



Facebook for Arts Organizations

Thank You to our Supporters



Webinar Reminders

You can hear us, we cannot hear you!

Can't hear?

Try turning up your volume

Call in by phone or use your computer headphones

Have a question?

Use the chat box, any time. Will have time at the end and after the webinar.

Downloads

Slide Presentation, other materials and webinar recording will be available on Ontario Presents site in one week



We are so glad you are here!

This is the second webinar for Digital Marketing for Arts Presenters

Remember to sign up for the next two on the Ontario Presents website

Ask me any questions anytime via email at:

jfossitt@cityofkingston.ca

or on Twitter **[@juliefossitt](https://twitter.com/juliefossitt)**

or Instagram **[@juliefossitt](https://www.instagram.com/juliefossitt)**



Welcome to our Special Guest!

Jordy Yack is the Communications Coordinator at the FirstOntario Performing Arts Centre in St. Catharines, Ontario

Jordy is responsible for digital marketing strategies and much more!



Please introduce yourself

Please enter your name, position and geographic location in the chat box at this time. Knowing our audience will help us throughout our webinar.



Overview

Today we will be discussing:

- Business Page vs. Personal Profile
- Conversation vs. Selling
- Consistency
- The Importance of Images and Videos
- Creating content vs. sharing content
- Insights
- New Facebook features
- Organic vs. Paid
- Takeaways



Personal vs. Business

The perils of posting personal content on your business accounts



Poll



Personal vs. Business

The screenshot shows a web browser window with the URL <https://www.facebook.com/julie.fossitt>. The page is the profile of Julie Fossitt, who is associated with 'THE GRAND THEATRE'. The profile header includes a cover photo of the theatre, the name 'Julie Fossitt', and buttons for 'Update Info' and 'View Activity Log'. The navigation tabs are 'Timeline', 'About', 'Friends' (65), 'Photos', and 'More'. A blue tooltip above the 'Live Video' option reads 'New! Create a live video from your browser'. The left sidebar shows 'Intro' with a 'Describe Who You Are' button and a 'Worked at City of Kingston' section. The right sidebar lists 'YOUR PAGES' (The Grand Theatre, MacLachlan Woodwo..., Pump House Steam ...) and 'CONTACTS' (Kathrine Christensen, Jan Allen, Josh Lyon, Jan Murphy, Shawn Canada, Bronwen Dearlove).



Personal vs. Business

Secure | https://www.facebook.com/kingstongrandtheatre/

The Grand Theatre

Julie Home Find Friends

Page Inbox 4 Notifications 18 Insights Publishing Tools Settings Help

G

The Grand Theatre
@kingstongrandtheatre

Home
Events
Reviews
About

BALLET BC PRESENTS
AN EVENING OF THREE LEADING VOICES IN
CONTEMPORARY
DANCE
THU APR 13
2016 | 17

Liked Following Share

Book Now

Write something

Performance Art Theatre in Kingston,

YOUR PAGES
The Grand Theatre
MacLachlan Woodwo...
Pump House Steam ...

CONTACTS
Shawn Canada
Shannon Brown
Kathrine Christensen
Jan Allen
Josh Lyon
Jonathan McCaslin
Jan Murphy

Separate Business and Personal

- Your social media voice represents your business. Keep it professional.
- Even if your brand's voice appears to be easy-going, it doesn't mean your strategy has to be!
- Your brand *can* talk about yourself or your employees – it's a good way to humanize your brand, but make sure to keep it relevant.
- Always avoid controversial issues including: religion, politics, drugs or alcohol, abortion, and even the vaccination debate.



Facebook Personal Profile

VS

Facebook Business Page

Purpose

- Personal/ Individual Use

Access

- One log in detail using a personal account

Information

- Personal contact & basic info, work & education background, family & relationships, life events

Who can post updates

- The user of the personal profile

Who can see your post

- FB users you added in your friends list

Types of Posts

- Various types of posts except posts for commercial purpose

- Business, Company, Commercial Use

- Multiple users can access the page as admins, editor or contributors

- Company overview, detailed description, mission statement, website address, business contact info & location

- Users designated as admins, editors, contributors of the page

- FB users who LIKED your page

- Various types of posts including business ads

Responding – or not responding



Linda Viola reviewed The Grand Theatre — 5★
December 12, 2016 · 🌐

The show was fantastic, but the leg room is atrocious. When you have to sit with your knees pressed against the seat in front of you for 2 and a half hour show is not comfortable, especially when that person in front of you decides to lean back in her chair, forcing you to stand up to avoid busted knees is disturbing to me and to the other people in the show, when all of a sudden you stand up.

👍 Like 💬 Comment ➦ Share 

👍 Lindsay Campbell, Leigh Wood Landry and 2 others

Linda Tom Try an aisle seat...more room to stretch!
Unlike · Reply · 👍 1 · February 16 at 7:43pm

↳  [Linda Tom replied · 2 Replies](#)



Responding

- Remember to respond politely and in a timely manner
- Avoid bickering on social media.
- Promptly respond to a customer or potential customer, with a follow-up for more details or invite them to send a DM (direct message) to your account. This will allow you to deal with issues privately and away from the public-eye.
- Don't feed the "trolls" – respond a maximum of twice in public.



Brand Consistency

- Try to use the same username for each social media platform.
- Use the same profile photo / avatar as well.
- Keep your profile information on-brand and channel-specific.
- Use the same brand voice and tone.



Poll



Best Practices

The background features a large orange shape on the right side, which is a right-angled triangle with its hypotenuse sloping upwards from left to right. On the left side, there are two overlapping blue triangles. The upper one is a lighter shade of blue and is also a right-angled triangle with its hypotenuse sloping downwards from left to right. The lower one is a darker shade of blue and is a right-angled triangle with its hypotenuse sloping upwards from left to right. The two blue triangles overlap each other and also overlap with the orange shape.

Conversation vs. Selling

- Your brand's voice humanizes your conversations; we don't always like being sold to.
- Be authentic!
- **Voice:** Your brand personality described in an adjective. For instance, brands can be energetic, motivating, cynical, or cheeky.
- **Tone:** A subset of your brand's voice. Tone adds specific flavour to your voice based on factors like audience, situation, and channel.



Conversation vs. Selling



The Grand Theatre shared 96.3 BIG FM's video.

Published by Bob Giarda [?] · March 24 at 12:15pm · 🌐

Big thanks to 96.3 BIG FM and Total Diva Boutique Spa. You guys look fantastic for Bowie Weekend in Kingston. Discover all the happenings at <https://www.cityofkingston.ca/-/bowie-weekend-planned-as-a...> The City of Kingston #yvk



1,518 Views



The Grand Theatre

Published by Bob Giarda [?] · March 10 at 7:40am · 🌐

Getting ready for March break next week? Oh yeah, we're In The Mood with The World Famous Glenn Miller Orchestra.

https://youtu.be/4Hfi_YwdiEg Kingston Seniors The City of Kingston Kingston, Ontario Visit Kingston



Glenn Miller Orchestra directed by Wil Salden - In The Mood

The World Famous Glenn Miller Orchestra directed by Wil Salden live TV recording 2/7/2012 Glenn Miller's #1 hit featuring Peter Peuker, Malte Dürrschnabel, B...

YOUTUBE.COM

702 people reached

Boost Post

👍 Like

💬 Comment

➦ Share




👍❤️ Erin Vretteas and Dawn Elice

Consistency

- **Character / persona** – If your brand was a person, who would they sound like? Flesh out the identity of this character.
- **Tone** – What is the general flavour of your brand?
- **Language** – What types of words do you use in your social media conversations?
- **Purpose** – Why are you on social media in the first place?
- Be authentic!




Images and Videos

 **FirstOntario Performing Arts Centre** ✓
Published by Hannah Zimbel [?] · March 7 · 🌐

Like Page

The six-time Academy Award winner LA LA LAND opens Thursday at 8pm in The Film House!

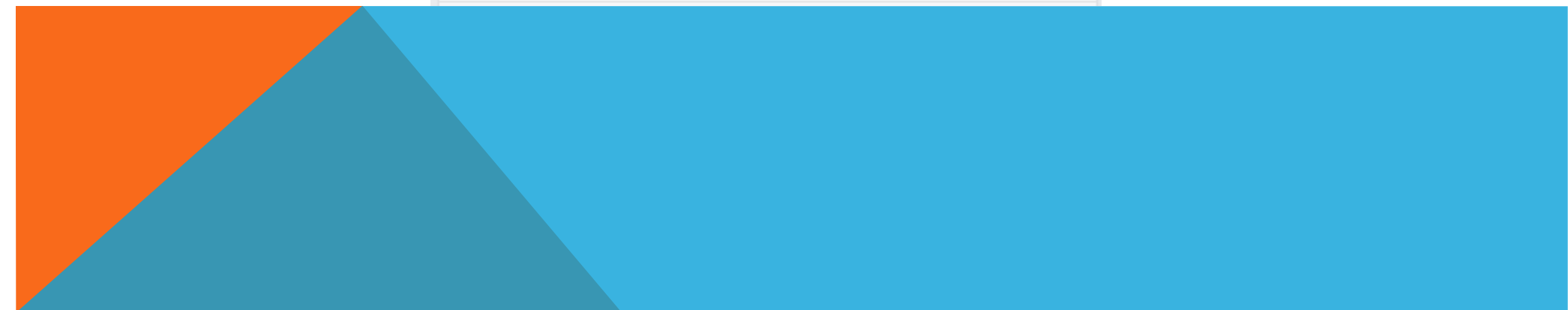
Tickets: <https://goo.gl/pHPJxf>



1,930 people reached

Boost Post

Like Comment Share Buffer



Creating Content

- Content should be engaging or informative.
- A Call-to-Action (CTA) isn't always necessary, but useful for conversions, once your audience trusts you.
- Remember – the conversation is key; follow the 3-3-3 rule (1/3 generates profit or promotion, 1/3 should share ideas and talk about your industry, 1/3 personal interactions)



How Should I Speak?

- Think of social media as a **conversation** – not as a place to sell your brand/product/service. Just like a real conversation, it's give and take. You have to show that you care about what others are saying.
- Spelling, grammar, and punctuation are always important.




What does Quality Content look like?

The Film House
Published by Jordy Yack (?) · April 2 at 11:04am · 🌐

"KOYAANISQATSI's formula is simple: combine the epic, remarkable cinematography of Ron Fricke with the swelling intensity and repeating motifs of Philip Glass's celebrated original score. There's your mood bomb, right there."

Experience it on the big screen, 22 + 29 April, 9:30pm.




KOYAANISQATSI | 22 + 29 APRIL

KOYAANISQATSI | 22 + 29 AP

FirstOntario Performing Arts Centre
Published by Jordy Yack (?) · April 6 at 11:21am · 🌐

"...I'd see these kids who didn't quite fit in the classic gender binary, what we think of as boy or girl," said playwright Mark Crawford. "Children express their gender in various ways. Those kids are real and I thought that would be interesting to talk about."



Boys, Girls, and Other Mythological Creatures will be touring through Ontario schools throughout April and May, but audiences have a chance to see it first in Robertson Theatre. // Saturday 22 April 11am + 2pm.



Gender expression takes centre stage in 'Boys, Girls, and Other Mythological Creatures' | NiagaraThisWeek.com

NIAGARATHISWEEK.COM | BY MELINDA CHEEVERS

Products shown:

-  **Carousel Players- Boys, Girls, and o..**
FirstOntario Performing Arts Centre
\$15.00
-  **See more at FirstOntario Performing Arts Centre**
6,590 Likes

1,008 people reached

Boost Post

Like Comment Share Buffer

What Should I Talk About?

- Social thrives when you speak TO your audience, not AT them.
- For example, how many tickets are you to sell by saying: “Come on down to the Centre tonight for a great show!” #PACrules

vs.

“Tickets are very limited for tonight's folk revue. Get your tickets online before they're gone!”



What moves you?

The image is a screenshot of the Facebook page for Jazz at Lincoln Center. The page header shows the name "Jazz at Lincoln Center" and a search bar. The profile picture is a black square with the word "jazz" in white, lowercase letters, where the 'o' is a white circle. The page name is "Jazz at Lincoln Center" with a verified badge and the handle "@jazzatlincolncenter". A navigation menu on the left includes Home, About, Photos, Videos, Reviews, Events, Likes, Posts, and Notes. The main content area features a post from "Jazz at Lincoln Center" shared on April 6 at 11:43am. The post text reads: "Go onstage with the Jazz at Lincoln Center Orchestra with Wynton Marsalis as they perform Chris Crenshaw's 'Just A-Slidin' thanks to this new 360 video from ABC News! Put on a pair of headphones for the full 360 experience." Below the text is a 360-degree video thumbnail showing a jazz band performing on stage. The video has 1,544,082 views. Below the video is a post from "ABC News" at Jazz at Lincoln Center, dated April 5 at 6:55pm, with a "Like Page" button. The video thumbnail includes a text overlay: "CHRIS CRENSHAW MUSIC DIRECTOR & ARRANGER".

Jazz at Lincoln Center shared ABC News's video.
April 6 at 11:43am · 🌐

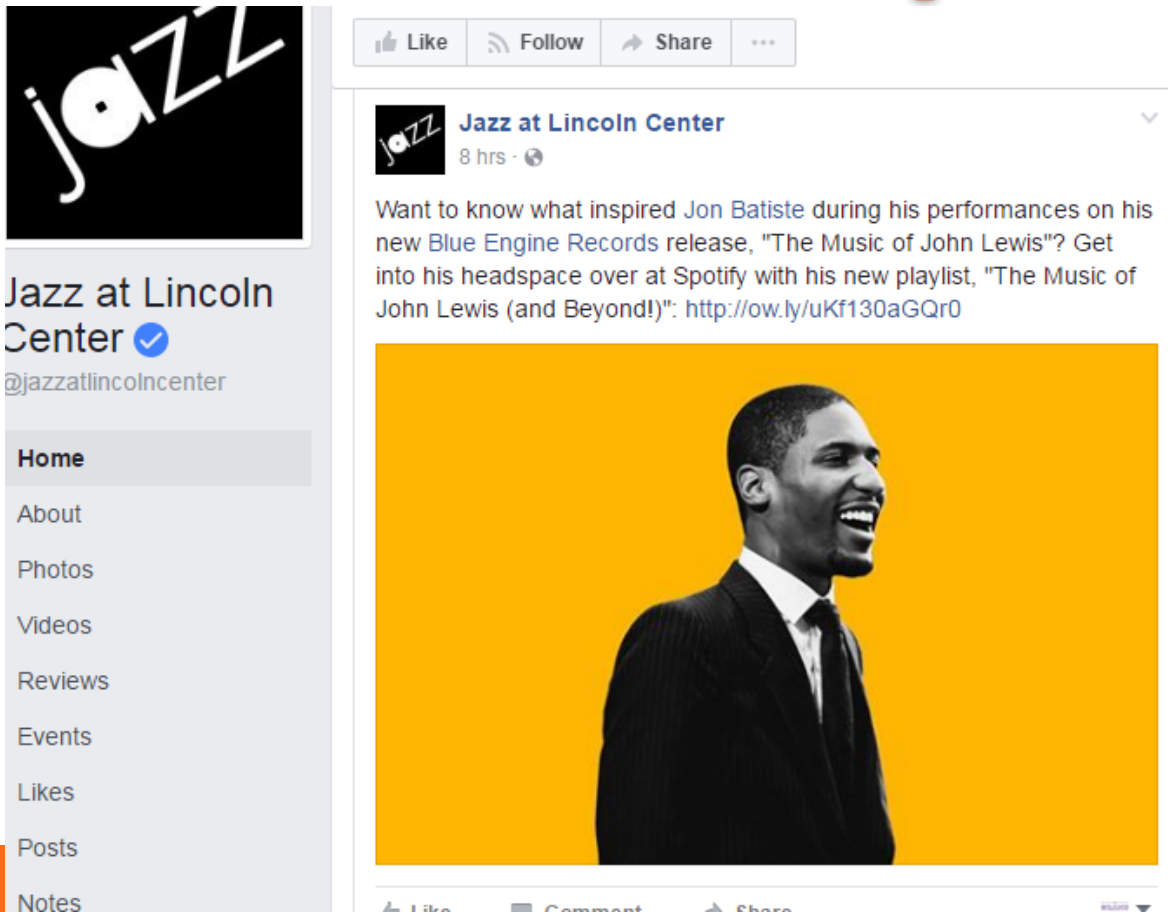
Go onstage with the Jazz at Lincoln Center Orchestra with Wynton Marsalis as they perform Chris Crenshaw's "Just A-Slidin" thanks to this new 360 video from ABC News! Put on a pair of headphones for the full 360 experience.

1,544,082 Views

ABC News at 📍 Jazz at Lincoln Center.
April 5 at 6:55pm · New York, NY, United States · 🌐

Step on stage to the best seat in the house at Jazz at Lincoln Center as the orchestra

What moves you?



The image is a screenshot of a Facebook post from the official page of Jazz at Lincoln Center. The page header includes the 'Jazz at Lincoln Center' logo, the name 'Jazz at Lincoln Center' with a verified badge, and the handle '@jazzatlincolncenter'. A navigation menu on the left lists 'Home', 'About', 'Photos', 'Videos', 'Reviews', 'Events', 'Likes', 'Posts', and 'Notes'. The post itself is from 'Jazz at Lincoln Center' and is dated '8 hrs'. The text of the post asks if the user wants to know what inspired Jon Batiste during his performances on his new Blue Engine Records release, 'The Music of John Lewis'. It encourages users to get into his headspace by listening to his new Spotify playlist, 'The Music of John Lewis (and Beyond!)', and provides a link: <http://ow.ly/uKf130aGQr0>. Below the text is a photograph of Jon Batiste, a Black man in a dark suit and tie, smiling broadly and looking to the right. The background of the photo is a solid, bright yellow. At the top of the post, there are buttons for 'Like', 'Follow', 'Share', and a three-dot menu. At the bottom of the post, there are buttons for 'Like', 'Comment', and 'Share'.

What moves you?



National Arts Centre Orchestra | l'Orchestre du Centre national des Arts

Yesterday at 2:00pm · 🌐

On April 13, 1742 a notice appeared in Dublin's Faulkner's Journal announcing the premiere of #Handel's #Messiah. Large crowds were anticipated so, to maximize seating, ladies were respectfully asked to come without "hoops" in their dresses. Gentlemen were asked to leave their swords at home. Attracting crowds for over 250 years! #BeThere next December! #OttArts #MyNAC <http://bit.ly/2o1pLAA>



Handel's Messiah | December 22, 2017

MESSIAH is an undisputed holiday favourite. Join Alexander Shelley and the NAC

What Shouldn't I Say?

- Simplicity is key, even when you don't have text limitations.
- **Don't write an essay!**
- The ideal length of a Facebook post is less than 40 characters. (64)

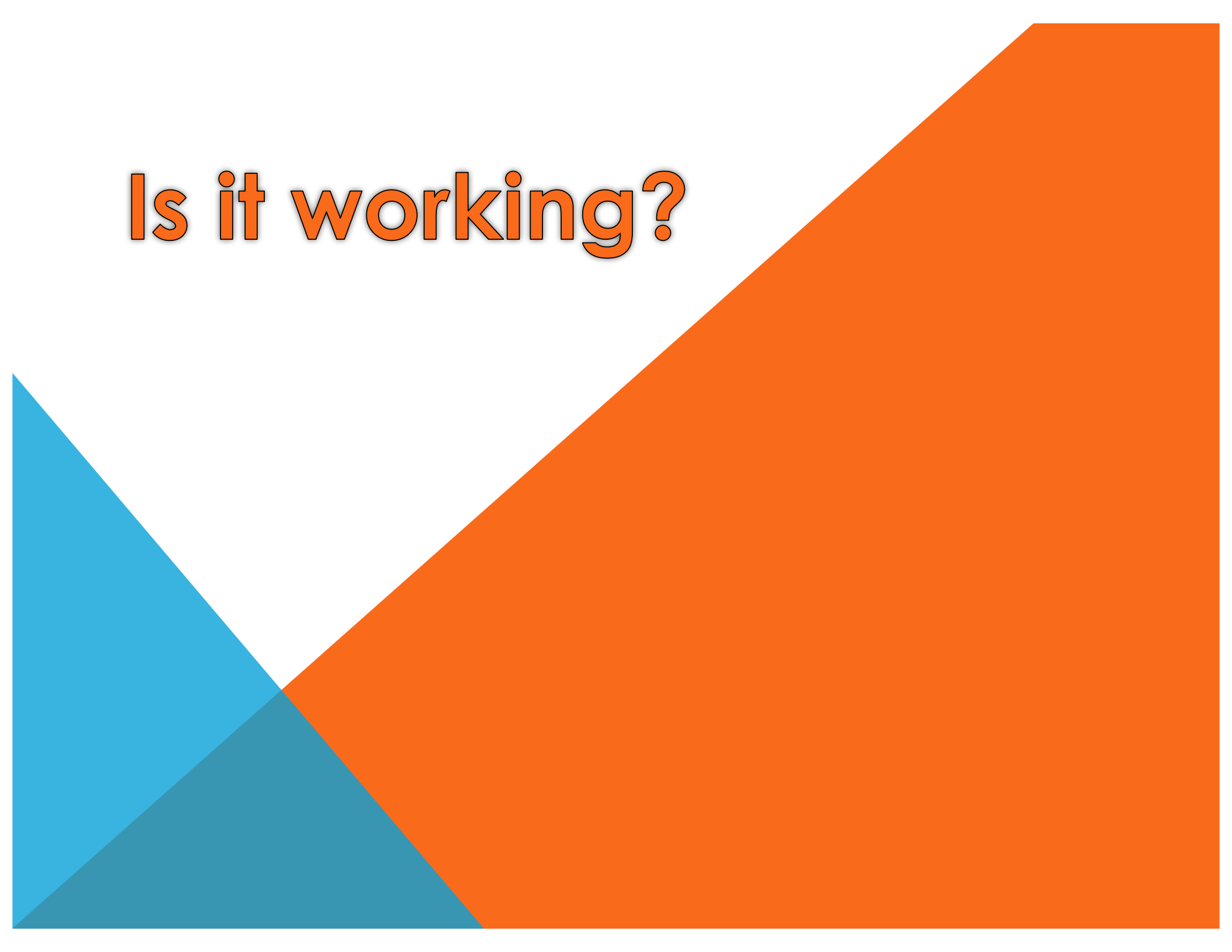


How Should my Posts Look?

- Visual content is key!
- Pictures stand-out within a news feed and posts are 40 times more likely to be shared
- Sizing your images properly is super-important!



Is it working?



Facebook Insights

- Monitor your social media reach and what kinds of posts based on content are engaged with most frequently. Then you can gauge your audience's reactions to different kinds of posts.
- Use Facebook's insights to gain details into your audience's demographics and to find out the times when they're online most, then to adjust your strategy accordingly.



New Facebook Features

The screenshot displays a Facebook page for 'The Film House' (@FilmHousePAC). The page features a grid of movie products for sale, each with a cover image, title, release date, and price. The products are arranged in a 4x4 grid, with the bottom-right cell empty. The top of the page includes navigation links like 'Liked', 'Following', 'Share', and 'Learn More'. The left sidebar contains navigation options such as 'Home', 'Events', 'Posts', 'Shop', 'About', 'Get the newsletter!', 'Photos', 'Reviews', 'Likes', 'Videos', and a 'Boost' button.

THE FILM HOUSE
The Film House
@FilmHousePAC

Home
Events
Posts
Shop
About
Get the newsletter!
Photos
Reviews
Likes
Videos
Boost


Liked Following Share Learn More

All Products Share Collection


Add Product

Product	Release Date	Price
BEST WORST THING THAT EVER COULD HAVE HAPPENED		\$9.00
MULTIPLE MANIACS	28 MAY	\$9.00
THE LUNCHBOX		\$9.00
AIM FOR THE ROSES		\$9.00
DONNIE DARKO	21 MAY	\$9.00
24 HOUR PARTY PEOPLE	20 ...	\$9.00
FRANTZ		\$9.00
BEATS OF THE ANTONOV	17...	\$9.00
THE QUEEN	14 MAY	\$9.00
WINDOW HORSES		\$9.00
THE GIRL WITH ALL THE GIFTS		\$9.00
BANG! THE BERT BERN'S ST...		\$9.00
ALIEN	7 MAY	\$9.00
IT MIGHT GET LOUD	6 MAY	\$9.00
MAUDIE		\$9.00

Organic vs. Paid

 **FirstOntario Performing Arts Centre**
Published by Jordy Yack [?] · March 7 · 🌐

Steven Page, Chris Murphy, Craig Northey and Moe Berg are [The Transcanada Highwaymen](#). They have known each other for 25 years, and this newly formed Canadian supergroup are going to play each other's songs!
Including: "I'm An Adult Now," "Underwhelmed," "Coax me," "The Other Man," "Someone Who's Cool," "The Old Apartment," and "Brian Wilson."
And yes, they will rock. // Wed 19 April.
Advance tickets: <https://goo.gl/La7Owo>



The Transcanada Highwaymen
FIRSTONTARIO.PAC.CA [Book Now](#)

21,273 people reached [View Results](#)

8.5K Views

👍 Like 💬 Comment ➦ Share 📺 Buffer

👤👤👤 Joanne Mason-Trull, Matt Weil and 103 others Chronological ▾

57 shares

Top 5 takeaways:

1. Always keep personal and business separate.
2. Keep your tone and brand voice consistent.
3. Have a plan! Post content that interests your audience and post it when they're online.
4. Use varied content. Links, pictures, video and new FB features.
5. Check FB Insights and continue to use what works!



Resources & Contact

- <https://www.ontario.ca/page/social-media-small-business>
- <https://blog.bufferapp.com/how-to-choose-a-social-network>
- <http://sproutsocial.com/insights/social-media-marketing-strategy/>
- <http://sproutsocial.com/insights/social-media-image-sizes-guide/>
- <https://blog.bufferapp.com/social-media-marketing-voice-and-tone>
- <http://sproutsocial.com/insights/social-media-influencers/>
- <https://blog.hootsuite.com/beginners-guide-to-content-curation/>
- <http://www.ifttt.com>



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[@jordyyack](#)

Question Time!

Please type your questions into the chat box

Join Us for More Webinars!

- May 10 – Content marketing with guest Patrick Bisson
- May 17 – Creating marketing plans with guest Karen Scott-Gagne



Thank You!

Please contact me with any questions via email at
jfossitt@cityofkingston.ca
or on Twitter and Instagram @juliefossitt.

You have been a great audience!