

A black and white photograph of a person's hands writing on a notepad with a white marker. A laptop is visible in the background. The image is overlaid with a dark blue diagonal shape on the left and an orange triangle at the bottom right.

SOCIAL MEDIA STRATEGY



**HEYWOOD
— PAIGE —**



Social Media Strategy

- What is a Social Media Strategy?
- Target Audience
- Platforms
- Marketing Goals & Objective
- Content Strategy
- Monitoring & Analysis

What is a Social Media Strategy?

This social media strategy outlines how the Anonymous Company will use social media platforms to achieve its goals and objectives. It is a systematic approach to leveraging social media channels to engage with our audience, build a brand presence, and ultimately drive our desired outcomes. This strategy includes the following components:

- Target Audience
- Platform Selection
- Goals And Objectives
- Content Topics
- Content Sources
- Engagement And Interaction
- Visual Identity
- Content Calendar
- Monitoring And Analysis

Target Audiences

Local Community

The local community is vibrant and artsy. There are local artists and events that are natural partners for the Anonymous Company.

Art Instructors

Colorado-based painting, drawing, fiber arts, bookbinding, jewelry making, and other fine art teachers who have their own student followings.

Artist Guilds

Online and brick and mortar artist guilds are hubs where students and instructors gather to share resources. This is an efficient target audience for us.

Platform Selection

Social media platform selection is dependent on where the audience is, our budget, and resources. Our audience is on:

- Facebook
- Instagram
- LinkedIn

We will use Facebook primarily and Instagram and LinkedIn if there are enough resources.

2024 Marketing Goals



Our goals are stated here in relationship to the target markets. However, there will be overlap between the target markets of instructors and guilds in fulfilling their respective goals.

Local Community

The Anonymous Company event space is rented at least six times by local residents for community events in 2024.

The center creates and hosts six events for the local community in 2024.

Art Instructors

The Anonymous Company hosts 36 individual artist instructor visits in 2024 either in-person or virtually.

Artist Guilds

The Anonymous Company hosts six artist retreats of three to five days in length in 2024.

Facebook Goals & Objectives

Increase Page Followers

Goal

Gain 750 new followers who are art instructors, artists, artist guild members, and the local community.

Objectives

Identify and engage with relevant Facebook groups and communities for art instructors and artist guilds to promote the page.

Collaborate with existing followers to encourage them to invite friends who fit the target audience.

Increase Engagement

Goal

Achieve a monthly average engagement rate of 5% (likes, comments, shares) on posts related to upcoming retreats, artist testimonials, and workshop highlights.

Objectives

Share high-quality, engaging content related to upcoming retreats, testimonials, & workshop highlights.

Respond promptly to comments and messages to foster a sense of community and interaction.

Gain Registrations

Goal

Generate a minimum of 50 registrations from Facebook event pages for the retreats.

Objectives

Create and optimize Facebook event pages for each retreat with compelling descriptions, images, and a user-friendly registration process.

Regularly update event pages with additional information, instructor bios, and testimonials to maintain interest and engagement.

Content Topics

Our social media content topics include:

- How Tos for Quilting, Knitting, Painting, Drawing, Jewelry Making, Bookbinding, Junk Journaling, Mixed Media
- Techniques for Quilting, Knitting, Painting, Drawing, Jewelry Making, Bookbinding, Junk Journaling, Mixed Media
- Meet the Artist - Videos and Bios
- Videos and Photos of Artists' Works
- Anonymous Company Construction Updates
- Introductions to New Anonymous Company Instructors
- Retreat Information & Promotion
- Workshop Information & Promotion
- Artists and Art Events in the community



Content Sources

For how tos and techniques posts, share content from these sources.

Quilting

<https://sewcoloradoquilting.com/blog/>
<https://www.aquiltinglife.com/blog/>
<https://www.redpepperquilts.com/p/tutorials.html>
<https://www.blossomheartquilts.com/>
<https://www.laundrybasketquilts.com/>
<https://quiltingismytherapy.com/videos/>
<https://www.diaryofaquilter.com/free-quilting-tutorials/>
<https://suzyquilts.com/blog/>

Knitting

<https://www.coloradoknits.net/blank>
<https://mysisterknits.com/blog>
<https://blog.tincanknits.com/category/techniques/knitting-techniques/>
<https://blog.nobleknits.com/>
<https://ggmadeit.com/>
<https://knitlikegranny.com/>
<https://zenyarnngarden.com/blogs/zen-n-ews>

Painting

<https://kelliedayart.com/blog/>
<https://theartfulpainter.com/blog>
<https://dailypaintersofcolorado.blogspot.com/>
<https://www.redlineart.org/along-the-line-blog>
<https://www.westandmain.co/blog/tag/Colorado+Artists>
<https://www.carolnelsonfineart.com/>
<https://www.youtube.com/@FineArtPaintingTechniques>
<https://finearttutorials.com/>

Content Sources

For how tos and techniques posts, share content from these sources.

Bookbinding & Junk Journaling

<https://www.youtube.com/@FourKeysBookArts>

<https://www.youtube.com/@bittermelonbindery>

<https://www.youtube.com/@NiktheBooksMith>

<https://www.ibookbinding.com/>

<https://www.journalwithpurpose.co.uk/blog>

<https://craftybooknook.com/blog/>

Jewelry Making

<https://www.halsteadbead.com/articles>

<https://simonewalsh.com/blogs/handmade-jewellery>

<https://gemgossip.com/>

<https://jewelrymakingjournal.com/>

<https://thecraftyblogstalker.com/jewelry/>

<https://www.youtube.com/@JewelSchool>

<https://www.youtube.com/@UrbanRhino>

<https://www.youtube.com/@TheArtOfMetalsmithing>

Mixed Media

<https://www.robenmarie.com/blog>

https://balzerdesigns.typepad.com/balzer_designs/

<https://thekathrynwheel.blogspot.com/p/cabelle-studios.html>

<https://janedavenport.com/blog/>

<https://tworzysko.blogspot.com/p/art-basics.html>

<https://daisyyellowart.com/vividlife/>

<https://dianesalter.blogspot.com/>

Engagement & Interaction



Like

Like the comments that people leave on the Anonymous Company Facebook page.
Like the content of artists and guilds we follow.



Comment

Respond to every comment left on the Anonymous Company Facebook page within 24 hours.
Choose 10 artists or guilds each week and comment on the content they share.



Share

Share the content posted by artists and guilds that is relevant to the Anonymous Company's target market.
Include a comment about the shared content before posting it to the Anonymous Company page.

To get the traction we need in obtaining our goals, liking, commenting, and sharing the target audience's content is essential.



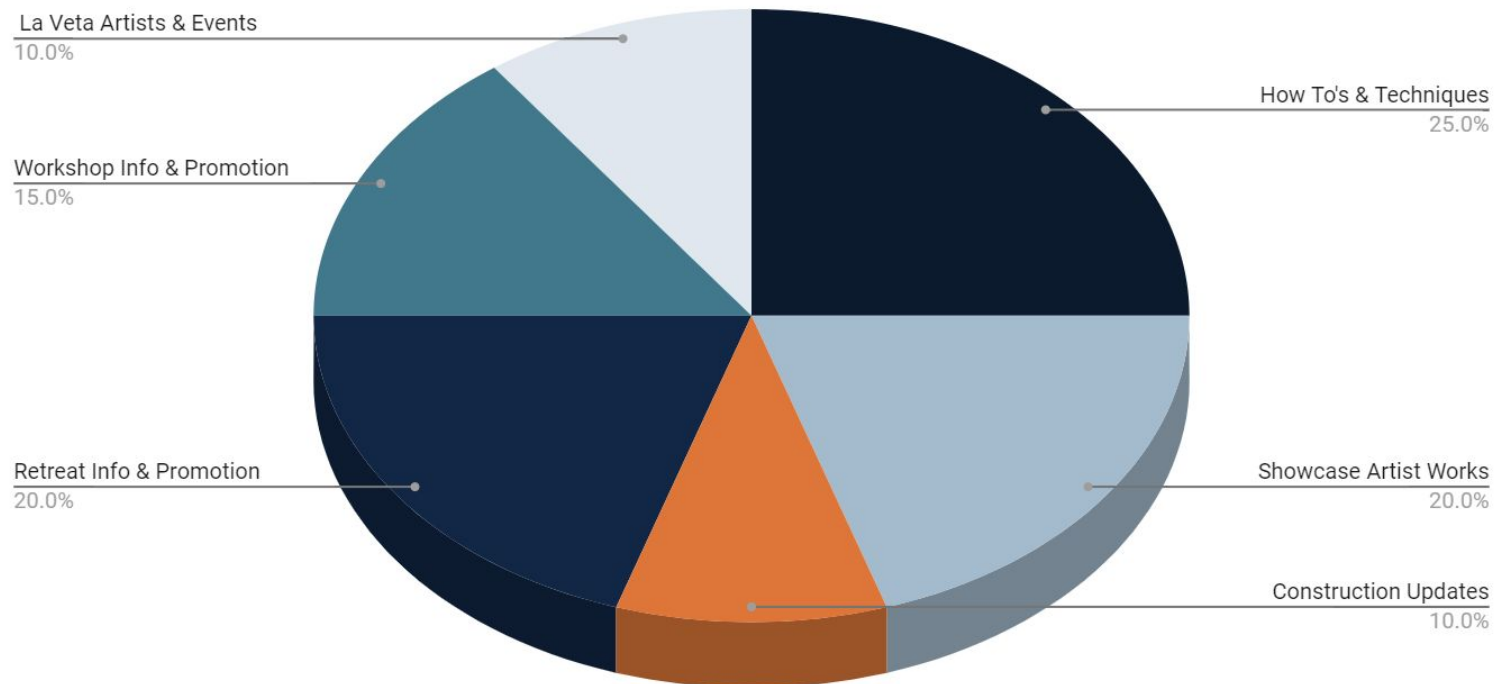
Visual Identity

How the Anonymous Company brand looks in social media.

- Whenever possible, use the Anonymous Company logo on posts.
- Leave a one inch border around the logo.
- Only use the Anonymous Company colors in social post artwork.
- To create a recognizable visual identity, we will review competitors' social media and collaborate on visual elements and style.

Content Cadence January – June

How often do we post on each content topics?



2024 Content Calendar

Monthly posts by topic frequency

January

- 4 How To's & Techniques
- 2 Showcase Artist Works
- 2 Construction Updates
- 3 Retreat Info & Promotion
- 2 Workshop Info & Promotion
- 2 Local community Artists & Events

April

- 3 How To's & Techniques
- 2 Showcase Artist Works
- 1 Construction Updates
- 3 Retreat Info & Promotion
- 2 Workshop Info & Promotion
- 1 Local community Artists & Events

February

- 3 How To's & Techniques
- 2 Showcase Artist Works
- 1 Construction Updates
- 3 Retreat Info & Promotion
- 2 Workshop Info & Promotion
- 1 Local community Artists & Events

May

- 4 How To's & Techniques
- 2 Showcase Artist Works
- 2 Construction Updates
- 3 Retreat Info & Promotion
- 2 Workshop Info & Promotion
- 2 Local community Artists & Events

March

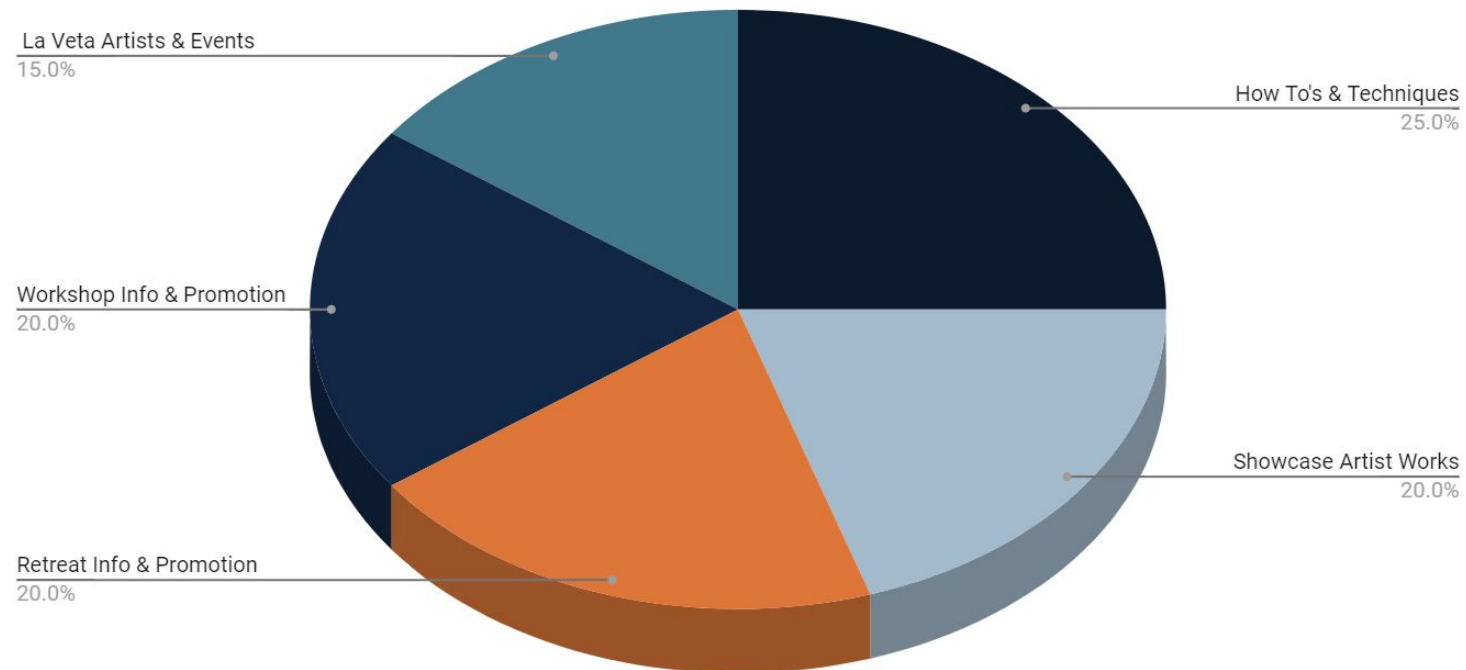
- 3 How To's & Techniques
- 2 Showcase Artist Works
- 1 Construction Updates
- 3 Retreat Info & Promotion
- 2 Workshop Info & Promotion
- 1 Local community Artists & Events

June

- 3 How To's & Techniques
- 2 Showcase Artist Works
- 1 Construction Updates
- 3 Retreat Info & Promotion
- 2 Workshop Info & Promotion
- 1 Local community Artists & Events

Content Cadence July - December

How often do we post on each content topics?



2024 Content Calendar

Monthly posts by topic frequency

July

- 4 How To's & Techniques
- 3 Showcase Artist Works
- 3 Retreat Info & Promotion
- 3 Workshop Info & Promotion
- 2 Local community Artists & Events

October

- 4 How To's & Techniques
- 3 Showcase Artist Works
- 3 Retreat Info & Promotion
- 3 Workshop Info & Promotion
- 2 Local community Artists & Events

August

- 3 How To's & Techniques
- 2 Showcase Artist Works
- 3 Retreat Info & Promotion
- 3 Workshop Info & Promotion
- 1 Local community Artists & Events

November

- 3 How To's & Techniques
- 2 Showcase Artist Works
- 3 Retreat Info & Promotion
- 3 Workshop Info & Promotion
- 1 Local community Artists & Events

September

- 3 How To's & Techniques
- 2 Showcase Artist Works
- 3 Retreat Info & Promotion
- 3 Workshop Info & Promotion
- 1 Local community Artists & Events

December

- 3 How To's & Techniques
- 2 Showcase Artist Works
- 3 Retreat Info & Promotion
- 3 Workshop Info & Promotion
- 1 Local community Artists & Events

Monitoring & Analysis

Use the following sources for sharing

Increase Followers

Gain 750 new followers who are art instructors, artists, artist guild members, and the local community.

Increase Engagement

Achieve a monthly average engagement rate of 5% (likes, comments, shares) on posts related to upcoming retreats, artist testimonials, and workshop highlights.

Gain Registration

Generate a minimum of 50 registrations from Facebook event pages for the retreats.

Measurement

Track the growth in page followers monthly.

Measurement

Monitor post engagement and calculate the monthly average.

Measurement

Track the number of registrations originating from Facebook event pages.

THANK YOU!



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