Shoreline Arts Alliance
Social Media Plan

By: Amanda Sette, Marina Jube, Shani Robinson, and Julianne Toce

Table of Contents:

Social Media Objective …… 2
Social Media Goals …….. 2
Social Media Audit …….. 2
Improve Accounts …… 3
List of Inspiration ……. 3
Content Plan ……. 5
Editorial Calendar Example ……. 8
Monitor + Maintain …….. 8
Interviews ……. 9
Relevant Articles ……..
References……..

Social Media Objective: Increase donations, increase awareness of the alliance, and raise engagement on all social platforms

Social Media *S.M.A.R.T* Goals:

1. Generate more engagement (likes, comments, and tagging combined) via Twitter, Facebook and Instagram.
2. Increase reach by 50 followers and 'page likes' per week and respond to all comments,tweets, messages, and tagged posts within 24 hours.
3. Engage viewers by reaching out to them, at least once a day. If you want them to engage with you, you have to engage with them (= real followers)
4. Once revamping your instagram, within three months, reach 500 followers. (see ___ instagram section for how to)
5. Incorporate a call to action by implementing a "Donate Now" button and other links where they are noticeable on all social media, 20% of all your posts should have a call to action.

Refer to first link on the references page on how to come up with your own goals for the future.

Social Media Audit

Who controls what: As of right now, whoever has free time to do the social media. We recommend one sole person in charge of social media. This can be a part time person, an intern, or a full time social media position. Having one person in charge of the social media accounts will ensure things run smoothly, no confusion on what to post and when, and this person will be able to analyze social media data to help improve engagement in the future.

Currently connecting with us: Donors and participants

Which social sites to focus on: Facebook, Instagram, and Twitter

Social Media Presence Compared to Competition: Current content isn't as high quality as some of the competition. Competition has more followers than Shoreline Arts Alliance on all three focus social sites. Shoreline Arts does not engage enough with it's followers (responding to comments and liking/commenting on their followers posts).

Mission Statement for Each Network:

Instagram: Tell a story and show the "highlights" of the alliance
Twitter: Inform and answer questions, conversate to find solutions
Facebook: Announce, engage, and share

Improve Accounts

Cross promote social accounts: share instagram photos on Facebook, link to important Facebook announcements on Twitter, add important links in Instagram bio

Gather List of Inspiration

Industry Leaders

Instagram:
@artspace, 153k followers
@theartofelysium 12.1k followers
@publicartfund 66.8k followers

Twitter:
@artspace, 162.3k followers
@theartofelysium, 33.7k followers
@publicartfund, 65.8k followers

Facebook:
@TheArtofElysium 19,685 likes
@PublicArtFund 60,908 likes

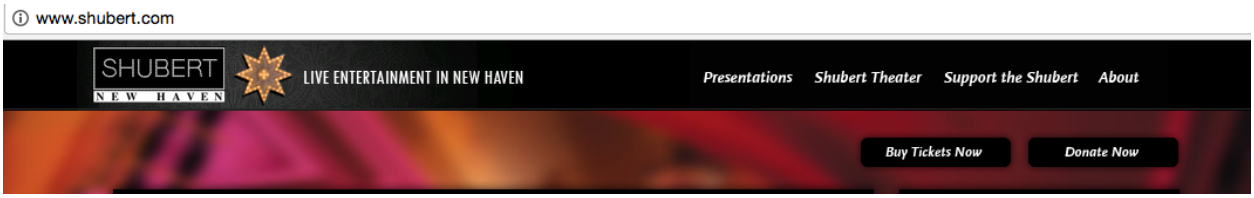
Other NonProfits with Successful Marketing Campaigns

March of Dimes:
Charity Water:
Big Brothers Big Sisters:
Best Friends:
Make a Wish:
Social Tees Animal Rescue:
WaterAid:

Competitors

Shubert New Haven
Instagram: @shubertnewhaven 1,105 followers
Twitter: @ShubertTheater 7,305 followers
Facebook: @shuberttheater 11,055 likes

On the Shubert Theatre's website they have a very clear "Donate Now" call to action button that makes it easy for supporters to donate. As a non-profit it is important to make



it easy and clear for donors to make a donation. When you actually go to their donation page it offers many ways to donate with easy directions to follow.

Donate Now

If you would like to make a tax-deductible contribution and become a "Friend of the Shubert" please:

- **Click here to donate online**
- **Call the Shubert Development Office at 203-624-1825**
- **Contribute by mail**

Mail your contribution to:
CAPA / Shubert Theatre
Development Department
247 College Street
New Haven, Connecticut 06510

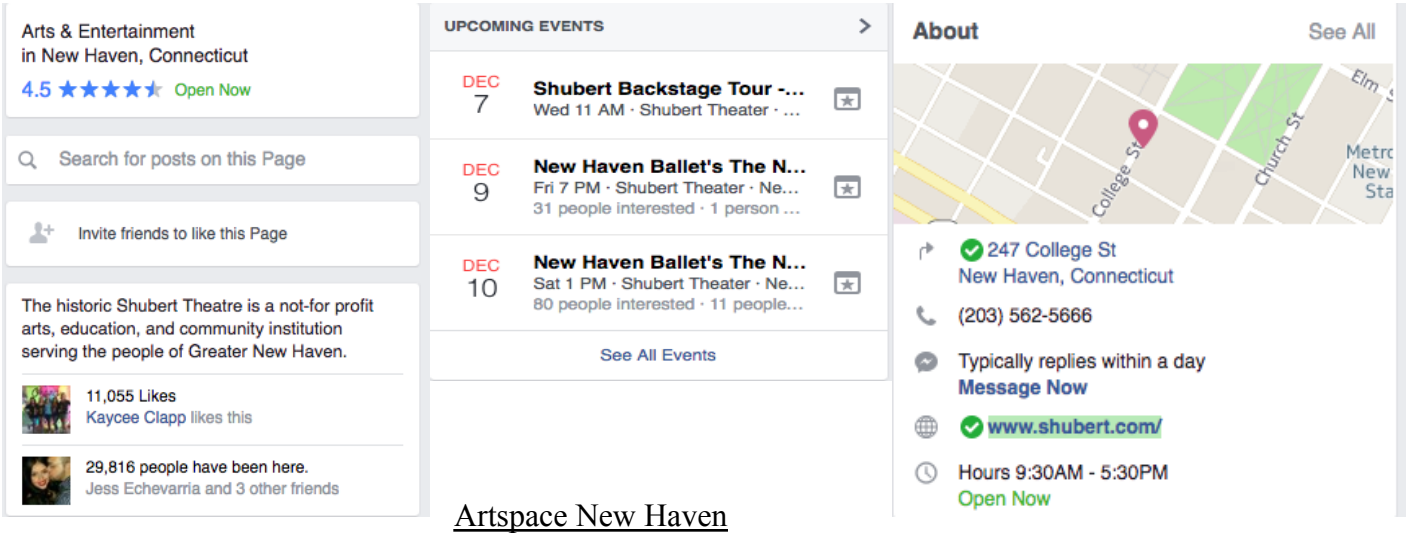
Please include the following information:

- Name
- Address
- Phone
- email address
- Donation amount* via check (made out to CAPA) or credit card number (please include type of card, expiration date and name as it appears on card)
- Name as you wish it to appear in a Shubert Program (you may also choose to remain anonymous)

*Please note if you wish to refuse all donor benefits

If you have any questions about giving, please contact the Development Department at 203-624-1825.

The Shubert Theatre also has had a very success and robust facebook page. It has over 11,000 likes with any events, pictures, and information to offer its followers.



Artspace New Haven

Instagram: @artspacenh 1,097 followers

Twitter: unable to locate

Facebook: @artspacenh 8,710 likes



The Art Space has an effective instagram. It have over 1,000 followers that is aesthetically pleasing. As an arts page it is important to post pictures that art lovers will want to look at and appreciate.

Arts Council of New Haven

Instagram @newhavenarts 1,262 followers
Twitter: @NewHavenArts 4,229 followers
Facebook: @artscouncilofgreaternewhaven 4,108 likes



The Arts Council of New Haven has a great twitter following with great content. Twitter is a great way to reach out to the younger generation. Although younger viewers aren't going to generate donations, having young interest will get you supporters for life.

Well Known Artists/Art Pages

Instagram

@art_spotlight 1.7M followers
@art_realisme 969k followers

Twitter

@kannchy 35.8k followers
@vigilanteartist 3.5M followers

Content Plan + Editorial Calendar

Types of content on each social site

Instagram: artwork features and new projects/events/things that were made to happen through donor money (to show current and potential donors where their donations will go). Each post should tell a story whether it's a quick background of a featured artist, an overview of an event, or creating excitement for an upcoming project. Doing so will engage the viewers more and spark some sort of emotion, which ultimately leads to more donations and engagement. Gain followers by engaging with your target audience (liking, commenting, and sharing their posts). Someone is much more likely to follow you if you engage with them first.

Twitter: helpful, positive, and insightful responses to any questions, concerns, or general statements made by a follower or Twitter user. Fun facts about the alliance, artwork pictures with engaging caption (tells some sort of story), and cross promotion of other social sites.

Facebook: announcements of upcoming events, current/upcoming projects, artist successes, happy-ending stories of what donor money contributed to (these types of stories are more likely to get shared on Facebook), and cross promotion of other social sites. Also respond to user comments, wall posts, and tags.

How often to post and what time

Instagram: once a day around noon time

Twitter: at least 4-5 times a day, responding to questions/concerns always anytime between 8am and 8pm.

Facebook: 3 times a day (morning, afternoon, evening)

Target audiences for content: We want to target potential donors, artists, and people in the surrounding communities who are fond of non-profit organizations.

Who creates the content: Either an intern or a social media specific position (part time or full time). Social media needs to be the only responsibility an employee or intern has in order for the plan to be fully implemented and effective.

How to promote content: Cross promote on social sites, feature social posts on the website, and have news articles link back to content.

Create Social Media calendar: Whether using Google calendar, iCalendar on mac/iphone, or a physical calendar, plan posts for each day by writing their scheduled times in the calendar. Whoever becomes in charge of social media, they can refer to this calendar to see when to post on what social media platform, what they're posting, and they can plan future posts.

Example:

	Mon	**Tues**	**Wed**	**Thurs**	**Fri**	**Sat**	**Sun**
Instagram	*12pm-* donor $ example	*12pm-* showcase artist work	*12pm-* upcoming/ past event	*12pm-* featured artist/client	*12pm-* donor $ example	*12pm-* artist work + story	*12pm-* upcoming project
Twitter	*9am-* art photo + cross promotion *1pm-4pm* answer ?'s *6pm-* fun fact + cross promote	*9am-* fun fact *1pm-4pm* answer ?'s + cross promote *6pm-* art photo	*9am-* fun fact *1pm-4pm* answer ?'s + cross promote *6pm-* art photo	*9am-* art photo + cross promote *1pm-4pm* answer ?'s *6pm-* donor contribution story	*9am-* fun fact *1pm-4pm* answer ?'s *6pm-* art photo + cross promote	*9am-* donor story *1-4pm* answer ?'s/ *6pm-* art photo	*9am-* cross promote *1-4pm* art photos, donor stories, etc.
Facebook	*10am-* Today/ upcoming events *2pm-*	*10am-* Today/ upcoming events *2pm-*	*10am-* Today/ upcoming events *2pm-*	*10am* Today/ upcoming events *2pm-*	*10am* Today/ upcoming events *2pm-*	*10am* Today/ upcoming events *2pm-*	*10am* Today/ upcoming events *2pm-*

	showcase artist work *5pm-* share a story	Q & A *5pm-* Live feed at event	Fun fact *5pm-* Talk to an artist	Artist work and story *5pm-* Live Feed at event	Donor Example *5pm-* Q&A	Live feed at event *5pm-* Share a Story	Featured artist/ client *5pm-* Upcoming project

How to Monitor and Maintain

- We suggest various analytic platforms (Hootsuite, Iconosquare, Google Analytics)
- Send surveys to donors, clients, artists, participants, social media followers, etc. for feedback
- Plans should change with times and trends
- Pay attention to what type of posts get the most engagement (likes and comments together) and continue to do what is most popular to your followers. Also note what type of posts generate the most clicks to links.

Interviews

Arts Alliance Intern: *Sabrile McGinn*

Background in general "arts"

Previous experience, a lot of work with musicals.

Nothing currently

Social Media Platforms Used

Instagram

Snapchat

Twitter

Facebook

Instagram and Twitter is used the most, but all used pretty often.

Motivation to follow a non-profit on social media

The only non-profit followed is Shoreline Arts Alliance because they are the intern.

Unmotivated in general.

Usually, good quality pictures are the usual draw to social media profiles.

Hope to gain from the internship with Shoreline Arts Alliance

Gain a better understanding of how nonprofits work

Gain continual "real world" work force experience.

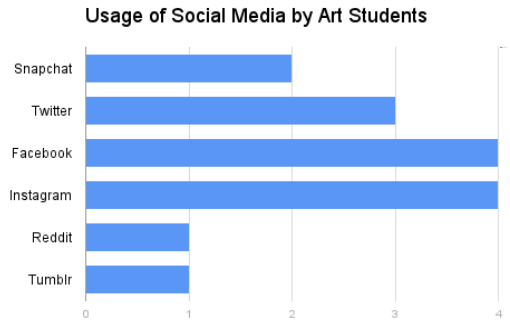
Art Students: *University of New Haven*

What is your background with arts in general?

Graphic design major (college and high school classes)

Online tutorials and classes including individual studies

What social media platforms do you have?



And which do you use the most?

Instagram and Facebook is most used.

One person said they use Reddit the most

What would motivate you to follow a non-profit on social media?

Positive and beneficial cause behind the nonprofit to help others

How they sell themselves: Shows pictures and tells of individual personnas of the people they've helped with their work.

What do you want to get out of participating in a non-profit?

Knowledge of helping someone/ special cause

Sense of self-fulfillment

Not just spending money to help, but doing something different/ whatever to help.

<u>Donors</u>

What motivates you to donate?

Knowing it is going towards a good cause

Relating to said cause

What motivates you to participate?

Knowing I'm helping someone who needs the help.

Are you following the arts on any social media platforms?

Facebook (mostly)

Twitter (barely)

If so, are you actively engaged?

Not really, they do not engage me

Checked very infrequently, just when appears on feed.

What do you want to see on social media from the Shoreline Arts Alliance?

Upcoming events and how to participate

Where "my" money is going towards

Relevant Articles

1. https://www.themuse.com/advice/why-nonprofits-fail-at-social-mediaand-how-to-do-it-better
2. https://blog.hootsuite.com/smart-social-media-goals/
3. https://blackboard.newhaven.edu/bbcswebdav/pid-855406-dt-content-rid-3966750_1/courses/MKTG-4450-01-F16/Branding%20in%20the%20Age%20of%20Social%20Media.pdf
4. https://blackboard.newhaven.edu/bbcswebdav/pid-870258-dt-content-rid-4050536_1/courses/MKTG-4450-01-F16/A%20Nonprofit's%20Ultimate%20Guide%20to%20Social%20Media%20Marketing%20_%20Bplans.pdf
5. https://blackboard.newhaven.edu/bbcswebdav/pid-885373-dt-content-rid-4129586_1/courses/MKTG-4450-01-F16/Social%20Media%20Effectiveness%20for%20Public%20Engagement-%20small%20NPs.pdf
6. http://thirdsectortoday.com/2015/05/19/why-nonprofits-fail/
7. http://www.fundraising123.org/files/training/7%20Steps%20to%20Creating%20Your%20Best%20Nonprofit%20Marketing%20Plan%20Ever.pdf
8. https://www.causevox.com/blog/5-ways-to-get-more-donations/
9. https://rarediseases.org/fundraising/
10. http://blog.capterra.com/nonprofits-successful-content-marketing-campaigns/
11. https://blackboard.newhaven.edu/bbcswebdav/pid-897357-dt-content-rid-4220878_1/courses/MKTG-4450-01-F16/Social%20Media%20for%20Non-Profits_%20High-Impact%20Tips%20and%20the%20Best%20Free%20Tools.html

References

1. https://blog.hootsuite.com/social-media-for-business/
2. https://www.entrepreneur.com/article/283372 (How to Impresive Instagram)
3. https://twitter.com/NewHavenArts
4. https://www.facebook.com/pg/ShorelineArtsAlliance/events/?ref=page_internal
5. https://www.instagram.com/artspacenh/
6. https://artspacenewhaven.org/
7. http://nonprofithub.org/fundraising/22-clever-marketing-ideas-to-promote-your-next-fundraiser/