

A dense collage of various social media and technology icons is scattered across the slide. Recognizable icons include WordPress, Twitter, YouTube, Instagram, Facebook, LinkedIn, and many others. A large, semi-transparent red rectangle is centered over the collage, containing the title and author information.

Building your online brand on social media

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Agenda

1. Context

- Who are you?
- Consumer behaviour on social media
- Social media myths
- Objectives & targets

2. Building blocks

- Brand
- Planning
- Audiences
- Message

3. Delivery

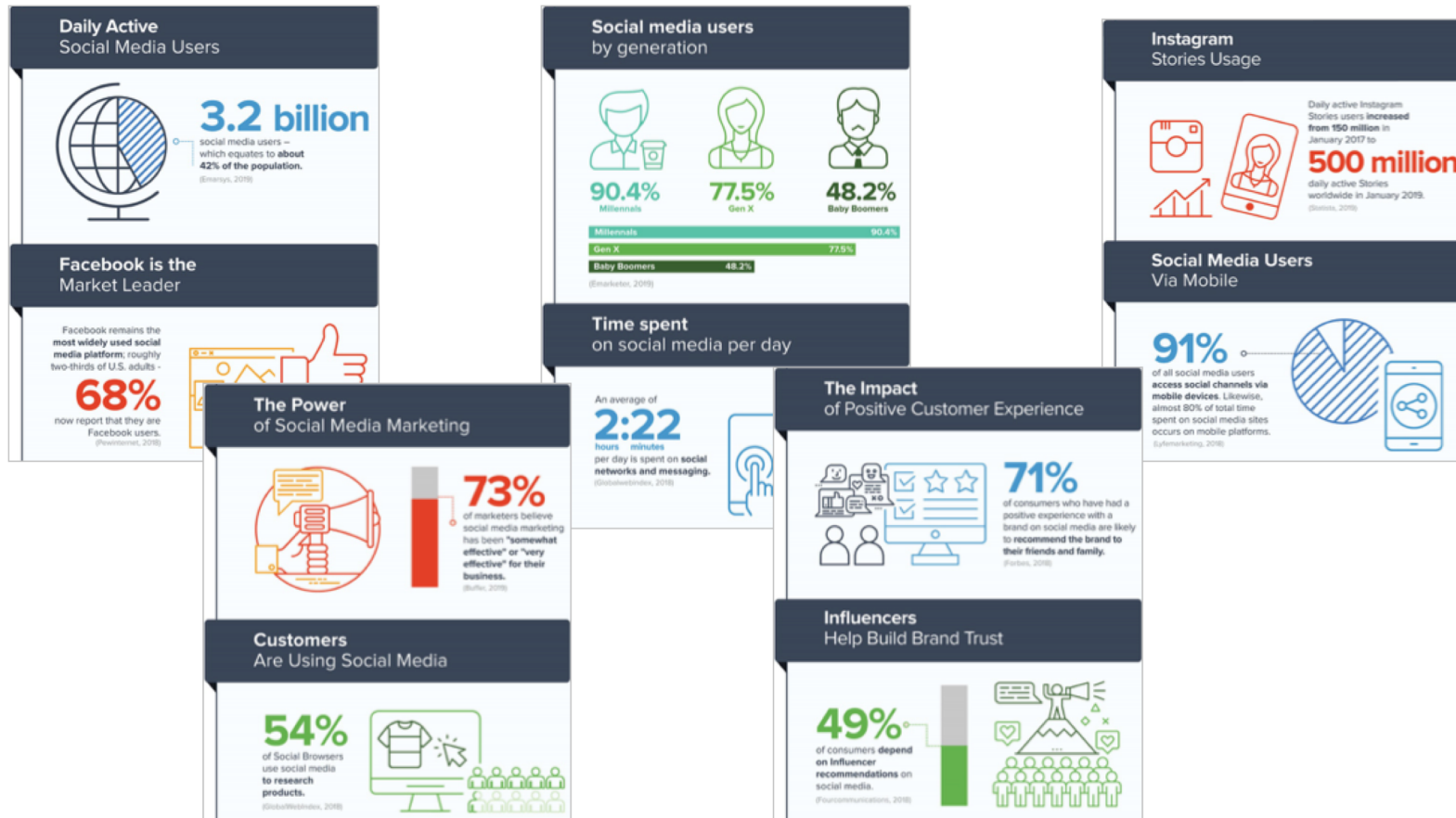
- Content
- Channels
- Analytics
- Resources

Who are you?

- What is your purpose?
- What do you stand for?
- What do you want to achieve and why?
- Who are your audiences?
- What are you currently doing?
- How do you know if what you're doing is working?



Consumer behaviour on social media



Source: Oberlo, Social Media Statistics 2019

Consumer behaviour on social media

- Popular platforms for different segments
- Lack of filter – ‘wild west’, ‘echo chambers’
- New opportunities to reach new audiences



Myths

- Social media is free
- Conversion to sales / attendance
- No time to do social media (or any kind of marketing)
- Don't know if it works



Objectives and targets

- Ticket sales
- Sign up for more information / mailing list
- Build followers / engagement
- Watch / engage with video content
- Feedback
- Donation
- Can you quantify any of this?



Brand

- What does it mean to you?
- What brands do you associate with and why?
- Who are you following online and why?
- What are they doing well and why?



Digital action plan

1			
2			
3	R/News item - proj funding	X	Planned
4	Last chance to book X	X	Planned
5	Twitter Q&A trail	X	Planned
6			
7	Post about X twitter Q&A		
8	Reminders about twitter Q&A - Fri		Complete
9	Twitter Q&A	X	Planned
10			
11	Contact ACE twitter about X Event		
12			
13	Share storify on Twitter Q&A		Complete
14	Announce new Sign Ups		Complete
15			
16	Invite to X launch?	X	Planned
17	Tweet for X event	X	Planned
18			
19	Tweet blog on X		Planned
20	Tweet about X's Twitter Q&A		Planned
21			
22	Twitter - website goes live		
23	letter goes out	X	

Editorial Calendar				TWITTER	INSTAGRAM	FACEBOOK	EMAIL NEWSLETTER	WEBSITE UPDATE	WEB NEWS ITEM	RESOURCE	PRESS RELEASE	OTHER
1	2	3	4	5	6	7	8	9	10	11	12	13
3	RELEASE DATE	CONTENT TITLE	OWNER	STATUS								
4	03 - 07 Mar											
5		Last chance to book X	X	Complete	?		P					
6		Website User Testers	X	Complete	?	?						
7	Wed	X Announcement	X	Complete	?	/	/		P			
8		X Blog	X	Complete	P	?	X					
9		X Twitter Q&A	X	Complete	P	?						
10	10 - 14 Mar											
11		Last chance to book X	X	Complete	?		P	X				
12		Last chance to book X		Complete								
13		XCase Study	X	Complete	?			P				
14		Storify from X Twitter Q&A	X	Complete	P	/						
15	17 - 21 Mar											
16	Thur 18 Mar	Newsletter	X	Planned			P	X				
17	Tues 18 Mar	PR/News item - proj funding	X	Planned					P			
18		Last chance to book X	X	Planned								
19		Twitter Q&A trail	X	Planned	P							
20	31 Mar - 4 Apr											
21	Mon	Post about X twitter Q&A				P						
22		Reminders about twitter Q&A - Fri		Complete	P	?						
23	4 Apr	Twitter Q&A	X	Planned	P	?						
24	11 - 11 Apr											
25		Contact ACE twitter about X Event										
26	14 - 18 Apr											
27		Share storify on Twitter Q&A		Complete	P							
28		Announce new Sign Ups		Complete	P							
29	1 - 25 Apr											
30	???	Invite to X launch?	X	Planned								P
31	???	Tweet for X event	X	Planned								
32	28 Apr - 2 May											
33		Tweet blog on X		Planned	P							
34		Tweet about X's Twitter Q&A		Planned	P							
35	5 - 9 May											
36	Tues 6 May	Twitter - website goes live			P	?			/			
37	Weds 6 May	Newsletter goes out	X	Planned			P					
38		New projects/client wins piece	X	Planned	?	?			P			
39	12 - 16 May											
40		newsletter goes out										
41	Mid May?	Funding opps	X	Planned	?	/	/		P			
42	12/05/2014	X Awards Announced	X	Planned	P							
43	13/05/2014	X Winners Announced	X	Planned	P							
44	????	Save the date X event?	X	Planned								?
45	19 - 23 May											
46	????	Save the date X even to the masses	X	Planned								?
47												
48		New case study - client X	X	Planned	?			P				

Audiences

- Do you know who your current audiences are?
- Are they who you want?
- Where are your other potential audiences?
- Where do they find out what's going on?
- What do you think they're looking for?
- Why should they follow you?
- How can you get closer to your audiences?



Message

- What are you trying to say?
- Why?
- What do you want your audience to do?
- How do you convey your personality?



I haven't a clue what to write about

- Not necessarily the big stuff
- Jot down what you talk about; identify themes
what is current; trends and opportunities
- Change the perspective – good to be through
of others (quotes etc.)
- Test ideas out with peers as much as the final

So, let's get some ideas now!



Cover story vision canvas

A template for a 'Cover story vision canvas' designed to help organize content for a magazine cover or article. It features several sections with specific prompts and visual elements:

- MAGAZINE COVER:** A large rectangular frame on the left side for the main cover image.
- BIG HEADLINES:** A section with the prompt 'The big headlines about your business'.
- THE INTERVIEW:** A section with the prompt 'The in-depth interview about your business'.
- THE BOTTOM LINE:** A section with the prompt 'What does the finance section say?'.
- QUOTES:** A section with the prompt 'Some great quotes to go with your article', featuring two large quotation mark templates.
- TWEETS:** Two speech bubble templates, one with a Twitter bird icon and the word 'TWEETS', and another with a hashtag icon and the word '#HASHTAGS'.
- INSTAGRAM PICTURES:** Three rectangular templates, one with an Instagram camera icon and the words 'INSTAGRAM PICTURES'.

The canvas is divided into columns by vertical dashed lines, and the sections are arranged in a visually appealing, overlapping layout.

Content

- Photography
- Video
- Audio
- Written word
- Animation / illustration...



Social media channels

- Which channels are best for your needs?
- What do you like and why?
- What don't you like and why?
- Connection with website / other marketing channels
- Connection with ticketing / venues



Ongoing vs. campaigns

- Year round presence
- Show related activity
- Boosting posts

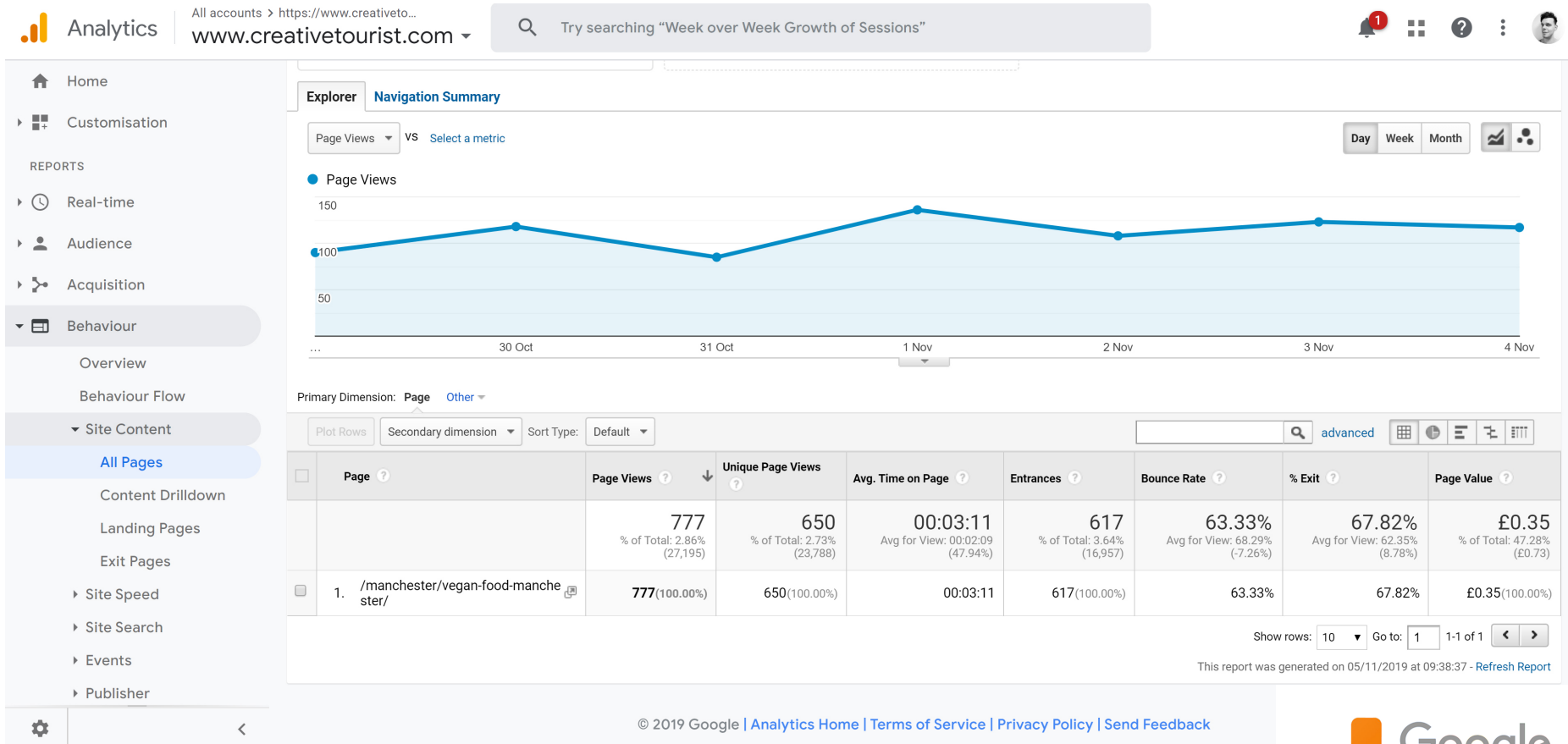


Analytics

- Google Analytics
- Analytics/platform
- Real-time monitoring
- What data is useful & why?
- What can you do with the data?



Analytics



(p²)

Resources

- Art / operations / marketing
- Embed into daily practice
- Scheduling posts
- Work with others
- Content production



Managing social media

How old is your tech, and does it matter?...

check your phone!

The key pillars

- Listen
- Be spontaneous and active
- Be open and provocative
- Build content over time – running stories / the
- Start conversations
- Mix up the media
- Tracking and platform setup, e.g. Tweetdeck, Hootsuite



10 tips to be infectious

1. Timing
2. Get emotional
3. Be brave
4. Tone – get the right pitch
5. Use talent to go with timing
6. Be authentic
7. Explore
8. Seeding
9. Personalisation
10. New platforms

