Practical Application of Social Media in Leisure and Culture Services

Toni Comer
Assistant Promotions Manager
King George's Hall

Heath Brandwood
Membership and Retention Manager
Leisure, Health and Wellbeing
History

• Darwen Leisure Centre opened in January 2010 and was the first of our leisure centres to set up a facebook site
• Darwen Leisure Centre now has over 2,500 likes
What is Social Media

• People using tools
  (like blogs and video)

• And sites
  (like Facebook and Twitter)

• To share content and have conversations online

It’s not about technology, its about PEOPLE
Step by Step

• Getting the staff to understand the value of social media

• Inform
• Listen
• Engage
• Measure
Content Management

• For all sites - the most popular age group for people who have liked the pages is the 25-34 age group.
Key Messages

• Make Facebook as important as your homepage
• Vary updates with images and videos – images receive more interaction than
• Updates before midday receive more interaction
• Don’t just shout offers, be informative, provoke discussion
• Drive leads through competitions, referrals, challenges
Do’s and Don’ts

**Avoid**

- Not updating regularly
- Hard Sell
- Talking too much about yourself
- Censoring comments / arguing
- Spamming – too frequent messages

**DO**

- Be creative – videos, pictures
- Encourage discussion
- Participate in dialogue
- Share info/content
- Have a plan!
**Planned Facebook content – November 2012**

**Audley Sports and Community Centre**

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 Free Health Check today 2.30-6pm</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5 Why not try Boxercise tonight @ 7.30pm</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8 Get in the mood for Strictly this weekend with Salsa tonight</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>Tuesday</td>
<td>Wednesday</td>
<td>Thursday</td>
<td>Friday</td>
<td>Saturday</td>
<td>Sunday</td>
</tr>
<tr>
<td>Results Day this Thursday</td>
<td>13</td>
<td>14</td>
<td>15 Results Day today</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>21 Try Zumba tonight @ 7pm</td>
<td>22</td>
<td>23 Refresh free gym use 3-closing today (Gym Authorisation needed)</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>26 Zumba tonight @ 6pm</td>
<td>27</td>
<td>28 Shape and Tone tomorrow @ 2pm</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>32</td>
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</tbody>
</table>


Problems

- Ownership
- Tone
- Questions
- Branding
We have lane swimming right up until 4pm today. So come down for a refreshing dip then enjoy the sunshine with a nice Cornetto. Bring your beez card and its FREE up to 1pm.

Darwen Leisure Centre
4 July

Like · Comment · Share

196 people saw this post

Boost Post

Darwen Leisure Centre
5 July

Look who I’ve found for the weekend and beyond...............fire up the barbie guys!!
What’s Next
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURLSQUARE THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKEDIN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Remember

• **Listen** Research – Understand your customers

• **Talk** Market – spread the word

• **Energise** Promote referrals

• **Support** Customers can support each other

• **Embrace** Develop your products with customers feedback
Practical application of social media in leisure and culture services

* **Branding** – why is it important?

* **Social Media Aggregator Platforms** – Why you need to be using them!

* **Facebook** - Ensuring you stay within Facebook’s regulations and guidelines.

* **Twitter** – Content Marketing Strategies are key.

* **Blogging** – Run a news feed on your website that feeds in to your other social media pages.
## Brand Colour Coding

<table>
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<th>Event Type</th>
<th>RGB</th>
<th>PANTONE</th>
<th>CMYK</th>
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</thead>
<tbody>
<tr>
<td>ALL EVENTS</td>
<td>R.174 G.77 B.181</td>
<td>P. 2582</td>
<td>C.49 M.80 Y.0 K.0</td>
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<tr>
<td>COMEDY</td>
<td>R.255 G.63 B.63</td>
<td>P. 032</td>
<td>C.0 M.87 Y.60 K.0</td>
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<tr>
<td>CLASSICAL</td>
<td>R.244 G.162 B.0</td>
<td>P. 137</td>
<td>C.0 M.46 Y.100 K.0</td>
</tr>
<tr>
<td>MUSIC (ROCK &amp; POP)</td>
<td>R.86 G.215 B.167</td>
<td>P. 3385</td>
<td>C.43 M.0 Y.26 K.0</td>
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<tr>
<td>CLUB NIGHTS</td>
<td>R.0 G.189 B.224</td>
<td>P. 306</td>
<td>C.76 M.0 Y.5 K.0</td>
</tr>
<tr>
<td>REGULAR/OTHER EVENTS</td>
<td>R.164 G.126 B.225</td>
<td>P. 2645</td>
<td>C.40 M.45 Y.0 K.0</td>
</tr>
</tbody>
</table>

**Neutral Background**

<table>
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<tr>
<th>RGB</th>
<th>PANTONE</th>
<th>CMYK</th>
</tr>
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<tbody>
<tr>
<td>R.174 G.170 B.183</td>
<td>P. Cool Grey 6</td>
<td>C.16 M.11 Y.10 K.26</td>
</tr>
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</table>

## House Type Faces

**Headers:** Neo Sans  
**Body:** Myriad Pro
Brand your Social Media Pages
Brand your Social Media Pages

Our Current Logo

Our Social Media Logo

Header Image

King George’s Hall
Blackburn’s Premier Conference and Entertainment Complex
Social Media Aggregator Platforms

This tool is web-based so there's no messy installation involved.

Here's a rundown on some of what you'll find inside Hootsuite:

* **Scheduling**
  Choose between live updates or pre-schedule posts and shares in advance. Customize URLs. Add custom link parameters for tracking clicks and gathering information on your audience.

* **Files**
  Upload images, video and files right into your messages. RSS feed. Connect to your RSS and send your blog to your social media streams. Bookmark. Use the Hootsuite Hootlet from your browser toolbar to share pages and information quickly.

* **Mobile updates**
  Handheld integration lets you keep up with Hootsuite from your iPhone.

* **Tabbed layout**
  Create and customize columns that can be dragged and dropped in any order to your liking.
Originally a popular tool for tweeters, Tweetdeck has evolved into a comprehensive platform that services Facebook, LinkedIn and MySpace. Built using Adobe Air, it has a blend of rich-technology and customizable features.

Tweetdecks features are extensive:

- **Custom colours**
  Choose how you'd like your interface to appear and make it your own.

- **Filters**
  Set-up your columns to show you only what you want to know.

- **Notification**
  Get alerts for new tweets, mentions and direct messages. Excellent communication management feature.

- **Follower**
  Decide who to follow or unfollow, as well as report spam and mark your favourites.

- **URL**
  The bit.ly auto-shorten URL is incorporated for tweets and image uploads.

- **Sync**
  Set-up Tweetdeck to suit your personal tastes and keep it that way regardless of whether you access it through your laptop or your handheld.

- **Lists**
  Track your favourites and organize them into Twitter lists right from your dashboard.

- **Trends**
  See what's hot with local trends and Twitscoop.

- **Shortcuts**
  Keyboard shortcuts speed up your actions so you can maximize your time with Tweetdeck.
Facebook Pages

**Personal Page**
- Set up as a business page in a personal account space.
- King George's Hall had a personal page with 5,000 ‘friends’.
- In analysis, only 150 had *subscribed* to receive updates from the page.

**Business Page**
- Also running a business page simultaneously.
- Had 750 ‘likes’.
- A business page should post at least once a day to stay in the minds of fans.
Facebook Pages

- Use a programme like SHORTSTACK to build your Facebook Timeline Apps.

- Run competitions to build you Facebook ‘likes’.

- Ensure that your entry options comply with Facebook competition rules and regulations.

- Provide entry options that are not ‘Like and Share to Win!’ You may get closed down!

- Highlight and ‘Pin to Top’ of page for prominence

- Use clearly defined call to actions

- Keep posting it out!
Max 3 lines of text

At least 5 times per week

For a campaign, choose a day to repost every week.

To stay in the mind of fans

60% more likes, comments & shares

Post at optimal hours

e.g. a 18-24 demographic is highest from 9-10pm
Twitter Pages

• 21% of the world’s population are using Twitter every month.

• 55-64 age bracket is the fastest growing demographic seeing 79% growth in 2012.

• Engage in a wider conversation.

• Implement a follower strategy.
Get Serious about your Content Strategy

* Formulate a content plan on a weekly basis. And schedule it to your SMAP!

* This is particularly effective if a team of people have access to the Twitter account, it provides substance and ensures that the correct key messages are delivered through the social media platform.

• Content Marketing is key to making sure your message cuts above the noise
  - Infographics
  - Videos
  - Pictures

“Content Marketing is not a campaign – it’s an approach, a philosophy, and a business strategy”

Joe Pulizzi
George’s Comedy Club

• January – May 2012 was averaging 85-95 tickets.

• With a £0 advertising budget and pure social media strategies it steadily rose until October 2012 when it sold out.

• Sold out for eight consecutive months until June 2013 when I took Glastonbury leave.

• Gap in social media marketing due to no SMAP saw tickets fall by 54% on month by month comparison

• Frontline services cannot currently afford to leave gaps within their customer conversation.
• Make sure your website has a newsfeed / blog
• Extend your content marketing strategy to include your blog. **But why?**

Companies that blog have 55% more traffic, 97% more backlinks and 434% more indexed pages in search engines.

• Use your colleagues’ industry expertise to create valuable articles.

• Add share on Facebook / post to twitter link onto every post.
Be Specific and Relevant

Know Your Audience

Be Seasonal and Timely

Be Relevant Within a Wider Community

Show your audience you are up-to-date