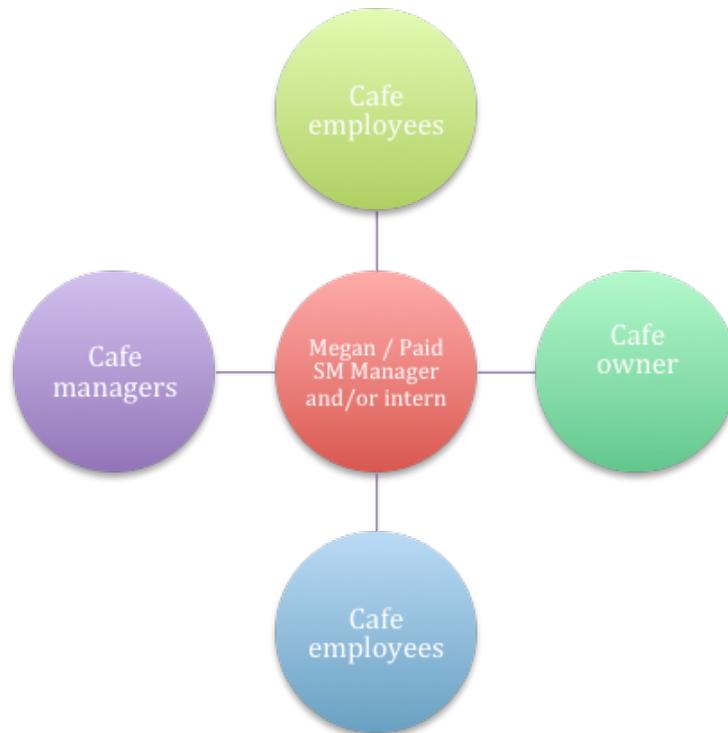# Social Media Guidelines and Plans

Peyton Garcia and Mikaela Wilkes

Integration model

The Lyric's Social Media: Coordinated Integration

The Lyric's current integration model is something of an anomaly. Megan is the designated social media manager, so her efforts are somewhat coordinated. Yet she exerts no control or training when it comes to managing what other employees post. Therefore a distributed model is most similar to what the Lyric is currently doing because employees are allowed to dip into social media of their own free will without any kind of game plan. Megan is trusting them not to post anything that would potentially harm the brand. Choosing to do this is understandable because the Lyric is a small cafe business and she would know all of the employees personally. At one point in our conversation Megan also mentioned collaborating with one other employee specifically when it came to social media responses (they both write a response and then post the least offensive one!).

Where to go from here?

Ideally we would like to help Megan form a coordinated model for the Lyric's social. We believe this would honour her desire to share control with employees and encourage development on their part and it would also carve out a role for her as a social media coach. Megan would be responsible for developing an official social media policy or guidelines (which currently doesn't exist) and then communicating that to the staff. Perhaps we could lessen her workload by developing those guidelines for her. Setting up this model would take some time and effort but the result would be social media that has a clear voice and purpose, as opposed to haphazard posting in the hopes that something will be successful. Whether or not this will work long term largely depends on how the owner of the Lyric perceives these efforts. At the moment Megan runs Lyric social in addition to her regular duties for no extra pay. There's no incentive for her to be establishing and communicating best practices and policies for no personal gain. This is tough because we're not really in a position to approach the owner about what he should or shouldn't be allowing in his budget for social. However, we are able to talk to Megan about what she can achieve within her time constraints and with small changes. Communicating with other staff members about best practices could also encourage them to share the load and get involved in social in the right way.

We believe the co-ordinated model is best suited to the Lyric's culture, resources and goals because it encourages employee participation, but relies on a central unit/individual to manage larger social goals. Most of the posting on the Lyric's social is done by Megan herself, so clearly the distributed model isn't effective. Perhaps if Megan were to communicate social media policy and goals to the other employees then they might feel more inspired to get involved. The lyric's audience will be expecting professional and creative content, which makes having a central coordinator important. At the same time because of the Lyric's quirky brand, allowing other employees to share control will result in authentic and experimental content that the audience would like to see.

Strategic Plan

The Lyric is currently active on Twitter, Facebook, Instagram, and a personal website. They have a strong following on each platform -- 9,855 likes on Facebook, 5,466 check-ins on Facebook, 468 reviews on Facebook, 1,856 tweets, 2,465 followers on Twitter, and 653 followers on Instagram. Their average weekly activity varies from platform to platform. The Lyric stays highly active on Facebook posting a minimum of twice a day, but sometimes up to four times a day. Their Twitter appears active because it is linked to the Facebook account and is therefore automatically updated every time a Facebook post is created. We would like to

encourage Megan to put more time and energy into discovering the advantages that Twitter alone has to offer. The Lyric's Instagram is updated about twice per week. We could possibly increase activity here, but Megan does a good job tailoring the content for this particular platform and we are so far happy with the results we are getting in this area. As far as engagement goes, we believe that more engagement potential could be reached via Twitter, and an increase in incentivized posts on Facebook could boost likes. The Lyric maintains their quirky, hipster vibe across all platforms. They post bizarrely intriguing photos on instagram and promote their indie, you've-probably-never-heard-of-this films across Facebook and their personal webpage. We believe the best thing they could do from here is reach out to their fans. They already have a very large following for such a small, independent organization. They have enormous potential to be tapped if they become more involved with their audience.

That being said, we have developed some objectives that will hopefully help the Lyric in the areas that are lacking:

1. Increase Facebook likes - the current average for likes is about 1 to 5 likes per post. We would like to see at least 20 to 30 likes per post by the end of April by creating incentivized content. This will help fans and followers know more about what's happening at the Lyric and it will, hopefully, trigger an increase in followers for the organization.

2. Increase Facebook conversations - the current average for comments on Facebook posts is about 1-3 comments for every 3 to 4 posts. We would like to see at least 2 "question posts" per week, from here on out, to increase general conversations on the page. By posting content that will get followers to start conversations amongst each other as well as with the Lyric, Megan can encourage a sense of community among the fans and establish a rapport between the followers and the organization. We would like to see 1-3 comments on every post by the end of April.

3. Increase Twitter usage - to start out we would like to see the Lyric tweet (non-Facebook triggered tweets) a minimum of once a day. Simply by retweeting movie-related content the Lyric can get their name into the Twittersphere which can open the doors to an expanded audience and possibly an untapped fan base.

4. Increase general conversation and build rapport - we would like to encourage Megan to respond to 1 audience comment per day on each platform. This allows the followers to feel appreciated and get excited about the Lyric.

Listening/monitoring strategies

One of the Lyric Cinema Cafe's main communicative goals is to encourage engagement in their online community by finding a way to significantly increase shares, re-tweets, etc. One thing Megan, the current SM manager, mentioned was a desire to see more response to their "call to actions": more clicks on links to other pages. We believe encouraging her to branch out of her SM comfort zone and onto Twitter could be very beneficial when trying to reach their secondary audience (the college-young professional crowd).

If Megan wants to encourage engagement then her first monitoring goal should be to start listening.

Monitoring Goal: Quickly see who is talking about indie cinema industry in Fort Collins and join the conversation to bring more credibility to my brand

- Monitor big cinema competition (Cinemark) to find potential opportunities

Monitoring Goal: keep finger on the pulse of indie cinema market so we can figure out what the movies our audience would like to see and then screen them

At the moment she's not using the free social monitoring tools available to her to see the conversations going on about movies and fort collins. Understanding her audience of 10, 000 and what they like to talk about will go a long way when it comes to content creation and response.

Another area for improvement we'd like the Lyric to focus on is their targeting strategies. Currently, the Lyric tailors their target audience depending on the current event they're hosting. Generally they target local people who love indie films - pretty broad. We suggest narrowing it, so as to better advertise themselves.

One way that the Lyric can start to fragment their audience is by tagging. Using keywords and specific hashtags will mean that when the Lyric wants to promote a chick flick night, they can send that message out to the people who it's likely to interest, instead of to all of their followers.

To begin with, we suggest using Tweetdeck and Social Mention to address these goals. Below are a sample list of keywords and hashtags that we believe will be of use.

Keywords: indie film, indie movies, cinemark (competition), [insert film name], Fort Collins, local, FoCo, CSU, rampride, documentary, doco, quirky, hipster, cartoons, old town

Hashtags: badmovienite, coffeeandcartoons, thelyric, lyriccinemacafe, beersandmovies, oldtown, scienceontap (related to a particular event), fortcollins, fortcollinslivemusic, fortcollinsevents

Geotags: Fort Collins, Colorado

Tweetdeck

Tweetdeck is a convenient dashboard that the Lyric can use to monitor and manage their expanding Twitter profile and existing Facebook network simultaneously. Its platform is a clean layout separated into columns. Its strength lies in its user-friendly simplicity. We believe this would make it an easy tool to adopt into Megan's daily activities. It would save her time, rather than giving her an extra responsibility. These columns can be divided into: Homepage, Notifications, Hashtags (which we think the Lyric should use more of), Direct Messages etc. The column number you can add is unlimited. It's a free application and can be used to coordinate scheduled posting and can post across multiple platforms at the same time by selecting the icon of whatever account you're posting from. Filtered searches and alerts are going to help Megan refine the Lyric's targeting strategy.

Using Tweetdeck is going to allow Megan organize and build custom timelines, track searches and notifications and post all in one platform. Another strength of Tweetdeck is the capability to share an account with other employees without giving away the password. This is going to give Megan more authority over posting permission without hindering the ability of the other staff to create and contribute to content building.

Other Strengths:

- Tweetdeck has one-click access for replies, DMs and re-Tweets.
- It allows link-shortening
- Tweetdeck can run in the background and still notify you of new tweets when they come in
- Built-in search engine
- Updates continuously

Weaknesses:

- The program is quite memory intensive and older technology can struggle to run it if there's not enough spare RAM. H.

- If you decide to close a search column all the information in that section will be lost and it can't be saved to the background. It's either present, or all gone.

Social Mention

Social Mention is a free monitoring search tool that allows users to listen to what people are saying about them, their competitors and their product. It pulls user generated content from across the web into a single feed for analysis.

Strengths:

- Will allow Megan to 'listen' to what her potential customers are talking about. If she's screening When Harry Met Sally for a Valentine's special, running a search on those terms could provide inspiration for her content creation that would best reach fans of those intersecting categories.
- Gives an overall view of what people are saying about the Lyric. A quick search of the business name showed several Tweets by Fort Collins Local Buzz Twitter account. Megan should tweet them back to acknowledge them as a brand advocate.
- Gives insight on a brand, individual, or topic.
- The search results are divided into a handful of useful categories:
  - Strength: Indicates the likelihood of your search term being mentioned
  - Sentiment: Ratio of positive to negative mentions
  - Passion: Measures the likelihood that the people talking about your search term will do so frequently
  - Reach: Measures the depth of your search term's influence
- Can be used to find new people to follow

Weaknesses:

- The ways in which you can refine your search are limited (aside from platform)
- It's categories need to be learned to understand their significance
- Results can only be filtered by post date so finding something specific could require fishing
- Any significant statistics require purchasing the paid functions

To network and gather intelligence the Lyric should consider joining/following some of the following communities and individuals:

- Follow - Cinemark Facebook: Know what films are blowing up in mainstream

- Join - Cannes Film Festival: many of the films that the Lyric shows are first screened here, try to join the closed group to gather intelligence / know what people like/dislike in the indie community
- Follow - Indie Film Minute - Entertainment and review website
- Follow - Old Town Film Festival - potential competition and/or partner
- Follow - Colorado State University - don't ignore the student market
- Follow - CSU Collegian - thought leader on the CSU campus, invite the Arts and Entertainment writers to do regular reviews on movies The Lyric screens, tap into their audience and credibility
- Follow - The Denver Post created a guide of indie cinemas in Denver/Boulder/FoCo area (which includes the Lyric). It may be useful to see how these cinemas interact with their audiences on social http://guide.denverpost.com/lists/indie-cinemas/

Community engagement and management strategies

- Have a plan or method for responding to negative reviews and comments
  - *Possible scenario:* Megan's current procedure is writing out her response to a negative comment, then asking a fellow employee to write out their response to the negative comment, and then choosing the "least offensive one". We want to encourage the Lyric to come up with a list of steps to take whenever in this situation. A customer might publicly express that they are upset because the Lyric is always out of their favorite candy bar. Step one on the procedure list might be to acknowledge that the customer is upset and let them know you want to make it up to them. The Lyric might address the customer with "We are sorry to hear this affected your experience, but we would love to have you stop by so we can make it up to you." Or something to that effect.
- Respond with a like or "Thank you!" to positive comments and acknowledge positive reviews
- Respond to content the organization is tagged in.
  - *Possible scenario*: A facebook user posts a status saying: "Just watched Rocky Horror Picture Show at **The Lyric Cinema Cafe** with my bestie! Had SO much fun!" The Lyric could then respond by commenting on the post with: "Thanks for joining us, [insert name]! It's one of our favorites too! We hope to see you again soon!" This is a way of showing the customer that they appreciate this call out on social media.

- Search for possible posts or tweets that suggest the user is looking for something to do or a movie to watch and comment with a suggestion that they stop by the Lyric.
- Share the organization's opinions too
  - *Possible scenario:* Perhaps after creating a question post such as "Who played your favorite Batman?" the organization can share "We took a vote and we loved Adam West!"
- Have a response prepared, including a list or link to a list of commenting rules and guidelines in case conversations on a post take a turn for the worst.
- Randomly choose a comment on a post to respond to once a day.
  - *Possible scenario:* Choose a comment that would warrant relatively basic response. Say a follower comments on a post that is promoting an upcoming showing saying "This movie is so rad!!" The Lyric can respond with "We think so too, [insert name]!"

Content ideas and key dates

Content Ideas

1. Batman vs. Superman Movie - create spliced video of previous Batman's saying the words "I'm Batman" - ask question "Who is *your* Batman?" to encourage engagement and scope out opportunity to screen older Batman films.
Goal: Generate leads for profit (compete with big cinemas when big box office trends occur)
Objective: Generating engagement through a question post (Objective #2)
Audience: Facebook, Superhero movie fans because they are likely to already be following anything related to the new Batman release and will be excited to comment.
STEPS characteristics: Trigger current movie trends and hype / create social currency for the sharer/commenter by making them look knowledgeable and funny. Plays on nostalgic emotion.
Platform: Facebook

2. Batman showing promotion - create a question post asking "which Batman movie was your favorite?" Then show the nominated Batman movie at the Lyric.
Goal: Increase in profits through getting people to come in and buy tickets.
Objective: Generate engagement among the audience members as well as gathering consumer insight. (Objective #2)

Audience: Facebook, Superhero movie fans because they are likely to already be following anything related to the new Batman release and will be excited to comment, as well as "oldie" film lovers because a lot of people have an opinion on all the batman films through the ages.

STEPS characteristics: Trigger current movie trends and hype.

Platform: Facebook

3. *Curated -* Retweet a popular post from CSU Social (e.g a photo of the snow/cold weather/weekend) Tweet at CSU students about something to do while the weather is cold/to fill their weekend, offer student discount with soft-sell words like offer/event.

Goal: Raise revenue

Objective: Increase Twitter usage (Objective #3)

Audience: College age students/ CSU students because they will be likely to be following CSU related social media platforms. A beautiful photo of the CSU campus can inspire emotion: awe and relatability.

Platform: Twitter

4. *Curated -* Ask Collegian Arts and Entertainment writers to come in and review a film(s) on a regular basis. Post links to the finished article(s), preferably on a Thursday afternoon 1-4pm.

Goal: Improve relationships with local student audience and build reputation as an authority on indie film.

Objective: Encourage discussion among followers to create a stronger sense of community (Objective #2)

Audience: CSU Students because they are the main consumers of the Collegian

STEPS characteristics: Social currency for any journalism students and/or students that follow the film industry.

Platform: Share to Facebook/Twitter

5. Comment on a theme or topic that is trending on social media (i.e. the presidential elections or the Oscars). Add visuals (photos or graphics).

Goal: Increase engagement: loyalty/brand preference, feedback (R&D)

Objective: Encourage discussion among followers to create a stronger sense of community and show a more personable side to the Lyric. (Objective #2)

Audience: Facebook followers that have opinions on anything trending because it's a hot topic and most people will be prepared with something to say.

STEPS characteristics: Plays on the social currency of trending topics to make the Lyric look funny/smart/knowledgeable. The post is more likely to go viral as it should continue to have the same value to everyone who shares.

Platform: Twitter for fast, real time commentary, Facebook for content that is posted in a less timely manner.

6. *Curated -* Share posts from other cinema outlets and groups, especially Cinemark that holds dominant market share in FoCo. Cinemark shares a lot of movie reviews, perhaps the Lyric could curate a collection of them and/or polls that are particularly interesting. Monitoring other indie cinema outlets could also turn up some content worth sharing.

Goal: Improve relationships or reputation as well as expand fan-base through introducing the Lyric to prospective movie-goers.

Objective: Increase general amount of likes on social media content (Objective #1)

Audience: Movie lovers across all social media platforms because the organization should be looking to recruit new followers.

STEPS characteristics: This will build the Lyric's social currency by acknowledging other cinema outlets and trends in the wider market.

Platform: Facebook

7. Create BuzzFeed-style posts (i.e. "Our favorite at-home movie snacks!")

Goal: Increase engagement: loyalty/brand preference, feedback

Objective: Provoke likes and shares (Objective #1)

Audience: Facebook movie lovers on a budget or wanting to stay in for the night because the organization should be looking to recruit new followers.

STEPS characteristics: Adds practical value by giving recipes/tips and tricks for a home movie night that are useful and simple.

Platform: Facebook/Snapchat/Youtube

8. Create Facebook events for upcoming specialty events e.g Coen Brothers retrospective and Bad Movie Night (first saturday of every month, good opportunity for recurring content. Some brands keep the same event page with the same followers and just adjust the dates so they don't lose their audience).

Goal: Raise revenue (ticket sales: events can serve as an indicator for attendance and double as promotional material).

Objective: Increase likes and shares (Objective #1)

Audience: Will depend on the particular movie being advertised. The Coen brothers retrospective will need to target their fans/the demographic of those fans. Research required.

9. Ask movie attendees their thoughts about the films they've just seen and ask if they'd be happy to have their picture included as they exit the theatre. Perhaps they could be offered some form of compensation for their contribution, but we believe many people would be happy to talk to an employee anyway, especially if they're regulars. Mimic a "Humans of New York" post format and create a hashtag to track these stories.

Goal: Improve relationships or reputation

Objective: Create conversation between the organization and the audience (Objective #4)

Audience: Facebook - Primarily senior citizens, the Lyric's daytime crowd that will have time to stop and comment, should also include several younger and family age attendees for variation.

STEPS characteristics: Creates stories that are going to humanise the brand. Stories are shareable because people like to relay stories rather than facts and figures, some stories may carry emotional value too.

Platform: Facebook/Instagram

10. Share a story from a staff member of frequent customer about their favorite cartoons from when they were younger to advertise daily cartoons.

Goal: Improve employee base, relationships and reputation.

Objective: Create conversation between the organization and the audience (Objective #4)

Audience: Frequenters of the daily cartoons at the Lyric because they will already be invested in this recurring event.

STEPS characteristics: Also creates stories for a kind of 'evergreen' content, likely to appeal to nostalgic emotion.

Platform: Facebook/Instagram

Timeline (***Our objectives indicate that we would like to see results by the end of April. This is our timeline for the month of March. March will be the month we use to really work on objectives and we will then base April's schedule on March's results.***)

- **Thursday, March 3rd 1pm-4pm**
    - Post a review done by the Collegian on the "Recovering" documentary that the Lyric and the Coloradoan partnered to put together, which is showing on Wednesday, March 2nd.

- ○ Create an event page for movies showing on Thursday, March 4th - "Son of Saul", "Raising Arizona", "The Mermaid"

- **Saturday, March 5th 12pm-1pm**
    - ○ Create an event page for movies showing on Sunday, March 6th - "Invincible Czars"

- **Wednesday (2:30pm-3:30pm), March 9th through Friday (1pm-4pm), March 11th**
    - ○ Post a BuzzFeed-esque post each day to prepare followers for Spring Break: 1) "Our favorite classics to watch over break" 2) "Our favorite at-home snacks to make for movie night!" 3) "Five movies to get you pumped for your Spring Break adventures!"

- **Thursday, March 10th 1pm-4pm**
    - ○ Create an event page for movies showing on Friday, March 11th - "Mustang", "Fargo", "The Big Short", "Rolling Papers" (Possibly) Batman showings

- **Friday, March 11th through Sunday, March 13th 1pm-4pm**
    - ○ Post content promoting showings of old Batman films 2 weeks before the release to get people excited.

- **Sunday, March 13th 12pm-1pm**
    - ○ Post a general statement or question post about the presidential debates that happened on the 11th and 12th.

- **Thursday, March 17th 1pm-4pm**
    - ○ Create an event page for movies showing on Friday, March 18th - "Hail, Caesar!", "Creative Control"

- **Friday, March 18th 1pm-4pm**
    - ○ Post content relating to the new Batman vs. Superman release as it will start showing in theaters the following Friday, the 25th.

- **Wednesday, March 23rd**
    - ○ Create an event page for movies showing on Thursday, March 24th - "Story Swap"

- **Thursday, March 24th 1pm-4pm**
    - ○ Create an event page for movies showing on Friday, March 25th - "O Brother, Where Art Thou?"

- **The 1st and 3rd Thursday (1pm-4pm)** of each month post a "cartoon story" to remind people of morning weekend cartoons.

- **The 2nd and 4th Thursday (1pm-4pm)** of each month, post a "customer review" of a film shown that week.