



**Lower
Manhattan
Cultural
Council**

EMPOWERING ARTISTS,
INVESTED IN COMMUNITY

MARKETING AND COMMUNICATIONS FOR ARTISTS

BOOST YOUR SOCIAL MEDIA PRESENCE

SAMPLE SOCIAL MEDIA STRATEGIES

Two key factors in any social media strategy are the frequency of posting and the nature of the content to be posted. The following sample strategies outline several common approaches to message frequency and content that deliver varying results, as outlined by Daniel Gallant of the Nuyorican Poets Cafe. While each of these examples has proven successful for some artists and arts organizations, it's important to choose a strategy that you can sustain indefinitely and that is appropriate to your long-term goals.

STRATEGY 1: MESSAGE IN A BOTTLE

- Summary:** One high-impact post every once in a while
- Frequency:** Once every week or two
- Content:** Should have very rich content; a link to an article, video, photo or other multimedia content that enhances your fan's experience in a memorable way. Most posts should be closely related to your own/your organization's work
- Sustainability:** Effort involved in posting is minimal, but the effort involved in finding a worthy link will be greater the longer you wait between posts.
- Impact:** Potentially high, but difficult to sustain; it's hard for the infrequent poster to build an active or responsive following. This strategy works best on Facebook.

STRATEGY 2: MACHINE GUN

- Summary:** Multiple daily posts about a range of topics
- Frequency:** Four or more posts per day
- Content:** Usually items of interest from other sources

Content updated 2012

Sustainability: Finding items of interest from multiple sources can become a full-time job if it's not already one of your regular habits; maintaining this strategy regularly can be difficult, and maintaining it irregularly can be jarring for fans.

Impact: Questionable; if you post constantly about your own or your organization's activities, casual fans may block you and even die-hard fans may lose interest. If you focus on re-posting items of interest from other sources, fans could see you more as a news source than as an artist or a generator of content — and you may have trouble transforming those fans into ticket buyers or visitors. Balance is needed. This strategy works best on Twitter.

STRATEGY 3: DRUM SOLO

Summary: Sporadic posts until you have an event approaching; then lots of posts leading up to the event

Frequency: Once every week or two when there's no event on the horizon; once or twice per day during the weeks before the event

Content: Event-related when there's an event; general otherwise

Sustainability: Effort involved in posting when you don't have a show is modest; effort in involved in not posting too much when you do have a show is significant.

Impact: The advantage of this approach is that you don't ask too much of your fans during non-event-season; the disadvantage is that you may give them whiplash when you have a show approaching. A significant change in your posting habits can be jarring for your fans, even if it seems intuitive to you to post more when you have a show than when you don't.

STRATEGY 4: BATTING .500

Summary: Frequent, friendly and relevant

Frequency: A post every day for high-volume individuals or organizations, or every 2-3 days for low-volume individuals or organizations

Content: Two-thirds directly relevant to your programming or work; one-third about news or content from elsewhere that is thematically consistent with your programming or work

Sustainability: Finding relevant content and posting once every day or two days can be manageable to remember and execute. You are more likely to develop a consistent tone for your posts and rapport with your fans if you adopt a regular (but not aggressive) schedule of posts.

Impact:

Fans will remember you (but won't become sick of you); they will become familiar with your programming or work, and they will see you as a source of news about related topics.