

# SOCIAL MEDIA GUIDELINES

These Social Media guidelines are intended as a guide for organisers to get the most out of their Bealtaine event in terms of social media coverage and audience engagement.

## Content

When creating content for your audience, think about what you want, what are your aims, how you would like to engage your audience and why your audience will be likely to share.

### Sharing content

How do you get others to share your content and achieve a wider reach? Always remember people want to share content that they think is entertaining, engaging, useful or adds value to their lives in some way.

### What to include

Users and online audiences want to engage with REAL people, so include pictures of people, photos from rehearsals and short videos that are likely to capture their attention.

### Competitions

In-house competitions are a good way to get people to share content and are easy to run. You can control the message and communicate directly with the winners.

### Language

Always use a positive and confident tone on social media. Re-read posts to make sure they do not come across as negative.

### Call to Action

Always include a "Call to action" What do you want someone to do with this tweet, post, video, link? Share, read, buy tickets? Tell your audience what you want every single time you post.

### Format

Use short paragraphs and short sentences, social media engagement needs to be direct and concise. Skip unnecessary words and avoid jargon, the passive tense and needless repetition. Put the most important information first.

## Connect with Bealtaine Festival and Age and Opportunity on twitter and facebook

The Bealtaine Festival Twitter handle is @BealtaineFestival and is on Facebook at [www.facebook.com/bealtainefestival](http://www.facebook.com/bealtainefestival)

There is a facebook group for Bealtaine Festival Organisers. Please join and join the conversation! [www.facebook.com/groups/BealtaineFestivalParticipants/](http://www.facebook.com/groups/BealtaineFestivalParticipants/)

The Age & Opportunity official Twitter handle is @Age\_Opp and is on Facebook at [www.facebook.com/ageandopportunity](http://www.facebook.com/ageandopportunity)

The official 2017 Bealtaine Festival hashtag is #bealtaine2017

## Social Media Platforms

There are many Social Media platforms to choose from. Decide which one suits your purposes best and concentrate on it. It is better to be active on one or two platforms only rather than inactive across many platforms.



### Twitter

- Create a Twitter account for your organisation or event.
- Optimise your profile: Good quality images for your cover, profile picture, include link to your website.
- Be consistent: try to tweet daily, with up to 5 tweets a day.
- Never tweet without a picture. Tweets with pictures are much more likely to get engagement.
- Always always use a hashtag. Optimal 2 hashtags in 1 tweet.
- Don't be afraid to share the same thing multiple times! Twitter is a constant feed of info so copy and paste tweets that did well.
- Do tweet at nighttime and early in the morning.
- Use Twitter Lists to keep up connections with people who are relevant and relationships you want to encourage on the platform.
- Do share content from other people in your sector.
- Do ask others to share your tweets via Direct Message.
- Tag others in your tweets to increase your reach. To save character space, tweet with a picture and tag up to 10 others in the picture.

**TOP TIP - Be consistent:** Post regularly, be active in your engagement with users and remember to use a similar tone across different platforms that reflects your organisation.

## Facebook

- Create a Facebook profile for your event.
- Optimise your profile: Good quality images for your cover, profile picture, include link to your website.
- Complete the "Call to action" button on the profile. E.g. "Buy Tickets Now" or "watch video" etc.
- Post less on Facebook than on Twitter aiming to up to 7 - 10 posts in 1 week. Try to avoid multiple posts in 1 day.
- Use Facebook Events to promote your events and sell tickets. Post often in the event page itself with relevant content.
- Tag others in your posts to increase your reach, especially important for content made by others ie videos and pictures etc.
- Facebook groups - great way of finding new audiences online. Join Bealtaine Festival Participants facebook group – managed by Age & Opportunity – Arts and Culture!
- Do use paid advertising and promote posts on Facebook to target specific audiences with your content.

**TOP TIP - Engage with your audience and know your sector:** Look at what similar organisations or individuals who have a strong social media following post and update on their pages, study what kind of content captures their users imagination and interest and use this information to help shape your own unique voice on social media, as well as engaging with users proactively (ie like, sharing, re-tweeting, commenting and mentioning others). Social media is for sharing, so the more you share relevant content by those in your sector or audience, the more likely it is that your updates and posts will be shared in return

## YouTube

- Create a YouTube channel.
- Optimise your profile: Good quality images for your cover, profile picture, include link to your website.
- Make compelling videos with good quality audio and visual.
- Add a call to action at the end of your videos; "If you liked this video, please subscribe!"
- Include good detailed descriptions both on your profile page and within your video descriptions. This helps people find your videos through Google.
- Build followers by giving incentives to go to your YouTube channel from Facebook, Twitter.

**TOP TIP - Link your Platforms:** Share your YouTube videos through your other channels, for example Facebook and Twitter. This will encourage your Facebook and Twitter followers to check out your YouTube channel and subscribe!

## Instagram

- Do show naturalistic photographs, nothing too formal or stagey.
- Do show spontaneous images in a good mix.
- Do use videos.
- Do show a mix of actual people, activities and objects.
- Do interact with your audience and ask questions.
- Don't expect tons of traffic and don't expect followers overnight, it takes time.
- Don't share images unless they are in the public domain or licensed accordingly.
- Don't write too much, let the images curate themselves.
- Don't expect to take great images with bad-quality mobile phones, make sure you have the appropriate equipment.

**TOP TIP - Be mobile aware:** Mobile digital media time in the US is now significantly higher at 51% compared to desktop (42%). Remember that images look different on mobile and may need to be resized and that the verbal content of posts should be concise, with shortened links (or ideally links embedded in the accompanying image) to suit mobile users.