

Summary

The following products were created as assignments for my fictitious client, EventsDC, during the Fall 2020 semester in my Social Media Strategies & Tactics undergraduate course at American University in Washington, D.C.

- **Social Media Plan (paper + presentation)**
 - As part of the final assignment for the course, students were required to develop a social media plan for their chosen clients and create an individual paper and group presentation. Both highlight how EventsDC can best implement social media to solve identified issues, using information gained from the course, such as ZMOT (zero moment of truth), paid vs. organic media, and SEO (search engine optimization).
- **Social Media Policy**
 - When discussing strategies and tactics for social media, one important area that's important to keep in mind are the implications from a legal and HR perspective. For the midterm in the course, students were assigned to write a social media policy for our clients that could be used by the organization, and its affiliates, vendors, or other associated entities.

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LaFauce

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COMM-408-002

Social Media Marketing Plan: EventsDC

INTRODUCTION

Social media describes the online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other. For the culminating final project in this course, I worked with two fellow undergraduate classmates on creating a social media plan for EventsDC, which is the official one-stop shop for hosting conventions, entertainment, sporting, and cultural events in the District of Columbia. EventsDC owns and operates some of the most venerated and visited venues across the nation's capital, including the Walter E. Washington Convention Center, RFK Stadium, and Nationals Park, among others. Through the implementation of this social media plan, our overall goals are three-fold: increase social media engagement, attract previous EventsDC attendees to participate in new, virtual, and socially distanced events, as well as expanding partnerships with local businesses and universities to reach new and diverse audiences.

CURRENT SOCIAL MEDIA PRESENCE

EventsDC's current social media presence has the room for potential. For the purposes of this social media plan, we are proposing to focus on the organization's social media presence on Twitter, Facebook, Instagram, and TikTok. There are over 15,300 followers on Twitter, 17,800 likes on Facebook, and 47,300 followers on Instagram. The TikTok page, on the other hand, has only five followers, as it's a brand-new page. Despite the relatively high amounts of followers on

the former three social media pages, we noticed that there's a severe lack of engagement on posts between EventsDC and its audience. Per tweet, EventsDC has an average of five likes and three retweets on Twitter. Comparatively, EventsDC's Facebook page sees an average of six likes per post. Even though the Instagram page has more followers than the Facebook and Twitter pages combined, its most popular only has a total of approximately 400 likes. Finally, because EventsDC has newly created its TikTok page, it currently only has five followers and 32 likes across all its posts. Besides TikTok, these numbers show that there is definitely potential to grow. However, because EventsDC has lacked previous engagement with its followers, the social media platform algorithms place our content towards the bottom of users feeds, meaning its likely not all followers are viewing what's being posted. Therefore, it's essential that we first rely on paid media, in order to then be able to rely on earned media and organic media on socials.

ZMOT (ZERO MOMENT OF TRUTH)

ZMOT, or the zero moment of truth, refers to the moment in the buying process when the consumer researches a product prior to purchase. In the case of EventsDC, this would be the moment when attendees research events or things to do in DC. ZMOT can also best be explained by the Long Tail Model, which is split into three parts: first is the "fat head," which is where the most generic searches live, followed by the "chunky middle," where search terms that are rising in popularity live. Both of these are known as the "short tail." However, over 70% of web search traffic comes from the "long tail," which is when people use very specific search terms to find what they're looking for. These usually consist of content that is more niche in nature and caters to a specific audience. Our social media plan caters to both ends of the tail. For the "short tail," EventsDC's social media pages will be targeted to appear when users search for terms such as,

“Events in Washington,” “DC nightlife,” “Family activities DC,” and “What to do this weekend in DC.” For the “long tail,” EventsDC’s social media pages will also be targeted to appear when specific search terms are used, such as, “RFK Stadium event,” “Drive-in movies DC,” and “DC Black History event.”

PLANS OF ACTION

For our plan of action across the proposed social media platforms, one consistency we plan to have is to utilize hashtags and follow trends. For Twitter, this would involve focusing on trending topics and pop culture references related to events. We will also engage with our audience in an authentic manner. To target ZMOT, we will target our Twitter and TikTok pages to appear when users make searches such as “favorite holiday locations in DC.” We will also encourage our audience to actively engage with us through the use of Twitter polls. Furthermore, we will offer ample opportunities for users to enter giveaways to win tickets to our events. This will consist of asking users to like our tweets, retweet them with comments, and follow our page. By providing an incentive to users, we will be able boost user interaction levels and our presence on Twitter more quickly. Finally, for Twitter, we will take advantage of the newly created Fleets feature for storytelling. Our plan for TikTok is similar to that of Twitter, in which we will utilize hashtags and follow trends. Specifically, we will participate in current trends such as the “Put a Finger Down” challenge, and “Did you know?” trend. On TikTok, we will encourage active engagement from new and existing followers through comments and shares. We will also take part in storytelling through the use of vlogs, which TikTok is known for, as well as take advantage of the social media platform’s exponential rise to fame to leverage partnerships with local TikTok influencers.

For Facebook and Instagram, our plan of action heavily revolves around a paid media strategy. We will invest at least \$1,000 per month on each platform to promote our events. We plan to target users in their 20's and 30's living in the DMV that are interested in parties, concerts, festivals, and seasonal events. Facebook will include strong use of its "Events" feature, while Instagram will predominantly use sponsored stories and feed ads. For these social media platforms, we will target our pages to appear when users conduct searches such as "best holiday events in DC," thus serving as the ZMOT. We will continue to encourage active engagement on our pages by convincing users to leave comments on our posts. Similar to Twitter, we will also be doing giveaway posts on Facebook and Instagram, which also be done by encourage users to like and share posts, leave comments, and follow our page. Specifically, for Instagram, we will launch the "Link Up and Tag" campaign, where users are encouraged tag the EventsDC page on their posts at our events in order to be entered for a variety of prizes from our local partners. Again, by providing an incentive to users, we will be able boost user interaction levels and our presence on Facebook and Instagram more quickly. By doing so, we will concurrently be able to make the transition from paid media to earned and organic media.

EDITORIAL CALENDAR

At the monthly level, our editorial calendar will be timely and revolve around a specific event being hosted by EventsDC for the month, as well as place emphasis on a particular social media platform. In December, we will run a campaign for the holiday season, and host a Christmas Movie Drive-In at RFK Stadium. Our social media campaign to engage our followers for the month will be to encourage them to tag us on their Instagram posts at the drive-in to be entered for the chance to win a holiday basket, consisting of eggnog, candy canes, and a gift certificate to a local DC restaurant. In spirit of the New Year in January, we will encourage our

followers to share their goals and the events they're most excited for in the new year on Twitter. In honor of Black History Month in February, we will host a Black History Month panel on Facebook Live. For this event, we would ideally have leaders from the NAACP, Black business owners, and Black community leaders from the DC Metro Area. The theme for March will revolve around "Women in Power," and we will challenge our followers on TikTok to create a video discussing what woman has had the greatest impact on their life for a chance to win tickets to the DC Jazz Festival. It's important to note here that while we've highlighted one particular

BENCHMARK GOALS

Since EventsDC is funded by the taxpayers of the District of Columbia, it is essential that we show a return on investment for everything we do. This ROI will be demonstrated by the benchmark goals we have set for our social media plan, all of which we hope to achieve in three months' time. For Twitter, we plan on having at least 150 retweets for our giveaway posts, and 300-400 responses on each poll that we tweet. On TikTok, we will expand the EventsDC page to 1,500 followers, have a feature on the "For You" page, and get a "celebrity" reaction. We are aiming for 30-50 comments per post, as well as 10-15 shares per post on Facebook. Finally, for Instagram, we plan to be tagged in 25-30 posts per month and have at least one of our posts featured on the "Explore" page. Furthermore, we are also planning that per post, 15 of our followers will be sharing our content onto their Instagram stories.

BUDGET

In terms of budget, we estimate that implementing this social media plan for EventsDC will cost \$96,000 for four months. As previously mentioned, we have budgeted \$1,000 per month for spending on Facebook and Instagram advertising. It's important to note here that the \$1,000 figure is also per platform, and not a combined amount. For our giveaway prizes, we have

budgeted two months at \$1,000 per month, and two months at \$2,000 per month. For targeting via Google Ads, we have budgeted two months at \$8,000 per month, and two months at \$10,000 per month. For labor, we anticipate expenses totaling \$6,500 per month. Finally, we also have allocated a budget \$5,000 per month for any out-of-pocket expenses that may be incurred unexpectedly.



SOCIAL MEDIA MARKETING PLAN

Ahmad Hamid | Festicia Bovell | Juan Barboza



EVENTS DC

TOPICS COVERED TODAY

Our Company
Marketing Goals
Plans & Solutions
Challenges
Outcome & Benchmark Goals

EVENTS DC

Events DC is the official one-stop-shop for hosting conventions, entertainment, sporting and cultural events in the nation's capital.

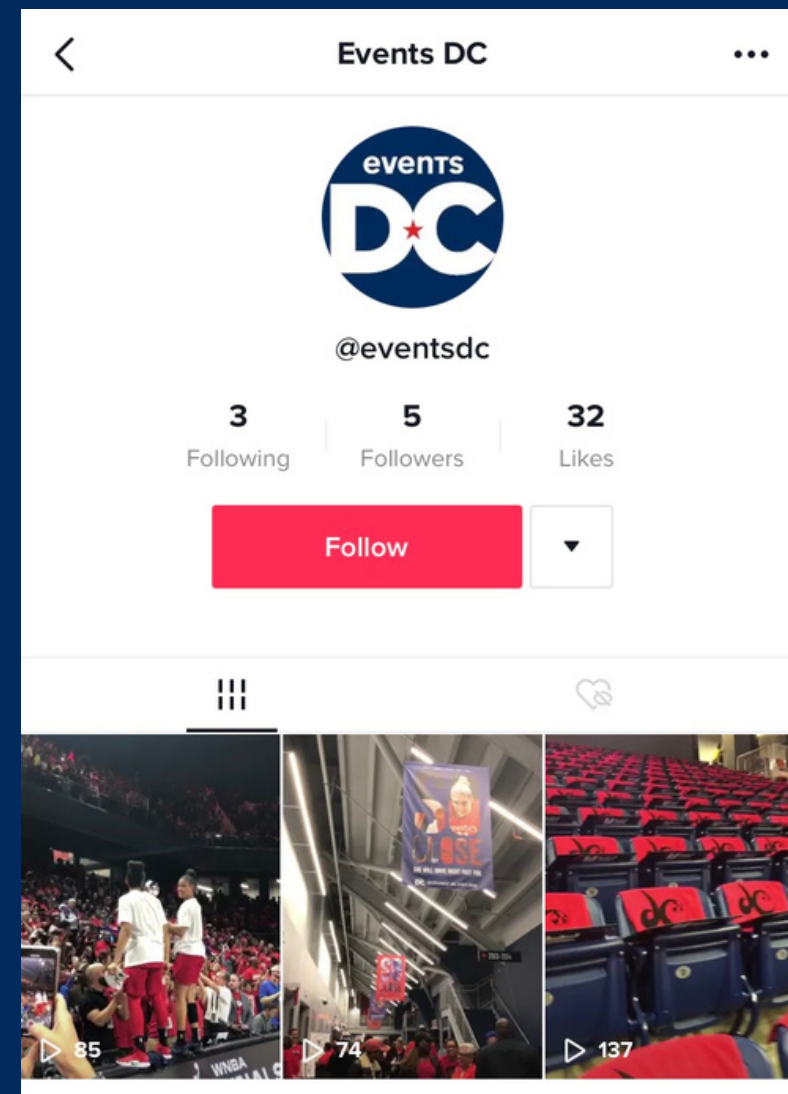
Events DC owns and manages some of the most venerated and visited venues across the nation's capital including the Walter E. Washington Convention Center, RFK Stadium, and Nationals Park.



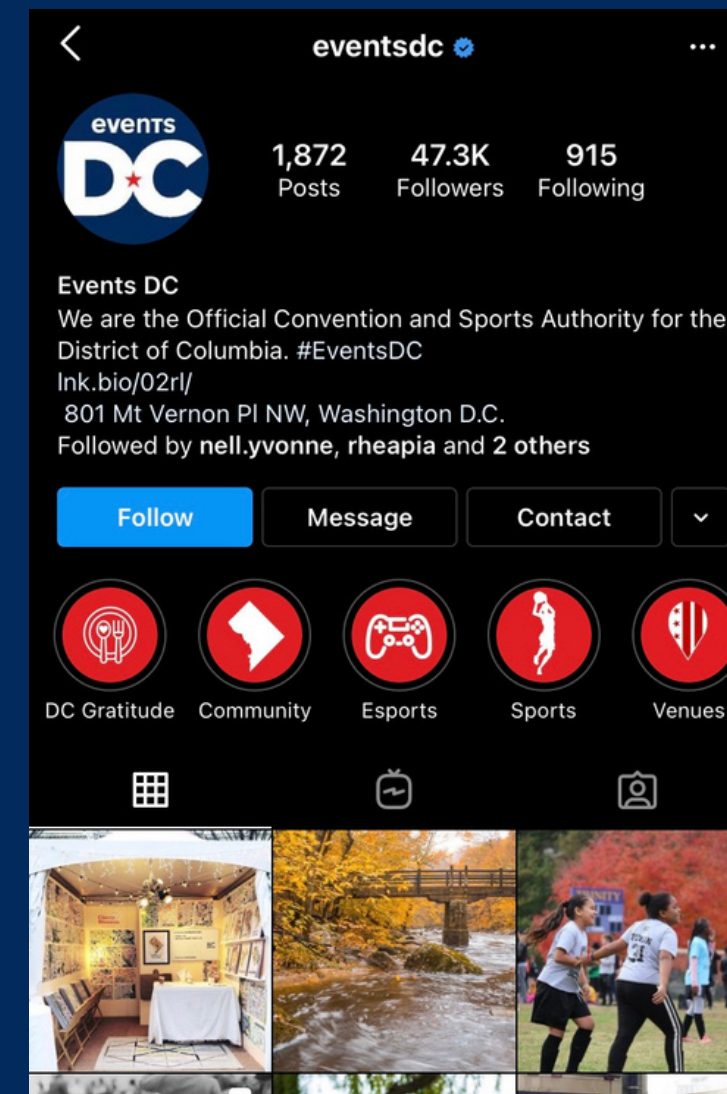
CURRENT SOCIAL MEDIA PRESENCE



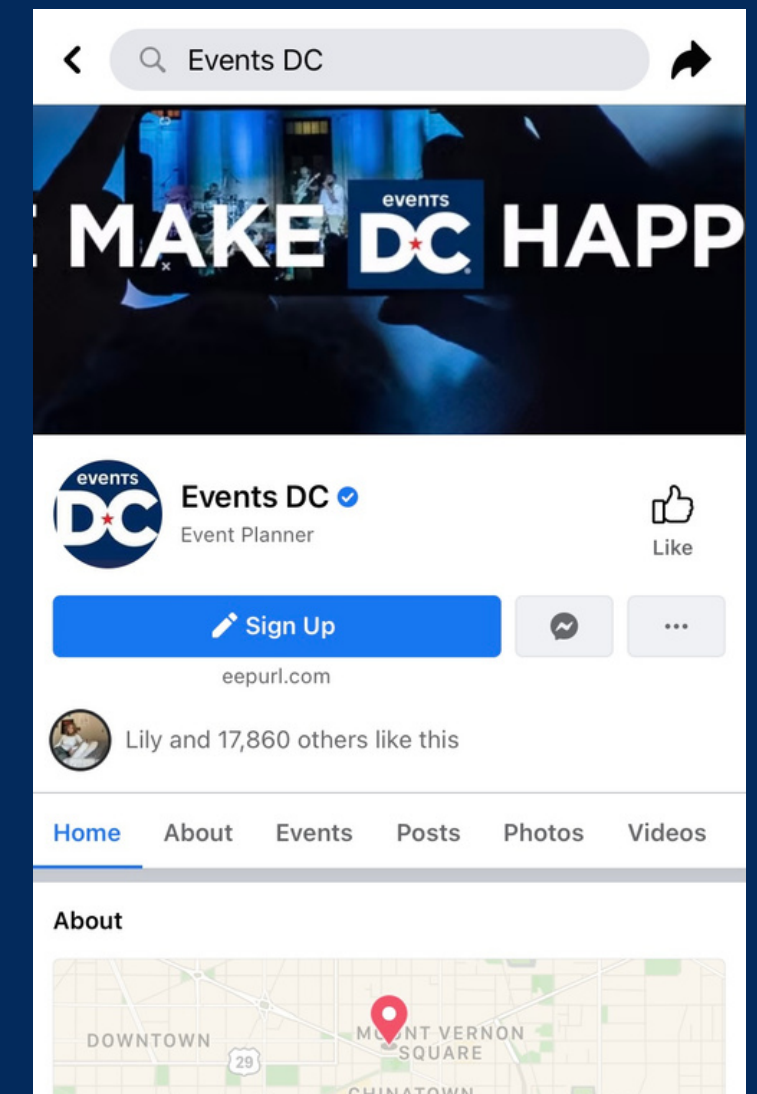
15.3k Followers
Up to 5 likes Per Post
Up to 3 retweets



5 Followers
32 Likes in total



47.3k Followers
Up to 400 Likes



17.8k Page Likes
Up to 6 Likes Per Post

OVERALL MARKETING GOALS

- Increase Social Media Engagement
- Attract previous Events DC attendees to online and socially distanced events
- Expand partnerships with local businesses and universities to reach new audiences



WHY SOCIAL MEDIA?

Social media describes the online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.



ZMOT TARGETS

Short Tail:

- Events in Washington
- DC nightlife
- Family activities DC
- What to do this weekend in DC

Long Tail:

- RFK Stadium event
- Drive-in movies DC
- Black History DC event





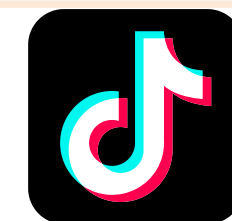
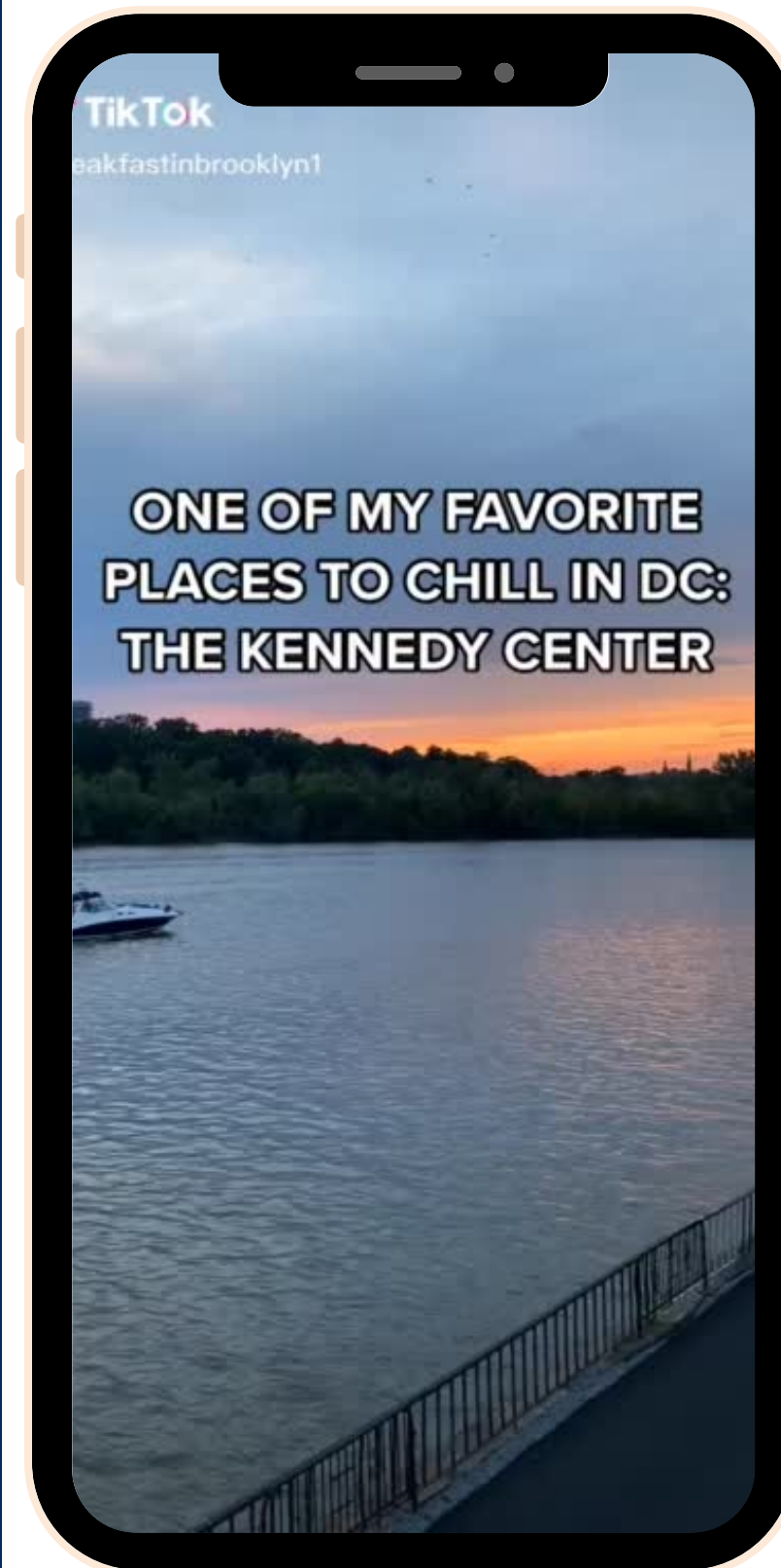
TWITTER & TIK TOK

Twitter Plan of Action:

- Utilize Hashtags & Follow Trends
 - Focusing on trending topics and pop culture references related to events
 - Engage with audience and be authentic
- Pose questions that target ZMOT
 - "What is your favorite holiday location in DC?"
 - Encourage active engagement with Twitter polls
- Event tickets giveaway
 - Follow page, like tweet and retweet with comment
 - Boost presence and user interaction
- Storytelling through Twitter Fleets

Tik Tok Plan of Action:

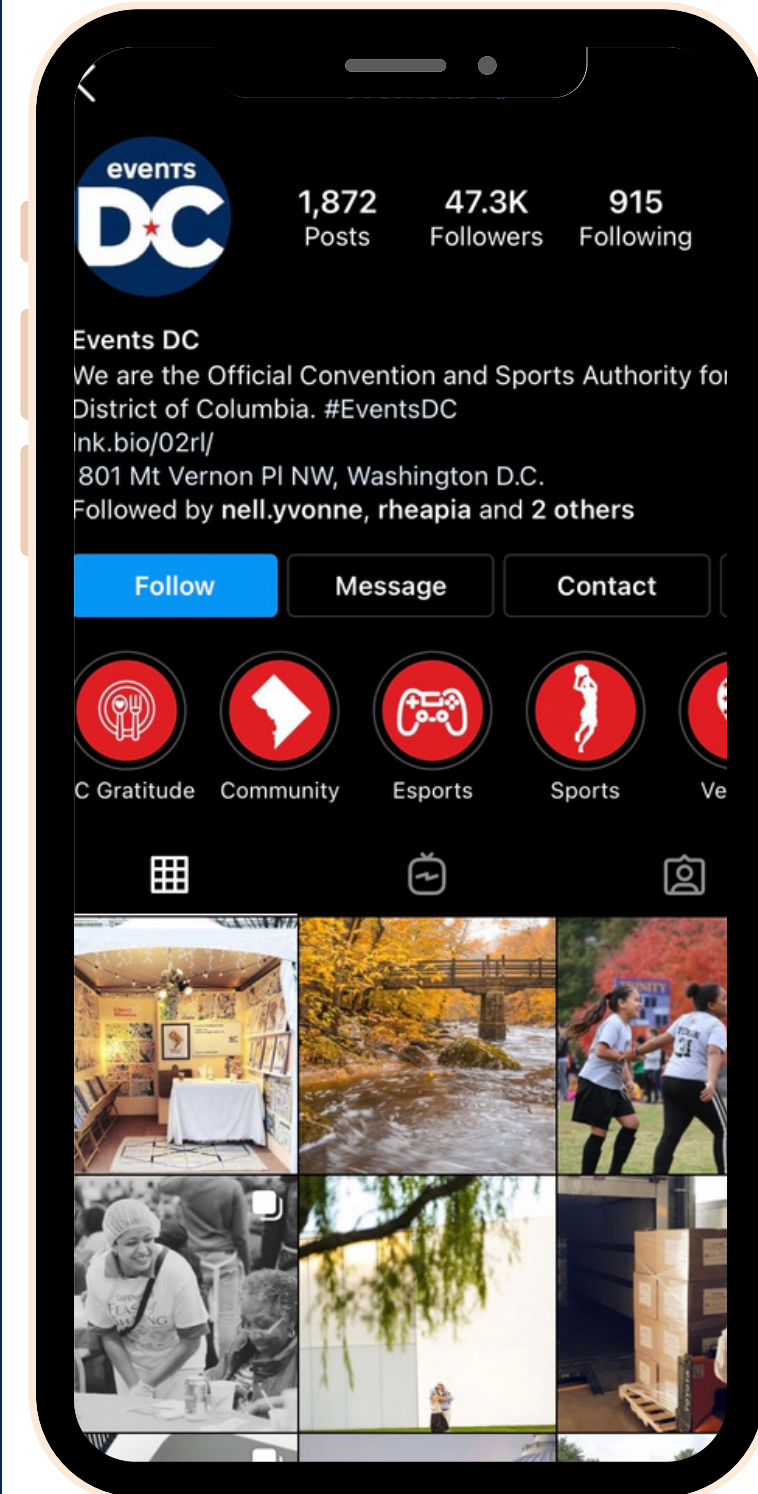
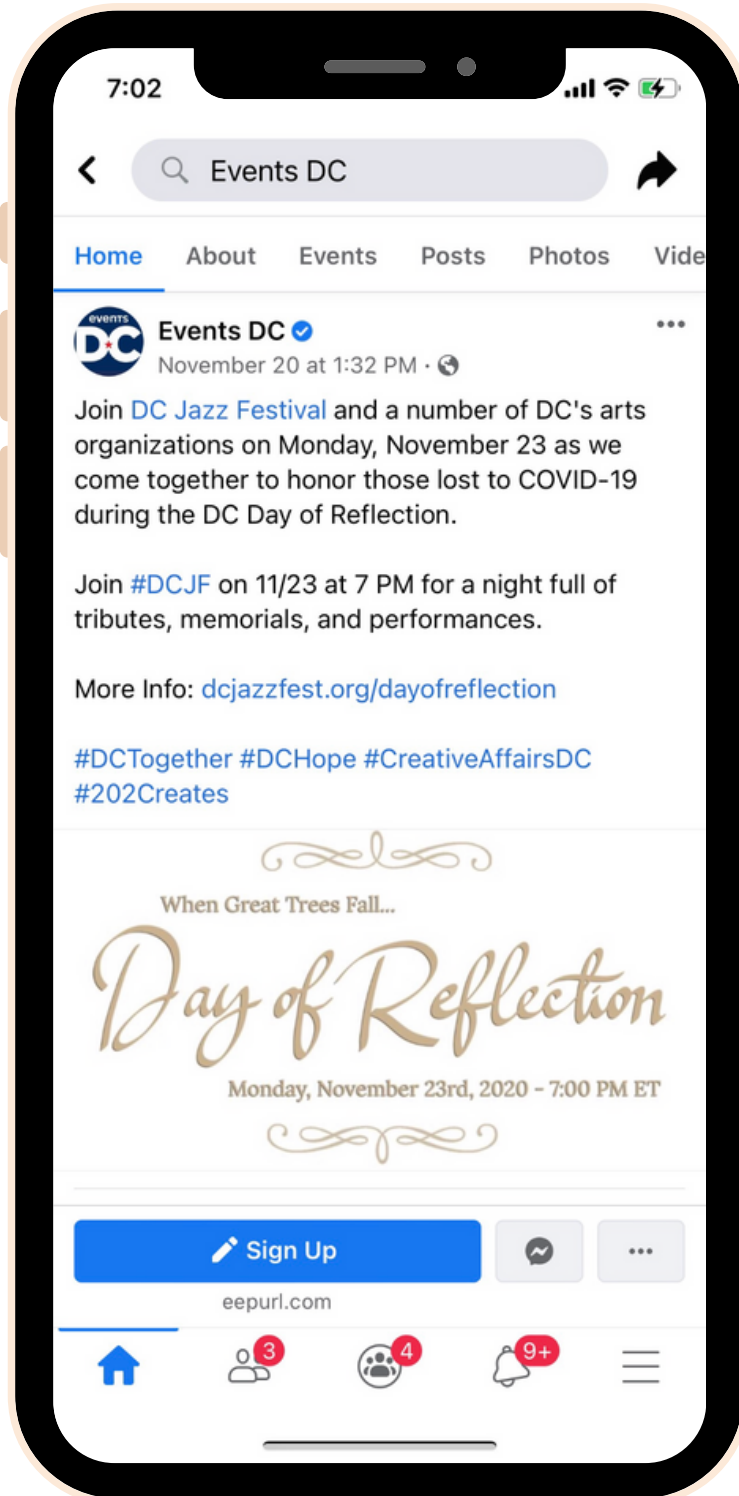
- Utilize Hashtags & Follow Trends
 - Follow trends like "put a finger down challenge," "Did you know?" trend
 - Engage with audience and be authentic
- Pose questions that target ZMOT
 - "What is your favorite holiday location in DC?"
 - Encourage active engagement through comments and shares
- Storytelling through Tik Tok style vlogs
- Partner with Tik-Tokers with large following



FACEBOOK & INSTAGRAM

Facebook and Instagram Plan of Action:

- Invest \$1,000 month-long promotion of events
 - Target FB and IG users in 20s-30s living in the DMV
 - Interested in parties, concerts, festivals and seasonal events
 - Facebook will feature heavy use of the "Events" feature
 - Instagram will predominantly use sponsored stories & feed ads
- Pose questions that target ZMOT
 - "What is your favorite memory from a DC holiday event?"
 - Encourage active engagement on post comments
- Event tickets giveaway
 - "Awareness" program
 - "Link Up & Tag" campaign
 - Tag Events DC on IG posts to be entered for prizes such as event tickets and things from local partners
 - Follow page, like post, leave a comment
 - Boost presence and user interaction



BUDGET

Category	Q1	Q2	Q3	Q4
Facebook Adve	\$1,000	\$1,000	\$1,000	\$1,000
Instagram Adv	\$1,000	\$1,000	\$1,000	\$1,000
Giveaway Prize	\$2,000	\$1,000	\$1,000	\$2,000
Google Ads (Ta	\$10,000	\$8,000	\$8,000	\$10,000
Out of Pocket	\$5,000	\$5,000	\$5,000	\$5,000
Labor	\$6,500	\$6,500	\$6,500	\$6,500

YEARLY TOTAL: \$96,000

BENCHMARK GOALS GROWTH

EXPECTED INCREASE

Twitter:

- 150 giveaway post retweets
- 300-400 user poll engagement

TikTok:

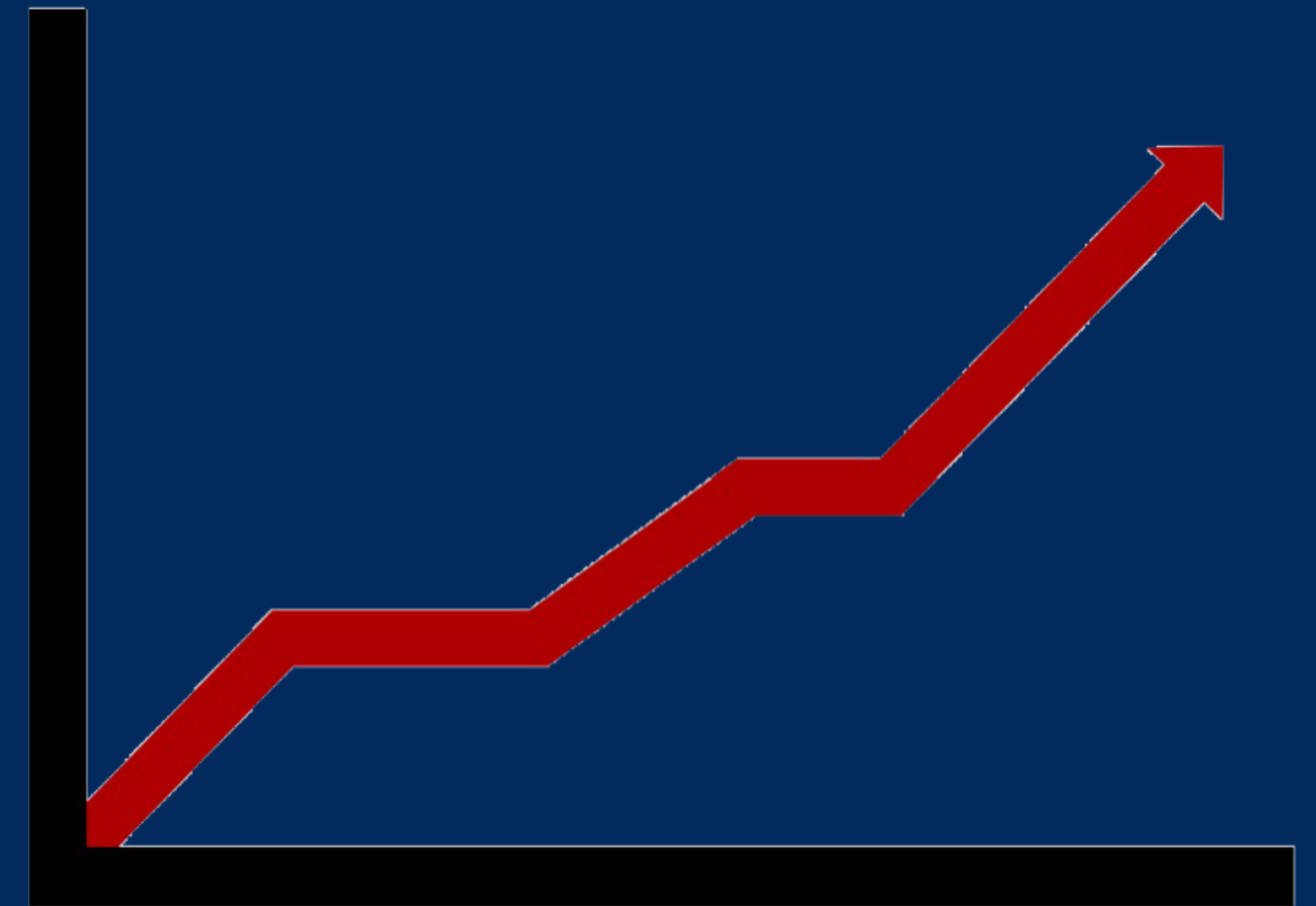
- Grow follower count to 1,500 in 3 months
- Feature on For You Page and "celebrity" reaction

Facebook:

- 30-50 comments per post
- 10-15 shares per post

Instagram:

- 25-30 tagged posts per month
- 15 story shares per post
- Feature on the Explore page



NEW TARGET MARKETS

UNIVERSITY STUDENTS

TOURISTS

TECH-SAVVY SENIORS

YOUNG PROFESSIONALS

HOUSEHOLDS

CASUAL USERS

CAMPAIGN CALENDAR

WHERE WE'RE HEADING

DECEMBER

HOLIDAY CAMPAIGN

Christmas Movie Drive-in at
RFK Stadium.

Tag us in your post on
Instagram for a chance to win
holiday basket (eggnog, candy
canes, DC local restaurant gift
certificate).

JANUARY

HELLO 2021

Share on Twitter your goals
and what events you're most
excited for in the New Year.

FEBRUARY

BLACK HISTORY IN DC

Black History Month Panel
hosted on Facebook LIVE with
NAACP leaders, Black
business owners and Black
community leaders from the
DC area

MARCH

WOMEN IN POWER

TikTok challenge of the month:
create a TikTok discussing which
woman has had the greatest
impact on your life for a chance to
win tickets to Jazz Festival.



WE MAKE DC HAPPEN!





Online Social Media Guidelines

INTRODUCTION

Every day, people discuss, debate and embrace the Events DC brand and our venues in thousands of online conversations. We recognize the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way. **These Online Social Media Guidelines have been developed to help empower our team members to participate in this new frontier of marketing and communications, represent our Organization, and share the optimistic and positive spirits of our brand.**

The vision of the Organization to achieve sustainable growth online and offline is guided by certain shared values that we live by as an organization and as individuals:

- **LEADERSHIP:** The courage to shape a better future;
- **COLLABORATION:** Leveraging our collective genius;
- **INTEGRITY:** Being real;
- **ACCOUNTABILITY:** Recognizing that if it is to be, it's up to me;
- **PASSION:** Showing commitment in heart and mind;
- **DIVERSITY:** Being as inclusive as the events we host; and
- **QUALITY:** Ensuring what we do, we do well.

These **Online Social Media Guidelines** are intended to outline how these values should be demonstrated in the online social media space and to guide your participation in this area, both when you are participating personally, as well as when you are acting on behalf of the Organization. It is critical that **we always remember who we are (a marketing Organization) and what our role is in the social media community (to build our brand and venues)**. The same rules that apply to our messaging and communications in traditional media still apply in the online social media space; simply because the development and implementation of an online social media program can be fast, easy, and inexpensive doesn't mean that different rules apply.

The Organization encourages all of its associates to explore and engage in social media communities at a level at which they feel comfortable. **Have fun, but be smart.** The best advice is to approach online worlds in the same way we do the physical one – by using **sound judgment** and **common sense**, by adhering to the Organization's values, and by following the **Code of Conduct** and all other applicable policies.

ORGANIZATION COMMITMENTS

The Organization adheres strongly to its core values in the online social media community, and we expect the same commitment from all Organization representatives – including Organization team members, and team members of our agencies, vendors, and suppliers. Any deviation from these commitments may be subject to disciplinary review or other appropriate action.

The Five Core Values of the Organization in the Online Social Media Community

1. **Transparency** in every social media engagement. The Organization does not condone manipulating the social media flow by creating "fake" destinations and posts designed to mislead followers and control a conversation. Every Web site, "fan page", or other online destination that is ultimately controlled by the Organization must make that fact known to users and must be authorized according to applicable internal protocols in order to track and monitor the Organization's online presence. We also require bloggers and social media influencers to disclose to their readers when we're associating with them, whether by providing them with special access or hosting them at Organization events, and we need to monitor whether they are complying with this requirement.
2. **Protection** of our consumers' privacy. This means that we should be conscientious regarding any Personally Identifiable Information (PII) that we collect, including how we collect, store, use, or share that PII, all of which should be done pursuant to applicable Privacy Policies, laws and IT policies.
3. **Respect** of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user-generated content (UGC). How exactly you do this may depend on your particular situation, so work with your cross-functional teams to make informed, appropriate decisions.
4. **Responsibility** in our use of technology. We will not use or align the Organization with any entities or Web sites that deploy the use of excessive tracking software, adware, malware or spyware.
5. **Utilization** of best practices, listening to the online community, and compliance with applicable regulations to ensure that these Online Social Media Guidelines remain current and reflect the most up-to-date and appropriate standards of behavior.

ORGANIZATION AND AGENCY TEAM MEMBERS' ONLINE SOCIAL MEDIA ACTIVITIES

The Organization respects the rights of its team members and its authorized agencies' team members to use blogs and other social media tools not only as a form of self-expression, but also as a means to further the Organization's business. It is important that all team members are aware of the implications of engaging in forms of social media and online conversations that reference the Organization and/or the team member's relationship with the Organization and its brand and venues, and that team members recognize when the Organization might be held responsible for their behavior.

Our Expectations for Team Members' Personal Behavior in Online Social Media

There's a big difference in speaking "on behalf of the Organization" and speaking "about" the Organization. This set of **five (5) principles** refers to those **personal or unofficial online activities** where you might refer to Events DC.

1. **Adhere to the Code of Conduct and other applicable policies.** All Organization team members, from the President and CEO to every intern, are subject to the Organization's Code of Conduct in every public setting. In addition, other policies, including the Information Protection Policy and the Event Publicity Policy, govern team members' behavior with respect to the disclosure of information; these policies are applicable to your personal activities online.
2. **You are responsible for your actions.** Anything you post that can potentially tarnish the Organization's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgement and common sense.
3. **Be "on the lookout" for compliments and criticism.** Even if you are not an official online spokesperson for the Organization, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the Organization or its venues online that you believe are important, consider sharing them by forwarding them to brandmgmt@eventsdc.com.
4. **Let the experts respond to negative posts.** You may come across negative or disparaging posts about the Organization or its venues, or see third parties trying to spark negative conversations. Unless you are a certified online spokesperson, avoid the temptation to react yourself. Pass the post(s) along to our Brand Management team who are trained to address such comments, at brandmgmt@eventsdc.com.
5. **Be conscious when mixing your business and personal lives.** Online, your personal and business personas are likely to intersect. The Organization respects the free speech rights of all its team members, but you must remember that clients, colleagues, and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended for just friends and family can be forwarded on. Remember NEVER to disclose non-public information of the Organization (including confidential information), and be aware that taking public positions online that are counter to the Organization's interests might cause conflict.

Our Expectations for Online Spokespeople

Just as with traditional media, we have an opportunity – and a responsibility – to effectively manage the Organization's reputation online and to selectively engage and participate in the thousands of online conversations that mention us every day. The following **nine (9) principles** guide how our Certified Spokespeople should represent the organization in an online, official capacity when they are speaking "**on behalf of the Organization:**"

1. **Be certified in the Online Spokesperson Program.** All team members who wish to officially represent the Organization online must complete the Brand Management team's Online Spokesperson Program prior to beginning or continuing these activities.

2. **Follow our Code of Conduct and all other Organization policies.** Our Code of Conduct provides the foundation for these Online Social Media Guidelines: "As a representative of [the Organization], you must act with honesty and integrity in all matters." This commitment is true for all forms of social media. In addition, several other policies govern your behavior as an Organization spokesperson in the online social media space, including the Information Protection Policy and the Event Publicity Policy.
3. **Be mindful that you are representing the Organization.** As a representative of the Organization, it is important that your posts convey the same positive, optimistic spirit that the Organization instills in all of its communications. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on the Company.
4. **Fully disclose your affiliation with the Organization.** The Organization requires all team members who are communicating on its behalf to always disclose their name and their affiliation. It is never acceptable to use aliases or otherwise deceive people. State your relationship with the Organization from the outset, e.g., "Hi, I'm Juan and I work for Events DC..." This disclosure is equally important for any agency, vendor, partner and/or third party who is representing the Organization online. They must disclose that they work "with Events DC."
5. **Keep records.** It is critical that we keep records of our interactions in the online social media space and monitor the activities of those with whom we engage. Because online conversations are often fleeting and immediate, it is important for you to keep track of them when you're officially representing the Organization. Remember that online Organization statements can be held to the same legal standards as traditional media communications. Keep records of any online dialogue pertaining to the Organization and send a copy to brandmgmt@eventsdc.com.
6. **When in doubt, do not post.** Team members are personally responsible for their words and actions, wherever they are. As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of the Organization. Exercise sound judgment and common sense, and if there is any doubt, DO NOT POST IT. In any circumstance in which you are uncertain about how to respond to a post, send the link to brandmgmt@eventsdc.com.
7. **Give credit where credit is due and don't violate others' rights.** DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilizing their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).
8. **Be responsible for your work.** The Organization understands that team members engage in online social media activities at work for legitimate purposes and that these activities may be helpful for Organization affairs. However, the Organization encourages all team members to exercise sound judgement and common sense to prevent online social media sites from becoming a distraction at work.
9. **Know that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be

squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.