



SMP

# Social Media Engagement:

An overview

# Focus of the SMP

- “A key focus of the SMP is to engage Singaporeans to contribute memories and stories representative of Singapore and build a collective History of Singapore.”

# Purpose for SMP

## Social Media Engagement

- connect with those who are **commenting online**
- connect with those who might **contribute**.



What is “Engagement”?

# What is “Engagement”?

- **We talk** ← People respond

Content **strategy**

Community **strategy**

Monitoring **strategy**

Response **strategy**

- We respond → **People talk**

# Social Media Engagement Plan

- Establish the WHY
- Our broad strategy:

"we **Listen**, we **Converse**, we **Measure**"

Content **strategy**

Community **strategy**

Monitoring **strategy**

Response **strategy**



# Listen/ Monitor

- Google Alerts
- Facebook Insights
- Tweetdeck
- Twitter Favourites (Positive-Use Cases)
- Twitterfall (Keyword Search & Monitoring)
- SocialBro (Hashtag tracking, sentiment analysis & follower tracking)
- RSS Feeds

# Google Alerts

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> <a href="#">i remember singapore</a>	All results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Iremember</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Iremembersg</a>	All results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">remember singapore</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Singapore 2000s</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Singapore 50s</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Singapore 60s</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Singapore 70s</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Singapore 80s</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>
<input type="checkbox"/> <a href="#">Singapore 90s</a>	Only the best results	Once a day	ramblinglibrarian@gmail.com	<a href="#">Edit</a>



## Google Alert - remember singapore



SMP x



**Google Alerts**  googlealerts-noreply@google.com

12/16/11 ☆



to me ▾

=== News - 2 new results for [remember singapore] ===

A Singapore Party Keeps Going Strong

Wall Street Journal (blog)

"[They] make effort to remember you and remember your drinks." And although he has added members to his executive teams over the years (his wife is also an executive director), Mr. Cheng's personal tastes still dictate how Zouk is run: The space's ...

<<http://blogs.wsj.com/scene/2011/12/16/a-singapore-party-keeps-going-strong/>>

See all stories on this topic:

<<http://news.google.com/news/story?ncl=http://blogs.wsj.com/scene/2011/12/16/a-singapore-party-keeps-going-strong/&hl=en&geo=us>>

National University of Singapore Day 4 |

10sBalls

I can't even remember, I'm wiped out from practicing today at the NUL – National University of Singapore! It started at 7:30am, which meant waking up at 5:30 in order to catch the first train at 6am from the local Aljunied station. ...

<<http://www.10sballs.com/2011/12/15/national-university-of-singapore-day-4/>>

See all stories on this topic:

<<http://news.google.com/news/story?ncl=http://www.10sballs.com/2011/12/15/national-university-of-singapore-day-4/&hl=en&geo=us>>

=== Web - 1 new result for [remember singapore] ===

Tribute to Singapore's Mother Teresa (1898 -2011) | Remember ...

Tribute to Singapore's Mother Teresa (1898 -2011). Posted on December 14, 2011 by Remember Singapore. Teresa Hui Chih was born in Swatow in 1898



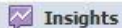
Wall



Info



Friend Activity

**Insights**

Likes

Reach

Talking About This



iremember Malaysia Cup



Photos



Notes

EDIT

## About

Edit

By the Singapore Memory Project.  
Share your memories of Singapore.  
Singapor...

More

2,311

like this

109

talking about this

Likes

See All

**SIndie -  
Singapore  
Independent****Maid By Me****National Heritage  
Board**

## irememberSG ▸ Insights

Society/Culture · Edit Info

Message

Promote Your Page

Data through 12/4 (All dates and times are in Pacific Time)

Export Data



Total Likes?

2,311 ↑ 1.27%

Friends of Fans?

553,548 ↑ 2.18%

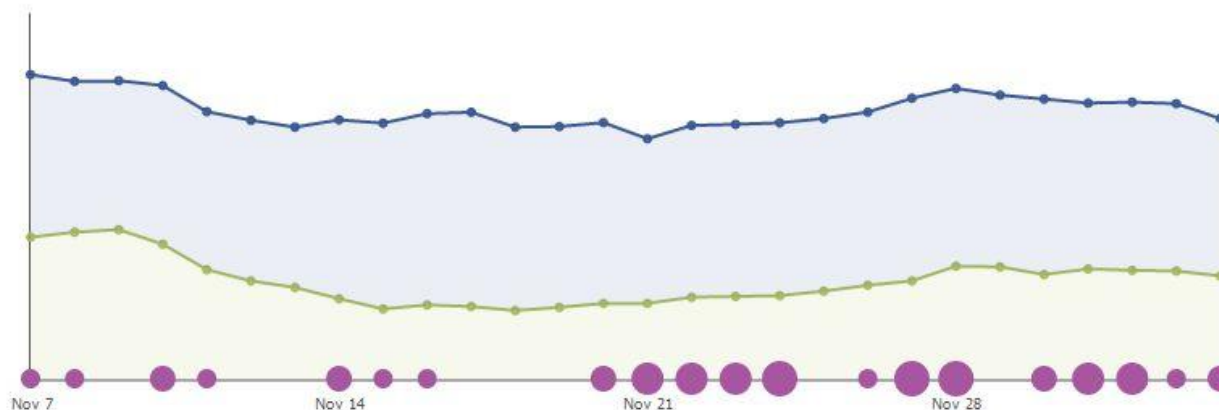
People Talking About This?

109 ↑ 6.86%

Weekly Total Reach?

2,296 ↓ -9.54%

Posts? People Talking About This? Weekly Total Reach?



## Page Posts

All Post Types ▾

Date ? ▾	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
12/3/11	Anyone remembers these "四色..."	339	13	4	1.18%
12/3/11	Missed Memory Corp member J...	331	7	1	0.3%
12/2/11	Good morning fans! Quick trivia...	420	41	10	2.38%
12/1/11	Have a shave and a haircut too...	430	34	5	1.16%
12/1/11	Reporting live from the "Heritag...	436	45	10	2.29%
12/1/11	Fund managers for a kampong?...	491	16	6	1.22%

iremembersg All Friends

**frankie magazine** now  
do you want a tent that looks like a slice of watermelon? of course you do. it's over on the @\_smithjournal blog: [bit.ly/uldbta](http://bit.ly/uldbta)  
Retweeted by Jenny Faith Koh

**Sheena** now  
My team of competitive women wonnnnn! Yay!!! \$35 GV gift card!

**zharfan** 13s  
RT @iamrachelcrow: Name your iPod "Titanic", plug it into the computer, "Titanic is syncing", press cancel, feel like a hero. #Random

**Pat Law** 20s  
The 3 events yesterday is getting to me. Resting on my day bed now. @GOODSTUPH Studio [instagr.am/p/YFxf90/](http://instagr.am/p/YFxf90/)

**Adrian** 1m  
Son: daddy, who do I look like more, you or Mom. Dad: you look like the karang guni man who gave you to us.

**Adrianna Tan** 2m  
Who was it who said Singapore should follow Najib's amazing reforms, again? Read this [ernamahyuni.com/2011/12/08/kil...](http://ernamahyuni.com/2011/12/08/kil...)  
Retweeted by Han

**Kimberlee Weatherall** 2m  
ooh, the Optus TV now case is going to trial: [bit.ly/vtelfF](http://bit.ly/vtelfF) (HT @rgibli). Justice Rares presiding. More (c) geek excitement!  
Retweeted by Han

**Adrian** 4m  
BF: I just bought a penis enlargement. GF: oh really?! Let me see... Eh, how come it's a magnifying glass?

**youthsg** 4m  
A reflective song for Friday's #song of the day - 'All about us' by He is We ft Owl

@ iremembersg Mentions

**Mark Johnson FAIA** 13h  
RThx! @bldrswriter: RT Home #Remodeling Journal [bit.ly/ebCCChA](http://bit.ly/ebCCChA) ▶ Stories @ScottsdalePandZ @iremembersg @BLDRsWriter @SellNowPortland

**Ivan Chew** 15h  
@Tetanus Great! I can be reached at [RamblingLibrarian\[at\]gmail.com](mailto:RamblingLibrarian[at]gmail.com) or [ivanchew\[at\]nlb.gov.sg](mailto:ivanchew[at]nlb.gov.sg) cc @iremembersg @lucian

**Tet** 15h  
@ramblinglib Sure! I'll DM you to get in touch. @iremembersg @lucian

**Ivan Chew** 15h  
hello @Tetanus the @irememberSG is keen to engage ppl for commissioned works. @lucian pointed me to you. would you be interested? thanks!

**Ivan Chew** 15h  
@chinyong ur profile says "indie director". For a moment there, I thought @iremembersg can ask you to produce a commissioned work! :)

**Sean Lim** 23h  
@iremembersg kiasu Singaporeans didn't chiong for this collectible then? :O

**Life Is Beautiful** 23h  
@iremembersg Archie, Richie Rich, Doraemon ^.^

**Josephine Koh** 23h  
@iremembersg nope..Thor...

**Lin Y'ng** 1d  
\*@JosephineKoh: @iremembersg grew up on Archie n Betty n Veronica comics. MAD magazine too. N Marvel comics. #iremembersg

**Josephine Koh** 1d  
@iremembersa grew up on Archie n Betty

iremembersg Direct Messages

**Jeanne Wong** 23h  
Thanks for following us! Do drop by ...

**Sam . L** 3d  
Thanks for following us! Do drop by ...

**GenealogyBank** 3d  
Thanks for following us! Do drop by ...

**jenniecoughlin** More  
Thanks for following us! Do drop by ...

**想你** 6d  
Thanks for following us! Do drop by ...

**juzcrap** 7d  
Thanks for following us! Do drop by ...

**SANDRA** 8d  
Thanks for following us! Do drop by ...

**Drudge Report** 9d  
Thanks for following us! Do drop by ...

**Huiwen Tow** 10d  
Thanks for following us! Do drop by ...

**Esther Wong** 11d  
Thanks for following us! Do drop by ...

**Jinx** 11d  
Thanks for following us! Do drop by ...

**jeff** 13d  
Ok



Your account: @iremembersg

All community



Synchronize

Last: 2 minutes ago

Filters

Adv. Search

Tags

Time Zones:

Language:

All Time Zones

All Languages

Verified users:

Public / Private:

All users

All users

Custom Avatars:

Custom URLs:

All users

All users

Followers:

0 - 10M+

Friends:

0 - 10M+

List:

0 - 10M+

Followers/Friends Ratio:

0 - 100+

Account Age:

0 days - 10 years+

Tweets per Day:

0 - 1000+

Time Since Last Tweet:

0 days - 10 years+

Save Filter

Reset

v3.2.10

© e24Apps Network

## Not Following You Back



239 Not Following You Back



share | browse

## "Low Follow Ratio" Users You Follow



19 "Low Follow Ratio" Users You Follow

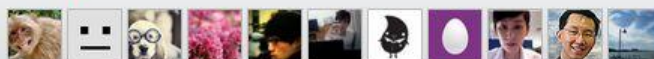


share | browse

## Inactive Friends



21 Inactive Friends



share | browse

## Famous Friends



7 Famous Friends



share | browse

## Influential Friends



97 Influential Friends



share | browse

## New Friends



0 New Friends

## You Aren't Following Back



143 followers



share | browse

## "Low Follow Ratio" Followers



34 followers

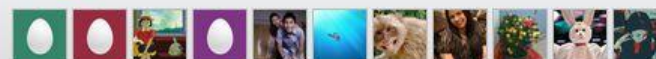


share | browse

## Inactive Followers



89 followers

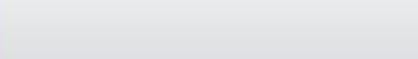


share | browse

## Famous Followers



0 Famous Followers



share | browse

## Influential Followers



7 Influential Followers



share | browse

## Newbie Followers



50 Newbie Followers

Your account: @iremembersg

All community

**Synchronize**

Last: 2 minutes ago

Filters

Adv. Search

Tags

Time Zones:

All Time Zones

Language:

All Languages

Verified users:

All users

Public / Private:

All users

Custom Avatars:

All users

Custom URLs:

All users

Followers:

0 - 10M+

Friends:

0 - 10M+

List:

0 - 10M+

Followers/Friends Ratio:

0 - 100+

Account Age:

0 days - 10 years+

Tweets per Day:

0 - 1000+

Time Since Last Tweet:

0 days - 10 years+

Save Filter

Reset

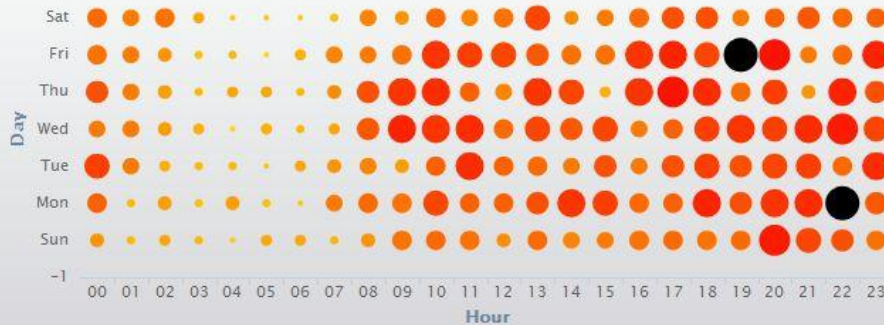
## @iremembersg's best time to tweet

Export

- Your best time to tweet in the next 24 hours is: **today 19:00 Hours** | [share](#)
- Your best time to tweet during this week is: **Mon 22:00 Hours** | [share](#)
- Your followers talk about: **rent, apartment, like, just, it's** | [share](#)
- Your followers share links about: **rent, apartment, singapore, hithotsg, bedroom** | [share](#)
- Your resonant topics are: **bee, dec, temperature, history, month** | [share](#)

@iremembersg's timezone: GMT +8

### When your followers are online?



### Online followers by hour





# Converse

## iRememberSG channels

- Twitter
- Facebook
- Blog

## Other people's platforms

- FB – “Little Street In Singapore”
- Friends-of-Yesterday mailing list
- Blogs, e.g. GoodMorningYesterday
- Follow other Twitter Users





**iremembersg** irememberSG

Mr Kadir shares his dating techniques by hanging out with the brother of the girl he like. Sneaky! [#wnr2](#) [#iremembersg](#)

28 Nov



**patrickpang** Patrick Pang

Learn something again. RT [@iremembersg](#): The word "Kampong" is actually a transliteration of the word "compound" [#wnr2](#) [#iremembersg](#)

28 Nov

↻ Retweeted by iremembersg



**iremembersg** irememberSG

Geylang Serai had vegetable farms, 10c cinemas in the late 50s. Fertilizer manure clouded the neighbourhood. [#wnr2](#) [#iremembersg](#)

28 Nov



**iremembersg** irememberSG

Mr Shaik Kadir recalls his Geylang Serai days near Eunos MRT [#wnr2](#)

28 Nov



**iremembersg** irememberSG

Thanks 4 coming down! RT [@lizzaeh](#): So I had a really exciting

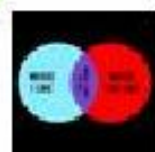


**JosephineKoh** Josephine Koh

[@iremembersg](#) grew up on Archie n Betty n Veronica comics. MAD magazine too. N Marvel comics. [#iremembersg](#)

8 Dec

Retweeted by [iremembersg](#)



**theoldlee** oldlee

[@iremembersg](#) Archie

8 Dec

Retweeted by [iremembersg](#)



**lovelyloey** Lo Wan Ni

[@iremembersg](#) Lao Fu Zi! and Cathy [#iremembersg](#)

8 Dec

Retweeted by [iremembersg](#)



**thecookiecutter** Sandy Ng

Archie, Doraemon, Beano RT [@iremembersg](#): Hello readers, which comic would you say have been a big part of your childhood? [#iremembersg](#)

8 Dec

Retweeted by [iremembersg](#)



77,505  
Followers

	<b>hola_nana199</b> Anna Aye	1
	<b>falcon120</b> Esther Wong	1
	<b>sharonthienks</b> SharonTKS	1
		1
		4
	power™	1
		1
	<b>SocialBro</b> SocialBro App	1
	<b>WWarII</b> World War II History	1
	<b>JeromeKG</b> Jerome Lim	3
	<b>SoSingaporean</b> So Singaporean	6
	<b>davidallens</b> David Allen ✓	1
	<b>Beam4eva</b> BadBadGoodGood	1
	<b>MemoroUSA</b> MemoroUSA	1
	<b>jolantru</b> Joyce Chng (JDamask)	1
	<b>lizzaeh</b> Lizzy Lee	1
	<b>kitsune_shoujo</b> きつね こねこ	2

Send SoSingaporean a message

17 Oct at 18:36



**SoSingaporean**

Alright just PM me and i will see if thr's anything i can help:)

29 Sep at 16:26



**SoSingaporean**

You're welcome. Heard abt u guys and i think its really interesting. Might just share it with followers someday:)

28 Sep at 19:16



**SoSingaporean**

Yeap its 2 Ns. I will chk it soon, been busy these few days.

21 Oct at 16:21



**SoSingaporean**

sosingaporeann@gmail.com :)

19 Oct at 13:51



**SoSingaporean**

So i'll just ask them to send in tweets for the 3 hashtag? What are the prizes and how do u determine the winner?

18 Oct at 18:29



**SoSingaporean**

Welcome! Yeah what is it about?

17 Oct at 18:36



**SoSingaporean**

Alright just PM me and i will see if thr's anything i can help:)

29 Sep at 16:26



**SoSingaporean**

You're welcome. Heard abt u guys and i think its really interesting. Might just share it with followers someday:)

28 Sep at 19:16



letsbringback 90's cartoon and good Disney shows from when we were kids!

7 Dec

Retweeted by iremembersg



**iremembersg** irememberSG

Hilarious old IT gadgets still found on eBay [bit.ly/rMsYoA](http://bit.ly/rMsYoA) #nostalgia #iremembersg

7 Dec



**joyzxu** Joyce Xu

Old skool 柠檬. Do you remember? [instagr.am/p/XodzB/](http://instagr.am/p/XodzB/)

6 Dec

Retweeted by iremembersg



**iremembersg** irememberSG

Behind the scenes: @isaacteo planning something big with director Tan Pin Pin! <excites> [twitpic.com/7p41j8](http://twitpic.com/7p41j8) #iremembersg

6 Dec

Favorite Reply Delete



**iremembersg** irememberSG

Did you know? On 1 Dec. 1974, policemen in #Singapore enforced laws against taxi queue cutting - [j.mp/uU2eAs](http://j.mp/uU2eAs) #iremembersg

6 Dec



**iremembersg** irememberSG

Do you know what is a "cyclostyle"? Read on to learn how you've taken "Ctrl + C" for granted - [j.mp/vNf6Cr](http://j.mp/vNf6Cr) #iremembersg

6 Dec



**iremembersg** irememberSG

On Walt Disney's birthday, take a look at the evolution of the happiest place on earth: [on.life.com/ke1S14](http://on.life.com/ke1S14) | [pic.twitter.com/er9IzGF5](http://pic.twitter.com/er9IzGF5)

6 Dec



**iremembersg** irememberSG

"Yesterday is a tree with great spreading branches, and I [sit] low in its shade, remembering." - Pablo Neruda, Passions and Impressions

5 Dec



**theWWIIproject** The WWII Project

December 4, 1941 - British Reinforce Singapore - [bit.ly/vPICE8](http://bit.ly/vPICE8) #wwii #history

5 Dec

Retweeted by iremembersg



**spacemanoveramk** Desmond - Max Power™

close ✕



**@iremembersg**

irememberSG

Behind the scenes: @isaacteo planning something big with director Tan Pin Pin! <excites> [twitpic.com/7p41j8](http://twitpic.com/7p41j8) #iremembersg



TwitPic

Flag this media

6 Dec via TweetDeck

Favorite Reply Delete

Mentioned in this Tweet



**isaacteo** isaacteo · Unfollow

make some noise.



# Response Strategy

- Reinforce SMP Champions
- Take the High-Ground in managing “Nay-sayers”
- Each response is a PR opportunity

# Collect memories of ordinary folk as well - and do it fast

Published on  
Dec 12, 2011



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republication

**PhotoBank**

Buy SPH  
photos

THE National Library Board hopes that its Singapore Memory Project's several coming campaigns will increase the number of contributions to about 1.5 million next year, and another 1.5 million in 2015 ('220,000 memories sent to the bank'; Nov 29). Presumably the project will lie fallow in the intervening couple of years?

By a rough calculation, the targeted figure works out to more than 4,000 inputs every day without a break, with 'nearly 100 volunteers' required to collate 40 each every day. To my mind at least, this seems a trifle ambitious.

The library board's irememberSG project kicked off soon after Prime Minister Lee Hsien Loong's National Day Rally speech, and apparently it was inundated with submissions ('Half a century of nationhood, half a century of memories';

Oct 29 and 'Stories to weave tapestry of a nation'; Aug 15).

Aged citizens like myself, who are literally a 'dying breed', have also awakened to a new-found respect that they too are in a position to contribute, even if only with personal reminiscences of bygone times.

From this old codger's perspective, it seems imperative to record these as soon as possible, taking into consideration the twin dangers of advanced age and fading memories.

All too often, the interesting reminiscences of those at the lower end of the social spectrum are ignored in preference to those of the rich and famous, the powerful and the successful.

The life stories and lifestyles of the rich and powerful tend to be faithfully recorded and highlighted to inspire others. The man in the street, however, is more likely to be interested in the everyday struggles and experiences of ordinary people, with whom a stronger and more common bond of empathy can be forged. Empirical evidence suggests that common poverty/misery binds people, irrespective of ethnic and/or religious backgrounds.

Graduate student Low Jiabin, 24, sums up the situation succinctly with: 'We need to keep these memories safe before the tangible forms of them, like buildings or landmarks, are lost, and the generation that remembered them passes away.'

Narayana Narayana

Previous

Next

## ST Forum

Start earlier, and change approach

Singapore's property investment  
climate still among world's most open

**Collect memories of ordinary folk as  
well - and do it fast**

More confusion

Private specialists should perform  
'national service'

Good idea to bond over ice balls and  
kacang putih

Forum Online

[http://www.straitstimes.com/STForum/Story/STIStory\\_743935.html](http://www.straitstimes.com/STForum/Story/STIStory_743935.html)



Like



liked this.



DISQUS

Comments for this page are closed.

## Showing 1 comment

Newest first



Sort by

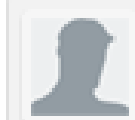


Subscribe by email



Subscribe by RSS

Real-time updating is enabled.



**kjks** 3 weeks ago

There are various theme that we could have a common folks' verbal history.

The Japanese occupation, the racial riots, the political rally, the history of the various clans (the Hokkien association, the Hakka association and so forth). The history of the various temples and places of worship for the different religious groups and it's early rites. The history of each constituency. The history of the various occupation, the trishaw riders, the coffee shop owners, the prawn-mee mobile cart seller, the wet market, the kelong, the fisherman, the barber, the tongkang men, the satay man, preparation of the Thaipusam over the years, the kachang puteh trade. It's so rich and will all be forgotten.

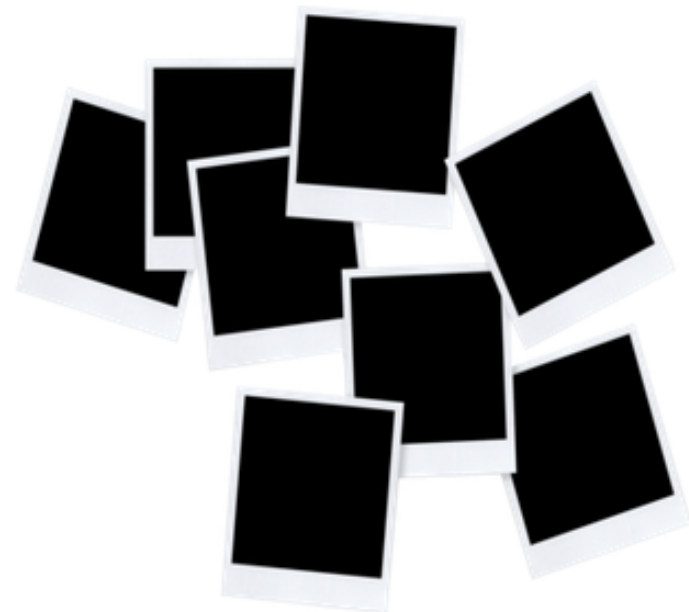
Like



## Be careful what you remember

by Michael on 21 November 2011

Opinion/Column



There has

irememberSG

Memory Project

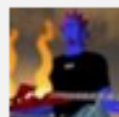
preserve and provide access to the memories of our nation".

Singapore is a relatively young country and such an initiative would appear to be an innovative idea to harness the collective memory of its citizens. After all, those born after 1965 would only have 40 odd years to remember from their point of existence but we have been around for much longer.

However, I worry about my grasp on 'reality' as I look through the various articles on the website. Terms such as 'story', 'memory' and 'recollections' are sprinkled liberally throughout. From what I know, my 'memory' is filtered through my experiences,

**"What I am concerned about is how this 'collective memory' project seems to impose this feel-good, Hallmark-like aspect of Singapore, glorifying stories of yesteryear and leaving out all the nasty bits..."**





by [ramblinglibrarian](#)

23 November 2011, 07:20 PM

Hello Michael, I'm Ivan and just joined the Singapore Memory Project team recently. Reading your post, I thought, "How can I have you as a volunteer for the SMP?" :) I liked your post. You seem to be asking the right questions. Here's my personal take on some of the points you raised.

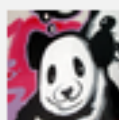
You're right, majority of the memories shared so far tend to have that feel-good vibe. I don't think "remembering what is good" is the same as "glorifying the past" though. There seems to be a natural tendency for people to remember the good rather than dwell on the bad. I can attest that none of us at the SMP team deliberately downplay "the nasty bits". Posts are edited for readability rather than censorship. OK what if someone submits a controversial post? Heh, we'll cross that bridge when we get there :) I'll just say we're trying our damn best to keep things real and be sensible about it.

On whether you would be imposing your memory on me: well I always have a choice whether to read or associate with your memory or not. So you're not imposing anything. Also, SMP is about personal memories and perspectives. We're not trying to be a history textbook.

I suspect some people hesitate to share their memory because they think it's trivial and insignificant. I used to think that way but have learned that one never knows. What we think is trivial may be pretty interesting to others. There's been a few posts at the iRememberSG FB page, where someone shared a mundane experience which reminded me of a particular moment in my life. It sort of helped me rediscover a part of myself (not necessarily all good either, e.g. I did some dumb things in school!) But somehow there's something nice about rediscovering one's memories again.

Cheers!

p.s. how? wanna volunteer to be part of iRememberSG? :)



by [Michael](#)

2 December 2011, 01:54 AM

Hi Ivan, as it is, I already volunteer for the library so I might sailing a tad too close as it were to the SMP and no, you're not the first one to beckon me to the 'dark side' - (Gene tried too and failed via eDM :-)) - I like some objectivity/public/private space to be able to look at my 'memories' - be it sickeningly sweet or harrowingly(sic) horrifying.

Let's see how this year go/end and I'll get back to you on it? Just ask Serenne to poke me if I forget. She knows where to find me.



by [ramblinglibrarian](#)

29 December 2011, 06:23 PM

Hello Michael, wah piang "dark side" sounds like we're some evil empire, LOL.

>>>

I like some objectivity/public/private space to be able to look at my 'memories'

>>>

Sure, I can appreciate that. Cheers!





# Cultivate Online Relationships



# irememberSG

@iremembersg Singapore

History is now your story! iremember.sg documents the memories of Singapore for posterity. Have you contributed yours? Tweets by Yeong Chong of NLB  
<http://iremember.sg>

Edit your profile →

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## Your Favorites



**Jaaamieeee7** Jam de Souza <sup>TM</sup>

@iremembersg Thanks for bringing back the memories... I feel so nostalgic... Love the time i saw your website coz i really miss them... :)

22 Nov



**Gamille** Camille

[bit.ly/pKloMP](http://bit.ly/pKloMP) #Singapore #games collection by @iremembersg  
 Digitally assisted collective memory for a grown too fast kid? (nice site)

20 Sep



**ervanj** ervanj

@iremembersg will do mate. Thanks for sharing the memories and history!

16 Sep



**tnhh** Tristan Henderson

The Singapore Memory Project from @iremembersg: [iremember.sg](http://iremember.sg)

14 Sep



**queenofejungle** Sheena

Chanced upon The Singapore Memory Project presenting @iremembersg while doing research. Share your memories of SG on [on.fb.me/qmDCle](http://on.fb.me/qmDCle)

12 Sep



**lovelyloey** Lo Wan Ni

Want to reminisce on good old times in SG? Follow and contribute to @iremembersg !

1 Sep



## About @iremembersg

814

Tweets

521

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**damienwang** Damien Wang



**Urban\_Kulit** Urban Kulit

Urban Kulit was founded to make the performing art...



**hoksirhc** Chris Koh

Public Servant / Swim Coach / Experimental Photog...

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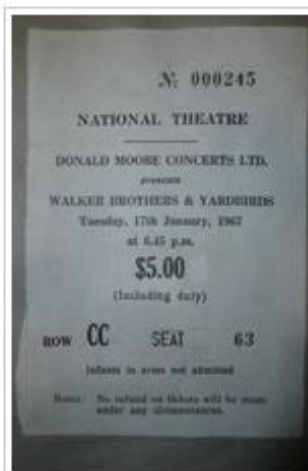


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**Lam Chun See**

This was sent to me by Geoffrey Pain.



Like · Comment · Monday at 19:06 ·



James Seah likes this.



**Lam Chun See** "No refund on tickets will be made under any circumstances". Can they do that?

Monday at 19:08 · Like



**Lam Chun See** <http://goodmorningyesterday.blogspot.com/2012/01/national-theatre.html>



**Good Morning Yesterday: National Theatre**

[goodmorningyesterday.blogspot.com](http://goodmorningyesterday.blogspot.com)

"Good morning yesterday. You wake up, and time has slipped away. And suddenly i...

[See more](#)

Monday at 21:37 · Like



**William Lam** In 1961 Outram School boys were asked to sell "Paper Bricks (Picture of bricks printed on paper)" to raise funds to help built the National Theatre. We sold them to residents and shopkeepers in areas near the school, like, Tiong Bahru, Chinatown and places as far as Clarke Quay area.

Tuesday at 13:29 · Like · 1

Write a comment...



Lam Chun See  via [googlegroups.com](#)

12/22/11 ☆



to friends-of-yes. ▾

Hi Ivan,

I was looking at this photo of a very cute Stephen Harshaw's as a toddler at Facebook/On a Little Street in Singapore.



An idea came to me. Have a Baby Contest – of the nostalgia kind. You know how the Sunday Times has this column where parents send in photos of their babies. Why not do the same at IrememberSG; except that readers send in photos of themselves from many years ago. E.g. photos must be black and white and at least x number of years old, must be taken in Singapore etc. etc.

...



# Conclusion

# “Digital Layers”

Purpose	What/ How
Showcase	<b>SMP portal (Mar 2012)</b> <b>Mobile App</b> <ul style="list-style-type: none"><li>• Collect stories from non-bloggers</li></ul>
Publishing/ Humanise	<b>iRememberSG blog</b> <ul style="list-style-type: none"><li>• Content strategy platform</li><li>• Project updates/ publicity</li><li>• Give that “human-face(s)” to a National project</li></ul>
Build relationships	<b>Social media channels</b> <ul style="list-style-type: none"><li>• Engage potential contributors in their own spaces</li></ul>

# Social Media Engagement Plan

"we **Listen**, we **Converse**, we **Measure**"

Content **strategy**

Community **strategy**

Monitoring **strategy**

Response **strategy**

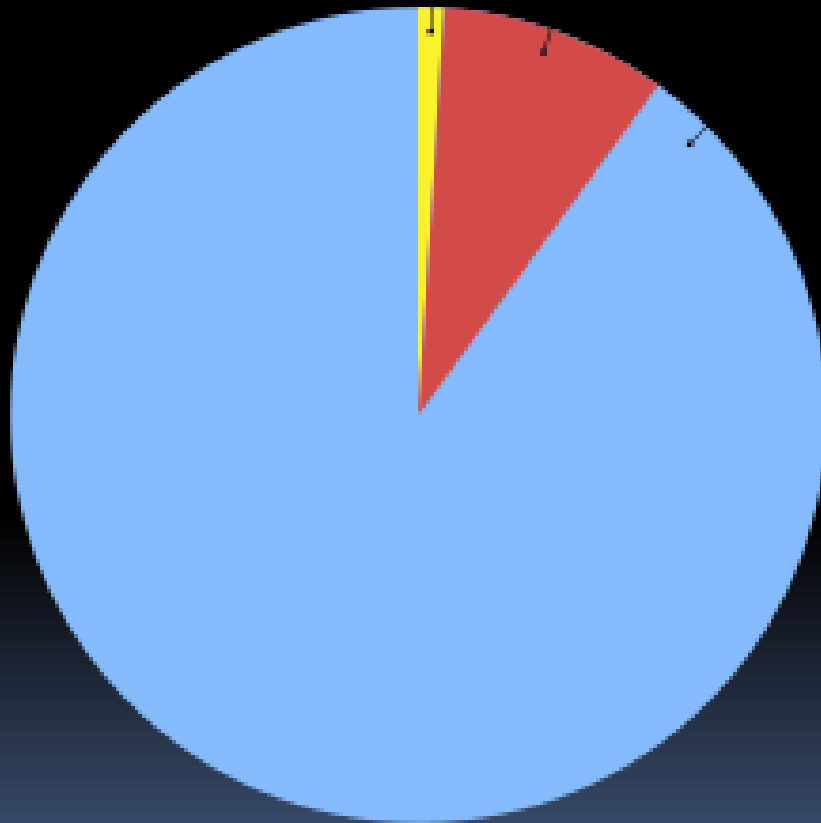
# Content Strategy

- Warm Fuzzy Feeling
- Appeal to the “Kay-poh” in each of us
- Offer something of value, before we ask for contributions



# How many can we engage?

"90-9-1" 1% rule in Internet culture



**1% of people create content**

**9% edit or modify that content**

**90% view the content without contributing**

Pie chart showing the proportion of lurkers, contributors and creators.

[http://en.wikipedia.org/wiki/1%25\\_rule\\_\(Internet\\_culture\)](http://en.wikipedia.org/wiki/1%25_rule_(Internet_culture))



# 5 Million Memories 2015