

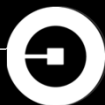
the social scene

Loris Gordon

what are we dealing with?



Facebook
the world's
largest media
network
*creates no
content*



Uber
the world's
largest taxi
company
*owns no
vehicles*



Ali Baba
the world's
largest
retailer
*has no
inventory*



Air BnB
the world's largest
accommodation
provider
*owns no real
estate*

background: **Loris Gordon**



- **Journalist** for 5 yrs
- **Citizen Journalism** project with QLD State Library (2012)
- **Social Media** Marketing
- **MRA** - Maroochydore Revitalisation Association

social in events: **Loris Gordon**



- **Nights on Ocean** - since 2013
- **Ocean Street World Festival** - 50,000 attendees
- **Maroochy Music and Visual Arts Festival** - 10,000 goers
- **Horizon Festival of Arts and Culture**
- **Maroochy Projection Festival (2017)**



what do social media marketers do?

what do social media marketers do?

JOURNALISTS photographers, videographers and newswriters

STATISTICIANS mathematicians and number crunchers

SALES hype building and promotion

EDUCATION awareness raising and community building

CUSTOMER SERVICE and help desk

HUMAN BEHAVIOURISTS psychologists, sociologists and anthropologists

ADVERTISERS media buyers and PPC strategists

PUBLIC RELATIONS newsmaking and crisis management

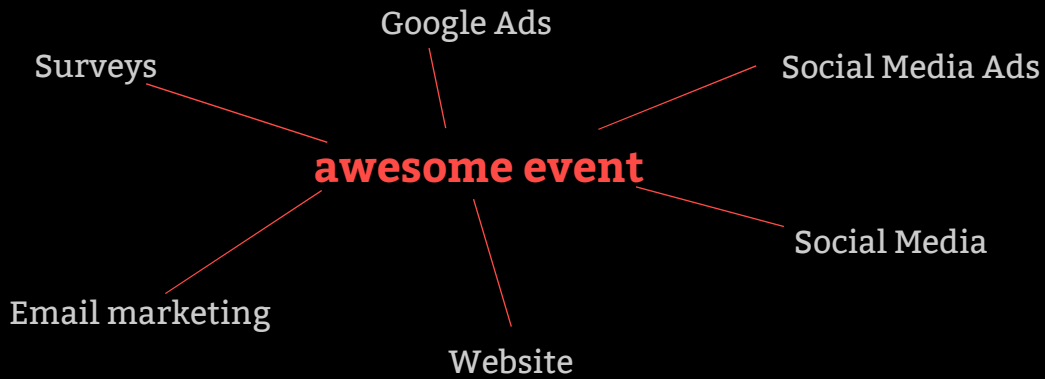
EDITORS editorial decisions, copywriting and proofreading

social media marketers
need a squad

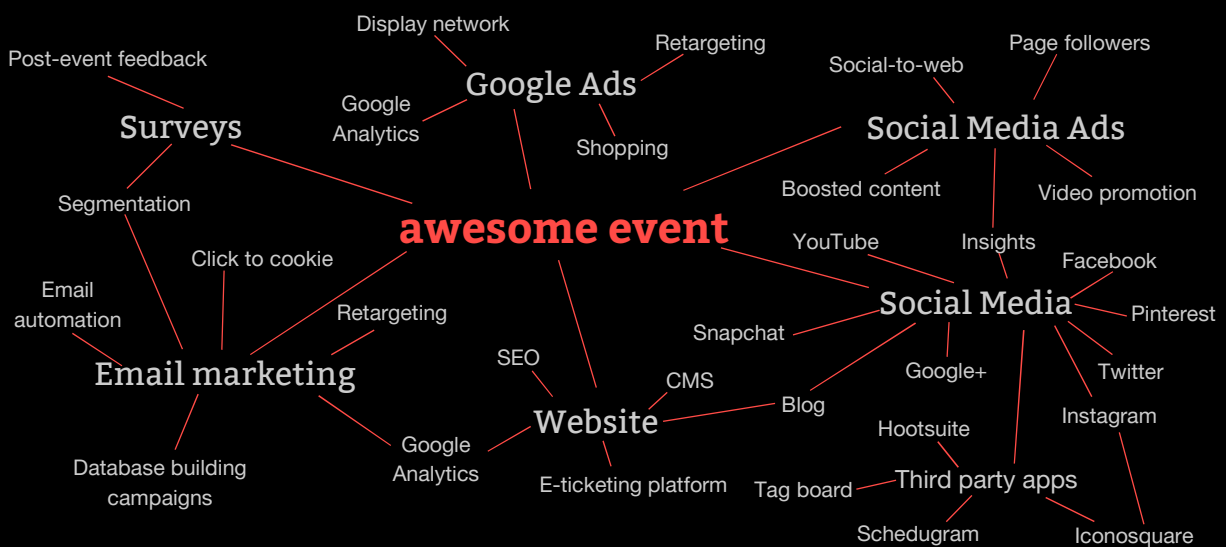
WE ARE VA



social media is just one part of a digital strategy



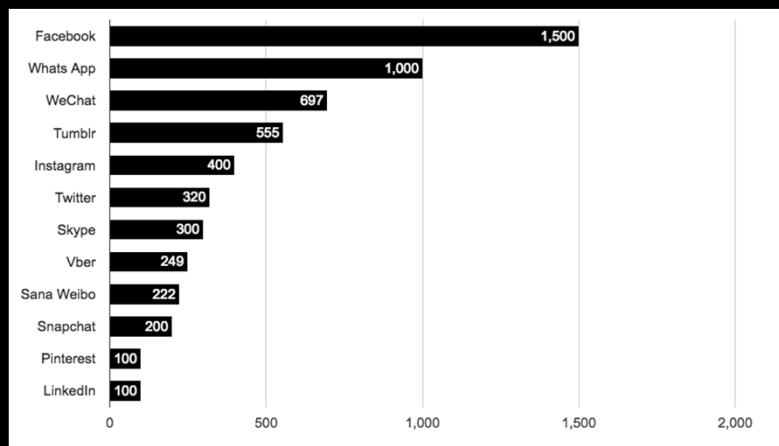
social media is just one part of a digital strategy



which social networks to choose

which social networks to choose

Leading social networks worldwide as of April 2016, ranked by active users (by millions)



source: statista.com

how China is changing your internet



source: New York Times

how does this affect me?

in 2016 Australians like getting online



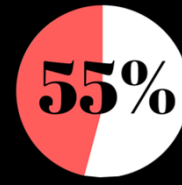
99% of Aussies own an internet enabled device, smart phones being most popular



87% of Australians access the internet daily

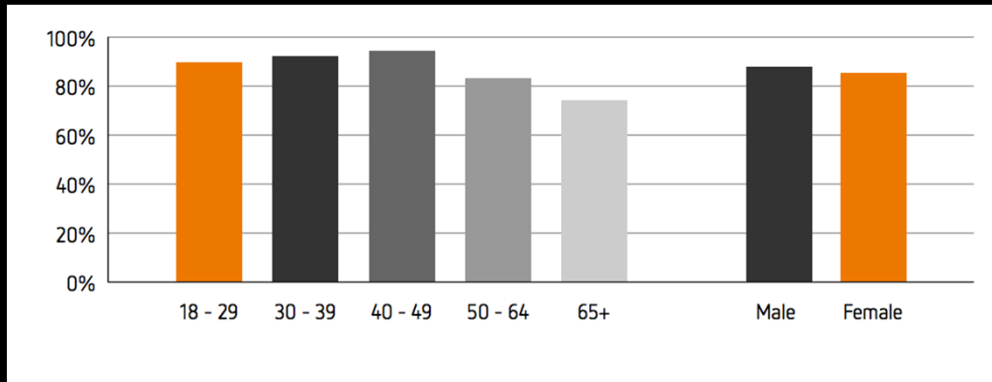


Aussies spend 12.5 hrs per week on Facebook, up 4 hrs from 2015



55% of Aussies access the internet more than 5 times a day

Proportion of Australians who access internet daily



social networking sites in Australia 2016

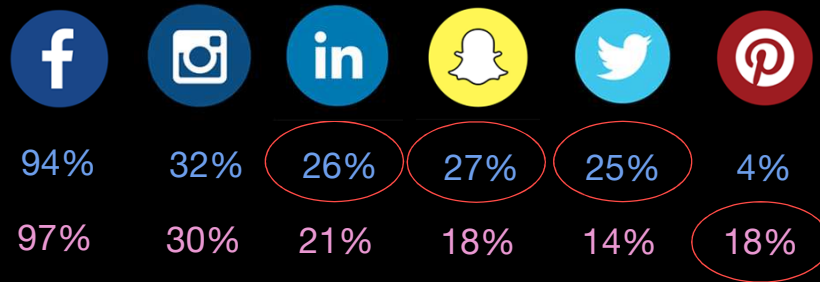
Proportion of population who use each network



source: Sensis Australia Social Media Report 2016

social networking sites in Australia 2016

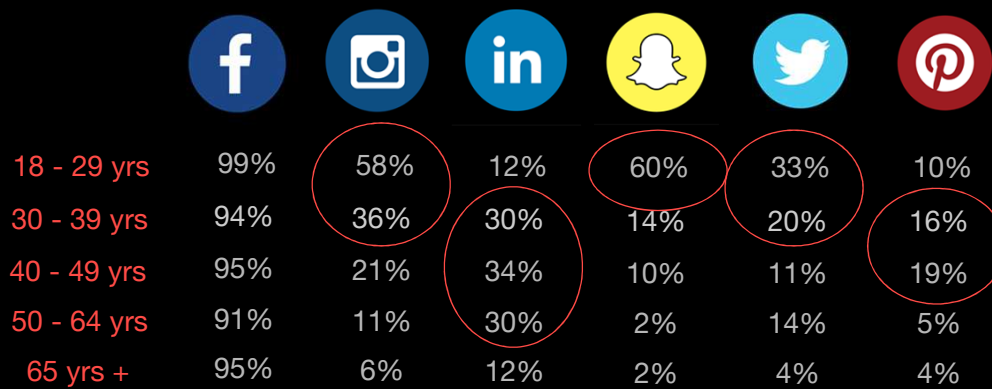
male / female split



source: Sensis Australia Social Media Report 2016

age group usage

of social media sites in Australia in 2016



who are these sites good for?

as used by Australians in 2016



#1 for traffic, and ad targeting. Mostly 30+ *engaged*



< 40's audience, images & video, creative, narcissistic



Professional network, popular amongst 40-49 yr men



< 30's audience, young hip, edgy, element of danger



Urban & city males, elite social network for digitally savvy & niches



Mostly women, 30 - 49 yrs, cakes, fashion, babies



Great for SEO, tech geeks, middle aged men



Young audience 'expressing themselves' via blogs, vids & pictures

events and social media

1/10

One in 10 people, and one in 5 18-29 yr olds, attended a festival in the last 12 months

3/4

75 per cent of social convos about festivals are created by fans in the 18-40 age group

54%

54 per cent of conversation about an event online happens before it takes place

65%

65 per cent of event goers will tweet and post during events as they are taking place

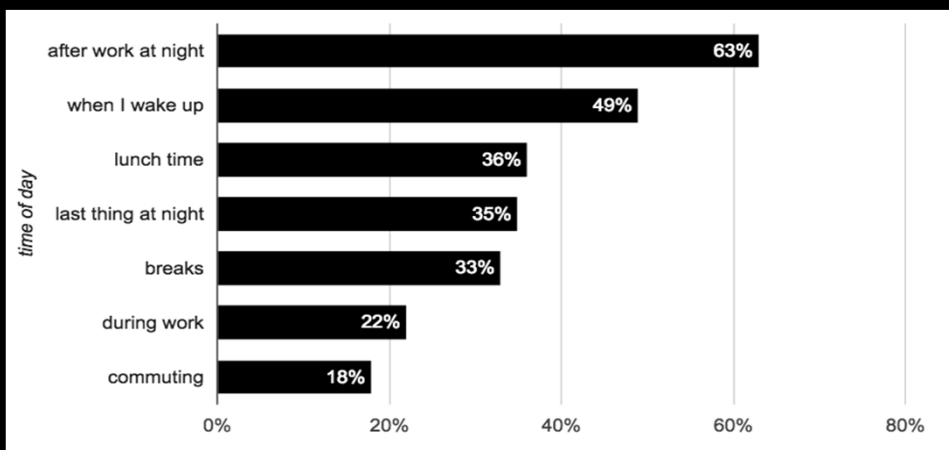
4/5

4 out of 5 social media users say posts from friends directly influence buying decisions

the content

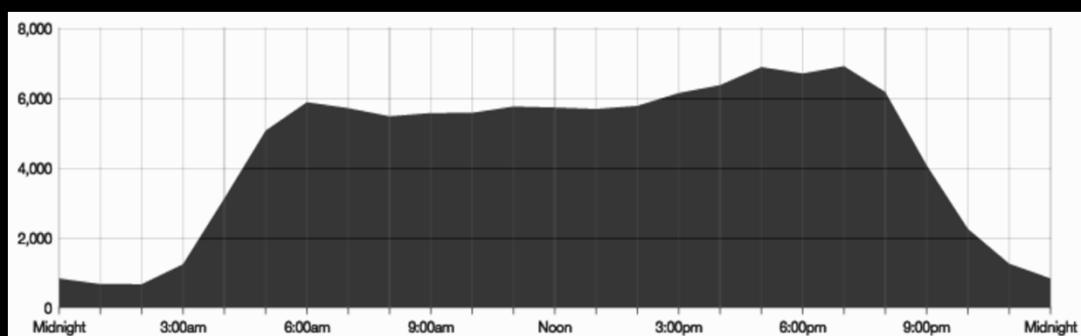


when to post online: time of day users access social



source: Sensis Australia Social Media Report 2016

when to post online: pre-empt the peaks



midnight 3am 6am 9am noon 3pm 6pm 9pm midnight

How often to post Frequency per day

Facebook 2 times per day

Instagram 1.5 times per day

Twitter 3 times per day

LinkedIn 1 time per day

Pinterest 5 times per day

Google+ 3 times per day

source: Buffer

what to post for your event

Milestones

event launch, lineup announcement, 10th birthday, etc.

Destination promotion - talk up the town or destination and surrounding to do's.

Logistical information - ticket announcements (early bird, sold out, etc), transport and parking information, site maps, accom & food info, etc.

Visually appealing, sharable content - video is king and pictures come in a close second. Only use professional imagery.

FOMO agitation - hype the festival using juicy pics and sharing influencer posts your event. Lineup announcements work. "10 sleeps to go" etc.

Shout outs - partner and artist/speaker promotion. **MUST** tag their profiles / pages.

PR, stunts and media appearances - use Google News Alerts.

Competitions & ticket giveaways - these grow your audience and assist PPC.

Special calendar dates - ie: Easter, Christmas, Mother's Day, St Patrick's Day etc.

what to post once the party is over...

- Photos, videos and podcasts captured at your event
- Throwbacks to your event in years gone by
- Articles relevant to your industry
- Achievements of headliners who've featured at your event in the past like awards or #1 bestsellers etc.
- News about grants and competitions that may be of use to your audience
- Other events related to your industry and relevant to your audience

what to post tips and tricks



Geo-tag location of each post - helps your searchability



Always tag and mention partners, sponsors, artists, headliners, speakers etc - this will connect their own online audiences with your content

5

Use numerals, don't type the words. It's not a newspaper!

#

Use your event hashtag and search other hashtags to use that are relevant to your audience and industry

#hashtags

event hashtagging

how to choose your hashtag

Is the hashtag unique? Not used by any other brand, movement or event.

Is the hashtag clear and memorable? The hashtag needs to be easy to understand and remember, and decipherable once typed.

Is the hashtag short and sweet? In a tweet, every character counts. The perfect hashtag is approximately 12 characters or shorter.

Are there any negative implications or associations? Check first on Google plus the social platforms for negative uses, protest movements or distasteful connotations.

**use a content
calendar**

