

# Social Media Strategy

Yerba Buena Center for the Arts



# Overview

YBCA elevates artists who advocate for social change. Our artists challenge the status quo and contribute to their community's health and well-being.

YBCA not only creates for communities, we create WITH communities.

**YBCA is not your average arts center.**

**It is an organization that is driving the changes we want to see in the world.**



# Objectives

Engage audiences with YBCA's advocacy for artists:

- Bring audiences along our journey as we center artists' voices in everything we do
- Increase awareness and participation in our virtual and in-person programs
- Celebrate our efforts in championing equity and social justice
- Generate support for our work in the community



# YBCA's Tone & Voice

- Bold
- Unconventional
- Non-conformist
- Passionate



## Brand Archetype

**Outlaw: Challenges the status quo. Are ready to disrupt and shock. Not afraid to take a stand.**

Y  
B  
C  
A





# Who We Are on Social Media

Character / Persona	Tone
Advocate Visionary Innovative Rebel	Bold Unconventional Trustworthy Enthusiastic
Language	Purpose
Passionate Provocative Conversational Informative	Inspire Educate Engage Inform

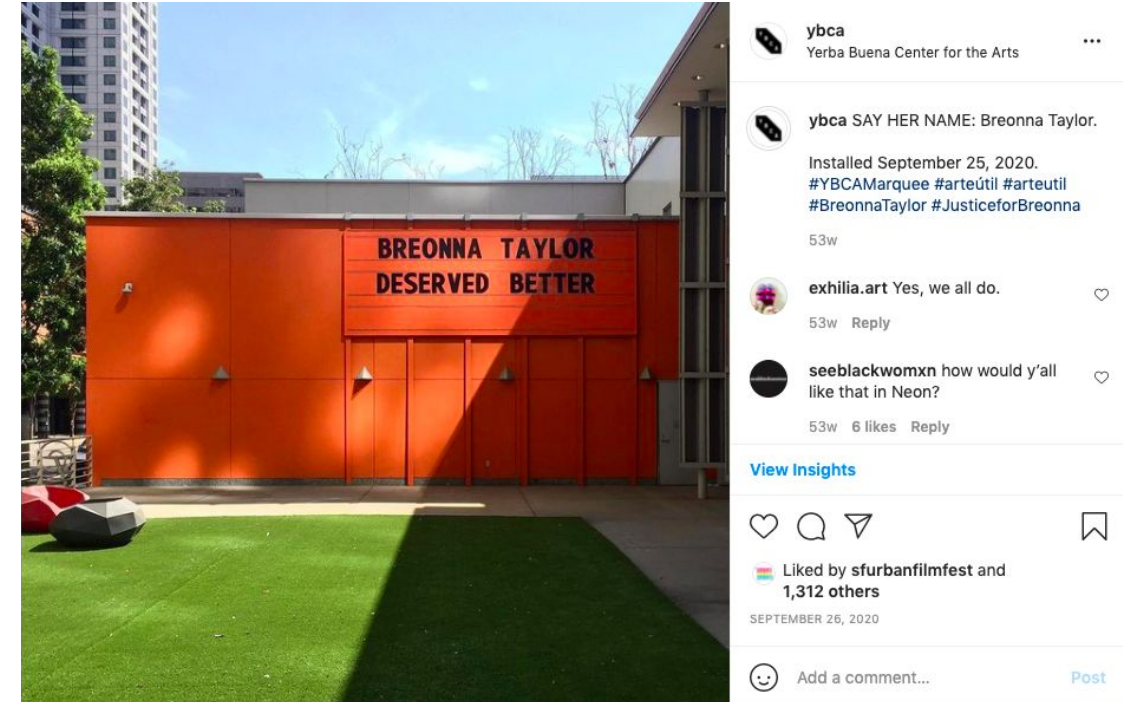
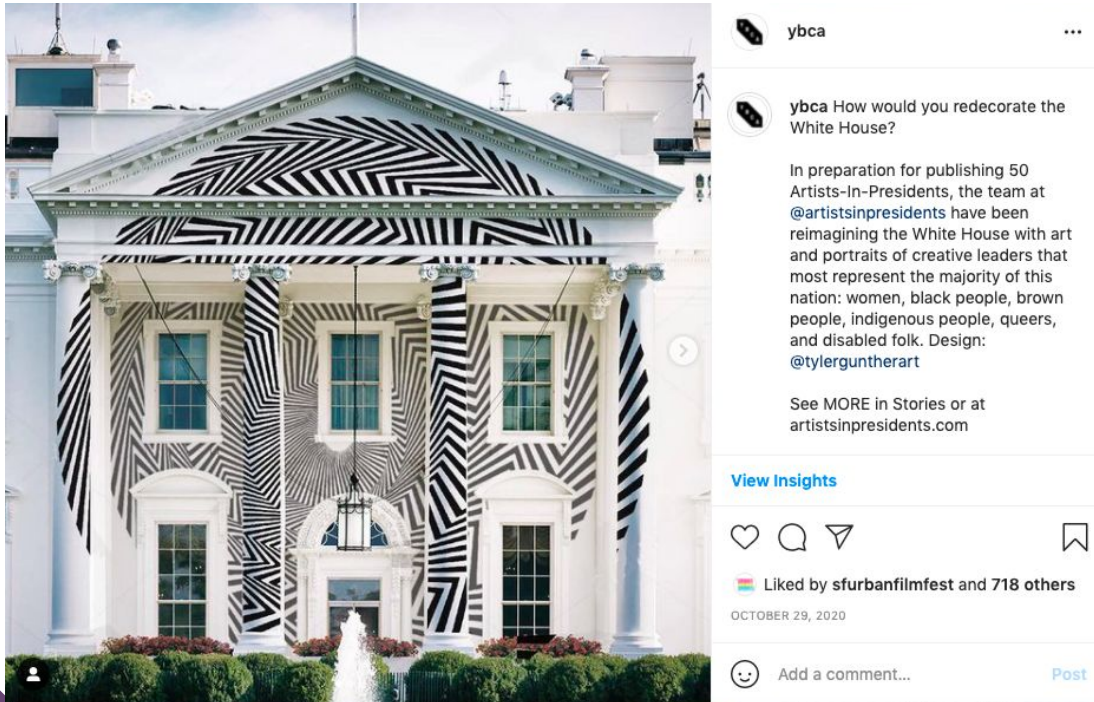
# Focus Points

ARTISTS	COMMUNITY	VALUES & CULTURE
<p>Artists are vital for catalyzing societal change. They provide us solutions for some of the toughest questions and inspire us to think differently about the world.</p>	<p>Art is essential for community health and well-being. Artists are the lifeline to communities and give them the tools they need to flourish.</p>	<p>Art is more than a visually appealing painting, it is an essential part of social advocacy and can challenge how we live and see the world.</p>

# Approach by Platform

				
Who	<b>Rebel</b> 19K Fans 32% M / 60% F / 8% NB 35-44 36.5% / 25-34 33.3%	<b>Visionary</b> 47K Fans 39% M / 57% F / 4% NB 35-44 24.3% / 25-34 23.3%	<b>Innovator</b> 20.2K Fans 50% M / 50% F 35-44 33.8% / 34.9%	<b>Advocate</b> 5.4K Fans Arts and Design 14.26% Business Dev. 9.25%
Purpose	<b>Visual storytelling</b> <b>Inspire</b> <b>Engage</b>  The perfect fit for moments behind-the-scenes and artists' unfiltered and unedited voices.	<b>People and relationships</b> <b>Inspire</b> <b>Educate</b>  Plays an important role in telling human-interest stories and showing the impact of the arts in the community.	<b>Perspective sharing</b> <b>Inform</b> <b>Educate</b>  This is the place for news stories, major announcements, thought leaders' insights, and program updates.	<b>Professional</b> <b>Inform</b> <b>Educate</b>  Stories from thought leaders and advocacy for arts and cultural policy reign supreme on this channel.
Approach	<b>Top performer: Carousels</b>  Artist features and takeovers UGC Art in the community Archives	<b>Top performer: Video</b>  2-3 minute artist profile New artwork on view Top news stories Art in the community	<b>Top performer: Photos</b>  Top news stories and updates Arts and culture policy Upcoming events and recaps Thought leaders	<b>Top performer: Links</b>  Thought leaders and staff Major news stories and announcements Arts and culture policy

# Instagram sample posts





# Facebook sample posts

Yerba Buena Center for the Arts posted a video to playlist #YBCA100. February 2 · 🌐

### YBCA 100 Honorees

It's official: The #YBCA100 list is here! Thank you to our community for your nominations and sharin...

See More

👍❤️👏 33      8 Comments    2.3K Views

6.6K People Reached      722 Reactions, Comments, and Shares

2.3K 3-Second Video Views      Retention Curve

View More Video Details

👍 Like    💬 Comment    ➦ Share    🌐

**Up Next**

Chinatown Pretty: 2019 YBCA 100...  
Yerba Buena Center f...  
35 weeks ago · 142 Views

Art Handlrxs: 2019 YBCA 100 Honorees

Yerba Buena Center for the Arts posted a video to playlist #YBCA100. January 27 · 🌐

### Robert Liu Trujillo: 2019 YBCA 100 honoree

"I want to make artwork to shed light on how people are being taken advantage of or oppressed and ..."

See More

👍❤️👏 13      1 Comment    484 Views

1.6K People Reached      104 Reactions, Comments, and Shares

484 3-Second Video Views      Retention Curve

View More Video Details

👍 Like    💬 Comment    ➦ Share    🌐

**Up Next**

Nominate Your Hero for the 2020 YBCA...  
Yerba Buena Center f...  
49 weeks ago · 1.1K Views

2017 YBCA 100



# Twitter sample posts



4:18 PM · Mar 3, 2021 · Twitter Web App



# LinkedIn sample posts



Yerba Buena Center for the Arts

5,593 followers

6mo • 🌐

"The arts are truly critical to our local economy and are an essential part of our long-term recovery. If we help the arts recover, the arts will help San Francisco recover. This new program is an innovative effort to help our creati' ...see more



San Francisco rolls out a guaranteed income program giving artists \$1,000 a month

datebook.sfchronicle.com • 4 min read



Yerba Buena Center for the Arts





5,593 followers

2mo • Edited • 🌐

🌟 We're opening our doors to the public starting tomorrow Thursday, August 5th from 12–8pm! During your visit, you can explore two new art experiences: **SF Urban Film Fest's** "Echo Location: The Cultural Geopolitics in th' ...see more



# Content Strategy

	MON	TUE	WED	THU	FRI	SAT	SUN
	Video, Reels, or Photos Stories 9–10 am ENGAGE	Video, Reels, or Photos Stories 4–5 pm ENGAGE	Video, Reels, or Photos Stories 11:30am-12pm ENGAGE	Video, Reels, or Photos Stories 10–11am ENGAGE	Video, Reels, or Photos Stories 4–5pm ENGAGE	NO POSTS ENGAGE	NO POSTS ENGAGE
	POST 8:30–9am  ENGAGE	POST 11am–12pm  ENGAGE	POST 12–1pm  ENGAGE	NO POSTS ENGAGE	POST 11am–12pm  ENGAGE	NO POSTS ENGAGE	NO POSTS ENGAGE
	POST 8:30–9am  ENGAGE	POST 4–5pm  ENGAGE	POST 11am–12pm  ENGAGE	POST 8:30–9am  ENGAGE	POST 4–5pm  ENGAGE	NO POSTS ENGAGE	NO POSTS ENGAGE
	POST 9–10am	POST 9:30–10am	POST 9–10am	POST 11:30am–12pm	NO POSTS	NO POSTS	NO POSTS