is affectionately known, curates its music programs with care, so does it curate its social media content, explains Dustin Nelson, director of marketing and membership. "Social media is HUGE for us," he says, adding that it accounts for about 60% of his marketing budget in staff time. "It is integrated into everything we do. Every campaign, every show. We're constantly creating content," he says, putting artist interviews on their YouTube Channel, running photo contests on Instagram,

June 13, 2013 // Our Favorite Fliers: Alarm Will Sound

...

Caleb Burhans has graced our stage easily 100+ times over the past five years, so it goes without saying that we're all very excited for his show this Saturday as a part of LPR X 5. The night will be opened up with his project itsnotyouitsme, followed by Alarm Will Sound performing his compositions.

We

CATEGORIES random | Tagged Caleb Burhans, LPR X 5, Our Favorite Fliers | Comments Off

June 11, 2013 // Our Favorite Fliers: Macaulay Culkin's iPod

Guess what? Mack's back.

Rory Culkin held down the iPod for a couple months here at the Gallery at LPR while Mack was away, but Mack is back for a special edition of Macaulay Culkin's iPod... for LPR X 5 (LPR's fifth anniversary celebration).

What's the theme this time? The kitchen sink, every theme Macaulay

[+] 2013
[+] 2012
[+] 2011
[+] 2010
[+] 2009

LATEST TWEETS

Error. Twitter did not respond. Please wait a few minutes and refresh this page.

LPR's graphics and social media posts are all pretty zany in tone, and that's no accident. Here's a section of their web site known as "Our Favorite Flyers" whose components show up on all of their social media platforms as they're posted.

tweeting newly confirmed shows. (LPR streams its shows live on the web.)

Because of its size, LPR doesn't have to jump through multiple bureaucratic hoops for content approvals. That enables spontaneity (especially on Twitter), but otherwise Nelson and his two-person team (plus one half-timer for Tumblr) adhere to a regular schedule, "so that our followers know when to look for what kind of information."

LPR on Facebook

Monday: Post week's concert schedule

Tuesday: Post list of free shows for members.

Wednesday, Thursday, Saturday, and Sunday: Post specific information about upcoming shows, highlighting their uniqueness.

Friday: Post list of shows announced since the previous Friday.

"All events get their own event page," says Nelson, "and we usually throw up a couple of photo galleries each week."

On Tuesdays, LPR lists weekly shows that are free to members on its Facebook page.

LPR on Google Plus

Google Plus tends to be the same as Facebook, says Nelson, who adds that LPR has been experimenting with different communities. "We're administrating one right now on live streaming concerts from around the world. I'm not sure where this will go, but we're interested to see."

LPR on Tumblr

Tumblr gets updated daily with news about upcoming shows, usually in the form of a video or fun photo. Nelson says he pulled money from his ad budget to hire a part-timer, who spends most of his time on Tumblr.

LPR on Instagram

LPR takes advantage of Throwback Thursdays and on other days invites fans to posts show photos they've taken. "We also have a monthly contest on Instagram, where people can take any photo they've shot during a show and tag it #LiveAtLPR." It automatically gets entered into the contest. "Every month we do a roundup of the photos on our blog, post them on Instagram and Tumblr, and give the winner a membership or a free T-shirt."

LPR on Twitter

LPR's Twitter account is open pretty much 24/7, although noon to one is the regular daily time slot. Nelson runs a weekly ticket giveaway and posts a "flash discount" across several platforms for four or five hours before a particular show. "It's more about rewarding people who follow us than selling tickets."

While Nelson assigns each staff member to monitor a specific platform (with some cross pollination); he handles Twitter personally.

"I like to monitor that stuff very closely," he says. "In the last hour I've had six people send over questions on Twitter that I've responded to," most of them about the evening's show.

"If you aren't responding to folks, you aren't using social media for what it's for. It's social! Otherwise, you're just yelling into the ether."

Nelson estimates he spends about 90 minutes a day responding to Tweets, much of it on his smartphone and on his own time. He's a fan of HootSuite for tracking and scheduling posts.

(Le) Poisson Rouge @lprnyc 21h
Grum glowing pink at LPR. pinterest.com/pin/2318650807…
Expand

(Le) Poisson Rouge @lprnyc 21h
Just 15 more mins to get $5 off tickets to Kendra Morris and Chico Mann this Friday! Use code FLASH at checkout. ht.ly/nVE6D
Expand

(Le) Poisson Rouge @lprnyc 22h
Tomorrow @BasementBhangra will be celebrating #indiaindependence! See what the party is all about here ow.ly/nW0h4 #LiveAtLPR
▶ View media

(Le) Poisson Rouge @lprnyc 22h
Photo: SURPRISE! It's Surprise Party. tmblr.co/Z6FxywsGtoxP
🖼 Hide photo   ← Reply   ⇄ Retweet   ★ Favorite   ••• More

t Tumblr

There's never a dull moment on LPR's Twitter feed; it's chock full of news, promotions, and links to its other social media sites.

f (le) poisson rouge 🔍 🏠 Home 👥 Find Friends ✍ Post

(le) poisson rouge | Timeline ▼ | Recent ▼ | 👍 Like

(le) poisson rouge shared a link.
23 hours ago 🌐

It's time for a flash discount! From now until 5pm you can get $5 off tickets to Kendra Morris and Chico Mann this Friday. Use code FLASH at checkout.

Kendra Morris and Chico Mann August 16th, 2013 | (le) poisson rouge
www.lepoissonrouge.com

**********************TABLE SEATING POLICY Table seating for all seated shows is reserved exclusively for ticket

Like · Comment · Share

Len Luterbach
You guys introduced me to Teen and then gave me Dean …
about 7 months ago

Syed Ahmed
www.7DayLowCholesterol.Com
about 8 months ago

Steven Guadalupe
Cool club
over a year ago

See More ▼

Likes   See All

The Gallery at LPR
Art Gallery   👍 Like

Bleecker Bob's Golden Oldies   👤● Chat (5)

LPR posts its "flash discounts" across several of its social media platforms.

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Four Tips for Awesome Social Media Marketing Posts

Five Twitter Tips

It's (Mostly) in the Planning

Tracking Social Media: A Few Good Tools

Five Steps to Using Facebook Insights

A Week in the Social Media Life of Le Poisson Rouge

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The Recording Issue
Coming November 2013

Weathering the Storm, Predicting the Future

Fall preview/review

Distribution in the 21st century

Q&A with Soundscan

March of the Indies

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