CHICAGO
ARCHITECTURE
FOUNDATION

# There's no such thing as the "general public"

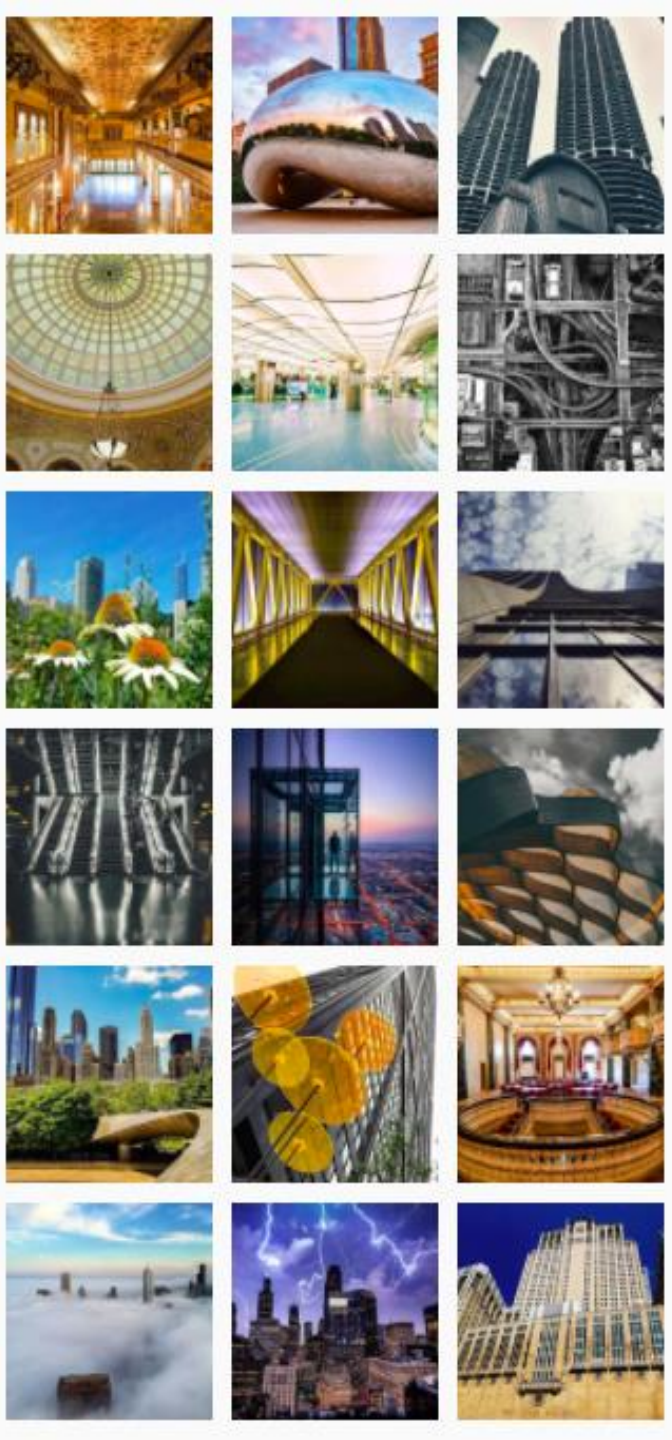
**AUDIENCE DEVELOPMENT IN THE AGE OF SOCIAL MEDIA**

Kerstin Adams, Marketing Coordinator

# Purpose

**WHY SHOULD WE INVEST IN SOCIAL MEDIA?**

- Means of communication
- Patrons expect it
- Free and accessible
- Increases awareness



# Challenge

**HOW CAN WE USE SOCIAL MEDIA IN A SMART WAY?**

- Know *who* your audiences are
- Speak to your audiences *where* they are

# Chicago Architecture Foundation

**STRATEGY**

- Strong visuals and informal tone
- Educational and entertaining content, not promotional content
- Emphasis on interacting with followers

**310k social media followers**

**Facebook**
**152k**
Photos, videos and articles about Chicago architecture

**Twitter**
**59k**
News and events about Chicago and architecture

**Instagram**
**46k**
Photos from CAF archives and followers' photos

**YouTube**
**13k**
Videos about buildings, events, programs and initiatives

**Pinterest**
**40k**
Photos from CAF archives and products from the CAF Store

**TripAdvisor**
**6k**
Reviews of CAF experiences, particularly the river cruise

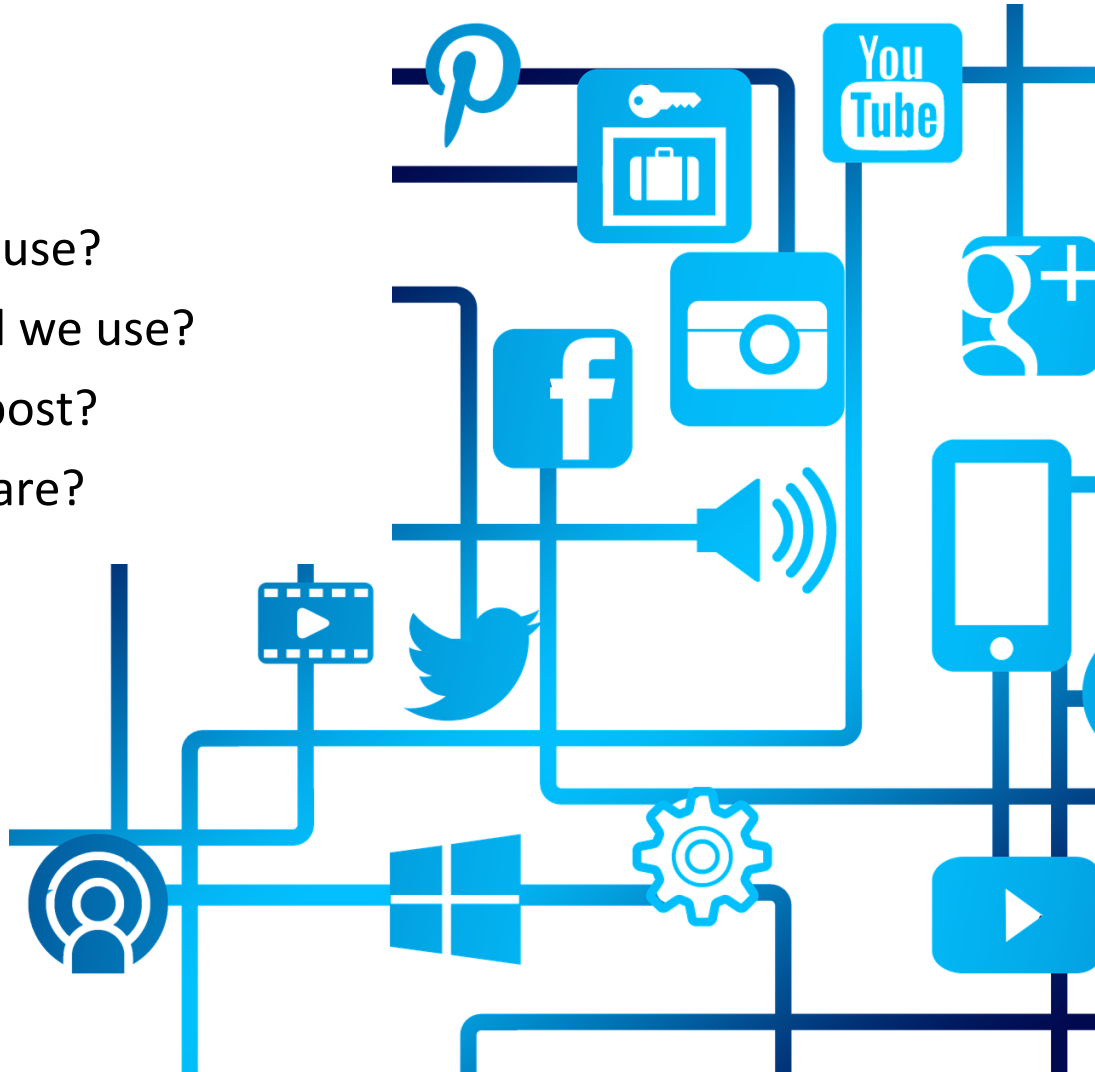
**Yelp**
**0.7k**
Reviews of experiences, especially for locals

# Speaking to your audience

# Speaking to your audience

**SOCIAL MEDIA**

- Which platforms should we use?
- How many platforms should we use?
- How frequently should we post?
- What content should we share?



# Don’t talk about yourself

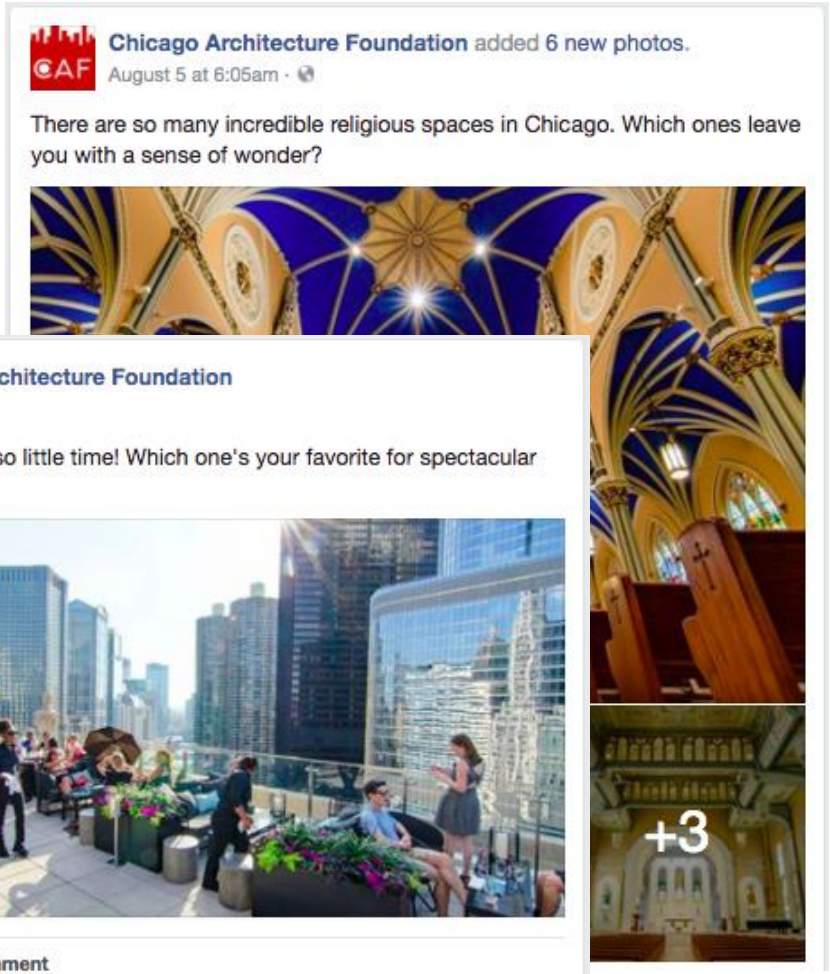
**SOCIAL MEDIA CONTENT**

- 80–90% educational or entertaining content
- 10–20% self-promotional content

# Show some personality

**SOCIAL MEDIA CONTENT**

- Strong visuals
- Informal tone
- Clever and fun copy
- Trending topics



# Be relevant and timely

chiarchitecture
Chicago, Illinois
Follow

**chiarchitecture** Did you all catch the solar eclipse? #lookup #eclipse2017 #solareclipse

📷 @shazzabazzal

Load more comments

**pollyscherrman** Wow
**nw_photography_art** So cool 😎
**olgagaenslen** Very nice 👍
**jack.gillespie** This is amazing
**jairrafael** Mira @languis
**michaelmotamedi** Awesome!
**24hrchampagnediet** @itsmrmario
**mbkurlansky** @kurlanskym
**rosi.visuals** @shazzabazzal Congrats!!!
**shazzabazzal** @rosi.visuals thank you! ♥♥

**4,412 likes**

AUGUST 21

Log in to like or comment. ...

# Drive it home

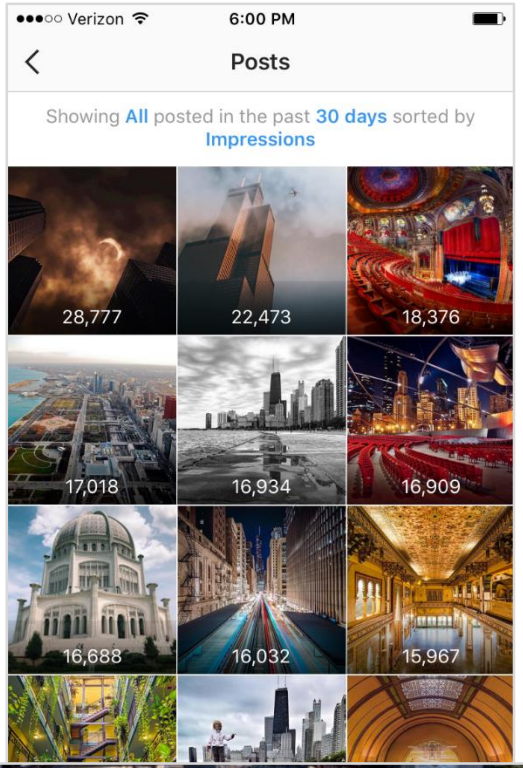
**SOCIAL MEDIA CONTENT**

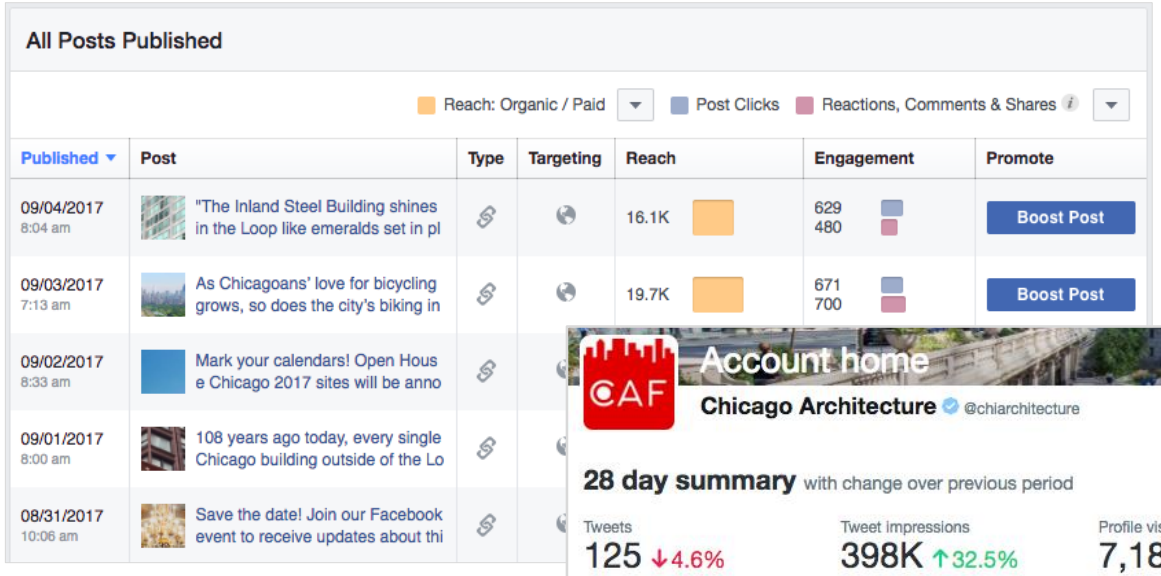
- Clear calls-to-action
- Drive traffic to your website
- Share relevant content

# Make informed decisions

**SOCIAL MEDIA ANALYTICS**

- Use the analytics tools built into each platform
- Experiment with different content



# Managing your audience

# Respond to your audience

**ENGAGE WITH YOUR FOLLOWERS**

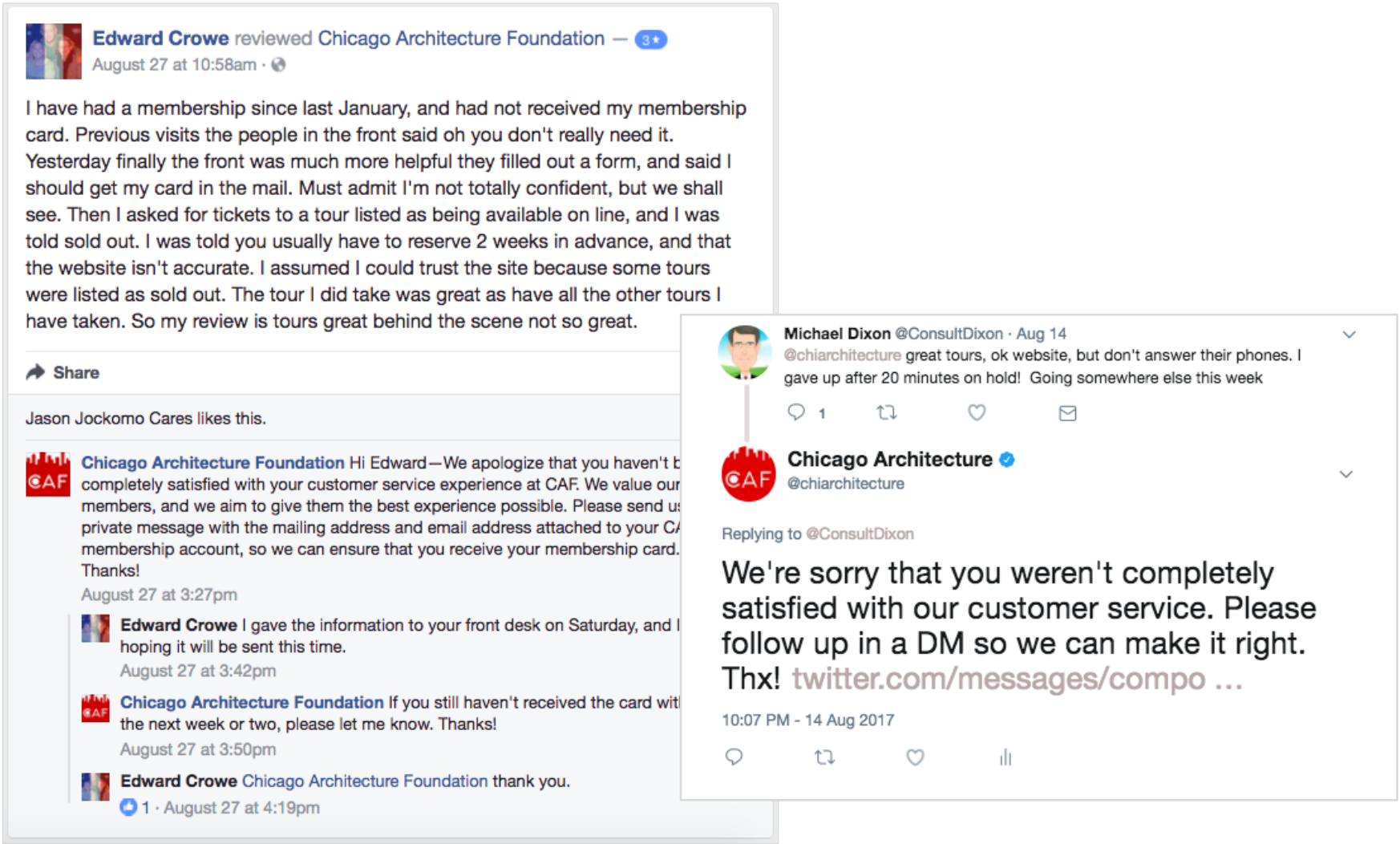
- Likes
- Comments
- Shares

# Keep things under control

**REGULATE WHAT APPEARS ON YOUR PLATFORMS**

- Hiding
- Deleting
- Muting
- Removing
- Banning

# Address issues privately



**Edward Crowe** reviewed Chicago Architecture Foundation — 3★
August 27 at 10:58am ·

I have had a membership since last January, and had not received my membership card. Previous visits the people in the front said oh you don't really need it. Yesterday finally the front was much more helpful they filled out a form, and said I should get my card in the mail. Must admit I'm not totally confident, but we shall see. Then I asked for tickets to a tour listed as being available on line, and I was told sold out. I was told you usually have to reserve 2 weeks in advance, and that the website isn't accurate. I assumed I could trust the site because some tours were listed as sold out. The tour I did take was great as have all the other tours I have taken. So my review is tours great behind the scene not so great.

Share

Jason Jockomo Cares likes this.

**Chicago Architecture Foundation** Hi Edward—We apologize that you haven't b
completely satisfied with your customer service experience at CAF. We value our
members, and we aim to give them the best experience possible. Please send us
private message with the mailing address and email address attached to your CA
membership account, so we can ensure that you receive your membership card.
Thanks!
August 27 at 3:27pm

**Edward Crowe** I gave the information to your front desk on Saturday, and I
hoping it will be sent this time.
August 27 at 3:42pm

**Chicago Architecture Foundation** If you still haven't received the card witl
the next week or two, please let me know. Thanks!
August 27 at 3:50pm

**Edward Crowe** Chicago Architecture Foundation thank you.
1 · August 27 at 4:19pm

**Michael Dixon** @ConsultDixon · Aug 14
@chiarchitecture great tours, ok website, but don't answer their phones. I gave up after 20 minutes on hold! Going somewhere else this week

1

**Chicago Architecture**
@chiarchitecture

Replying to @ConsultDixon

We're sorry that you weren't completely satisfied with our customer service. Please follow up in a DM so we can make it right. Thx! twitter.com/messages/compo …

10:07 PM - 14 Aug 2017

# If you build it, they will come

**EXPAND YOUR SOCIAL MEDIA AUDIENCE**

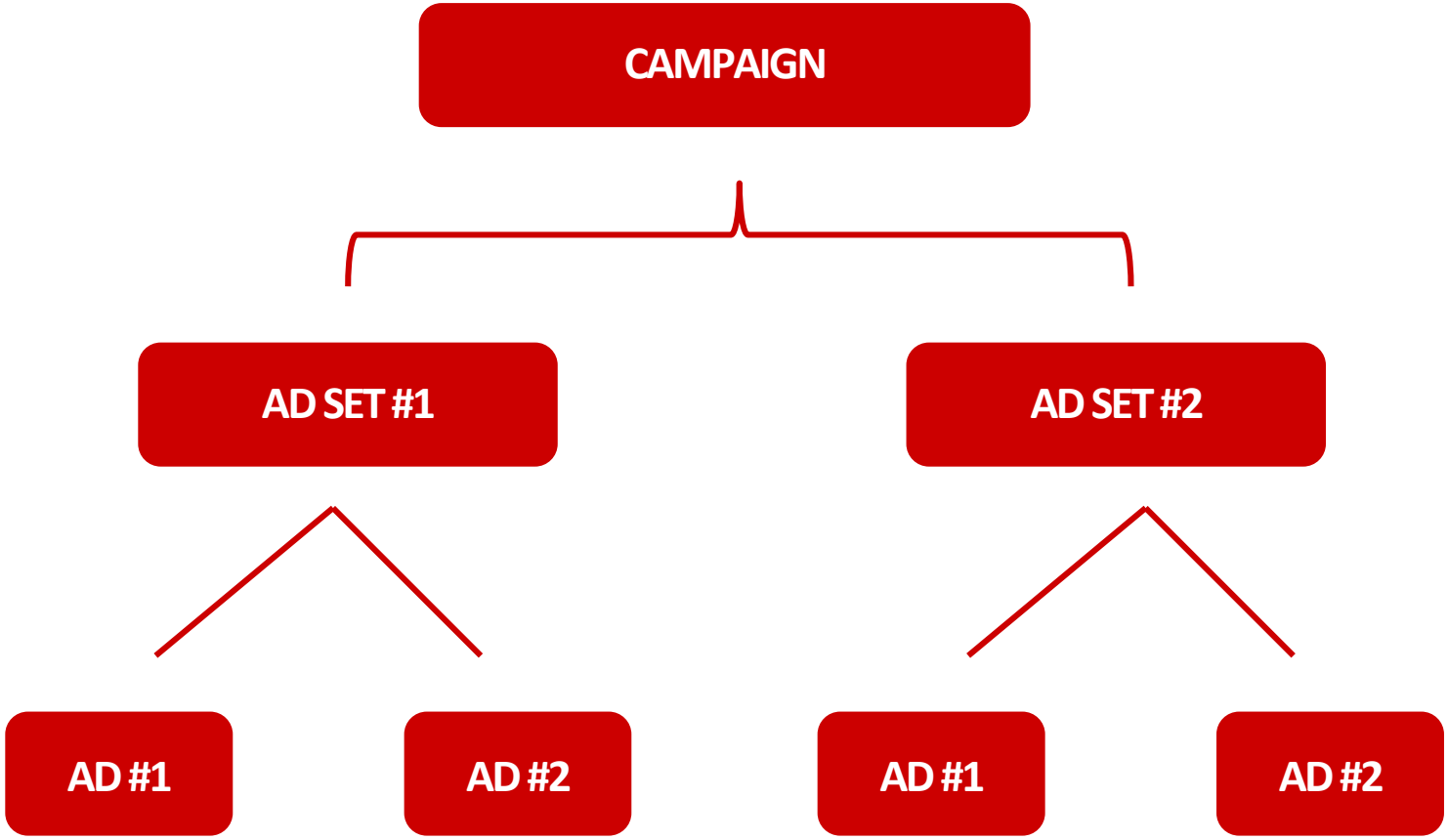
- Encourage audience engagement
- Use #hashtags and geotags
- Cross-promote with other organizations
- Advertise to gain followers and increase engagement

# Use social media to share great content

**THE FANS, FAME AND FORTUNE WILL FOLLOW**

Questions?

# Social media advertising



**SEPTEMBER 14–16**
**CHICAGO**
Presented by Association of Architecture Organizations