



State of the Arts:

**ENGAGING
NEW
AUDIENCES**

JANUARY 29 & JANUARY 30
AUSTIN, TEXAS

Social Media: Getting Started

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Social Media

- What is it?
- Why do arts organizations need it?
- Why do artists need it?
- How do I get started?
- How does a small organization use Facebook?

Social Media: What is it?

- Interactive platforms where content is created, distributed and shared by individuals on the web
- Allow users to create and exchange user-generated content where people
 - Talk
 - Share information
 - Participate
 - Network

Source: Boundless. "What is Social Media?." *Boundless Marketing*. Boundless, 05 Jan. 2015. Retrieved 18 Jan. 2015 from <https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/social-media-marketing-15/introduction-to-social-media-digital-marketing-98/what-is-social-media-480-10597/>

Social Media: What is it?

Most Popular Types of Social Media

- Social Networks
ex: Facebook, LinkedIn, Instagram
- Web Blogs
ex. WordPress, Blogger, Tumblr
- Microblogs
ex. Twitter, Tumblr
- Content Communities aka Media Sharing
ex. YouTube, Flickr

Social Media:

Why do arts organizations need it?

2013 Social Media Demographics Study:

- 71% of online adults use Facebook
- 17% of online adults use Twitter
- 18% of online adults use Instagram
- 21% of online adults use Pinterest
- 22% of online adults use LinkedIn

Study conducted by Pew Research 2013

Social Media:

Why do arts organizations need it?

**Wikipedia Lists 210 Social Media Sites
+ Some Sites' User Data**

- **Facebook** **1,280,000,000 registered users**
- **Twitter** **645,750,000 registered users**
- **LinkedIn** **200,000,000 registered users**
- **Instagram** **150,000,000 registered users**
- **Flickr** **32,000,000 registered users**
- **Foursquare** **20,000,000 registered users**
- **deviantArt** **26,000,000 registered users**

Social Media: Why do arts organizations need it?

**Little to No Cost
Means
Inexpensive but Effective
Marketing Tool**

Social Media: Why do artists need it?

- **Contacts**
- **Exposure**
- **Cost**

Social Media: How do I get started?

- Decide which *ONE* social medium you think will benefit you/your organization the most.
- Find that website/download that app.
- Read the instructions on the site/app.
- Search the web for instructional articles, etc.

Ex: “What is Instagram? Using Instagram as a Mobile Photo App and as a Social Network”
by Elise Moreau <http://webtrends.about.com>

Social Media: How do I get started?

- Determine your user name and password.
- Follow the instructions for that particular social medium to set up your account.
- Familiarize yourself with the site before you post.
- Seek advice from friends who use it.
- The more you use it, the more comfortable you will become.
- Move on to the next one when you are ready.

Social Media Tips

- Proofread before posting.
- Get the most out of the site/app.
- Consult the site/app's analytics for effectiveness.
- Interact with other users.
- Keep your event/organization/face out there as much as possible.
- Stay abreast of changes and trends.
- Get help from others within your organization.
- Diversify as much as you feasibly can.

How George West Storyfest Uses Social Media

- Post throughout the year.
- Use consistent voice.
- Post photos of volunteers, artists, etc.
- Post behind-the-scenes activities, preparation.
- Listen on social media.
- Build excitement leading up to festival.
- Engage followers w/contests.
- Create hash tag, check-in location.



Liked Following Message

PEOPLE >

1,371 likes

Shannon Miller Dougherty, Donna Christopher Ingham and 513 others like this.

Status Photo / Video Offer, Event +



THIS WEEK

- 4 Page Likes
- 443 Post Reach
- UNREAD
- 5 Notifications
- 0 Messages

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009

Chat (Off)

- Notifications** 5
- Messages
- Requests
- Pages Feed
- Scheduled Posts
- Drafts

Get More Likes [See Likes](#)



Promote Your Page
Connect with more of the people who matter to you

[Promote Page](#)

[Invite Friends](#)

[Suggest Page](#)

[Share Page](#)

- Recent Notifications** [Mark All As Read](#)
- Today**
- John Hunnicutt likes George West Storyfest Association, Inc. 11:39am
- January 18**
- Ruth Lowrance and Erica Lopez like your photo. "Thank you to all of..." 12:29am
- January 17**
- Joana Leos Zuniga, Diane Threat and 42 other people like your photo. "Thank you to all of..." 1:41pm
- January 16**
- Gary Whitaker and R.j. Vandygriff commented on your photo. "Thank you to all of..." 8:49pm
 - Cecelia Vaughan likes your photo. "Liars waiting in the..." 5:16pm

End of notifications. View Activity Log for older activity.

From: Facebook Ads Team [advertise-noreply@support.facebook.com] 
 Sent: 10/31/2014 9:10:14 AM
 To: mandm1@the-i.net [mandm1@the-i.net]
 Subject: Your Facebook Ads receipt

Boosting Facebook Posts

facebook



Hi Mary Margaret,

Your most recent Facebook Ads payment receipt is below.

Your billing threshold is currently \$50.00. [Learn more](#) about your billing threshold and how billing works.

[See Full Receipt](#)

Date: From 10/04/2014 12:00am to 10/30/2014 12:00am (Central Time)

Total Spent: **\$39.00**
 You've Paid: **(\$39.00) Credit Card**
 Remaining Balance: **\$0.00 USD**

Account: 
 Transaction ID: 

Post	Paid Reach	Amount
Tickets for the 4th annual Dobie Dichos: Campfires, Chili con Carne, and the Words of J. Frank Dobie are on sale! Meal + Performance \$15 adults, \$7 under 12, Presale Only New this year: Performance Only \$10 adults, \$5 under 12 Available by PayPal online at our website http://www.georgeweststoryfest.org/dobie_dichos.html or locally at the Buck West House.	1,656	\$9.00
Who knows the official name of the Storyfest children's area? The first person to respond with the correct name will win a 2014 Storyfest t-shirt!	1,030	\$5.00
Children of all ages will want to watch the exotic bird shows at Storyfest this weekend! Thank you to Valero Three Rivers Refinery for bringing Sonny the Bird Man Carlin and his beautiful birds to this year's festival! http://www.valero.com/OurBusiness/OurLocations/Refineries/Pages/ThreeRivers.aspx	1,078	\$5.00
Dennis Gaines, Tom McDermott, and Lynn Ruehlmann will be the featured storytellers at this year's Storyfest! Check the schedule on our website to see when they will be on stage. Thank you to AEP Texas for sponsoring the Featured Storytellers this year! www.aeptexas.com	841	\$5.00
Drop by the SouthTrust Bank in George West to see this cute little mini-Buck and his wagon in person. While there, thank the fine folks at STB for their continued support of Storyfest!	895	\$5.00
Looks who's coming back to Storyfest! Yes! Dennis Gaines returns--and as a		

Your Facebook Ads receipt

Page 2 of 2

Thank you to Brady Kinsel and the fine folks at Kinsel Ford Three Rivers for once again sponsoring our Classic Car, Hot Rod, and Vintage Tractor Show! **1,287** **\$5.00**

Types of Facebook Posts

SPONSOR-related



George West Storyfest Association, Inc.

October 14, 2014

Drop by the SouthTrust Bank in George West to see this cute little mini-Buck and his wagon in person. While there, thank the fine folks at STB for their continued support of Storyfest!



Total Post Reach: 1,318

Organic: 475

Paid: 843

Likes: 91

Shares: 5

Build Excitement; Promote In-kind Sponsorship

Look what is happening in George West this morning! Thank you yo Albert and Murt from San Patricio Electric Cooperative for hanging our street banners for us!



Total Post Reach: 327

Likes: 31

Types of Facebook Posts

Festival Awareness + Shout-out to Advertising Partner

Have you seen any of these around? We have 7 of them up around the Coastal Bend. Who knows where the billboard in this picture is located? Thank you to Maggie Freeborn and the great staff at Lamar Outdoors for another eye-catching billboard!



No Post Boost!

1,159 people reached

Types of Facebook Posts

Artist Posts

Looks who's coming back to Storyfest!

Yes! Dennis Gaines returns--and as a Featured Storyteller, so he will be on stage 4 times throughout the day!



1,806 people reached

Like · 58 8 6 Shares



George West Storyfest Association, Inc.

February 27, 2014

Congratulations to two of our favorite storytellers: Donna Ingham and Bernadette Nason! Donna's CD "Historically Speaking" was a winner in the 2014 Storytelling World Resource Awards, and her lie "Lost in Cyberspace" received an honor. Bernadette's CD "Hot Cross Nuns" received an honor in the same awards.

278 people reached

Like · Comment · 15 1 Share

Promote Event

Build Excitement

Validate Artistic Quality



George West Storyfest Association, Inc.

March 31, 2014

Congratulations to R. J. Vandygriff on being awarded the 2014 Academy of Western Artists MALE PERFORMER OF THE YEAR!

R. J. will make his first Storyfest appearance at this year's festival on Saturday, November 1. We are thrilled he will be with us!

286 people reached

Like · Comment · 1 1 Share

Types of Facebook Posts

Contests



George West Storyfest Association, Inc.

October 25, 2014

Who knows the official name of the Storyfest children's area?
The first person to respond with the correct name will win a 2014 Storyfest t-shirt!

1,310 people reached

Like · Comment · Share  24  4 



George West Storyfest Association, Inc. shared a link.

October 17, 2014

Have you taken a look at this year's Stage Schedule? The first person to respond to this message with the name of the Texas singer/songwriter who will be playing on the STB Stage at 1:30 and again on the GW Stage at 4:00 will win a CD donated by that artist.

<http://www.georgeweststoryfest.org/doc/2014%20Stage%20Schedule.pdf>

www.georgeweststoryfest.org

www.georgeweststoryfest.org

198 people reached

Unlike ·  7  2  2 Shares 

Types of Facebook Posts

Social Media Listening:

Sharing Another's Post



George West Storyfest Association, Inc. shared Texas Festivals & Events Association's photo.

August 5, 2014

Our mascot Buck attended last month's TFEA Conference and was spotted in the hallway greeting folks! #tfea14

We had a celebrity show up a TFEA Conf this year...Buck from George West Storyfest Association, Inc.! #tfea14



Types of Facebook Posts

Social Media Listening:



George West Storyfest Association, Inc. shared Kill 3 News's video.
February 5, 2014

Here is Chano Cadena playing the accordion and letting everyone know about his youth accordion contest. Chano Cadena y sus Conjunto will be back for the 2014 Storyfest!!!

If you are 21 years and younger and play the accordion, you can follow in the talented Mr. Chano Cadena's footsteps with the Big Squeeze Accordion contest this Sunday! Find out more with Sarah Acosta 3 News live this morning. Click our link for more information:
<http://www.kiiitv.com/story/24640372/texas-folklife-presents-the-big-squeeze-accordion-contest-sunday>



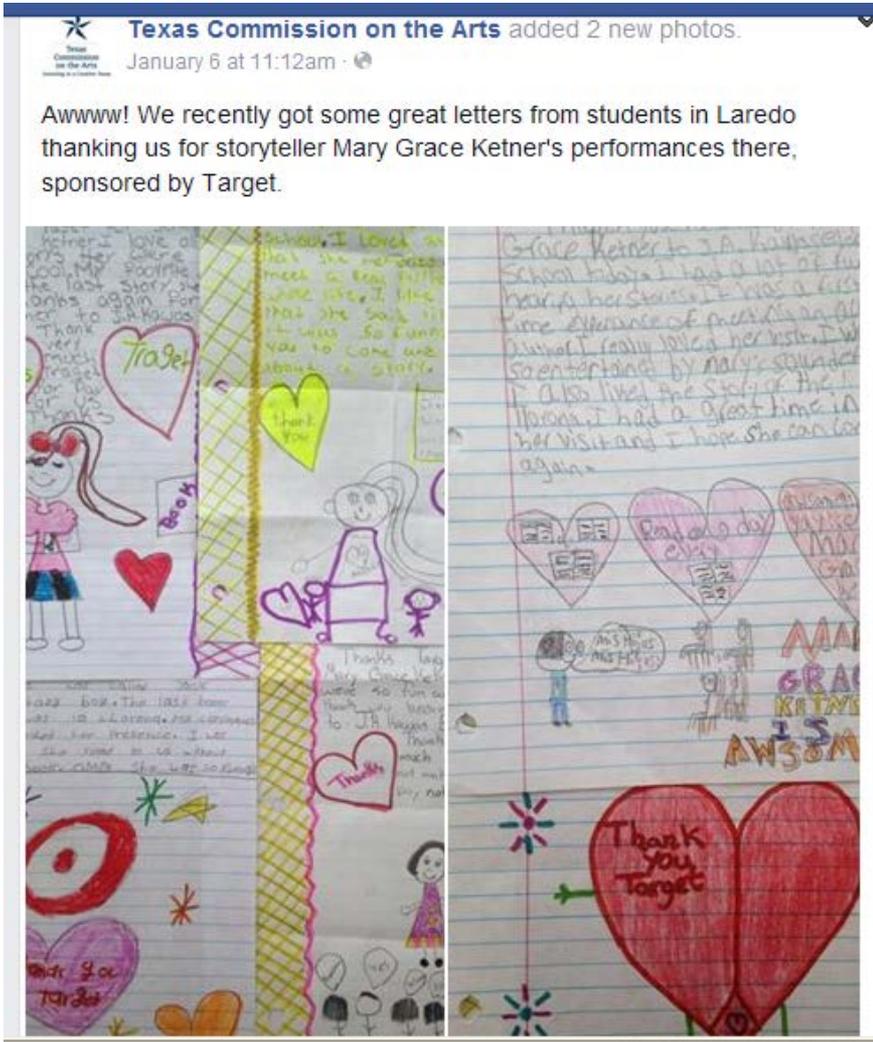
Sharing Another's Video Post

Post Reach: 412

Types of Facebook Posts

Social Media Listening:

Commenting on Another's Post



Unlike · Comment · Share · 🚩

👍 3 💬 2 ➦ 1

👍 You and 2 others like this.

➦ 1 share



Mary Margaret Dougherty Campbell That Mary Grace Ketner is a wonderful storyteller! And how special that the students wrote letters of appreciation. Her performances are always worthy of such!!

Like · Reply · January 6 at 3:02pm



Mary Grace Ketner Aw-w! That's what I think, too!

Unlike · Reply · 👍 1 · January 6 at 3:32pm

Types of Facebook Posts



George West Storyfest Association, Inc.

September 2, 2013

Today is September 2nd. The 25th annual George West Storyfest will be November 2nd! Are you ready??????

633 people reached

Like · Comment · Share

👍 14 💬 7 📄 1



George West Storyfest Association, Inc.

August 16, 2014

If you are interested in volunteering to help with the 26th annual George West Storyfest, you are invited to the Kickoff Get Together this Monday, 5:30 pm, 508 Crockett St. in George West. Hope to see you there!

384 people reached

Like · Comment · Share

👍 2 📄 2



George West Storyfest Association, Inc.

August 14, 2014

The 5K committee held its first meeting to start planning this year's run/walk. Details and entry information coming soon!

157 people reached

Like · Comment · Share

👍 4 📄

Build Excitement

Ask for Volunteers

Inform followers about preparations progress.

Types of Facebook Posts

**Promote Your People
for the Work and Time
they put into your event/organization!**



George West Storyfest Association, Inc.

August 19, 2014

Those who attended the Kickoff Get Together for 2014 were an enthusiastic group, eager to make sure the 26th annual George West Storyfest is the best Storyfest yet!



1,435 people reached

Sales & Information Booth co-chairmen Flo Moore and Heathe taking pre-event inventory of this year's souvenirs. — with Flo



Facebook Activity Week Prior to Festival

Your weekly Page update

Page 1 of 2

From: Facebook [notification+y4b2ekea@facebookmail.com] 
 Sent: 10/29/2014 8:35:03 AM
 To: Mary Margaret Dougherty Campbell [mandm1@the-i.net]
 Subject: Your weekly Page update

Weekly Page Update

Hi Mary Margaret,

Here are the latest insights about your Facebook Page.

Week of Oct 20 - Oct 26



George West Storyfest Association, Inc.

Build Audience · Promote Page

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	1,313	1,301	0.9%
New Likes	12	2	500.0%
Weekly Total Reach	5,455	2,882	89.3%
People Engaged	581	307	89.3%

[Get help with promoting your Page](#)

Facebook Activity Week of Festival

Your weekly Page update

Page 1 of 2

From: Facebook [notification+y4b2ekea@facebookmail.com] 
 Sent: 11/5/2014 9:31:32 AM
 To: Mary Margaret Dougherty Campbell [mandm1@the-i.net]
 Subject: Your weekly Page update

Weekly Page Update

Hi Mary Margaret,

Here are the latest insights about your Facebook Page.

Week of Oct 27 - Nov 2



George West Storyfest Association, Inc.

Build Audience · Promote Page

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	1,349	1,313	2.7%
New Likes	31	10	210.0%
Weekly Total Reach	9,488	5,455	73.9%
People Engaged	665	581	14.5%

[Get help with promoting your Page](#)

Social Media

An effective, economical means to

- Connect with your audience,
- Build excitement,
- Thank sponsors,
- Recognize volunteers,
- Validate your event,
- Promote your event, organization, self.