

# Harnessing Social Media for event promotion

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The logo for History SA, featuring a purple rounded square with the text "HISTORY SA" in white, bold, uppercase letters at the bottom right.

**HISTORY SA**

# Social media landscape



# Pick your playground

There are many social networks that enable people to communicate and interact online.





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

17% MALE

83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

# HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS

# WHY FACEBOOK



16 MILLION

Facebook has 16 million active Australia monthly users, or 65% of the population.

1 MILLION

1 million new Australian users since December 2016.



14.8 MILLION

Youtube continues to be the second largest social network in Australia with 14.8 million active monthly users.

5 MILLION

Instagram's image sharing network has 5 million active monthly Australian users.



2.8 MILLION

Twitter has stagnated over the past 2 years with only 2.8 million active monthly users.

# Facebook basics

## Personal Profile



VS.

## Fan Page

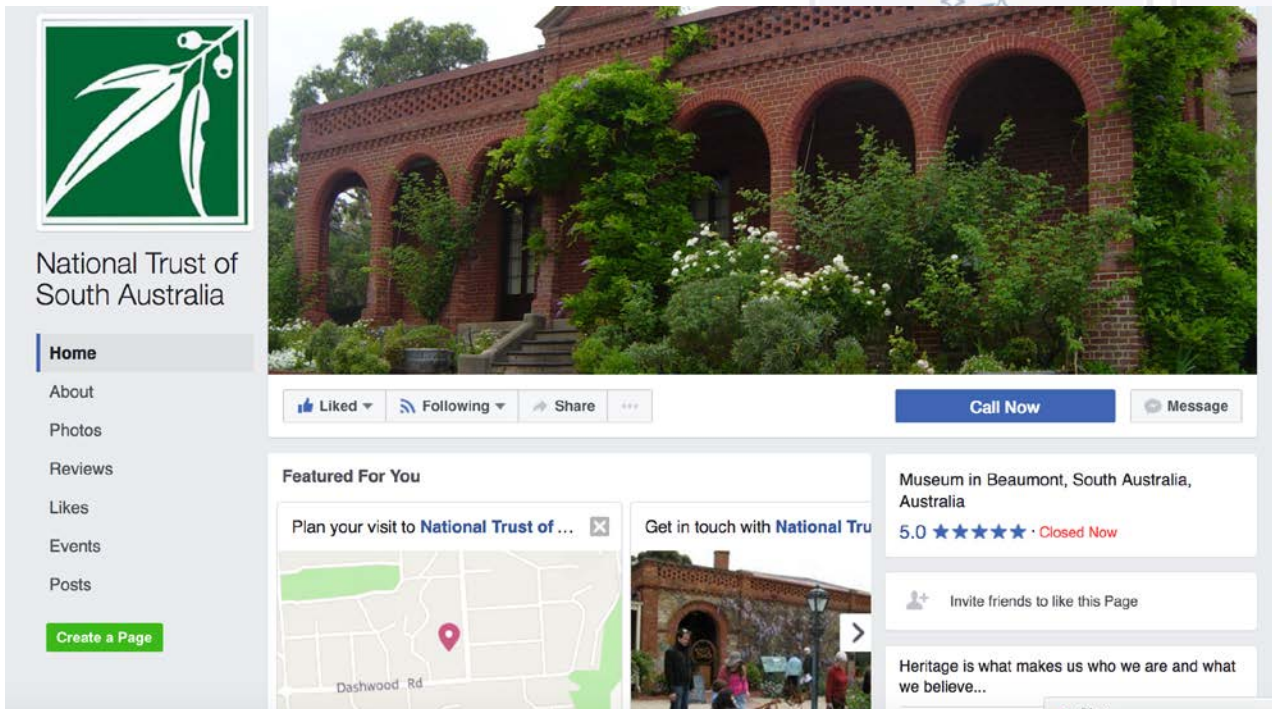
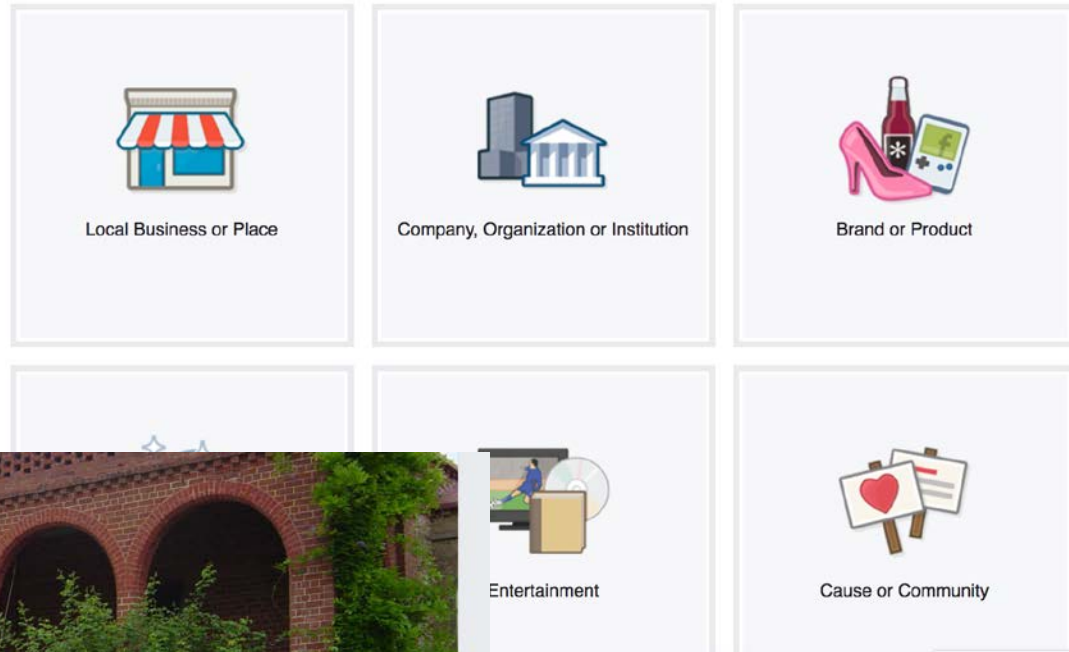


- Communicate with family and friends.
- Share photos, videos, links
- Connect with your favourite celebrities, bands, and causes

- Online Business profile
- Market your business
- Public and easily shareable
- Run paid marketing ads and promotions
- Access insights about your fans, and how your posts are going

# Setting up a 'page'

1. Facebook account
2. Choose your business type
3. Upload profile picture and cover picture
4. Tell people about your business



# Become part of the community

- Connect with likeminded organisations
- The internet has its own culture  
[#BrickMonday](#) [#ThrowbackThursday](#)  
[#MaytheFourth](#)
- Listen in on and contribute to social conversations
- Reach out to your local community and tell them you are on Facebook
- Ask friends and other pages to share your page



Goals

50% - Entertain, invite conversation, ask questions, share images and video

30% - Be useful and informative with industry info, hints, tips, curate relevant content

20% - Business calls to action (but not 'buy it now')

Audience

Success

# Video is King

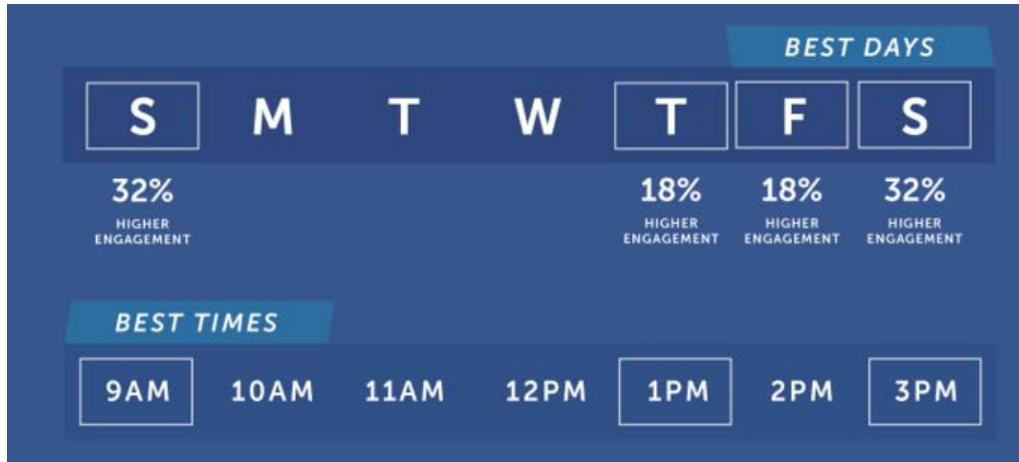
The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font. The letters are set against a dark blue rectangular background. The two 'o's in "book" are replaced by white play button icons (triangles pointing right inside circles), suggesting a video or media theme.

facebook

# Engagement Tips

- 1. Post length:** between 100 and 250 characters receive 60 percent more likes, comments, and shares.
- 2. Type of posts:** Photos, photo albums, and videos get 120 percent, 180 percent, and 100 percent more engagement than links and text-only posts
- 3. Tell your fans what you want them to do:** Comment, like, share tag friends etc.
- 4. Have conversations with your fans:** engage
- 5. Build it:** by telling your friends, family and existing about it.
- 6. Tell everyone:** your physical and online networks, email, brochures, posters.

# Reaching your audience



Monday

am

Motivational  
Quote or  
#BrickMonday  
photo

Tuesday

noon

Did you Know?  
Check out these  
tips

Wednesday

noon

Behind the  
Scenes with staff  
(image/video)

Thursday

pm

Opening hours  
or upcoming  
event, or  
#throwbackthursday

Friday

noon

Fun facts!  
Curated content

# Get in touch



@historysa

@historyfestival

@communityHistSA

#SAHistoryFest