THE ARTS OFFICE

ARTS I CULTURE I NORTH VANCOUVER

## Social Media

#### **Robert Ouimet**





### content, not technology











### 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











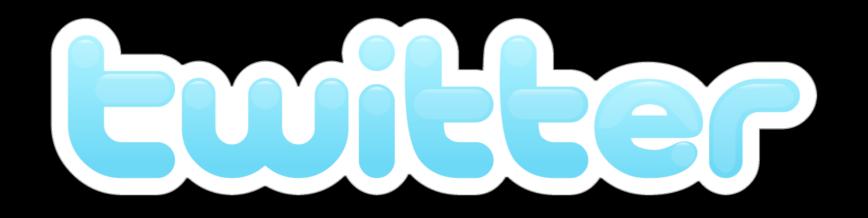




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# facebook.

- 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 ?



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

## Now What ?



#### facebook.

Excerpt





140 character 'teaser'

Video

#### Write Once. Publish Many



Photos

Digest Call to Action

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

#### Integrate with existing marketing, communications and outreach activity

#### Social Media

- is a conversation
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- needs a content strategy mine your org
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# Thank You Robert@RobertOuimet.com