

IST466  
Spring  
2019



## Social Media Guidebook

GUIDEBOOK FOR  
BLUSEED STUDIOES

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# **Social Media Account Information**

## **Instagram**

Username: bluseedstudios

Password: BluSeed19

## **Facebook**

Username:

Password:

## **Twitter**

Username: @bluseedstudios\_ / art@bluseedstudios.org

Password: BluSeed19

## **YouTube**

Username:

Password:

## **Google**

Username: art@bluseedstudios.org

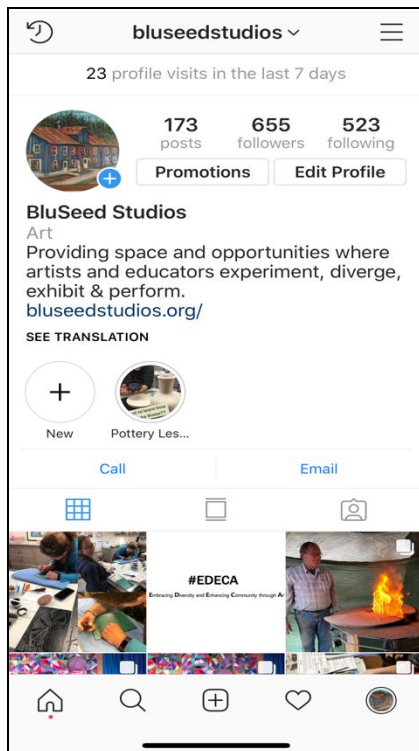
Password: MaKiTo1106!

## How to combine Social Media Accounts

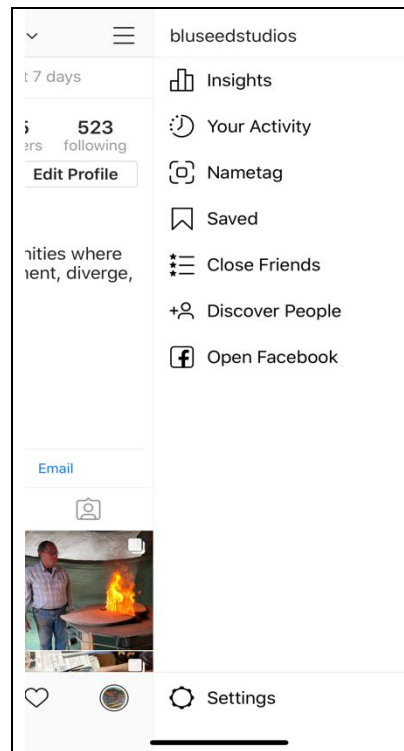
Using Instagram as base for gathering all social media accounts into one. (Example adding Twitter)

For more information: <https://www.facebook.com/help/instagram/1094643983940381>

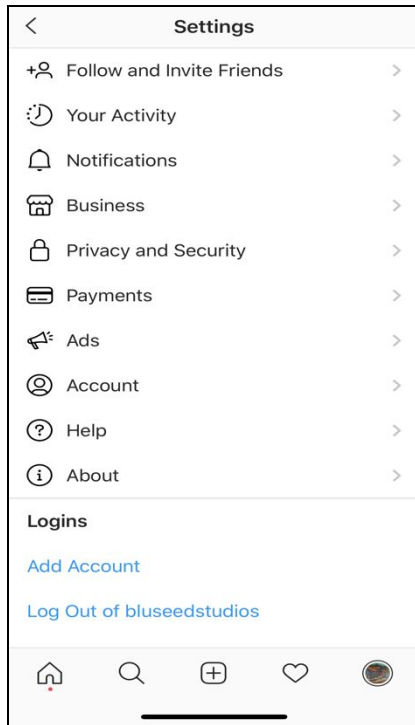
1. Click “**3-striped button**” on the top right corner to find the menu bar.



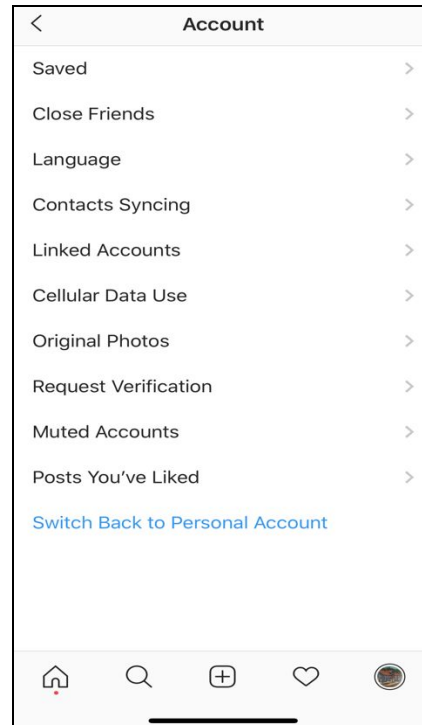
2. Click “**setting**” on the bottom of the menu lists.



3. Click **“Account”** (8th from the top).



4. Click **“Linked Accounts”**.



5. Click other social media account to connect. With the same method to unlink in the future.

**< Outcome >**



## Future Social Media Suggestions

Our Social Media Team prioritized re-organizing BluSeed Studio's social media accounts. Due to different username and password for each different kinds of social media cause inefficiency while uploading and advertising BluSeed Studios. Therefore, connecting all accounts will help Social Media Manager to easily upload a post to all social media account with only once. Be in mind that practical usage of Social Media will bring the organization to pull people into BluSeed Studios.

### Instagram

Instagram is a social media platform commonly used among various age. Instagram is great for sharing and promoting visual contents. Since BluSeed Studios deals with art and performance relating contents, it would be the most suitable communication tool for BluSeed Studios.

#### Top Suggestions:

Use **HASHTAG #EDECA!**

- Add Clickable Hashtags to Instagram Bio
- Add hashtags on Instagram Stories
- The hashtag should be more than 11 or more when posting contents
- Avoid repetitive and generic hashtags like #follow4follow, instagood, and more.

### Facebook

Facebook is the most popular social media platform and a great way to stay connected with member and reach local audiences. When the post goes up on Facebook, it can also be seen by BluSeed Studio's connections too. Therefore, it will automatically advertise to others.

#### Top Suggestions:

##### Ask Questions!

- Uploading posts with open-ended question words relevant to post could help to get members and possibly capture new audiences to engage in the comment section.
  - Example: use “should” or “would” to get people’s attention

##### Tag People in the photo!

- By tagging people on the photo gives a higher chance of your page be liked and spread.

### Twitter

Twitter is an online news and social networking platform where people communicate in short messages called tweets. For BluSeed Studios, Twitter will help announcing upcoming events and recent news to people who follow organization, and potentially others who do not. With twitter’s advantage which is advertising fast and less intrusive, it would help BluSeed Studio too send out messages about an upcoming event.

#### Top Suggestions:

### **Conversational!**

- Twitter is more of one-dimensional light conversational type of social media. Therefore, it is crucial to give people a chance to have conversation and communication.
  - Just tweeting whatever relating to BluSeed Studio would be great. Especially, announcing upcoming events would be the primary usage of the organization.

### **YouTube**

Since BluSeed Studios do lots of long and short performances, it would be great if the organization could make a video to advertise. This advertisement would not only promote BluSeed Studio itself but also, the artist who wants to be known.

### **Top Suggestions:**

#### **Consistency!**

- Since there are lots of artists coming to BluSeed Studio, it would be great having Video about them and upload it. YouTube is like hard-drive. This could make people understand what BluSeed studio does and do just looking at playlists on YouTube Channel. Constantly uploading what BluSeed Studios will cumulate can be used later on advertising purpose.

### **Slogan**

#### **“Embrace Diversity and Enhance Community through Art”**

BluSeed have diversity not only on ethnicity but also provides and brings in different genres of music, art, style of educations to improve and strengthen the quality of the community. Therefore, our social media team decided to make a Slogan that can present BluSeed Studio's mission statement simple to remember but contains concise meaning.

Below, there were few examples of Acronym of the slogan. Since there will be lots of usage in hashtags especially for Instagram, we thought using #EDECA would be perfect. We have already uploaded the acronym on Instagram. We thought of many designs but, we decided to choose a simple one (number 4) and later it could be used for future advertisement.

So, Our social media team suggests, when uploading posts or contents on social media, it is IMPORTANT to put #EDECA!

#### **<Slogan Example>**



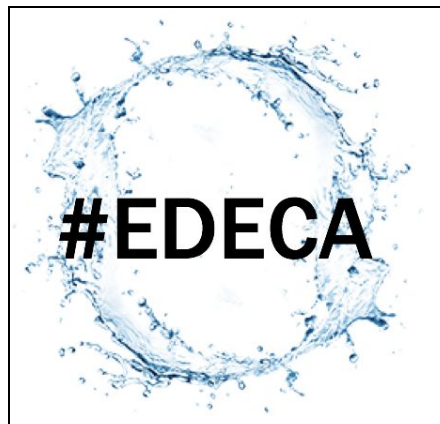
(1)



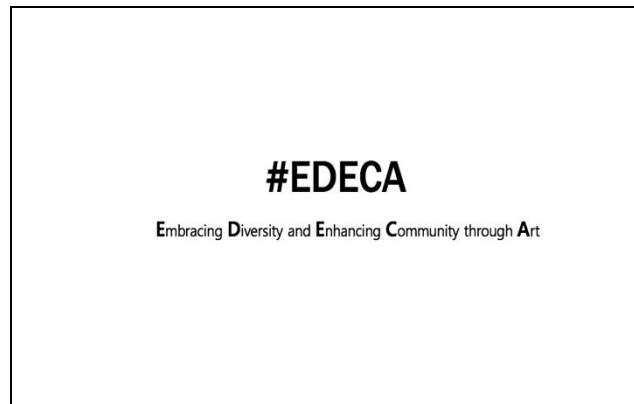
(2)



(3)



(4)



(5)

#EDECA

(6)

**#EDECA**

## **Survey**

The survey could be used for several different reasons. For Bluseed Studios, a survey will be used for two reasons: content for the post, feedback

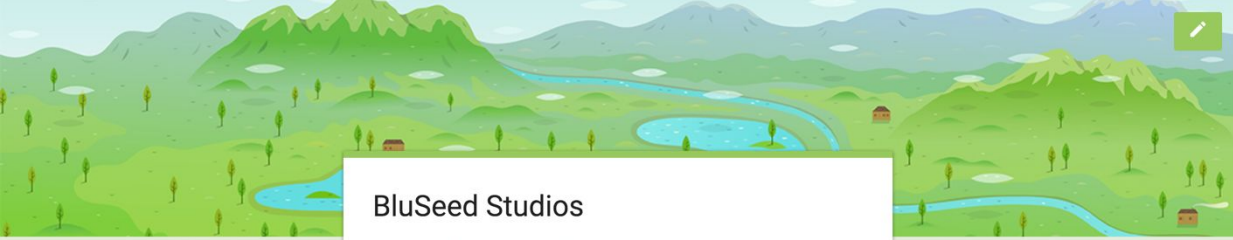
### **1. Content for Post:**

We realized that BluSeed Studios does not upload posts regularly when there is no event. One thing that is important when advertising through social media is consistency. Carol also told us it would be great if there are some contents that they can upload. Therefore, we thought it would be great if we could do a survey and sent it out to artists. In the survey, who are they, where are they from, and how they felt about BluSeed Studios was mentioned. The result of the survey will form statistics which could help the organization to upload content relating to how people, who have been to the studio, were satisfied with their experience. Also, it could give belief to potential artists that can also perform or exhibit in BluSeed Studio.

### **2. Feedback:**

Not only for the statistics and advertisement, but it could also be used for feedback. Feedback helps to find out the reality of how the business or one is doing. So, this could help BluSeed Studios to improve on what they are missing and do much better things that they are great at. Currently, the survey is made for the artist but, it would be great if it also made for educators or student who come and take creative classes. In that way, BluSeed Studio can advance place or material they provide.

## <Survey Example>



**BluSeed Studios**

To better serve the community, please fill out the survey.  
Thank you for taking time to respond. This will be used for marketing and grant funding purposes.

**1. What is your/group's Name?**

Your answer

**2. Please tell us about your/group's background in art.**

Your answer

**3. How did you hear about BluSeed Studios?**

Your answer

**4. What did you do at BluSeed Studios?**

Your answer

**5. In scale of 1 to 5, How was your/group's experience at BluSeed Studios?**

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

**5-1. Please write about your experience**

Your answer

**6. Would you recommend BluSeed Studios to others?**

☐ Yes

☐ No

**6-1. If so, Why?**

Your answer

**SUBMIT**

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