



Developing and Tracking an “Online Voice”

Symposium on Audience Engagement

November 28, 2012



Our 32nd Season



 Twin Cities
Gay Men's Chorus 2012-2013 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**



Copyright 2011, Conversify

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



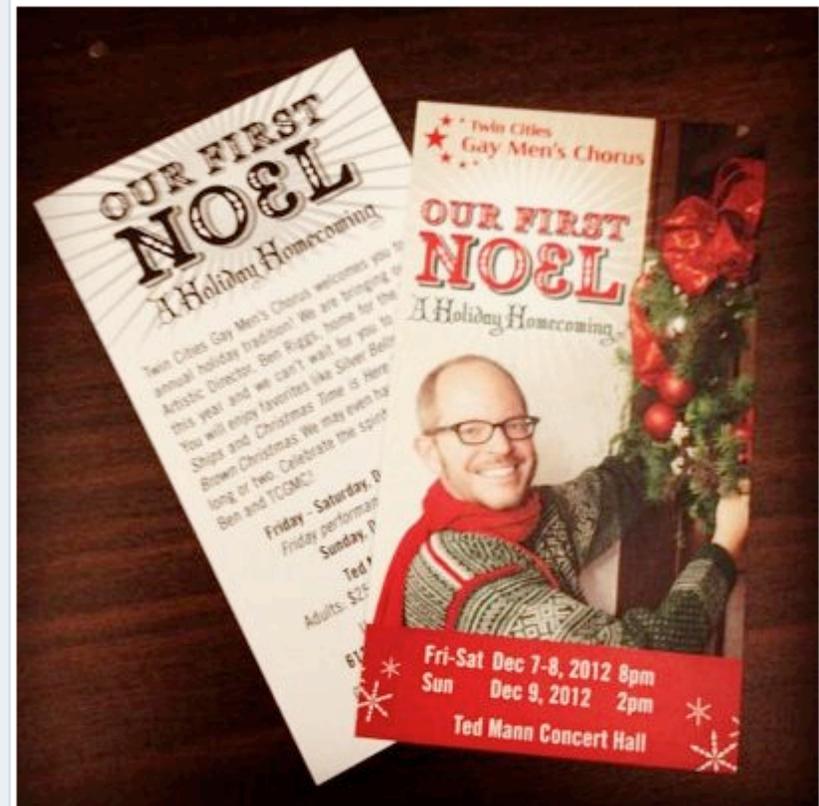
Erick Crail ▸ Twin Cities Gay Men's Chorus
October 3

"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 "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

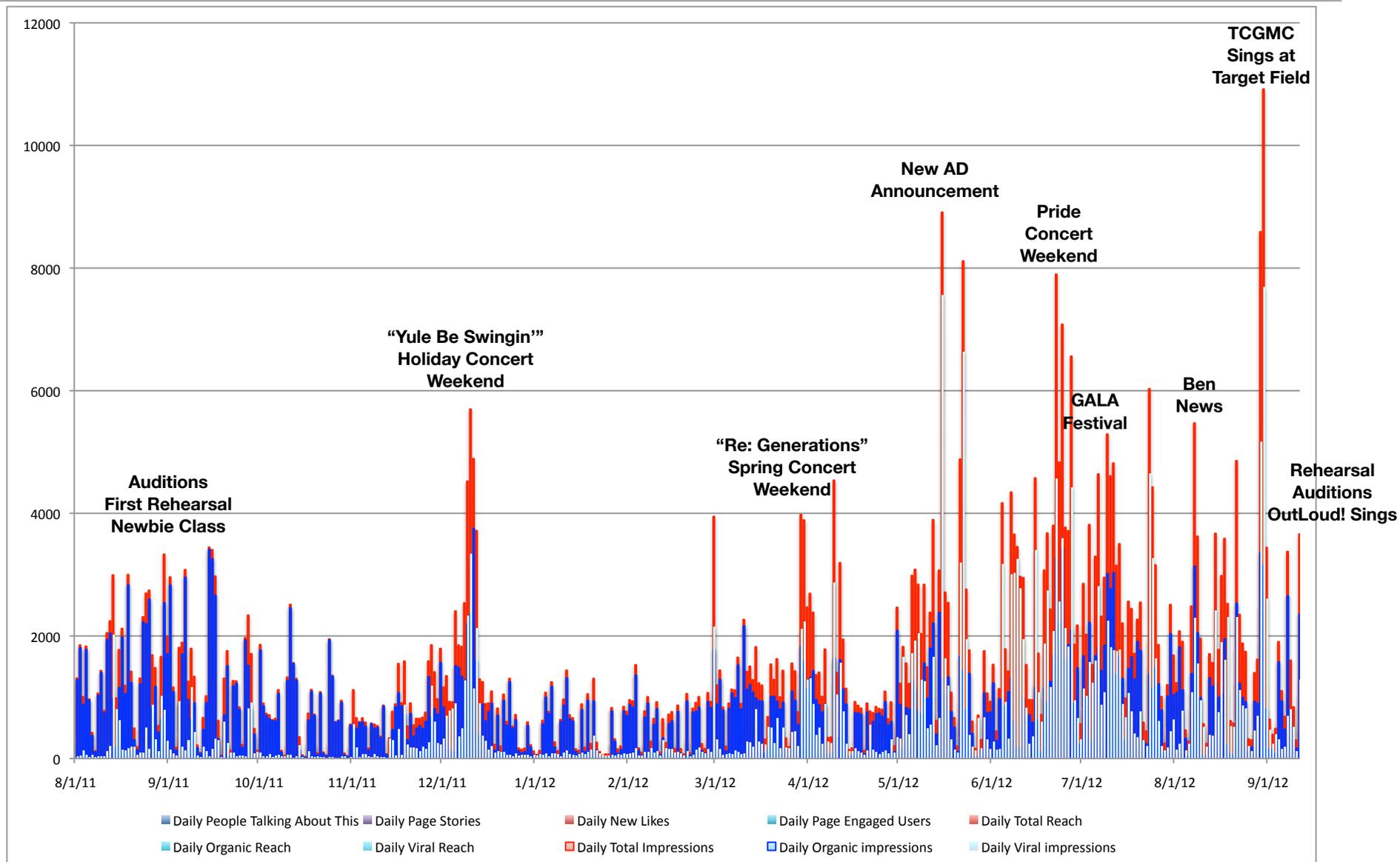


██████████ No – thank YOU TCGMC for all the extra work you did and helping putt a face and voice to this!
14 hours ago via mobile · Unlike ·  1

 Write a comment...

602 people saw this post Promote ▼

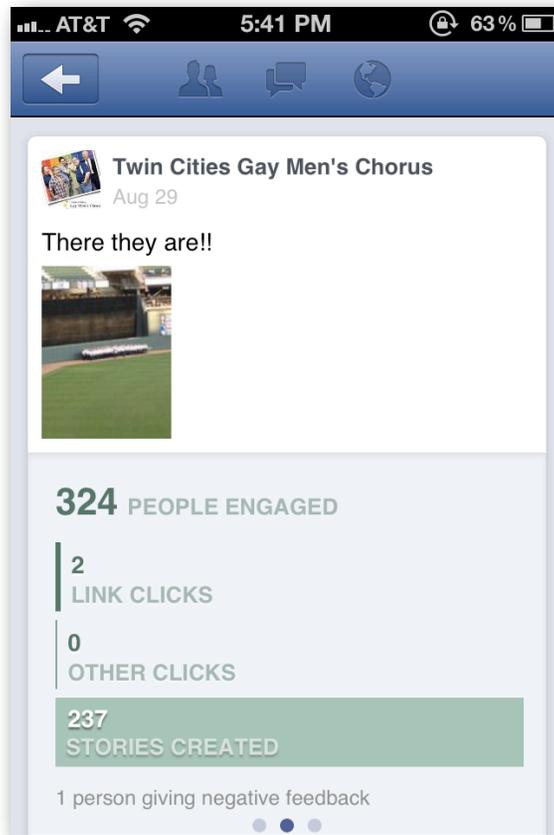
Facebook Analytics



Facebook Demographics: Last 90 Days



Facebook: Real Time Tracking



Facebook: Promote Your Posts



Twin Cities Gay Men's Chorus shared a link. Yesterday

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

●●●> BINGO A GO GO <●●●
www.bingoagogo.com

GET GRAPHIC! Didn't make it to Bingo A-GoGo or couldn't get a shirt? You can still be part of the fun and support our causes by

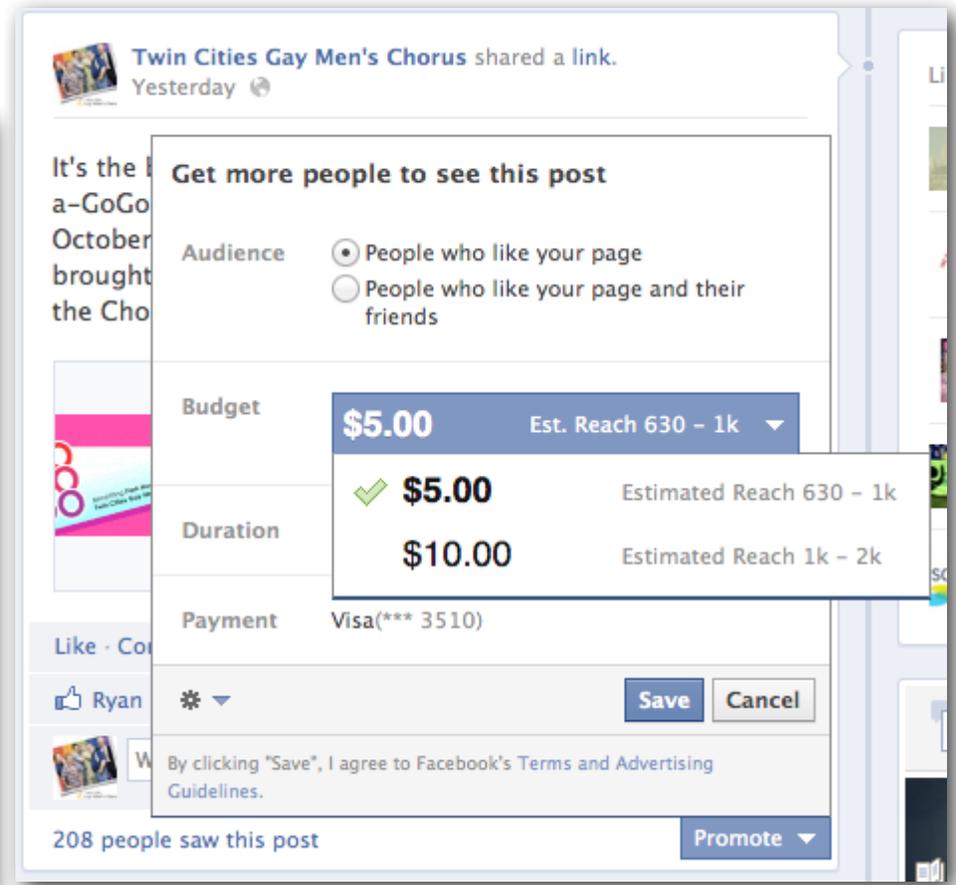
Like · Comment · Share

Ryan Mayer likes this.

Write a comment...

208 people saw this post

Promote



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Get more people to see this post

Audience

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

Budget

\$5.00 Est. Reach 630 - 1k

✓ \$5.00 Estimated Reach 630 - 1k

\$10.00 Estimated Reach 1k - 2k

Duration

Payment Visa(*** 3510)

Like · Comment · Share

Ryan Mayer likes this.

Write a comment...

208 people saw this post

Promote

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



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**



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

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

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

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!

2 Apr



Minneapolis_Now Minneapolis Now

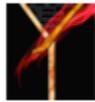
Buzzing concerts: <http://sch.mp/b7li> - RT @TCGMC 52 degrees! Now there's that #Latin Heat. #TCGMC's "Ole!Ole!Ole!" starts @ 8pm...

2 Apr

@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

@SEVENMPLS = 1,477 followers



MNCITIZEN MNCitizens4theArts

@TCGMC Thanks for the Advocacy Day plug!

2 Mar

@MNCITIZEN = 1,033 followers



thecowlescenter The Cowles Center

#FF Follow our friends @tcgmc @illusiontheater @arenadances @ZenonDance @jsballet @kfernholz #followfriday

11 Mar

@thecowlescenter = 431 followers



TeatroMN Teatro del Pueblo

@TCGMC Congrats on the great spread in @lavmag! Looking forward to seeing Ole!

25 Mar

@TeatroMN = 34 followers



scottehoerle Scotte 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

@scottehoerle = 414 followers



bwaybaby Ryan Rollinson

RT @TCGMC: 50% off #StudentRush tonite at #TCGMC's "Ole!Ole!Ole!" concert. Ted Mann Concert Hall. Doors open @ 7; concert @ 8. Bring ID!

1 Apr

@bwaybaby = 441 followers

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



**Twin Cities
Gay Men's Chorus**