

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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Workshop Series #2

Preparing Social Media
Content that Engages:
Part 1

Hosted by
BC Touring Council

Created and presented by
Briana Doyle
May 13, 2021
1 pm to 2:30 pm (PDT)

**I am speaking to you today from Hudson, Quebec,
the traditional and unceded territory of the
Kanien'keha:ka (Mohawk), and a place which has
long served as a site of meeting and exchange
amongst nations.**

What we'll cover today

- What does an effective social media presence look and sound like?
- What skills do you or your team need to consistently create great content?
- What does a great post look like on Facebook, Instagram, and Twitter?

Getting to know you

- **Type in the chat**
 - What was the last social platform you used?
 - When did you use it?
 - What's one post that you remember? What made it memorable?
 - What's one page or brand you enjoy following on social media? Why do you like it?

TL;DR:

You get back what you put in.

A vertical decorative bar on the left side of the slide, composed of many small squares in various shades of orange, yellow, and red, arranged in a somewhat random pattern.

5 elements of quality social content

1.Strategic

2.Authentic

3.Consistent

4.Conversational

5.Creative

Align with your marketing plan

GOAL

- **What are you trying to accomplish?**
- **How will you know you are successful?**
- **Can you measure effect / conversion?**

Align with your marketing plan

AUDIENCE

- Which social media networks are your audiences using?
- What kinds of posts do they engage with most?
- How does your audience see you?
- How do they want to interact with you?

A vertical decorative bar on the left side of the slide, composed of many small squares in various shades of orange, yellow, and red, arranged in a somewhat random pattern.

Align with your marketing plan

BUDGET / RESOURCES

- **How much time can you invest?**
- **How much money can you invest?**

Align with your marketing plan

SELF-ASSESSMENT

- Which social media networks do you like to use?
- Are you capable of curating your content yourself?
- Do you have access to the means of content production?
- Have you defined and honed your voice?

Align with your marketing plan

POTENTIAL CHALLENGES / PITFALLS

- **Do you have the time / resources to publish consistently?**
- **Are you investing time where it counts?**
- **Can you protect your copyright in these social media?**

Authenticity: Play to your strengths

- Which social platforms do you enjoy the most?
- Do you prefer to communicate in pictures, video, or text?
- What existing content can you repurpose?

What social channel do you personally spend the most time on?

What channel gets the best results for your organization?

Consistency: Be reliable

- Define your key messaging
 - For your brand
 - For campaigns or seasons
- Repetition is memorable
- Create a brand cheat sheet: colours, key words, style guide
- Use a content calendar

A vertical decorative bar on the left side of the slide, composed of many small squares in various shades of orange, yellow, and red, arranged in a somewhat random pattern.

Your turn:

Fill in the blanks: what is your ‘voice’ on social?

“We are _____ and _____, but never _____ or _____.”

A vertical decorative bar on the left side of the slide, composed of a dense arrangement of small squares in various shades of orange, yellow, and red, creating a textured, mosaic-like effect.

It's a conversation

- **Earn your audience's attention**
- **Value your audience**
- **“Serve and return”**

A vertical decorative bar on the left side of the slide, composed of numerous small squares in various shades of orange, yellow, and red, arranged in a somewhat random pattern.

Your turn:

Thinking about your recent social posts, which one got the best response from your followers? Why?

Respect your audience's purpose

Facebook: To stay in touch with people you know IRL, or who share your interests

- Friends, family, and 'weak ties'
- Community groups (places, interests)
- Content curated by your connections: read articles, watch videos, look at pictures
- Live video
- Games, events, birthday notifications
- Business pages, marketplaces

YouTube: To be entertained, to learn, to explore, or to broadcast yourself

- Find content via search, social shares
- Subscribe to favourite YouTubers
- Successful channels have their own identities and communities
- SEO relevance

Twitter: To share your opinions or what you are doing

- Microblogging, text
- Hashtag #
- news and links
- Followers

Instagram - To find inspiration in the 'highlights reel' of other lives

- Selfies, photos
- Hashtag #
- #nofilter

Tiktok - To be surprised, to discover, to smile, to play

- Scroll/explore videos
- Remix / duet / copy others' videos
- Share video

Know your purpose

- **Facebook:** To inspire your fans to tell their friends about you. To learn about your audience. To target your message to a specific audience.
 - Contribute content that people want to like, comment on, or share
 - Video (esp. live) and photo content is essential
 - Long-form content (articles) and well-crafted text updates can do well too
 - Participate in community groups (places, interests), or create your own
 - Promote events
 - Sell products
 - Run highly targeted ads to promote content
 - Monetization features
- **Twitter:** To be part of the conversation
 - Spotlight expertise
 - Find out what others are saying about a place or topic
- **Instagram - To inspire. To share a glimpse into your world.**
 - Selfies, photos
 - Hashtag #
 - #nofilter
- **Tiktok - To express who you are. To connect through play.**
 - Share the making of
 - Reveal the unexpected
 - Play!
- **YouTube:** To entertain or to teach
 - Optimize for SEO
 - Build a following
 - Monetization features



Content development: The 3 Cs

Creation

- Write, make videos, take pictures, record podcasts, produce illustrations or infographics ...

Curation

- Shine a spotlight on artists' work, share relevant, insightful, or inspiring content ...

Conversation

- Interview an artist or expert, ask your audience a question, join the conversation via hashtags ...

5 skills you need (and tools that help)

Design

- [Canva](#)

Copywriting

- [Hemingway App](#), [rhymezone.com](#), [Blog topic idea generator](#), [Ubersuggest](#), [SEM Rush topics](#)

Video production

- Canva, [Biteable](#), TikTok

Public speaking

- Instagram reels, teleprompter app, [Toastmasters Tips](#)

Empathy

- Being human



Content considerations

- Photos, videos
- Facebook Live (live video feeds, variable quality)
- Hashtags uncommon

- Frequency: 1-3x per day; majority of posts will not appear in followers' feeds
 - Organic reach is linked to engagement

- Pay to play
 - Ads are efficient, inexpensive, and highly targeted
 - Be careful not to overspend / oversaturate in smaller markets


Facebook example: Livestream theatre

The Cultch 2d · 🌐

"This production is the most satisfying piece of theatre I've experienced in a good long time." –Colin Thomas

Read the full review at <https://colinthomas.ca/.../the-boy-in-the-moon-gazing-at-him>

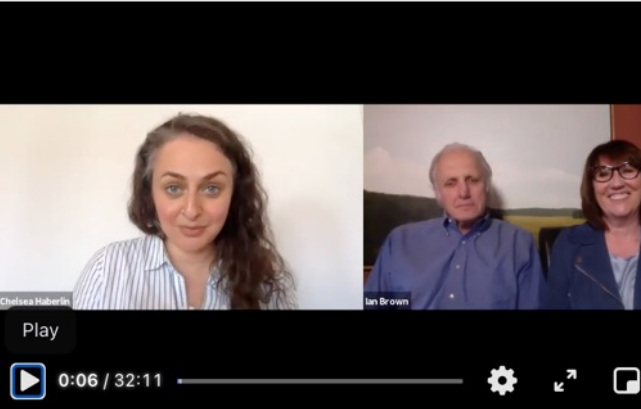
Don't miss the final livestream performance of Newworld Theatre's [The Boy in the Moon](#) today at 12pm PDT.... [See More](#)



6 3 Comments 1 Share

The Cultch 4d · 🌐

Chelsea Haberlin, Director of [Newworld Theatre's The Boy in the Moon](#), sat down to chat with Ian Brown and Johanna Schneller. They had a great chat about how their story was brought to life, first Ian's book, and then by Emil Sher's play.



9 1 Comment 3 Shares

Like Comment Share


Most Relevant

Write a comment...

Stephen Beggs
Was so great to see and hear from Ian and Johanna themselves after seeing the show.
Like · Reply · 2d 1

The Cultch May 3 at 2:23 PM · 🌐

#MusicMonday: Before [The Boy in the Moon](#) opens this Thursday, [Newworld Theatre](#) recommends you listen to Neil Young's album [On the Beach](#), specifically the song "See the Sky About to Rain" which is an important musical moment in the show.



YOUTUBE.COM
See the Sky About to Rain (2016 Remaster)
Provided to YouTube by RepriseSee the Sky About to Rain (2016 ...

7 4 Related

Content considerations: Instagram

- Image first, video and “stories” becoming more important
 - High quality photography/design is critically important
 - Musicians, designers, artists have embraced it

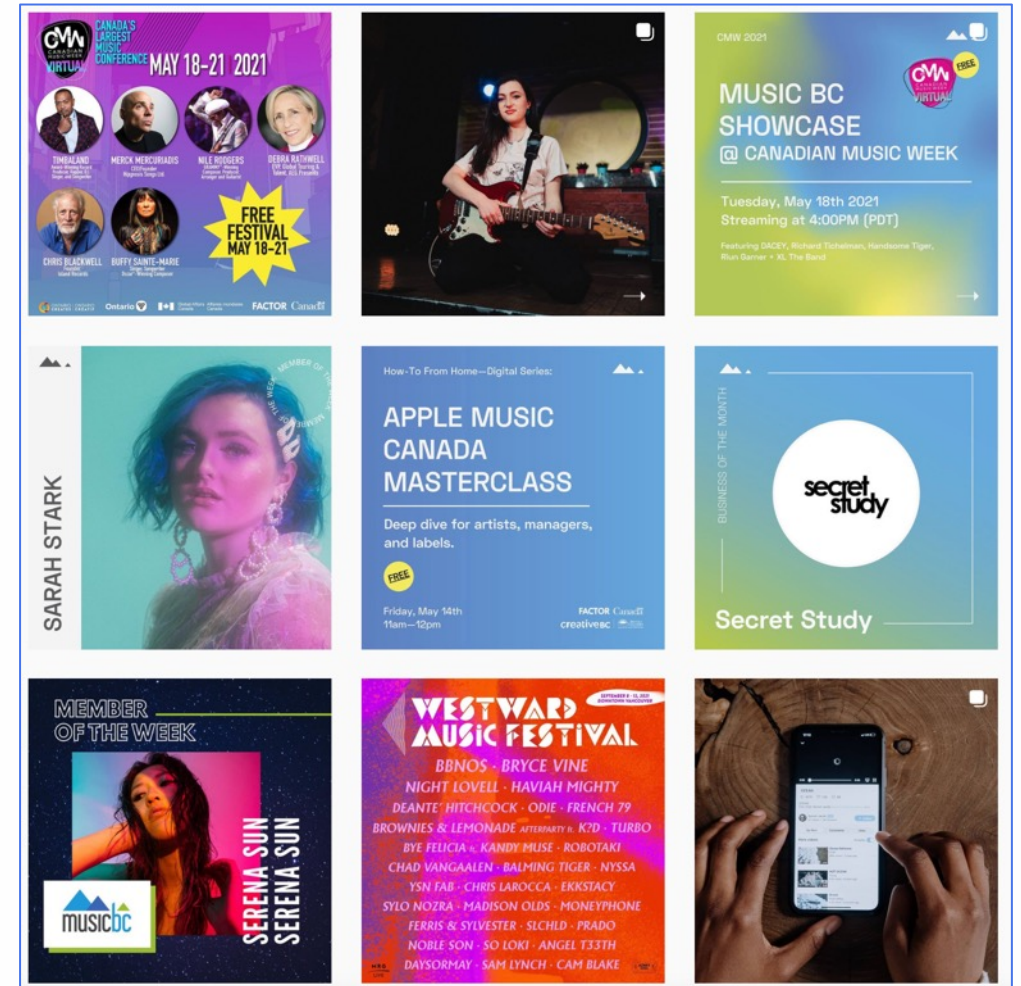
- Great for behind the scenes content
 - Consistent posting is important to building followers
 - Relevance is key determinant now, not chronological order of postings

- Hashtag # are effective conversation organizers
- #nofilter

Instagram example: @music_bc



- Tagging partners / artists
- Using hashtags
- Visually on-brand
- Consistent content pillars: opportunities for artists, workshops, featured artists, events ...



Content considerations: Twitter

- Text based, but photos and video becoming popular here too
 - Great for sharing links to web content
 - Repost content from your blog (timely), related information, drive traffic to your web presence
 - Increase in characters has made it easier to use
- Amplification can work well
 - Hashtag # are effective conversation organizers
- Has not done as well as an advertising engine, but is evolving
- Bots are real - and fake
- Frequency - several times a day is fine

Twitter example: Anvil Centre



ANVIL CENTRE
NEW WESTMINSTER

KEEP UP TO DATE WITH THE ANVIL CENTRE

Facebook, Twitter, Instagram icons

CALL FOR ARTISTS FOR PERFORMING ARTS RESIDENCIES

The Anvil Centre Theatre and City of New Westminster Art Services departments are seeking local performance-based artists and collectives to participate in a pilot residency program at Anvil Centre.

Two calls for artists have been posted: one for professional artists and one for community-based artists. Applications are encouraged from non-traditional arts streams, emerging artists as well as those representative of Indigenous, equity-seeking and racialized communities. The creation of these pilot residency programs is intended to support the local arts sector in navigating pandemic recovery and connect artists and community through adapted activation, engagement and presentation opportunities.

Applicants should be [#newwest](#) based or strongly affiliated. Examples would include performers who work, live or go to school within New Westminster or who are connected to the Indigenous heritage of the land.

Anvil Centre

For more information, please check out the Anvil Centre website.

<https://t.co/OeBOUHvO1P>
<https://t.co/7u6422Bc2o>

@ANVILCTR JAN 29, 2021

Anvil Centre

RT @NWMuseumArchive An Ocean of Peace: Curatorial Talk and Tour is available to view on our YouTube channel!

Special thanks to @paneetsingh & @NaveenGirn for your expertise and knowledge.

<https://t.co/1JSLbNWKEJ>
#newwest #gurdwara #sikhhistory

NOV 20, 2020

Anvil Centre

RT @TheRecord Vancouver Chamber Music series returns to New West's Anvil Centre

<https://t.co/tXvsAU59bM>

NOV 6, 2020

Anvil Centre

RT @NWMuseumArchive @anvilctr will light up purple until Nov 7 in memory of Cpl James Choi who passed away during a military training exercise Oct 31. Cpl Choi was a member of the Royal Westminster Regiment.

<https://t.co/4pciDBP0yP>
#newwest #remember

NOV 4, 2020

Anvil Centre

The unique musical voices of Mozart, Turina & Smetana filled with passion, melody, and virtuosity will keep listeners on the edge of their seats! Tickets are just \$35 and social distancing will be in effect. Call 604-521-5050 or <https://t.co/FcH7AEDbi5> to book your tickets! <https://t.co/Mf3It57K6K>

NOV 4, 2020

KOERNER PIANO TRIO
SUN, NOV 08
ANVIL CENTRE

Content considerations: TikTok

- **Create short videos:** Users are more likely to watch to the end
- **Start strong:** You have mere seconds to earn attention
- **Create hashtags or join trends:** dances, trending topics, challenges, songs, sounds, or app
- **Have fun and be creative:** Playfulness is a must; professionalism is not

TikTok example: NY Philharmonic Orchestra



Joseph Alessi
January 28 at 3:08 PM · 🌐

An amazing project from my amazing colleague at the NY Phil Rebecca Young. This is fantastic!! Thanks Becky for including me HAHHAHA Becky on Tik Tok ry_violamom

**Peter and the Wolf
Go!**

TikTok
@ry_violamom

Play
0:01 / 0:59

3.4K
446 Comments 8.1K Shares

**On Tik Tok:
Over 11k likes, 480
comments**

**On Facebook:
414,000 views, 3.5k likes,
465 comments, 8.2k shares**

ry_violamom
Rebecca Young

Follow

7 Following 23.5K Followers 286.2K Likes

Hey guys! Having more fun than I thought possible creating these for you. Enjoy!

Kelsey Taylor
The cat popping up! 🤪🤪🤪
1-28 Reply 357

Violamanben
The sheer amount of coordination for something like this is staggering. As a violist myself, I'm in love with your content! Thank you!
1-28 Reply 746

Rebecca Young · Creator
Thank you! It's a bit insane, but was so much fun to make! Glad you like it.
1-28 Reply 219

Glenda
The shoulder cat!!! An underrated costar!!!
1-28 Reply 584

Rebecca Young · Creator
The first appearance is Louis. The opposite shoulder is Ella. The guy on the middle is my son 🐱
1-28 Reply 240

View more replies (2) ▾

Kristan Toczko — harpist
this was amazing, wow, and the timings were so well done! loved the cat popping up 🤪
1-28 Reply 104

Be creative

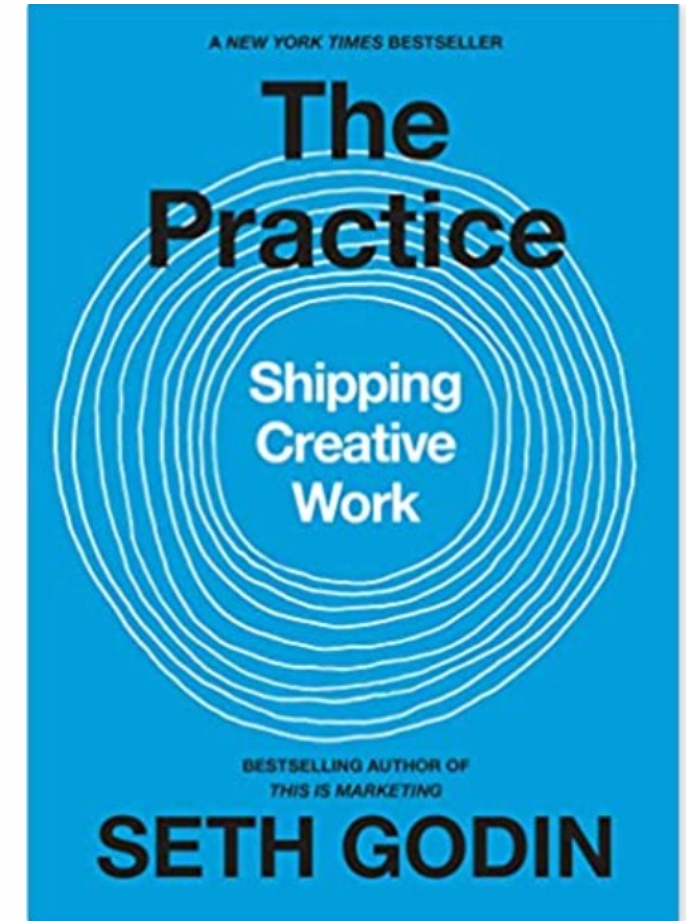
- Learn from what others do well, but you won't stand out unless you do something *different*
- Listen to what your audience wants, but pay more attention to what they actually do
- Always be shipping: focus on developing a creative practice

“Develop an understanding of genre, work to see your audience’s dreams and hopes, and go as far out on the edge as they’re willing to follow.”

- Seth Godin

Advice from Seth Godin

- Skill is not the same as talent
- A good process can lead to good outcomes, but it doesn't guarantee them
- Perfectionism has nothing to do with being perfect
- Reassurance is futile
- Hubris is the opposite of trust
- Attitudes are skills
- There's no such thing as writer's block



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DigitalArtsNation.ca

LET'S STAY IN TOUCH

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