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PROJECT PARTNER



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INTRODUCTION

Welcome to the Sydney Coastal Councils Group (SCCG) Coastal Connections Project: Community Engagement Strategy (Social Media)! This document will take you through a real life example of how a very good idea, the SCCG Summer Activities Program, was given a new lease of life to be able to bring it into the more modern world of digital communications.

How to use this Strategy?

If you just want to know how to do a social media campaign then jump straight to the 'Quick Guide to Social Media', page 18. If you want to learn more about the process of setting up a social media campaign, see some example templates, and understand how a group like the SCCG went about it then following the Strategy through from beginning to end.

To set the scene you will be given some background information about the SCCG Coastal Connections Project, the aim, components, and outcomes; what the SCCG Summer Activities Program (SAP) is and how it fits into the Coastal Connections Project. Then you will follow the project stages of how the SCCG in partnership with a specialist sustainability strategy agency went about updating SAP to become 'Summerama' and conducting a social media campaign.

This Strategy includes some useful elements like the 'Quick Guide to Social Media', the social media strategy used for SAP, an example of the responsibilities of a Facebook page administrator for the Summerama campaign (formally SAP) and finally an interview with the Project Manager of the Coastal Connections Project to hear about lessons learnt. This is all to help you understand how social media works.

The concept of this Community Engagement Strategy (Social Media) is to provide a capacity building tool that anyone can pick up and use as a guide if they were intending on doing a social media campaign. You can use this Strategy as a step by step guide or as an inspirational tool to help you think about and consider trying when using social media to engage the community.

The Coastal Connections Project is considered unique because it has explored access to other networks not commonly associated with natural resource management by using social media. The Community Engagement Strategy (Social Media) has been trialed using the SCCG Summer Activities Program 2011, providing an opportunity to research its effectiveness and build on the foundations of the original product.

What is community engagement?

"Community engagement is the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioural changes that will improve the health of the community and its members."

"In practice, community engagement is a blend of social science and art. The science comes from sociology, political science, cultural anthropology, organizational development, psychology, social work, and other disciplines with organizing concepts such as community mobilization, constituency building, community psychology, and cultural influences. The equally important artistic element necessary to the process, however, involves using understanding, skill, and sensitivity to apply and adapt the science in ways that fit the community and purposes of specific engagement efforts", CDC www.cdc.gov/phppo/pce/part1.htm.

Definitions of community engagement via Google



- ⇒ Community engagement refers to the process by which community benefit organizations and individuals build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of a community. en.wikipedia.org/wiki/Community engagement
- ⇒ Community engagement is a term that refers to how stakeholders in communities are engaged in determining their needs and/or ways of addressing these, particularly by those in a position to facilitate this by way of funding and/or other measures of assistance (eg. government agencies). www.rain.net.au/community_wellbeing/community_wellbeing001.htm

What is social media?

"An umbrella term that defines the various social activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio". WIKIPEDIA.COM



- ⇒ Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site, www.capilanou.ca/help/login-page/active-cms/glossary.html
- ⇒ The term social media describes media that is posed by the user and can take many different forms. Some types of social media are forums, message boards, blogs, wikis and podcasts. Social media applications include Google, Facebook and YouTube. www.searchenginepartner.com/SEO-glossary.html
- ⇒ A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook, social bookmarking sites like Del.icio.us, social news sites like Digg or Reddit, and other sites that are centered on user interaction. searchenginewatch.com/define

SCCG COASTAL CONNECTIONS PROJECT

The SCCG Coastal Connections Project was made up of four main components:

- 1) To create and trial a Community Engagement Strategy that focuses on using social media to target the next generation to become involved in coastal conservation.
- 2) To deliver capacity building tools and workshops that inform SCCG Member Councils and other stakeholders about new ways to engage the community, focusing on social media.
- **3)** To trial using a social media strategy to conduct a social media campaign to increase the awareness and participation of the SCCG Summerama: Summer Activities Program activities.
- **4)** To deliver in partnership with project partners three bush regeneration / conservation events held in the iconic locations of Kurnell, Narrabeen Lagoon catchment and North Head during January 2011, as part of Summerama: Summer Activities Program.

The outcomes of the project are defined as:

- Raising awareness of community conservation activities, with the anticipation of increasing participation and diversifying the community members that take part in coastal conservation.
- ⇒ Building the capacity of the SCCG Member Councils and other stakeholders to consider different / modern approaches to engaging their communities.

SCCG SUMMER ACTIVITIES PROGRAM

The SCCG annually facilitates the Summer Activities Program (SAP) by coordinating and promoting the 15 Member Councils education and engagement activities they deliver in the month of January.

SCCG promotion of the SAP has been done through a series of products and activities including: the production of a brochure detailing the activities available regionally throughout January; information displayed on the SCCG website, in the monthly and quarterly newsletters; through the production of promotional materials such as T-shirts, stickers, hats and other affordable merchandise; and generally in the broader media. The Member Councils are also provided with an 'Information Package' that includes information and templates of media releases and guides on the online, electronic and print promotion of the SAP.

The aim of the SAP is to help preserve our beautiful coastal environments – to celebrate them, and learn to appreciate them that little bit more. After 7 successful years of running the SAP the SCCG were able to update the program into Summerama through the Coastal Connections Project, thanks to the grant funding from the Sydney Metropolitan Catchment Management Authority (SMCMA) and a supportive contribution from Coastcare Australia.

PROJECT PHASES & UPDATE OF SAP

The Coastal Connections Project is the first time the SCCG had considered using social media to promote the SAP. The SCCG decided to engage experts to:

- 1) Develop an engagement strategy
- 2) Develop an idea / themes / brand that brings the Summer Activities Program to life "Summerama"
- 3) Execute a social media campaign

The SCCG chose the Republic of Everyone (ROE) who are a collection of sustainability strategists, innovators and communicators. The ROE describe themselves as "100% focused on making sustainability exciting and relevant to everyone. Their work has engaged millions of people around the world, influenced an election campaign, created Australia's biggest Garage Sale, made the business case for a low carbon economy, raised awareness of political prisoners in Burma and helped Australia to host a morning tea in the battle to fight cancer". To see more examples of their work please visit www.republicofeveryone.com or www.facebook.com/republicofeveryone

The SCCG Coastal Connections Project Phases

- ⇒ SMCMA contract signed & engagement of Republic of Everyone (ROE)
- ⇒ Research conducted by ROE into examples of social media engagement strategies & stakeholder consultation with:
 - SCCG: what we are trying to achieve
 - Member Councils: what do they want
 - Audience
- ⇒ ROE produce 'Creative Brief' instructing on what needs to be done or 'created'
- ⇒ ROE produce new brand including name (Summerama), logo, call to action, activity brochure (new description of program) and webpage designs
- ⇒ ROE produce 'Social Media Strategy', an implementation plan for the social media campaign
- ⇒ SCCG manage the coordination and collation of Member Council activities information and production of the activity brochure
- ⇒ SCCG assist Member Councils with the online, electronic and print promotion of program
- ⇒ ROE deliver a social media workshop building the capacity of Member Councils and other stakeholders in the use of social media
- ⇒ SCCG & ROE deliver a social media campaign
- ⇒ SCCG & project partners deliver three 'on-ground' works bush regeneration events

The following sections of this Strategy will provide the Creative Brief, Social Media Strategy and a Quick Guide to Social Media produced for the social media workshop held November 2010.





Creative Brief

CLIENT	Sydney Coastal Councils Group		JOB NO	SCG001
PROJECT	Summer Activities Program		FINAL/DRAFT	Draft
DATE 10 Sep 2010	REVIEWER Jodie Savage CLIE	NT SC	CG	LAUNCH Nov-Dec 2010

REQUIREMENTS

This is primarily a social media campaign brief, in order to get Sydney-siders interested in the coastal environment, and interested in taking part in its upkeep and regeneration.

However, before we develop the social media campaign, we need to have an overarching idea for the SCCG Summer Activities Program (SAP) that gets people excited and mobilized in a bigger coastal environment movement.

- 1. Develop an overarching branded idea for the SAP
- Develop a social media campaign which increases awareness of the SAP activities for the parents of young families (the next generation of volunteers)
- Use social media (in collaboration with Member Councils and community groups' existing email lists) to recruit these parents of young families to the 3 flagship bush regeneration events at Kurnell, Narrabeen and North Head, as well as other SAP activities.

BACKGROUND

The SCCG Summer Activities Program is a program of environmental and coastal care activities over the summer, as put on by SCCG Member Councils. These events are brought together and detailed under one umbrella (SAP).

This summer the SCCG want the SAP to be more successful and for more Sydney families and communities to attend and participate in the events. Moreover the SCCG wants the SAP to recruit the next generation of volunteers – those who will participate in future coastal care activities.

COMMUNICATION OBJECTIVE

- Increase participation (and diversity of participants) in rehabilitation and conservation of coastal environments
- 2. Increase awareness of Sydney's coastal environment
- 3. Get people to the 3 flagship events and other SAP activities

AUDIENCE

Parents of young families.

WHO THEY ARE

Your average Sydney-siders. They enjoy living in Sydney, a city with lovely beaches.

Most have heard about climate change, but only a small percentage (circa 11% according to LOHAS¹) are interesting in hands-on environmental and coastal care activities.

For the rest of this audience, they know getting involved in hands-on environmental and coastal care is important, but they are not big on volunteering or making change happen themselves. They are followers, and have to think it's something big and exciting before they'll participate.

The big benefits for getting involved in these activities are (in order of priority):

- 1. the activities entertain and interest their children
- 2. the activities bring the whole family closer to their local community
- 3. the activities educate their children about their local environment

¹ Lifestyle of Health and Sustainability www.lohas.com/



Creative Brief

So, we need to focus SAP communications (and events) on delivering against these. However, to get our 'followers' interested in coming along to the events, we are going to have to make our audience feel like there is a bigger, exc $$\operatorname{Page}\mid 7$$ movement going on that they shouldn't miss out on.

KEY CHALLENGE

Make them feel like there is a big Sydney movement going on and that they should be part of it.

KEY OPPORTUNITY

Create a "big feel" family-friendly movement in Sydney happening right now in your community.

WHAT IS THE ONE MESSAGE THAT WILL GET THESE PEOPLE TO ACT?

The Summer Activities Program is something you will want to be part of.

WHY SHOULD I BELIEVE IT?

The SAP will have a lot of great activities in each coastal council that families will enjoy.

CALL TO ACTION

Come along to the fun activities of your choice.

TONE OF VOICE

Fun, open, inclusive, dynamic, important.

STRATEGIC ROLL OUT

Stage 1: Social media awareness drive of "big idea" behind SAP

Stage 2: Social media drive to 3 flagship events and SAP activities (in collaboration with Member Councils and community groups' own email lists and broader communications channels)

TIMING

"Big idea" by 24th Sep Social media strategy by 24th Sep Social media campaign to start beginning of December 2010

ADDITIONAL INFORMATION

We will have some content from last year's program, like Science of the Surf and the Coastal Ferry, which were some of the most successful activities.

The majority of Member Councils and community groups do not use social media, but some do have email lists collected at previous environmental activities that we will be able to use.

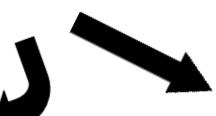
Councils and community groups have access to a variety of more traditional communication channels, like flags (on main streets). It would be advantageous to the success of the SAP if Councils and community groups were engaged early enough in the 'big idea' so that they can reserve/book these spaces in order to make the SAP have a big social/community festival feel to it.

SUMMERAMA: SUMMER ACTIVITIES PROGRAM

The SCCG signed off on the ROE Creative Brief to come up with a new brand idea for the SCCG Summer Activities Program.



Going from the old logo to the new



Name & Logo



Dedicated webpage

Brochure



As much about having fun as reconnecting with and protecting our glorious coastline, the Summerama program offers more than 100 activities throughout the month of January. From Pittwater to Sutherland, activities include the ever-popular Science of the Surf, coastal bike rides, DIY home enviro workshops, rock pooling, wetland tours, sea shell discovery tours, underwater clienta, creepy crawly garden discoveries, marine sculpture workshops and much, much more.

We invite you to check out the range of activities on offer via our website

www.summerama.com.au

Join our Facebook community and keep up to date with Summerama news by liking us on Facebook: www.facebook.com/summerama

Participating coastal councils include Botany, Hornsby, Leichhardt, Manly, Mosman, North Sydney, Pittwater, Randwick, Rockdale, Sutherland, City of Sydney, Warringah, Waverley Willoughby and Woollahra.

- Summerama is the summer activities program hosted by the Sydney Coastal Council Group.
- for all ages and fitness levels.

 Activities run throughout the month of January in various locations across Sudney.
- For full details and registration please visit the Summerama website www.summerama.com.au ioin our facebook community www.facebook.com/summerama Follow us on Twitter & Summerama







January - the days are long, the sun is shining and it's time to get outside and play!

Join thousands of Sydneysiders and become reacquainted with our ocean, wetland and bush treasures as par of Summerama - the Sydney Coastal Councils Group Summer Activity Program.

From sea kayaking to worm farming, the Summerama program offers supervised workshops and activities suited to all ages and skill levels.

I've taken kids down to Summer Activities the last two years now, it's a great way to get them out of the house and is something they always look forward to." Annette, Manly.



The coast comes alive this summer

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From sea kayaking to worm farming, the Summerama program offers supervised workshops and activities suited to all ages and skill levels.

What is Summerama all about?

As much about having fun as reconnecting with and protecting our glorious coastline, the Summerama program offers more than 100 activities throughout the month of January.

From Pittwater to Sutherland, activities include the ever-popular Science of the Surf, coastal bike rides, DIY home enviro workshops, rock pooling, wetland tours, sea shell discovery tours, underwater cinema, creepy crawly garden discoveries, marine sculpture workshops and much, much more.

Join our Facebook community and keep up to date with Summerama news by liking us on Facebook: www.facebook.com/summerama Follow us on Twitter @Summerama



your event

location here

Google

"I've taken kids down to Summer

Activities the last two years now, it's a

great way to get them out of the house

and is something they always look

Annette, Manly

Download your

Summerama events

calender here

forward to"

- Summerama is the summer activities program hosted by the Sydney Coastal Council Group.
- · Majority of activities are free to attend and suitable for all ages and fitness levels.
- Activities run throughout the month of January in various locations across Sydney

SOCIAL MEDIA STRATEGY

THE FOUR PHASES TO DO A SOCIAL MEDIA CAMPAIGN FOR SUMMERAMA



Client: Sydney Coastal Councils Group	Date: September 21, 2010
Project: Social Media Strategy	Draft: 1



Social Media Strategy

Background:

The SCCG Summer Activities Program (SAP) is a program of environmental and coastal care activities over the summer, as put on by the Sydney Coastal Councils Group Member Councils and community groups. These events are brought together and detailed under the one umbrella program, SAP.

This summer, the SCCG want the SAP to be more successful and for more Sydney families and communities to attend and participate in the events.

But moreover, the SCCG wants the SAP to recruit the next generation of volunteers – those who will participate in future coastal care activities.

Online presence:

Currently, the SCCG's only online presence is their website www.sydneycoastalcouncils.com.au

While the Summer Activities Program is recognised as a brand, in an online context it is easily lost among the plethora of other activities run by organisations during summer. There is enormous potential for SCCG to use new media to build an active and engaged community online to participate in current, mid-term as well and longer-term projects. This strategy will build the foundation for the SCCG's online community.

Key objectives:

Build the new SAP brand and community by using online channels and social media to:

- 1.Increase participation (and diversity of participants) in rehabilitation and conservation of coastal environments
- 2.Increase awareness of Sydney's coastal environment
- 3.Get people to attend the 3 flagship SAP events at North Head, Kurnell and Narrabeen lagoon.

Audience:

• Parents in young families that live in inner Sydney, specifically (but not limited to) those living in the Manly area near North Head, Kurnell and Narrabeen lagoon.

What do we want people to think?

We want parents to think that this is a great way to entertain, educate and spend time with their children during the Summer school holidays. We want them to experience SAP as an opportunity to spend time outdoors, be active, learn about the environment and reconnect with their families and local community.

What do we want people to do?

- Hear about the Summer Activities Program
- Understand where it's happening, what is happening and what they have to do to become involved
- Demonstrate their interest in attending an event or, where appropriate RSVP to attend
- Invite their friends and families to come along.

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What is the single most important proposition?

The Summer Activities Program is something that you want to be a part of.

Why should they believe it?

- We prove it to them by showing pictures of people having loads of fun participating in past activities
- Because their friends, colleagues and kids' friends are participating and invite them to come along.

Next steps - define the strategy.

Social media will be used to promote the new SAP brand, raise awareness of the programs and direct traffic to the SAP information platform (the website).

Social media tools will be used to enable potential participants to easily share information about SAP with their friends, colleagues and family.

The strategy will be deployed in three phases:

Phase One: Identifying how the audience interacts online:

Throughout this phase we will find out how our target audience interacts within online communities i.e. which blogs they read, how they engage with facebook, if/who they follow on Twitter which community newsletters and event information they receive.

Timing: Three months prior to flagship events (now)

Duration: 1-2 weeks.

Phase Two: Develop content and relaunch SAP awareness campaign:

Throughout this phase we will aggregate information from Councils and stakeholders and shape it into interesting content that builds awareness of SAP activities:

- 1. Set-up social media sites and accounts:
 - Brand the social media channels so that they reflect the website's call to action, creative attributes and tone
 - Build a facebook fan group using a combination of electronic direct mail (EDM) to make a direct call to action, facebook ads, and leverage Council staff and networks to communicate with existing supporters and local constituents and group
 - Some targeted online advertising
 - Include links on the website to other relevant groups (increases Search Engine Optimisation and builds sense of community)

Timing: 8 weeks prior to flagship events

Duration: 1 week

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goody

2. Populate with content:

- Populate the SCCG website with relevant content and information
- Post news on Council websites
- Populate 'What's Happening' listing more broadly, for example Timeout, City of Sydney 'What's On" etc.
- Provided content and outreach to bloggers and newsletters for re-posting
- Undertake outreach to online media sites, influencers (as identified during Phase One) and publications with a sustainability/kids focus
- Distribute details via council mailing lists and online news sections.

Timing: 4-7 weeks prior to flagship events (timed prior to School Holidays)

Duration: 6-8 week period.

Part of this process will also involve outlining a standard framework for using social media i.e. a post in the notes pages of the social media page that outlines the policy for moderation for example: no sexist, racist, aggressive language, defamation etc.

Training/workshop would take place during this phase to provide inspiration, understanding and tips to empower SCCG Member Council staff to help promote the program among their own networks.

Phase Three: Event seeding

Throughout this phase we will continue to build awareness of the SAP brand as well as announce details of SAP flagship events using the following tactics:

- The SCCG website will provide easily accessible and interesting details about all of the events
- Messaging and calls to action will be made using social media tools (Twitter, Facebook, EDMs, Flickr etc.) and direct people to the website
- Online invitations on Facebook and MeetUps
- This might also include uploading images, interviews and video from event to demonstrate how much fun they are and encourage people to keep returning to the site.

This process can involve Council staff members, past participants and supporters to help distribute information throughout their networks using the skills gained at the Workshop.

Timing: 4-6 weeks from flagship events

Duration: 4- 6 weeks

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Strategy	



Phase Four: Community management:

'Community Management' is required for the duration of the campaign (timeframe for this phase to be determined) to ensure that there is a consistent flow of elevant information for people to engage with.

This aspect of the strategy is also about moderating facebook and twitter accounts, analysing the campaign's progress (via Google and other analytics tools) and adapting the tone, content and call to action for maximum effect. It also involves responding to the communities' questions, enquiries and suggestions.

Timing: 8 weeks from flagship programs and during programs

Duration: TBC

Messaging - how do we speak to our audience?

The tone of the campaign is fun, open, inclusive, dynamic and important.

Content will include tips, hints, testimonials and straightforward information making it easy for parents to plan their school holiday activities and become involved.

The narrative flow:

Simple message: School holidays can be boring for kids and hard work for parents. But that needn't be the case – there are plenty of free, fun outdoor activities to do.

Evidence: SAP offers fun ways for the family to spend a day outside, learning and loving our beautiful coastal areas. There is a range of activities to suit the entire family like bushwalks, sea science and tree-planting.

Emotive appeal: Getting involved with SAP makes you feel good. We love our ocean areas and it's great for kids to see that the small things they do to look after nature's playground really make a difference.

"We've been going to SAP since the kids were tiny. It's a great way to entertain and educate them on a summer's day, get them out of the house and it's free" Jan, Nurse, Manly.

"We love the beach and Mum and Dad take us for a swim after our activities. We love seeing the little crabs and we look after their house". Liam, 6 years old, Botany.

"We were SAP kids. Dad took us every Sunday in summer and we have great memories – ones we want to recreate for our kids, that's why we love going along to SAP." Steven & Jenny, Marine Biologists, Narrabeen.

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Mandatory requirements – what are the 'must haves'?

- An information platform that people can go to get all the information they need to participate in SAP, ideally this will be the SCCG website
- Google analytics embedded into the site to monitor traffic sources and numbers
- Web-social media integration, for example:
 - o Facebook Connect and Facebook 'like' function
 - o 'Tweet this' function
 - o Email share function
 - o Sign-up function
 - o 'Find an activity near me' function
 - o Flickr photo stream
- Facebook advertising
- Facebook Fan Page
- Twitter account
- EDMs with embedded share buttons
- Engaging content
- Moderation

Creative Guidelines – what would be smart to have?

- A soft launch promotion or tie-in
- Some PR integration i.e. press releases with key quotes from an appropriate spokesperson or participant
- Testimonials from past participants
- Before and after images that demonstrate the immediate, mid-term and long-term impacts of the activities
- A medium to long-term objective of how you would like to develop the community

Proposed timings:

W/B September 20

• Create and present Social Media Strategy

W/B September 27

• Amendments to social media plan and sign-off

W/B October 4

• Begin phase one

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• Brief web developers for SEO and Social Media integration (TBC)

W/B October 11 – November 1 Phase Two:

- Content required by W/B October 18
- Platforms established and complete by November 1

W/B November 1-29 Phase Two:

- Launch awareness campaign W/B November 1
- Workshop during W/B November 8
- Seeding and outreach deployed

W/B November 29-TBC Phase Three, event seeding and community management:

- Announce events and ensure listings
- Moderate, grow and manage online community

Restrictions & considerations:

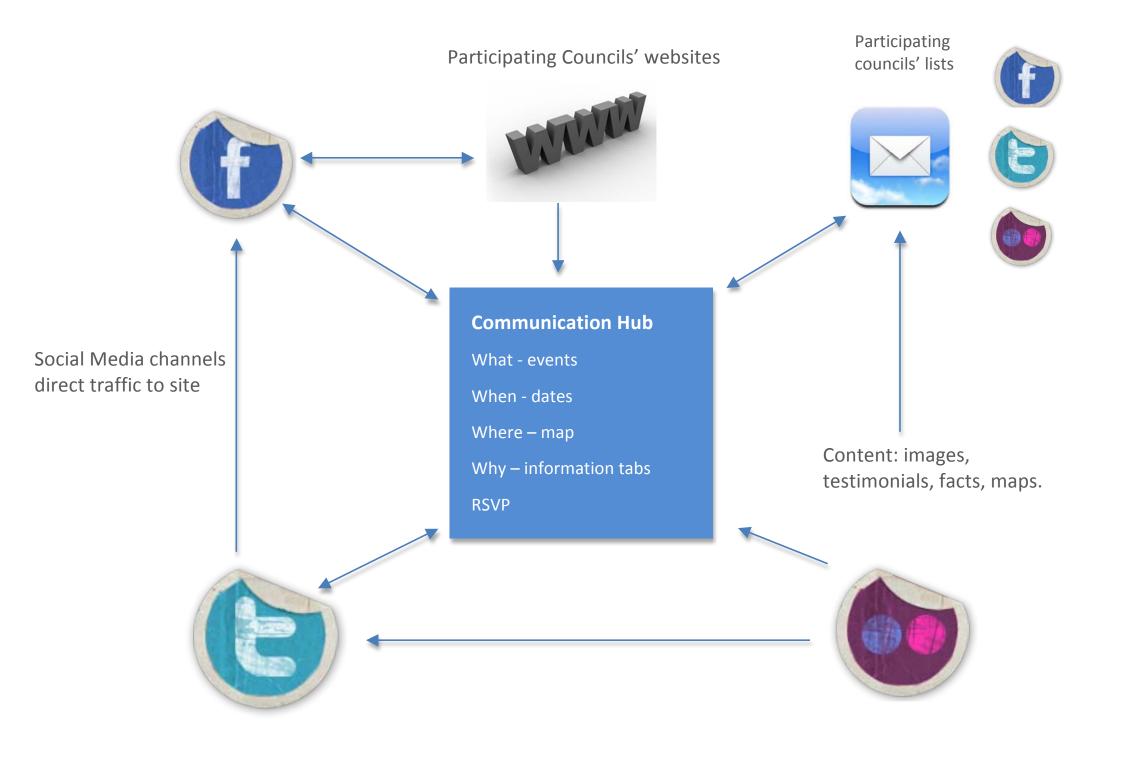
- 1. Community Management: What is the duration and budget allocation for this?
- 2. Technical capacity: To what extent can the existing site integrate social media and SEO?
- 3. Content availability: We need to ensure that the existing content is enough to drive the campaign or if not devise more content
- 4. PR support: What other messages will council release via the media, how can we best use these? Is it worth trying to find an ambassador or spokesperson?
- 5. Communications process: Whose responsibility is it to liaise with councils to get content?
- 6. Others?

Actionable steps:

- 1. Feedback and discussion of the strategy
- 2. Budget allocations and timing, mandatory requirements, limitations etc.
- 3. Sign-off on proposal
- 4. Production begins.

Jess Miller, Goody Two Shoes

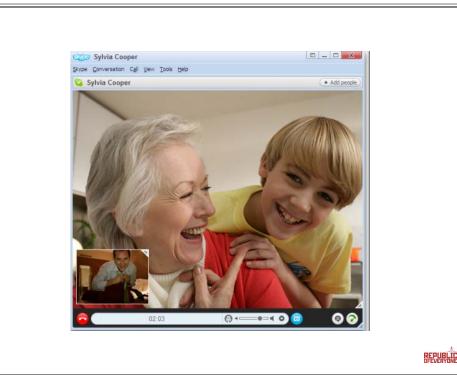
E: jess@goodytwoshoes.net.au, M: 0409 490 711







Hello. We're here to talk to you about this thing you've probably heard about called social media. People who work within it tend to think it's the greatest thing on earth... those who don't work within it tend to think it's a very strange, scary place where young people and geeks spend too much time. It's true. There are a lot of strange people out there using it.



But whole families use it too. Even Grandma.

"AN UMBRELLA TERM THAT DEFINES
THE VARIOUS SOCIAL ACTIVITIES
THAT INTEGRATE TECHNOLOGY,
SOCIAL INTERACTION, AND THE
CONSTRUCTION OF WORDS,
PICTURES, VIDEOS AND AUDIO."
[WIKIPEDIA.COM]



We know that using a social media website for definitions can sometimes be a curve-ball, but I'm sure you'll all be OK with this one from wikipedia. This is a fairly long-hand description...



A shorter version is....

WHERE SOCIAL MEDIA FITS IN THE OVERALL MEDIA SPACE

BOUGHT

Paid-for media where you talk about yourself

TV spots, posters, radio spots, online banners, print ads, search and paid for blogs/social

OWNED

Your own media where you talk about yourself

Your website, sub-brand websites, music videos, ringtones, albums, mp3s

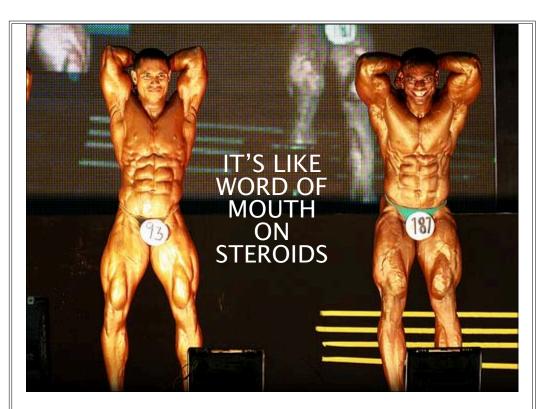
EARNED

Free media where people talk about you

Social networks, blogs, PR, UGC, WOM, community sites, virals, radio airtime



In terms of the overall 'media' landscape, social media fits into this last group "Earned" - where people talk about you. It's an evolution of word of mouth (WOM).



... but on steroids!

3 SIMPLE THINGS



1. SOCIAL = PEOPLE INTERACTION



REPUBLI

The first thing to know is that people use social media to interact. In fact, that's what the term 'social' refers to: the INTERACTION between people. Now this can be a number of things, ranging from arranging a night out, to sharing photos, to commenting on a film you've just seen. But the important bit here is that this all happens between people. It's at least 2-way communication, if not 3-way and beyond!



The second thing to know is that it all happens in real-time. Through technological advances people can now use a range of different platforms (some simple, some hard) to interact when, where and how they want to.

3. PEOPLE ARE IN CONTROL



The third thing to know is that people only interact with things they want to interact with. This means that, like it or not, PEOPLE are in control. In the social media space, it doesn't pay to ram yourself down people's throats with big marketing bucks like companies still do on TV. But it does pay to create great content that people want to talk about. In simple terms, if people don't like it, they just won't be interested in it... they won't talk about it... and they won't pass it on.



MORE TIME ON SOCIAL MEDIA SITES THAN ANY OTHER NATIONALITY

(NIELSEN, JANUARY 22 2010)

REPUBLIC OFEVERYONE

SPENDING NEARLY 7 HOURS ON SOCIAL MEDIA EACH MONTH

(NIELSEN, JANUARY 22 2010)

REPUBLI

9 MILLION AUSTRALIANS INTERACT DAILY ON SOCIAL MEDIA

(NIELSEN, JANUARY 22 2010)

REPUBLIC

facebook

500MILLION MEMBERS GLOBALLY 50% LOG ON EACH DAY AV. PERSON HAS 130 FRIENDS & CREATES 90 PIECES OF CONTENT A MONTH











32 MINS PER **VISIT**





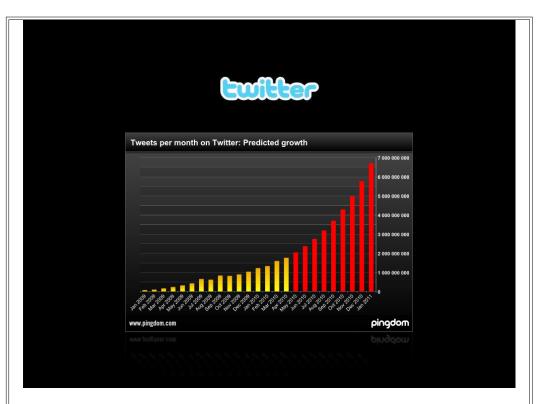
1 day's worth of videos are uploaded every 1 minute.



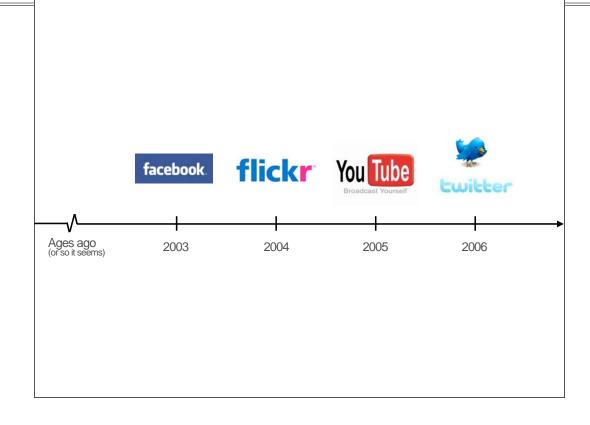
OVER 10BILLION TWEETS SINCE LAUNCH 1.4MILLION AUSTRALIANS VISITED IN JULY 2009



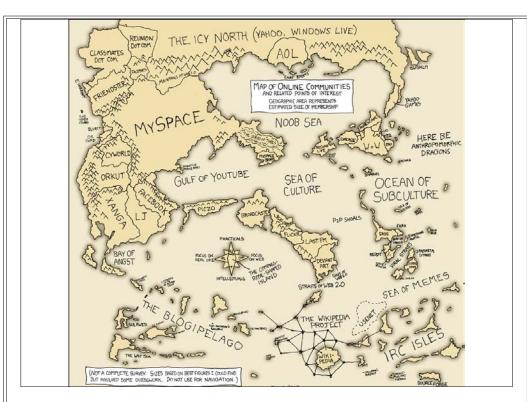
A lot of tweets. A lot of Australians.



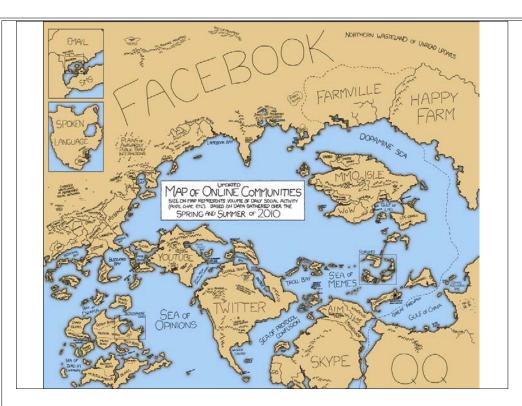
In the global context, it had about 1 billion tweets a month December 2009 then 2 billion by May 2010. It is growing at around 250% a year. And even though Twitter is less than 5 years old, it is now the number one way breaking news spreads.



And that's the thing with all this: it's just all so new. Facebook started 7 years ago, but as a phenomenon it's a lot younger than that.



To give you context, this is social media three years ago, 2007. MySpace dominates but you have to look hard to find Facebook.



Just 3 years later it looks like this. Facebook is absurdly dominant. Yet who can find MySpace? This is all so brand new you can bet it will change again. Problem is, we just don't have enough history to make any realistic prediction on how.

2009

China India USA Indonesia

Brazil

Pakistan

Bangladesh

Facebook

Nigeria Russia

If Facebook were a country in 2009 it would have been the world's 8th largest.

2010

China India Facebook

USA

Indonesia

Brazil

Pakistan

Bangladesh

Nigeria Russia

One year later in 2010 it would be the world's 3rd largest.

SOME GOOD THINGS



YOU CAN STAY IN TOUCH WITH LOVED ONES





YOU CAN BE PART OF A COMMUNITY





YOU CAN GET THE LOW-DOWN FROM <u>PEOPLE</u> (NOT NASTY MARKETING COMPANIES)





...OR YOU CAN GET SOME COOL MARKETING STUFF FOR FREE :)





YOU CAN BECOME AN OVERNIGHT SENSATION





...AND VERY RICH AS A RESULT



On the back of this Susan Boyle released an album! It became Amazon's highest ever pre-sale album, went number one in the UK, outselling the rest of the top 5 albums put together. In the USA it was the number 1 selling CD of the year. In May 2010, Susan Boyle was voted by *Time* magazine as the seventh most influential person in the world, Oprah Winfrey came in at number 58.

YOU CAN BECOME PRESIDENT OF USA









And use it as another way to talk to people and get them to do things. Every time Obama makes a post, 15 million people read it.

YOU CAN KEEP PEOPLE UP-TO-DATE, INSTANTLY





...WHOEVER YOU ARE



ABOUT HUGELY IMPORTANT ISSUES IRAN UNREST AFTER ELECTION RESULT'S (JUNE 13 2009) **Total Action of the Control of the Contro

This is a snippet from the Iran elections last year. The elections were rigged and people started questioning. First they protested peacefully. So the government banned foreign media. Then protestors sent images out using social media. So the government shut down the servers. They used YouTube to share videos.

...AND HUGELY UNIMPORTANT ISSUES



However when we think of these amazing new tools, we tend to think of people like this....Corey Worthington. He used his MySpace page to create an invite to an open party while his Mum and Dad were away. 500 people showed up and it ended up a riot and all over the news. His punishment? His antics became so viewed on YouTube he ended up with a role in a Hollywood movie.

YOU CAN RECRUIT PEOPLE





AND, OF COURSE, YOU CAN MAKE A LOT OF MONEY WITH IT!





GAP made US\$11M in 1day with their last promo



Benz sold 205 SMART cars in 3.5hrs (usually sell 1per day)

Snoop Dogg has made US\$200k just from virtual goods



SOME BAD THINGS



YOU CAN'T CONTROL THE FEEDBACK





AND IF YOU DON'T SPEAK NICELY...





PEOPLE WILL TURN AGAINST YOU





AND USE THE SAME TOOLS AGAINST YOU



EPUBLIC

This is an advert Greenpeace made about Nestle to advocate the ban on using palm oil in production of Kit Kat's - destroying Otang-utan's habitat. Go to www.youtube.com/watch?v=VaJjPRwEx08 to see the full video.

CREATING WHOLE COMMUNITIES AGAINST YOU



... IT COULD ALSO BE AN OPPORTUNITY





EA Games seemed to have a glitch in one of its golfing games - Tiger Woods PGA Tour 08, where there was a 'Jesus shot', Tiger Woods walking on water. After someone highlighted this mistake on YouTube EA Games turned it into an opportunity by releasing this advert. Go to www.youtube.com/watch?v=FZ1st1Vw2kY

GUIDING PRINCIPLES FOR SOCIAL MEDIA

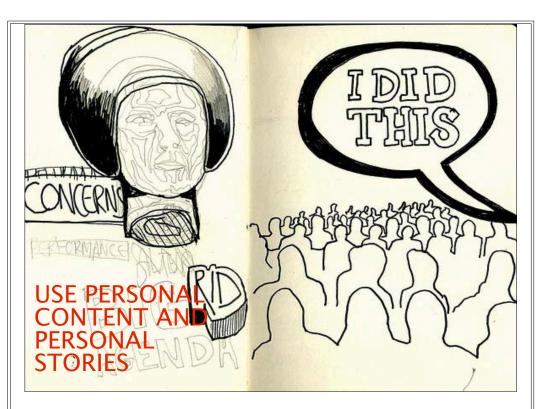




When you're thinking about content and how to use social media change the way you think from 'campaign' (traditional marketing view) to 'conversation'. Social media is about building relationships with people that are deep and meaningful. In this way social media bucks the 'broadcasting' (far and wide) communications model to 'narrowcasting' (focused and deep).



Part of engaging people in conversations means understanding who they are and what interests them. Understand their culture and etiquette. Understand their language and tone. Spend time doing this or else everything else you do will be off mark and potentially do more damage than good.



When you converse on social media use the personal tense (I, we, you...) instead of acting like an organisation. People like conversing with people, not faceless organisations/machines/robots (ask anyone who uses an automated bank service!).



Be open and transparent. People respect that, even if you make mistakes. If you have an ulterior motive that you don't tell people about, and they smell you out, you're in big trouble. People will turn against you quickly and you will have lost out.



Content rules in the social media world. This means that you have to have something entertaining, interesting, important, and/or beneficial to give people... or else they just won't be interested in you. Simple.

OK, IGET THAT.

(SO WHAT MAKES PEOPLE INTERESTED?)



ENTERTAINING?



Ask yourself these questions to find out if what you've got is the good stuff.

1. Is it entertaining to them?



There are some great examples of entertaining content at VW's The Fun Theory. They challenged the people of the web to change people's behaviour for the better by making it fun. http://www.thefuntheory.com/ Watch this one...20 million others did. http://www.youtube.com/watch?v=2lXh2n0aPyw

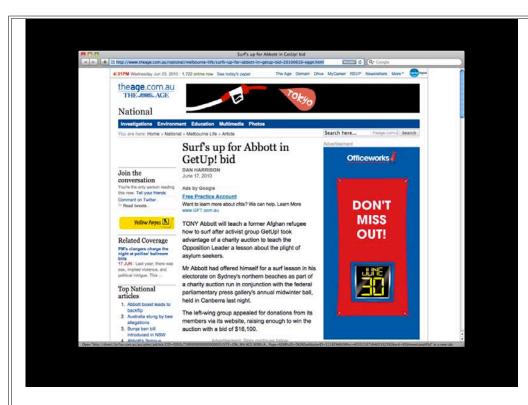
INTERESTING?



2. OK, beyond entertaining (e.g. in 'fun' terms) is it interesting to them?



Recently Tony Abbott auctioned a surf lesson with himself



GetUp ran a campaign looking for donations online and won it, for a refugee. It got a lot of promotion for them.



... and it was covered by a lot of media - who were obviously very keen to explore the political awkwardness of the scenario... so much so, that Tony pulled out. Yes, he got a bad rap for it.

IMPORTANT?



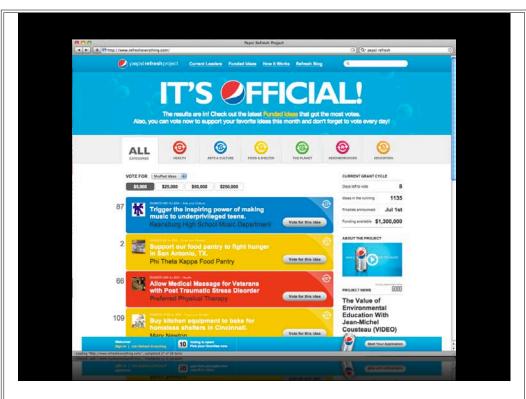
3. Is it important to them - or something that their friends will find important?



I know we've already talked about Obama, but in the context of 'fun' we need to also say that important events work in the social media space too. Just ask the 15 million people who follow Obama.



4. Does it benefit them in some way?



Recently Pepsi used social media to crowd source ideas and giving away millions each month to fund refreshing ideas that change the world. The ideas with the most votes will receive grants.

ENTERTAINING? INTERESTING? IMPORTANT? BENEFICIAL?

OK, so what do all of these things mean?

= SOCIAL RELEVANCE

EPUBLIC IFEVERYONE

... SOCIAL RELEVANCE. That's what you really need in this space. And here is how....



Social relevance - a good way to think about social media is like going to a dinner party with people you don't know. Think about it, there's a lot of different approaches you could take, but ask yourself these questions...

- Q. What makes a good dinner party guest?
- **Q. What makes a really bad guest?** It could be someone who only ever talks about themselves, someone who doesn't say anything at all. Someone who talks to you but is looking over your shoulder the whole time...
- Q. If you really want to be the 'life of the party' then what characteristics do you have to have?

 So usually good dinner party guests are people with interesting stories, asks other people questions, pays attention to what is going around them, respects the host (and doesn't get too drunk). That's exactly what it's like with social media.



OK, so you've figured out what type of personality you want to take, now the real work starts: building the community. Remember that social media is not the community itself - it is a tool. Social media helps people who share similar interests, beliefs and values to connect and organise. What's really important is using the tools to foster the community so that it continues to grow and learns independent of you.



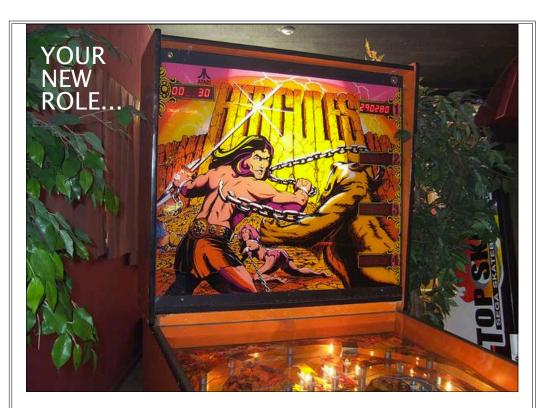
Yes. While you as the host of the community has a very important role to play (disseminating event information, new reports, inspiring images, etc) the most interesting online communities are ones that share, discuss, chat, and organise amongst themselves. As the facilitator of the group you reap the rewards by having a lively, well-informed and influential grapevine to tap into whenever you like.



People often get scared by the idea of 'online communities' - but they're just people - and as people we will all be part of a community...

Network Mapping Exercise:

- Q. What communities are you a part of? (think work, footy, school, gym, church, film festival...)
- Q. How do you kept up to date with events, games, etc?
- Q. What kind of roles exist within these communities? (doers, organisers, helpers, ideas people, BBQ masters...)



Think of the role of facilitator as like the flippers on a pinball machine. Your job is to flipping relevant content at relevant times to keep the interest going. Simple.

CASE STUDY



is for information



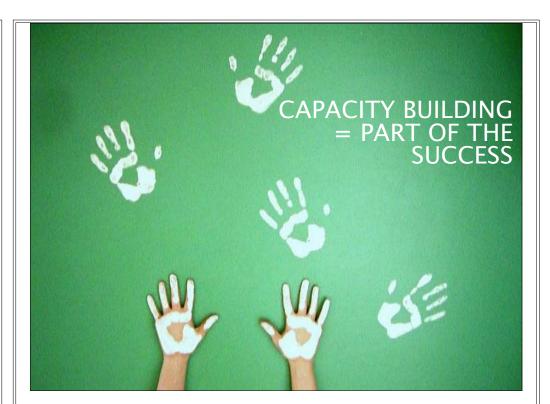
is for **conversation**

REPUBLIC

Now lets have a look at a Case Study. The goals of the SCCG Summerama: Summer Activities Program is to get Sydney families excited about the coast and the environment by getting them along to the range of activities Member Councils have on offer. Beyond that though, and the big reason we're using social media for this campaign, is to build a community of individuals who will continue to get involved in future coastal care activities.

So, to simply explain the role of social media in this campaign, think of it like this:

- Summerama website is for the **information**
- Facebook is for the **conversation**



And what's going to make the social media fly, is many hands making light work. Plus, you're the experts here - you know the events inside out. This Community Engagement Strategy is a capacity building tool, giving you the knowledge to run your own social media campaign. Giving practical advice on how to use social media to your advantage!

The 3 key elements of any campaign are...

1. GETTING THE RIGHT AUDIENCE

2. DEVELOPING THE RIGHT CONTENT

3. BEING GENEROUS





OK, so the first step is getting the right audience.

- Q. Who do we want to talk to for the Summer Activities Program?
- Q. What are they talking about online regarding the topic of summer activities?
- Q. What are the trends bored kids, nature walks, etc?
- Q. Which influencers keep cropping up (e.g. Time Out Sydney, etc)?



We said before that content is King... but it's Queen and crown jewel too!

Just think about the types of things that you pass on to your friends and co-workers. It might be a hilarious YouTube clip, a tear-jerking email, an amazing campaign, a bargain on EBay, a party invitation....

Most things we share revolve around a story and begin with something along the lines of "Did you hear about?".

Q. In the last week, think of three things that you've shared online, or three stories you've told.

Q. What content do you think will work for Summerama?



Quick tip #1: A picture is worth 1000 words, so use them lots of them. Give people a clear idea of what to expect at activities by showing them what happened last time. 'Before and After' images inspire people to become part of a transformation. Also, images that reflect the audience you'd like to attract work well too... for example, if the event is targeted toward kids, then show kids. PS. Be sure to credit images!



Quick tip #2: Short 'Did you know?' style information is easily understood, and surprising facts help generate discussion and are easily shared. Posts should be short and concise and adopt an appropriate tone. Including relevant links, images and YouTube clips are also a good idea.



Quick tip #3: The personal touch wins through. How many people would jump at the chance to read an annual report or meeting minutes? Not many (sane people). Instead work out what you want to say, but try and use a personal anecdote or story to help bring your information to life.



Ahhh, the karmic glow gained by being generous....
Good use of social media by communities is based on reciprocity. Basically the more you give the more you get back. It's also really important to acknowledge that most groups and individuals have their own unique interests at their core. The better you understand what these interests are, the better you can collaborate with them.
You should be trying to build alliances with like-minded groups, acknowledging and celebrating shared interests, share good content often, and reply promptly and positively.

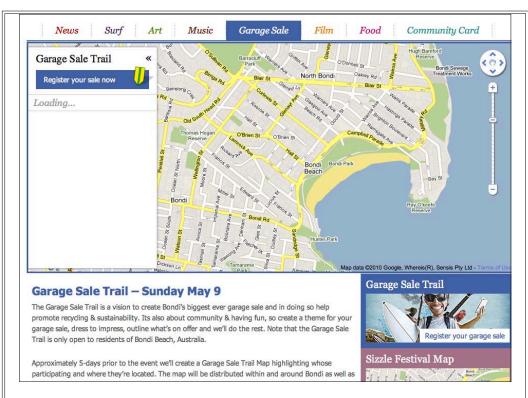
Q. What groups do you think would be good to have

Q. What groups do you think would be good to have allegiances with? (think broader than environmental groups - think about parents groups or other summer activity sites or events sites)

NOW SOME EXAMPLES OF HOW IT CAN ALL WORK BEAUTIFUL LY



The Garage Sale Trail was a community event held in Bondi on the 9th of May 2010. http://sizzlefestival.com.au



We had 2 weeks (a very short lead time!) to let as many Bondi dwellers know: 1) about the Garage Sale Trail; 2) they could take part; and 3) that they needed to register a week prior to the event.

We used facebook to direct people to the website to register, and conversely from the website back to the facebook page to comment, provide feedback and share ideas and information. But here are the details of how we did it...



1. Getting the right audience:

Q. What kind of people live in Bondi, and what appeals to them?

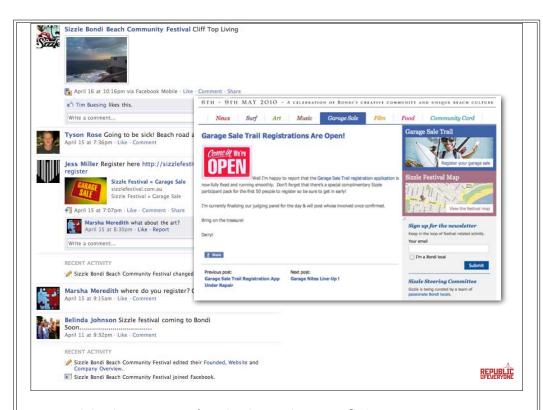
So we figured that Bondi community quite like what seems 'cool'. Fashion, music, surfing, eating out etc. So we got in touch with our 'cool' mates on facebook and asked them to join our facebook page. They in turn invited their friends, who invited their friends and the facebook page exploded. By analysing the data, we also gained a sense of what kinds of online magazines, newsletters and sites our target audience got their information from. Which leads us to our next point...



2. Developing the right content:

Q. What do you think makes content 'good' for Bondi residents?

So, we created a look and feel for the Garage Sale Trail, had a lot of pictures. Then we created bite-size nuggets that other social media sites could use. And this tells you a good lesson that content can also be made more interesting if it's placed in the right context.



We added pictures (including those of the organiser to make the site more personable), video content, links to other groups and made sure that we responded promptly to everyone's comments. All this happened in the 2 weeks building up to the event. It really helped to get people excited about signing up and having their own garage sale.



3. Being generous:

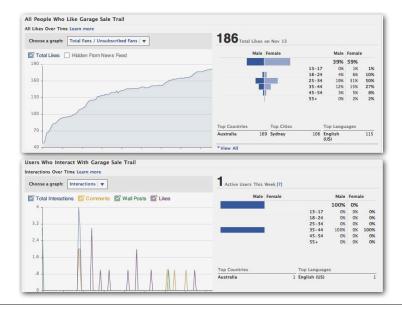
The Garage Sale Trail was truly a community event. But to promote it we teamed-up with a range of different groups and media. On facebook we added our friends as 'favourites', invited and encouraged them to cross-promote their events, news and images. This doesn't just make people like you back, but it also makes you seem bigger.



Within two short weeks, almost 1000 people became fans of our page. We also managed to get the Garage Sale Trail map was published in the local paper as part of the Bondi Community Festival.

We expected 50 garage sales and ended-up with 126.

HOW TO ADAPT AS IT'S ALL MOVING



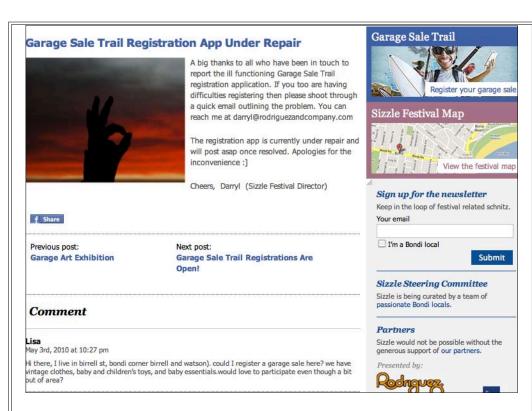


4. How to adapt as it's all moving along.

Once of the best things about social media is that VERY QUICKLY you can:

- 1. See what type of content works best (images, videos, links etc.)
- 2. Watch how quickly your community is growing or if people are unsubscribing

This is great for being able to make changes.



We also had a technical hiccup with the registration process. So we used our social media channels to answer this and other questions. This saved time replying to the same question over and over again.



Adapting can also include thinking ahead.

Photos are a great way to get people excited. We took loads of photos so we could upload on the day, but also afterwards. That's going to be really important for Summerama. You guys really need to be taking photos, and uploading to give people a sense of what the activities are like!

SUMMERAMA FACEBOOK ADMINISTRATION PRINCIPLES

Following the Social Media Workshop several Member Council staff volunteered to help out with the Summerama Facebook page, adding content, responding to questions and keeping people updated with the activities coming up. To facilitate this process the SCCG formed the following Summerama Facebook Administration Principles to help guide volunteers on their responsibilities.

Social Media Content: Coastal Activities Summerama Facebook Administrators



What you need to think about to create content:

- What activities are being run and who they would appeal to?
- Why would people be interested in hearing about?
- What information do we need to provide about the activities or that is loosely connected to the activities that would interest them?
- Facts & figures, stories, pictures?
- Cross links to other activities, other groups in this area, how we benefit each other.

Administrator responsibilities:

- Coordinating the 'information group' for designated topic of activities
- Publishing the information on the Facebook page
- Responding to any questions or queries for more info
- Keeping the thread / stories alive
- Saying which activities are coming up at the weekend so would need to be aware of the schedule for the activities in the given topic.
- Check into the group every day or so for a few minutes to watch what people are talking about, 'like' any user comments and where possible add content.
- Keep a close eye on which activities are coming-up. Approximately 1-2 weeks from the activity announce the activity and link back to the SCCG site
- 'Like' posts and share with their friends

Audience:

Identify the audience that this activity will appeal to and think about content that reflects this. Is it something that kids would enjoy? Does it require a specific level of fitness, is it for the sustainability or adventure-minded?

BE GENEROUS:

Look for groups, organisations, and activities on the internet and post links to these groups to the Summerama site.

Searching for good ideas:

- Check resources like Wikipedia and You Tube for good facts and video.
- Check resources like ABC Environmental and scan other news pages for related topics note these are independent and informative resources and so probably won't require council approval as long as there is an appropriate link to the activity.

Remember, wherever possible use images, short facts, anecdotes and videos to create interest. You can also try asking your audience simple questions.

There are three main topics of Summerama activities (and suggested types of content below)

MARINE

Interesting facts about Marine organisms
Interesting facts about Rips, currents etc
Photos
Stories – link to Underwater Sydney
What to find on a rockpool ramble
What will we be creating at Marine Sculptures?
(Talk about important issues affecting coasts?)

URBAN

What we can do at home Interesting facts and figures about plants grow, worm farms How to get involved Cross links

BUSH

Interesting facts about bugs
Interesting facts about plants
What plants are problems?
Birds
Images, videos of baby stuff
Animals that live in the bush – native to Australia
Facts about how environment getting less and less
Gardening – native plants
Walking guides – coastal walks
Stories about different uses of plants, aboriginal uses

Need to think about who you can talk to, who do you get this information from, who can help? Form groups that provide information, research it, want to get involved.







SUMMARY:

Campaign duration: January 4- January 30

Total unique web page views: 606
Total Facebook fans: 236
Total Twitter followers: 27
Total traffic to the Summerama website: 606

Background:

This report responds to the objectives outlined in the campaign strategy document; provides feedback on what happened throughout the campaign; identifies strengths and what worked well; as well as suggest ideas to help the Sydney Coastal Councils Group (SCCG) continue to engage with and build their communities online.

Objectives:

Build the new Summer Activities Program (SAP) brand and community by using online channels and social media to:

- 1. Increase participation (and diversity of participants) in rehabilitation and conservation of coastal environments
- 2. Increase awareness of Sydney's coastal environment
- 3. Increase attendance at all the SAP events and get people along to the three specific on ground bush regeneration (Flagship) events at North Head, Kurnell and Narrabeen Lagoon.

Audience:

• Parents of young families that live close to and in coastal areas of Sydney, specifically (but not limited to) those living near North Head, Kurnell and Narrabeen Lagoon.



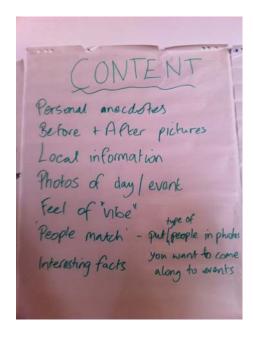


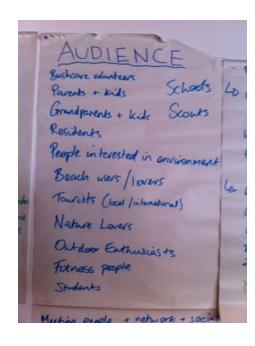
Summary: Implementation phases

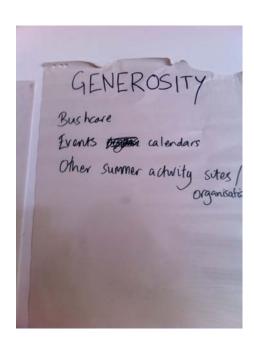
Phase 1. Identify how the audience interacts online.

- 1. **Identify the audience:** This means thinking quite laterally and creatively about the types of people who would be interested in your activity. For example for the three bush regeneration flagship events relevant audiences were identified as: bushcare volunteers, parents and kids, scouts, local residents, beach users and lovers, tourists, outdoor enthusiasts, fitness enthusiasts, students.
- 2. **Gather content that will appeal to the audience:** Personal anecdotes, before and after pictures, local information, photos of the day, the feel or 'vibe' of the day, interesting facts, matching the people in the pics to the people on the day.
- 3. **Be 'generous' and collaborate with communities who share your interest:** Use Google, online forums and search Facebook to identify groups with similar values such as bushcare, events calendars and listing, other summer activity sites and organisations.

Pictures from the Social Media Workshop hosted by Republic of Everyone and SCCG in November, 2010.











Phase 2. Develop content and launch the Summerama website.

Content for the Summerama website, the list of activities, was collected from the 12 out of 15 participating SCCG Member Councils over a two month period. This information was used to develop a downloadable list that people could access if they wanted to attend the activities. This website was also linked to the Social Media sharing sites.

It was identified that images and testimonials that demonstrated what the activities looked like were most effective.

Throughout the first phase of the campaign – 8 weeks prior to the campaign launch the social media sites including Facebook and Twitter were set-up, rebranded and content was added. Due to time constraints and technical preparedness there was a delay in formally announcing activities, this time was used to populate the social media sites (Facebook) with content from last year's events as well as connecting with Facebook groups that had similar interests.

Phase 3. Event Seeding

Copy was prepared for use on blogs such as Mammamia, Kids Spot and other kids and parent style blogs, as well as sent to other SCCG Member Council websites. This was the same copy as was used on the Summerama home page to maintain brand consistency. Facebook was used to tag other groups and build awareness throughout social media. SCCG also sent relevant links and copy to participating Member Councils to distribute throughout their online channels.

Unfortunately due to time constraints and the website not being ready some opportunities were missed to engage with student/school communities and event listings. For next year it is really important to make sure that Summerama activities are registered with all school holiday calendars both online and in print, that information is distributed among the primary school community as well as other appropriate sport and recreation groups such as Nippers, netball clubs and other kids outdoor clubs.

Phase 4. Community Management:

In the initial phases the expert consultant managed the Facebook group. After conducting a capacity building Social Media workshop with the SCCG Member Councils the SCCG Project Manager and selected Member Council staff delegates assisted with the management of the Facebook group and did a great job posting new content from activities based on the lessons learnt at the workshop session.

The Twitter account was solely managed by the expert consultant but activity was limited. A highlight was being retweeted by ABC Sydney Mornings that have a following of 7,811 people. Throughout this time it was great to see the SCCG and its Member Councils experimenting with Facebook and getting great responses and community interactions.





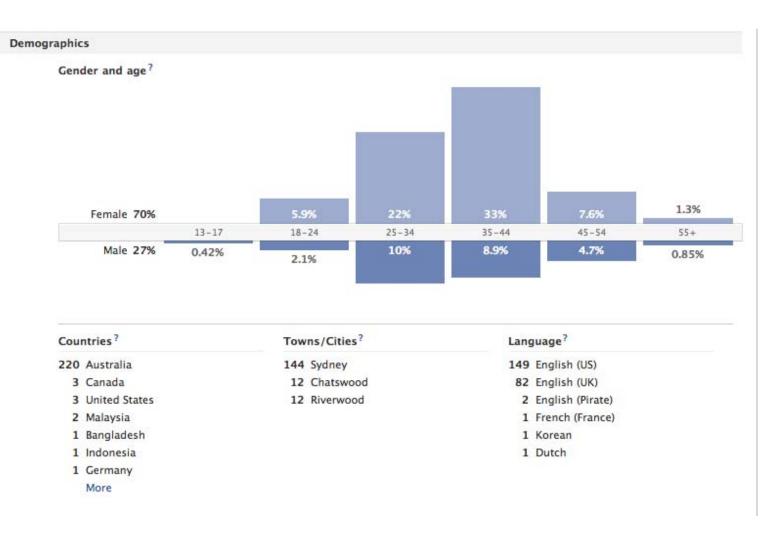
Campaign Results 23 November – 31 January 2011

Demographics:

*The vast majority of the Summerama community was comprised of women aged between 25-44 (the primary target audience).

*Interestingly, given that this was not primary target group there were quite a number of males aged between 25-34.

*Overwhelmingly, visitors are Sydney-based which matches expectations.







Users:

CONTENT **IS KING**

*The increase in monthly active users directly corresponded to the amount of content available

*At its height the campaign was attracting more than 100 views per day, many of these were repeat views

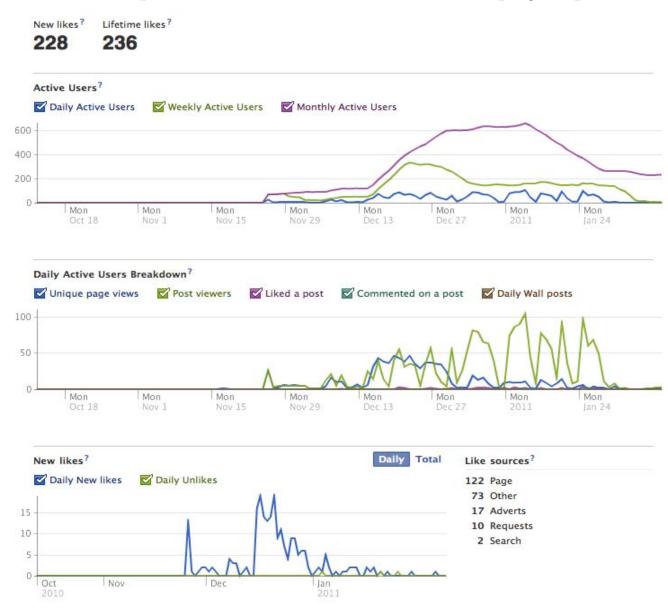
*The vast majority of 'Likes' were accrued via the page itself, i.e. came from people who already liked the page and didn't just see activity in a feed

*Although there were a total 228 'likes', more than 1000 unique Facebook users looked at the Summerama information page

Photos are worth a thousand words

*Images were by far the most viewed pieces of content

*Only two users unsubscribed throughout the duration of the campaign.



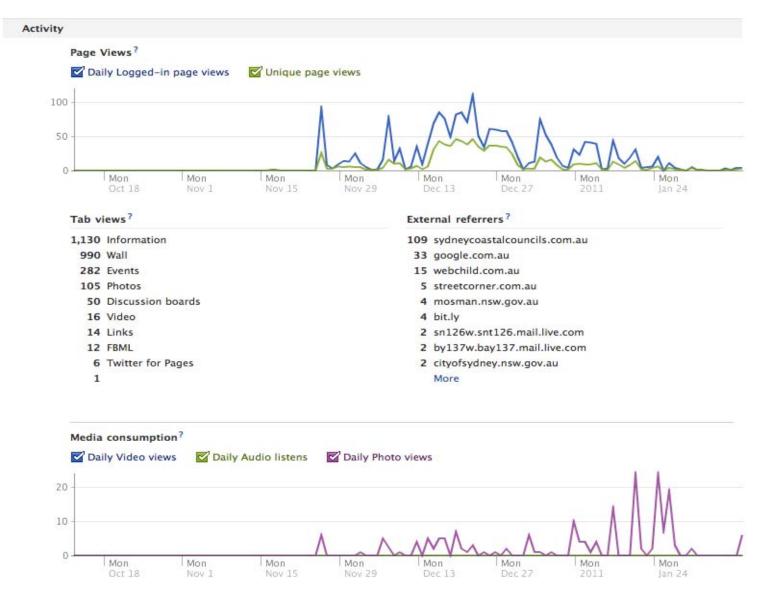




Activity:

*As predicted, the posting of images provided the most accessible and successful content

*In terms of referrals, most Facebook traffic came from the Sydney Coastal Councils Group website, followed by Google, webchild and street corner.







Interaction

*There were more than 30,000 'sets of eyes' or post views related to Summerama (i.e. every time something related to the pages shows up in a stream or on someone's wall)

*There were 75 'likes or comments'.







Page posts

The most successful posts were the images of the Narrabeen Lagoon activity (one of the bush regeneration flagship events) and the Sustainable fish, chips & chatter event held by Waverley Council.

Page posts?

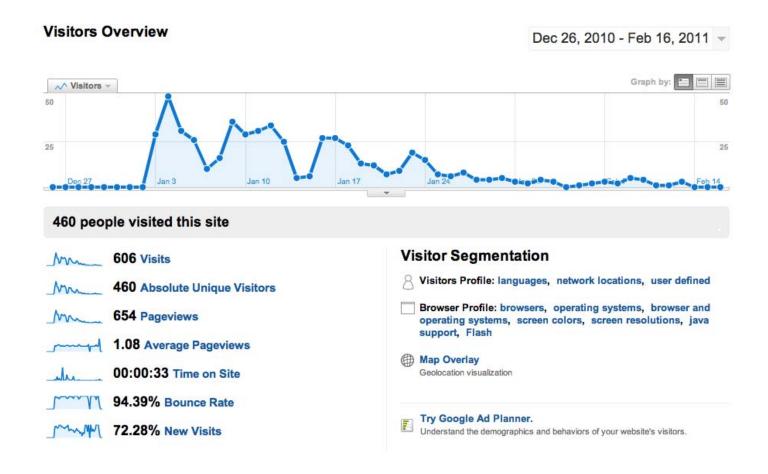
Message	Posted ▼	Impressions	Feedback	
After spending Australia Day down the beach with some very	27 January at 15:45	441	0.23%	
And this Orchid had not been seen in this particular spot	27 January at 15:41	465	0%	
How beautiful is this Fringed Lilly we say up at North Head	27 January at 15:37	437	0%	
Thank you North Head Sanctuary Foundation for conducting	25 January at 15:07	447	0.22%	
Everyone looked great in their Summerama hats - they kept	25 January at 15:00	395	0.51%	
Wednesday 19th January 2011	25 January at 14:53	575	0.35%	
Saturday 15 January 2011	25 January at 09:24	711	0.70%	
I hope everyone is enjoying the Summerama events? Wednesday	21 January at 10:24	525	0.57%	
Sustainable Fish, Chips & Chatter	21 January at 09:20	740	0.41%	
Don't forget to come down to Collins Beach tomorrow at	18 January at 17:01	660	0%	





Analytics:

The Summerama campaign website was active from January 4 until January 30. The seeding activities and promotion of events prior to the commencement of the Summerama Program were unfortunately delayed due to time constraints and technical preparedness. However, during the time in which the website was live a good amount of targeted traffic was gained and much of this was referred from SCCG Member Council websites.







Traffic sources

The majority of traffic to the Summerama website came directly or via a Google search. This means that the rebranding from the Summer Activities Programs to 'Summerama' was successful in the sense that people were typing 'Summerama' into Google as a search term.

There were 36 referring sources the best SCCG Member Councils referrers were Warringah, Mosman, Waverley, and Botany Bay Councils.



Referring sites sent 315 visits via 36 sources

Sit	te Usage Goal Set 1							Views:	DE A IIII M
Vis 31 % o		Pages/Visit 7 1.09 Site Avg: 1.08 (1.19%)	Avg. Time on Site 00:00:46 Site Avg: 00:00:33 (41.4)	② 0%)	% New 69.84 Site Avg		2	Bounce Rate 94.29% Site Avg: 94.39	⑦ % (-0.11%)
	Source 💝	None 💝	Visits ↓	Pa	ges/Visit	Avg. Time on Site		% New Visits	Bounce Rate
1.	warringah.nsw.gov.au	I.	61		1.21	00:00:13		85.25%	86.89%
2.	mosman.nsw.gov.au		56	1.00		00:00:00		12.50%	100.00%
3.	3. 🗗 waverley.nsw.gov.au		34	1.15		00:00:28		70.59%	91.18%
4.	4. 🗗 botanybay.nsw.gov.au		22	22 1.0		00:00:00		90.91%	100.00%
5.	i. 🔁 leichhardt.nsw.gov.au		22	1.05		00:00:58		81.82%	95.45%
6.	☐ facebook.com		19	19 1.00		00:00:00		78.95%	100.00%
7.	☑ livelocal.org.au		12		1.08	00:00:05		83.33%	91.67%
8.	sydneyforkids.com.au	i	12		1.00	00:00:00		91.67%	100.00%





Recommendations:

Overall, the social media aspect of the campaign was successful. The response by individuals and groups was positive and there was a good level of interaction particularly given the time frame. Importantly the SCCG Project Manager and Member Councils staff implemented to full effect many of the lessons and tools provided at the workshop session.

Unfortunately timing and some technical difficulties did not allow for the level of direct outreach to communities with an online presence (website, newsletter mailing list, Twitter and facebook) as desired in the initial Social Media Strategy plan but this is something that can definitely be improved. Key insights to take into account for further SCCG Member Councils social media activities are:

- Ensure that high quality content is available from the outset including images, interesting links, films etc.
- Use other online resources particularly local online publications like The Beast and Street Corner.
- Continue to pitch content to women aged between 25-44 and direct online seeding efforts or online advertising toward publications and websites they are likely to see, for example Mummy Blogs, school newsletters "What's On" listings in newspapers etc.
- Where possible integrate social media activities into whatever other Council promotion, marketing and outreach efforts are being made.
- When talking about an activity link to where people can get more information about participating.
- Ensure that there is at least four weeks available to do outreach and seeding prior to the campaign launch.

Having built an online community, there is now a great opportunity to continue to engage with SCCG Member Councils and their communities as well as cross promoting other SCCG Member Councils and other stakeholders activities on the forum.

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COMMENTS FROM THE PROJECT MANAGER

This section of the strategy is to provide some insights into the running of a social media campaign, what are the potential challenges and how to overcome them.

SOCIAL MEDIA IS MORE THAN JUST FACEBOOK

A key lesson learnt was that social media is not just Facebook and Twitter; it is anything online or digital. You need to utilize all digital channels to drive traffic to your website, Facebook page, and other social media pages. The idea is you are creating the initial "buzz" and excitement about the project.

For the Summerama campaign the challenge was to try and get information, logos, and links into as many Member Council eNews, electronic newsletters, email lists, and cross links on Council websites as possible. Print media was also used including community newsletters, adverts in life magazines, and mentions in the Mayoral columns. This took a lot of time, effort and planning. All 15 Member Council 'Summerama Champions'* were telephone interviewed to establish what was available and what could be used. The next step was to try and coordinate the information being included in these publications with various publishing deadlines. Unfortunately some opportunities were missed as the information was not ready in time, such as school contact email lists, however distribution of all eNews, newsletters, email list and print media reached an audience of over 53,535 people.

Other promotional channels to utilize are setting up links with community organisations, interest groups, and other online communities. One of the key elements of social media is 'be generous'. The idea of reciprocity, the more you give the more you get back, by building alliances with like minded groups and sharing interests and content. This also took a lot of time, effort and planning.

Despite taking time to set up and coordinate the dissemination of information through all digital channels and direct links with Member Councils, it was definitely worth it. Results showed that the top five referring websites were Member Council websites.

*A SCCG Summerama Champion is a staff member within each of the 15 SCCG Member Councils that has been nominated as the contact person for the Summer Activities Program. These Champions coordinate the organising of the activities, gathers the information, assists with the promotion of the activities their Council are going to run (both internal and external), and report back on attendance and success.

CREATING CONTENT

Content is definitely KING! ROE talked about how content rules the social media world, the more interesting and engaging content there is available on the social media pages the more likely people will want to talk about it and have conversations together.

The challenge for the Summerama campaign was the size of the program. There were 92 activities run by 12 of the 15 SCCG Member Councils throughout the month of January. This meant there was a lot of time and resources needed to keep the social media sites

updated, populating them with news, facts, pictures, responding to comments and questions, and to talk about the upcoming activities. Fortunately following the social media workshop several Member Council staff volunteered to help the Project Manager carry out these duties. To facilitate this process a Summerama Facebook Administration Principles sheet was created to help guide volunteers with their responsibilities and give direction on how to create content. It is recommended that only a handful of people carry out this job to keep continuity to the "tone of voice" and "feel" of the social media pages.

It is advised when planning a social media campaign one assigns as much time as possible to creating the content for the social media pages. The time is well invested as shown by the Summerama campaign results that there was a direct correspondence of increase in monthly active users on the Facebook page with the amount of content available. At the height of the campaign it was attracting more than 100 views per day. It was also reported that images were by far the most viewed pieces of content, supporting the social media workshop tip that 'a picture is worth a thousand words'.

PLANNING

Planning of time is extremely important when conducting a social media campaign. Having an idea of how long each task or phase will take and planning accordingly.

Research & Content

The initial timeline indicated in the Summerama social media strategy suggested Phase 1: Identifying how the audience interacts online, commence three months prior to the first event (October 2010). Phase 2: Developing content to commence eight weeks prior (November 2010). In hindsight these deadlines were unrealistic due to the nature of the Summer Activities Program.

Information for activities needs to be collected from 15 different Councils / organisations all with varying approval processes and procedures. The level of detail needed such as name, descriptions of activities, contact person for bookings means it is a lengthy process to gather the information internally. To accommodate the timelines of the social media strategy the deadlines for information to be submitted were much earlier than previous years; however we were inclined to wait for all the activity information to be returned.

Technical Difficulties

There were delays with the formatting of the final activity information brochure and the designs for the dedicated website, delaying the launch of the Summerama website. Even a simple desire to have all the activities displayed on a Google map took more time than anticipated. Entering in 92 activities, writing their titles and who to contact for more information took a whole afternoon.

It is recommended that planning is done with realistic timeframes and extra time set aside for contingency. To a certain degree this was a set up from scratch, with a new name and logo, a dedicated webpage, and creation of an activity brochure with new designs and copy. The time for this development before the social media campaign commence was perhaps not incorporated into the original plan and will definitely be improved next year.

CHALLENGES

The Coastal Connections Project is considered unique because it has explored access to other networks not commonly associated with natural resource management, and the use of social media within Local Government is limited. For this reason there were some internal barriers and challenges to conducting a social media campaign.

Firstly some Council staff did not have access to social media sites in work time and could not be involved for this reason. Secondly various communication channels were managed by different sections internally e.g. web, promotions, and communications. This meant the sign off to have information included in eNews or links on websites became quite onerous. Thirdly content that was used in association with a Councils name obviously had to be factually correct, verified and approved by senior management, sometimes up to Director level.

To overcome the challenge of content approval an information sheet was created that requested as much information as possible about the event / activity, including interesting stories, facts about the area or animals, and images. This meant that the content could be signed off at one time and then drip fed onto the Facebook page. The process did take away a little from the spontaneity of conversation that is supposed to develop and result in creating a snowball effect where eventually the Facebook page runs itself with people commenting back and forth. However to a certain extent it did streamline the process of gathering and creating content.

CONCLUSION

The overall aim of the SCCG Coastal Connections Project was to engage the next generation of conservation volunteers and to increase awareness and participation in coastal management and conservation activities by using social media. The expected outcomes of the project were defined as:

- ⇒ Raising awareness of community conservation activities, with the anticipation of increasing participation and diversifying the community members that take part in coastal conservation.
- ⇒ Building the capacity of the SCCG Member Councils and other stakeholders to consider different / modern approaches to engaging their communities.

The Summerama social media campaign definitely raised awareness of community conservation, education and engagement activities available within the SCGG region. The campaign results showed that more than 1000 unique Facebook users looked at the Summerama website, and more than 30,000 'sets of eyes' viewed posts on the Facebook page related to Summerama.

The anticipation of increasing participation at community conservation activities cannot be directly proven as there were not facilities (or resources) to collect information or feedback as to how people knew about the events they attended (was it through social media

or other sources). However a record number of over 2,500 people attended the 92 activities throughout the month of January and the Summerama webpage had 606 hits in the month of January. In terms of diversifying the audience the most dominant demographic visiting the Facebook page were women aged between 25-44 and a number of males aged between 25-34, which could constitute as the parents of young families, yet this is subjective.

However the feedback and evaluation from the most successful 'on-ground' works bush regeneration event having over 100 people in attendance, held at Jamieson Park, Narrabeen, facilitated by Warringah Council stated:

"The event did increase diversity of participants in on-ground rehabilitation. On the day we attracted a younger audience and if a similar event was held in the future I think those same people would return. These people will not necessarily sign-up for Bushcare/Coastcare and volunteer on a regular basis, but the feedback forms showed that people learnt more about their environment, were encouraged to spend more time in it and take action to protect it. Some people will definitely have taken home good ideas and will be implementing them but I am unsure if it has increased participation on a regular basis into on-ground rehabilitation".

The only area that was felt did not turn out as a great success was the level of conversation on the Facebook page. Many images and other content was 'liked' however this did not translate into questions or conversations about the content. People did not add their own comments or content which is a key goal for increased participation from the process snowballing and eventually running itself, independent of the community manager / Facebook administrator. It is suggested the Facebook page was more of an advertising platform for the activities that were being run, rather than creating conversation.

ACHIEVEING YOUR GOALS

When considering doing a social media campaign the question needs to be asked 'what are we trying to achieve?' Do we want to keep people informed; promote activities; ask people what they think about something; try and get people's views and comments, encourage action, and get people involved? All are achievable and it has been proved world over that social media can achieve these desired outcomes. The SCCG Coastal Connections Project was definitely a success in terms of attendance at events, raising awareness, and diversifying participation. However it was not solely due to social media, other mediums such as the printed brochures, newsletters, supported the social media campaign. Creating an online community that is motivated to act takes time and SCCG is just at the beginning of this process.

Quick Interview with Jodie Savage (Coastal Projects Officer, SCCG) Project Manager for the Coastal Connections Project.

What technical knowledge or experience would you say someone needs to do a social media campaign? I would say being computer literate is essential, but social media is not technically demanding. It helped that I understood the workings of Facebook, having a personal page, but setting up a community page was relatively easy. Anything I struggled with I either Googled or used the Facebook guides.

It did help that I had an expert guiding me, giving me pointers on what I should do or include in the content. Hopefully for those who do not have that available to them this Community Engagement Strategy should be a great resource. Just remember be creative, be experimental and learn as you go.

How much time did the social media aspect take?

There is a lot more work in the background than I had initially imagined. Setting up the other media channels to drive traffic to the website and social media pages took a lot of time and effort. I only did the 15 Member Councils eNews, newsletters and websites. ROE were responsible for investigating the online communities and building alliances there. When planning

your time I think this is definitely one of the major areas to focus on as these activities are essential to the success of the campaign.

The second main focus of time is creating content. Generating content comes from thinking about what information about the activities will people be interested in. Facts, figures, stories, pictures, cross linking to other activities, other groups in the area – research time. Once that is done (although it is continuous) the maintenance is not too time consuming you just have to make sure you respond to any questions or queries for more information. Try and keep the thread or stories alive. I would say daily, perhaps half an hour maximum for maintenance.

Why did you employ a third party and was it worth it?

We employed a third part because this was the first time I or the SCCG had ever done anything like this – a social media campaign! It was essential in the redesign of the Summer Activities Program into Summerama, to have people bring lots of creative ideas and energy to the table.

It was also extremely helpful having someone guide us on the social media campaign. To give pointers on how to generate content, using the right 'tone of voice' for the audience, and giving us a plan of action / timeline to work to. All of this experience has been channelled into this Strategy.

What were the major lessons learnt?

I think the major lessons learnt was: 1) planning is vital in managing your time appropriately; 2) Social media is not just Facebook and Twitter; 3) Many hands make light work, having people help me with the content was sort of a saviour for me; and 4) Design better mechanisms for evaluating the success of social media – questionnaires at events or even a quick online survey that pops up when they leave the site.

What would you do differently?

I would like to encourage more conversation on the Facebook page, get people to engage more with the content being delivered, and to create this infamous snowball effect.

Thank you for your time, Jodie ©



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