

Lydel Matthews - 1.23.14
Marketing, Media & Communications II
Social Media Map Draft for Marketing Plan

(1) Social Media Channel: Materials Exchange Center for Community Arts Website, materials-exchange.org

Target Audience: Represented by the most broadly defined group, this social media channel should appeal to everyone from local residents to out-of-town visitors, amateur to professional artists, material donors to collectors, members, volunteers, students, teachers, and art to environmental activists.

Pros: Can be a useful reference for staff, volunteers, and all other interested parties. Is a hub for event announcements, fundraising accomplishments, potential projects and calls-for-artists, a showcase of past events, partnerships, and contest winners, etc.

Cons: Requires constant maintenance/upkeep for this social media channel is the face of your organization.

Administrative Personnel: Should be accessible by appointed staff members such as Executive Director and tech-savvy board members.

Content: All of the content on your website should be linked directly to your mission statement – “MECCA is dedicated to diverting scrap materials from the waste stream and into the creative endeavors of our community. MECCA provides access to low-cost arts programming in an inclusive environment that enhances the cultural life of Lane County”. The content may include a list of the types of materials you offer for sale in the donated goods storefront, the materials you accept/do not accept for donation, and links to regional artists who repurpose these materials in their work. While other social media channels such as Eugene a go-go (as profiled below) can be used primarily to promote art openings and community workshops, it would be wise to link these channels to the website whenever possible.

Pacing: Stick to a consistent theme and pace so that website visitors do not get overwhelmed or disoriented. Try your best to update the information so that it is never outdated by over a month.

(2) Social Media Channel: Eugene a go-go, www.eugeneagogo.com

Target Audience: Local businesses, arts professionals, artists, sponsors, volunteers

Pros: Free. A project of the Arts & Business Alliance of Eugene, this social media channel highlights local arts and culture events in Eugene/Springfield and the surrounding area. The website is user friendly and tutorial videos are provided for various undertakings. As the creator of a venue or artist page, you can embed a link directly on Mecca's website to direct visitors to your Eugene a go-go page.

Cons: Restricted to local networks. May redirect users to other organizations in the area that might be regarded as competition.

Administrative Personnel: This channel should only be made accessible to staff for editing.

Content: Used to promote recurring events such as First Friday ArtWalk, exhibit openings, call-to-artists, and community workshops. Good resource for seeking out potential volunteers in the area as well as organizations to collaborate with.

Pacing: Monthly events can be set up so that they automatically re-list in the calendar section each month without prompt. This social channel is low maintenance and would only require updates every few months.

(3) Social Media Channel: Facebook, www.facebook.com

Target Audience: Potential ambassadors, families (parents and young adults), adults, artists, internet browsers

Pros: Free. A staple in the social media networks of internet users across the globe, this particular channel increases exposure for the organization. Most every social media channel has the ability to link to Facebook therefore making it highly visible. Varied uses with many filter options.

Cons: Easily accessible to anyone and therefore vulnerable to negative feedback or slander that could quickly spread in a public sphere.

Administrative Personnel: This channel should be made accessible to administrative staff and volunteers; guest artists may also have access at your discretion to create and promote event listings.

Content: Used to promote small to large scale events; has option of public or private settings for each event; can direct information through posts, groups, events, etc. This social media channel presents a good opportunity to push free material “give-aways” and seasonal/holiday themed workshops. Staff should engage users on Facebook with thought-provoking questions and inspiring photos of simple upcycled art projects; be careful not

to inundate Facebook with promotional ads and event reminders because users will be more likely to “leave group” or “hide” your page if all you do is advertise constantly. Think creativity, integrity and environmental activism.

Pacing: The more active you are with this social media channel, the higher visibility you will achieve. Facebook is an ongoing conversation; once your audience gives you feedback on a post or event, return the favor by letting them know what you did with that feedback. The more involved your audience feels and the more you seek their input, the more committed they will become to your organization and the more relevant your programming will be.

(4) Social Media Channel: Pinterest, www.pinterest.com

Target Audience: Youth and adults, artists, students and teachers, recyclers, internet browsers

Pros: Strong visual components with limited text. Rising in popularity among social media channels. Great tool for visually compiling ideas for art projects made from any material you can think of! Provides a user-friendly book marking tool, and furthermore, “mood boards” offer a unique way to categorize ideas.

Cons: There may be potential privacy concerns because Pinterest forces you to connect through either your Facebook or Twitter account. The majority of users are female, so if you are trying to attract more of a male clientele this may not be the best option (perhaps this demographic trend has something to do with the girly name?).

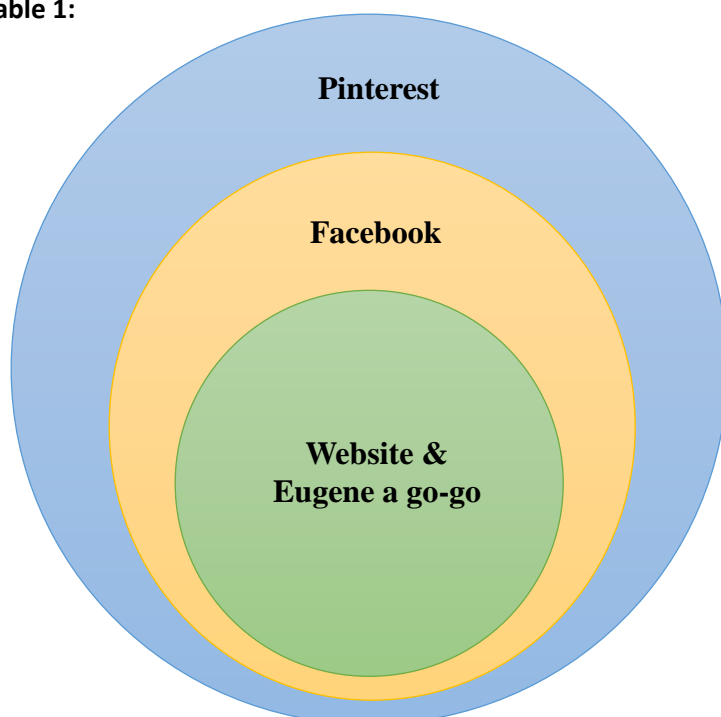
Administrative Personnel: This channel should be made available for updates by all staff members, especially those who surf the internet on a regular basis.


Content: Images of simple project ideas for re-purposed materials. DIY projects can be organized by theme, material, and/or age appropriateness. Pinterest provides its users inspiration for not only what to make/create, but what to purchase as well. This could be beneficial for an organization such as MECCA who houses a “recycled goods storefront” because it places the creative reuse of discarded junk items in a playful and positive light.


Pacing: As necessary.


In the diagram below, target audiences are represented by green, yellow, and blue circles. The use of each social media channel described above is designed to reach a select target audience. The content presented through each social media channel should be tailored to the finer interests and motivations of a select target audience.

Table 1:



 = Local Audience: artists, members, businesses, visiting professionals, volunteers, suppliers, Eugene/Springfield residents, UO & LCC students

 = Local to Semi-local Audience: artists, ambassadors, families, adults, volunteers, gamers, friends of members and residents, etc.

 = Local to Out-of-state Audience: artists, parents, educators, avid “upcyclers”, business and arts professionals, idea-seekers, etc.