

Here and now

- An overview of social media
- How to strategise
- How to maximise the tools at our disposal
- Top Ten Tips

More of a workshop than a presentation. Please ask questions!

Some current trends

I believe that social media is a blessing for us all... and that it can help both cinemas and exhibitors with six things:

1. public relations
2. customer service
3. loyalty building
4. last minute sales & promotions
5. market research
6. and yes... customer acquisition

And... that the better we communicate with, reward, listen to, develop and embrace our customers, the happier, more loyal and more active they will be.

Some findings (SylC)

- 70% of cinemas see Social Media as having a positive affect on the loyalty of their audience, with the other 30% unsure.
- 40% of cinemas have seen a definite correlation between initiating social media strategy and Box Office sales increases. The other 60% have seen increases but feel there are other factors to take into account and so can't be sure this increase is attributable to social media (although we think it is!)
- 100% of cinemas agree that social media is an excellent means of getting direct feedback from their audiences.

Findings cont...

- Responsibility for social media output tends to be under dispute and tends to fall with whoever actually enjoys doing it!
- Many organisations don't have a specific strategy - rather they tend to work on regularity, trial and error or personal taste. However, this is usually something 'under discussion', and even a few lines of strategy can help.
- In many cases print materials are being streamlined - with money saved diverted to maximise online reach.
- The average time spent per week on Social Media is 2-3 hours.

SOCIAL MEDIA....

&*^%!!***):)☹️ - where do I start?

What's out there?

- **All encompassing: Facebook...**
- **Text: Twitter**

- Text: Blogs (tumblr, wordpress)
- Audio: Podcasts (iTunes, audioboo)
- Video: YouTube, vimeo
- Image: Instagram, pinterest
- Collecting / archiving: social bookmarking (bit.ly, reddit, Digg, StumbleUpon)
- Technology: apps
- Statistics: Google Analytics
- 'Joining up' sites: hootsuite, tweetdeck

DON'T PANIC

- You don't have to do everything. Start with the basics
- Do what you like and do it well
- Be flexible
- It's an amorphous and organic entity so let it flow!
- It changes all the time, so don't panic if the layout suddenly doesn't look familiar
- Ask for and listen to feedback – from audiences, friends, staff, stakeholders
- Look around you and see what appeals to you and what works elsewhere...

What tools do we have at our disposal..

...as independent cinema exhibitors, marketers, supporters, fans?

Well, specialised film is a good place to start for reference:

- Narrative (suspense, drama, humour)
- Cinematography
- Poignancy
- Character / personality
- Sound

What tools do we have at our disposal..

...as independent cinema exhibitors, marketers, supporters, fans?

Well, specialised film is a good place to start for reference:

- Narrative (suspense, drama, humour)
 - Stories from the 'office'... just seen a new trailer, just booked an amazing speaker, planning an event but can't tell you what it is, staff member off to Cannes/Berlin/other, births, marriages etc.
- Cinematography
 - Posters, scenes, behind the scenes (for films or for your own events)
- Poignancy
 - Someone leaving, remembering the past, member events and memories
- Character / personality
 - Your staff, your audiences, your mascot, your board
- Sound
 - Soundtracks, quotes

Top Ten Tips

1. Don't panic: strategise!
2. Trial and Error: social Media offers instant feedback
3. Collaborate
4. Be human: there is no more top-down, only peer to peer
5. Encourage, motivate and challenge

Top Ten Tips cont...

6. Reward: they will love you even more

7. Measure: always refer to statistics

8. Slow and steady wins the race: maintain a steady output

9. Respond

10. Have fun!

If you're enjoying yourself, so will others. Cater for yourself!



To Thine Own
Self Be True

~ William Shakespeare