



## Global Orchestra Foundation Social Media Best Practice

### **HASHTAGS**

These are very important as they encourage content discoverability

Recommended hash tags

#globalorchestra

#ConcertforthePlanet

#CFP2018

#playyourpart

#GO2018

#GOearthhour2018

#EarthHour2018

Remember if we have any content featuring ambassadors, please hash tag.

Eg: #andrydley #angelacatters #yourteachersname #  
thenameofyourshcool

This is the case across Twitter, Google Plus, Instagram (especially Instagram), Facebook and LinkedIn.

It's very important to fill in the content description and tagging that is built into many of the User Interfaces for specific platforms (UI). It means the content can be found and potentially bubble to the surface online. Many online platforms use special algorithms for trending content ensuring that important news and events are presented at the top of a timeline for example.

Content description – think of all the keywords people would search to discover similar content, and incorporate them into the copy. (for example: Global Orchestra, play your part, [Celebrity name], instrument, Holst, Gold Coast Philharmonic, HOTA, Earth Hour)

### **Content Publishing**

Recommend publishing content one piece at a time. Do not overpublish / overshare!

While it's important to stay in the loop and maintain social relationships, posting too often, whether it's photos, status updates or frequent Tweets, can turn off your audience. Focus on sharing items that are of value to your community and reflect your organization, school or brand. Creating a content calendar can help you with this.

We recommend publishing content in the lead up to lunch time, commuting hours and during television prime time slots (8pm – 10.30pm) during week days. This is when people are more likely to be on their social networks and are more open to brand messaging

For Facebook Live and YouTube, the first three days of a video being live is very crucial and a good determinant how many views the video will get.



Always put comments / captions on pictures, links to articles and videos posted online. This gives additional context to why you are sharing the content and 'humanises' the brand.

If your followers post something on the wall or a shout out, be sure to respond. This encourages further engagement.

### **Different platforms deliver different audiences**

LinkedIn – working professionals

Google Plus – great for influencing Google Search and Youtube search result algorithms.

YouTube – video, typically the younger generation as they tend to search on Youtube as opposed to Google.com (generational shift from image based vs text based search behavior)

Facebook – ongoing fan engagement platform

Twitter – pretty transient, but great for events. Make sure there is a hash tag so that people tweeting can discover tweets for the event

### **Determine Your Voice and Tone**

Is your voice very corporate or is it a bit more casual? What you're sharing says as much about you as it does your audience. Is your voice representative of your brand? If it is, then is that representative of the demographic you're trying to reach?

Though it's important that your social media engagement be as unique as your brand, it's also important not to stray from your brand's image. Let your corporate culture be your guide.

### **Call to Action**

It sounds very basic, but a lot of advertisers online forget to include a call to action in their communications.

A call to action in an online context would be:

- Apply Now
- Click to find out more
- Find out more
- Join Event
- RSVP now

Having these in all aspects of communication where we require the audience to react will ensure that we have a good conversion rate.

### **ADVERTISING**

If you have a facebook account, you can ensure a bit of attention by paying to promote your event. We recommend you do not spend over \$50.