

Social Media Special !!!!

Advice from Georgina Boswell (Brian Boswells Circus) !!

"If you do not use at least one social Media Platform then today is the day to start. Social Media Marketing creates the greatest opportunity for you to target relevant customers to your business. Anyone can start a page and create a following it is how well you manage the page as to how effective it will work for you- hopefully these suggestions will get you started (or offer some additional suggestions to you current page and how you manage it.) Start building your fan base today!"



- Call to action button
- Moderation settings
- Profile pic – company logo remains the same for easy and recognisable identification
- Cover photo – advert, update frequently with information
- Respond to messages and questions quickly (facebook has introduced an icon for fast responses)
- Most effective posts include multimedia (pictures, videos, links etc)

- Best times for posting (analytics to monitor engagement)
- Post relevant info (not always advertising) engage with audience
- Add hashtags to drive engagement with fans and followers (and attract new and prospective customers)
- Like relevant pages (eg circus & fairground art) and share their posts (they will reciprocate)
- Join groups (join in the conversation)
- Allow check ins and reviews



Encourage involvement – posts that start a conversation will reach further and personalise your brand. Above - camels trying the new flavour of candyfloss which is your favourite flavour?

- Usually the most unexpected posts get the most shares like and comments
- Master one or two platforms and then move on to more to reach a wider audience (Facebook is probably the easiest)
- Put links on all posts to make it easy for click throughs (this applies to all platforms including mobile and email marketing) people have become lazy
- Encourage likes that are relevant to you (don't buy likes)
- Posts can be scheduled (to a date and time that you choose)
- to tag someone/page in your posts at @ before the name
- Instagram can be linked to facebook and twitter, a great idea is a photo a day (which can be anything from behind the scenes, good animal pics, moving day pic etc)



Let people know that you are on social media encourage them to look you up

Join in with National days for different relevant content – donut day! Valentines day, mothers day etc

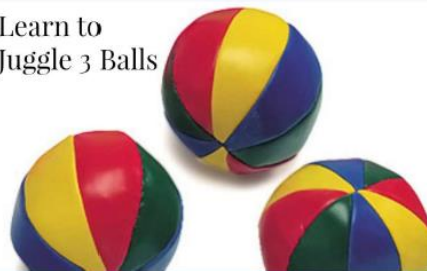


When local celebrities come to the show, get the artistes together for a great pic (chances are the celeb will share the pic – reaching a much wider audience and getting more likes for your page)



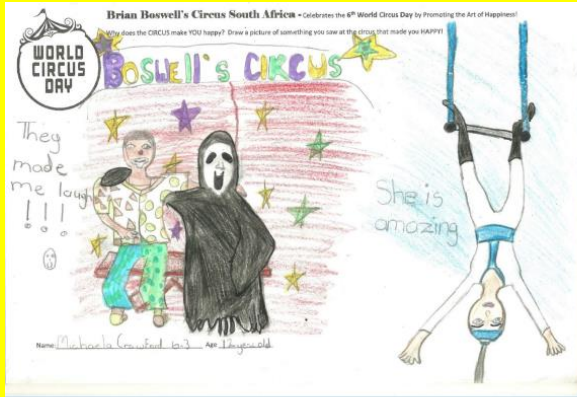
Post special offers that are likely to be shared (colouring in page = free ticket for child accompanied by paying adult)

Learn to Juggle 3 Balls

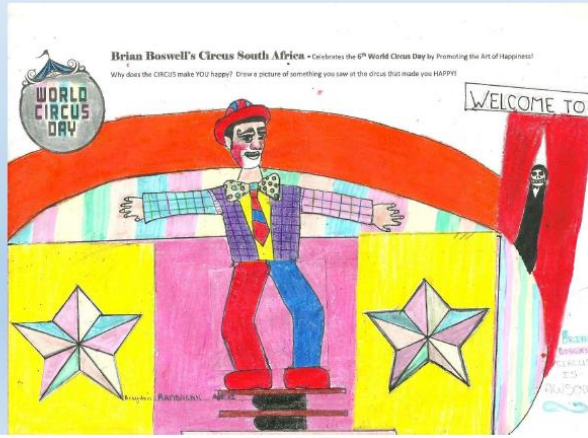


Offer diverse content so there is something new every time a user visits your page. – includes sharing photos from other pages, uploading youtube videos





Encourage participation from others, gives you a variety of content



Negativity and the Antis

- Try and resolve negative comments off your facebook page
- 'Don't delete negative comments – reputation management can actually bring you MORE customers and encourage more conversation (often people that have been to the show will step up for you against negative comments – acknowledge them
- The activists are very good at social media so to beat them you have to join them
- Be transparent
- Don't be afraid to ban people (you know the ones you cant reason with!)
- Moderation settings are very useful here

Free photos uploaded to facebook



- Upload daily (people want to see their photos now!) This also gives you something to post everyday
- Sort photos into easy to locate albums eg Fun Pics (venue) (dates) @ #Boswellcircus
- Include a #hashtag on all social media platforms
- Give link as photo is taken





In October at the Circus Festival of Italy in Latina we did photos with the Clown and Ringmaster with a frame and this made for very attractive, sharable photos. The Clown mentioned at the time that he felt closer to his audience with this type of interaction before the show and it enhanced his performance. The albums had a reach of more than 3000 people.

- Other suggestions

- surveys (particularly with regard to animals) (follow these up with emails – build a data base)
- dancing with kids after the show (encourage people to video and upload)
- testimonial videos (great to combat negative comments)
- competitions with the audience
- during the show take your phones out video take pics include #
- social responsibility (Lions club, Rainbow Ribbons, fund raisers – great photos for sharing, get involved (eg cupcakes for cancer))



When uploading photos always tag others, they will appreciate the exposure and reciprocate

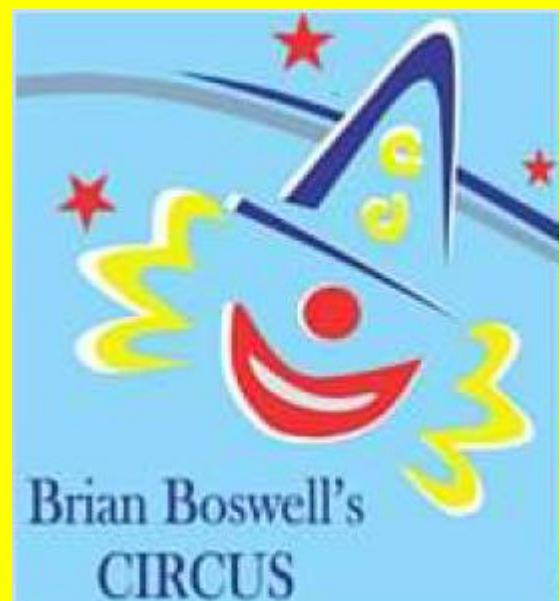
Top left – Rainbow Ribbons of Hope, charity fundraiser project

Bottom left – donation to PMB childrens home
 Top right – Edith Bensons Baby Home visits the circus and receives donations from our rainbow project.



Our affiliation with an institution such as the Lions Club gives us credibility and allows them to use the circus as a platform for charity. Above – Salvation Army, Top Right – Childrens home visiting the circus, Bottom Right – Wentworth Future leaders

- Keep posting positive, interesting (different) posts to gain maximum exposure
- Don't be afraid of social media just get started
- Be prepared to learn new things every day
- I hope you are able to take away some of these suggestions and use them to your benefit





facebook

How the idea was born?

- Selfies became a global phenomenon
- Oscar Gala 2014: All-Star Oscar Selfie by Ellen Degeneres



GRANDE FINALE

- The Ringmaster presented each artist/artist group into the ring
- Artists struck a pose in the middle of the ring and took a selfie



GRANDE FINALE

- By the ring fence they took selfies with the audience



Special Thanks to Georgina Boswell (Brian Boswell's Circus), Maria Jernstrom (Sirkus Finlandia) and Rodney Huey for making our Social Media project a success!!!



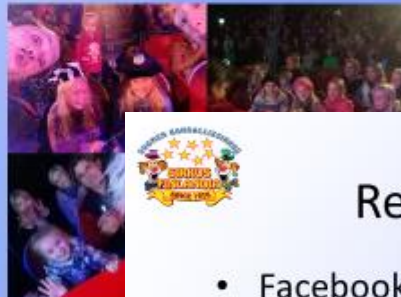
GRANDE FINALE

At the end of Finale: Group Selfie



What to do with the photos?

- The idea of posting them to FB page came later
- A messenger group was created where all the artists could send their photos after the show
- We chose the best pictures of them and posted onto our Facebook page



Response of public

- Facebook selfies got lot of attention from public and the circus fans
- Feedback was very good

