

Turning Followers into Partners and Audiences into Advocates: Maximizing Online Communications

Mary Trudel, Rory MacPherson & Johannes Neuer
@smartaboutart & @johannesneuer

Association of Performing Arts Presenters
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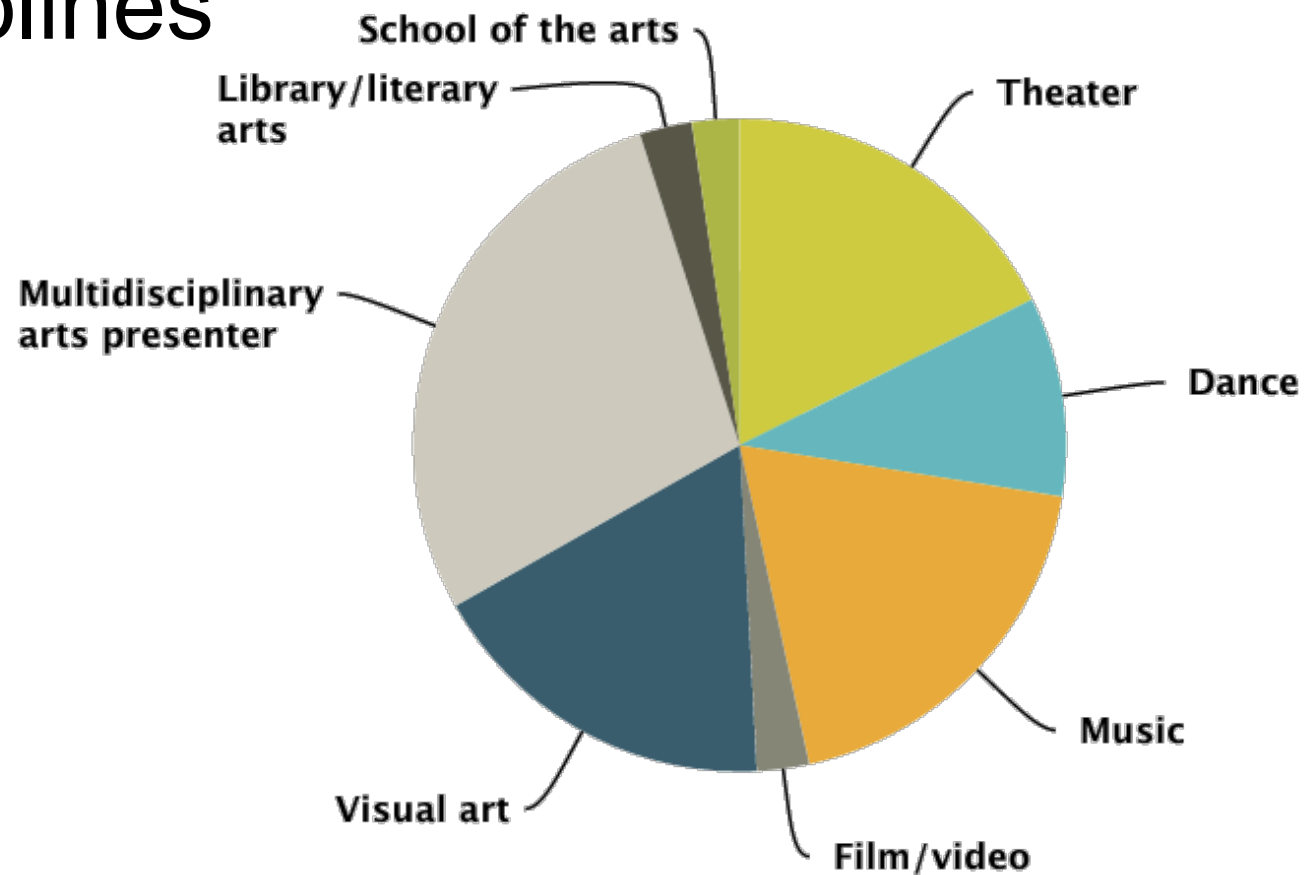
About this Project -- Updating our Landmark 2011 Survey -- Tracking:

- Evolving management attitudes
- ROI metrics and innovations
- 2014 investment plans
- Platform winners and losers

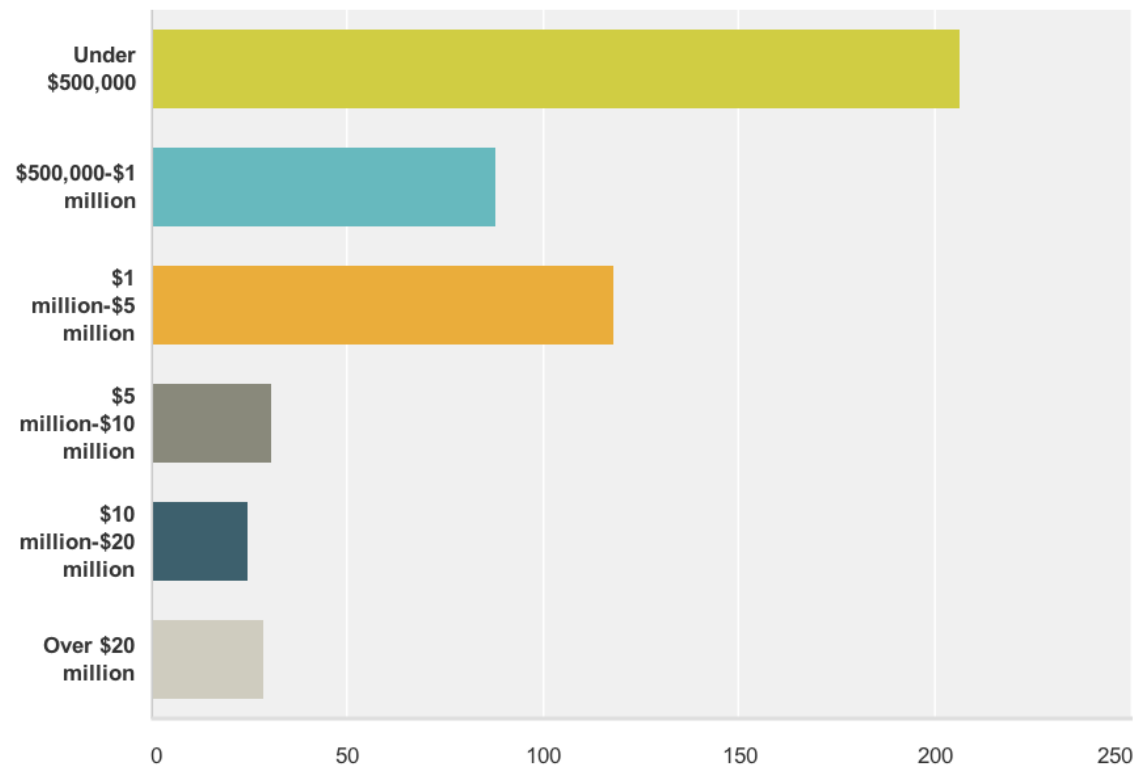
Scope of the Study:

- Nationally projectable sample
 - 500+ respondents
 - From urban/suburban/rural communities in 2/3 of states
- Arts Organizations of all sizes and disciplines
- Practitioners in various staff positions

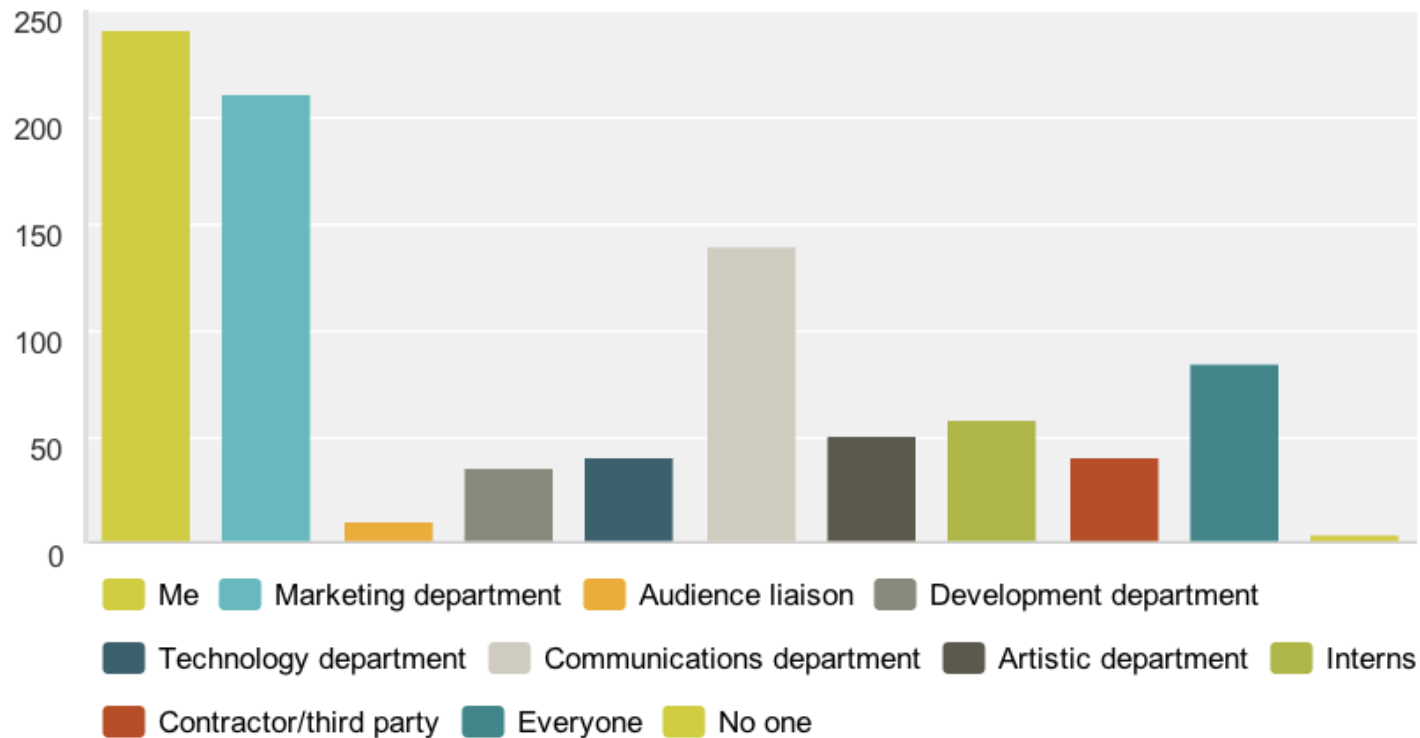
Disciplines



Annual Operating Budgets



Who's in Charge



Project Goals:

- Provide a snapshot of the state of play
- Analyze changing attitudes and trends
- Track interesting trends
- Highlight innovations & best practices

The Good News: Arts Organizations have become Social Media *Native Speakers*

- Digital outreach is integrated into communications at most organizations
- Only 7% of respondents see resistance
- Most groups plan to spend the same or **MORE** on digital communications in 2014
- Excitement remains high at 70%

More Good News: Bottom Line Results Have Improved in 2013

- More than 40% of groups report success with ticket sales
- Online communities are thriving
- Live events are connecting *on land* with online activities

More Groups Believe Digital Communications Are Effective

- 84% believe efforts are effective vs 80% in 2011
- 20% report efforts are **VERY** effective vs only 13% in 2011
- But 11% are struggling vs 14% in 2013

But Challenges Persist

- Staff time continues to be **the** major issue for more than 75% of groups
- Budget constraints vex more than 50% of marketers
- Expertise is still reported as *uneven* by half of respondents

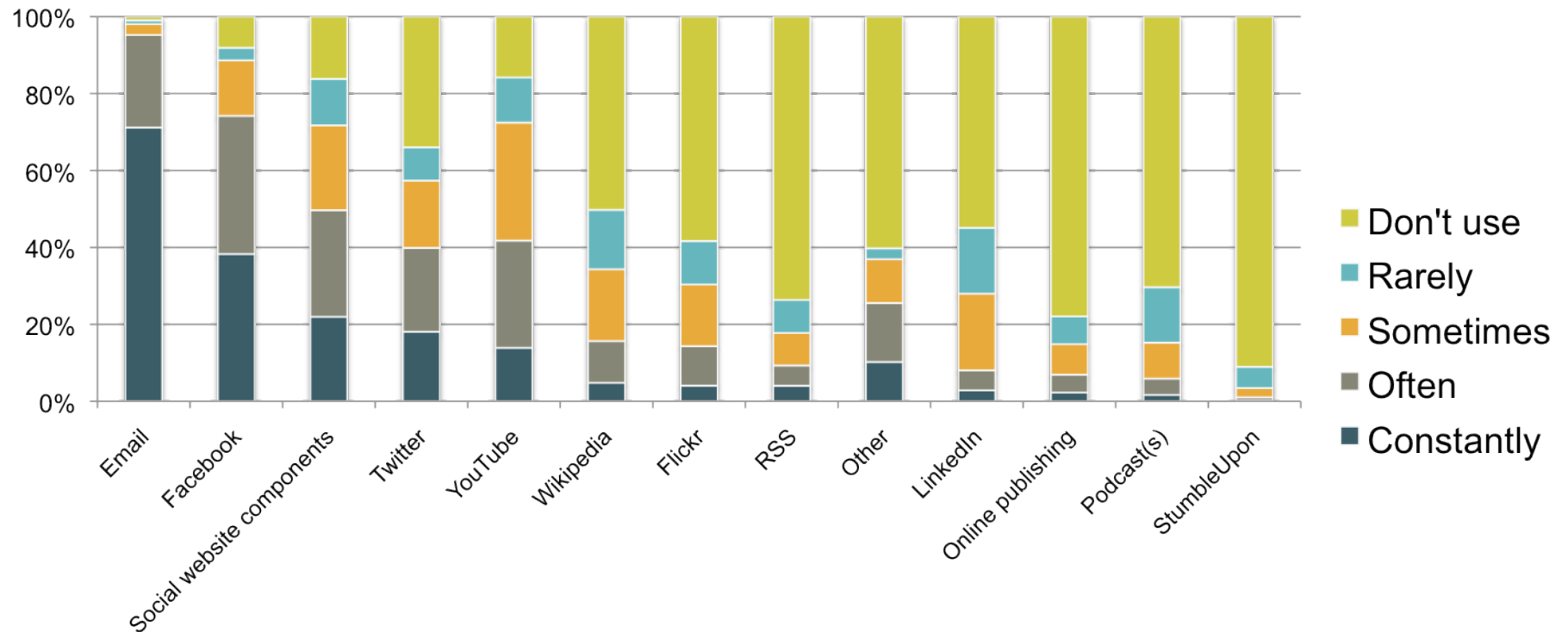
Trends to Watch

- Classic platforms continue to dominate
- Email is ubiquitous
- YouTube and Instagram are gaining momentum
- Tumblr and Google+ remain niche networks

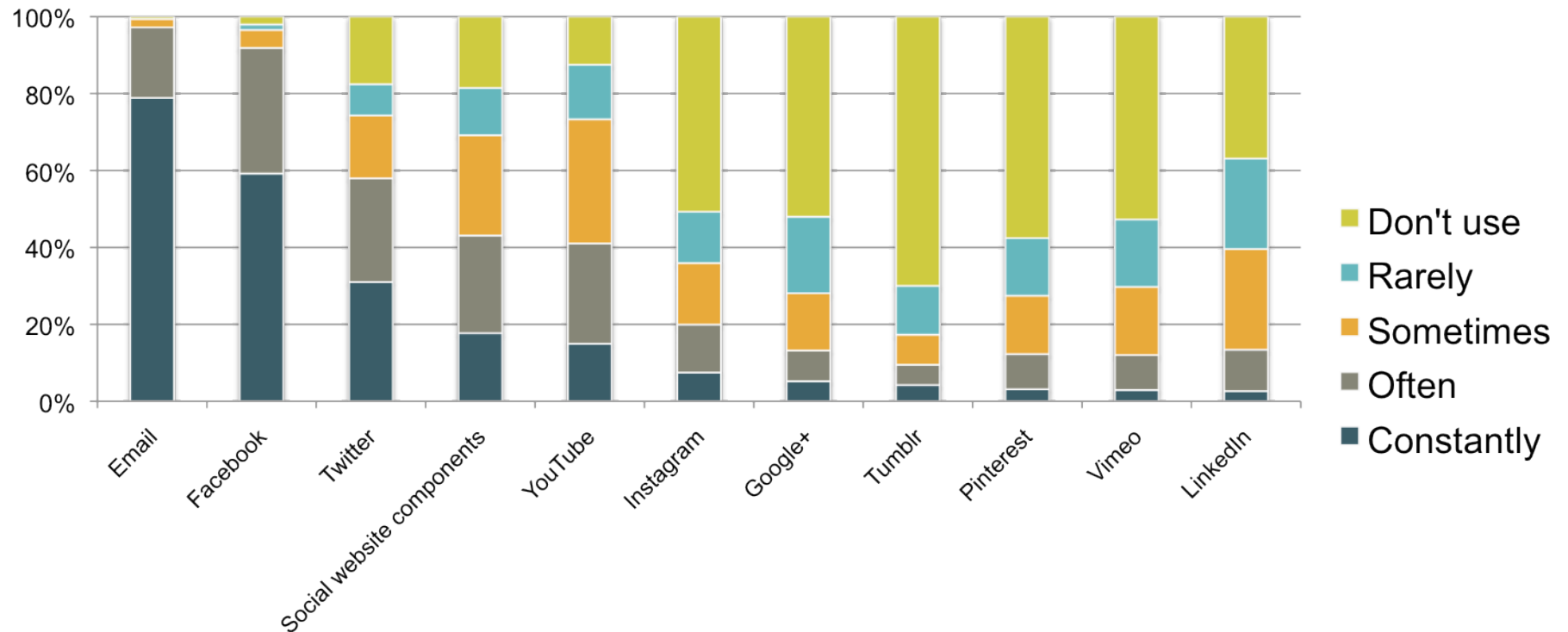
Promising Trends to Watch

- Mobile is becoming mainstream:
 - 54% of groups report success with ticket sales
 - 70% are using social check-in tools
- Measurement techniques have become more nuanced, relevant and actionable

2011 Dominant Channels



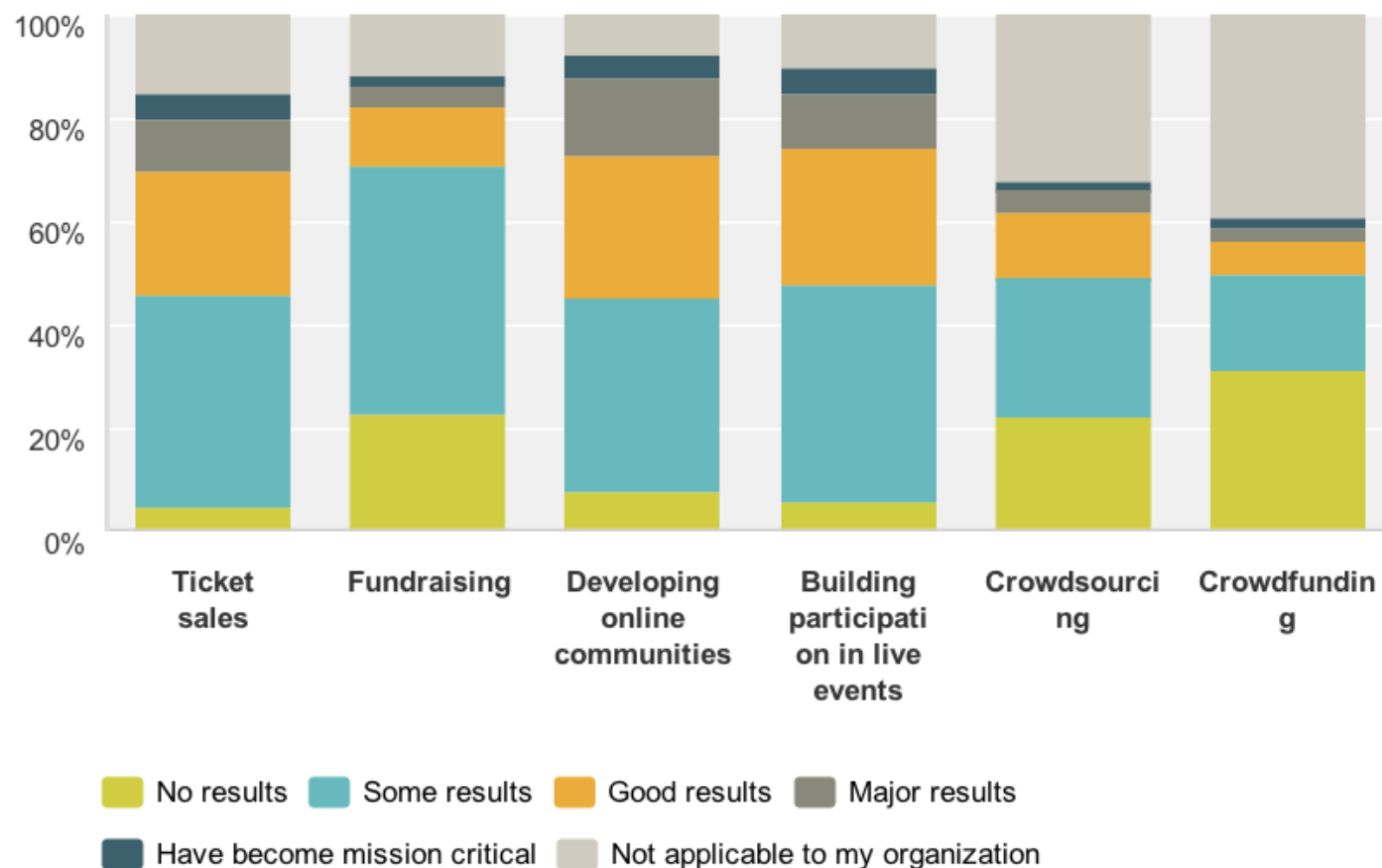
2013 Dominant Channels



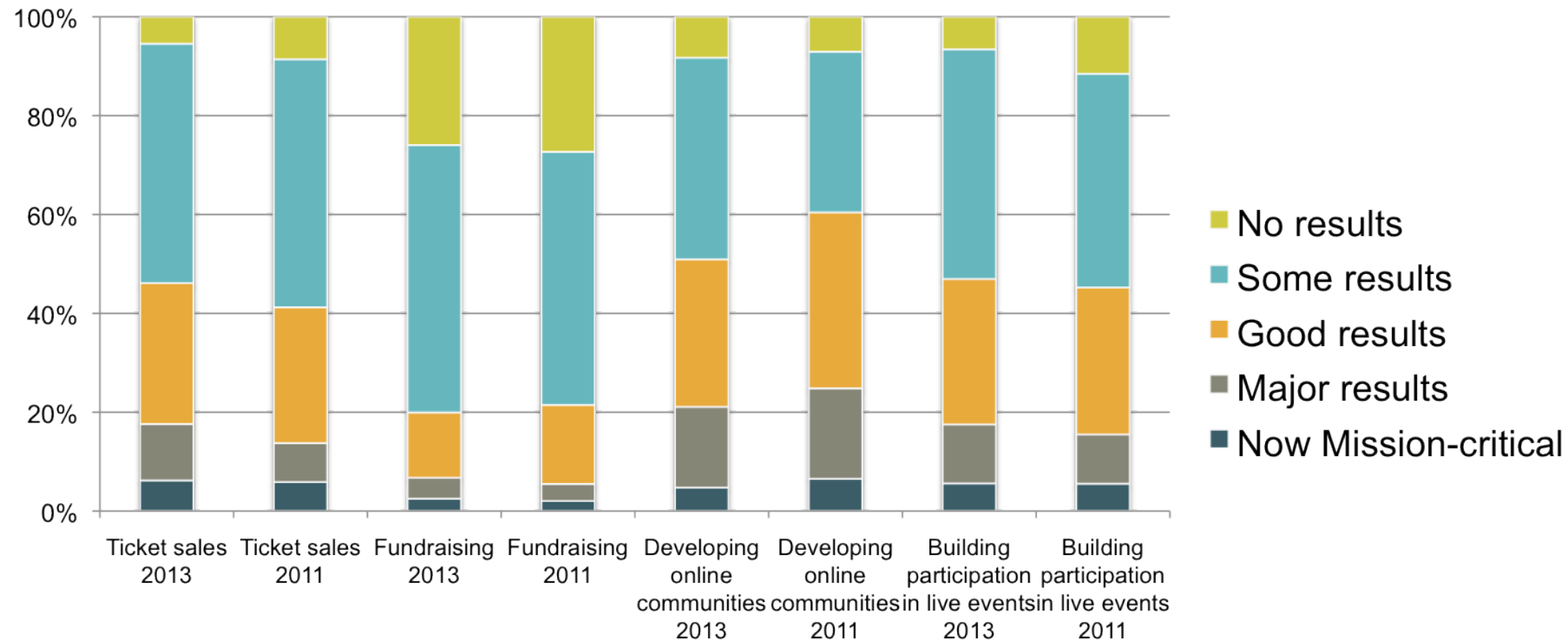
2013 vs 2011 -- How Much and How Often?

- 40% of respondents communicate daily or more often – up from 25% in 2011
- 35% reach out several times a week – up from 30% in 2011
- Only 10% communicate less than once a week – down from 21% in 2011

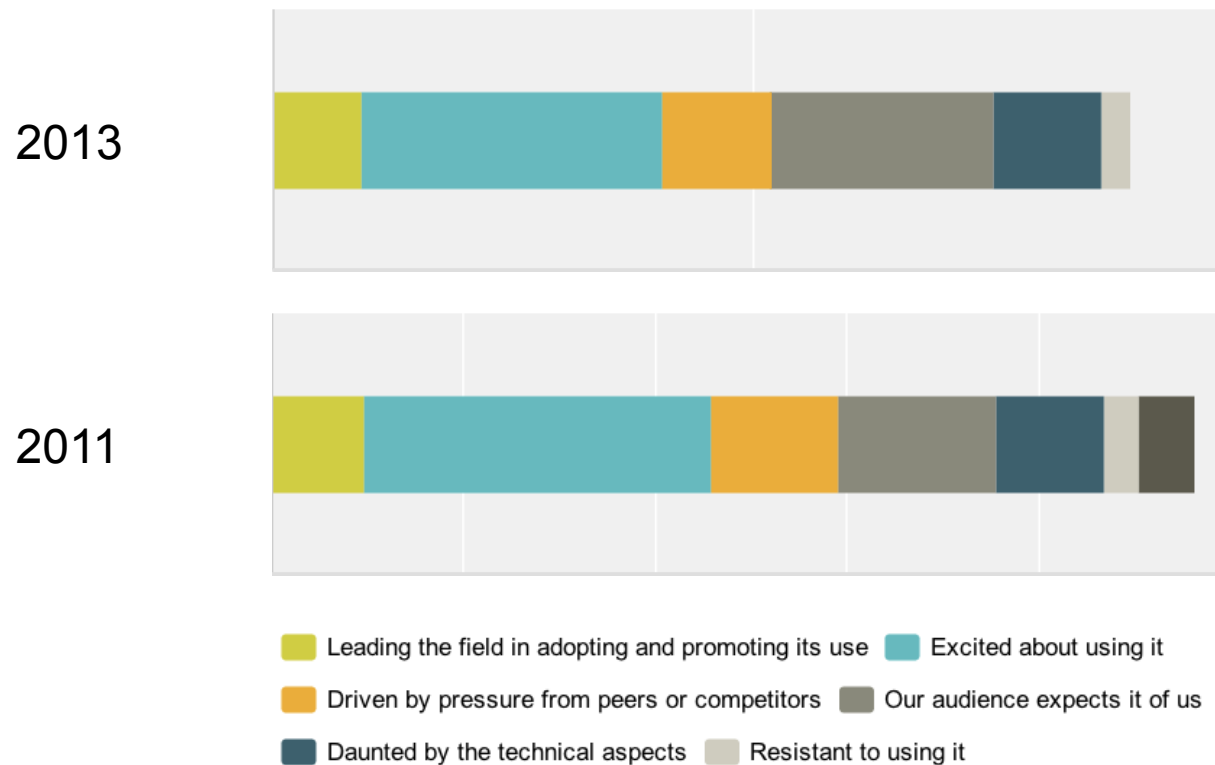
What Worked Best in 2013 ?



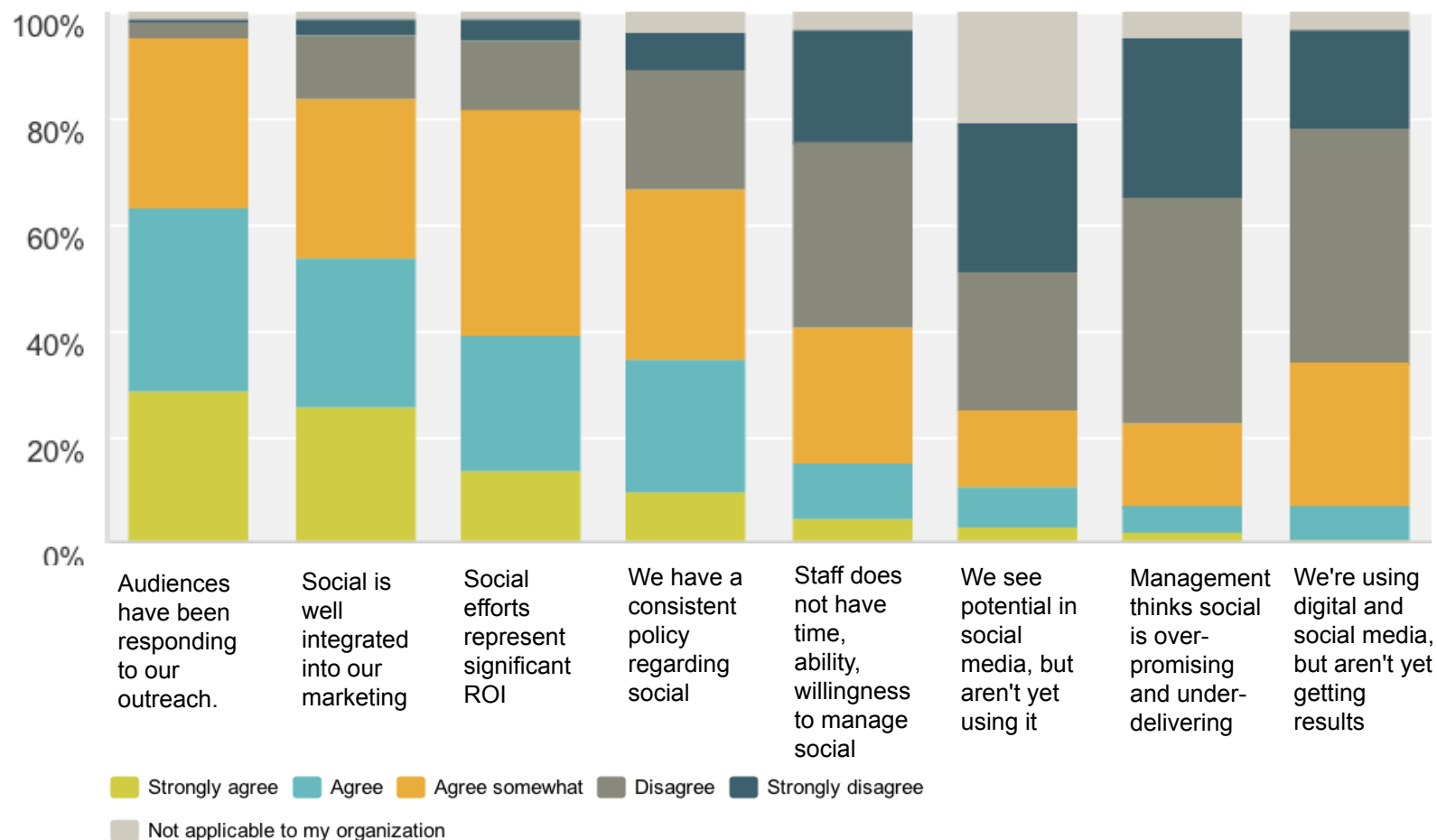
2013 Results Compared with 2011



Leadership Attitudes Have Improved a Bit



Social Media is More Integrated, Ubiquitous and Valued



Management Is Slightly More Comfortable with Staff's Personal Outreach

- 2013 – 75% encourage staff to use digital and social media on their own to promote the organizations

VS

- 2011 at 70%

Trust is Trumping Control 2013

- 85% are ceding content control vs 73% in 2011
- 87% cite good experiences with social media vs only 71% in 2011
- **BUT** 24% still encounter some resistance vs 22% in 2011
- More usage = more issues? 20% acknowledge a few “bad experiences” vs only 11% in 2011

Adoption is Strengthening -- Arts Organizations Have Become Social Media *Native Speakers*

- More than 95% of groups report audiences are responding to digital outreach – up from 85% in 2011
- Very few respondents – 11% -- are ignoring social media opportunities to engage – down from 24% in 2011

Budgets are Robust – 97% Plan to Spend the same or More on Social Media in 2014

- 41% plan to keep spending level
- 51% plan to spend more
- 7% plan to spend MUCH more
- Only 2% of groups plan to spend less on Social Media in 2014

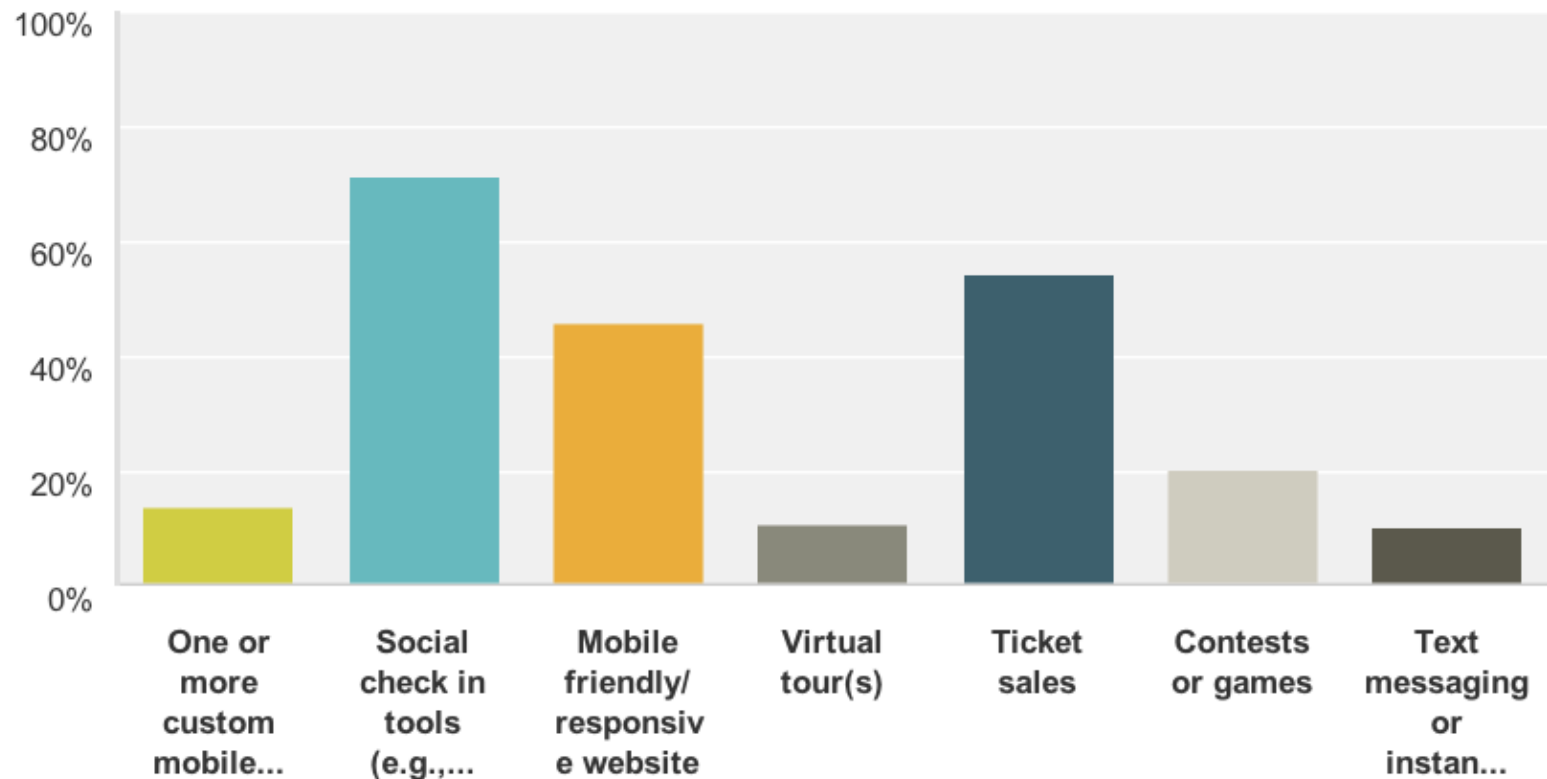
Integration is Improving but Internal Policies are Inconsistent

- 84% + agree that digital communications is well integrated vs less than 80% in 2011
- More than 80% center responsibility in marketing/communications vs 62% in 2011
- Internal policies lag behind practice: Only 35% have consistent policy vs 31% in 2011

Challenges Persist – Time is Money



Mobile is Now Mainstream



Website Management is *IN the House*

- More than 85% manage their organization's websites internally – up from just 51% in 2011
- 25% report using open source content management – up from just 10%

Social Media is **Finally** Becoming a Two-Way Street

- In 2013 more than 60% of groups report making changes based on audience feedback
- UP from less than half -- 46% -- in 2011

Outreach Targets Have Narrowed

- Local adults continue to dominate as primary targets of more than 80%+ of groups
- Donors are key at 77% vs 56% in 2011
- Tourist targeting is up slightly at 48% vs 42%
- Teens seem to be less important at 43% vs 47% in 2011

What's it All About?

- Digital communications is up 10% across the board in all categories: Subscription packages, previews, scheduling, special offers, contests, background, artistic insights, social offers, giving opportunities
- Program previews make the most noise with 98% of groups – up slightly from 95% in 2011

What are the hottest social media topics?

- Programming background at 84% vs 77% in 2011
- Social in-person opportunities to engage at 79% vs only 63% in 2011
- Giving opportunities at 71% vs only 61% in 2011

Emerging Strategies to Watch

- Sweepstakes, contests & giveaways are gaining traction with 48% of respondents
- Special offers are important for 71% vs 65%
- If Social Media followers get a better deal than people in traditional channels can it turn off loyal customers?

It's WORKING!! Effectiveness Measures are **Up** Across the Board

- **Programming previews** have become important at 71% of groups – at 11% they're *mission critical*
- **Social opportunities** – linking in-person with online -- are succeeding for 48%; have become mission critical for more than 5%

Experimentation is Flourishing

- **Special offers and contests** are delivering results for 30%+ groups
- **Fundraising** via social media continues to be challenging but 25% of groups report success and 3% declare it's *Mission Critical*

Groups Are Still Counting Heads

- Quantitative measures are ubiquitous and virtually unchanged from 2011:
 - Web analytics at 76%
 - Fan/follower counts at 75%
 - Email tracking at 73%

More Nuanced Measures are Evolving

- Community Engagement at 45% -- up from 25%
- Online Surveys at 32% -- up from 28%
- Coded Offers at 27% -- up from 24%
- Viral Sharing at 26% -- up from 23%

Missed Measurement Opportunities

- Brand Mentions tracking is only at 17%
- Conversion tracking scores are also surprising low at 19%
- Groups are missing chances to track which channels convert best to optimize outreach, content and platform choices

Maximizing Online Communications

A Few Interesting Experiments

UMS (University Musical Society) Tweet Seats



BE PRESENT – *Communicating in Real Time with Live Tweeting at UMS*

- For audiences who are *technology based processors* -- engaging with technology can be a preferred method of “being present” at a performance
- Tweet seat pilot acquired participants via website/ blog + faculty and students
- Tweet Seats “gang” silenced and dimmed devices and used individual phone containers

St. Louis Groups are Experimenting

- Opera Theater St. Louis –Pirates of Penzance



St. Louis Groups are Experimenting

- Opera Theater St. Louis – tested live tweeting at Pirates of Penzance performance using:
 - Dedicated sign up link & reserved seating section
 - Rigorous qualification/instructions for tweeters
 - Early season/non-subscription performance
- **Results:** 18 tweeters, 420 positive tweets, 0 negative tweets or comments, 507K impressions

STLSymphony Pilot – *Live Program Notes*

- Strategy:
 - Announced by conductor from the podium
 - Supported with an insert in the Playbill
 - Tweets prepared in advance & placed in a queue
 - Trained tweeters to dim screens & turn off sound



SL Symphony Pilot – *Live Program Notes*

- Results? 100 tweets
 - Best retweet responses focused on:
 - Scandals about the composer
 - Intimate details about performers
 - Historical perspectives
 - Zero non-twitter user complaints
 - Will repeat 2x per year on big student nights

Creating Community: *Putting Audiences into the Picture*

- YBCA Festival Photo Booth doubled its FB shares/posts at its Halloween Hoopla



Creating Community: *Putting Audiences into the Picture*

- SKyPAC free lobby SNAP SHOOT



Creating Community: *Putting Audiences into the Picture*

- SKyPAC (Southern Kentucky Performing Arts Center) used its Facebook page as a backdrop for free lobby SNAP SHOOT photos
- Results: SkyPac raised its virality average from 1% to 6.25%



Once in a Lifetime Events Can Draw New Followers and Fans

- SF Opera free simulcasts in AT&T park



Once in a Lifetime Events Can Draw New Followers and Fans

- SF Opera drew thousands of first time attendees to its free simulcasts in AT&T park and added 20K+ new names to its database
- More than 4K new patrons bought \$1.4 million in tickets
- New opera goers cited the casual setting + free tickets as motivators



Collaborations Make Events Special

- YBCA partnered with 9 other bay area groups for the #Museum Olympics for fun/collective dialogue
- Leveraged excitement about games
- Encouraged followers/fans to vote/retweet the best sports-themed works from collections
- More than 300 arts orgs participated – boosting visibility, opening doors and building bridges



Collaborations Make Events Special

■ YBCA #Museum Olympics

The screenshot shows the #MuseumOlympics Standings & Results page. At the top, it says "About #MuseumOlympics". Below that, it says "Click to see each artwork", "326 Participating Museums & Competitors", and "972 Total Artworks Shared". The page is divided into four sections: Judges' Scoring, Gymnastics, Sweetest Putto, and Track Racing. Each section lists participating museums and their scores.

Section	Team	Score
Judges' Scoring	ROMtoronto	34
	willak	15
	npg	14
Gymnastics	RubinMuseum	21
	pennmuseum	12
	MorganLibrary	10
Sweetest Putto	philamuseum	9
	MorganLibrary	9
	trincirer	3
Track Racing	willak	16
	mfaboston	11
	metmuseum	9

The screenshot shows a Storify page titled "#MuseumOlympics Day 1 (ascending)". It features a tweet from Willa Köerner (@willak) and a tweet from The CJM (@Jewseum). The page also includes a sidebar with YBCA information and a list of more stories from YBCA.

YBCA
Put contemporary art at the heart of community life.
San Francisco, CA
<http://storify.com/ybca>
+ Follow

6 STORIES 24 FOLLOWERS 1 FOLLOWING

Total views 24
storify.com 24

More from ybca

- Bill T. Jones in Conversation: Reflecting on 30 Years of Bill T. Jones / Arnie Zane Dance Company
BY YBCA 3 MONTHS AGO
23 views
- New Filipino Cinema 2013 Panel
BY YBCA 6 MONTHS AGO
4 views
- Without Reality There Is No Utopia
BY YBCA 11 MONTHS AGO
4 views
- Carlos Motta, Larry Rinder, and Nayland Blake in Conversation
BY YBCA A YEAR AGO
38 views

Collaborations Make Events Special

■ YBCA #Museum Olympics




#MuseumOlympics Closing Ceremonies

As with all good things, the #MuseumOlympics must come to an end. Since most trending tags on Twitter tend to slowly run out of steam before eventually dying off, we wanted to memorialize this with the digital equivalent of a medal ceremony. So, to celebrate the success of TEAM ART (i.e. everyone who went for gold in the #MuseumOlympics), and in response to *Artinfo*'s quite apt remark, "While we love the cultural exchange global sporting events promote, at the end of the day, it's a competition and someone needs to win," we bring you the [Museum Olympics Standings and Results](#) page, put together by the talented and ever-charming man behind Yerba Buena Center for the Arts' Twitter account, James Im.



Silver-winning tweet from @willak: My personal favorite for #MuseumOlympics: super stunner Andy Warhol jogging in jeans = #winning in style. <http://sfmoma.me/rchouE>

Cult/Celebrity Driven Social Media Can Move Mountains of Tickets

- SIFF sold out its Joss Wenden opening night in 6 hours + built repeat audiences 
- NYPL's Author Neil Gaiman reading *Christmas Carol* sold out overnight 
- Cal Poly Arts' Anjelah Johnson concert sold out in 3 days on FB and Twitter 

Give a Little, Get a Lot – *Creative Contests*

- Brain teasers engage audiences –
 - Buffalo State Performing Arts Center offers front row tickets for fans “in the know”
 - Creating FB tab requiring input to enter could lock in fans
- Little things mean a lot – A chance to win free lemonade inspired posts at Westmoreland Arts & Heritage Festival

PERFORMING
ARTS CENTER
at Rockwell Hall
BUFFALO STATE



NYPL: National Poetry Contest on Twitter

- 390 poets from 224 Cities in 41 States
- More than 700 poetic tweets
- 30 winning entries tweeted during National Poetry Month





it's nothing, really
@thunk2much



 Follow

@nypl

She built a house of books
adventurous rooms
draped in the finest woven words.
She dines with philosophers
and dragons on the moon.



Reply



Retweeted



Favorite



More

52

RETWEETS

41

FAVORITES



10:23 AM - 3 Mar 13

Create Awareness by *Sharing Insider Info*

- South Coast Rep took audiences behind the scenes via video of a tree that grows onstage



Create Awareness by *Sharing*

- Two River Theater used social media to offer neighbors power, heat and coffee – making new friends during Hurricane Sandy
- Jacob's Pillow shared its documentary across social media channels and heard – “I’ve added you to my bucket list”

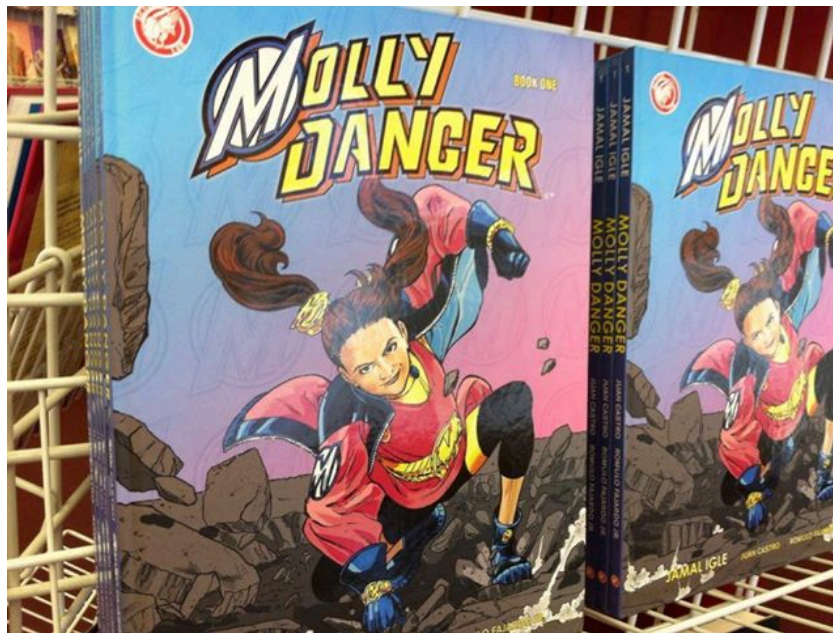


The Holy Grail: *Online Fundraising*

- Action Lab Comics raised \$50K on Kickstarter to build its Molly Danger property using:
 - **Outreach:** via Social Media, traditional media and specialized blogs, curated pages on Tumblr and Wired magazines
 - **Incentives:** the book itself, T shirts & artwork

The Holy Grail: *Online Fundraising*

- Action Lab Comics Molly Danger, 48 page oversized hardcover graphic album



Conclusions and Last Thoughts

- On-land + online outreach is powerful
- Small experiments build internal support
- Tap into the power of artist networks
- Take time to build/nurture community
- Measure what matters – engagement + conversion

Make Your Fans Feel Special

- Unleash the power of your fans
- Share what you care about
- Invite fans into YOUR story
- Ride the tech tide but respect your base

What's next?

- Visit our website to learn more or to get in touch – www.trudelmacpherson.com
- Follow us on Twitter -- @smartaboutart