2020/2021 Social Media Strategy for YBCA 100

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General Information

Program Name: YBCA 100
List Announcement Date: Tuesday, February 2
Summit Date & Time: Saturday, April 3
Project Brief

YBCA 100 roles
- **Decision Maker(s):** Jon Moscone and Meklit Hadero
- **Project Lead:** Cori Lucas
- **Additional Team Members:** Angela Carrier, Minerva Ramirez
- **Day-of support for Summit:** Crux
- **Image assets:** Leslie Irwin / Stoller
- **Social media content (draft and schedule posts; manage comments):** Brooke Vlasich
- **Track social media analytics:** Lauren Frankel

YBCA 100 Hashtag(s)
- #YBCA100
- #YBCA
- #YBCA100Summit
- #YBCASummit2021

Objectives

- Grow awareness of the YBCA 100 list of artists, activists, and community leaders who are boldly making a difference in the health and wellbeing of their communities
  - Meet or surpass analytics benchmarks for social media posts about YBCA 100:
    - Facebook
      - Average Impressions per Post: 1,109
      - Engagement Rate (per Impression): 4.6%

- ■ Instagram
  - ● Average Impressions per Post: 819
  - ● Engagement Rate (per Impression): 4.0%
- ■ Twitter
  - ● Average Impressions per Post: 2,280
  - ● Engagement Rate (per Impression): 1.3%
- ■ LinkedIn
  - ● Average Impressions per Post: 743
  - ● Engagement Rate (per Impression): 4.7%
- ● Encourage honoree participation in amplifying the YBCA 100 Summit to their networks
- ● Drive Eventbrite registrations for the YBCA 100 Summit with a goal of ~540 registrants
  - ○ Average turnout rate of 83% for Eventbrite registrations for livestreams
- ● Engage participants more deeply with the new YBCA and the Public Squares
- ● Inspire attendees to commit further to YBCA, and take one of the next steps that will be provided in a "menu" of Calls to Action during and/or immediately following the summit

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Audiences

- ● YBCA stakeholders
  - ○ Invitees to the 2019 Summit, past YBCA 100 honorees, past artists and collaborators, strategic partners, etc.
- ● 2020 YBCA 100 honorees
- ● Members of the Summit Spotlights' and 2020 honorees' communities
- ● YBCA gen pop audience (already strongly invested in arts activism)
  - ○ Social media demographics:
    - ■ Most followers are between the ages of 25-34 (34-39% on each channel)
    - ■ Audiences live in San Francisco, Oakland, Los Angeles, and New York
    - ■ Majority of followers are female (53-64% on each channel)

Messaging & Visual Identity

Narrative

- ● YBCA centers and uplifts artists in service of building regenerative communities.
- ● YBCA 100 Summit is an opportunity for participants to engage with art and community leaders in their own way. Audiences can experience the Summit in a linear curated path OR a self-guided, choose your own adventure path.
- ● At the YBCA 100 Summit, participants will experience performance, listen to stories (as opposed to "talks"), engage in participatory exercises, chat, brainstorm, network and party with each other in an authentically joyous, deeply human, constantly surprising, and ultimately communal experience.

YBCA 100 2020 Style Guide

Final Artwork (Google Drive Folder)

YBCA 100 Fonts
Martin: Logo and headline font
Proxima Nova Bold: Headline font
Proxima Nova Regular: Body font
Proxima Nova Regular Italic: Body font for emphasis

YBCA 100 Colors

TEAL	PURPLE	ORANGE	MARTIN BROWN	SOFT GOLD	CHARCOAL
RGB 0 78 107	RGB 82 35 80	RGB 211 84 54	RGB 120 96 73	RGB 218 173 57	RGB 24 14 15
CMYK: 100 64 40 22	CMYK: 48 82 11 55	CMYK: 12 81 88 2	CMYK: 43 53 69 29	CMYK: 18 43 100 1	CMYK 53 56 51 90

Social media image sizes
- Facebook and LinkedIn: 1200 x 630 px
- Facebook event cover: 820 px x 312 px
- LinkedIn cover: 1128 px x 191 px
- Instagram: 1080 x 1080 px
- Twitter: 1200 x 675 px
- Twitter cover: 1500 px x 500 px
- If we are short on time, we can use the square size for all social media channels.
- Videos: 16:9 ratio (Need to be under 2 minutes and 20 seconds to fit on all channels)

Social Media Strategies & Tactics

List Announcement

[Marketing Plan: YBCA 100 2020 List Announcement](#)

- Countdown posts on social media (spread throughout January 25-29 on all channels)
    - Facebook, IGTV/Instagram: Video profiles from 2019 YBCA 100
        - [Robert Liu-Trujillo](#)
        - [Womxn* Art Handlers](#)
        - [Chinatown Pretty](#)
    - LinkedIn, Twitter: Activists, poets, writers
        - Amanda Nguyen
        - Greta Thunberg
        - Adrienne Maree Brown
- Provide shareable assets and copy to YBCA 100 honorees to promote the list
    - UTM link (converted to easy-to-remember BITLY) for all honorees
    - YBCA 100 honoree composite
    - YBCA 100 honoree highlight
- Provide shareable assets and copy to all staff to promote list
    - UTM link (converted to easy-to-remember BITLY)
    - YBCA 100 honoree composite
- Announce the YBCA 100 list on relevant platforms
    - Tag honorees where possible ([handles available here](#))

Timeline

Date	Content	Assets	Notes
January 19-22	**Social media kits for YBCA, staff, and honorees**	[Approved copy](#) Visual assets designed by Stoller	Voleine, Angela, Jonathan, and Meklit review copy in social media kits
January 25-29	**Social media countdown**	[Approved copy](#) Past assets	Tease list 2020 announcement with past honoree features and content
January 26	**Social media kit for honorees distributed via email**	Instructions Graphics [Copy](#) UTM Bitly link	Provide shareable assets for honorees to amplify on their platforms
February 2	**All staff email with materials for announcement** **Announcements and press articles on YBCA's channels**	Graphics [Copy](#) UTM Bitly link Graphics [Copy](#) UTM Bitly link	Provide shareable assets for staff to amplify on their platforms

Pre-Summit

[Marketing Plan: YBCA 100 SUMMIT 2020](#)

- Facebook and LinkedIn event page generated via Eventbrite
    - Boost Facebook event to reach wider audience ($250)
- Change all cover photos on social media with YBCA 100 Summit
- Countdown posts on social media (spread throughout February 9-April 2 on all channels)
    - Featuring current honorees across social media
        - Instagram/Twitter: Template with honorees' photos and bios ([Examples](#))
        - Facebook/LinkedIn: Links to articles, podcasts, videos, etc.
        - Photos of honoree's past work with YBCA and current/upcoming projects
    - Feature photos of past honorees with updates on current projects
    - Highlight previews of Summit Spotlights and intro to OhYay platform
- Provide shareable assets and copy to YBCA 100 honorees to promote the Summit
    - UTM link (converted to easy-to-remember BITLY) for all honorees
    - Summit lead graphic
- Provide shareable assets and copy to all staff to promote the Summit
    - UTM link (converted to easy-to-remember BITLY)
    - Summit lead graphic
- Announce the Summit event on relevant platforms
    - Tag Summit Spotlights where possible

Timeline

Date	Content	Assets	Notes
February 9-April 2	Countdown the summit with highlights on honorees	Images and copy for posts Tracking sheet of featured honorees	Send to Leslie for proofreading and approval
March 5	Summit announcement All staff email with materials for announcement	Approved copy and graphics	Provide shareable assets for staff to amplify on their platforms
March 7	Social media kit for honorees distributed via email	Approved copy and graphics	Provide shareable assets for honorees to amplify on their platforms
March 15	Boost Facebook event for $250		Target audiences in San Francisco, Los Angeles, and New York City
March 29-April 2	Countdown the summit		Post reminders across social media channels

Post Summit
YBCA 100 Summit post-event engagement
- Share post-summit recaps on all social media channels with link to OhYay
    - UTM link (converted to easy-to-remember BITLY)
    - Still images from Crux
- Share 30-second trailer from Crux on all social media channels with a link to OhYay
    - UTM link (converted to easy-to-remember BITLY)
- Distribute any articles/write-ups from journalists
    - UTM link (converted to easy-to-read BITLY)

Timeline

Date	Content	Assets	Notes
April 3	**Live posts on Twitter and Instagram story**	Still images from Crux Reshare Crux posts on Twitter and Instagram stories	First 15 minutes encourage people to join the summit with a link to OhYay. Posts after 15 minutes focus on emotional reactions to summit performances.
	Post-summit recap	Still images from Crux	Share images with a message thanking attendees. Also share a link to OhYay.
Week of April 5	**News features**	Links to articles featuring the YBCA 100 Summit reviews	Convert links into a UTM to measure traffic. Share on Instagram story as "YBCA in the News"
Week of April 26	**Post-summit trailer**	30-second trailer from Crux	Post to all social media channels with a link to OhYay.

YBCA 10 Announcement
[**Marketing Plan: YBCA 10 Announcement**](#)
- Use #YBCA10
- Announce the YBCA 10 on relevant platforms
    - Composite image of YBCA 10
    - Separate images for each individual YBCA 10 artists
    - Tag YBCA 10 where possible
- Provide shareable assets and copy to YBCA 10 to promote the announcement

- UTM link (converted to easy-to-remember BITLY) for all honorees
- Composite image of YBCA 10
- Separate images for each individual YBCA 10 artists
● Provide shareable assets and copy to all staff to promote YBCA 10
- UTM link (converted to easy-to-remember BITLY)
- Composite image of YBCA 10

Timeline

Date	Content	Assets	Notes
April 15	**YBCA 10 announcement** **Social media kit for honorees distributed via email** **All staff email with materials for announcement**	Approved event copy Visual assets	Provide shareable assets for honorees and staff to amplify on their platforms
May–August	**Highlight the YBCA 10's performance of process**	Approved copy Visual assets	