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?

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

Awesome event

Surveys

Email marketing

Website

Google Ads

Social Media Ads

Social Media

Email marketing

Surveys

Email automation

Database building campaigns

Post-event feedback

Segmentation

Click to cookie

Retargeting

Display network

Google Ads

Google Analytics

Shopping

Social-to-web

Page followers

Retargeting

Video promotion

Google Ads

Social Media Ads

Social Media

SEO

CMS

Blog

E-ticketing platform

Tag board

Third party apps

Facebook

Twitter

Pinterest

Instagram

YouTube

Snapchat

Google+

Hootsuite

Schedugram

Iconosquare

Insights

Video promotion

Boosted content

Page followers

Email marketing

Surveys

Email automation

Database building campaigns

Post-event feedback

Segmentation

Click to cookie

Retargeting

Display network

Google Ads

Social Media Ads

Social Media

Awesome event
digital strategy
which social networks to choose

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

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Active Users (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,000</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>553</td>
</tr>
<tr>
<td>WeChat</td>
<td>697</td>
</tr>
<tr>
<td>Tumblr</td>
<td>320</td>
</tr>
<tr>
<td>Instagram</td>
<td>400</td>
</tr>
<tr>
<td>Twitter</td>
<td>389</td>
</tr>
<tr>
<td>Skype</td>
<td>320</td>
</tr>
<tr>
<td>Viber</td>
<td>229</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>229</td>
</tr>
<tr>
<td>Snapchat</td>
<td>138</td>
</tr>
<tr>
<td>Pinterest</td>
<td>138</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>100</td>
</tr>
</tbody>
</table>

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

95% 31% 24% 22% 19% 11% 10% 5%

source: Sensis Australia Social Media Report 2016
social networking sites in Australia 2016

male / female split

94% 32% 26% 27% 25% 4%
97% 30% 21% 18% 14% 18%

source: Sensis Australia Social Media Report 2016

age group usage

of social media sites in Australia in 2016

18 - 29 yrs 99% 58% 12% 60% 33% 10%
30 - 39 yrs 94% 36% 30% 14% 20% 16%
40 - 49 yrs 95% 21% 34% 10% 11% 19%
50 - 64 yrs 91% 11% 30% 2% 14% 5%
65 yrs + 95% 6% 12% 2% 4% 4%
who are these sites good for?

as used by Australians in 2016

- **Facebook**: 
  - #1 for traffic, and ad targeting.
  - Mostly 30+ engaged
- **Instagram**: 
  - < 40’s audience, images & video, creative, narcissistic
- **LinkedIn**: 
  - Professional network, popular amongst 40-49 yr men
- **Snapchat**: 
  - < 30’s audience, young hip, edgy, element of danger
- **Twitter**: 
  - Urban & city males, elite social network for digitally savvy & niches
- **Pinterest**: 
  - Mostly women, 30 - 49 yrs, cakes, fashion, babies
- **Google+**: 
  - Great for SEO, tech geeks, middle aged men
- **Tumblr**: 
  - 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
when to post online:

*time of day users access social*

- after work at night: 63%
- when I wake up: 49%
- lunch time: 36%
- last thing at night: 35%
- breaks: 33%
- during work: 22%
- commuting: 18%

*source: Sensis Australia Social Media Report 2016*
when to post online: pre-empt the peaks

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

<table>
<thead>
<tr>
<th>Milestones</th>
<th>Destination promotion</th>
<th>Logistical information</th>
</tr>
</thead>
<tbody>
<tr>
<td>event launch, lineup announcement, 10th birthday, etc.</td>
<td>talk up the town or destination and surrounding to do’s.</td>
<td>ticket announcements (early bird, sold out, etc), transport and parking information, site maps, accom &amp; food info, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visually appealing, sharable content</th>
<th>FOMO agitation</th>
<th>Shout outs</th>
</tr>
</thead>
<tbody>
<tr>
<td>video is king and pictures come in a close second. Only use professional imagery.</td>
<td>hype the festival using juicy pics and sharing influencer posts your event. Lineup announcements work. “10 sleeps to go” etc.</td>
<td>partner and artist/speaker promotion. MUST tag their profiles / pages.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PR, stunts and media appearances</th>
<th>Competitions &amp; ticket giveaways</th>
<th>Special calendar dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>use Google News Alerts.</td>
<td>these grow your audience and assist PPC.</td>
<td>ie: Easter, Christmas, Mother’s Day, St Patrick’s Day etc.</td>
</tr>
</tbody>
</table>

# 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

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
what a typical content calendar looks like:

Contact me for this slideshow and content calendar template

Loris Gordon
email: loris@weareva.com.au
twitter and instagram: @lorisgordon