Developing and Tracking an “Online Voice”
Symposium on Audience Engagement
November 28, 2012
Our 32nd Season

It's all about FAMILY.
Come be a part of ours.
Conversify:
Project Deliverables

- Inventory of Current Social Media Assets
- Social Media “Mood Board”
- Social Media Style Guide: “Brand” Personality & Voice
- Social Media Calendar
- Community Guidelines for Facebook
- Training
- Short-Term Management of Assets
- Final Reports and Recommendations
Our “Voice” - Word Map
Our “Voice”

Twin Cities Gay Men's Chorus shared a link.
October 1

We took our website in for a little spa treatment and e-makeover this weekend, and it's looking refreshed and ready to go for our 32nd season! Stop in and take a tour!

Twin Cities Gay Men's Chorus
www.tcgmc.org

Season brochures for our 32nd season will be in the mail next week - but you don’t have to wait to order season tickets! Check out our 32nd

Erick Crail ▶ Twin Cities Gay Men's Chorus
October 3

"With our voices we inspire, we empower, we enlighten, with our voice we can heal the world! From the very best part of who we are, we sing out!" What a fitting way to finish an AWESOME rehearsal tonight!! -- it gave me "goose bumps"! Looking forward to Retreat this weekend!

Twin Cities Gay Men's Chorus
October 17

Put a little Ben in your pocket! Keep an eye out for "Our First Noel" holiday concert wallet promo cards... they'll soon be everywhere!

Our First Noel
A Holiday Homecoming

Fri-Sat Dec 7-8, 2012 8pm
Sun Dec 9, 2012 2pm
Ted Mann Concert Hall
Our “Voice”

Twin Cities Gay Men’s Chorus
Yesterday

Thank you, Minnesota.

Unlike · Comment · Share

Twin Cities Gay Men’s Chorus and 106 others like this.

Thank you Gay Men’s Chorus. That was a lovely performance last night.
Yesterday at 8:23am via mobile · Like · 1

One of my favorite "talking head" explanation of the election results last night, 'It’s a ‘Mad Men’ party in a ‘Modern Family’ world. Love you guys!
Yesterday at 8:53am via mobile · Unlike · 1

No – thank YOU TCGMC for all the extra work you did and helping put a face and voice to this!
14 hours ago via mobile · Unlike · 1

Write a comment...

602 people saw this post
Facebook Demographics: Last 90 Days

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Facebook: Real Time Tracking

Twin Cities Gay Men's Chorus
Aug 29

There they are!!

1,239 REACH
635 ORGANIC
0 PAID
616 VIRAL

324 PEOPLE ENGAGED
2 LINK CLICKS
0 OTHER CLICKS
237 STORIES CREATED

214 PEOPLE TALKING ABOUT THIS
209 LIKES
20 COMMENTS
8 SHARES

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Facebook: Promote Your Posts

It's the biggest birthday party event of the year! Bingo-a-GoGo is celebrating 10 years of Bingo on Saturday, October 20th with "Birthday Party Bingo!" May's Bingo event brought in 1100 people to raise money for Park House and the Chorus. T...See More

Twin Cities Gay Men's Chorus

Get more people to see this post

Audience
- People who like your page
- People who like your page and their friends

Budget
- $5.00
- $10.00

Duration

Payment
- Visa (***3510)

By clicking "Save", I agree to Facebook's Terms and Advertising Guidelines.

208 people saw this post

Promote
Anatomy of a Tweet

“Follow Friday” Hashtag - people search for tweets on Fridays with this hashtag

Identify who we want our followers to follow - in this case, the parent company of Lavender Magazine

TCGMC Hashtag - makes it easy for “tweeters” to find Chorus tweets

Lavender hashtag - makes it easy for “tweeters” to find tweets about Lavender; Lavender Magazine

“Shortened” URL that takes you to www.lavendermagazine.com

TCGMC TC Gay Men's Chorus
#FollowFriday @BigGayNews: TCGMC is on the cover of Lavender Magazine! http://bit.ly/8jEyxJ
25 Mar

Tweet length: 93 out of 140 available characters
Allows plenty of room for someone else to “retweet”
Anatomy of a Retweet:
Reaching a new Audience

TCGMC TC Gay Men's Chorus
52 degrees! Now there's that #Latin Heat. #TCGMC's "Ole!Ole!Ole!"
starts @ 8pm at Ted Mann Concert Hall! Tkts at the door @ 7pm!

Minneapolis_Now Minneapolis Now
Buzzing concerts: http://sch.mp/b7li - RT @TCGMC 52 degrees!
Now there's that #Latin Heat. #TCGMC's "Ole!Ole!Ole!" starts @ 8pm...

@Minneapolis_Now has 764 followers who see this concert promotion tweet
Impact of “Retweets”

**SEVENMPLS** Seven Steak/Sushi
Thanks to @TCGMC for choosing to hold the Director’s Prelude with us. It was amazing. We welcome you to use our space anytime. #newfriend
7 Mar

**MNCITIZEN** MNCitizens4theArts
@TCGMC Thanks for the Advocacy Day plug!
2 Mar

**thecowlescenter** The Cowles Center
#FF Follow our friends @tcgmc @illusiontheater @arenadances @ZenonDance @jsballet @kfennholz #followfriday
11 Mar

**TeatroMN** Teatro del Pueblo
@TCGMC Congrats on the great spread in @lavmag! Looking forward to seeing Ole!
25 Mar

**scottehoerle** Scott Hoerle
RT @TCGMC: RT @inametaphor: Awesome @TCGMC show as always. Will review after I've slept (if I ever wind down after that finale)....
2 Apr

**bwaybaby** Ryan Rollinson
RT @TCGMC: 50% off #StudentRush tonite at #TCGMC’s "OleOleOle!” concert. Ted Mann Concert Hall. Doors open @ 7; concert @ 8. Bring ID!
1 Apr
Conclusions

• Find your online “voice”

• Visualize your online “voice”

• Build out a social media calendar that speaks in this “voice”

• The 80% conversation / 20% selling rule works for TCGMC