

MAKING THE MOST OF YOUR TIME ON SOCIAL MEDIA

Collective Impact
Sparkplug Session
Kory Wells
June 2016

SESSION DESCRIPTION

Whether you're an artist or involved in an arts organization or project, social media may feel like the last thing you have time for – and you may sometimes wonder if it's worth your time at all. In this session we'll explore the latest online tools and proven strategies, such as content calendars, to help you better integrate social media into the business side of your art.

INTRODUCTIONS

- Poet, writer & teaching artist
- First career in software/technology for 20+ years
- Blogging and social media experience
Business | Non-profit causes | Arts
- Participants, are you interested as
Arts organization? | Educator? | Individual artist?
- What's your level of social media experience?

PRE-PLAN & SCHEDULE POSTS

A few keys

- Content calendar
- The right tool(s) for you
- Hashtags

CONTENT CALENDAR

Where to build it?

- Spreadsheet (Excel, Google sheets)
- Online calendar (Google)
- Embedded in online tool

CONTENT CALENDAR

What to put in it? Part 1

- First think of events:
 - Top of mind for everyone
 - Major holidays & seasons
 - Top of mind for your audience
 - Local or national festivals and conferences, school calendar, tours
 - Significant to you personally or to your organization or groups you collaborate with
 - Conferences you attend; birthdays, anniversaries, local events
 - Relate to annual observations
 - Google “United States national observances”

CONTENT CALENDAR

What to put in it? Part 2

- Think of personal or organization goals:
 - What TOPICS can you engage on that relate to those goals?
 - Might be your own blog series
 - What other PEOPLE or ORGANIZATIONS are important to those goals?
 - Share things about those people or orgs
 - Don't forget partners, colleagues, volunteers, contributors, etc.
 - Do some research on hashtags being used that relate to your goals, and/or start using some of your own

CONTENT CALENDAR

What to put in it? Part 3

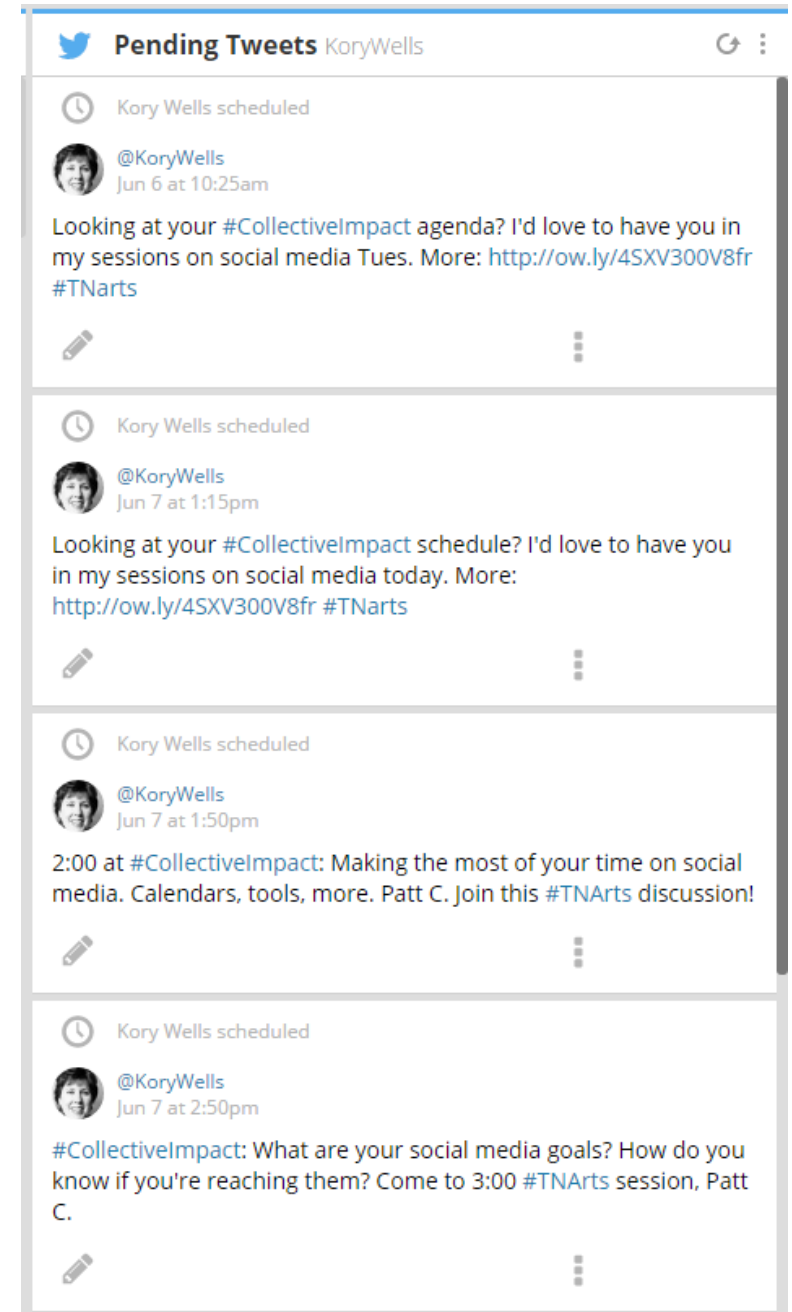
- Think of the challenges that you/your organization/the arts face.
 - What can you write/share/reshare that helps raise awareness or promote a dialog related to those issues?

CONTENT ON DEMAND

- Use a link shortener
 - Bit.ly, goo.gl - OR embedded into Buffer, HootSuite & other tools
 - Purpose: to take less space AND to have analytics
- Keep engagement in mind
 - Pose questions
 - Use hashtags
 - Tag your friends
- Remember that current events may need to impact your scheduled plan
- Think of relationships.
 - Share and comment on other folks' news. Have an abundance philosophy.

SCHEDULING TOOLS

- **HootSuite** 3 social accounts free
- **MavSocial** free options are fairly extensive
- **SocialPilot** free and low-cost options
- **Sprout Social** \$\$\$ but cream of crop
- **SocialOopmh** Up to 5 Twitter accounts free; other options cost
- **Buffer** 1 social account per platform free



REACT AND INTERACT

- Follow a schedule that works well for you
- Prioritize checking notifications and replying to comments
- Say thank you!
- Use tools to monitor keywords, hashtags, news relevant to your space.
- Use platform-supplied tools to group your friends/followers –
Twitter lists, Facebook



Brian Robertson @brobertson68 · Apr 27

@KoryWells @PuckettsGrocery @mainstreetmurf @Mboro_Post Yes Kory, and Murfreesboro's about to get a little bit cooler!



[View conversation](#)



Pinstripe Pulpit @PinstripePulpit · Apr 27

@korywells I can't imagine anyone encountering Jane and not having fond memories. I'm glad you got to spend time with her.



[View conversation](#)



Dan LeRoy and Pinstripe Pulpit Retweeted you

Apr 27

Apr 27: Glad to come upon this remembrance of this fine #poet! Jane Gentry Vance by @pinstripepulpit: bit.ly/1VSUiPw #npm16 #ky



Pinstripe Pulpit @PinstripePulpit · Apr 27

@korywells Thank you! Jane was a great lady. I happened to drive by her house in Versailles today and thought of her.



[View conversation](#)



Pinstripe Pulpit Retweeted you

Apr 27

Apr 27: Glad to come upon this remembrance of this fine #poet! Jane Gentry Vance by @pinstripepulpit: bit.ly/1VSUiPw #npm16 #ky



Pinstripe Pulpit liked your Tweet

Apr 27

Apr 27: Glad to come upon this remembrance of this fine #poet! Jane Gentry Vance by @pinstripepulpit: bit.ly/1VSUiPw #npm16 #ky





Notifications

All

Likes

Comments (3)

Shares (1)

Other

⚡ Activity

➔ Requests

Invite Friends to Like This Page

Invite your friends to like Kory & Kelsey Wells

All Notifications

Select All | Clear Selection

Mark All as Read

MAY 14

Barrie Howard Sr. likes Kory & Kelsey Wells.

 May 14

MAY 13

Michael Skinner likes your album The Built-Wells Upright 4-String Washtub Bass. 

 May 13



Manju Pandavpura likes your event: "Happy National Poetry Month! Kory's..."

 May 13



TECHNOLOGY TOOLS

- **News and keyword monitoring**
Google Alerts, mention.net (no free option), hashtag/keyword monitoring within social dashboards
- **Reading apps**
Pocket/getpocket.com, Pulse, FlipBoard
- **Online graphic design**
Canva.com

TECHNOLOGY TOOLS

- **To do lists**

I like kanbanflow.com

- **Email lists**

MailChimp, VerticalResponse have free options

BUILD YOUR COMMUNITY

- Follow a schedule that works well for you
- Unless you are Elvis, reciprocate at least some of your follows
- Find a way to show new followers some love
- Pay attention to the influencers in your community

BE INFORMED BY YOUR METRICS

- Use platform-supplied metrics and tools
- Know your most popular content, both to reshare and to inform future sharing
- Notice what seems to drive attention: Wording of posts? Content itself? Hashtags? Photos? Time of posting? Who reshared it?

PLAYING WELL WITH OTHERS



Music City Roots @MusicCityRoots · Apr 18

Thanks @williamsonsrc for sharing info about our delicious partnership w/ @PuckettsGrocery! williamsonsource.com/pucketts-and-m...



2



5



PLAYING WELL WITH OTHERS



Jay Besemer @divinetailor · Apr 13

@KoryWells indeed! & the MFA-to-book trajectory's role in this too. access to MFA prgs relates to access to early pub. not all have access.



[View conversation](#)



TheEthicalHedonist and 3 others liked your Tweet

Apr 13

Apr 13: Great dialog on #writing & #publishing #poetry after 40 w/
@robinschaer: pros, cons, things that need to change.
twitter.com/RumpusPoetry/s...



darren hobson poet Retweeted you

Apr 13

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PLAYING WELL WITH OTHERS

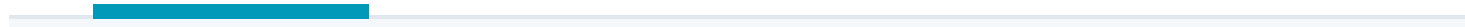
What's wrong with these stats?

TWEETS
560

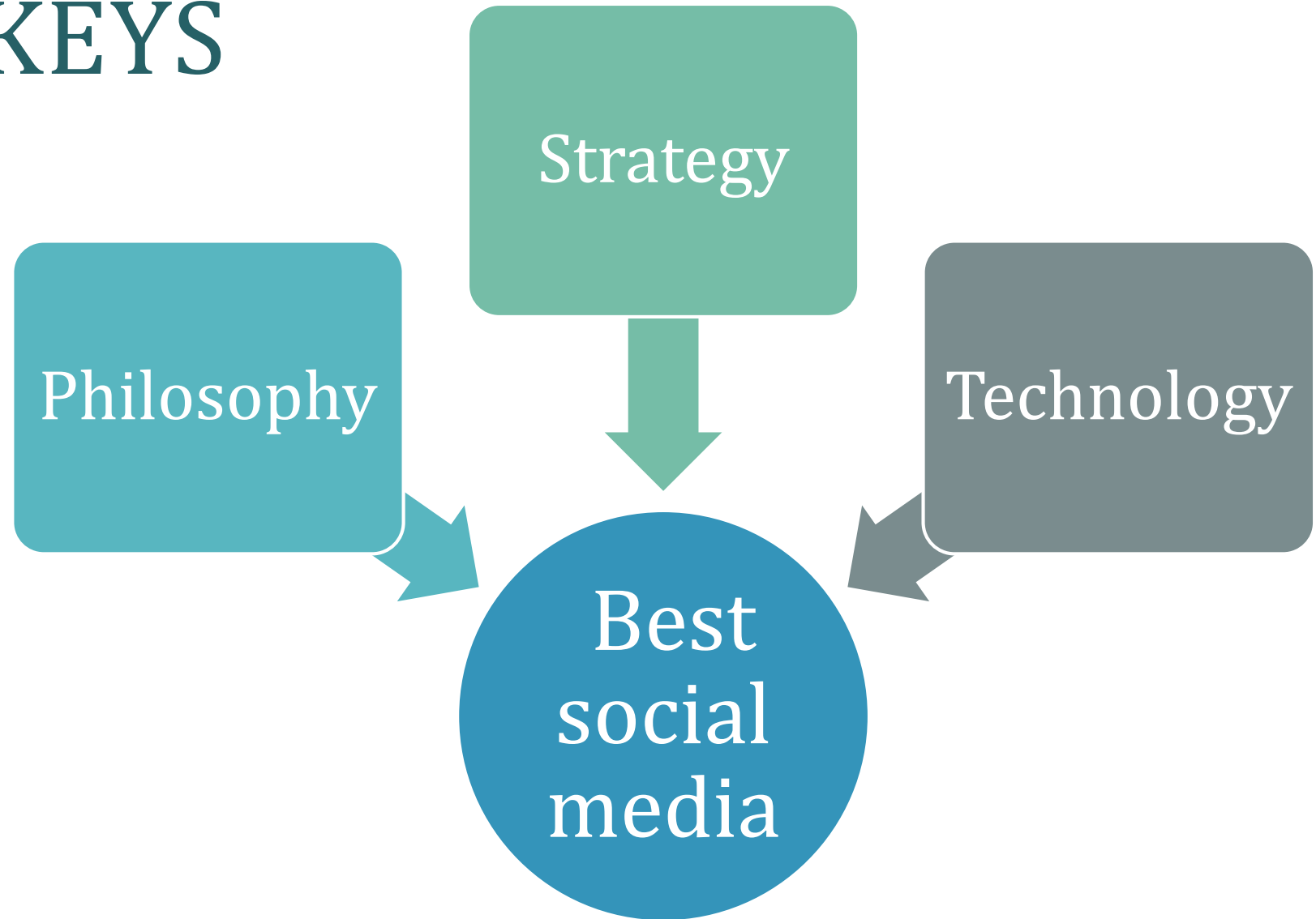
FOLLOWING
87

FOLLOWERS
1,785

LIKES
6



THREE KEYS



YOU CAN DO IT!



- Know what you want to accomplish
- Success is much more about strategy than technology
- Start simple with the tech, learn and add features as you can

Q&A



<http://korywells.com>

korywells@gmail.com

<http://facebook.com/KoryWells>

<http://facebook.com/KoryAndKelseyWells>

<http://twitter.com/korywells>

<http://linkedin.com/in/korywells>