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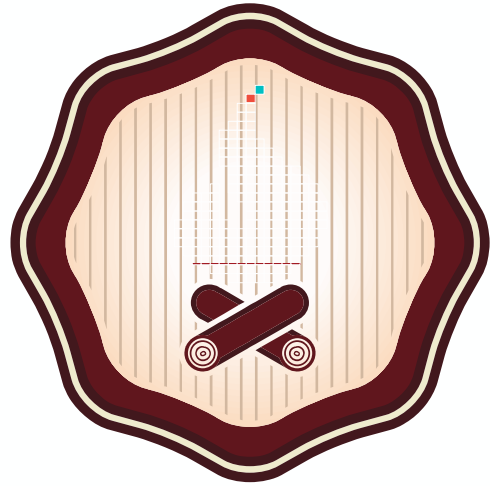
# Social Media for BIAs

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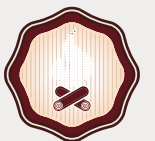
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**Write this down!  
Link to the slides  
(PDF download)**

**[camptech.ca/OBIAA](http://camptech.ca/OBIAA)**

# A framework for digital marketing

Digital marketing (including social media marketing) takes time, money and effort. How will you know if it's worthwhile?



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STEP ONE:  
Set a goal

STEP TWO:  
Audit where  
you currently  
are

Plan



Execute



Measure



Learn



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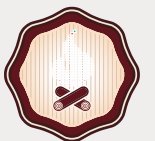
Goal	Audit	Social Media Activity	Key Performance Indicator (KPI) to measure
Grow attendance at annual sidewalk sale by 20% over last year	800 attendees in 2018	Develop a VIP experience for the event, and host a Instagram contest encouraging people to “tag a friend” to win	Number of attendees
Enhance member businesses’ visibility in our community	Members have expressed a desire to be featured more by BIA	Launch a weekly YouTube video series featuring behind-the-scenes looks at member businesses	Number of views; response from member businesses
Strengthen ties between member businesses	Anecdotally,	Tag member businesses on Twitter with #FollowFriday	Number of comments, retweets and likes; number of followers increases for each business

The background features a dark red color with three overlapping, semi-transparent red circles. A white horizontal band runs across the middle of the image, containing the text.

# **Your Social Media Audience**

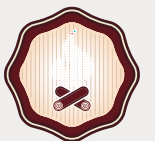
# WHO do you want to reach?

- General public  
(members of community or neighbourhood)
- Member businesses
- Anyone else?



# WHAT do you know about them?

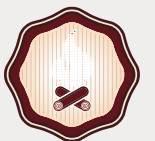
- What is their age and gender?
- What is their job title?
- Where do they live?
- Who lives in their home with them?
- How do they get around (public transportation, drive their own car)?
- Where do they shop?
- What do they want from their community or neighbourhood?





**WHERE do  
you reach  
people?**

Which social media platform(s) are your target audience most likely to be on?



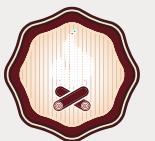
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# Where should BIAs be in social?

Where should BIAs be in social?

Historically:

- Facebook
- Twitter
- Maybe Instagram



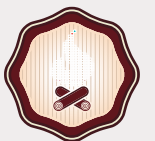
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# Where should BIAs be in social?

Where should BIAs be in social?

Now:

- Facebook
- YouTube
- Instagram



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# **Your Social Media Content**

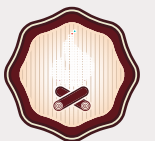
# WHAT do you post?

- Social media is social
- How do you want people to feel?
- Engagement (comments, likes, shares) is key
- Posts with low engagement are less likely to be seen



# Content ideas

1. Contests and giveaways
2. Explore the neighbourhood / video tours
3. Little known facts / secret spots in the 'hood
4. Historical info (#ThrowbackThursday)
5. User generated content



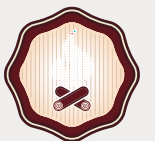
# Content ideas

6. BIA member spotlight
7. Friendly rivalry with other org's (like how museums shout out)
8. Tie-in's with pop culture ("which fictional town is our town most like")
9. "A perfect day in our town" guide with multiple posts (Appeal to different segments, like "a perfect evening for a first date" or "a perfect afternoon for parents of small kids")
10. Social media account takeovers



# The rise of Stories

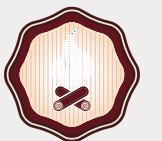
- Stories are now growing 15x faster than feed-based sharing
- Use Instagram Stories' Highlights feature to allow your content to live longer than 24 hours
- Example: Cabbagetown BIA  
[https://www.instagram.com/cabbagetown\\_bia/](https://www.instagram.com/cabbagetown_bia/)





# What about etiquette?

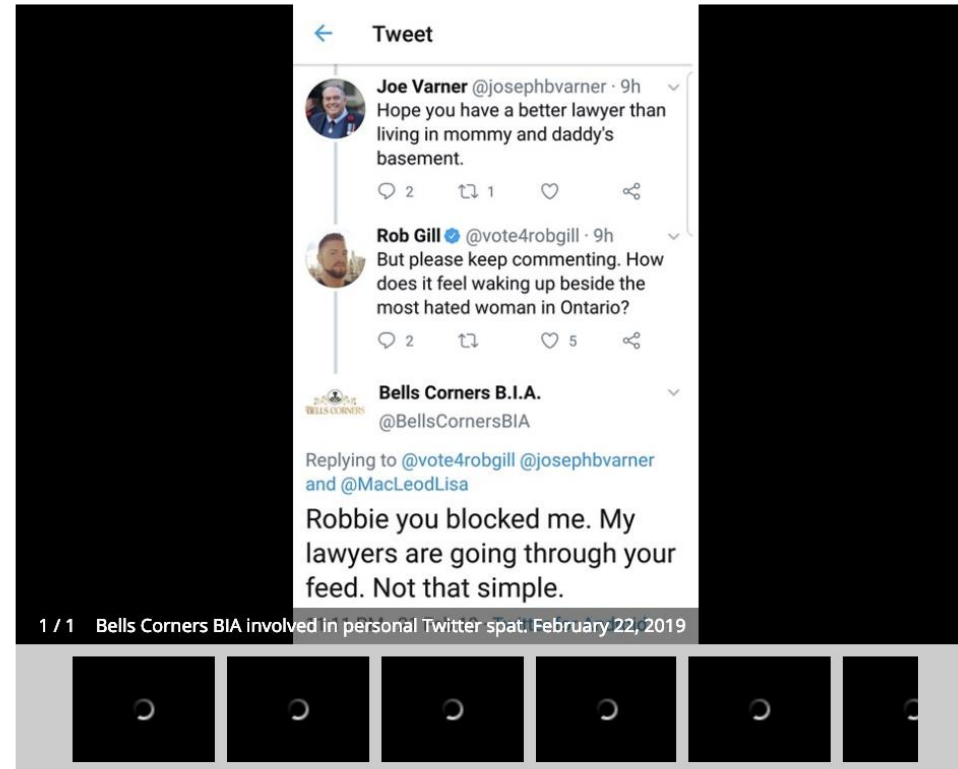
- Do you need a social media guide?
- An organizational policy?



## Bells Corners BIA used in a personal social media spat

Executive Director Joe Varner used the BIA's Twitter account to respond to another user that had blocked him.

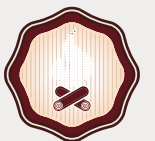
Feb 22, 2019 4:55 PM by: [Jenn Pritchard](#)



A little social media training could be needed for the Executive Director of the Bells Corners Business Improvement Area.

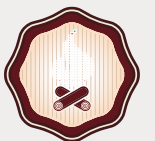
# What about etiquette?

- OBIAA's social media policy  
<http://obiaa.com/wp-content/uploads/2017/11/OBIAA-Social-Media-Policy.pdf>
- Social media etiquette rules for business:  
<https://blog.hootsuite.com/social-media-etiquette-rules-for-business/>



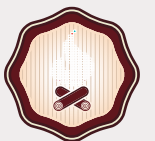
# Management Tools

- Scheduling tools: Hootsuite  
(free plan: <https://hootsuite.com/plans/free>)
- How to create a content calendar:  
<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>



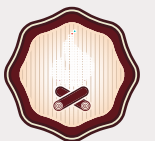
# Video Tools

- Splice app (<http://spliceapp.com/>) combines video files and adds simple transitions
- Ripl (<https://www.ripl.com/>) makes videos for social media from photos



# Template Tools

- Canva (<https://www.canva.com/>) for free templates
- Unfold (<https://unfoldstori.es/>) and Storyluxe (<https://www.storyluxe.app/download>) for Instagram Stories



# Writing Tools

- Hemingway App makes your writing bold and clear  
<http://www.hemingwayapp.com/>
- Hashtag research and suggestions  
<https://hashtagify.me/>

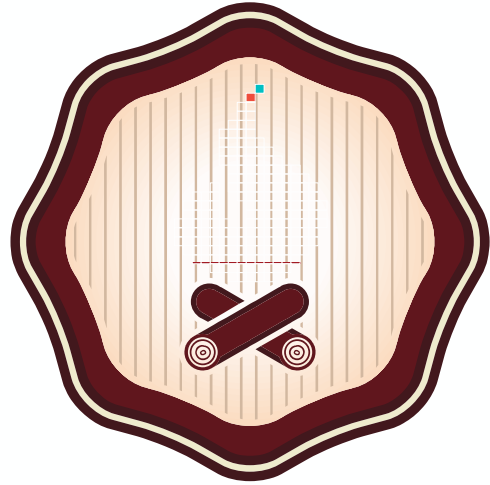




# **Your Social Media Measurement**



Awareness Metrics	Engagement Metrics	Conversion Metrics	Customer Metrics
Mentions	Approval / applause rate (likes, favourites)	Clicks	Reviews & testimonials
Audience Growth	Engagement actions (comments)	Bounce rate	Customer satisfaction score
Reach	Amplification (shares, retweets)		Net promoter score



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