

Katy Beale, freelance marketing and communications consultant
The art of conversation: writing and creating ideas for the social web

Katy Beale is a freelance consultant who helps arts, cultural and third sector organisations get the best out of digital. She has recently worked with Tate, Crafts Council, Arnolfini, London Development Agency, Oxfam and South Bank and Bankside Cultural Quarter. She also works with marketing agencies on strategy and creative ideas for brands such as Orange, Philips, Smirnoff and Guinness. She regularly talks and presents on the subject of social media. www.katybeale.com

I'm Katy Beale, if you're tweeting I'm on @katybeale. If you've seen me on Twitter, I'm the one with the monkey mask on and now this is me in real life. I do a lot of work with arts organisations and also brands as well on social media strategy, digital strategy, so recently I've been working with Tate, Crafts Council, Art Angel, Camden Arts Centre, to name a few. I wrote a chapter on the Twitter museums book for Tate and I also work for a lot of agencies with silly names, like Poke and Hyper on digital strategy for brands like Nokia and Orange and Philips. So, the presentation I'm going to go through today has got a good smattering of examples from across the arts and also outside the arts. When looking at brands I think there's really good value in looking at lots of different sectors. We're looking at how people are using social media, how can we use it more effectively and then some ideas around measuring its success, so some tools that we can use monitor how successful we are being. And then there will be some time for group work to develop your own ideas with some case studies that I've created.

Setting the scene from the beginning, the social web has expanded at a massive rate. People's online behaviour has changed from a more traditional web usage, through to interactive and contributing to digital communities. A good example of how things have changed is the Encyclopaedia Britannica, starting many years ago with a hundred thousand examples, moving up to Wikipedia where we've got three million articles made by 100,000 people.

Communities existing in a whole new scale, there are 400 million people on Facebook now, it's been going since 2006 and it's now in 260 countries. But essentially social media doesn't really change the way our brains work. Social networks are not new, the emergence of the social web is simply our online world catching up with our offline world and the two worlds are basically merged now. But what technology does is give us the tools to communicate with the same behavioural patterns that we've evolved over thousands of years. Essentially it's about relationships rather than the technology. So the problem often is where people build something and don't really know where they're going with it. The Starbucks Facebook page has a ridiculous amount of fans – 10 million fans or more and there's no real interaction or conversation going on. People are going there and posting one post and saying I love a skinny latte frappuccino, whatever it is that they like and that's it, they're not really getting any conversation or interaction there. We need to think about how is this adding value to our audience.



We need to look at how people use the social web. When we look at a diagram like this, it kind of makes my eyes hurt so I've been trying to think of some other ways in how we can segment the social web and work out how people are using it. So we can think about how people *share*. Sharing essentially is a key part of the social web, it could be sharing anything from a piece of content to sharing some news, and people share for all sorts of reasons around gaining knowledge, or signposting interesting content or collaborating - essentially for a greater good.

Connecting

I'm sure everyone in some way has used the internet to connect with other people and created a community or gone to a community to connect with Facebook probably being the simplest one there.

We've also got newer ones like Chat Roulette. Has anyone been on Chat Roulette here? Try it out later. Then there are others such as Daily Boost, which quite a few teams are using and instead of having a status update in words, you have a status update in a photo.

There's also Buddy Press, which is an add-on to Word Press, which essentially creates a social tool within Word Press blogging.

Then there are communities around shared interests, so things like Mums Net, where one million parents on Mums Net, share some commonality. Etsy www.etsy.com/ is for sharing ideas around crafting.

Smaller niche micro communities exist within other communities, i.e. Facebook groups or Twitter hash tags, connecting people around a shared interest. Amplify allows people to have a conversation around web pages and link together items that make people think, creating that back channel that we often talk about.

My Space is where people would go if they're expecting to experience music together.

Twitter's a good example for sharing passions and stories and works across quite a lot of the examples I'm talking about. Blogging seems to be the main way that people are sharing their passions and stories. The Sartorialist <http://thesartorialist.blogspot.com/> is about street style, using Tumblr and then SoundCloud, which is a way of allowing people to upload and share their sound samples and their music samples.

Content-based communities are sites like Vimeo and YouTube allowing film content, Flickr, Audio Boost Sound Content and Picasa being similar to Flickr as well.

Filtering and signposting

I think this is one of the most useful tools the social web has brought us to say 'I've seen this, have you seen it?' in the same way that your mum might have cut out an old newspaper article and sent it to you in the post. We can now just do that with the click of a button. So we are now tapping into people's recommendations – and I think what's really key about this as it's not just people that you know, it's total strangers, but you're trusting what they're saying because of what they've already said before or their background or to whom they are connected. So, examples again here, Twitter, Four Square, while you're checking in and looking at what other people have said about that location, Dig and Delicious, the bookmarking tools and then Group On where people gather together to buy things together and essentially bring the price down, because you're buying it as a group and obviously Amazon.com is a really good example where you're looking at how people have rated and reviewed items when you're buying it.

Competitive such as Four Square or Bright Kite, allow you to go to places.

Gaming

Essentially, as Shelley mentioned earlier, you're trying to become a mayor or you're trying to get a badge, it's adding a gaming element to what you're doing and then there's also communities around things like World of War Craft, which I think has around 11 million players online every day playing, which is pretty insane, if you think about the numbers there and they're all collaborating online to play games together – the same game.

Collaboration towards a shared goal

Collaboration towards a shared goal is when it gets really interesting. You've probably all heard of the YouTube Symphony Orchestra, where it was crowd sourced, the orchestra set up tutorials on YouTube, inviting people to join in, play clips and essentially it was all collaborated into a concert that was performed in Carnegie Hall, so they chose people to go and play there. Pro Create London allows people to submit ideas that they think could work for a better London and people go on there and vote for these ideas and hopefully some of them will happen. The Twitter Opera is about creating an opera out of Tweets and then the Bring Back Wispa campaign, which was about people saying we want this product back and it was totally crowd sourced and Cadburys had the nowse to say, okay, there's clearly a demand here, let's do something about it. What was interesting was the way that they then progressed with that, they did a whole marketing campaign, thanking people and I think they did a whole front cover of the Metro and thanked all the people that had contributed to bringing back Wispa, so it was pushing it back in the peoples' hands.

Cultural Movements

This is one step further from the collaborative element. The Rage Against the Machine Facebook page, managed to sell 50,000 copies at Christmas time to beat the X Factor winner to get to number one, the Save Six Music Campaign, which I think is on its way, doing good and saving BBC 6 Music. The campaign Saving Bletchley Park, about Bletchley Park museum, tapped into the geekerati on Twitter to stop them closing the museum and raising funds to keep it going. This advertising campaign that happened in January of this year had *Career Women Make Bad Mothers* and because of the uproar that happened on Mums Net they pulled the ads, issued a formal apology and the advertising agency replaced it with a new advert that said *Sexist Adverts Damage Us All*.

There are lots of different ways that people can share, but what we really want to be asking is why does this matter to us as arts organisations and how can we make this work for us? We need to know how people are using the social web, so that we can tap into the power of word of mouth. Blake Chanley from Facebook 'a referral from an independent entity is more powerful than any kind of advertising or marketing or PR in spreading that word of mouth' and that's why we need to understand why people are using the social web in certain ways. One good example is looking at something like Trip Advisor, where trust and influence is a really powerful tool. Apparently 72% of people said that their online travel choices were influenced by other peoples reviews and interestingly enough one in six Britons also said they would post a review after they'd been on holiday, so it's not just about people having an appetite for looking at these recommendations, it's also saying that I will contribute to this as well.

We need to create this two-way conversation to help people talk to us and talk about us, so this could include everything from marketing through to education and learning to having a community voice, getting feedback, having a good customer service channel, but essentially it's about creating a culture and a conversation and not just about creating a marketing channel through the social media.

Zappos, is an online US shop and it's whole idea is it's very open, it has a warehouse that's open 24/7 which allows products to be shipped out immediately, they have a free year-long return policy with free shipping and to bring this personality and this brand to life, their CEO, Tony is on Twitter and he mixes up his professional and his social life on the Twitter feed and really brings to life what Zappos is about. He responds to people in a very proactive way and it basically puts him in a very accessible space for the customers, and they can relate to that. I'm not saying everybody should do this, but for what Zappos wants to do and what Zappos says it is, as far as its brand values are concerned, then it's very valid. What it comes down to is the relevance that social media and everything we do around social media should be linked to our key values, our key brand values for what we're doing and essentially then your message then makes sense, because people can relate that to what you say. So, create social ideas.

I mentioned earlier that social media is about relationships, not just technology, so we need to create these social ideas, not social media and here's some examples:

- Baker Tweet is a bit of technology that when some fresh pies or bread come out of the oven in the Albion in Shoreditch it sends a Tweet out to all of its followers telling them that it's ready. I think that's quite an interesting little innovative way to engage people about something that isn't necessarily that interesting, but it makes it sound more interesting.
- Then we have the Such Tweet Sorrow where we followed the five weeks of

performance of Romeo and Juliet with Mudlark and the RSC. Things were happening at the same time as it would in real life meaning that even in the middle of the night you could follow the different characters on Twitter, you could also follow it via tracker on the website, so you could see what was going on, you could follow the hash tags and the story unfolded over time. People could comment and really take part in that drama and what was interesting, I think, was the element of this back-channel again, where people are able to comment about what's happening and respond to that. I pulled up a few of the Tweets which were just at the end where Romeo was dying such as; 'she isn't dead, you daft git,' but also 'I've just woken up to find that Such Tweet is nearly over, I'm staying glued to my computer this morning'. So that total engagement and rapture around the art form and what's going on is fantastic.

- The game Chrome Aroma has just been launched. You play it with your Oyster card and you check into different places using your Oyster card and what it does is it creates a wider community, like Four Square or similar which tap into that recommendation from others. This is just in the early stages, but check out Chrome Aroma and see what they're doing, because there's definitely more involvement that we can be doing around that and perhaps linking into the organisations that we're involved with too, if you're London based, that is.
- The artist Joanna Bassford created a crowd-sourced Twitter picture, where she asked people to send in Tweets over a forty-eight hour period telling her which bits to draw up on this and it was live-streamed over the web, her drawing this giant picture. The Edinburgh Festival Fringe picked up on it and they created a programme using the same process as well with around a thousand suggestions from different people and creating it into an artwork.

What else can we do to get people involved?

Make long-term commitments, so when doing a campaign, it's about committing and proving that you should be listened to. Some examples of people who have done that are the Cadburys caramel bunny on Twitter and Facebook embodying the tone of voice and character of Cadbury's caramel into a Facebook feed. The quality of the interaction is really great here, people are not just posting up one post on Facebook, they're coming back, they're having a conversation, it's all done in the tone and the style of the caramel bunny, they've got a really hardcore fan base here of people who are coming back and feeling like they're really part of a community.

What's also interesting is that they work with collaborations as well. So they've tapped into ASOS (As Seen on Screen) to do a collaboration where people could create their own fashion mood boards, which then created content to post the Facebook page and put wherever else and I think what's key there is thinking about 'okay, well, where else are your audience, how can we tap into other networks and get them involved and essentially invite that audience as well?'

Marmite capitalises on people 'either loving or hating it', which might be similar to some of our art forms, I don't know, but fans become quite evangelical and super fans and once given a platform to talk they will wax lyrical. So it's about how are you, not necessarily reigning that in, but how are you engaging people, and Marmite are good at managing to talk to people in certain ways and bringing up topics of discussion and also engaging bloggers in key ways. So when they launch a specific type of Marmite, they think about people to attend, special events, bloggers and people on Facebook in the same way that perhaps we think of engaging journalists.

The Eurostar Twitter Feed at Little Break, actually proactively Tweets, it uses something like Tweet Deck or another engine like that and seeks out people that are Tweeting about Eurostar and its destination as well, so Paris, Brussels, etc and invites them to join in the conversation, offering up helpful advice where possible. It's got a high level of consumer interaction and peer to peer recommendation through encouraging reviews and ideas from their users as well, within the Twitter and the website as well.

What else can we do to add value?

Essentially it's about deeds rather than words, it's about reaching out to our communities, our fans and our friends and the influence that they have. Tate ran a competition last year when they had the Pop Live exhibition – and this is linking up to Threadless, the T-shirt company in America who are often cited as being very good at social media engagements, and they linked up so that the people could design their own Pop Live T-shirts, which then went on the website, people get to vote for which T-shirt they think is best and then it gets sold in the online Pop Live pop-up boutique. Essentially it's about creating a type of tone and content to the audience, which is matching what the exhibition is about.

Examples of new technology using augmentative reality include Layer for Smart phones, so when you want to go to a particular location, you would hold it up and you would be able to see undiscovered pieces of information, so that could be essentially for the early adopter or the user who is always trying to seek out more. You go to a museum or a gallery, hold it up and you'd be able to see hidden bits of artwork that would be on the outside of the buildings.

In Rotterdam, when they were building the market hall, you held up your iPhone and you could see the market hall as it was when it was going to be built.

There are many levels of things that people can interact with and Pepsi, who, instead of spending 33 million pounds on a Super Bowl ad, they spent 20 million pounds on a year long social media campaign. The Pepsi Refresh website allows people to submit their suggestions for community projects and vote on which should receive grants. The research they did on this is that the ROI, just around the PR buzz that it generated alone was worth more than actually the money that they'd spent to do all the grants and all the giveaways here. I think they had coverage all over America.

Something else to think about is *being available* – are we there in real time or at the location or even both, if possible. Google Caffeine is a new way that Google searches are being set up, so at the moment you might think that when you do a Google search you're getting instant information, but it's not actually. In the future we're going to be getting much more real-time information, there's a certain real-time search that comes up now through Twitter, but that's going to be progressing even more in the future and this is important because people talking about you'll be much more visible, you'll be able to look at them, see what they're saying and respond to them in real time as well. It also means that that fast aggregation of information gives a more rounded view of what people are saying about you, which could be positive or negative, but at least you know about it, it's being said anyway.

Orange Glastonav is an application, a mobile application, where you went to the festival and it kept you up to date with the latest line-up and navigated you around the site which is a good example of people augmenting the experience – so people going somewhere and

getting something extra.

The Guggenheim did a Twitter tour, so you got sent a certain Tweet, meeting at a certain location at a certain time and when you did, the Tweets would come out and you would be taken on a real-time tour around the museum. If you didn't want to be there, actually in person, you could follow it on Twitter and match it up to the photos that were on Flickr. I spoke to Francesca who did this and she said logistically it was a bit of a nightmare, but it definitely opens up the possibilities of what you can do and maybe it becomes more crowd source, maybe you're asking other people to do their own tours and you're looking at what they're saying and then pushing that out to more people.

Night True City is another iPhone app that uses geo-tagged content for people to get insider information about specific locations, so when you're at a certain location, the information will come up on your phone. They used various different ambassadors who gave their opinions on certain places to go or events to go and you could go into this via Facebook Connect as well, so it was all integrated by the same log-in. There were also QR codes, which are like barcodes that you could scan if you wanted to get extra information.

How do we know this is working?

There's definitely hard and soft metrics that we can look at to see if social media is working. I think it's still in early days, that said, but there are various tools that we can use. Hard metrics are similar to what we might use around Google Analytics, so the number of visits and referrals that we're getting, the search volume, number of followers, friends, fans, all those sorts of things, the share of voice, how many people are talking about you and where they're talking about you.

Softer metrics are also really important, because they show the quality of interaction, rather than numbers and that's around contents admission, so are people engaging with a number of posts, is it audio, is it video and also there are tools that you can use to look at the sentiment around that, paid for and free tools. So, normally we would use something like Tweet Deck or suites which would link in your Twitter or your Facebook and your LinkedIn, which are really good for tracking search terms and also auto shortening URLs, so you can work out how many people are clicking through on a certain link.

To take it a step further there are various free tools such as Social Mention which is good for doing a general search of all social media. Google Updates is quite hard to find – when you go into Google, it's down on the left hand bar and there are updates put in there and that gives you a real time search pooled from social media networks like Twitter, Google Buzz and Friend Feed. It can search back further than you could through normal Twitter searches.

When you have got the search in Twitter, Google Blog search is an easy way to find out different people and if they're blogging.

I'm working with a web developer and Yahoo Pipes and Net Vibes on creating a new dashboard for the Science Museum using free tools like the ones I mentioned earlier but pulling them all into one place. So instead of paying thousands of pounds we're doing it on a much lower budget. But, we are at the whim of some of these free tools. We're trying to pull out an idea of sentiment around visits, people visiting the different exhibitions and the museum and what they're saying about it on blogs on Twitter. Facebook is the hardest one, as it is a bit of a walled garden and you can't really get much information from it. We have found a way to find out what peoples' status updates are but there isn't much more

we can do than that.

In Twitter Analyser you can find a basic chart showing the Twitter followers over time. You can click on any of the dots over time and see which Tweets were being sent out, perhaps which caused a peak in your followings, if there are certain types of content, which is working really well, certain types of content that's been re-Tweeted a lot and then causing a surge in followers. You can look at the followers and when they're online, which I think is quite useful and showing us most effective times for us to be Tweeting, rather than when it's most convenient for us or which is it in the schedule. When are most of our followers online? Because it is real time you need to be there when people are online. When you can see the certain peaks in time would be good to schedule it in your Twitter activity. You can also find analysis of the followers and the different jobs they have – shows an example for Tate – showing artists, designers and similar. It can be a useful tool just to consider your audience. It's pooled from the buyers on Twitter, so it's not entirely accurate, but good to get an overview.

Backing up is important and tools like Backupify or Back Up My Tweets give you an archive of what's going on. Tweets slide off and disappear and if there's something that you want to be looking back to a year or so ago it might not be there anymore.

[Delegates then took part in a group exercise]

Some final points:

- It's very important to ensure that your social media activities are in-keeping with your objectives
- There isn't a 'one size fits all' social media campaign – every one is different
- There is lots of great free stuff online to try, so play about and see what fits you and your organization best