

Brenda Kele  
Mktg Media Comm AAD 610  
Assignment- Media Strategies Map/Draft Plan

The three (3) social media/web channels *Steam Plant Arts* will focus on will be: Wordpress, Instagram, and Facebook. I'll feature each channel below and briefly describe why SPA will use that platform, how it is to be used, who is managed it and how, and who the audience will be.

### **Wordpress**

Wordpress is an easy to use blog/website-making platform. The perks to using Wordpress is that it's free, content is easy to upload and manage, customizable layouts, and there is no character limit, so posts can be as long or short as seen fit. The appeal of Wordpress for SPA is definitely the no-cost solution to a website, but also because of it's simplicity in customizing and management. Since we don't have a full-time dedicated staff to managing social media/web channels, the ease of updates is very important.

Wordpress will be used as a website more than a blog—though there will be a page for “news” that will be updated most frequently. The pages on Wordpress will include:

- About- with sub pages being:
  - who we are
  - equipment offerings
  - contact information
  - mission and history
  - partnerships
- Classes- with sub pages being:
  - adults
  - kids
- Membership-with sub pages being:
  - membership information- including equipment offerings
  - buy a membership
- Events- listed will be all upcoming events and recently past events. With the sub page being:
  - event photos- where select event photos will be shown
- Exhibits- will have current exhibits listed as well as upcoming and “open call” for entry exhibits
- Press Room- will have selected press releases
- News- will have any updates or news, in the form of a blog, with short posts including photos if possible and links to our other online platforms for more information

Our target audience will be anyone with access to a computer and Internet. We will include our Wordpress URL on all print materials, press releases, and all other online platforms in order to cross promote and increase visibility. Unfortunately

there is not a dedicated staff member to manage SPA's Wordpress, so the Development Director will be ultimately responsible for the task and will delegate certain tasks and projects to interns/volunteers. Only the "News", "Events", and "Press Room" pages will be updated regularly, other sections will be changed when needed.

### **Instagram**

Instagram is a photo/video sharing platform that enables users to share posts onto other platforms. SPA is choosing Instagram because of the high amount of engagement, it allows posts of both photos and videos, and has been the fastest growing network with over 400 million users. It's also simple to use and free. There is a great tips and tools for Instagram page that can be found here

<http://www.socialmediaexaminer.com/9-instagram-tips-tools-for-marketers/> that SPA will try to follow closely when posting content. Here are the 9 tips/tools listed:

- Tailor images to your audience
- Enhance your photos
- Use text overlays on images
- Tell a story with captions
- Leverage trending hashtags
- Post user-generated content
- Add website link in profile
- Interact with your audience

The majority of Instagram's audience is under 30 years old, so that will be our target audience. Again, since SPA doesn't have a dedicated staff member, the responsibility of social media will fall on the Development Director who will more than likely entrust Instagram posts to "IG savvy", probably in their teens/20's interns and volunteers.

### **Facebook**

Facebook is still a huge social media platform- connecting 1.4 billion users- the numbers alone make Facebook a worthwhile platform for a Steam Plant Arts. The option for paid advertising, which will be implemented by SPA, is another reason we are choosing to focus on it in our marketing plan. Facebook is like a second website, so we will have our organization's "about" information, contact info, hours of operation, upcoming and past events, and lots of photos. Also we will make sure to share all Instagram posts to Facebook to cross promote.

Since 79% of facebook users, are mobile users, our content will be appropriate for that platform. You have the option of, when running ads, to choose what platform your ads will be seen, so SPA will definitely run some mobile only ads. Since our mobile users are probably multi-tasking, we will keep post titles short and sweet. Again, SPA's Development Director will be responsible for our social media management. Interns and Volunteers who are expert Facebook users will help the Development Director make regular posts, upload photos, add events, and create ads.