



**FLYING ARTS**  
ALLIANCE INC



# **Social Media Marketing Fundamentals**

**Presented by Odette Miller**  
Marketing and Communications Coordinator  
Flying Arts Alliance






## **Acknowledgement of Country**

Flying Arts Alliance acknowledges  
the traditional custodians of the lands and seas  
on which we work, live and create.

We pay our respects to Elders  
past, present and emerging.





## Facilitator Bio

Odette Miller is a Meanjin (Brisbane) based marketer, artsworker and writer, currently working as Marketing and Communications Coordinator for Flying Arts Alliance.

- Background includes public relations, marketing and journalism for the Urban Development sphere.
- Odette has also facilitated professional development projects for emerging Queensland artists and arts writers.
- In the rest of her life she is a budding ceramicist and offers freelance marketing and public relations services





## About Flying Arts

Flying Arts is an arts and cultural development organisation which has been delivering visual arts projects and services to regional and remote Queensland since 1971. The Association has played a significant role in inspiring artists and communities, as well as helping to overcome the impacts of regional isolation and remote living.






## **Photographs and videos**

We may take photos/video during this workshop to use for marketing and record-keeping purposes.

Please complete the permission form on the front desk to agree/not agree to this.





# **Safety Induction**

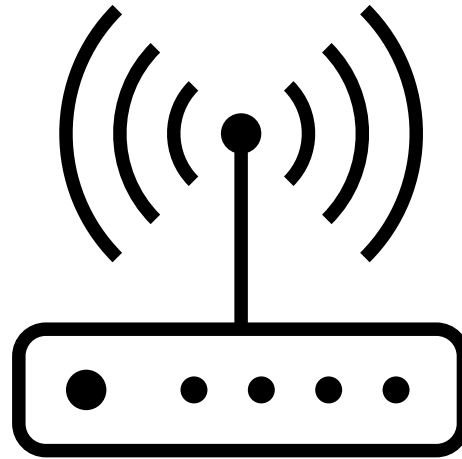
Arts on Top: Regional Arts Forum is a COVID Safe Event. You must not attend if you are unwell, or displaying symptoms of COVID-19, and the event organisers reserves the right to refuse admission to any person identifying or displaying symptoms of COVID-19.

**Tell the Facilitator or a staff member if you feel unwell**






## WiFi Details






# **Learning Intentions**

- This workshop outline the fundamental tools to build a social media presence for your community group, organization or personal brand.
  - This workshop is suitable for beginners who are interested in formulating a social media strategy.
  - You'll walk away from today's session with a draft scaffold that you can refine for your social media strategy.
- 





# **Key Ideas and Concepts**

- 1. Understanding social media, marketing and branding**
  - 2. Setting up your strategy** – identifying goals, objectives and audience.
  - 3. Tactics and implementation** – How are going to achieve our goals? Ways to best use platforms to make your voice stand out.
  - 4. Evaluation** – How to know whether your plan is working. Using analytics to evaluate your strategy.
- 



**First, let's get to know each other!**

# What is social media?





# Social Media usage in Australia

**79.9%** of the population have active social media accounts. That's 20.5 million people.



**33%** of Australians use Social Media when looking for information about a brand.



Broadly, active Social Media user numbers are not growing. This may be because use is almost at saturation point.



Source: [gerone.com](http://gerone.com)



# Branding vs. Marketing

## What's the difference?

### Branding

- Who you or the organisation are
- Your ethos, mission and 'why'
- Stays consistent
- Creates a connection with your audience to build rapport

### Marketing

- Your brand 'in practice'
- Building awareness
- Evolves with your audience
- Translates your audience connection into sales (drives leads)



# What is a Social Media Strategy?



- A summary of everything you plan to do on social media and how you're going to achieve it
- Guides your actions and lets you know whether you're succeeding



# **Activity time!**

## **Self-Assessment**

Self-assessment of existing  
social media presence



## **Competitor Analysis**

Choose the social account of  
an industry peer or competitor




# Setting up your Strategy

- The first step in any strategy is defining your ‘what’ and ‘why.’
- What is the context of your strategy? Is this your first social media strategy or for a specific campaign?
- What is it that you want to communicate through social media?

## Activity: Identify your context

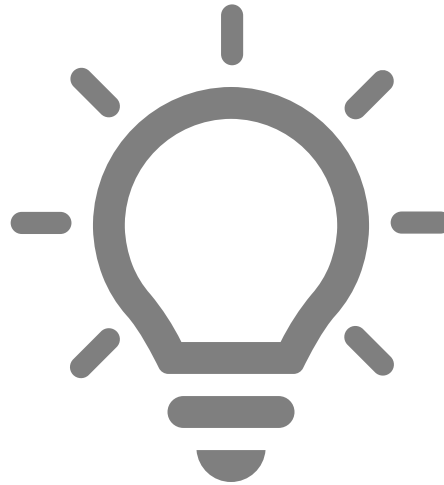
Brainstorm some **terms** that sum up your creative work that is the focus of this strategy. Try to be as specific as possible.







# Goal and Objective Setting



**GOAL:** What do you want to achieve?

**OBJECTIVE:** How will it be achieved and measured?



# **Example Goals and Objectives**

## **Goal: Increase brand awareness**

**Objective 1:** Increase followers by 10% by end of the year.

**Objective 2:** Increase post engagement (likes/comments/shares) by 10% by the end of the year.

## **Goal: Drive traffic to your website**

**Objective 1:** Increase post interactions with weblinks by 10% by the end of the year.

**Objective 2:** Increase website traffic from social media by 10% by the end of the year.

## **Goal: Build a community around your business**

**Objective 1:** Reply to 90% of comments each month.

**Objective 2:** Repost/reshare 5 user generated posts per month.



# Creating SMART Objectives

To make sure your objectives are clear and reachable, each one should be **SMART**:


**Specific** (simple, sensible, significant)

**Measurable** (meaningful, motivating)

**Achievable** (agreed, attainable)

**Relevant** (reasonable, realistic and resourced, results-based)

**Time bound** (time-based, time limited, time/cost limited, timely, time-sensitive)





# Activity: Setting Goals and Objectives

## Simple recipe for objectives

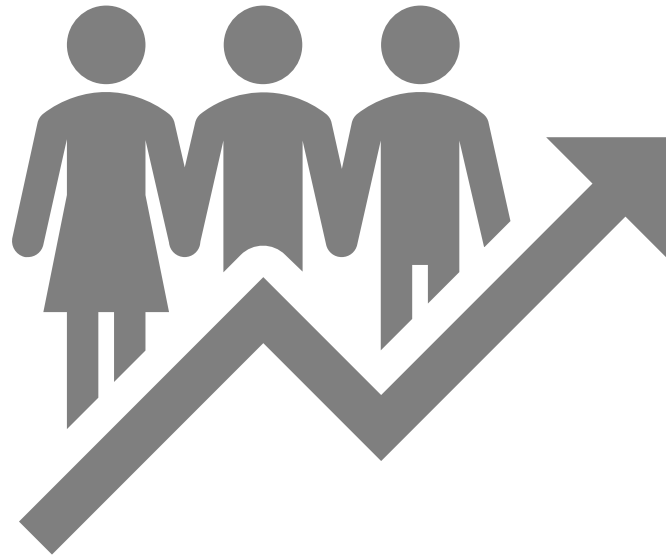
Increase (metric) by (percentage/number) by (date)

Goal	Objective Metrics
Awareness (Illuminate current and potential audience)	Followers, reposts, reach
Engagement (Show how audiences are interacting with our content)	Comments, likes, @mentions, saves, reposts
Conversions (Demonstrate the effectiveness of our social media engagement)	Website page views, average time on webpage page, email sign-ups, eCommerce sales
Community Building (These metrics reflect how active customers think and feel about the brand)	Testimonials, social media sentiment, reshares

More metric ideas: [buffer.com/library/social-media-metrics/](https://buffer.com/library/social-media-metrics/)



# Identifying Your Audience



**With so many platforms to choose from,  
how do I make the biggest impact without  
burning out?**



# **Activity: Building Audience Personas**

Picture your typical customer/audience (or who you want them to be!)

For this activity, choose 2 different 'personas' and identify:

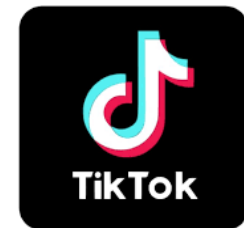
- How old are they?
- Where do they live?
- What is their gender?
- What is their income and education level?
- What are their interests?
- What are their needs that your product/service is satisfying?

The list goes on!












**Now, let's choose a platform!**





Who is your audience? How can you reach them? What are your goals?

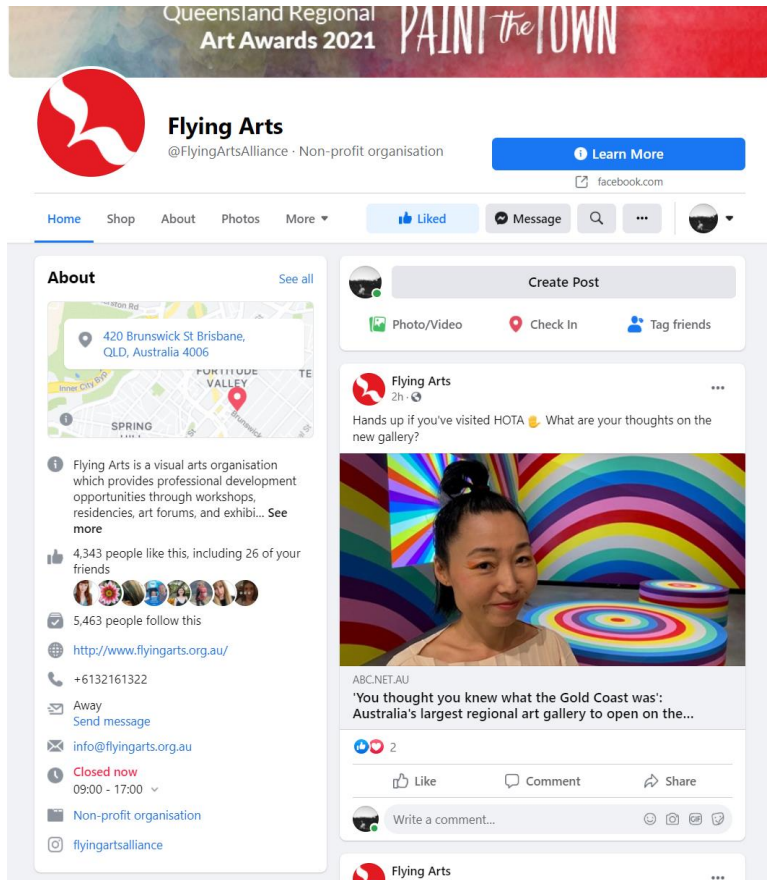
## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
<b>DEMOGRAPHICS</b>	<b>2.7</b> Billion users Ages 25–34	<b>353</b> Million users Ages 30–49 68% Male	<b>442</b> Million users Ages 30–49 78% Female	<b>2.3</b> Billion users All ages	<b>740</b> Million users Ages 46–55	<b>1.2</b> Billion users Ages 25–34	<b>689</b> Million users Ages 18–24
<b>PURPOSE</b>	Building Relationships	News & Articles; Conversation	“Scrapbook- ing”	“How To”, Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships; Conversation
<b>BEST FOR</b>	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
<b>DOWNSIDE</b>	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

Source: [aofund.org](http://aofund.org)

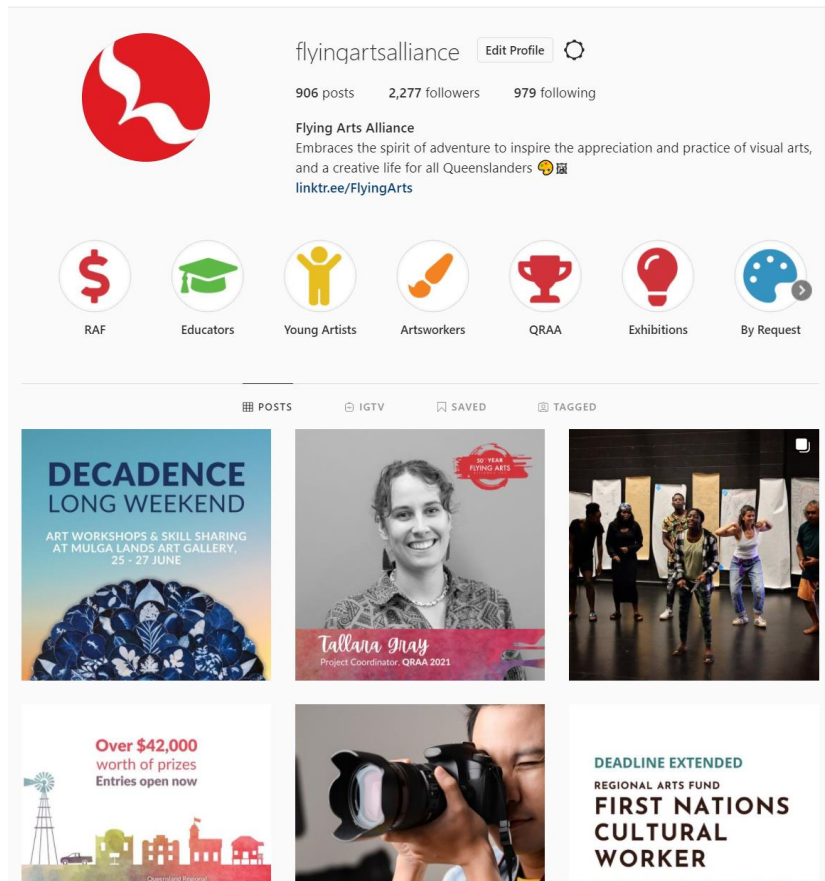


# Facebook



- Came first in the evolution of social media and has set the industry standard
- Just under half of users 35+
- Sharing photos, videos, text, and weblinks
- eCommerce functions including ticket and merchandise sales
- Create or join events and groups
- Built-in analytics and content scheduling tool

# Instagram



- Largest user segment 18 – 29 (35%)
- Images and video only
- IGTV and Reels
- Stories: high-growing function which can be saved to profile
- Effective for branding
- eCommerce functions - merchandise only
- Limited built-in analytics
- No built-in content scheduling tool



### Twitter

- Primarily news, opinions and current affairs
- High use in metropolitan areas
- Text (280-character limit), images and video
- More popular among affluent and educated



### Pinterest

- Easy lead generation and directing traffic to your website
- High arts and crafts focus
- Image and short video heavy




### LinkedIn

- Business and education focused
- Ideal for service-based marketing
- Useful for positioning your brand as a thought-leader
- Images, video and text (issues with GIFS)



# **Tactics and Implementation**

- Jargon way of saying 'activities' and when they happen
  - The type of content you post and when can drastically increase your reach and engagement
  - Making the most of audience behaviour to minimise budget
  - First, let's look at tactics (your content)
- 



# Creating Engaging Content

Content Pillar	Content Examples
Conversation Starters	<ul style="list-style-type: none"> <li>• Polls</li> <li>• Asking the audience to comment a response</li> <li>• Competitions</li> <li>• Wins and milestones</li> </ul>
User-generated content	<ul style="list-style-type: none"> <li>• Resharing posts and stories</li> <li>• Instagram 'takeovers'</li> <li>• Sharing weblinks from reputable sources (e.g. news, blogs)</li> </ul>
Behind the Scenes	<ul style="list-style-type: none"> <li>• 'Sneak peek' footage</li> <li>• Progress and updates</li> </ul>
Educational/ Informative	<ul style="list-style-type: none"> <li>• News/current affairs</li> <li>• Fun facts</li> <li>• Meet the team interviews</li> <li>• Goal and mission highlights</li> </ul>
Call to Action (CTA)	<ul style="list-style-type: none"> <li>• Text directive (I.e. Sign up to our eNews)</li> </ul>
Evergreen Content	<ul style="list-style-type: none"> <li>• 'How Tos'</li> <li>• Listicles</li> <li>• Non-time bound resources/online workshops, etc</li> </ul>

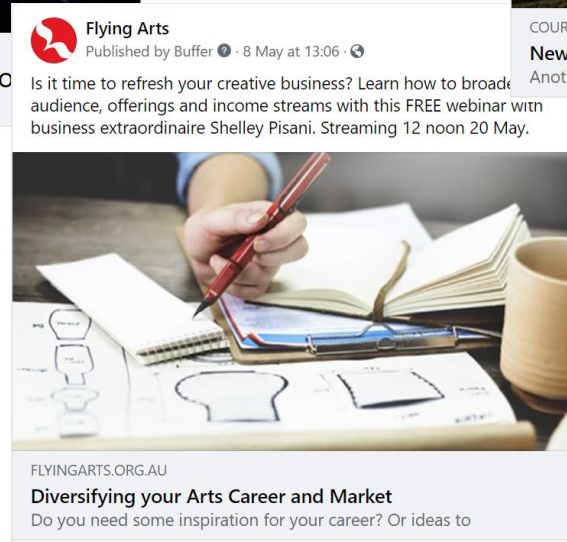




# Example: Flying Arts Content Pillars



**Feel good/  
Interest**



**Call to Action**




**Informative/  
Educational**



## **Activity: Creating Content Pillars**


What types of content will help you to reach your strategy goals?

Using your audience personas and thinking about your brand, choose 3 content pillars from the list or create your own.





## Tips for great engagement





- Adhere to post dimensions of each platform for best display
  - Portraits of people rank better on Facebook and Instagram
  - Post text-heavy graphics early in the day
  - Stylise your posts using [Canva \(free\)](#) or Adobe
  - Always use high-quality images
  - Free stock images (when you really have no other options!): [Pixabay](#), [Unsplash](#), [Pexels](#)
  - Videos of 30 seconds or less with subtitles
  - Strategic use of hashtags – key words
- 





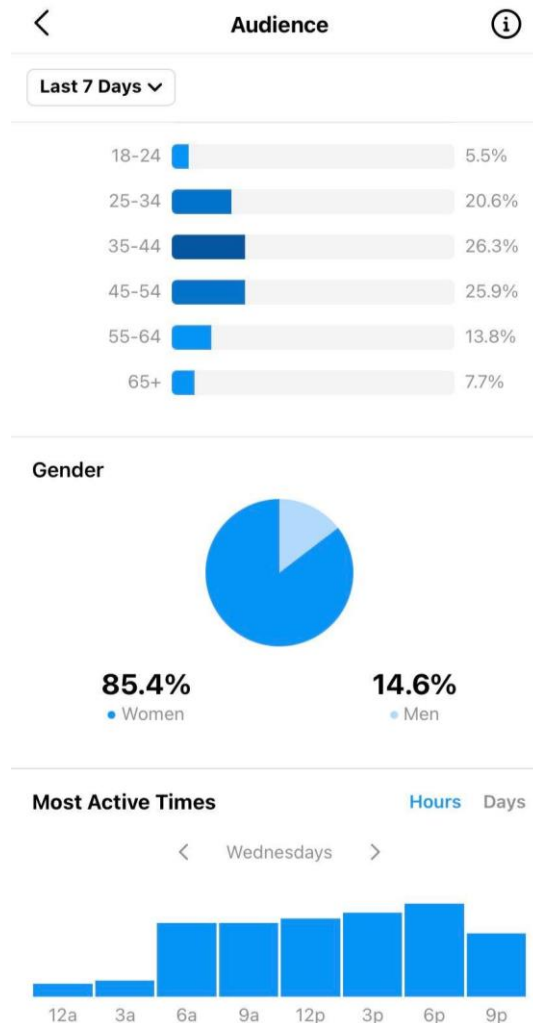
# Post Dimensions

## Social Media Image Sizes 2021

				
<b>Profile photo:</b>	320 x 320	170 x 170	400 x 400	400 x 400
<b>Landscape:</b>	1080 x 566	1200 x 630	1024 x 512	1200 x 627
<b>Portrait:</b>	1080 x 1350	630 x 1200	N/A	627 x 1200
<b>Square:</b>	1080 x 1080	1200 x 1200	N/A	N/A
<b>Stories:</b>	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
<b>Cover photo:</b>	N/A	851 x 315	1500 x 1500	1128 x 191



# Posting with Audience Behaviour



- What times are your audience most active?
- Review existing user behaviour using platform analytics
- Are there holidays or national events happening?
- What content would your audience interact with on a Monday morning vs. Friday evening?



## Posting for an engaged audience



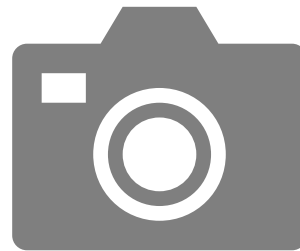


# Making the most of a limited budget



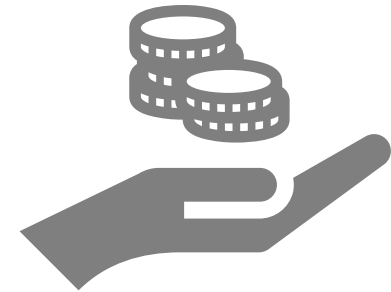
## SCHEDULING TOOLS:

- Buffer (paid)
- Hootsuite (paid)
- Planoly (free option)
- Later (free)
- Facebook Creator Studio (free)



## HIGH QUALITY ASSETS:

- DSLR or new smart phone
- Stock images (or free!)
- Production tools (Adobe, Canva, etc)



## BOOSTED POSTS:

- Rather than text-based ads
- Start with a small-short term ad campaign



# Budgeting Resources

- [Facebook Ad types and how to use them](#)
- [Best practice for FB Ads](#)
- [How to create Instagram ads](#)
- [Social Media Advertising 101: How to Get the Most Out of Your Ad Budget](#)
- [A Social Media Budget Breakdown for Every Size of Business](#)



# Evaluation

How do we know we've achieved our goals?




- Use metrics from objectives to track progress
- Decide frequency
- Analyse data using scheduling programs or in-built insights
- Reassess your tactics and implementation

# Evaluation Example

**Goal:** Increase brand awareness

**Objective 1:** Increase followers by 10% by end of the year.

**Objective 2:** Increase post engagement (likes/comments/shares) by 10% by the end of the year.

- How many followers did I gain in the last month? Does this put me on track for my goal?
  - **Engagement rate** is **calculated** as the total number of interactions your content receives *divided* by your total number of followers, *multiplied* by 100%.
  - Facebook, Twitter give you your engagement rate, **not** LinkedIn, Instagram
  - You may want to do this for first and last post of the month, or all posts if you have time!
- 



# Facebook Analytics

## Manage Page

- 8 new
- Updates  
New updates
- Manage shop
- Business Suite
- Inbox  
1 new message and 42 new comments
- Business apps
- Events
- Resources & Tools
- Creator Studio
- Manage jobs
- Notifications  
121 new
- Insights
- Publishing Tools

Promote

**Page summary** Last 7 days
 Export Data

Results from 6 May 2021-12 May 2021  
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Organic
Paid

<b>Actions on Page</b> 6 May - 12 May <b>4</b> Total actions on Page <span>▲100%</span>	<b>Page Views</b> 6 May - 12 May <b>81</b> Total Page views <span>▲27%</span>	<b>Page Likes</b> 6 May - 12 May <b>11</b> Page likes <span>▲56%</span>
<b>Post reach</b> 6 May - 12 May <b>4,211</b> People reached <span>▲220%</span>	<b>Story reach</b> 6 May - 12 May <b>Get story insights</b> See stats on how your Page's recent stories have performed. <a href="#">Learn more</a>	<b>Recommendations</b> 6 May - 12 May  We have insufficient data to show for the selected time period.






# Instagram Analytics

**flyingartsalliance** <sup>2</sup>  






[View professional dashboard](#)

 **906** Posts **2,278** Followers **979** Following




**Flying Arts Alliance**  
Embraces the spirit of adventure to inspire the appreciation and practice of visual arts, and a creative life for all Queenslanders 🇺🇸🎨  
[linktr.ee/FlyingArts](http://linktr.ee/FlyingArts)  
420 Brunswick St, Fortitude Valley

[Edit Profile](#) [Promotions](#)

[Insights](#) [Contact](#) [Add Shop](#)

RAF Educators Young Artists Artworkers QRAA






  



**DECADENCE LONG WEEKEND**  
ART WORKSHOPS & SKILL SHARING  
AT MARGALAND ART GALLERY  
25 - 27 JUNE

**Over \$42,000**  
worth of prizes  
Entries open now

**Tallara Gray**  
Prize Coordinator QRAA 2021


**DEADLINE EXTENDED**  
REGIONAL ARTS FUND  
FIRST NATIONS

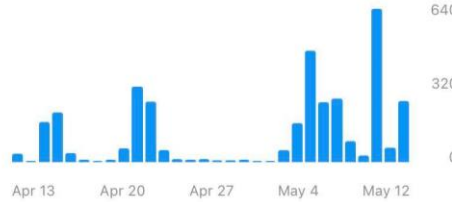
YOUR TOOLS AND RESOURCES

## Professional Dashboard





### Track Your Performance



You reached 1,177 accounts in the last 30 days, -89.1% compared to Mar 14 - Apr 12.










[See All Insights](#)

### Grow Your Business


 Promotions 


 Branded Content Approvals 

 Set Up Instagram Shopping 

 **Insights** 

[Last 30 Days](#) 



**Recent Highlights**

You gained 37 more followers in the last 30 days.

### Overview

**1,177** Accounts Reached -89.1% >

**237** Content Interactions -67.7% >

### Your Audience

[See All](#)



**2,278** Total Followers +1.6%

### Content You Shared

**6 Posts** 


**15 Stories** 



## **What if I don't reach my goals?**

That's okay! A good strategy involves evaluation and adjustments.

- Self evaluation – what's working and what isn't? Am I looking at the right metrics for my goals? Do my goals need to be more specific?
  - Audience trends change overtime – revisit your audience personas
  - Competitor research – what trends and content types are popular?
- 





## **Connect with me!**



**LinkedIn**

[Linkedin.com/in/odette-miller-b4185915a/](https://www.linkedin.com/in/odette-miller-b4185915a/)



**Facebook**

[facebook.com/FlyingArtsAlliance](https://www.facebook.com/FlyingArtsAlliance)



**Instagram**

[Instagram.com/flyingartsalliance/](https://www.instagram.com/flyingartsalliance/)