



Social Media Strategy



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Introduction

Who Are They?

Anime Boston is a three-day convention held annually in Boston, Massachusetts, USA, hosted by the New England Anime Society. Their focus is to celebrate and promote Japanese animation, comics, and pop-culture as a whole. This event has been the largest New England convention since the intro in April, 2003. While the main focus has always been Japanese animation and comics, the convention has expanded to include other aspects of Japanese pop-culture: J-Pop, J-Rock, and live-action Japanese media. They have also delved into Japanese history and traditional culture to encourage people to develop a more well-rounded perspective. Over 350 staff members work to make the convention possible and every single one is a volunteer, doing what they do because they too are a fan. The staff is incredibly diverse and comes from all walks of life and experiences. The convention takes year-round preparation with each year's convention being planned before the current one is even over. The majority of the convention is run by attendees creating their own panels and booths.

Social Media's Importance

With so many users flooding websites like Facebook, Twitter, and Tumblr, it's important for companies to stay up-to-date with these trends, whether the company itself is nonprofit or not. Users are constantly posting about their daily lives, what they like/dislike, etc., so it's to the company's best interest to keep up with the convention attendees' hobbies as it will allow the convention to continue to expand and reach out to more people. Therefore, keeping Facebook, Twitter, and Tumblr, which appear to be the most actively used social media platforms, updated is essential to the convention's future success.

The Plan

Mission

Anime Boston's mission has always been to gather the fans of Japanese animation, comics, and pop-culture together under one roof, and as such, it would be branded on different social media platforms as just that. Due to the rising costs of renting the Hynes, AB's home since 2005, my mission in this social media strategy is to increase certain numbers regarding the convention's attendees and staff, which will be mentioned in detail and achievable goals next. I will achieve this through the use of popular social media tools; Tumblr, Twitter, and Facebook. As mentioned before, AB will be branded as what it stands for (a convention that celebrates Japanese animation, comics, and pop-culture) with recognizable logos. The social

media team will address complaints and positive feedback alike, analyze it, and do their best to unite the entire AB staff to accomplish a better convention.

Duration

The duration of this campaign will be from now until the end of Anime Boston 2013 (May 26th, 2013). It will be reassessed after the convention's end. If the events were not successful, new strategies will be formed for the following year's convention.

Goals

1. Increase AB's Tumblr followers by 1,000, Facebook likes by 1,000, and Twitter followers by 500 before the end of the convention for 2013 (May 26th).
 - a. How: Through offering incentives for follows/likes, such as entries into small contests to win T-shirts and other merchandise.
 - b. Purpose: To increase the number of people interested in the convention.
2. Increase AB's registered attendee count by at least 2,000 people by the end of the 2013 convention, as well as increasing the volunteer staff by 50 by the same date.
 - a. How: Introducing a cosplay ("costume play") scavenger hunt where registered users must roam the convention halls searching for specific people dressed as characters, and then turn in the results for special prizes.
 - b. Purpose: To make the money required to rent the increasingly pricey Hynes, as well as equipment, and to afford more guest visits.
3. Monitor followers' behaviors (how they use they social media platform) and what they are saying about the convention.
 - a. How: Create a social media team that will monitor each platform (1-2 people per tool), keep track of user concerns and likes, as well as respond when necessary.
 - b. Purpose: To keep in contact with old and new followers, as well as address their concerns or likes about the convention. This helps keep the brand's integrity.
4. Keep the local community updated on happenings and contact local businesses about the convention.
 - a. How: Keep all social media platforms updated not just simply with updates, but trend tracking, and directly contact businesses for sponsor support.
 - b. Purpose: To keep interest of old attendees/followers as well as new ones, and to spread the word about the convention through sponsors, in addition to more funding for Hynes rental, equipment, etc.

Tools

1. Tumblr

- a. Page established, but lacks traffic and followers.
- b. Goal: Gain 1,000 followers by the 2013 convention's end, spread word of convention (via followers and own posts).
- c. How: Incentives such as contests where users must follow the page and like posts, as well as better post quality.
 - i. Action 1: Ensure consistency across all platforms. 30 min/wk.
 - ii. Action 2: Post relevant content and promotion; use reblogging and likes to advantage. 1 hr/wk.
 - iii. Action 3: Increase followers through better content, promotions, and contests; use reblogging and likes to advantage. 1 hr/wk.
 - iv. Action 4: Community engagement through responding to posters via reblogging and answering asks, and contests. 1 hr/wk.

2. Facebook

- a. Page established, but lacks traffic and likes.
- b. Goal: Gain 1,000 likes by the 2013 convention's end, spread word of convention (via followers and own posts).
- c. How: Incentives such as contests where users must like the page and posts, as well as better post quality.
 - i. Action 1: Ensure consistency across all platforms. 30 min/wk.
 - ii. Action 2: Post relevant content and promotion; use likes and reposts to advantage. 1 hr/wk.
 - iii. Action 3: Increase like count with better promotion, better communication, and better post quality. 1 hr/wk.
 - iv. Action 4: Community engagement with more responses to comments and answering questions. 1 hr/wk.

3. Twitter

- a. Page established, has good traffic and a large volume of followers.
- b. Goal: Increase followers by 500 by 2013 convention's end, spread word of convention (via followers and own tweets).
- c. How: Use followers to advantage and up post quality and communication with followers, as well as clever advertising timing.
 - i. Action 1: Ensure consistency across all platforms. 30 min/wk.

- ii. Action 2: Post relevant content and promotion; use retweets to advantage. 1 hr/wk.
 - iii. Action 3: Increase followers. Posts are already strong, but frequency and responses could be better. 1 hr/wk.
 - iv. Action 4: Community engagement with more responses to comments and answering questions. 1 hr/wk.
- 4. QR Codes Scavenger Hunt Game
 - a. Need to establish codes for convention.
 - b. Goal: Successful scavengers hunt game that assists in gaining at least 2,000 new registered attendees by the 2013 convention's end, in addition to 50 new volunteers to manage those attendees.
 - c. How: Create scavenger hunt game for convention that will allow attendees to scan a QR code of found costumed people and eventually get a prize.
 - i. Action 1: Enlist costumed people for each character with back-ups just in case.
 - ii. Action 2: Create special game app designed specifically for convention attendees.
 - iii. Action 3: Create separate QR codes for each character with information about the character and hints about prizes.

Staff Needed/Monitoring /Policies

In order to accomplish all of these tasks, separate teams are required. Overall, a social media team is needed for all social media platforms. The team will be divided into separate "divisions," consisting of 1-2 people, targeted toward each tool. For example, Facebook would have a different person or persons involved than Twitter. This will make it easier to manage the separate platforms and keep up with responses. In the end, the divisions will come together to share their data and use this to not only make their own platform management better, but the entire company as a whole. All of these monitoring tasks need to be influenced by the separate company policies as a whole.

Damage Control

Damage control is just as important as visually monitoring the platforms. If users post negative comments, the comments should be responded to promptly and efficiently with appropriate actions. If the complaint is of ill intention with no backing and is bluntly offensive (sexist, racist, discriminatory, etc.), it shall be dealt with accordingly (removed). If the comment is a legitimate complaint, such as bad service, disorganization, etc., the comment will be responded to politely and addressed with appropriate actions. It is important to follow the

separate company policies formed to define specifics on what is and is not an appropriate comment on any of the social media platforms.

Measuring Success

This campaign will last until the end of the 2013 convention and then be reassessed following the convention's closing ceremonies. If the goals have been met and exceeded, another campaign like it will be launched for the next year's convention and have different, unique games that will attract more attendees. If the goals have not been met, the campaign will be revisited and a new strategy, as well as new goals, will be formed.