

# Community Engagement : Social Media Presentation – Conor Roche

*All Ireland Arts Conference – June 15th 2012*

## Community: People + Technology = People

An online community is there to propagate your message and garner support, an online community should not be considered as potential ticket buyers exclusively. Treat your community online as you would your community offline.

*What works in the real world can work online*

### **Do:**

- Good Customer Service – prompt and courteous responses to queries are paramount
- Prominent Bloggers / Twitterers / Facebookers should be treated as prominent press i.e. access to press previews, VIP events etc.
- Digital Ambassadors Scheme – free tickets in return for regular favourable tweets / posts etc.
- Exclusive Offers to Members – become a friend / follower and receive last minute offers
- Form an opinion, if something is worth retweeting / sharing / talking about, why is it worth retweeting / sharing / talking about? – those with opinions are interesting. ‘The one unforgivable sin is to be boring’ – Yvonne Hitchens
- Speak with respect and integrity. Speak as you would be expected to be spoken to. Consider: Which was worse the gonging or the response? See: [Giles Coren Twitter rant stirs up trolling debate](#)

*What doesn't work in the real world is unlikely to work online*

### **Don't**

- Don't wash your dirty linen in public – if you receive a complaint take it offline immediately.
- Don't Loudspeaker – tannoy announcements are annoying so is continually posting the same thing again and again, we heard you. No spam.
- Don't Broadcast – listen and respond. Social media is not a one way medium. In fact social media is most powerful as a tool for evaluating sentiment – monitor conversations about you, what are people saying and get involved in the conversation.

- You wouldn't put second rate theatre on stage, don't put second rate content online. Ban the camera phone.
- This is no job for an intern – your digital channels are the first port of call for new audiences, they are the most prominent, open, accessible and public channels you have – this is a job for a professional. See 'Steve Norris is clearly a giant c\*\*t'

## Evaluate Evaluate Evaluate:

Social media is expensive and resource heavy, it takes a lot of time, effort and ingenuity to build a community. To justify the activity one should be able to identify and evaluate its success. The following are a number of key measures of success and should be collected and analyzed for improvement regularly

- Peer Comparisons, how does you or your organisation compare with peers?
- Level of Engagement, how many people are listening and responding i.e. do you have many retweets, shares, likes etc. What worked to improve engagement?
- What is the number of referrals to your main site that leads to ticket sales or other commercial activity?
- Sentiment Monitoring: what is being said about you and is it positive or negative?

Further Reading:

Culture 24 – Evaluating Online Success

Cisco – Measuring Social Media and its Impact on your Brand

*Consider:* Would it really make a difference to you or your organisation if you stopped?

## Arts Led

Artists and arts organisations biggest asset is creativity, the art and the work. Consider online an extension of your stage. Online should not be a bolt-on, it should be considered as you would consider any public platform or important production resource i.e. lighting, sound, music, set, online.

When producing a new piece of work, produce it in collaboration with the artists and with all available platforms and audiences in mind.