

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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Workshop Series #1

Navigating Changes in
Social Media:
What's Your Strategy Now?

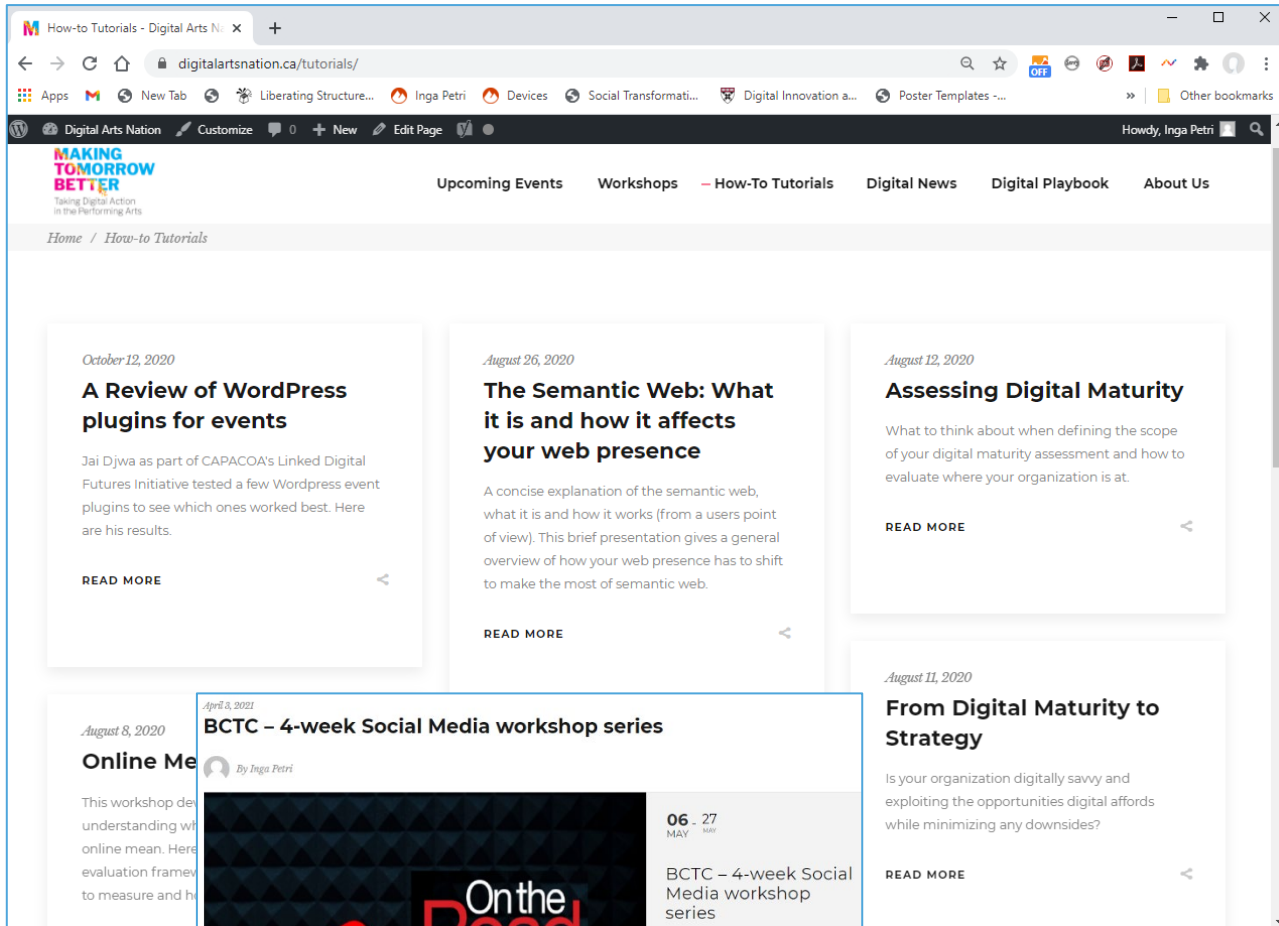
Hosted by BC Touring Council

Created and presented by
Inga Petri, Strategic Moves

May 6, 2021

1 pm to 2:30 pm (PDT)

I acknowledge that I live on the Traditional Territories of the **Ta'an Kwäch'än Council** and **Kwanlin Dün First Nation** Self-governing nations that negotiated modern treaties (2002; 2005) under the Umbrella Final Agreement between the **14 Yukon First Nations** and the Governments of Canada and Yukon.



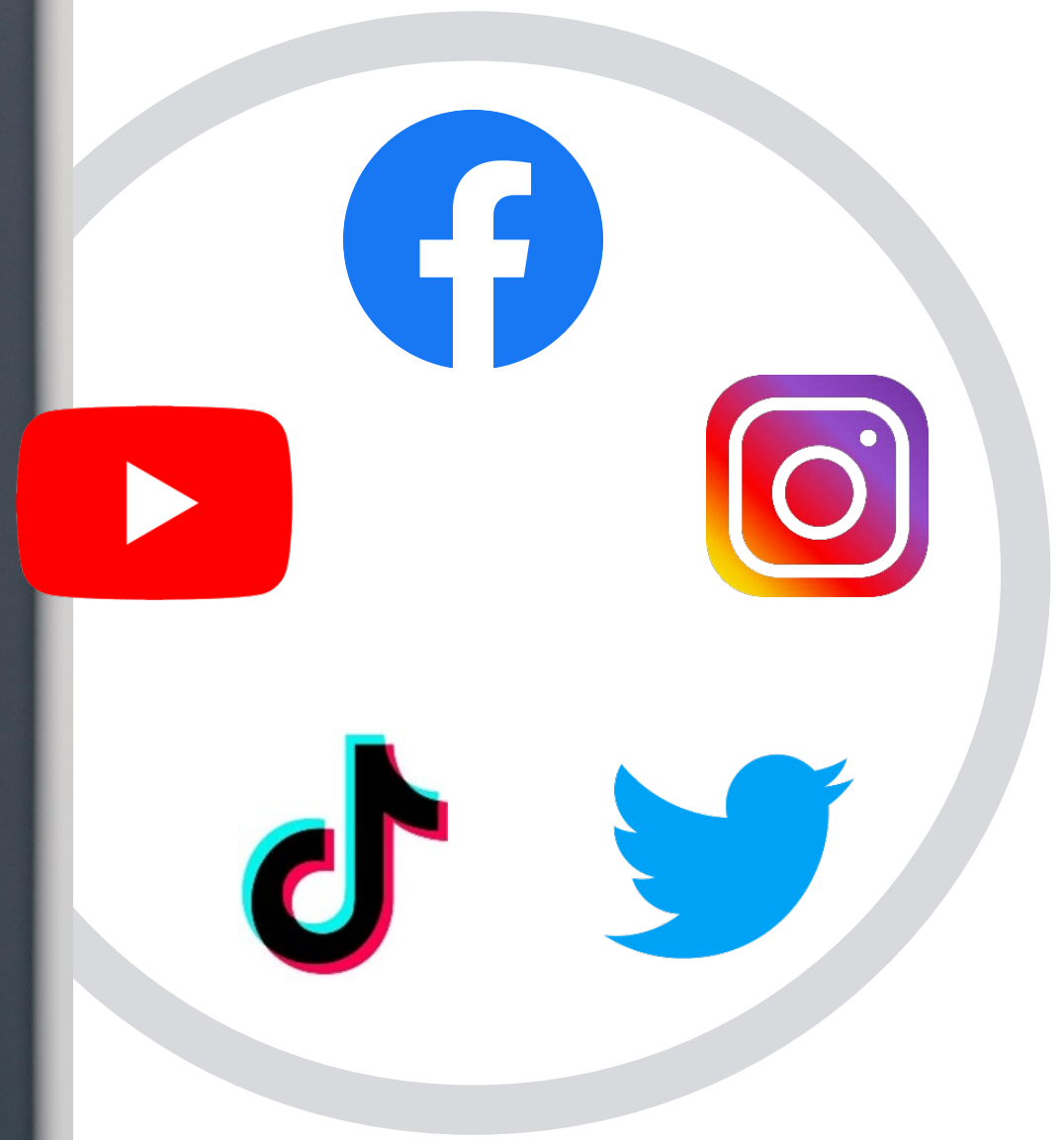
DigitalArtsNation.ca How-to tutorials Digital News Playbook

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Today

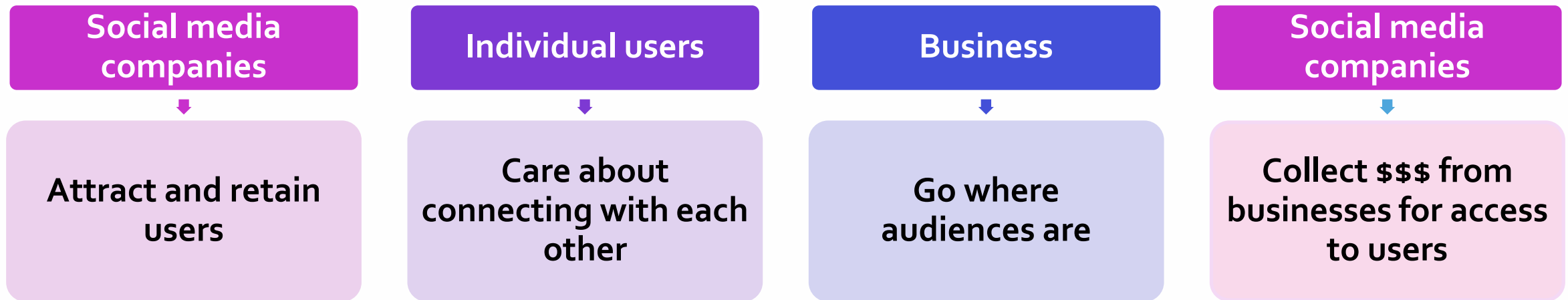
- Almost everything feels new again
- Updates on algorithms
- Questions, comments, experiences



Almost Everything Feels New Again








... but the basic dynamic is stable:



Global monthly users, in millions



	Owners	Launch	Theme	Media	2012	2018	2021
	Public Google, USA	2005	Broadcast yourself	Video	800	1,700	2,000
	Public Facebook, USA	2006	Who you are	Text and Photo; video added	901	2,234	2,800
	Public Twitter, USA	2006	What's happening	Text	150	326	353
	Public Facebook, USA	2010	Selfie Nation	Photos; video added	90	1,000	1,200
	Private ByteDance, China	2017	What makes your day	Short Video	n/a	271	1,100



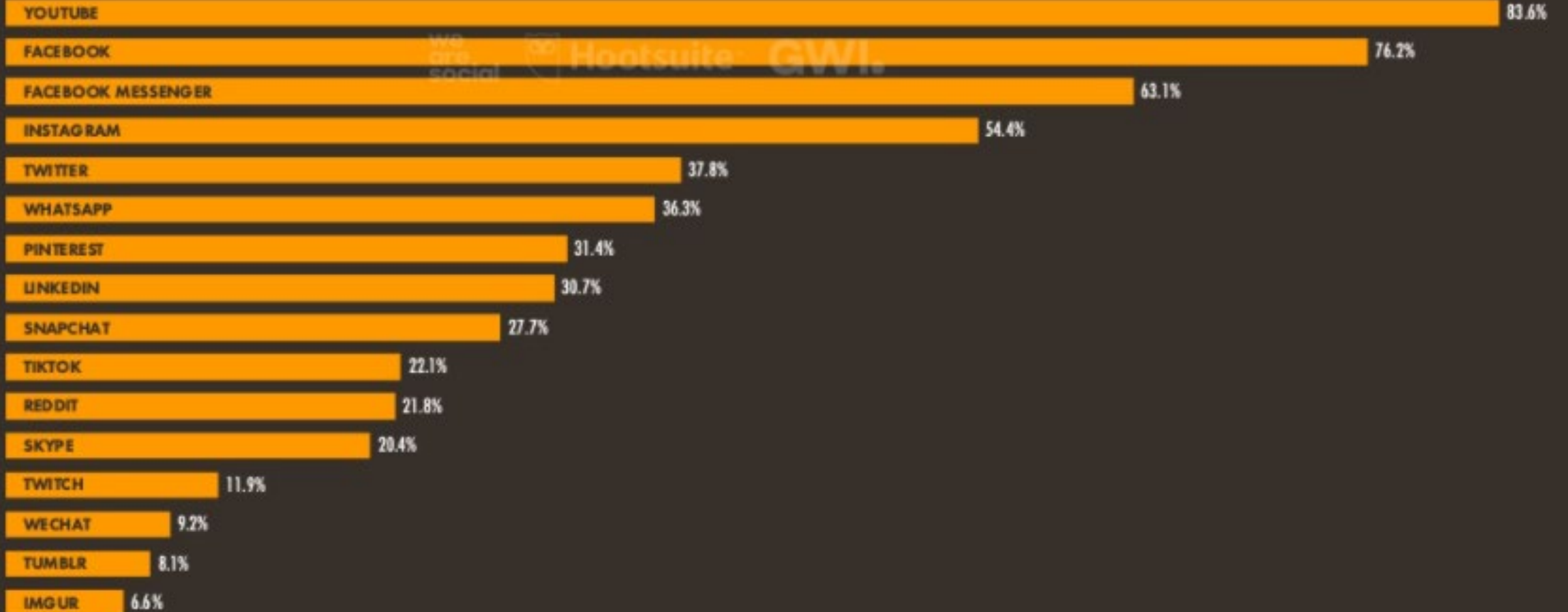
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



CANADA



Strategic Questions

How necessary is it?

What are alternatives?

Are you good at it?

Let's get good at what matters to you and your audiences





- Graphic user interface overhauled
- Business Pages and Groups, Hashtags (maybe)
- Ever more visual: Images, Video, Live Video, Stories
- *Monetization* for users
- Increased integration

- Instagram for Business
- Longer videos
- No *like* counts
- Integration with Facebook



- Character count doubled to 280
- Counting “monetizable” users combats bot pollution
- Follow topics; more control of likes, retweet, comments



- **Newsfeed algorithms evolve**
- **The more visual, the more video, the better**
- **More user controls**
- **You still need to drive visitors and followers to your content**
- **New ways to make money (maybe)**



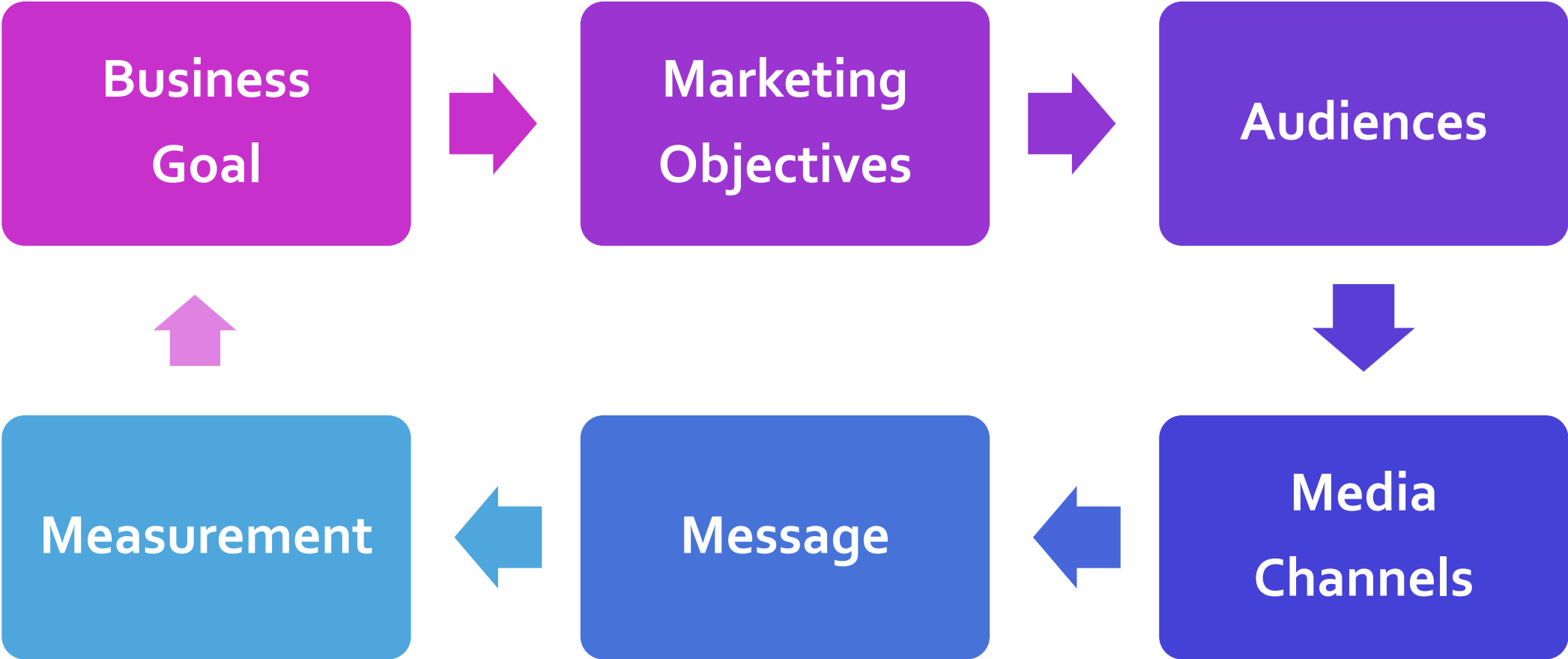
Social Media Marketing Planning

Businesses go where their audiences go

Social media users care about connecting with each other

Social media companies monetize users

Social Media Marketing Plan



Social Media Marketing Plan

- What are you trying to accomplish, specifically?
- Which social networks are your audiences using?
- Which social 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?
- How much time can you invest?
- How much money can you invest?
- Can you measure effect / conversion re: business goals?

Challenge: cultivate your audiences

Who gets you? Who needs to hear your stories? Whose stories resonate with you?

Objective: Talk to *those* people. Write for *those* people.



Think about who you are speaking to

■ Fans **love you**

- Feel a sense of belonging
- Have expectations
- **Love** colours their experience
- May feel let down if experience doesn't live up to expectations

■ Returning audiences **like you**

- Familiarity
- **Their last experience** colours the next one
- Hope you will not only meet but exceed expectations

■ New audiences **don't know you**

- May expect something quite different than you have to offer
- Fear wasting time / attention / money on something that isn't for them
- **Rely on first impressions** (branding), critic reviews, word-of-mouth, try out

Social Media Management Tools

Benefit

- Social Media Marketing and Management Dashboard
- Social media profiles in one view
- Publishing and scheduling tools
- Analytics tools

Advantage

- Convenience
- Post to mobile-only social networks from computer
- Stay out of the rabbit hole

Beware

Each social network has its own dynamic =
don't just post identical updates

Examples: Hootsuite ▪ Later ▪ Sprout Social ▪ Buffer ▪ and so on

Making sense of the feed

Algorithms favour specific things

Facebook Algorithm Ranking Signals in 2020



**Average reach keeps going down; ~ 6% of a page's followers
Users have more direct control over their feed**

<https://blog.hootsuite.com/facebook-algorithm/>

Facebook newsfeed algorithm

- Likes – 2007
- Algorithm – 2009
- Time spent – 2016
- Reactions more important than likes – 2017
- Comments more important than reactions – 2018
- Why am I seeing this Post (with feedback option) – 2019

<https://buffer.com/library/facebook-news-feed-algorithm/>

<https://blog.hootsuite.com/facebook-algorithm/>

FB - Tips on generating high engagement

- **Start conversations that get people talking to each other**
- **Recency – post when your audience is online**
- **Post often, consistently and authentically**
- **Post high-quality videos longer than 3 minutes**
 - **Loyalty and intent; videos watched past 1 minute mark; originality**
 - **Facebook live video averages 6x more engagement than regular video**
- **Leverage FB Groups that are meaningful to your audience**
 - **Groups one of most valued part; group content often rises in newsfeed**
- **Support organic posts with paid ads to expand awareness**
- **Empower your brand ambassadors**
 - **Employees can amplify your message in their feeds**

Instagram newsfeed algorithm



- **Ranked feed, not chronological**
- Relationship: DMs, tagging each other in posts, and frequently leaving comments indicate a close relationship between accounts. As well as likes, re-shares and views.
- If users have enjoyed certain types of posts in the past, the algorithm is more likely to show that type of post to them in the future.
- Post when audience is online! Recency matters.

<https://blog.hootsuite.com/instagram-algorithm/>

Instagram tips on fostering engagement

- **Post consistently**
 - Consistent is crucial, do what is possible for you and calibrate
 - Social media calendar again
- **Watch your analytics**
 - What posts deliver and to what extent
 - Native analytics on business accounts
- **Remix, reuse and repost your top-performing content**
 - Turn video into gifs or stills
 - Series of images → slideshow
 - Feature as Stories
- **Reward your audience for spreading the word with UGC**
 - Reposting can be reward enough, or cash
- **Collaborate with like minds / influencer marketing**
- **Build relationships (no more like counts)**
 - Human interactions as humans do – curiosity, DMs, reply to comments quickly, like other people's stuff
- **Use hashtags properly**
- **Post in a timely manner – when your users are on**

<https://blog.hootsuite.com/best-time-to-post-on-instagram/>

Twitter news feed

- **Top Tweets or latest Tweets (no sorting)**
- **Twitter topics**
- **ICYMI in timeline**
- **Hashtags**
- **Recency**
- **Relevance**
 - Keywords used and how often users engage w tweets that use similar keywords
- **Engagement**
 - How many retweets, clicks, favourites, impressions
 - Tweet's engagement compared to other tweets from same user
 - Engagement with author
- **Rich media**
 - Type of media included
 - Type of media users engage with
- **Followers and location relative to users**

<https://blog.hootsuite.com/twitter-algorithm/>

A vertical decorative graphic 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.

Twitter tips

- **Maintain an active Twitter presence**
- **Tweet at the right time**
- **Add hashtags purposefully – recommended 2 hashtags per tweet**
- **Use photos, videos, GIFs**
- **Encourage followers to engage**
- **Try a Twitter Poll**
- **Consider a Twitter thread – larger theme or narrative**
- **Join relevant trends and topics**
- **Repackage top content**
- **Apply insights from Twitter Analytics**

<https://blog.hootsuite.com/twitter-algorithm/>

Different algorithms

■ TikTok: Short & on-topic

- User interaction, video metadata (description, hashtags, sounds), account/device settings
- Recency and relationship less important
- Trends, repurposed/modified content
- Short videos: Initially 15 second limit, now 60



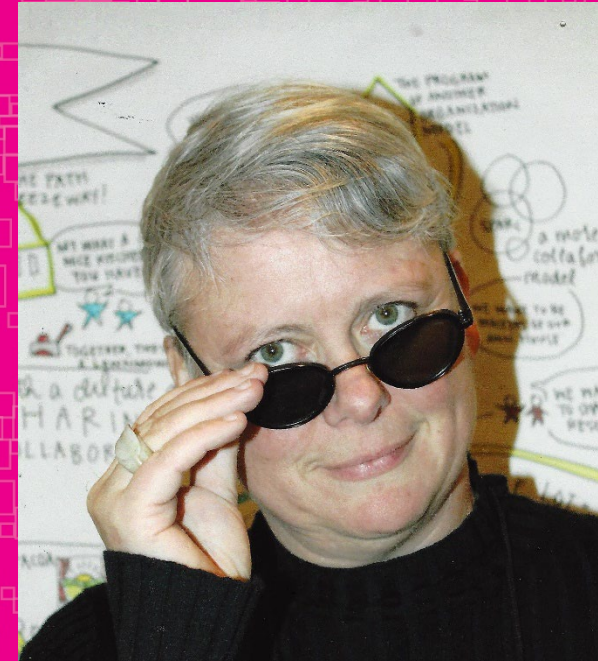
New ways to try to make money on Facebook

Paid online events, Instant articles, Marketplaces,
Fundraisers, Commerce Manager, Facebook Pay,
Creator Studio, Business Suite

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LET'S STAY IN TOUCH

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