

## **ATTRIBUTES OF A SUCCESSFUL SOCIAL MEDIA STRATEGY**

The following are four core attributes of a successful social media campaign, recommended by Daniel Gallant of the Nuyorican Poets Cafe, including strategies to encourage maximum results.

### **I. RELEVANT**

- Relevant to your programming and your desired identity
- Tells a story that has a consistent voice but evolving content
- Projects your identity, even via posts that are not tied to your programs

### **II. SUSTAINABLE**

- Is practical for you to manage and for your fans to follow
- Has a regular presence on your fans' social media feeds, but is not intrusive

### **III. FLEXIBLE**

- Can grow to meet your needs
- Works best on a "home" platform (such as Facebook or Twitter) with which you're comfortable; home platform should be a good fit for your content
- Helps you track the evolution of your brand online through fan reaction, engagement and feedback
- Allows you to leverage your brand via cross-promotion and sponsored posts

### **IV. INTERACTIVE**

- Adds value to your fans' online experience
- Allows for feedback from your fans
- Highlights interactive/crowdsourced elements of your programming
- With every communication, suggests an action that your fans can take
  - Drives fans to your website or ticket purchase page
  - Makes fans want to share your posts on their own feeds
  - Provides more than just event updates