



ARTS | CULTURE | NORTH VANCOUVER

Social Media

Robert Ouimet





content, not technology

facebook.

twitter

You Tube

flickr™



it's always personal

network effect.
people talk

Social Media

- is a conversation
- loves a good story
- needs a content strategy - mine your org
- is personal
- includes e-mail

be where
people are

facebook.

twitter

You Tube

flickr™





Videos



The Red Shoes is back – to download our full summer programme, [click here](#) or visit the calendar tour details. Will we see you on the other side?

[See more videos on our YouTube channel](#)

News

Red Letter Days

June 2011

Our very own Anna Maria Murphy telling tales.....

Calling all Early Choughs...

May 2011

[The Asylum] The most outdoors you can be indoors – The Guardian ***** Fa...

[Read our news](#)

Tweets

[Follow us on Twitter](#)

Photos



[Look at our Flickr gallery](#)

Whats On

Jun 2011						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

[See what's happening](#)

Donate

We are a charity. Our Friends and supporters help us continue to make bold, brave and brilliant work. Please click here if you wish to help.

[Support Us](#)

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From CD's to programmes here's your chance to buy some great Kneehigh merchandise.

[Visit our shop](#)

Get in touch with Kneehigh

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Company number 1792824, VAT reg number 462 9740 23, Kneehigh is a registered charity number 290218 and is supported by Arts Council England and Cornwall County Council.



Kneehigh ASYLUM Kneehigh ON TOUR Kneehigh AT HOME



Join our mailing list



- Second only to Google in traffic
- Most common activity after email
- Rich demographic info about users
- Ad network is targeted and inexpensive



- Adds element of mobile + real time
- Ideal for taking the pulse - plus - robust search
- Rapid development of business tools



- Rivals traditional television for hours tuned
- Your content + your contributors + aggregate
- Robust search



- Photos speak volumes
- Contributions from community and other orgs
- Sense of insight and excitement

donate ?

e-mail newsletter



- Personalized, branded delivery to application in highest use
- Manages lists for you
- Lists can be segmented (donors, volunteers, media etc)
- Metrics

Now What ?





Write Once.
Publish Many

facebook

Excerpt

twitter

140 character
'teaser'

You Tube

Video

flickr

Photos



Digest
Call to Action

- Start with a content inventory
- Set goals and keep them forefront

Integrate with existing
marketing, communications
and outreach activity

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Thank You

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