



Helpful

Hotwalls Studios

social media strategy

June 2021



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How to use this strategy

We've divided this strategy into 2 parts.

Part 1 sets out how Hotwalls' social media channels should be used, for maximum impact.

Part 2 describes ways you can take your social media activity even further; when capacity or budget is available or you face greater demands on your communications activity.



1.2 Principles for social media from Hotwalls Studios

- We're here to help people find and enjoy Hotwalls Studios and the Round Tower.
- Our social media channels have 2 priorities:
 - To meet the needs of visitors
 - To help up and coming artists find their place in the creative community
- We value engagement more than reach. We want conversations with our audience.
- Whenever possible we will connect with creators and makers in Portsmouth and beyond.
- We will always look for opportunities to grow our audience online.



1.3 Our audience and their needs

For our social media to be effective, we need to focus on the needs of our audience.

We don't just want noise on social. We want to help people find and engage with Hotwalls and our artists by giving them the content they are looking for.

We've identified four key audiences:

- Regular visitors
- Tourists
- Artists
- Local strangers



Regular visitors

Need to know what's happening, and when — Hotwalls is already a favoured spot for them.



Tourists

Need to know what's on in the area and how to find different sites; including Hotwalls.



Artists

Need to feel supported by Hotwalls and to reach new customers.



Local strangers

Need to know what else there is in their local area.

1.3.1 Our audience and their needs: Regular Visitors

- Already familiar with the Hotwalls offering
- May not necessarily be local (ie Portsmouth)
- Already recognise that it's a place they enjoy visiting

What do they need?

- Schmoozing — to remain regular visitors
- Identify ways to capture their email address to keep in touch directly — make them feel part of the community
- Make it easy for them engage and share on social



1.3.2 Our audience and their needs: Tourists

- Unfamiliar with the Hotwalls offering
- Looking for things to do while in the area
- Might already have an interest in arts or heritage

What do they need?

- Clear signposting – social channels; website; tourist information
- Make it easy for them to have their questions answered
- Make it easy for them to share their experience



1.3.3 Our audience and their needs: Artists

- Already part of the Studio community — solo/shared
- Recognise the opportunity to grow and develop their creative business
- Looking to reach a wider, in-person, audience

What do they need?

- Schmoozing — to remain as residents, but also to act as ambassadors
- Guidance and support to engage with their audience
- Make it easy for them to share their experience



1.3.4 Our audience and their needs: Local Strangers

- Aware of the location, but may not know about its offering
- Actively engaging locally on/offline
- Looking to discover more locally

What do they need?

- Awareness — to aid recommendations, increase visitors
- Opportunity to convert them into Regular Visitors
- Be a part of the local arts/heritage community by engaging with them directly (Facebook Groups)





1.4 Hotwalls Studios social media channels

Facebook

Facebook is where we showcase our resident artists; upcoming events; hiring and market opportunities (Round Tower and pop-up fairs). Our main audiences are *Regular visitors* and *Local strangers* interested in creators, makers, local art and heritage.

We share simple imagery and short videos to celebrate diversity of creativity, encourage people to “make a day of it” and learn about the history of the site. We extend our reach online through local Groups.

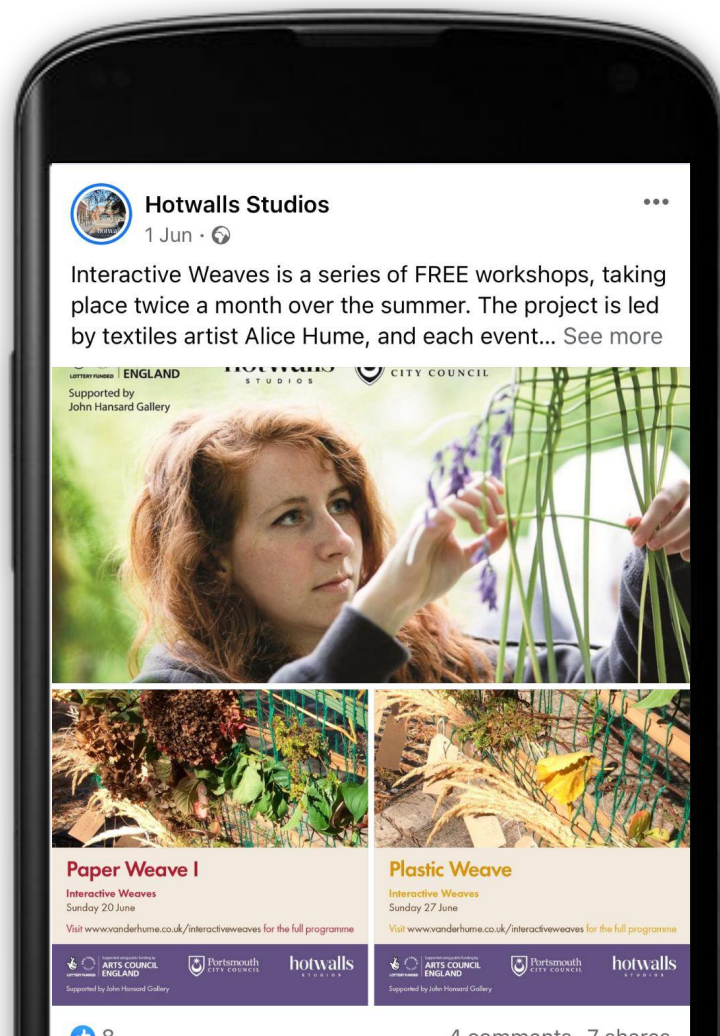
Facebook is also our customer service channel, through public comments and Messenger.

Tone

Friendly, accessible, engaging and informative.

On Facebook we are: celebrating artists; promoting events and providing customer service.

We are not: using it for PR or stakeholder relations.



Facebook in practice

What	Why	When	How often
<ul style="list-style-type: none"> • Showcase the diversity of work from artists • Promote workshops and demonstrations • Remind people about events • Encourage people to get involved e.g with pop ups or applying for jobs <p>Visual content with every post:</p> <ul style="list-style-type: none"> • an image • short video (60s) • branded graphic <p>All visual content should be of good quality.</p>	<p>Engagement with our Facebook activity has always been positive.</p> <p>Engagement increases when we share:</p> <ul style="list-style-type: none"> • Artists demonstrating their craft • Timely reminders of upcoming events <p><i>From our Pilot Projects, we hope to see more video content; increased engagement and interaction with Artists.</i></p>	<ul style="list-style-type: none"> • Announcing new events - add to Event function on FB as soon as dates released. Build up the interest using Stories, include the dates, be specific • Reminders about monthly Open Studio events • Each month, post an answer to a typical questions, such as “what we do” “where to find us” or “when are the studios open” 	<ul style="list-style-type: none"> • Aim for 3 times a week with one post aligned with each of the following: • Engage (<i>show people what the Studios offer at their best</i>) • Educate (<i>show people what the artists are doing</i>) • Excite (<i>promote an event</i>) • See “anatomy of a post” page 24



Best places to post on Facebook

1. Feed
 - Great for everyday and evergreen posts. Can include photography, graphics and video (optimum length, max 2mins).
2. Stories
 - Displayed prominently at the top of the Newsfeed, perfect for more casual posting or timeliness (eg Event reminders) as they disappear after 24hrs. You can also run a quick poll.
3. Events
 - Can publish paid and free events; can also be connected as a co-host. For example one of your Studio Artists can add Hotwalls. Easy to engage with, will boost reach.
4. Groups
 - Ideal way to reach more niche communities be it local or interest-based. Share content strategically, don't just spam Groups. Can join some groups as Hotwalls Studios.



Twitter

We use Twitter to share the following types of information:

- upcoming events
- corporate announcements
- media statements
- sharing content from our partners e.g @visitportsmouth or @portscreates

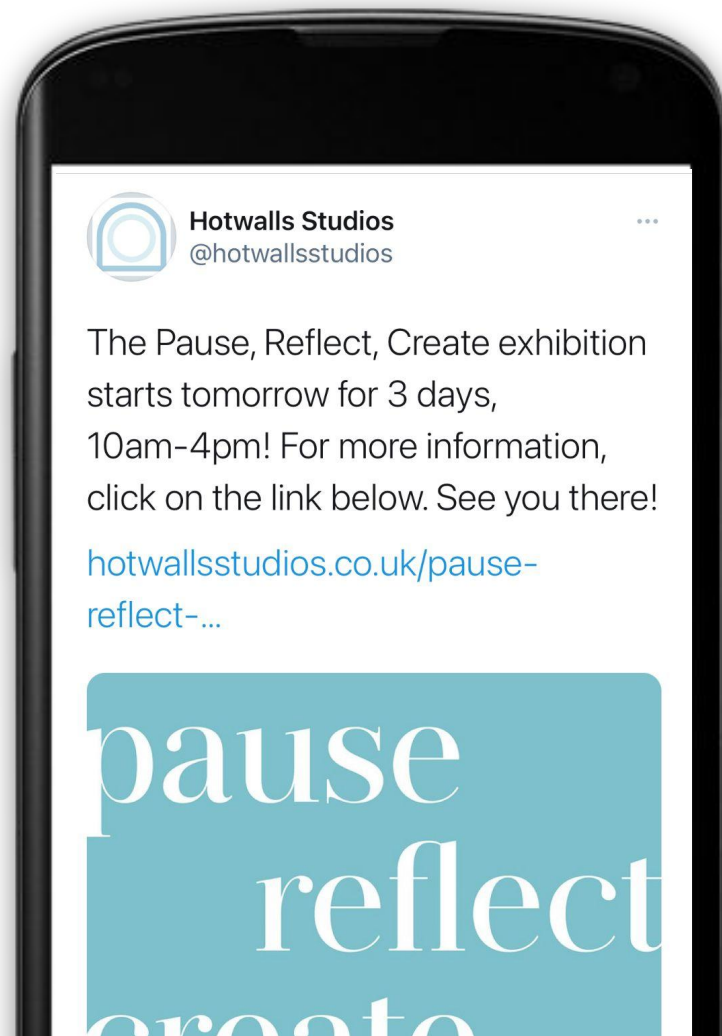
Tone

Authoritative and succinct.

We tell people what's happening, when and how to find out more.

On Twitter we are: demonstrating Hotwalls' unique place in Portsmouth's offer. We're connecting with local partners and similar venues across the country. This is where we expect media to find us, and where we expect to work with media. Twitter is our link to local authorities and tourism.

We are not: using Twitter to promote individual artists, provide creative inspiration or actively build our audience.



Twitter in practice

What	Why	When	How often
<ul style="list-style-type: none"> Major announcements, for example funding updates Sharing our programme of events Managing media relations Retweeting partners including arts, culture and heritage organisations and campaigns eg DCMS #HereForCulture <p><i>Ensure any visual content is optimised for Twitter</i></p>	<p>Engagement with our Twitter activity is positive.</p> <p>Twitter, when used via the app, offers speed of interaction and a different reach to our other channels.</p> <p>It's quick and easy to build connections. There are also great opportunities for communicating differently to demonstrate experience/authority.</p>	<p>To distinguish Twitter from Facebook & Instagram, we keep the focus to the “What” primarily — but not exclusively.</p> <p>Priority will always be given to major announcements; amplification of local authority or stakeholder messaging.</p>	<p>Twitter's pace means that multiple posts a day are acceptable.</p> <p>However, Twitter will rarely meet the needs of our main audience so we only tweet when we have something to share from the ‘What’ column.</p>

Instagram

Instagram is typically used by a younger audience than Facebook, but critically the most used by our Artists and the creative community.

The variety of ways to curate and share content make this a really interesting space for us. A sense of “art for all”.

Directly and indirectly, we can engage with our Artists and those seeking a path to their own studio space.

Tone

Friendly, chatty, accessible, engaging and informative. We want to encourage interaction and engagement in post and via DM at every opportunity.

On Instagram we are: curating inspiring stories from our Artists and events; useful resources; and sharing our uniqueness as a site in creative ways.

We are not: engaging with media, local authority stakeholders or sharing corporate news about Hotwalls.



Instagram in practice

What	Why	When	How often
<ul style="list-style-type: none"> • Showcase the diversity of work from Artists • Promote workshops and demonstrations • Promote events • Encourage people to get involved e.g with pop ups or vacancies • Storytelling from Artists through e.g takeovers • Generally celebrating arts, culture, heritage 	<p>This is where we can meet the needs of almost all our audience: <i>Regular visitors, Local strangers and Artists.</i></p> <p>It's the perfect portfolio channel for all things creative and inspiring.</p> <p>Through engagement and a strong hashtag strategy, you can build a highly engaged community.</p> <p>This is the preferred channel for creators.</p>	<ul style="list-style-type: none"> • Encourage audience to visit weekdays, when it's typically quieter • Sharing new work from Artists • Sharing ideas or inspiration that links with national themes e.g mental health awareness; Children's Art Week 	<ul style="list-style-type: none"> • Aim for 3 times a week with one post aligned with each of the following: • Engage (show people what the Studios offer at their best) • Educate (show people what the artists are doing) • Excite (promote an event) • See "anatomy of a post" page 24



Best places to post on Instagram

1. Grid
 - Great for everyday and evergreen posts. Can include photography, graphics and video (max 1min)
2. Stories
 - Displayed prominently at the top of the app, perfect for more casual posting or timeliness (eg Event reminders) as they disappear after 24hrs. You can also encourage more engagement with polls, questions and reaction stickers
3. Reels
 - 15, 30 or 60 secs videos, typically with a music background/text overlay. This is Instagram's TikTok clone. Great for increased reach
4. IGTV
 - For videos that are more than a minute in length. You can also organise into categories - Series.
5. Guides
 - A simple way to curate already existing content into bite-size guides. Increase shelf-life and more eyes on your content.



YouTube

We use YouTube to share the following types of video content:

- Collaborative: featuring all artists
- Feature: individual artists
- Feature: categorised by medium
- Promotional: the site and its heritage
- Post event: highlights

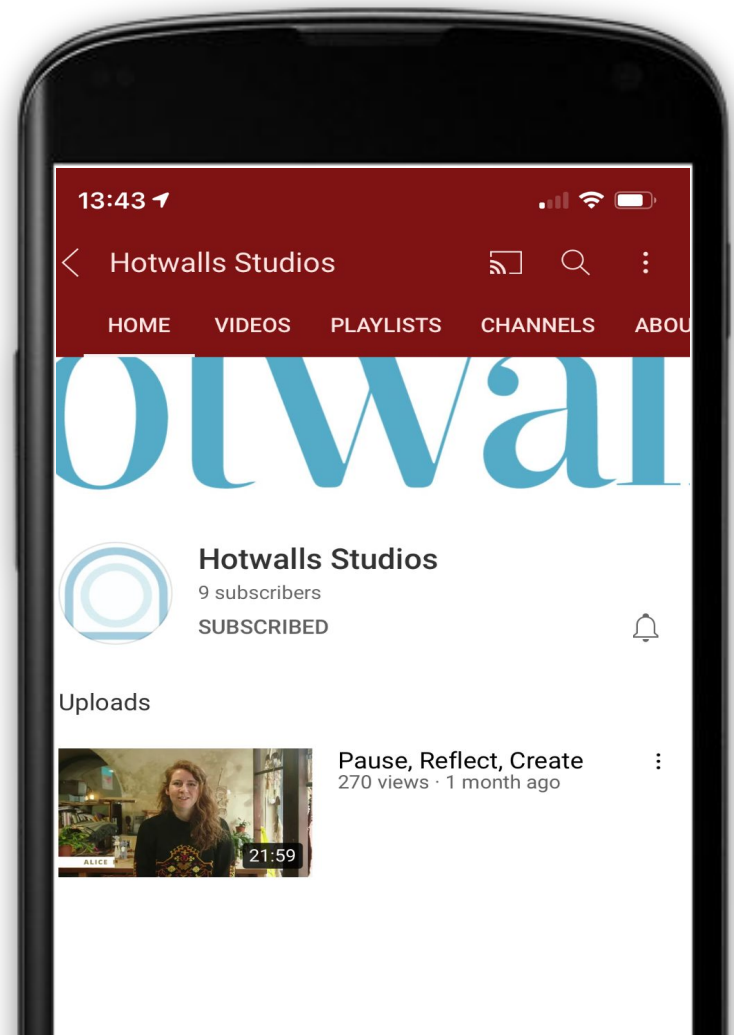
A sense of “art for all”. Should work effectively as a showcase for the site. Closed captions used on all videos for inclusivity.

Tone

Descriptions should be clear and concise and optimised for search and discovery.

On YouTube we are: curating inspiring stories from our Artists and events; and sharing our uniqueness as a site in creative ways. Diversity of opportunity on the site.

We are not: using it for PR or stakeholder relations.



YouTube in practice

What	Why	When	How often
<ul style="list-style-type: none">• Showcase the diversity of work from Artists• Artist features• Generally celebrating arts, culture, heritage	<p>This is where we can meet the needs of almost all our audience: <i>Regular visitors, Local strangers and Artists</i>.</p> <p>It's the perfect discovery channel for all things Portsmouth-based, creative and inspiring.</p>	<ul style="list-style-type: none">• If sharing long-form video on IGTV (ie longer than a minute), also add to YouTube and mirror the Series titles.	<ul style="list-style-type: none">• Aim for fresh content at least once a month.



1.5 Governance and security

All social media channels are owned by the Hotwalls/PCC team.

We take the security of our channels seriously. However it isn't practical, or safe, to operate social media from just one device.

We expect anyone managing any or all of our channels to follow these 4 steps:

A

You must enable 2FA for any channel that you can manage

This will prevent and alert any rogue login attempts.

B

You must ensure the software on your device is up-to-date at all times

This includes keeping apps and operating software up to date at all times.

C

Screens should be locked when you are not using them

This makes it more difficult for people to access our accounts should the device be stolen.

D

Access to channels should only be granted at the level required by the user

For example, artists should be contributors to the Facebook page, not admins

Part 2: planning and next steps





2.1 Content planning

Content planning grid

- Quarterly rolling content plan
- Aligned with seasonal activity, anniversaries and events
- Maintains a clear focus for each channel

You can access our content planning grid in the [shared folder].

The content planning grid will tell you what we should be promoting and when.

You can also add in new events and ideas.

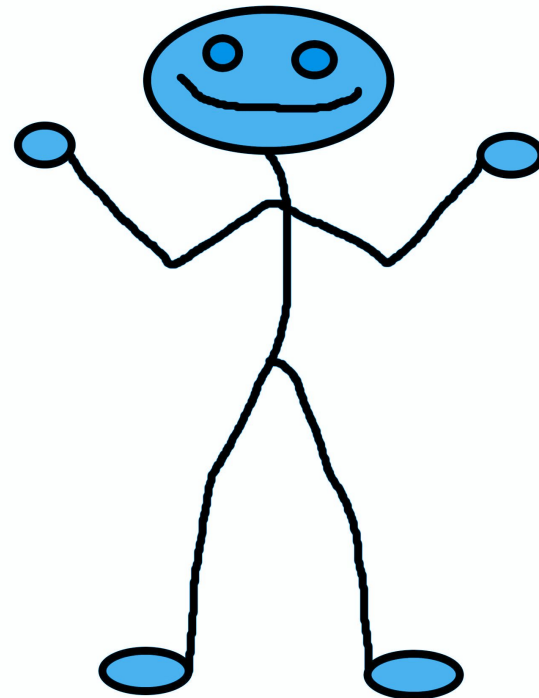
	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Artist list	Hashtag
1								
2	This tab is your "need to know" - use as reference or your scratchpad (as I call it). Things that I need to access quickly and easily							
3								
4	Hashtag Stacks							
5	Include brand hashtag e.g. mine is #TheChiSocial							
6	Include location hashtags - eg #Chichester							
7	Include topic hashtags - #SocialMediaTips							
8	Include community and growth hashtags - #SocialMediaManager							
9	#SmallBusinessTips							
10	Key campaign or theme							
11	Are you launching a new product or service; is there something seasonal to shout about.							
12	Website							
13	eg new blog; tools; updates that need to be shared							
14	Social Media							
15	if you have a different strategy for each social channel, then duplicate this line accordingly and split out by platform. You only need the prompt or headline here - but if it's easier for you to write the full caption, then go for it.							
16	Events/Dates of note							
17	Is there a national day/week that's relevant for your biz; or offline activity that needs to be recognised, for example a webinar or workshop - whatever is "of note" for you, make a note.							



Checklist for a great post

When you're planning a post, or just before you hit publish, check the following:

- ❑ **Get a head start**
 - ❑ Do you have a visual that will stop people scrolling past?
- ❑ **Think hard about the body**
 - ❑ What's the key message or purpose of this post? (but careful not to overload people)
- ❑ **Use your arms to reach**
 - ❑ Who can you reach by tagging them in the post? Use hashtags strategically.
- ❑ **Give the post some legs**
 - ❑ What are the next steps? e.g 'tell us what you think below'; 'sign up'; or 'tag a friend who'd enjoy this event'





2.2 Benchmarking, evaluation and targets



Benchmarking

Data all related to the last 28 days

- report date: 25th June, 2021

Twitter

Followers - 1,332

Impressions - 9.2k

Engagement rate - 1.3%

Facebook

Total followers - 3,189

New followers - 30

People reached - 21k

Engagements - 1.9k

Instagram

Total followers - 3,550

New followers - 158

Content interactions - 1.3k

Comments - 14

Likes - 1,258

Saves - 11

Google My Business

Searches - 24k (mostly via Google Maps)

Actions - 565 (371 direction requests)

YouTube

Subscribers - 9

Views on “Pause, Reflect, Create” - 270

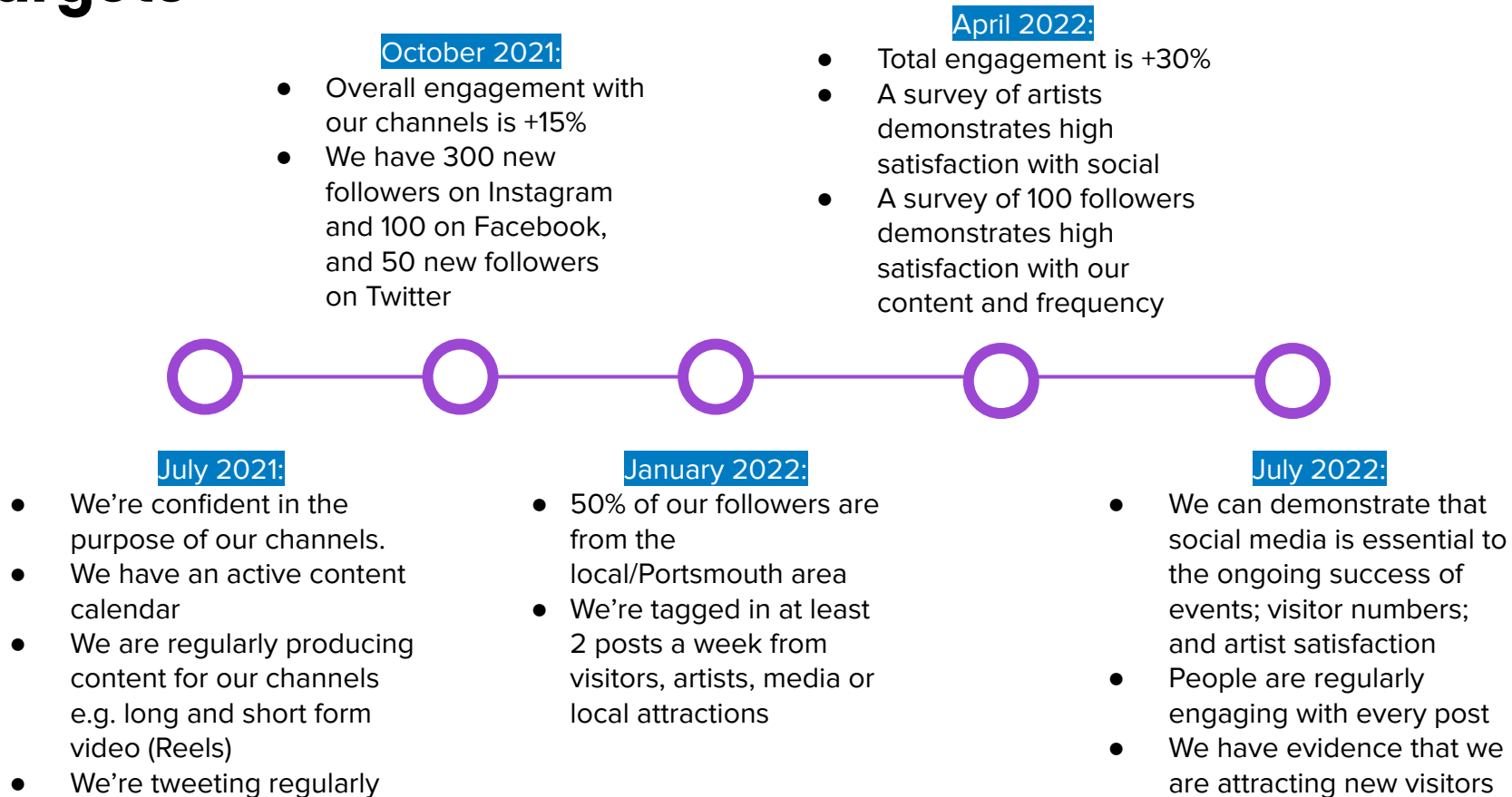
Measuring effectiveness

There are lots of different ways that you can measure social media. Measures of volume, such as reach, can generate big numbers. Other measures such as sign-ups might generate much smaller numbers.

This framework from AMEC (<https://amecorg.com/amecframework/framework/interactive-framework/>) helps you differentiate types of measurement. Outcomes are most important for Hotwalls Studios: evidence that people are actively engaging with your content.

Outputs	Outtakes	Outcomes	Impact
<p>These are measures of what you're publishing, for example:</p> <ul style="list-style-type: none"> - Number of posts - Number of responses to comments - Number of videos produced 	<p>These are the quick and easy figures we can extract from social. They help us broadly understand if something is working or not:</p> <ul style="list-style-type: none"> - Post engagement - Reach or impressions - Views of a video - New followers 	<p>This is evidence that people are actively consuming and engaging with your content:</p> <ul style="list-style-type: none"> - Comments and questions - Tagging new people who might be interested in your post - Signing up for events - Job applications - Sharing 	<p>This is hardest to measure but shows a direct link between social media activity and organisational priorities:</p> <ul style="list-style-type: none"> - An increase in footfall - An increase in sales for Artists - Media coverage - New investment

Targets



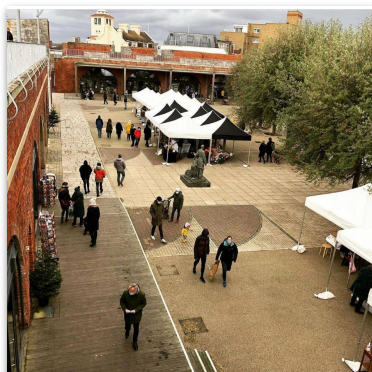


2.3 Inspiration: your best work, and others'



Instagram

Hotwalls top performers



[View Insights](#)

[Promote](#)



Liked by gillian.hawkins7 and 178 others

hotwallsstudios Day one done! Thanks so much to all who joined us and @thetraderskeep for their Christmas cheer today. We're warming up ready for tomorrow, when we'll be joined by additional traders @irishill and @hannah_horn_. Lisa aka @irishill combines mindfulness with watercolour painting for her beautiful, gentle paintings. Illustrator @hannah_horn_ uses ink to create detailed images inspired by nature and we just love them
#hotwallsstudios #hotwallschristmasmarket #christmas2020 #handmade #curated #illustration #painter #visitportsmouth #fineart

[View all 9 comments](#)

Fine art and bespoke craft from Hampshire makers

Hotwalls Christmas Market

5th-6th December
10am-4pm



hotwalls studios



[View Insights](#)

[Promote](#)



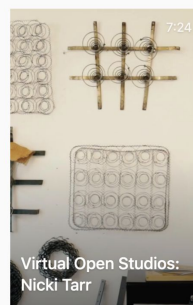
Liked by anniefitcroft and 130 others

hotwallsstudios Look what's coming! We're so happy that our Christmas Market and the @thetraderskeep can go ahead on 5th-6th Dec, 10:00-16:00 🥰 our studio artists and extra makers have worked so hard to create beautiful things, and we're so glad to be able to welcome visitors in person this year. Spread the word and see you there!
#hotwallsstudios #christmasmarket #hotwallschristmasmarket #shoplocal #handmadeforchristmas #fineart #hampshirecraft #artmarket

Something great from Phoenix Art Space (Brighton) - IGTV series



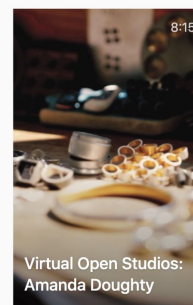
Virtual Open Studios:
Chris Hawkes



Virtual Open Studios:
Nicki Tarr



Virtual Open Studios:
Dagmara Rudkin



Virtual Open Studios:
Amanda Doughty



Virtual Open Studios:
Steve Fricker



Virtual Open Studios:
Emma Johnson



Virtual Open Studios:
Sophie Abbott



Virtual Open Studios:
Becky Blair

Facebook

Hotwalls top performer

Hotwalls Studios
 10 June · 🌐

Interactive Weaves starts in just over a weeks time! Paper Weaves is the first workshop which is taking place on the 20th June along with:

Sadie Tierney Life Boat Sketching Workshop 11am-2pm
 Lizzie Cornelius Life Painting Workshop of Hotwalls 1pm-4pm
 Kristy Fleury Life Painting

This project is an opportunity for people of all ages and abilities to get involved in creating a giant woven installation using local waste materials in collaboration with Alice Hume and the Hotwalls Studios artists. The project will culminate with an exhibition in the Round Tower in September 2021, offering participants the chance to see the complete works together.

To get free tickets, subscribe to Alice's newsletter at www.vanderhume.co.uk/interactiveweaves

Paper Weave I

Interactive Weaves
 Sunday 20 June

Visit www.vanderhume.co.uk/interactiveweaves for the full programme

Supported by John Hansard Gallery

Get more likes, comments and shares
 When you boost this post, you'll show it to more people.

2,193
People reached

99
Engagements

Boost post

Lauren Nicoll, Francesca Casson-smith and 8 others

18 shares

Something great from Wimbledon Art Studios - “Friday Feature”

Wimbledon Art Studios
 11 June at 12:05 · 🌐

FRIDAY FEATURE @daniel_jordan27 🍷

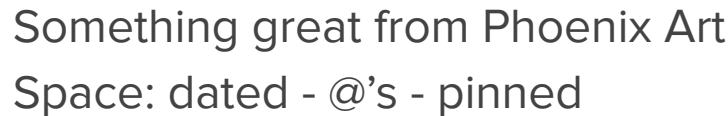
Daniel Jordan is a local artist and mainly paints landscapes in Mixed Media on Canvas.

He is a follower of Henri Matisse and his paintings are an exploration of vivid colours and contrasts.

Check out more of Daniel's work at chrisjordanstudio213.webador.co.uk



Hotwalls top performer





2.4 Recommendations for further development

Recommendations for further development

1. Prepping for in-house video and photography	2. Paid-for advertising to reach a specific audience	3. Digital outreach to work with local Facebook groups
<p>On the next page we have identified some video and photography equipment that will help you make the most of the amazing cameras in your phones.</p> <p>These items listed below will help you make the most of opportunities for Lives or IGTV, interviews with visitors or guided tours.</p> <ul style="list-style-type: none"> • Equipment listed overleaf: £100-£200 • Kinemaster subscription (editing app for your phone): £50 • Canva Pro: £99 • Specialist training course in video for social: £1,500 	<p>We recommend that once you are comfortable with the strategy, you begin to budget for paid-for advertising.</p> <p>We recommend using paid-for tactically to begin with. For example, to target <i>Local Strangers</i> on Facebook in the run-up to a series of open days to which you want to increase sign-ups.</p> <ul style="list-style-type: none"> • Set aside an advertising budget of £500 • Consider additional training or support for paid-for advertising: £500-£700 	<p>A good investment of time will be identifying independent local Facebook groups, through which you can promote your events.</p> <p>To do this you will need to spend time researching local groups, identifying administrators and introducing yourself. This will build trust and the terms under which you can collaborate</p> <ul style="list-style-type: none"> • A typical training course in this tactic is up to £1000 • Alternatively you could commission audience mapping to identify groups and admins for you: £1500

Suggested equipment to support video and photography



Tripod



Phone adapter

Extension cable



Shotgun mic



Gorilla Tripod



Lapel mic



Audio jack to phone adaptor



Wind shield



Recommendations for further development: 4) Hiring for digital skills

The impact of Hotwalls Studios digital channels will ultimately be limited by the size of the current team.

A dedicated role, or even part of a role, will enable Hotwalls Studios to put digital marketing firmly at the centre of a long term development strategy.

Typically, we'd expect a venue of this size to have a Marketing Executive or similar role, with a significant weighting towards digital. We recommend that this is the next hire for the Hotwalls Studios team.

This role should be responsible for:

- Planning integrated marketing activity, including new ways to engage visitors and artists online
- Content creation
- Channel management

A successful candidate should:

- Be an active user of a number of social media channels
- Have at least 12 months experience in a similar role, ideally working for a venue and/or creative organisation
- Have experience using paid-for social media advertising
- Have experience managing website content (and ideally newsletters)
- Demonstrate an ability to take good photos and video on mobile, and design simple graphics for social media



Essential tools and tips

These are some of the tools and tips that we discussed in the closing stages of developing this strategy.

Mailchimp	Facebook Creator Studio	Canva
<ul style="list-style-type: none">● Regularly encourage sign ups with a custom sign-up form● Simplify monthly messaging: theme - featured artist(s) - events● Use * FNAME * merge tag to personalise● Write subject lines that encourage opening● Pricing dependent on number of contacts	<ul style="list-style-type: none">● One-stop social media content management tool● Free!● Plan, publish and schedule across Facebook and Instagram● View calendar of planned content● Collaborative working with all Page Admins <p>https://business.facebook.com/creatorsstudio/home</p>	<ul style="list-style-type: none">● Online design and publishing tool● Invest in the Pro version: £99py● Upload custom fonts● Upload brand assets (logos)● Create your brand kit for consistent designs● Template and custom sizing for all social channels and placements● Outputs: image, gif, MP4 and PDF <p>https://www.canva.com/</p>



www.helpfuldigital.com
Debbie Ford and Tim Lloyd
June 2021