



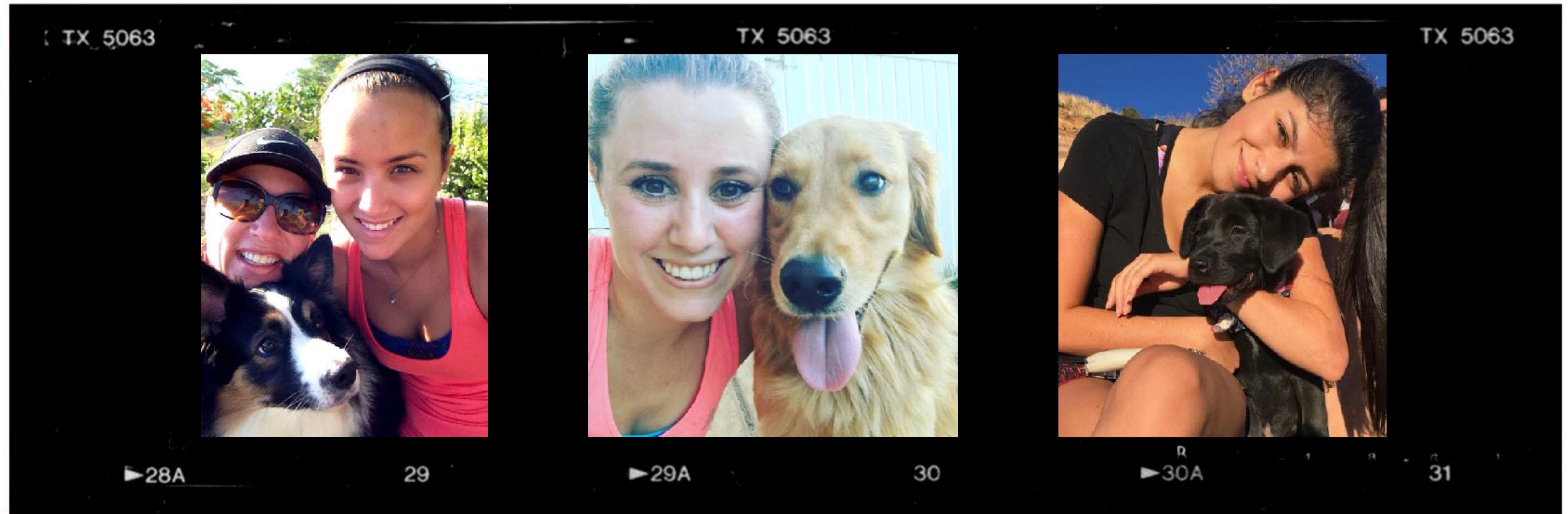
# [A]

## LET'S GET SOCIAL

ANTHOLOGY MARKETING GROUP  
HAWAII TOURISM AUTHORITY  
NOVEMBER 2019



# SOCIAL PERSONALITIES



**JACKIE** SMYTHE  
*EVP, Integrated Services*

**HOLLY** KRANBUHL  
*Account Supervisor*

**VANESSA** GONCALVES  
*Digital & Social Media Strategist*

# DISCUSSION

- Why Social Media?
- How to Social
- Examples of Best Practices
- Determining Success
- Social Media Toolkit
- Question + Answers
- Breakout Sessions



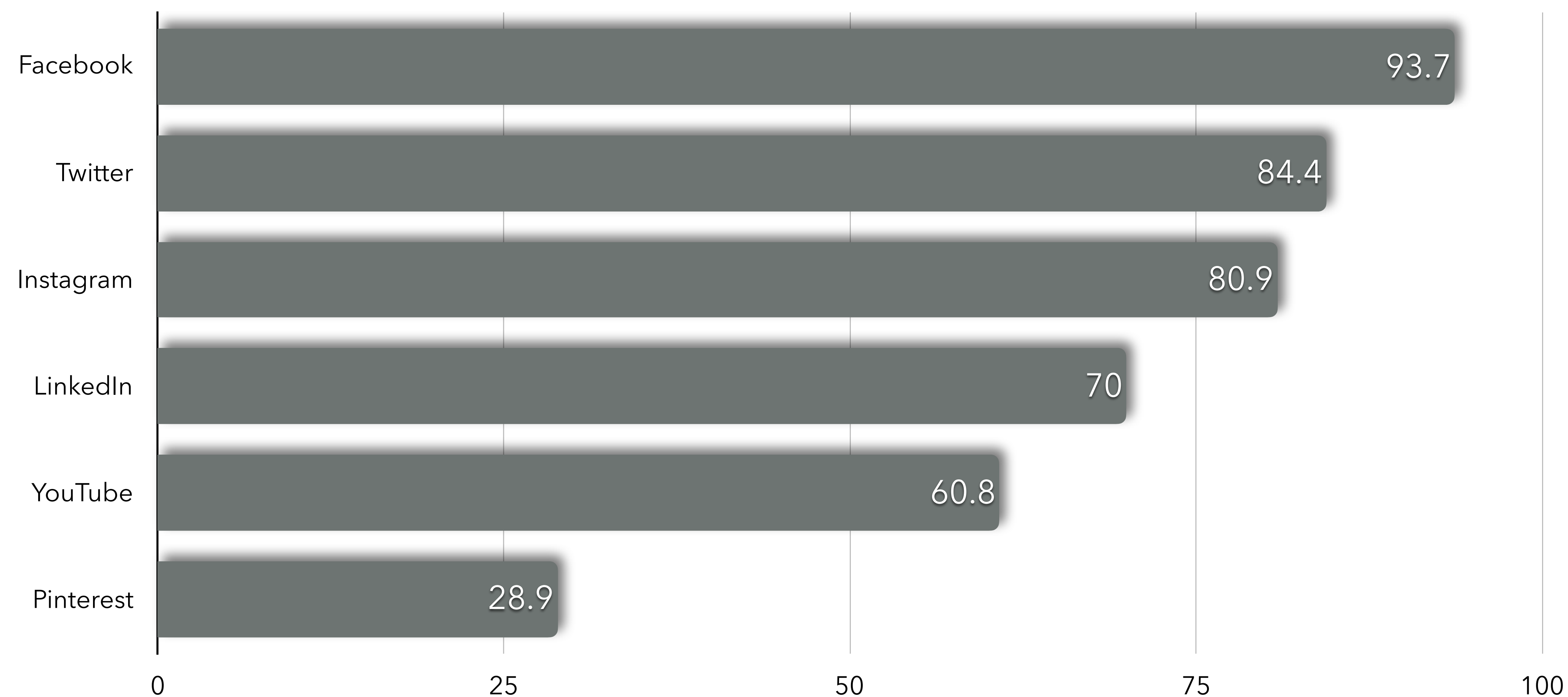


## WHY SOCIAL MEDIA?





# TOP PLATFORMS **BUSINESSES ARE USING**





# THE PLAYERS



## 2B Active Users

62% Female | 38% Male

Most users check Facebook **8x a day**

*3 out of 4 Facebook users say they visit local business Pages at least once a week to see what's happening.*

## 1B Active Users

60% Female | 40% Male

80% of users follow a business **on Instagram**

*One third of the most viewed Instagram Stories are from businesses.*





# TOP REASONS WHY CONSUMERS USE SOCIAL MEDIA



TO STAY IN TOUCH  
WITH FRIENDS



TO STAY UP-TO-DATE  
WITH EVENTS



TO BE  
ENTERTAINED



TO NETWORK WITH  
OTHER PEOPLE



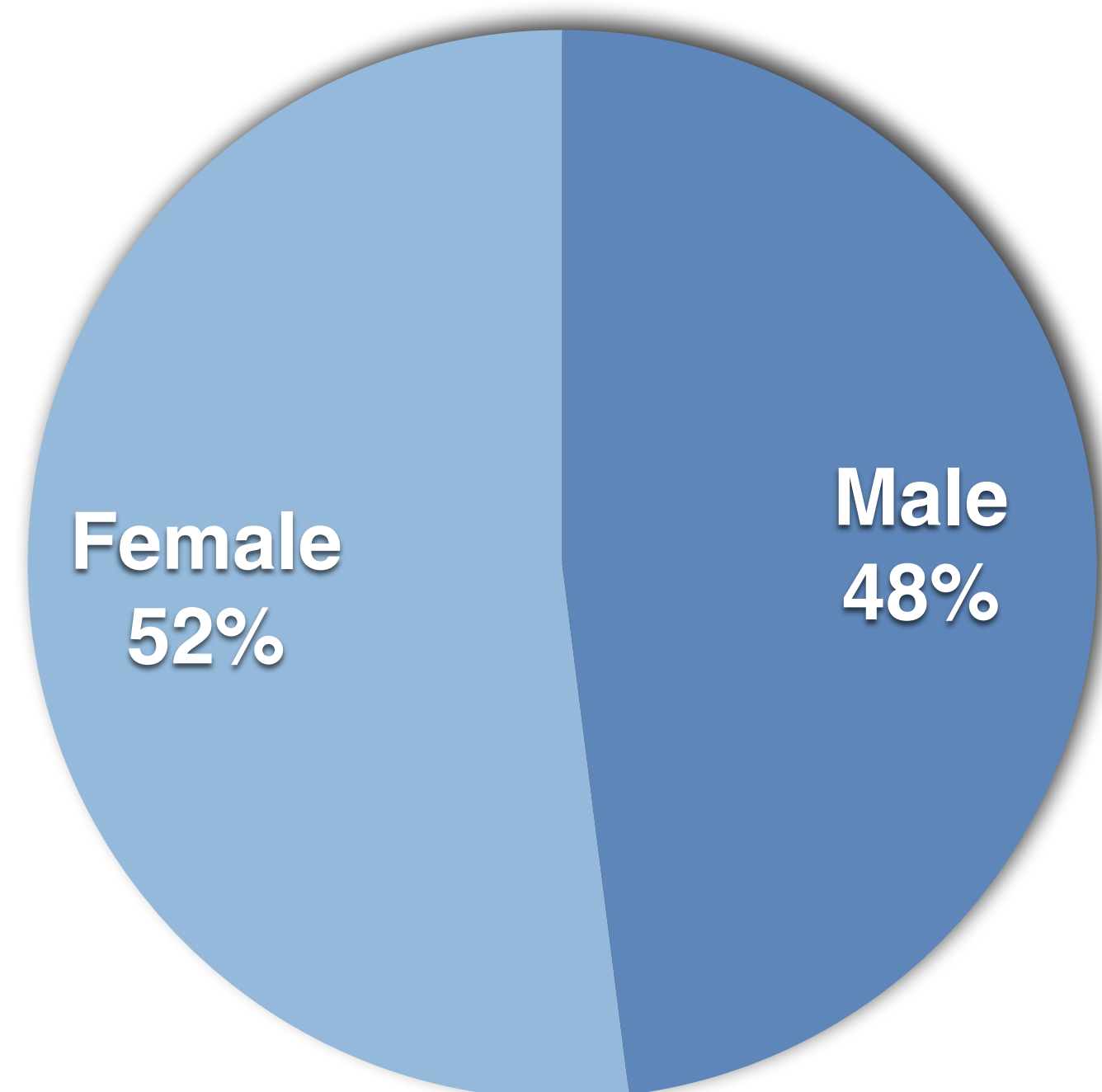
TO FILL UP  
SPARE TIME



# HAWAII AUDIENCE

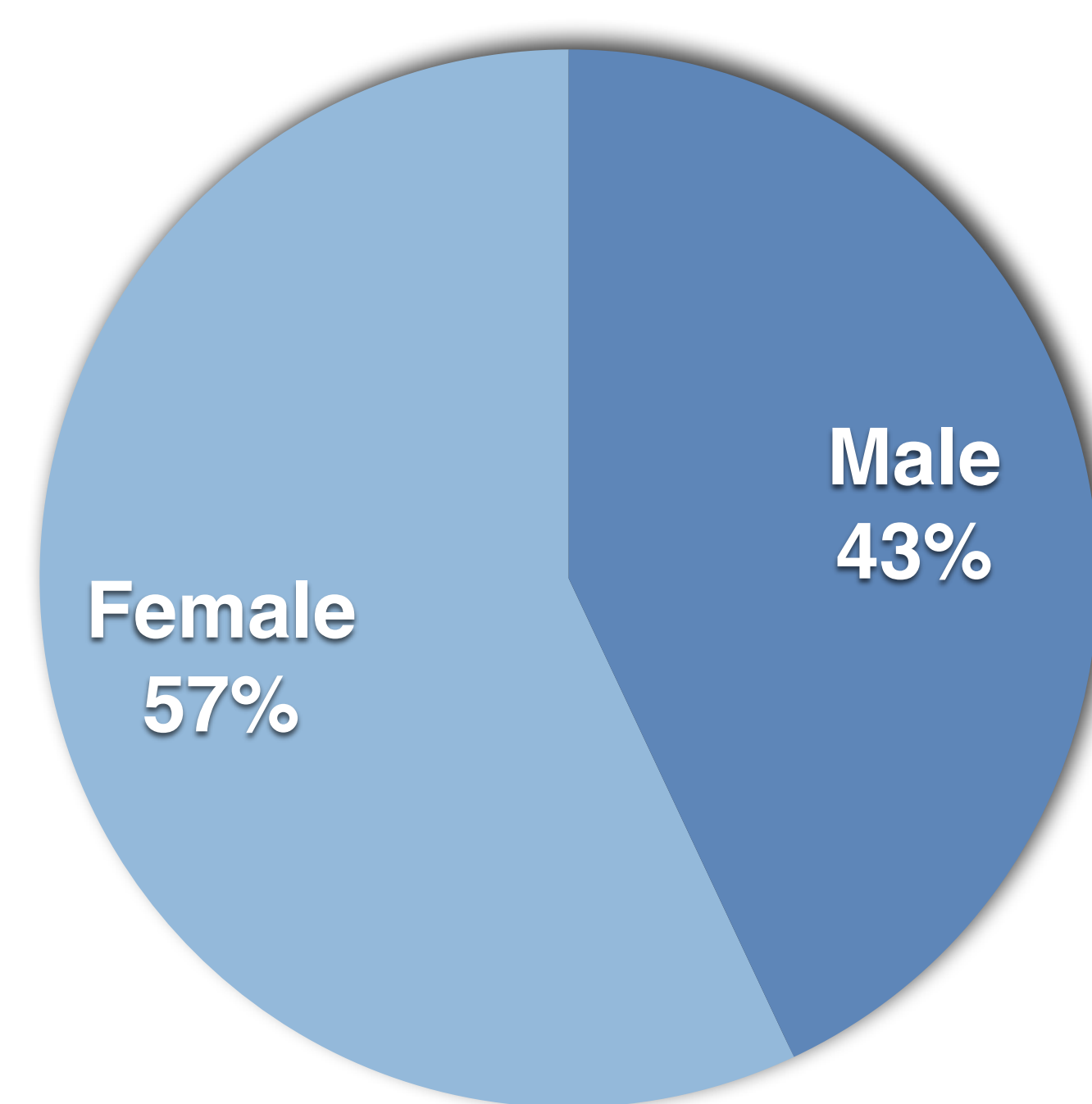
## FACEBOOK

730,000 Active Users



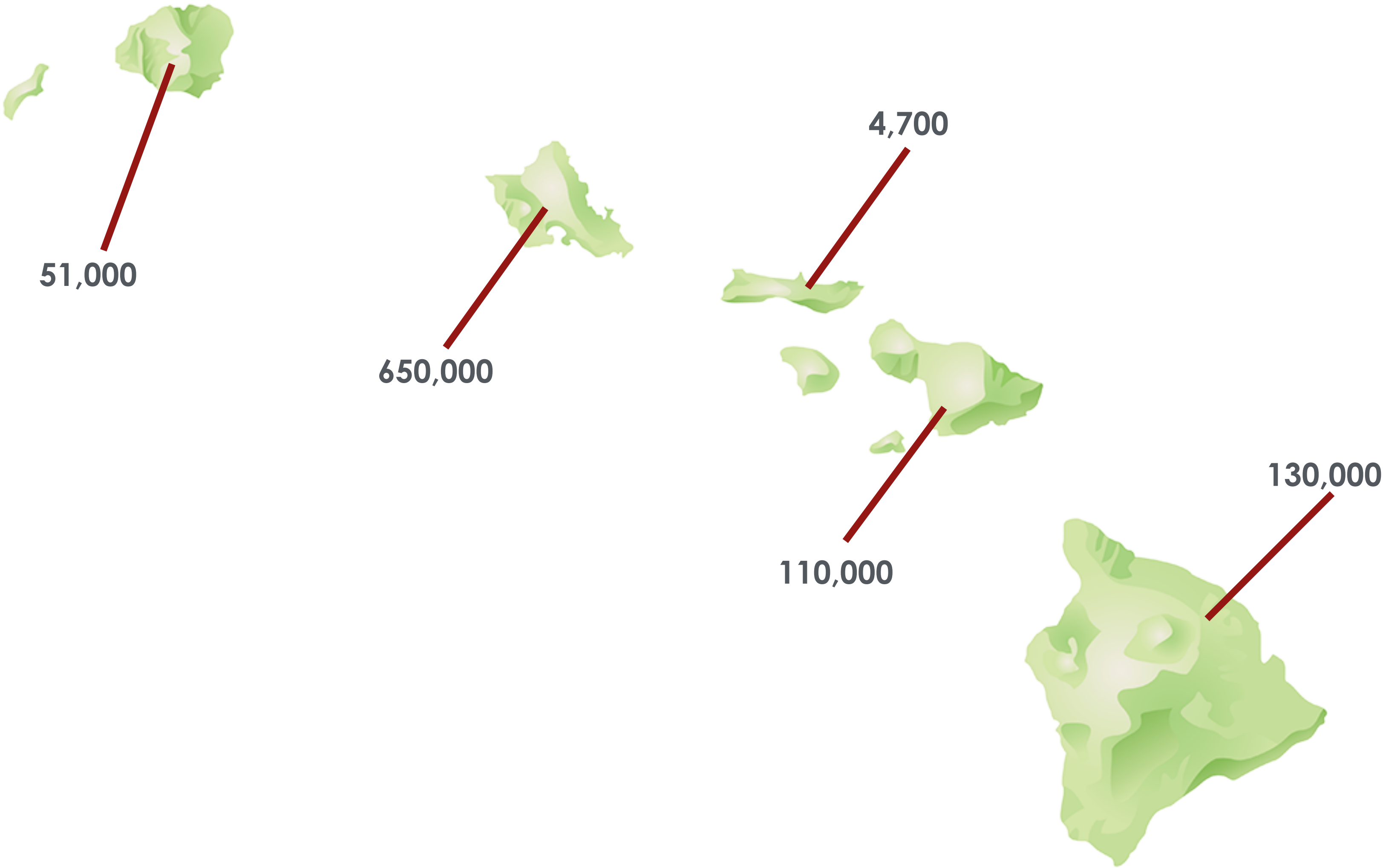
## INSTAGRAM

560,000 Active Users





# YOUR ISLAND AUDIENCE





# 10 COMMANDMENTS OF **SOCIAL**

1. Be entertaining, be interesting, and be worth following
2. Understand your social media audience
3. Understand what role social media plays in your overall marketing
4. Have an identity – a personality & aesthetic
5. Provide value and build credibility
6. Be social – connect, converse, & interact
7. Create a successful content mix and stick with it
8. Focus on full funnel marketing
9. Invest in good content, including video
10. Allocate budget wisely



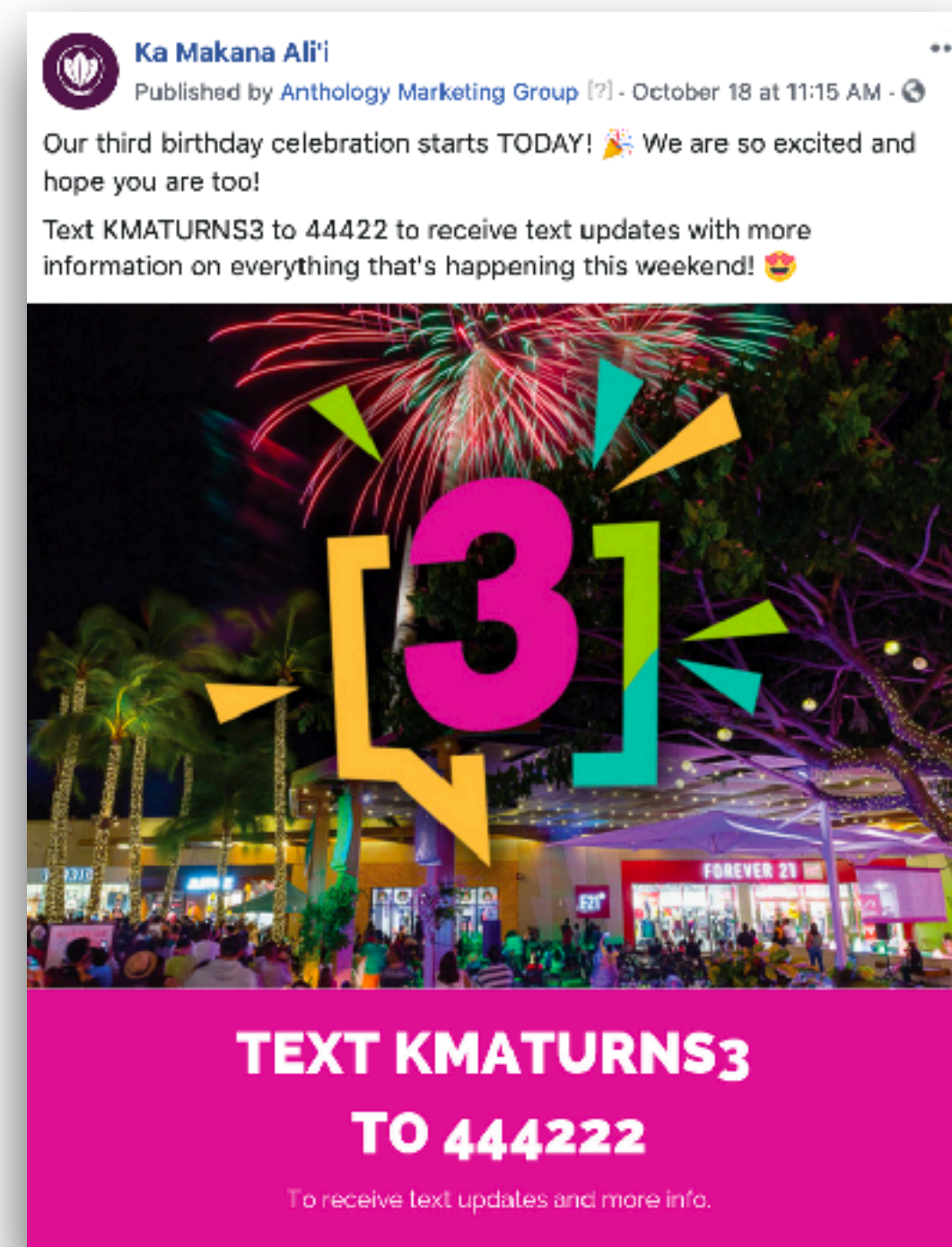
# HOW TO SOCIAL





# ORGANIC SOCIAL MEDIA

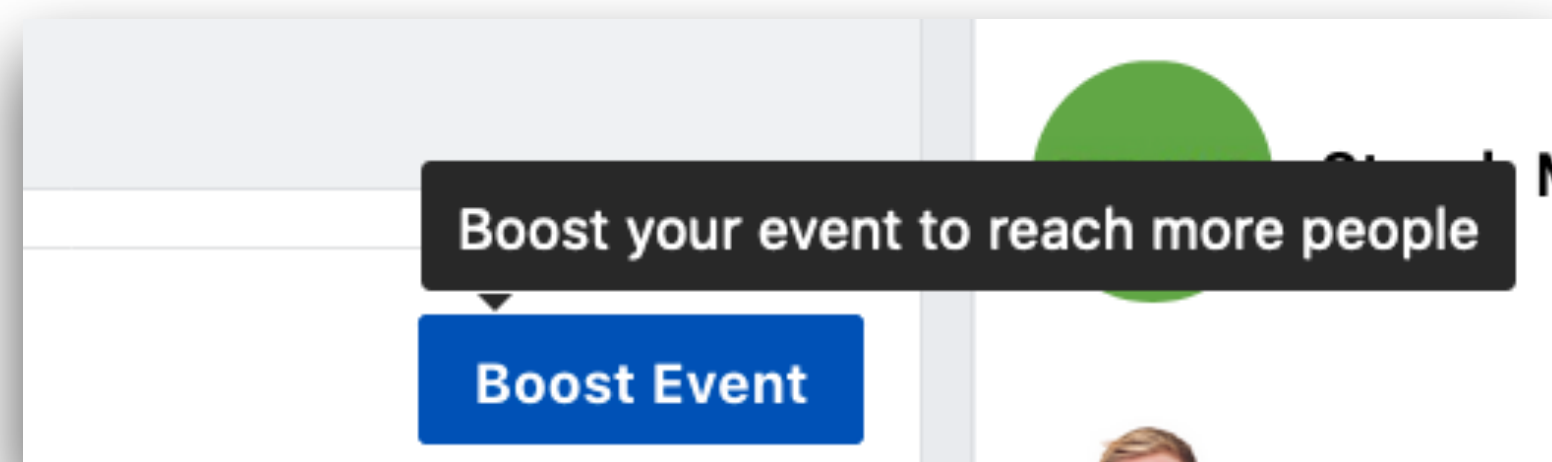
- Organic social media helps you connect with your current followers
- It helps inform people who are interested in your event and creates excitement
- And it's completely FREE!





# PAID SOCIAL MEDIA

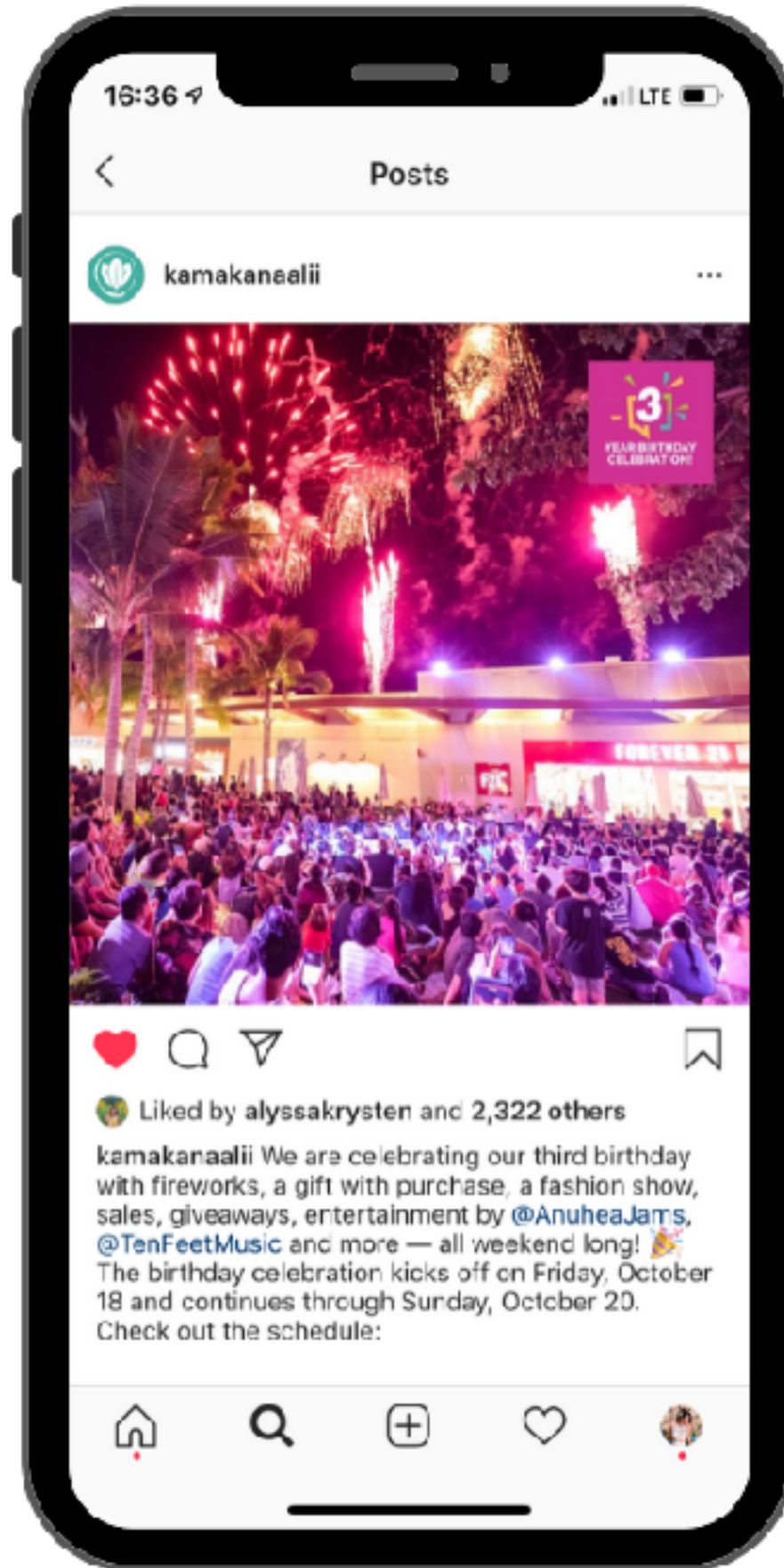
- Paid social media compliments your organic efforts.
- Utilize paid content to amplify your reach, generate engagement, and increase event attendance.
- Paid social allows you to target beyond basic user demographics.
  - You can choose from psychographic factors such as interests, hobbies, personality types, and more.





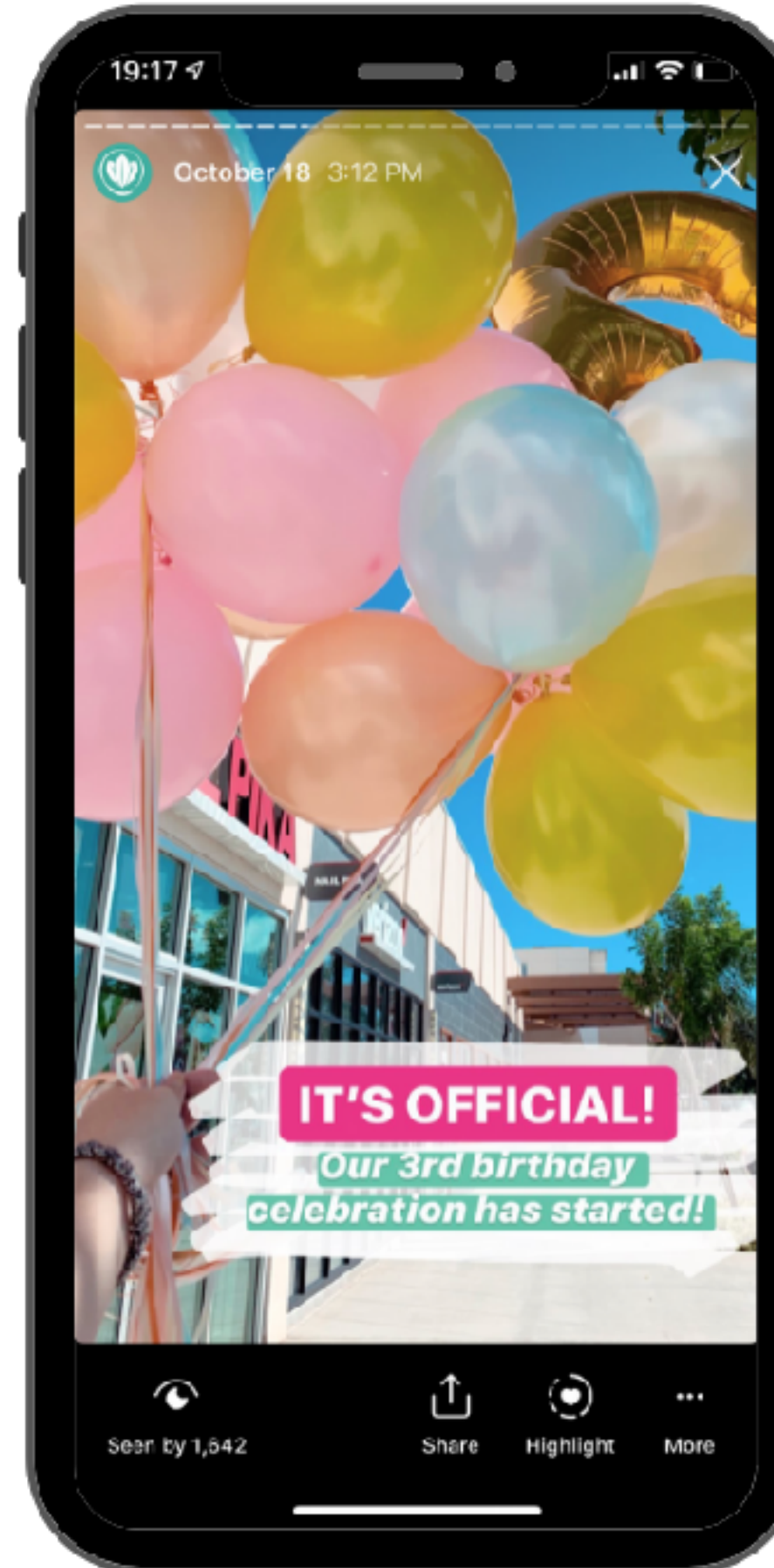
# BEFORE, DURING, & AFTER YOUR EVENT

## Before



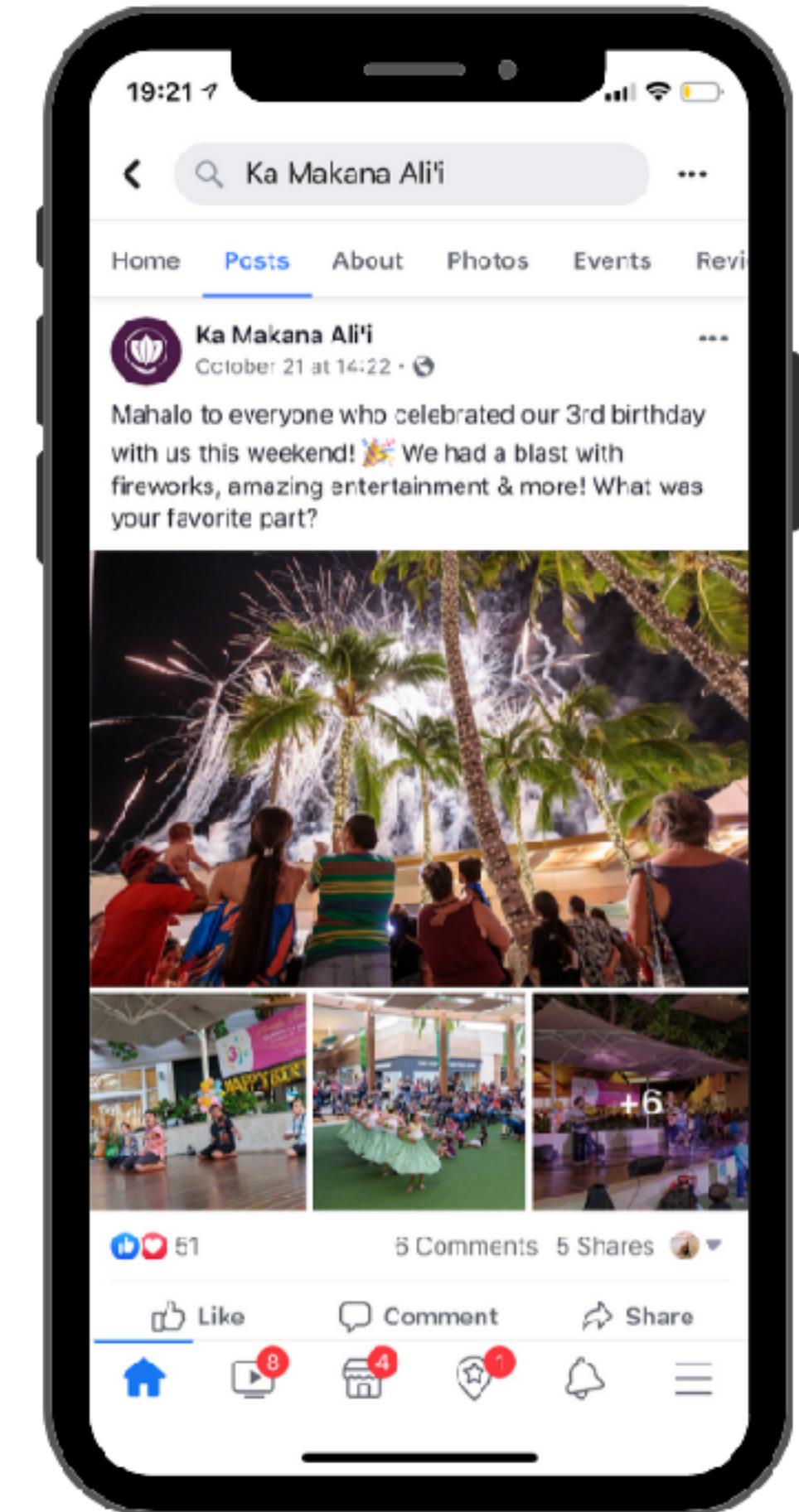
Generate excitement by posting sneak peeks and what to expect.  
**Promote, promote, promote.**

## During



Post stories, host lives, and engage with posts, comments, and stories shared by attendees.

## After



Publish an appreciation post/album. Start talking about your next events!



# EXAMPLES OF BEST PRACTICES





# EVENT POSTS



**OCT 30** 3rd Birthday Celebration  
Public · Hosted by Ka Makana Ali'i

🕒 Today at 12 PM – 3 PM  
Starts in about 1 hour · 84°F Partly Cloudy

[Edit](#)

📍 Ka Makana Ali'i  
91-5431 Kapolei Pkwy, Kapolei, Hawaii 96707

[Edit](#)

🎫 No tickets

[Add Tickets](#)



**OCT 20** Ka Makana Ali'i's 3rd Birthday Celebration  
Public · Hosted by Ka Makana Ali'i

✓ Interested ▾

⋮

🕒 3 Dates · Oct 18 - Oct 20  
Event ended about 1 week ago

[See All Times](#)

📍 Ka Makana Ali'i  
91-5431 Kapolei Pkwy, Kapolei, Hawaii 96707

[Show Map](#)

About

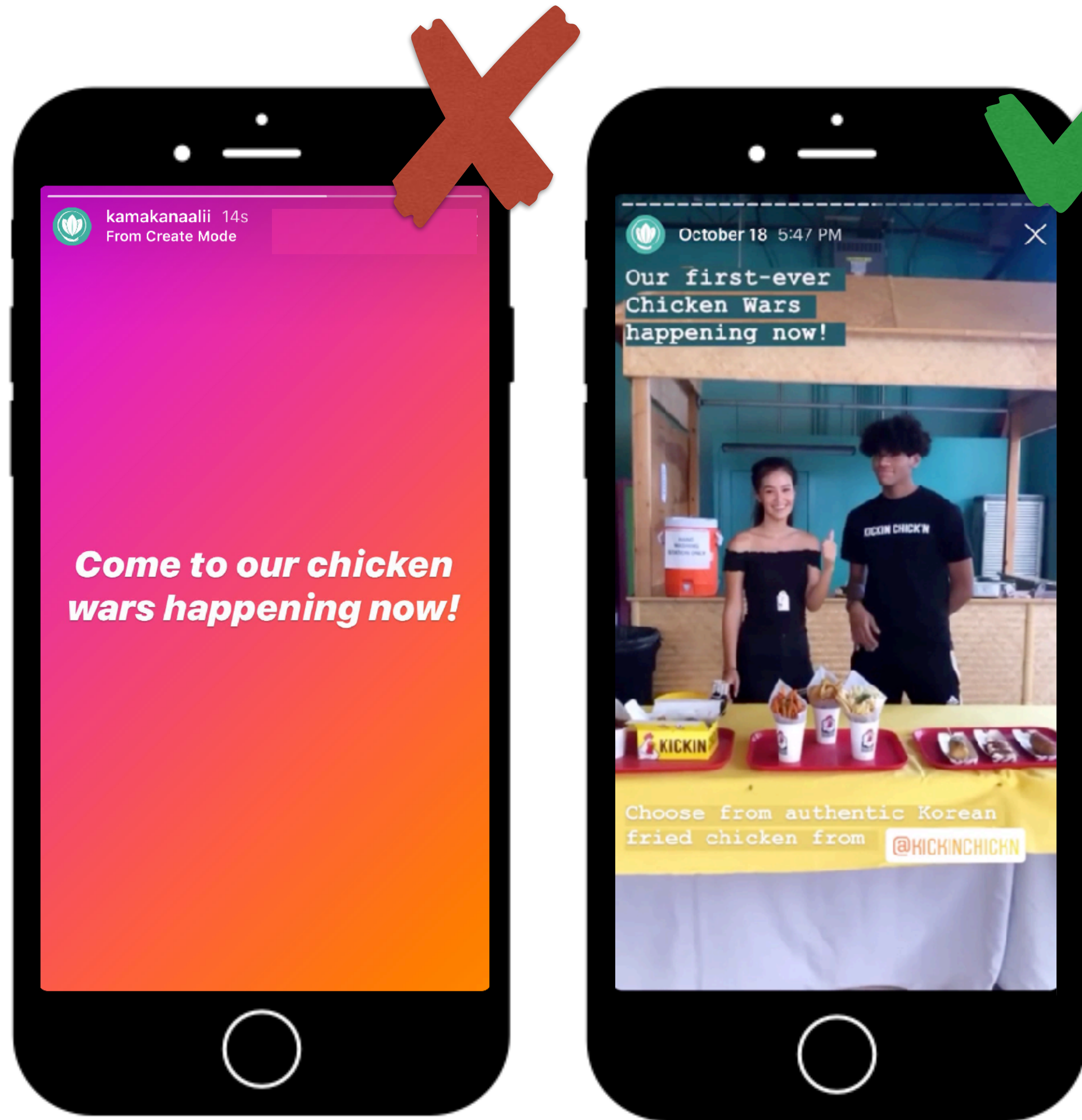
Discussion

## Best Practices:

- Name your event
- Use a relevant image
- Fill in ALL of the details (date, time, description of event)
- If applicable, add a schedule of events
- Invite people who currently follow your page
- Boost, Boost, Boost!



# STORIES

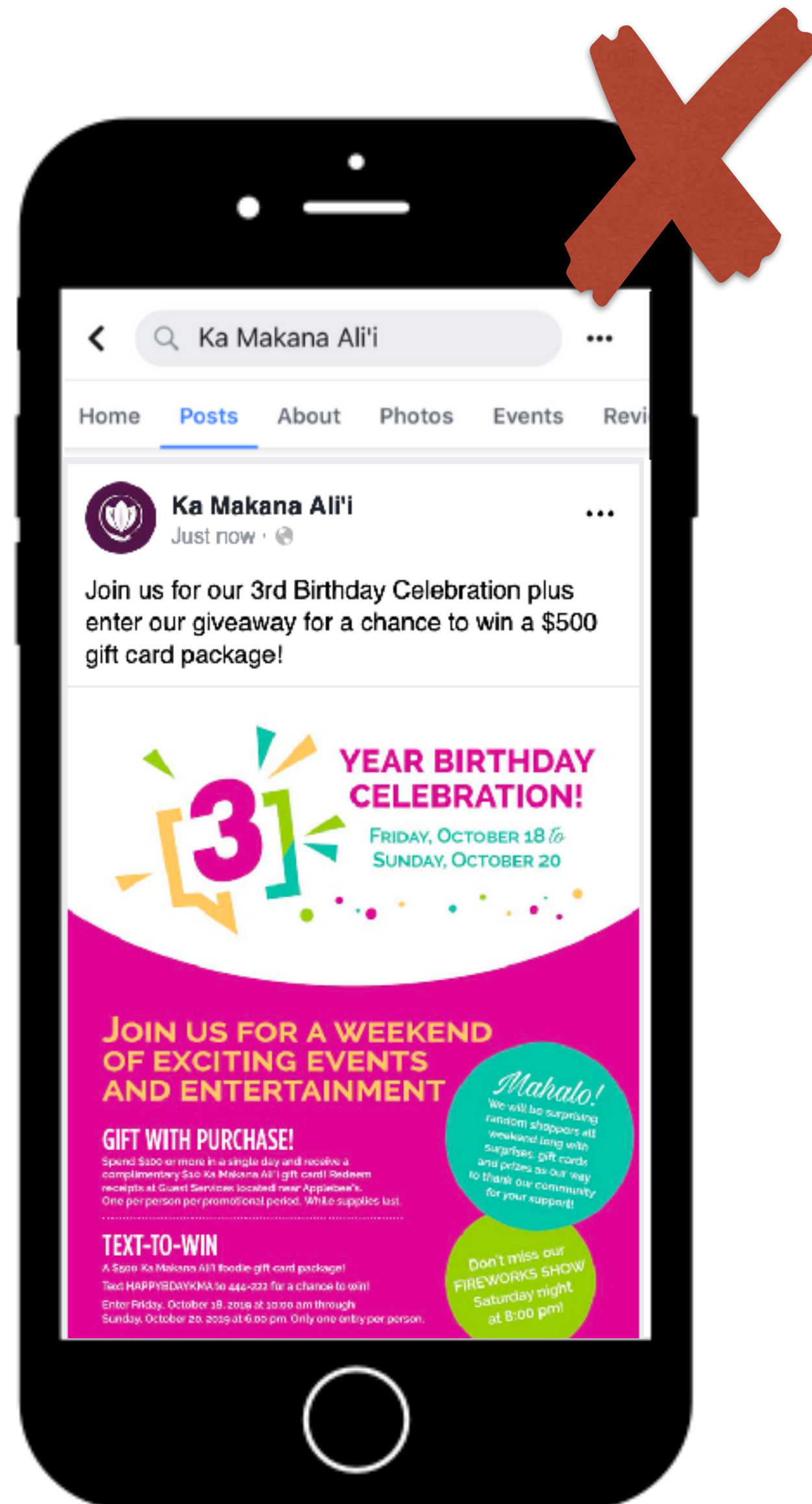


## Best Practices:

- Don't be vague, think creatively!
- Post actual photos, boomerangs, and videos (avoid just text)
- Tag partners/sponsor, if applicable
- Use IG Stories stickers such as, polls, questions, quizzes, etc.



# FEED POSTS



## Best Practices:

- Don't reuse flyers, e-blasts, or any other creative that wasn't meant for social media. Adapt your collateral for social.
- Avoid images with too much text.
- Use social lingo. Example: emojis, funny, inviting etc.



# DETERMINING **SUCCESS**

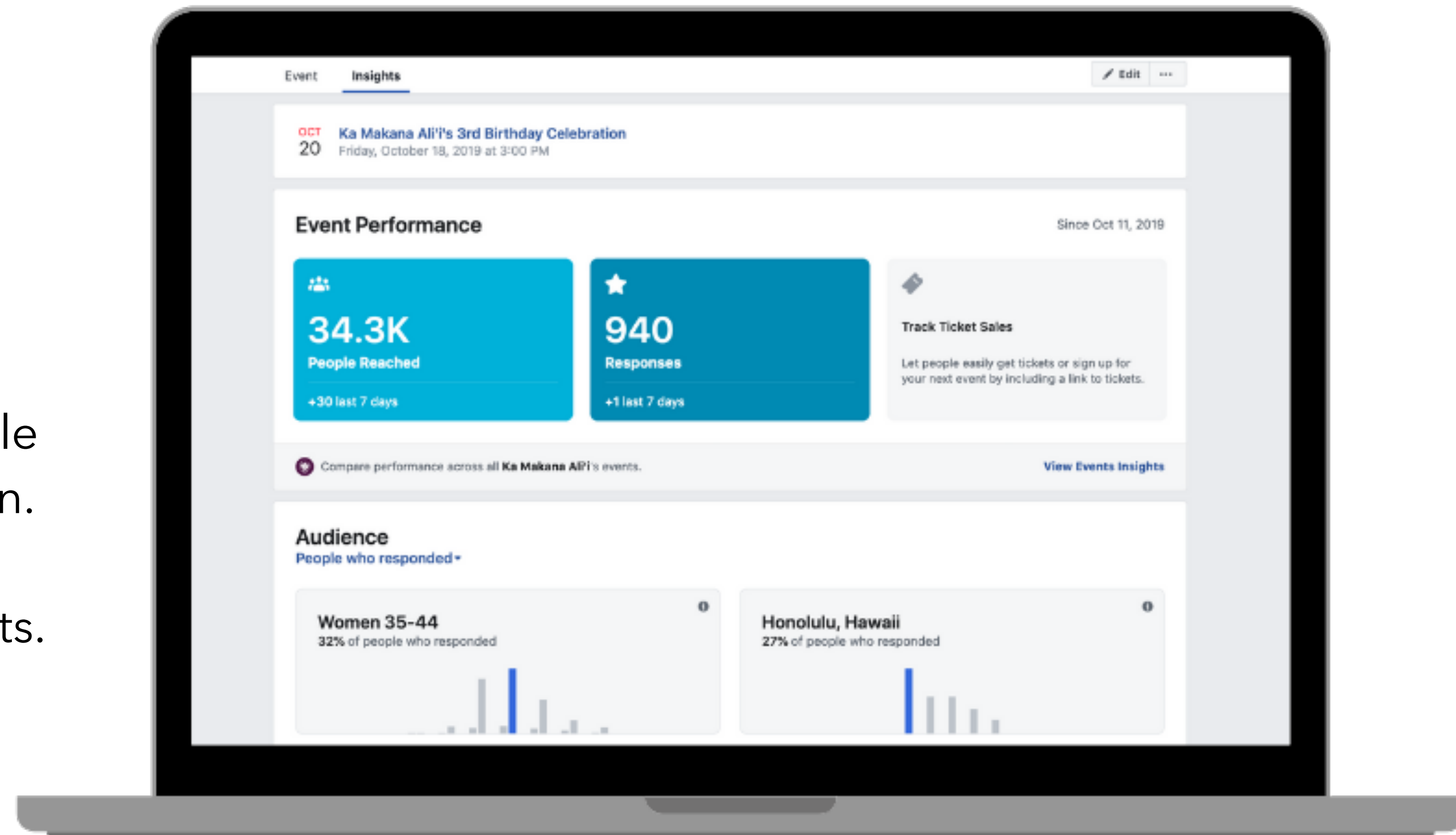


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# LOOKING AT EVENT INSIGHTS

- One of the ways to measure success is by looking at Event Insights within your Facebook page.
- You can see how many people you've reached, how many event responses you've received, and how many people clicked the "Buy Tickets" button.
- Plus, you can compare your event's success with past events.
- Set your own goals and follow insights throughout the promotion so you can adjust accordingly.





# SOCIAL MEDIA **TOOLKIT**





# ONLINE TOOLKIT

[hawaiitourismauthority.org/PR-Toolkit](http://hawaiitourismauthority.org/PR-Toolkit)

- How to create a page
- How to create an event
- How to promote an event
- How to create a content calendar + templates
- How to boost Facebook posts
- How to use Creator Studio
- Facebook specs & sizes
- Instagram specs & sizes



# TOOLS FOR SUCCESS

- Posts & Graphics:

- [canva.com](https://canva.com)

- Free Stock Imagery:

- [pexels.com](https://pexels.com)
- [treepng.com](https://treepng.com)

- IG Stories:

- Unfold (app)
- Dazzle (app)
- Boomerang (app)

- Video Creation:

- Quik (app)

- Free Music:

- [bensound.com](https://bensound.com)



# Question & Answers



# NOW LET'S GET SOCIAL

## BREAKOUT SESSIONS:

1. HOW TO GET MEASURABLE RESULTS THROUGH BOOSTED/PAID CONTENT
2. HOW TO DEVELOP A SOCIAL MEDIA CONTENT CALENDAR



HOW TO GET MEASURABLE  
RESULTS THROUGH  
**BOOSTED CONTENT**

Breakout Session





# BOOSTING YOUR EVENT

After you create an event from your business page, you can boost it to help increase awareness, encourage RSVPs and drive ticket sales.

Boosting an event will:

- Turn your event into an ad that can appear in people's News Feed.
- Add a Sponsored label at the top of the ad.
- Let you include either a "Get tickets" or "Interested" button.

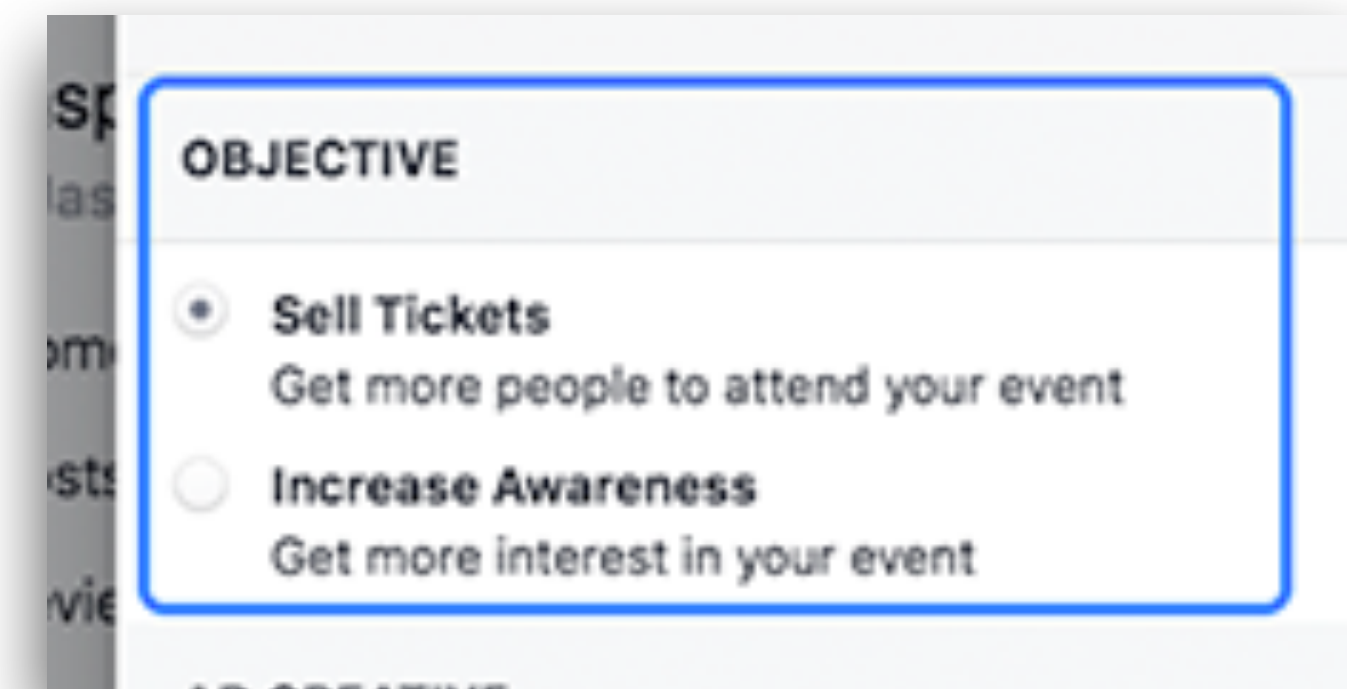
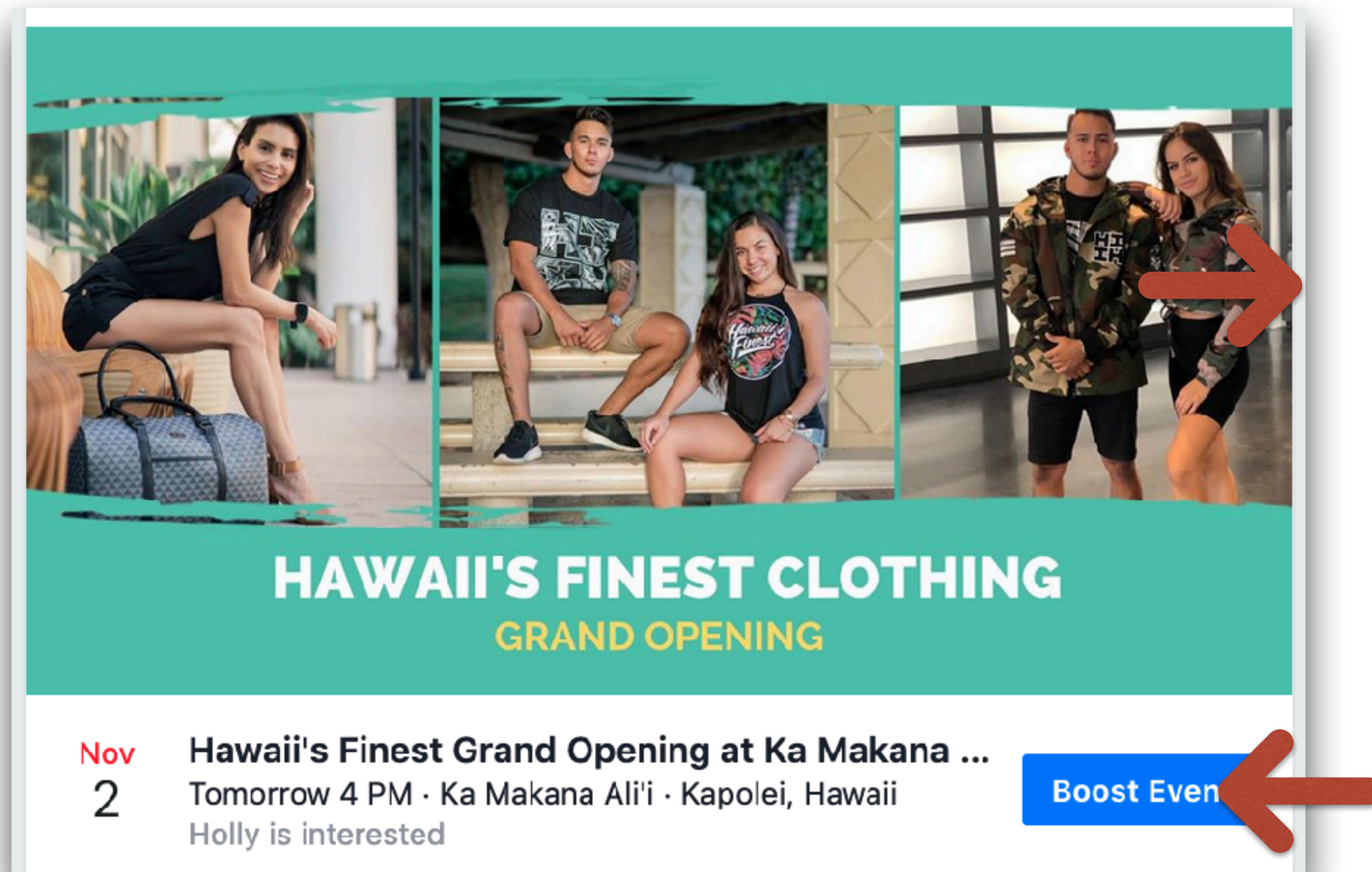
In order to run this type of ad, you first need to have your business page created and a your event posted.





# BOOSTING YOUR **EVENT**

1. After creating your event, click on the 'Boost Event' button
2. Then select your objective.



You have two objective options.  
Pick the one that fits your end goal.



# BOOSTING YOUR EVENT

3. Choose your creative. Options are: single image, video, or slideshow.
4. Write your copy. Be catchy and exciting! Don't worry about including all the details in your copy, just give them enough and end with 'Click to see more!' or other similar CTA, so they can read the full event's description.

### Boost Event

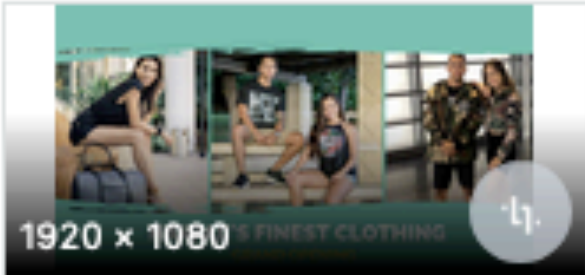
#### AD CREATIVE

**Format**  
Choose the type of image or video format you'd like to use in this ad.

Single Image ▾

**Single Image**  
Upload an image or choose one from your page

Browse Library Free Stock Images



1920 x 1080 · FINEST CLOTHING


**Text** ⓘ 324 / 90

Join us for Hawaii's Finest grand opening on Saturday, November 2! 🎉

**SPECIAL AD CATEGORY** ☐

Ads for credit, employment or housing offers. [Learn More.](#)

Preview: Desktop News Feed ▾




**Ka Makana Ali'i**  
Sponsored · 🌐

Join us for Hawaii's Finest grand opening on Saturday, November 2! 💡

The celebration begins with a blessing at 4 p.m. and continues with new merchandise, fashion shows, and giveaways. Plus a concert featuring Fiji, Maoli, Ekolu, Kapena and PeniDean!

\*21+ ONLY after 9:30 p.m.... [See More](#)



**HAWAII'S FINEST CLOTHING**  
GRAND OPENING

**TOMORROW AT 4 PM**  
**Hawaii's Finest Grand Opening at Ka Mak...**  
Ka Makana Ali'i · Kapolei  
92 people interested · 14 people going

✓ Interested ▾

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel Boost



# BOOSTING YOUR EVENT

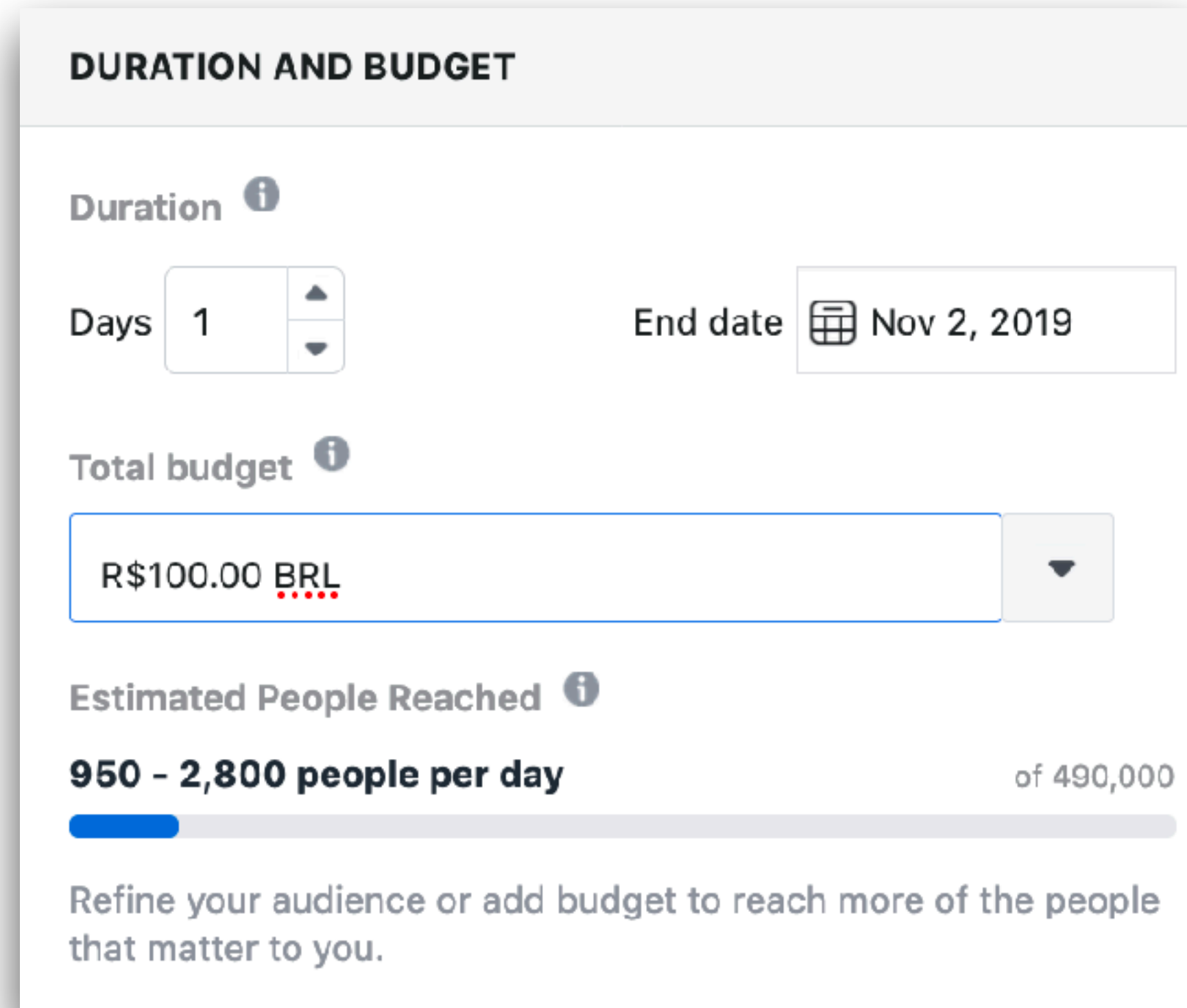
5. Create your targeted audience.
  - First, select your gender, age, and location.
  - Then, select your detailed targeting (interests, behaviors, and demographics).
6. Facebook will tell you if your audience size is too specific or too broad.

The screenshot shows the Facebook 'Edit Audience' dialog box. The background is a blurred view of the 'Boost Event' interface. The dialog box has a title bar 'Edit Audience' with a close button. Below the title bar is a warning: 'Make sure to save your edits once you're done.' The 'Gender' section has three buttons: 'All' (selected), 'Men', and 'Women'. The 'Age' section has two dropdown menus: '18' and '65+'. The 'Locations' section has a list with 'United States' and 'Hawaii' (selected), and an 'Add locations' button. The 'Detailed Targeting' section has a text input field with the placeholder 'Add demographics, interests or behaviors', and buttons for 'Suggestions' and 'Browse'. Below this is a link for 'Exclude People'. At the bottom, there is a gauge showing 'Specific' (red) and 'Broad' (green) with a needle pointing towards 'Specific'. To the right of the gauge, it says 'Your audience size is **defined**. Good job!' and 'Potential Audience Size: 710,000 people'. At the bottom right are 'Cancel' and 'Save' buttons. The background interface shows 'Boost Event' settings: 'Audience' (selected: 'People you choose through detailed targeting'), 'Duration and Budget' (Duration: 1 day, Total budget: R\$3.00 BRL), and a 'Boost' button.



# BOOSTING YOUR **EVENT**

7. Pick your flight dates.
8. Allocate a budget.
9. Once you pick dates and budget, Facebook will generate an estimated daily reach.
10. Review your selections and press **boost**.



**DURATION AND BUDGET**

**Duration** ⓘ

Days

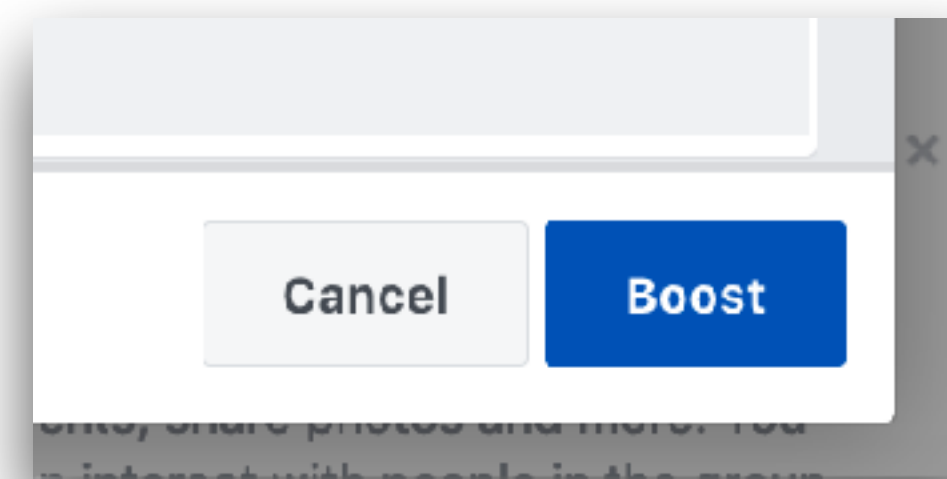
End date

**Total budget** ⓘ

**Estimated People Reached** ⓘ

**950 - 2,800 people per day** of 490,000

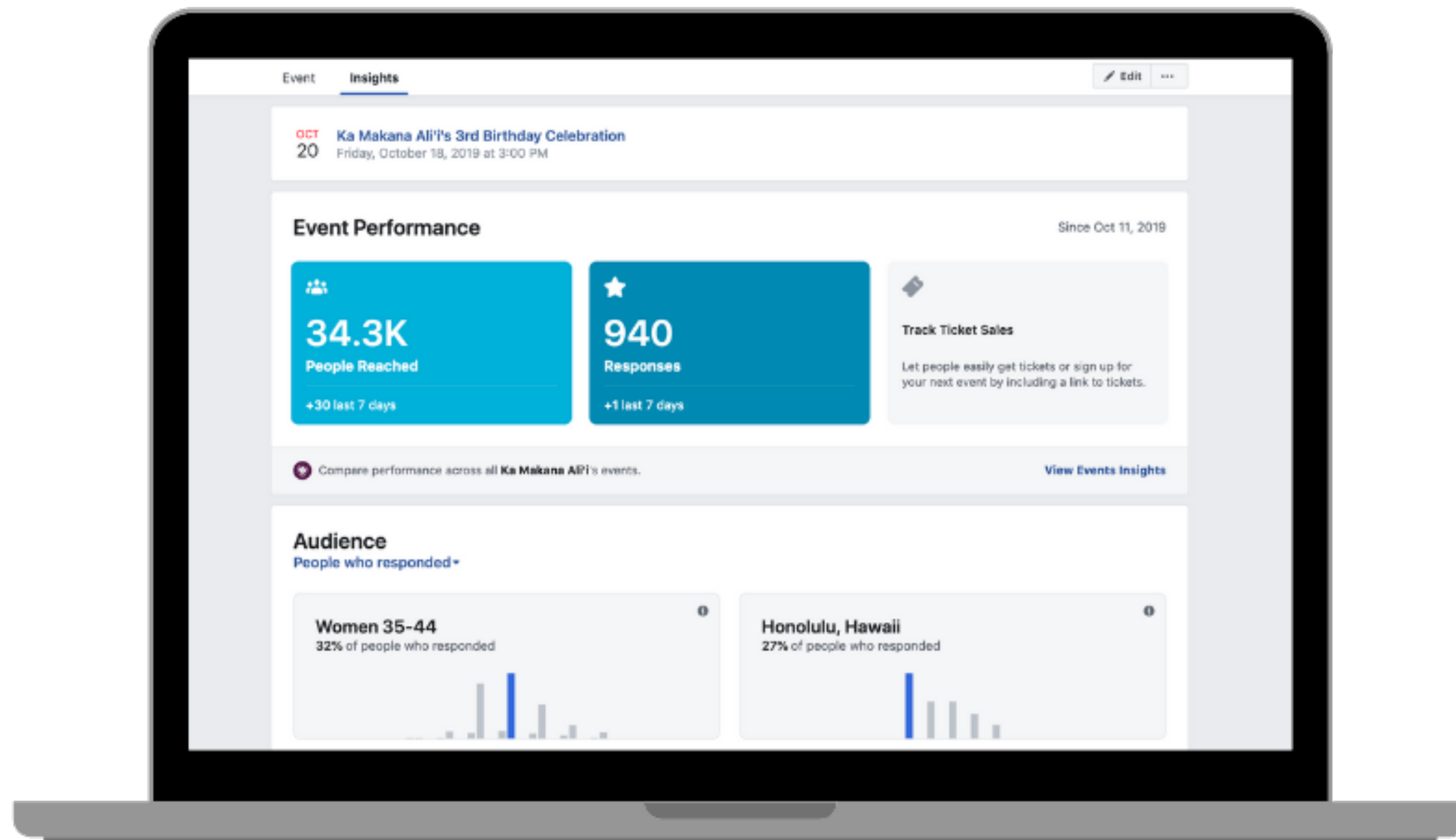
Refine your audience or add budget to reach more of the people that matter to you.





# BOOSTING YOUR **EVENT**

You're done! Now just use Event Insights to keep track of results and performance. Adjust targeting and budget if needed.



- You can see how many people you've reached, how many event responses you've received, and how many people clicked the "Buy Tickets" button.
- You can also see what audience is responding to your event (gender, age, and location)
- Optimize and adjust if needed.



# Question & Answers



# HOW TO CREATE A **CONTENT CALENDAR**

Breakout Session





# IMPORTANCE OF CONTENT CALENDARS

- It will keep you organized and on the right track
- It's essential for maintaining consistency
- It helps keep your audience engaged
  - Companies who publish more than 16 posts a month generate 3.5 times more traffic than those who don't. AND this could lead to greater event attendance!



# DEVELOPING YOUR CONTENT MIX

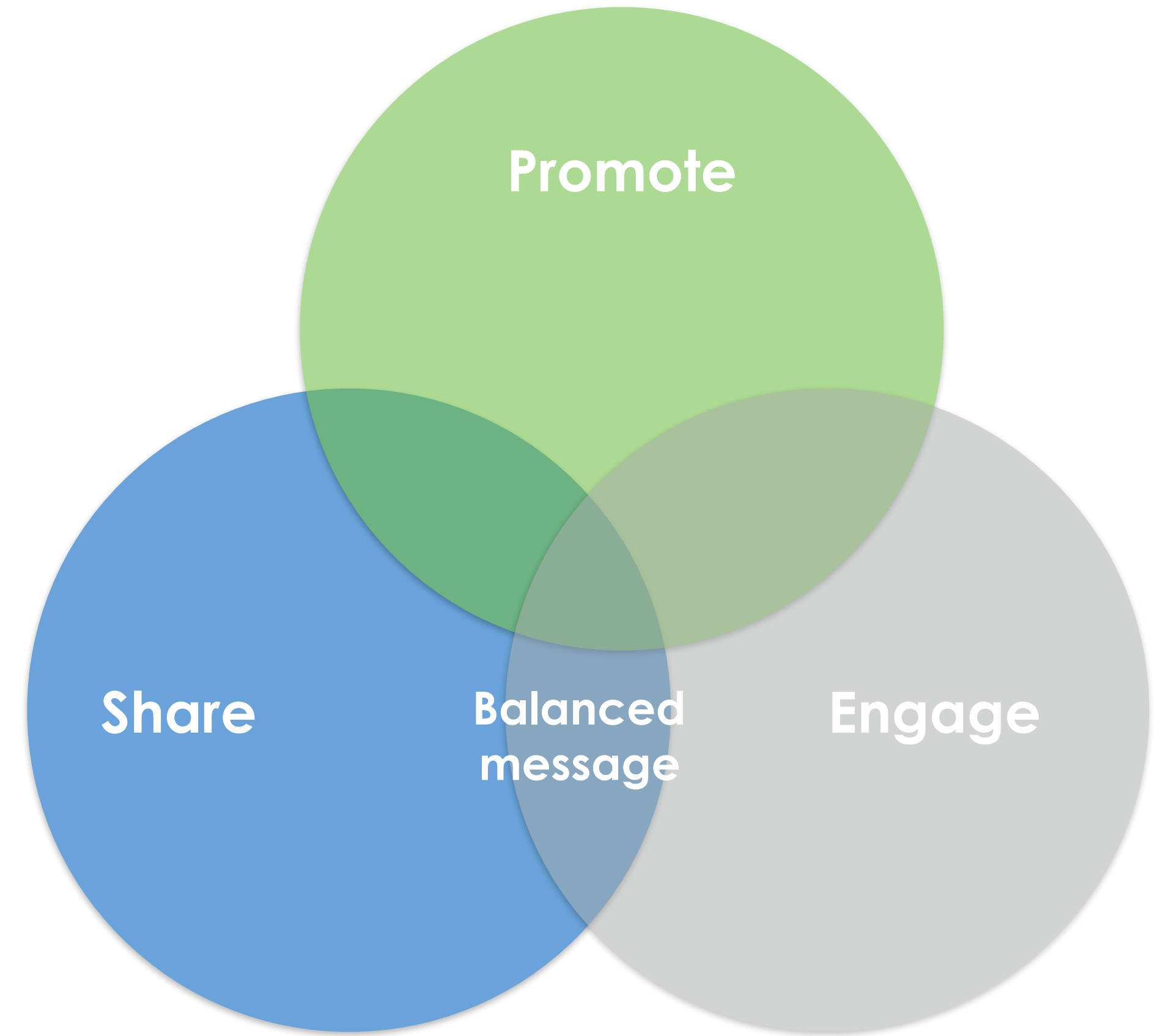
- Followers will want to know when tickets are available or when the event is, but they also want to see other types of content from you, such as:
  - Articles, videos or new stories related to your event
  - User-generated content from past events
  - Personal interactions and responses to questions





# THE RULE OF THIRDS

- 1/3 of your content promotes the event itself (dates, times, event updates, etc)
- 1/3 of your content comes from other sources that align with the event (news, partners, user generated content, etc)
- 1/3 of your content engages with followers directly, either through answering questions, responding to comment





# POSTING CADENCE

**Facebook:** 2-4 times a week

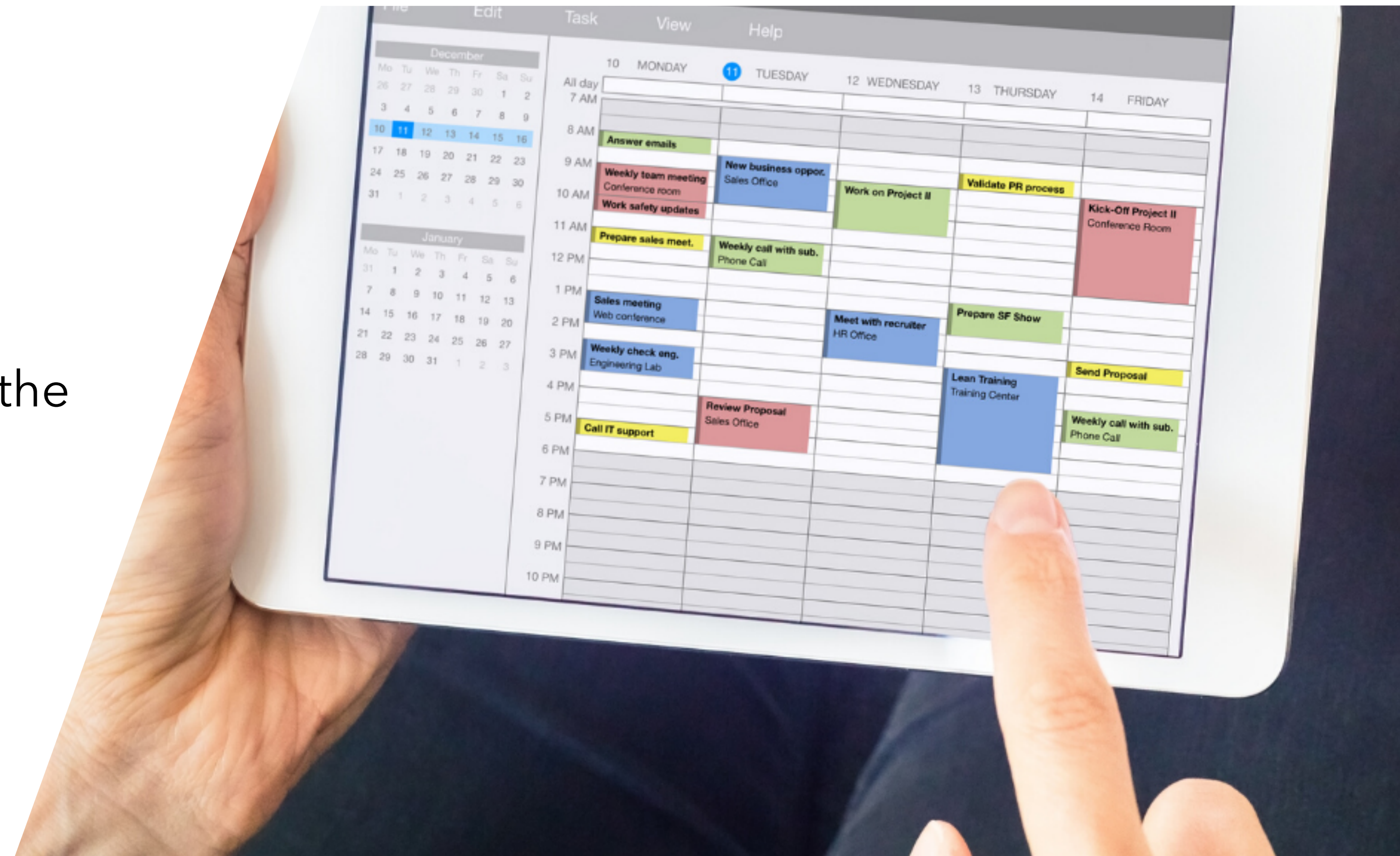
- Hubspot found that pages under 10,000 fans experiences a 50% drop in engagement per post if they posted more than once per day.
- Best day and time to post are on Wednesdays at 11 a.m. and 1 p.m.

**Instagram Feed:** 3-5 times a week

- On Instagram, consistency is more important than frequency because of the algorithm.
- Best day and time to post are on Wednesday at 11 a.m. and Fridays between 10-11 a.m.

**Instagram Stories:** at least 1x per day

- On average, posting 1-3 stories per day result in higher story completion and reach rate.





# GET STARTED WITH TEMPLATES

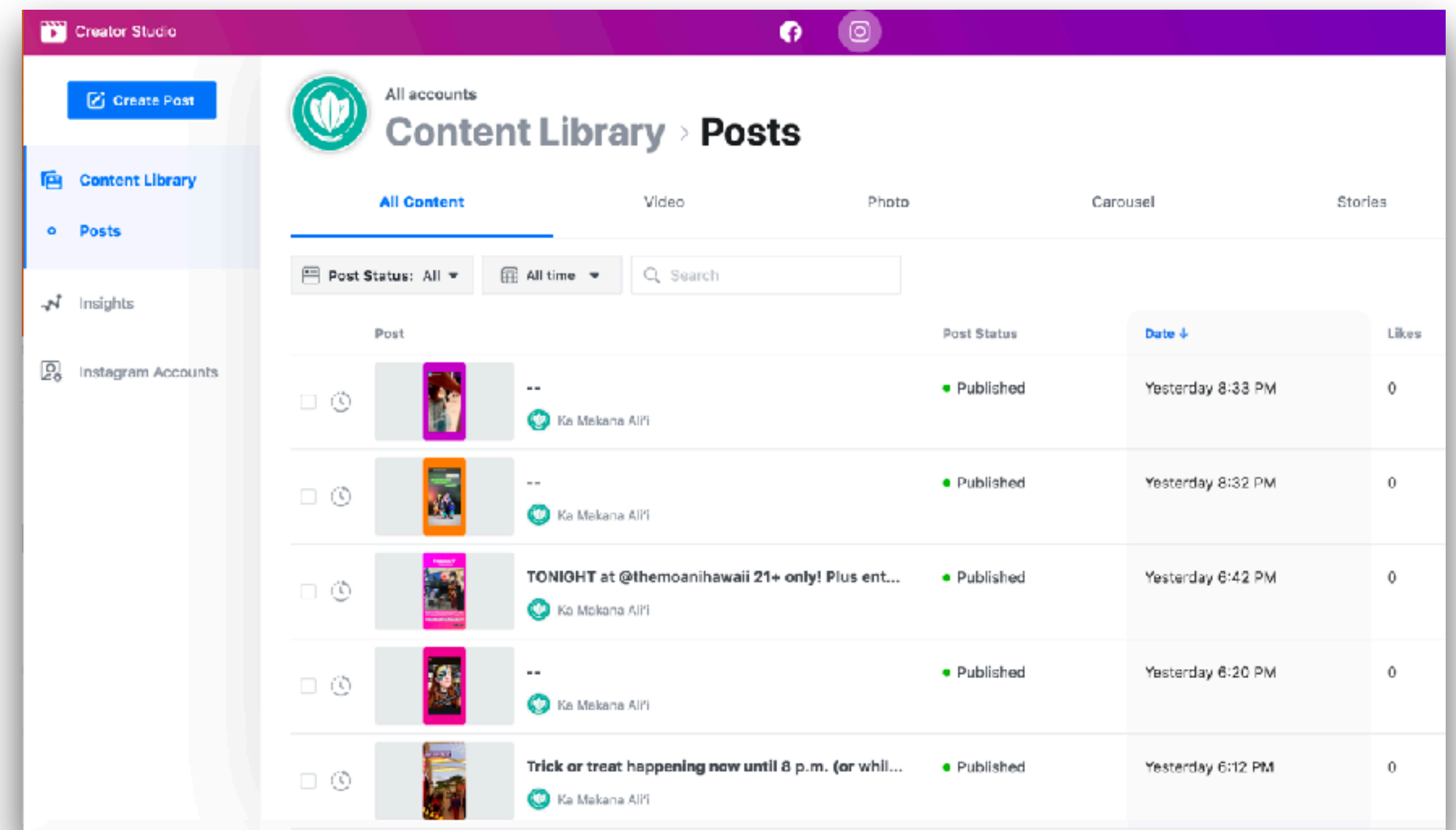
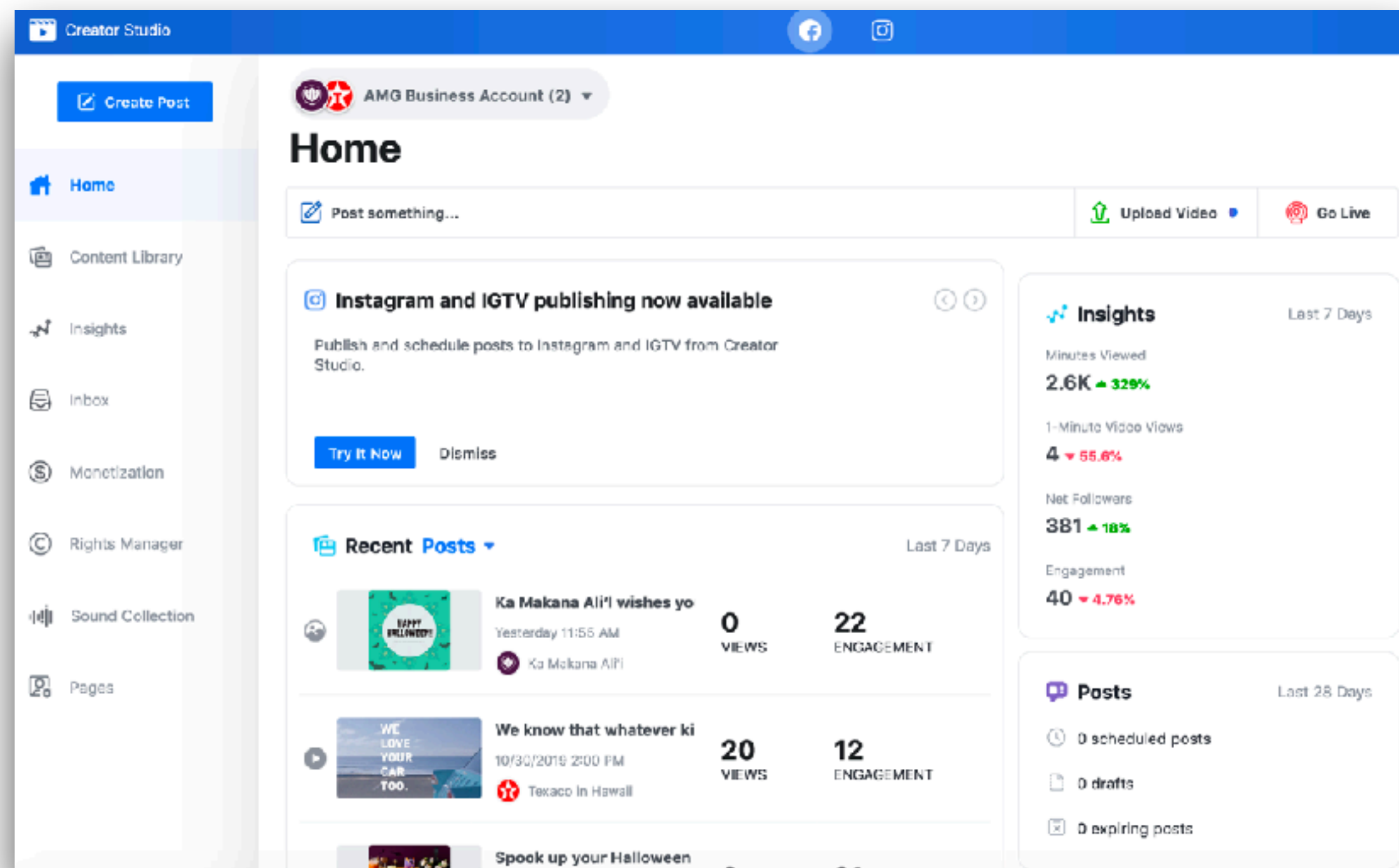
Week	Platform	Day	Time	Scheduled	Content Type	Topic	Copy	Link
Week 1								
	Facebook	Tuesday	11AM	Yes	Post	Entertainment Announcement	What a birthday treat! 🎉 Award-winning singer-songwriter Anuhea and Ten Feet will be performing at our 3rd Birthday Celebration this weekend! Get the details here:	<a href="https://www.kamakanaalii.com/events/">https://www.kamakanaalii.com/events/</a>
		Wednesday	1PM	Yes	GIF	Event Sale	Take advantage of a special gift with purchase – all weekend long! Spend \$100 or more at any retailer or eatery and receive a \$10 Ka Makana Ali'i gift card. 🎉 Shoppers can redeem their combined same-day receipts at Guest Services near Applebee's during Center hours.	NA
		Saturday	11:30AM		Post	Giveaway	WANT TO WIN A \$500 GIFT CARD PACKAGE? 🤖 It's easy—all you have to do is text HAPPYBDAYKMA to 444222 for a chance to win! Make sure to follow us to stay up to date with other giveaways. Good luck! 🍀 Giveaway ends on Sunday, October 20.	NA
	Instagram	Monday	1PM	Yes	Post	Event Detail	Who will be the chicken champ? Find out on Friday during the first-ever Chicken Wars from 5 to 6:30 p.m! #KaMakanaAlii #Kapolei #WestOahu #LoveKMA	<a href="https://www.kamakanaalii.com/events/">https://www.kamakanaalii.com/events/</a>
		Wednesday	11AM	Yes	Video	Entertainment Announcement	Join us on Friday at 7:30 p.m. in the Pineapple Pavilion for an electrifying traditional fire dance and drumming performance by the popular Tatau Productions. #KaMakanaAlii #Kapolei #WestOahu #LoveKMA	<a href="https://www.kamakanaalii.com/events/">https://www.kamakanaalii.com/events/</a>
		Friday	10:30AM		Caurosel	Reminder Post	Our third birthday celebration starts TODAY! 🎉 We are so excited and hope you are too! Text KMATURNS3 to 44422 to receive text updates with more information on everything that's happening this weekend! 🍀 #KaMakanaAlii #Kapolei #WestOahu #LoveKMA	<a href="https://www.kamakanaalii.com/events/">https://www.kamakanaalii.com/events/</a>





# HOW TO SCHEDULE WITHIN FACEBOOK

- Facebook Creator Studio brings together all the tools you need to effectively schedule posts in advance, manage and measure results across all your Facebook and Instagram account. Plus it's **free!** <https://business.facebook.com/creatorstudio/>





# Question & Answers



[A]

MAHALO.