

September 2012



SOCIAL MEDIA

and the **Performing Arts**

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Each article in issue is also found on our website, MusicalAmerica.com, in the [Special Reports](#) section.

Introduction

I don't know about you, but wading through the plethora of information and advice about social media, what to post, how to find "fans," and on and on, is overwhelming to me.

In this issue on **Social Media and the Performing Arts**, we've asked experts to wade through some of the noise and boil it all down to the essential must-do steps you can take to start or improve your business' social media plan.

We also think that it pays to take a look at how some other industries are managing their social media programs, and asked award-winning reporter Dina Gerdeman to write about [Social Media and Ticket Sales](#). You'll find some interesting and innovative ideas in Dina's conversations with top executives at the Big Apple Circus, the Cleveland Indians, and Feld Entertainment, which presents Disney On Ice, and the San Francisco Gay Men's Chorus. Social Media Marketing Consultant Ashley Hennigan writes about the benefits of using location-based services (services like Groupon) to sell tickets in your area in [Location, Location, Location](#).

Ms. Gerdeman also discusses the use of smartphones in [Turn ON Your Smartphones](#), which suggests that an event where people are told to turn off their cell phones has missed an opportunity to really connect with its audiences.

Arts Consultant Janice Mayer continues the conversation with David Lieberman, and his team's efforts to market eighth blackbird's new work, *Never My Heart*, on [Tumblr](#).

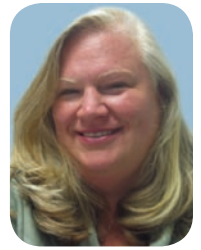
You'll also find [Tips, Tricks, and Best Practices](#) for social media marketing, [Best Practices: Facebook Marketing for Arts Organizations](#), advice on efficiently using your resources in [Organizing Social Media](#), and tools to analyze and measure your success in [Measuring Up](#).

We truly hope you find the information in this issue helpful. In October, we will explore all of the ins and outs of the visa process. Thank you to our advertisers, StreamSend, Vadim Repin, Boosey & Hawkes, Capacity Interactive, and the Sorel Organization for their support of this exciting project.

With all good wishes,



Stephanie Challener
Publisher



Tips

TRICKS



best

practices

This list of social media tips, tricks, and best practices is incomplete. It has to be. A comprehensive list would be hundreds of items long—and outdated by the time you finished implementing half of it. That’s how fast social media marketing is changing. Still, even as you need to stay on top of new tools and methods, there are constants to success in social media. Here are many of them:

Integrate social media with your live events

Ticket discounts for “liking” on Facebook, backstage passes for being the first 10 to re-tweet a special link, wonderful seats for active social media participants, special moments during a live performance when the audience is encouraged to take pictures and post comments. The possibilities are numerous and the benefits to you and your audience go on and on. Pay continual attention to what others in and out of the performing arts are doing.

Identify your social influencers...

The social “influencers” of your brand are a small percentage of your social media audience, meaning others read and respond to them, link to their posts, and redistribute their content. It’s the 80/20 rule: 20 percent of the people influence the rest. Use tools such as [Twitalyzer](#), [Vocus](#), and [Radian6](#) to find out who they are. And remember: Your most important influencers are not necessarily the ones who advocate specifically for your brand; they are the ones who influence the whole realm of conversation about you.

...then get involved with your social influencers

Influencing the influencers has a multiplier effect. But influencing those folks is a subtle thing and is not to be done directly (you don’t want the influencers using their pulpits against you). Give them advanced looks at what you’re doing, invite them backstage, send them sample recordings—and let them go and create their own content and reactions.

Finish (continue, actually...) what you start.

Develop an editorial calendar and plan

You’ve probably heard it: Don’t create a Facebook page or Twitter presence, use it for a while, and then let it go dormant. That’s worse than not doing it at all. Create an editorial plan and calendar; decide which platforms to use, what you’re going to post, how much you’re going to post, when you’re going to post... and stick with it.

By the way, make sure part of your plan is to set aside time each day to look at your competitors and others outside the

industry to see what they’re doing. There’s too much going on to be able to think of everything on your own.


Include graphics, pictures, and videos

Content with graphics, pictures, and videos gets a better response. It makes common sense and multiple analysis reports bear it out on Facebook, Twitter, and elsewhere. Facebook’s own reports show that posts containing graphics, pictures, and videos are far more likely to be Liked and referenced than posts with only text. This is the performing arts, after all, so be sure to include something visual and/or aural as often as possible.

Understand the customs of the channel

Different platforms, different voices, different content. Social media is relatively young but there are traditions and they’re worth studying. Twitter followers are looking for direct contact with the leading personality, such as a conductor or the organization’s director. Facebookers look for a general representative and more than one person is OK. An irreverent usher at your venue could create YouTube videos of his daily adventures among the notables.

Develop a social media scorecard

Is a video play worth the same as a clicked hyperlink? Is a contest entry worth as much as a blog comment? What actions do you want your audiences to take? One organization’s social media disappointment is another’s gold. Develop a scorecard and weight the actions your audiences can take. As a result of your social media strategy and plan, you can develop a weekly target goal and track and adjust your efforts. 

SCORECARD	
Action	Points
Facebook “like”	1
Re-tweet a tweet	2
Leave comment	3
Video view	4
Clickthrough	6
Rate video	6
Share/passalong	10
Embed video	20
Contest entry	50

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SOCIAL & ticket media SALES

By Dina Gerdeman

Let's face it: clowns know social media marketing.

So do big-eared mice on skates, high-priced ballplayers, and the guys doing backflips on motorcycles. We know this because *Musical America* stepped outside the performing arts to see how a diverse group of powerhouse marketers uses social media to transform online audiences into live paying ones: the Big Apple Circus, the Cleveland Indians, and Feld Entertainment, which presents Disney On Ice and Supercross motorcycle racing. In addition, we contacted performing arts groups with unusual social media efforts, such as the San Francisco Gay Men's Chorus.

Social media first

Despite the disparate events and audiences these marketers handle, there are many similarities in their approaches to social media.

One practice common among them is first "presenting" their performances on the social media stage long before they ever pull people into a concert hall or sports arena. They use Facebook, Twitter, and other social media platforms to pique the interest of users by posting all kinds of fun facts, photos, behind-the-scenes glimpses of performers, simple answers to event questions, and a variety of additional social chatter meant to engage both current event-goers as well as prospective ones.

Organizers invest an inordinate amount of time creating this near-constant stream of social content and it's all largely tied to one overriding hope: an online conversation with a Twitter or Facebook fan just might lead to a ticket sale.

In fact, event organizers say this social dialogue—when crafted correctly—can be a powerful deal-closer. In May 2012, Ticketmaster's LiveAnalytics research arm released a study of 8,000 American and Canadian buyers of tickets through Ticketmaster and reported that for sporting events, 14 percent of ticket buyers were influenced to attend an event by a Facebook post and 20 percent

used social media to invite friends to attend games with them. The social media tie to concert attendance was even stronger, with 30 percent of concert ticket buyers influenced by Facebook posts and 30 percent using social media to invite friends to concerts.

In addition, the study found that ticket buyers using social media links generally bought their seats earlier and spent substantially more per ticket, with an average ticket price of \$82 for social media purchasers compared with \$51 for all buyers.

Tough to measure

Most individual presenters do not perform that level of specific research. Social media experts say it can be tough to measure exactly how much ticket revenue comes directly as a result of this engagement, yet they know the effort they put into online social circles does pay off.

"It's like going to a cocktail party. I may not sell 15 tickets right then and there, but I know I'll meet people there who might get interested in the show, and some might even end up buying tickets later because they found out more about my event at the party," said Teddy Witherington, executive director emeritus of the San Francisco Gay Men's Chorus. "Social media is somewhat like that, but you have to be careful to avoid a push strategy because it's very off-putting if all you're doing is talking about your event. It's like someone at a cocktail party trying to sell you something. That person isn't going to be invited back to too many parties."

Since event organizations took their first tentative steps into the social media frontier just a few years ago, they have learned from trial and error about the best ways to engage their online audience—and most agree that aggressive "push strategies" are not the answer.

DINA GERDEMAN



Dina Gerdeman is an award-winning reporter and editor with nearly 20 years of experience. For the past three years, she has worked as a freelance writer and editor, developing content and editing copy for Web publications such as CMO.com; Harvard Business School's online publication; Health Resources In Action, a Boston nonprofit organization; and TechTarget.

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BIG APPLE CIRCUS

Big Apple Circus entered the social media world “late in the game”—only about three years ago, said Jean-Jerome Peytavi, director of marketing. “When we started out, our messages were not very focused and not very engaging,” he admitted.

Though the Big Apple Circus, which performs more than 350 shows in eight markets each year, may have started out rocky in the social media sphere, the organization has since found its groove. The circus has seen engagement in its social media messages skyrocket,

with fans now weighing in on everything from trivia posts about where the circus tent was made to cutesy questions about what clown name they would choose for themselves.

Last year the circus’ number of Facebook “likes” hovered around 7,600 and the organization has managed to more than double that number to nearly 15,600 today. In addition, a year ago the circus had 2,000 unique users weekly who read its posts through their Facebook news feed, but today the weekly reach is 16,000.

The circus puts on a different live show every year, so the organization also alters the look of its Facebook page significantly each year to reflect the new show.



A post a day

The circus is entrenched in three different social media platforms—[Facebook](#), [Twitter](#), and [YouTube](#)—and the company makes a point of posting at least one social media message every day.

The company feeds its social audience messages that fall into four different categories:

- Encouraging people to share their memories and photos from their own circus experience
- Circus trivia and fun facts
- Ticket-buying messaging
- Information about the organization and the show

“We try to vary our posts among those four categories,” said Peytavi, who noted that the circus uses the marketing company [Situation Interactive](#) to help with its message-a-day campaign. “Some of our messages are a little more localized to fans in specific areas, especially when it comes to buying tickets and sharing memories, while other messages are global in nature.”

Fans share memories

The most popular postings by far: The ones in which fans are encouraged to share their own memories about the show. After all, people like to talk about their own experiences, rather than being talked to, Peytavi said.

“People don’t want to only see messages about the fact that we have a show in three days and ‘Come see us.’ They want the interaction to be a lot more organic. It’s a fantastic word-of-mouth channel for us

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when people share their experiences, and it's been the most successful in terms of engagement," Peytavi said. "We might start the conversation, but then it takes off and people truly become brand ambassadors for us in the way they describe their own experiences."

The folks who monitor the circus's social media pages daily don't feel the need to delete the occasional negative comment by a circus-goer who relates a bad experience about the show. "You certainly don't want to see a lot of negative comments, but when we see the occasional negative comment, we don't fear that," he said. "The best thing is when other people react to that negative comment. It creates a discussion, and we think that's a good thing."

The organization's videos on Facebook have also been met with great success. The best way to attract social media viewers is to keep the video short and sweet, provide a little taste of what people will see live, and include some of the interaction between performers and audience members—but always try to leave the viewer wanting more. "People love watching videos, but you don't want to reveal too much and have people feeling like they've already seen the show," Peytavi said.

Peytavi said it can be difficult to measure exactly how many tickets are sold as a direct result of the organization's social media presence, but he believes social media now plays a crucial role in nudging people toward buying.

"Sometimes it's your total marketing mix that is directing your results," he said. "People might see a TV ad, and then they see your message on Facebook. With the combination of the two, the next thing you know, people end up buying tickets."

CLEVELAND INDIANS

The Cleveland Indians engage with fans on seven different social media platforms but the team primarily focuses its efforts on [Facebook](#) and [Twitter](#). Facebook reaches the most people by far with 540,000 fans following the Indians on that platform.

It's clear from the sheer volume of audience input that viewers are not merely skimming the team's status updates on Facebook; many of the team's Facebook posts are adorned with hundreds of "likes" and dozens of comments from fans—and there might be as many as five posts within a 24-hour period, all of them well-"liked."

For example, 1,256 people Liked and 59 people commented on a recent Indians' Facebook post that said, "Lillibridge leads offensive charge in win over Angels." The post included a photo of player Brent Lillibridge running the bases after his home run hit as well as a link to a longer story about the game.

Posts on the Indians' page include behind-the-scenes photos from inside the ball field; video highlights of the game; pertinent



Each game, the Indians put one player or coach on Twitter to answer questions from fans and tweet in real-time about the game.

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quotes from players and coaches about particular plays along with links to bigger stories; offers for fans to receive free merchandise, such as player bobbleheads for the first 15,000 to arrive to the stands; along with a variety of nuts-and-bolts information, such as when and where to see the games on TV as well as final scores.

An answer to every question

Keeping the sites fresh with new content—as well as answering the multitude of questions and comments that come in from fans—consumes a great deal of time, especially when staff members strive to prevent any question from sliding by unanswered, said Anne Keegan, assistant director of communications for the Indians.

“It takes a lot of effort to create a good page to which people are actually paying attention. Plus, people have questions about what’s going on at the ballpark, what the players are doing, and what’s happening in our front office. We do our best to answer every single question,” Keegan said. “You can’t underestimate the power of answering a simple question like, ‘What time do the games open?’ Just by answering that one question, people are so grateful and say, ‘Thank you so much!’”

Insights about players

Fans especially get a kick out of the ability to reach out to players or even managers directly, either through the Indians’ social media pages or by contacting players on their individual Facebook or Twitter sites.

“Imagine 20 years ago if you were trying to get a letter to your favorite player—you had to write it, send it, and hope it got first to the ballpark and then to the player,” Keegan said. “Now we encourage the players to use Twitter, and people can just send them a tweet or Facebook message and get a response right away.”

Some of the content that is shared the most includes photos or videos of the players—pieces that provide some insight into who they are and what they’re up to. In fact, fans love the Indians’ regular feature, posted just about every week, called “Tweet Your Tribe,” in which the staff puts forth one player, manager, or member of the coaching staff to come on Twitter and answer questions from fans on the spot.

Fans truly seem to enjoy behind-the-scenes material—anything that reveals a little bit of what they can’t see on the ball field—so

SOCIAL MEDIA = TICKET SALES

Concerts

- 30%: ticket buyers influenced to attend a concert by a Facebook post
- 30%: used social media to invite friends to attend concerts with them

Sporting Events

- 14%: ticket buyers influenced to attend a game by a Facebook post
- 20%: used social media to invite friends to attend events with them

Overall

- \$82 vs. \$51: average ticket price for social media purchasers vs. all other buyers
- Buyers using social media links bought their seats earlier

Source: LiveAnalytics (Ticketmaster’s research arm), May 2012

last spring the Indians started a WordPress blog called [TribeVibe](#) that provides an inside look at the front office and clubhouse.

TribeVibe tells stories about how players made it to the major leagues, shares Q&As with ball players, and even offers insight into what it’s like for the ushers and police officers who work in the park. A recent TribeVibe post recounted the way members of the bullpen traditionally stop at Dorothy’s Diner, a small concession stand in the park, just before home games for a little candy as well as a pep talk from Dorothy, who always urges them to “open up that can, baby.”

“On TribeVibe, you might see 15 questions and answers with players that don’t really have anything to do with baseball. That’s a lot of fun and we’ve had great success with that,” Keegan said.

When it comes to straightforward sales pitches, ticket discounts via social media work well. By clicking on a particular discount link, a fan can get \$4 off a ticket, but by sharing the discount with their followers, the buyer can do even better, earning half off that same ticket. “We end up seeing a lot of shares that way,” Keegan said.

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Taking the conversation offline

Keegan said the Indians actively seek feedback from their social fans—and sometimes it helps to bring the online conversation offline every now and then. In June, the Indians asked some of the team's most engaged social media followers to come down to the ballpark for an in-the-flesh "town hall" meeting with Indians President Mark Shapiro. The Indians got to hear directly from fans about their own ballpark experiences and any concerns they had about any issues, from bathrooms to parking.

Questions from fans ranged from, "What are you guys going to do at the trade deadline?" to "What are the food options at the ballpark?"

"We had such a great turnout for that. We were at capacity," Keegan said. "Fans always appreciate providing feedback as well as getting answers to their own questions, and that's how we try to engage with them online as well."

FELD ENTERTAINMENT

Social media marketing is all about building relationships, said Vicki Silver, senior vice president of marketing and chief marketing officer for Feld Entertainment, the parent company for Ringling Bros. and Barnum & Bailey, Supercross, and Monster Jam. The company also handles marketing for Disney On Ice and Disney Live.

"The reason consumers friend you on Facebook is so that they can get inside information," she said. "If they're passionate about the brand, they want sneak peeks, they want to find out more about the brand and the machinations behind the brand."



Disney On Ice has more than 136,000 Likes on Facebook and the show's page includes:

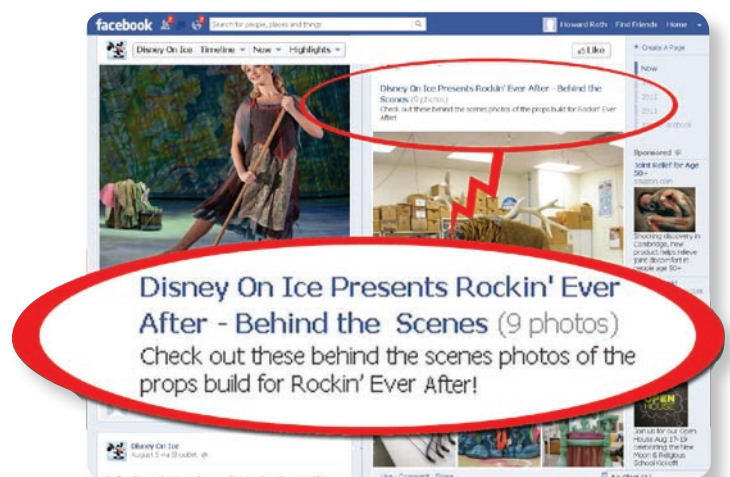
- Video clips of the performance
- Photos of skaters and set pieces back stage
- Trivia questions—sometimes Disney-related and sometimes not, such as a recent post that asked, "What was the first official winter sport?" (Answer: figure skating)

- Questions intended to induce personal input, such as a recent post asking, "If you had the chance to change your fate like Merida, would you? If so, what would you change?"

Selling tickets: timing is everything

When it comes to using social media to sell tickets, timing is key, Silver said.

Before promoting a ticket sale, the company spends several weeks posting content that might entice interest on the part of its audience. For example, before selling tickets to a new Disney On Ice show including a theme around the new movie *Brave*, Feld Entertainment filled the [Facebook](#) page with footage of the red carpet event of the *Brave* movie launch in Scotland and provided a behind-the-scenes look at the Disney On Ice skaters.



Disney takes Facebookers behind the scenes at Disney On Ice.

"We built up the excitement by giving them all of this material first and then we provided them with an offer," she said. "It's all about creating interest and desire on the part of the consumer to take that last step and make a transaction happen."

The organization then posted a special ticket offer, allowing Facebook followers to get access to the best seats to a Disney On Ice performance before the show went on sale to the general public. The company worked with Disney to place that same offer on the Pixar and *Brave* pages, thereby amplifying the message.

"That was a great experience. It led to the highest conversion rate I have ever seen, not just in the social media space but in terms of email marketing efforts as well," Silver said. "It speaks to the value of social media and how targeted it can be."

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Understand your audience

Similarly, the [Ringling Bros. and Barnum & Bailey](#) page on Facebook, which has more than 57,000 Likes, includes posts ranging from seeking answers to trivia questions about the show to asking readers to devise captions for photos, such as one that included a circus performer riding an elephant.

Feld Entertainment put out a geo-targeted Father's Day promotion on Facebook of a Ringling Bros. show in three different cities the week before the event. Although the promotion led to healthy ticket sales, Silver learned an important lesson from that promotion: Understand your audience.

"In this case, our audience was moms, and moms tend to like to have more planning time," Silver said. "When we do this again, I think we would choose to do it another week or two in advance."

The company finds ways to extend its messages beyond the organization's own social media pages, for example by encourag-



ing shares and re-tweets among followers; by enlisting the circus ringmaster to tell stories about being on the road on his own Facebook page; and by hosting media days for mommy bloggers who are likely to spread the word about shows to the company's target audience.

"Facebook and Twitter are important. They allow us to extend the brand experience beyond a single event," Silver said. "Through social media, we can be in people's lives for more than just that one special event."

Exploring possibilities for next season's programs? *Don't wait for a paper score.*

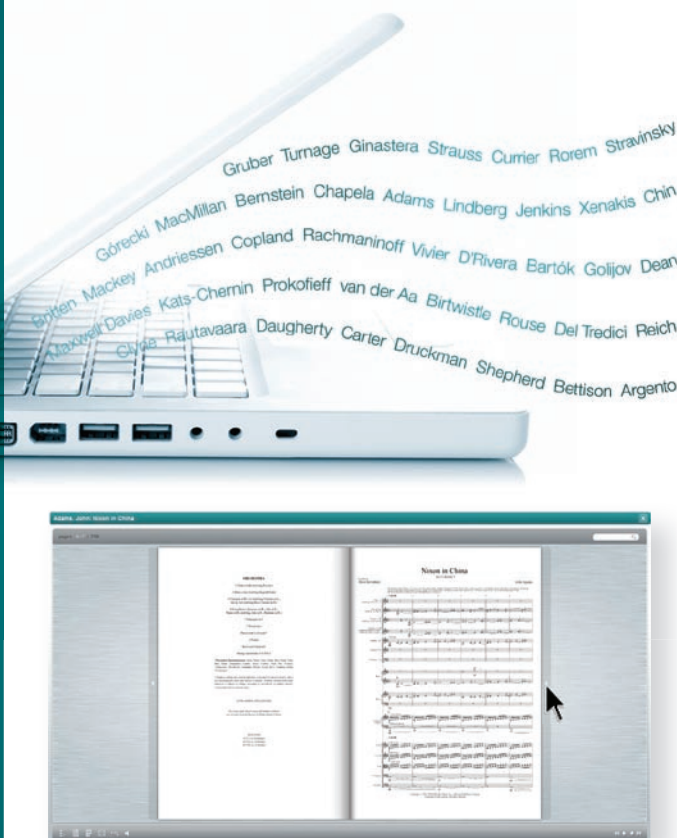
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CASE STUDY

eighth blackbird

By Janice Mayer

TUMBLES forward with TUMBLR



Issue: eighth blackbird is creating a new work, *Never My Heart*, with music composed by Amy Beth Kirsten and direction/choreography by Martha Clarke. eighth blackbird wants to find a vehicle to bring potential audiences inside the development of the project and provide sales support to its manager, [David Lieberman Artists' Representatives](#), who will be booking a 2013-14 national tour of the work.

Goal: Find a platform to support and promote a new work without limiting the content to Twitter's 140 characters and Facebook's extemporaneous content structure. Also, the group was looking for a more flexible format than standard blogs while still being compatible with eighth blackbird's ongoing social media efforts.

"eighth blackbird has been on [Facebook](#) (2,544 Likes) and [Twitter](#) (8,827 followers) since the beginning," said Jen Richards

JANICE MAYER



Janice Mayer's wide-ranging experience includes positions at the New York City and Metropolitan Operas, The Shubert Organization, Inc., and Classical Action: Performing Arts Against AIDS. A former Manager at CAMI, she founded Janice Mayer & Associates LLC which she ran for over a decade. She is currently collaborating on Caminos del Inka, Inc., Miguel Harth-Bedoya's Latin American music and recording project.

The two-time Grammy Award-winning ensemble [eighth blackbird](#)* is known for its bold programming, so it is not surprising that their adventurous spirit would extend to the promotional side of their efforts as well.



the ensemble's managing director. But lately, "Twitter has become over-populated; it's hard to detect signal from the noise. So recently I've been exploring [Tumblr](#) as a way to get the word out about our new creative project."

Richards added, "Tumblr has opened up a new space for this kind of exploration. Blogs have become formalized, but here I can create a more casual micro-blog that people can follow and share. Tumblr also makes it easy to share media. Though over 150 arts organizations and publications currently have blogs on [Tumblr](#), those represent a small section of the overall arts community."

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Richards said Tumblr's policy of allowing unlimited content postings and the way it is "easy to combine with our other social media efforts" made Tumblr an attractive service. (Click [here](#) for a look at eighth blackbird's Tumblr efforts.)

Rationale for the technology choice: *Musical America* contacted Tumblr's arts outreach specialist, Annie Werner, about Tumblr's relationship and offerings for the performing arts:

- **Audience size:** Overall, Tumblr boasts over 64 million blogs, 140 million monthly unique visitors, and more than 16 billion page views, according to [Quantcast](#), a website traffic measurement service.
- **Engaged users:** Visitors spend an average of 1 hour, 38 minutes on the site, according to researcher [Statista.com](#).
- **Popularity of arts topic:** According to Werner, art is one of the most popular topics on Tumblr and is one of the [top tracked tags](#) on the platform
- **Supports new art:** "We have a huge [community of emerging artists](#) and art enthusiasts," said Werner. In addition, the platform "treats art content with the kind of visual integrity it deserves. . . visual work is exposed in an elegant, striking manner—no thumbnails or small boxes to confine it."
- **Connectivity:** Tumblr also links easily to Facebook and Twitter, as is now expected of most social media platforms.

Obstacles: Balancing the creative director's need for privacy during the fragile development phase of a new work and the organization's goal to share the process with an interested public and presenters is a delicate dance.

Twitter and Facebook will drive traffic to the Tumblr page, so all social media outlets have to be updated and managed simultaneously.

Cost: Tumblr is free for most of the needs of arts organizations. Customizable themes are complementary and premium themes cost between \$9 and \$49, which also usually includes customer support. eighth blackbird, for instance, uses the standard theme. Video production costs are variable, but need to be factored in to the budget.

Time & Staffing: Writing and posting blogs, creating and posting videos, and taking and posting images takes organizational staff members' time, as well as time from the creative team. As a close-knit ensemble, eighth blackbird takes its collaborative chamber music spirit into its partnership with its management. According


to Richards, a key element in the selection of its management team was David Lieberman Artists' Representatives "no fear factor," which mirrors the "spirit of the eighth blackbird musicians."

Unlike many small- to mid-sized agencies, David Lieberman Artists Representatives chose to invest in a dedicated onsite marketing specialist, Amanda Bryant, director of marketing and new media: "If I want to send out a well-designed press release the morning after eighth blackbird wins a Grammy, I can do it because my press agent, graphic designer, and social media specialist sit in the office next door." Taking marketing in-house with Bryant (covering much of what would have been done in the past by outside vendors) is what has allowed the organization "to maintain a carefully curated, smallish roster capable of supporting each of these artist's enterprises as well as our own," said Bryant.

Lessons Learned:

- **Reckon with the shifting audience:** Commenting on the challenge of assessing marketing trends overall and how eighth blackbird's Tumblr page might help address them, David Lieberman offered, "What is dynamic, compelling, and confusing is the shifting audience of presenters—their cultural view, their marketplace view, their audience view. It is moving so fast, I cannot consider the appropriate allocation of marketing assets without the help of someone dedicated to sorting that all out."
- **If the tree falls. . . :** According to Lieberman, "No matter how compelling the message, if the intended audience never gets the message because they never saw it, that's a lot of wasted effort. With a marketing and new media specialist on our team, I can be more confident that we are making the right investments and succeeding on behalf of the artists a higher percentage of the time than in the past."

*What's in a name? "The name 'eighth blackbird' derives from the eighth stanza of Wallace Stevens's evocative, aphoristic poem, *Thirteen Ways of Looking at a Blackbird* (1917). The eighth stanza reads:

I know noble accents
And lucid, inescapable rhythms;
But I know, too,
That the blackbird is involved
In what I know. 

Location LOCATION location

By Ashley Hennigan

If you're a presenter in Seattle, you're probably not selling many tickets to people in Kansas City (and you're not trying to). The bulk of your ticket sales takes place within a fairly confined geographic area.

Enter "location-based" social media services. You've personally used location-based services (LBS), probably without realizing it, and it's a fair bet your customers are also already using LBS. Many are likely reviewing and sharing your venue and concerts, so it's time to get up to speed.

A LBS is any service that requests your current location or inherently uses GPS technology, often through the use of a smart-phone. This includes anything from finding directions on Google Maps to "checking in" on Foursquare (more on that later), to searching for nearby deals. There are three basic benefits to employing LBS:

- Reaching potential patrons in your immediate area
- Reaching future patrons who are making plans to be in your area
- Enabling patrons to share updates from your venue with their social network

How LBS works

As you might guess, LBS goes hand-in-hand with mobile technology. There are two components to LBS: tag and search. Tagging allows a user to create some kind of content—a tip, review, photo, etc.—and "attach" it, or tag it, to a particular location. In other words, tagging allows someone to, say, write a quick review of his or her experience at your venue and "attach" it to your venue's location so others can read it. Searching allows users to find that review or photo that's been "tagged" to your location.

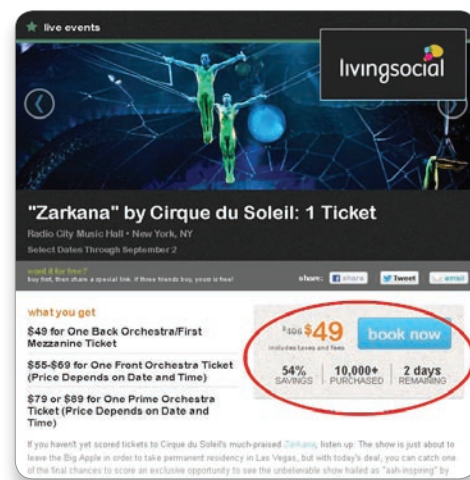
Examples of location-based services abound. For instance, businesses contract with the popular "daily deal" site [LivingSocial](#) to offer its users deeply discounted deals on everything from restaurants to facials—to tickets to performing arts events. Cirque

du Soleil has sold more than 10,000 tickets to its Zarkana performances. Users of LivingSocial register and choose their locale; LivingSocial then offers up deals in their area through email and other contact points.

Real-time reach with Yelp and foursquare

On any given performance night, there are likely to be potential patrons in your area looking for something to do. Smartphone users will rely on the web and popular LBS applications to help them decide where to spend their time.

You can update your information on these LBS applications to help the mobile audience find you. Your mobile, spur-of-the-moment audiences—the prime target for last-minute ticket sales—are probably using [Yelp](#) and [foursquare](#). [Editor's note: The foursquare company chooses to not capitalize its name.]



ASHLEY HENNIGAN



Ashley Hennigan is a social media marketing consultant for small businesses and has been a featured speaker before national higher education and professional development groups. Ashley is also assistant director at Rochester Institute of Technology, where she is helping manage the University's mobile web and social media efforts.

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Yelp

Yelp should be considered more of a customer service tool than anything else. It is a place where your customers can rate venues and leave reviews. Creating your free business account on Yelp is easy. With a Yelp business account, you can message your customers and respond to reviews either publicly or privately. An interesting trend to note: In major metropolitan areas, music halls and theaters are often the top-rated item under Yelp's "nightlife" category.

Browsing: Boston » Nightlife

Best of yelp

1. **Symphony Hall**
★★★★★ 121 reviews
Categories: Music Venues, Performing Arts

Easily the best performance hall in Boston! Beautifully decorated with comfortable seating, spacious lounge areas for refreshments and well-kept restrooms. I was here just the other night for Distant Worlds: music from Final Fantasy and it was an AMAZING performance! The acoustics were excellent and the projection display went without a hitch. I'm so glad that I was able to finally come here...

Browsing: New York » Nightlife

Best of yelp

1. **Jazz at Lincoln Center - The Allen...**
★★★★★ 20 reviews
Neighborhood: Upper West Side
Categories: Jazz & Blues, Music Venues

Agree with all the reviews, well said, this place is truly amazing! Great View of NYC! Another place I would love to visit again!

Best of yelp

Restaurants
17308 reviewed

- Espresso Pizzeria
- Georgian Bread
- Strictly Vegetarian Restaurant
- Court Street Grocers
- Chef's Table

...see more »

Nightlife
3172 reviewed

- Jazz at Lincoln Center - ...
- The Owl's Head
- Sunny's Bar
- Met Roof Garden Cafe and...
- Carnegie Hall

...see more »

To get started with Yelp, go [here](#).

Yelp users actively review their experiences at performing arts venues—such as for Jazz at Lincoln Center in New York and Symphony Hall in Boston.

foursquare

It is entirely likely that your venue is already being visited and reviewed by foursquare users. Whether you are managing a venue or your own brand, with over 200 million users registered on foursquare, it's not surprising that nearly 1 million businesses are already using their tools.

foursquare Search people and places

Cobb Energy Performing Arts Centre
2000 Cobb Galleria Pkwy. (at Aikens Mill Rd.), Atlanta, GA 30339
Performing Arts Venue, Indoor Theater, Concert Hall, Theater, Concert Hall

(770) 916-2000 @cobbenergyspc cobbenergyspc.com
Atlanta's premier performing arts venue

Activity Explore Lists Settings

SAVE BEEN HERE

YOUR CHECK-INS: 0 TOTAL PEOPLE: 3,237 TOTAL CHECK-INS: 4,646

Mayor: Kamden R. ...

Similar places: ...

Photos: ...

People talk about: ...

... of the song show the walking dead. It was used as the filming location for ...

Share this place

As a presenter, you can take control of your venue's foursquare page at no cost. After officially claiming your location on foursquare, you can track customer check-ins, offer specials, and use analytics tools provided by foursquare to view photos and tips. If you have not already done a search for your location on foursquare, go [here](#).

Specials are one of foursquare's best features and are used by a number of presenters to attract new customers and reward loyal ones. For example:

- House of Blues Chicago offers two free tickets to its most loyal customer using foursquare

Mayor Special

TWO Complimentary General Admission Tickets to a select show at House of Blues Chicago!

- The Fox Theatre in Atlanta, Georgia, encourages all users to check in using foursquare by having an active check-in special. In a recent run of foursquare deals, the theater offered patrons a 20 percent discount to the next show offered in a series of musicals and ballets. Russell Suave, e-commerce and social media manager at

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The Fox Theatre said, "We are very fortunate to have promoters who support our social efforts and allow us to cross-market upcoming shows." Examples of this are a meet-and-greet with the performer after the show or a discount on event merchandise. One use of foursquare offered a special encore if enough people checked in to the venue on foursquare.

These specials will also help to spread the word of the event as each customer unlocks the special and shares his purchase with his social network.

To get started with foursquare, go [here](#).

Influencing ticket sales with local daily deals

"Daily deal" sites have grown tremendously in the past five years. They are considered a LBS because the offered deals are invariably for goods sold locally and to local events—such as live performances. For participating businesses, it costs money to create the deals through the daily deal services; the investment usually pays off. The most effective promotions are those that aim to create repeat customers, as opposed to offering heavily discounted one-off deals.

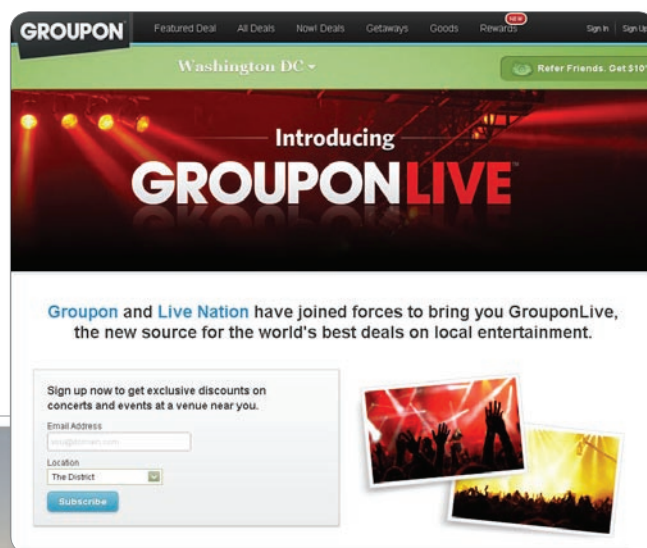
The most popular are probably [Groupon](#) and LivingSocial, but it's worth checking out which other daily deal sites might be catering to your local community. According to Groupon's statistics, 91 percent of the people purchasing deals either return or plan to return as customers to the business that offered the deals.

One of the big selling points for the daily deal services is the trend of customers buying additional products from the businesses offering the deals as well as bringing friends to the businesses offering deals. Groupon found that customers spend about 55 percent more than the value of the deal they purchased and 75 percent of businesses report that Groupon users bring friends along with them when they redeem their coupons. LivingSocial boasts similar results, stating 29 percent of their deal redeemers are new customers for the participating local businesses.

For selling tickets to performing arts events, the most relevant Groupon service is the recently launched [GrouponLive](#). GrouponLive is targeted at driving ticket sales for live events. Campaigns can run as soon as an event is announced with a pre-sale ticket deal and continue up to the date of the performance.

To get started with Groupon, go [here](#).

To get started with LivingSocial, go [here](#). 



Groupon found that customers spend significantly more than the value of the deal they purchased and most businesses report users bring friends along with them when they redeem their coupons.



BEST PRACTICES

facebook

Marketing *for* ARTS Organizations

By Erik Gensler

Simple Tips to Grow Fans, Engagement and (Ultimately) Sales

While there are many social marketing options for performing arts organizations, Facebook remains at the center of social media activities for building and maintaining an audience—and driving ticket sales and other business goals. In developing a strategy to most effectively use Facebook, it is useful to think of the social platform and its tools as a metaphorical megaphone.

The Facebook “megaphone” is primarily used in three ways:

- Broadcasting your message and content to your Facebook audience
- Passing others the megaphone to use
- Turning up the “volume” of the content you’re delivering through the megaphone

Using the megaphone to broadcast

Facebook provides the platform and tools to create and distribute your own content. Your organization uses the megaphone to distribute your content (images, videos, reviews, etc.) and users are responding to the content with Likes and comments and shares.

This is what many arts organizations think of as their Facebook strategy: building a community of people who “like” the organization and serving content users react to and (hopefully) share.

In this scenario, success is getting the largest possible group of interested people to see and interact with your content. So you must

first build a large community of users who Like you and, secondly, serve them engaging content.

To build engagement, it’s important to understand Facebook’s EdgeRank.

EdgeRank is the algorithm—the formula—Facebook uses to determine what appears in users’ news feeds. There is enormous information from a variety of sources available to Facebook users and the news feed is the order in which that information appears. It determines not only how important you are to your connections, meaning how frequently your content appears, but also what kinds of content appear higher than others.

A good EdgeRank can increase the number of people who see your post by five times. Take two hypothetical organizations, both

TIPS TO BUILD A LARGER COMMUNITY OF “LIKES”

- Add the Facebook “Like” button plugin on the header of your website so users can Like your organization in one click. [Here](#) is a tool from Facebook or you can use a tool like [AddThis](#).
- Run Facebook sweepstakes that are “Like-gated,” requiring users to Like your organization to enter. A vendor that can get you up and running quickly with this is [Wildfire](#).
- Email your entire list a dedicated email to “Like” you on Facebook. Make it simple and all about the benefits of being a Facebook fan.
- Use Facebook Page Like Stories. (more on this later in **Turning Up the Volume**).

ERIK GENSLER



Erik Gensler is the president of digital marketing consulting firm Capacity Interactive, whose clients include leading arts organizations; founder of Digital Marketing Boot Camp for Arts Marketers, an annual conference for arts marketers in NYC each October; has presented conference sessions on digital marketing; and has guest lectured at Columbia, NYU, and Baruch College.

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with 1,000 fans. Organization A gets frequent Likes, comments, and shares on its posts. Organization B does not. Because of this, a typical post by Organization A will be shown to 500 people while a typical post by Organization B will be shown to 100 people. Big difference.

EdgeRank is based on three factors:

- **Individual user interest:** A user is more likely to be shown your post if he has interacted with your content in the past.
- **Post interest:** If Facebook sees the posted content is getting Likes and comments, the post will be shown to more people.
- **Time decay:** Newer posts show up more and lose value over time.

There's not much you can do about #3, but to help with #1 and #2 you need each post to garner Likes, comments, clicks, and shares to boost your EdgeRank.

It's important not to only use to broadcast content, since this treats the platform as a one-way communication, like email or even

direct mail, and truly doesn't leverage the power of the "social" part of the social network. The real power of Facebook comes when you can get people who care about you to post on your behalf. Which takes us to . . .

Passing the megaphone

To really increase your impressions, engagements and, ultimately, sales, users need to post about your organization on Facebook. What is better than an endorsement post such as: *"Just saw Show XYZ at Theater ABC. It was amazing. [link to your website]"*

Most organizations are not measuring these interactions. A look at the analytics usually reveals that each time a user posts a link to a site, it gets anywhere from 500 to 2,000 endorsed impressions on Facebook and anywhere from 2 to 20 clicks back to the site. This is Facebook gold.

Smart marketers should measure these share interactions and build tools to encourage shares.

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COMPETITION DEADLINE:

December 1, 2012

COMPETITION REQUIREMENTS:

women, any age, any nationality, non-published works, SATB chorus with organ accompaniment, small ensemble or a cappella

3 winners will receive:

1. New York City Premiere with the critically acclaimed professional chorus, Voices of Ascension, conducted by Dennis Keene
2. Hotel and Travel to New York
3. Cash Prizes from \$1000-\$5000

For more details,
www.sorelmusic.org

The Sorel

O R G A N I Z A T I O N

Reinventing Choral Music

The Sorel Medallion in Composition 2012-2013



Encouraging shares

Add Facebook Domain Insights code to your site. It's very simple; have a look: <http://developers.facebook.com/docs/insights/>

Once installed, you can get these stats at: Facebook.com/Insights. Here, you can see *Actions* (number of links posted by users on Facebook to your site), *Distribution on Facebook* (endorsed impressions), and the *Referral Traffic* to Back to your Site (how many users clicked the link).


Turning up the volume

Facebook advertising works great for arts organizations because it can massively increase your reach versus just relying on creating your own content. This is called "turning up your megaphone." Plus, advertising allows you to target by interest and demographics. You want to reach female, college educated dance lovers over age 35 within 25 miles of Chicago? No problem.

There are two ad types that can help arts organizations increase the number of fans and amplify reach:



1. **Page Like Stories:** These ads show the name of your organization and the name of any users' friend who Likes it. The only call to action is to Like your page. These work great and are an inexpensive way to acquire new fans. Social ads—ones with the names of friends attached—get far more clicks than non-social ads. Make sure to add the demographic targeting on top of these ads to target the type of audience you want to reach.
2. **Page Post Sponsored Story Ads.** Say you create a short promotional video of an upcoming performance. If you show this to your universe of, say, 10,000 fans, perhaps 2,000 people will see it. If you turn the video into a Page Post Sponsored Story, it can be seen by hundreds of thousands of people, fans and non-fans alike.

Focus on these areas and you will be on your way to building a large and engaged community on Facebook—a community that is responsive and receptive to your organization's offerings, which will ultimately lead to more ticket sales and donations. 

TIPS TO BOOST FACEBOOK POST ENGAGEMENT (AND EDGERANK)

- Ask for a Like within your posts, e.g., "If you like this video, hit 'Like' or 'Tell' the cast to break a leg opening night by hitting Like." Use it, it works.
- Test posting at various times of day and days of the week. You can now schedule posts within the Facebook platform. Test weekends, late nights, early mornings. Organizations have increased engagement 10 times by experimenting and uncovering the "magic hour" for posts.
- Review your past posts to see what your fans respond to. Do videos get more engagement than images? How about when you ask questions? Links vs. no links?
- Review your Facebook Insights to uncover trends.



Facebook offers an option to add sponsored content to its News Feed.

Measuring Up

By Dina Gerdeman

Tools have evolved to measure your social media presence and impact

Are your posts and tweets helping your business—or just falling flat?

The evidence is right there for you and others to see. In the same way examining and acting on your website's traffic data is critical to achieving the goals for your site, social media metrics and monitoring are key to successful social media marketing.

Some metrics are very public: the sheer number of “likes,” followers, comments, shares, and re-tweets are there for the world to see. In addition—and growing in importance—are the variety of more private social media tools for pulling together all kinds of helpful “listening” data (see the list of monitoring tools, below).

Truth is there is no consensus about how to optimally participate in this unique and still-nascent communications channel and the debate is ongoing concerning which social media metrics are most important. As it turns out, the importance of a particular metric depends on why you are in social media and what you're trying to accomplish. If you're trying to increase seasonal and last-minute ticket sales, do the number of Facebook Likes or Twitter re-tweets matter?

There is much trial-and-error involved in determining your key metrics. Analytics tools, such as the ones listed below, act as a good first step in sifting through the mounds of feedback swirling through the social sphere. But social media experts say some of the most valuable insight comes from actually “listening” to what's taking place on the social nets.

Getting beyond the noise

Weeding out the noise—information that a brand considers irrelevant or impertinent—is one of the biggest challenges to social media listening. It's important to develop keyword searches that block out things like “for sale” and “free shipping” to separate the need-to-know input from the junk, so you don't waste time on distracting feedback.

DINA GERDEMAN



Dina Gerdeman is an award-winning reporter and editor with nearly 20 years of experience. For the past three years, she has worked as a freelance writer and editor, developing content and editing copy for Web publications such as CMO.com; Harvard Business School's online publication; Health Resources In Action, a Boston nonprofit organization; and TechTarget.

Nailing down specific keyword trends not only helps to zero in on relevant social media posts, but also to figure out the language a particular audience wants to hear. The tone of your social messages might lean toward light and humorous or serene and sophisticated, depending on whether your audience is interested in jazz or operas.

Also, listening can help pinpoint your customers' other interests, so you can follow them to other online spots—unrelated sites outside of your brand's social pages—where many of them socialize online, whether it's a parenting web site, an online dieting support group, or a gaming web site.

Pinpoint your mega-fans

You can't possibly monitor the online activities of all of your fans, so it's important to pinpoint your mega-fans with the greatest social influence. These are the individuals—on Facebook, Twitter, blogs, and elsewhere—who usually originate the most content, get linked to, and re-tweeted the most, get Liked, followed, and shared more than others. For an interesting look at social media influencers, click [here](#).

After all, word-of-mouth messaging among friends is powerful. Nielsen's Global Trust in Advertising Report, released earlier this year, surveyed more than 28,000 Internet respondents in 56 countries and found that 92 percent of consumers around the world say they trust recommendations from friends and family above all other forms of advertising. Compare that with display ads—video or banner—on mobile devices, which are trusted by only a third of respondents.

Social media monitoring tools can help analyze traffic sources to determine where people are coming from when they landed on a company's web site; who's clicking on which of your social media messages; whether your posts are viewed as positive or not; and who your biggest influencers are.

“It's amazing what we can measure on social media today,” said Vicki Silver, senior vice president and chief marketing officer for Feld Entertainment, which handles marketing for Ringling Bros. and Barnum & Bailey, Supercross, Monster Jam, Disney On Ice, and Disney Live. “It gives us important insight into what works. And for every brand it might be different. Photos might work better than videos for some brands, or trivia might work better than photos for others. For every Facebook post and tweet on Twitter, you can get some valuable behind-the-scenes information.”

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Here is a list of some social media tools that can help you measure the effectiveness of your social media efforts:

Facebook Insights provides you with a variety of information, from the number of new “likes” and lifetime total “likes” to data about page consumption and information about friends of your fans.



Facebook Insights is similar to Google Analytics, but focused on your Facebook page. Check your trends, such as monthly fan size growth and “unlikes” attrition rate, then zero in on data spikes to understand what caused them.

Social Mention allows you to search for company names and topics in all types of influential channels, including Facebook, Twitter, forums, and blogs. Enter in a keyword, and results of specific posts will show up. The site will provide a breakdown of top users and hashtags and how much of the overall sentiment is positive.

WeFollow is used for Twitter only, allowing you to search for influencers by category. There are plenty of categories to choose from and they'll give you influential rates of the Twitter handles.

Twitter Counter offers a list of the most-followed Twitter users, which can be narrowed down by location. It can also be used to measure your overall growth in Twitter followers.

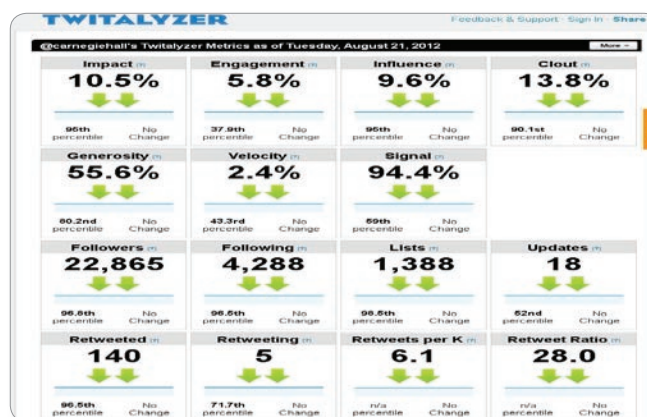
Google Analytics provides a great way to measure how much traffic is being referred to your web site from a variety of social channels. Under the Traffic Sources tab, click on Referring Sites and then type in a social network to see how much traffic is being referred. Google Analytics also allows you to monitor your social content, including unique page views, time on page and total pages viewed.

Google Reader allows you to set up a news feed that you can peruse on a daily basis. You could include competitors' blogs, sector blogs, internal blogs, news feeds, and any other information you want to keep track of.

Hootsuite allows you to manage a total of five accounts from Twitter, Facebook, LinkedIn, Foursquare, Ping, WordPress, MySpace, or Google pages.

Tweet Reach on Twitter is great for measuring the impact of a campaign or hashtag.

Twitalyzer is one of the more valuable services and focuses solely on Twitter. It provides a variety of statistics and you can research other Twitter accounts. Twitalyzer can give insight to the number of followers and re-tweets and—perhaps more importantly—the degree to which your tweets are having an impact and influence.



Twitalyzer can reveal key statistics about your Twitter followers and how they are using (or not using) your tweets—as well as gaps in your own activity. Much of the data is public; here are recent Twitalyzer numbers for Carnegie Hall.

Crowdbooster is a tool that manages social media activities on Facebook and Twitter. It tracks new fans and followers, provides statistics on how many times content has been shared and re-tweeted, provides information about who your most engaged fans are, and allows you to reach out to fans individually.

Pagelever provides detailed analytics around your Facebook brand, including which posts perform best as well as detailed fan profiling, including age, gender, and other demographics.

Technorati is a resource for blogs. You can search a couple of ways: the first by entering a keyword for posts you're looking for and you'll get specific blog posts. The other way to search is by going to the directory and searching by category. It gives you different specifications for ranking the blogs.

ORGANIZING social media

By Jessica Dover

Have you ever noticed that everywhere you turn social media is staring right at you? Think about it, it's not just on the Internet anymore. From TV commercials to receipts there are social media logos located everywhere.

Clearly, there are no limits to having a social media presence (the more creative the better) but how do you know what outlet to use and how to manage it effectively? You need a good balance of content but adding something new to the mix will help it get better over time.

Since social media has drastically changed over the years and will continue to do so, there is no perfect plan detailing what will work for you. However we can learn from the past.

Step 1

Think through what you're trying to accomplish and who you're trying to reach

What are you trying to accomplish?

Social media can help you accomplish multiple goals, but it's important to know your priorities so you can budget time and eventually track the success of your efforts. Typical social media goals include:

- Create awareness of your company among people who don't know you
- Create a deeper relationship with existing customers or fans
- Drive more eCommerce sales, such as music downloads
- Drive more seasonal or last-minute ticket sales
- Handle customer service issues

What type of business are you?

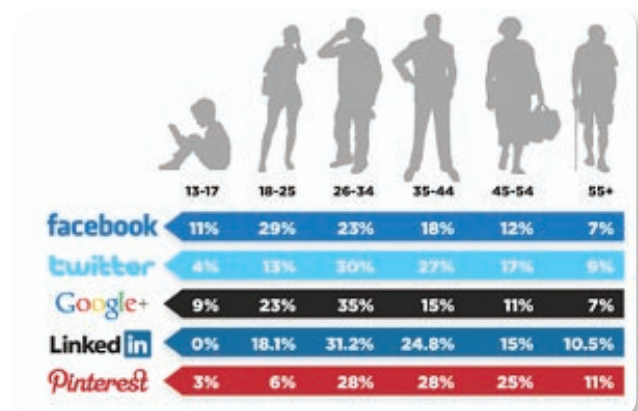
- Artist? Management? Music store? School?
- Also, do you consider your business direct-to-consumer or business-to-business?

Who are you are trying to reach?

Knowing your demographic is the most important part in maintaining

a successful online presence. Keeping in mind who you are interacting with can help you build and maintain a following.

Take a look at the infographic below. Determine your audience and the type of people you are trying to engage. Keep in mind that your customers or fans might relate with you or your company better if you have a [Pinterest](#) account instead of a Twitter account. Perhaps your demographic is a boy in high school. You don't want to post status updates while he is in school.



Source: [The Blog Herald](#).

What will be your "voice"?

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.


Train yourself and your people to speak with a consistent voice and you'll be able to concentrate on the more sophisticated aspects of social media.



JESSICA DOVER

Jessica Dover is a young music industry professional who specializes in providing the 'ultimate fan experience.' Using her Music Business degree, Jessica has been able to work both on and off the road teaching artists how interact with fans.

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Vadim Repin

Photo: © Kassara/DG

"Simply the best, the most perfect violinist I have ever heard."

—Yehudi Menuhin

CONTACT INFO

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Interclassica Music Management
Schönburgstrasse 4, A-1040 Vienna, Austria
Telephone +43 1 585 3980
www.interclassica.com
www.vadimrepin.com

INTER  CLASSICA
MUSIC MANAGEMENT

North American representation for Vadim Repin
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R. Douglas Sheldon
Denise Pineau
Telephone +1 212 841 9512
www.cami.com

CAMI
Columbia Artists Management LLC
The Creative Source for the Performing Arts



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Step 2

Keep things consistent.

Not only do you want to be easily found online, you want to be recognized. By organizing your content and keeping it consistent you are putting an image to your brand that creates customer loyalty.

Tip: Try to keep the same URLs for all of your socials.

Twitter: [@Target](#)

Facebook: [Facebook.com/Target](#)

Youtube: [Youtube.com/Target](#)

Pinterest: [Pinterest.com/Target](#)

Have all of your profile information the same on each network, for example the “About” section, biography, profile picture, etc.

Tip: Create an elevator pitch. It is as simple as coming up with 2–3 sentences, or as I like to suggest, 140 characters or less that quickly and accurately describes your business. Make the speech appealing so that the reader is craving more. Put your elevator speech in the “About Me” section on Facebook, and the “profile” section on your other social networks.

■ Post to all 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.

Step 3

Consider your work plan, update often, and update with interesting content!

■ 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 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 they do it?

Dive into social media at the same time each day. As a result, it will quickly become part of the workday routine and you’ll reap the benefits in the form of increased audience activity.

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 you 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 the social networks—and you’ll want to deal with those quickly.

Tip: Put it in writing. Successful social media operations create written plans—some simple, some very detailed and elaborate. Much of your activity is in response to your audiences’ comments and content, but the lion’s share of your posts are those you originate. Those can be planned well in advance: the kind of postings (video, audio, text, pictures, etc.); the platforms (Facebook, Twitter, Pinterest, etc.); and the schedule (time of day, day of week, etc.).

For a view to how one modest-sized operation organizes its social media activity and what it puts in writing, have a look at the [United States Army](#).

Although there are countless tools to help you manage your socials, using them to update your status is not always effective.

Did you know? Facebook uses an algorithm called “EdgeRank” to determine which status updates show up in your newsfeed? By using social media management systems such as Hootsuite, you are decreasing the visibility of your status. ([EdgeRank 101](#))

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Why you should care: You don't want your company to be lost in the mix. By creating creative content you are providing awareness of your page.

POSTS ON NEWS FEED (in order)	EDGE	AFFINITY	WEIGHT	TIME DECAY	EDGE VALUE
Brother Created recently NO ENGAGEMENT	Photo				HIGH
High School Friend Created 12 hours ago HIGH ENGAGEMENT	Status				LOW
	Mutual Friend Comment				MED
	Mutual Friend Comment				HIGH
	Mutual Friend Comment				HIGH
Brand Page Created 4 hours ago HIGH ENGAGEMENT	Photo				HIGH
	Fan Like				LOW
	Fan Share				HIGH
	Fan Comment				HIGH
Acquaintance Created 2 hours ago LOW ENGAGEMENT	Status				LOW

A Working Example of EdgeRank: As you can see, a brand that leverages EdgeRank was able to enter the News Feed among family and friends.

Tips to help you engage with your fans:

- Ask questions that require a response: Where, When, Why, and Would.
- Connect with your fans and customers! Share pictures, ask their opinions, and make them be a part of your content!

Tip: Use the social network that works best for you.

Tips for Facebook:

- Set up the correct type of Facebook page. The biggest mistake companies make is setting up a Facebook profile instead of a Facebook page. Remember: **Although you want to be friends with your customers, you want them to "Like" you more.**
- If you are a business, set up a business page.
- If you are an artist set up a musician page.
- Know your demographic and post statuses that appeal to them.
- Post statuses during key times for your demographic, e.g., right



after school gets out, at lunchtime while young professionals are taking their lunch break, etc.

Do not link your Twitter to your Facebook!

Not only will your status reach decrease (Facebook does not like outside applications updating to their site) but many times statuses do not transfer properly.

- Twitpics often do not show up
- Twitter hashtags are included in status updates and people who are not familiar with Twitter will not understand your update.
- Tags do not transfer.



Tips for Pinterest:

- Pinterest is not for selling your product. Use it to connect with fans by sharing your favorite things.
- Use Lady Antebellum's Pinterest as an example. The country act has one account, but each member has his or her own specific board to pin their favorite things. Ex: clothes, food, music, etc.
- They have other boards that relate to the entire band such as song lyrics, "pinspartation from you," style.



Suggestions: If you are a musician, add venues you have played or dreamed of playing; in your profile add links to your web site and other social networks.

Tips for LinkedIn:

- Create a group or company page.
- Connect with customers.
- Use your page to get recommendations from customers.
- Connect with other business groups that relate.
- Recommend people you have worked with.
- Use LinkedIn as a professional way to stay in contact.



Turn **ON** your SMARTPHONES

Break the barrier, get your audience involved, and reap the benefits.

By Dina Gerdeman

Event organizers used to view cell phones as nothing but a nuisance at live events.

After all, the phones were seen as rude interruptions—the loud and annoying ringtones, the texting and Facebook chatting when people should be watching a show, and even the glow of the screens, which could be distracting for performers. In fact, for years, audience members have been asked politely to turn off their phones just before the start of a concert, play, or other live performance.

But more and more these days, event organizers are actually embracing the audience use of mobile during live events. The reason essentially boils down to this: free word-of-mouth marketing on social media platforms like Facebook and Twitter.

Jim Nickerson, social media consultant for arts and nonprofit organizations, said smartphones can be used to an event's advantage. Nickerson, who has worked with the [San Francisco Gay Men's Chorus](#), said the group taps into phones to build excitement just before a show by tweeting backstage photos of performers getting ready—little snippets that audience members are likely to see on their mobile phones in the few minutes just before the show begins.

Please turn **On** your cellphones

The chorus also adds a QR code to its printed programs so audience members can download the programs in their phones. In those programs, the chorus places Twitter and Facebook icons next to particular songs that are designated as “social media moments,”



Two-dimensional Quick Response (QR) codes allow users to point their smartphones and access websites and other content—like discounts and show programs.

where audience members are actually encouraged to pull out their cell phones mid-show so they can take pictures and send tweets and Facebook posts.

“We pick the songs that include our favorite moments in the show, the ones with the best choreography, or the ones that use the most props,” Nickerson explained.

Not only do these social posts extend the chorus's reach to audience members' friends, but the feedback allows the chorus to send targeted messages to its fans later. “When people put reviews out there or comment on our Facebook page, now I know who they are,” Nickerson said. “I know they came to the show and I can gain feedback from them and interact with them.”

The view from the tweet seats

Some event organizations actually assign “tweet seats”—sweet spots with some of the best views—to a handful of arts bloggers or people who are active on social media and encourage these folks to tweet throughout the show. It's the kind of coverage that can be even more valuable than a front-page piece in a daily newspaper.

Nickerson said a client said to him recently, “All of this is social media stuff is great, but it doesn't get us that (newspaper) article.”

“The (newspaper) is nice to have on your wall, but you've got to aim higher than a print piece in your local daily paper if you want PR success,” Nickerson said. “That's not necessarily where your people are. Your organization better know the top 20 people who are influencing



DINA GERDEMAN



Dina Gerdeman is an award-winning reporter and editor with nearly 20 years of experience. For the past three years, she has worked as a freelance writer and editor, developing content and editing copy for Web publications such as CMO.com; Harvard Business School's online publication; Health Resources In Action, a Boston nonprofit organization; and TechTarget.

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your space on Twitter, and that's your new press list."

A sweet social suite at the game

The Cleveland Indians also encourage cell phone use at games. The team created a Social Suite—a private WiFi-enabled section with a stunning view of the field and reserved for active social media users of the Indians' choosing. Fans need to fill out applications and tell the team about their social media experience—whether it's their Facebook page, blog, or Twitter feeds—they also need to answer questions about their interest in baseball and the things that are important to them about their experience at a game.

The Indians choose 10 to 12 social media users for each game, give them free tickets, and send them to their luxury seats to blog and post about their ballpark experience during the game. When they tweet, they are encouraged to use the Indians' Social Suite hashtag. Interest in the Social Suite seats is huge, with the team receiving more applications than space available for the season.

"It's a great way to spread the word and advance our position because these bloggers become brand ambassadors for us," said Anne Keegan, assistant director of communications for the Indians. "And it doesn't end with that game. We mobilize them when we need to spread a message and we find they're always out there advocating and talking about the Indians."

Mobile takes center ring

At Ringling Bros. and Barnum & Bailey shows, organizers encourage social media involvement during the pre-show. Guests are invited



A sweet social suite at the game. Active social posters get a special suite at Cleveland Indians games.

on the floor to tweet and post on their phones as they meet the performers, learn a few circus tricks, and even try on some costumes, said Vicki Silver, senior vice president of marketing and chief marketing officer of Feld Entertainment, parent company for the circus as well as Supercross and Monster Jam.


At Supercross shows, Silver said guests are asked to send mobile messages that the company then displays live on the Jumbotron for the whole audience to see. "These motorcycle shows are a high-involvement experience," Silver said. "We might put something up with someone saying a particular driver is 'sick,' and that's a good thing."

At Monster Jam shows, audience members can vote for their favorite drivers on their mobile phones during a freestyle component, and then the judges post the audience's scores. "When we make mobile a part of the event, we find that the experience for the guest is influenced not just by the event, but by the crowd around them," Silver said. "It heightens the experience when we can integrate them into the action. It's almost an expectation that people will use their phones in some way at an event these days."

Jackie Wilgar, executive vice president of marketing in North America for Live Nation Entertainment, noted that nearly a third of the company's emails are opened in the mobile space—a statistic that is making marketers realize the value they can tap into by encouraging the combination of mobile and social at events.

Vanessa Hope Schneider, senior PR manager with [Eventbrite](#), said mobile devices also help with paperless ticketing since guests' ticket codes can be scanned from their phones. "That allows you to get an accurate count of how many people have checked in (to the event) so far," she said.

Teddy Witherington, executive director emeritus of the San Francisco Gay Men's Chorus, believes the arts are going through a new reformation, brought on largely by our online social connectivity.

"Now when I go to an event and they tell people to turn off their cell phones for the next two hours, I'm baffled and puzzled," he said. "You have to wonder if that organization will be around in the next five years. It's an incredibly exciting time, and there's some very fertile ground here for those who are excited about it. It will be interesting to see who adapts and who doesn't. I believe the most adaptable will survive." 

Now when I go to an event and they tell people to turn off their cell phones . . . I'm baffled and puzzled. You have to wonder if that organization will be around in the next five years."

—Teddy Witherington, Executive Director Emeritus,
San Francisco Gay Men's Chorus

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The **VISA** Issue



Articles will include:
**History of the Visa quagmire, or
"How did we get here from there?"**

Overview of the Visa Process

**A Conversation with Heather Noonan, VP for Advocacy,
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A Conversation with the US State Department

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