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Social Media Theory/Practice
PR Campaign

Introduction

The client I would be working for, as an advisor would be Art of the City Street Fest. This art festival is held on the first of August every year and is located in downtown Seattle in Pioneer Square. The Tashiro Kaplan Artist Lofts hosts this event where residents open up their homes and turn their living area into an art display. The event is held inside the Tashiro Kaplan lofts and on the streets of Pioneer Square. There are over 100 artists that participate in this event with live music, painting and performances. I believe having a social media campaign would be beneficial for this event in order to create a larger online presence and achieve a higher attendance rate of the festival.

Goal

The overall goal of this public relations plan is to increase the attendance at Art of the City Street Fest. This event does not have a lot of publicity, so having a social media plan for this event will help make this event better known to the public since social media is a source of news and information for most people. Currently, Art of the City Street fest has only a Twitter and Facebook account. I noticed that both the accounts only post content around the time of the event and then, after the event is over, there are no more posts until the next year. I think keeping the accounts active throughout the year will be beneficial because the accounts can be a resource of information that people can go to for more details about the art festival or anything related to art.

Objectives

The first objective for my goal to increase the attendance of the art festival is to increase its social media followers and content by 25%. As stated before, both accounts only post around the time of the event and have a small audience and number of people who like its accounts. The Twitter account only has 81 followers and 63 tweets, and the Facebook account only has 539 likes on its page. This objective is achievable because both accounts do not have a large presence online. By posting more content that the organizers find useful and fun, more people will follow the accounts to keep receiving information that they like. Another objective is to increase the total attendance of the festival by 30%. This objective is achievable because with more content and publicity of the festival, more people will be aware of this event, which might interest them to attend.

Strategies

A strategy for increasing the event's social media followers is to promote art businesses and other art activities around the Seattle area. This will help keep the audience engaged with the content and offers insight into Seattle's art scene and community that people may not have known before. Another strategy is to schedule posts more frequently and throughout the year. Posting more often to Twitter and Facebook will help because more content being produced throughout the year instead of just during the event will provide the audience with any information about art or other art events that might be happening throughout the year.

A strategy for increasing the attendance of the festival is to interact with the audience on social media before and during the event. This will give incentives for people to follow the social media accounts in order to participate in photo challenges or giveaways. Interaction on social media during the event will also create content for others

who may not follow Art of the City Street Fest to view the atmosphere of the event and what it is like. Another strategy is to interact with the audience on social media after the event as well. This gives the audience the opportunity to submit their own photos for a chance to be featured on the festival's accounts.

Tactics

A tactic for the first strategy of promoting art businesses and other art activities is to post more articles on Facebook and Twitter about anything revolving around art, DIY ideas and artists profiles of new and local artists that are in Seattle. Another tactic is to post content about other art events or festivals that are going on throughout the year, new gallery openings or art shows and information about painting, drawing or crafting classes that are being offered that people would be interested in taking.

A tactic for the second strategy of posting more frequently to the accounts throughout the year is to post to Twitter and Facebook at least 2 or 3 times a month. Another tactic would be to respond to the audience's individual comments or questions. By doing so will help create a more personal connection between the festival and the individual.

A tactic for interacting with the audience on social media before and after the event would be to create challenges and giveaways for a chance for people to win items at the event such as small paintings or tickets to an art show. Another tactic would be to create a specific hashtag for people to use during the event. This way, people who search the hashtag will be able to see what the event is like and what people are saying about it.

A third tactic for this strategy would be to have someone working the event go around taking photos and interview individuals at the festival for a chance to be featured on the social media accounts.

A tactic for interacting with the audience after the event would be to have the people that did attend the event submit their photos of their favorite moments or items that they may have purchased at the event. This will give others that did not attend a chance to see what the festival was like. Another tactic to go along with this strategy would be to have the artists that created the work for the event post about their experience at the festival. Artists could post about their processes of leading up to the event and how they created their artwork. This gives a chance for the audience to see behind the scenes of the festival and the viewpoint of what the artists went through to put on this event.

Evaluation

In order to gauge the effectiveness of the two tactics of the first strategy would be to evaluate the number of likes, comments and shares that each post received. Keeping track of the engagement and reach of each post can help determine if people think the information is useful and engaging or not. To evaluate the frequency of posts, I would gather feedback on how effective it was to post more frequently than the organization did in the past. Gathering the number of comments, likes and shares and if there was an increase in followers would be a good measure of this. If there was an increase of followers, then that would indicate that posting more content throughout the year is successful.

Under the second objective, evaluating the tactics under strategy one would require the assessment of the engagement of challenges and giveaways during the event

and also evaluating the interviews of what individuals at the event said about the festival.

To evaluate the tactics under the second objective of strategy two would be to assess the number of people that posted after the event and view comments that were posted about the event to see if people were saying positive or negative things.