**Social Media Coordinator Report**

I have outlined what the Social Media Coordinator role entails.

Responsibilities:

* Agreeing a social media schedule from March (sign up) to September which will include:
  + Collating all of the member information and images to create a post for each member of NEOS 2022 (approx. 300 members). Image, statement, Venue No., Link to Artist Search on website, hashtags.
  + Production and posting of discipline videos and reels using material supplied by members at sign up (approximately 30)
* Analysing effectiveness of social media outlets and reporting back to the committee with recommendations twice yearly –September 2022 and March 2023
* Manage and maintain social media email account and drop box
* Co-ordinate with social media response teams as needed.

Summary of Points for NEOS 2022:

* Scheduling
* Individual Member’s [social media] posts
* Discipline Videos
* NEOS 2022 Social Media Insights
* Overview

Full Report:

**Scheduling**

Working back from the date of the actual event, we work out a schedule based on how many members we have and how many discipline videos are required.

We like to finish the social media campaign 7 days before the event so that we can post the countdown graphics, which meant the videos had to stop on 2nd September. We had 30 Discipline videos, 2 posts a day (including 2 x countdown graphics) so this meant the video posts had to start on 18th August. We then calculated back for 3 posts a day for our 288 members (7am, 1pm and 7pm), resulting in our Social Media Campaign starting on 14th May.

We decided to just run the campaign in numerical order this year. We have previously scheduled these in geographical order, but this takes further time to calculate and we’re not sure if the ‘route’ taken comes across to our audience.

**Individual Member’s Posts**

288 individual posts were created as part of NEOS 2022 Social Media Campaign. These were posted over both of our Social Media Channels (Facebook and Instagram). Collating all of the information provided by members and links created from the NEOS Website, takes approximately 10-15 minutes per post to prepare and schedule (in line with the schedule mentioned above). This may not seem like a lot of time, but when you multiply it by 288 members it’s between 48 and 72hrs total.

**Discipline Videos**

We made the decision to only post 1 set of videos for this years campaign. In previous years we’ve posted ‘sneak peek’ videos at the start of the campaign and ‘Discipline Videos’ at the end of the campaign. Based on comments from members, it was suggested that it was perhaps too many videos as there was understandably an overlap in information.

The feedback from this years campaign has been very positive. Our plan going forward is to stick with the 1 set of Discipline Videos at the end of the campaign.

Preparing the videos was a highly time consuming task (especially the first video). As I hadn’t previously made the videos, it was a bit of a learning curve for me. The members images had to be divided into folders of discipline and calculations had to be made as to how many images could be in every video (10 images MAX).

Excluding the learning curve of the 1st video, each one took approximately an hour to make. Importing the images into imovie, labeling each image in the video, transitioning each image into the next and adding appropriate music took the majority of the time.

Once the videos were created, they had to be exported into another app to crop the video to be a square format so that they could be posted on both of our Social Media Platforms (only square videos/images can be posted on Instagram).

After all of the videos had been created, they then had to be scheduled. This wasn’t as simple as the member’s individual posts, as ‘content’ had to be written for each video post.

My suggestion going forward is that the creation of the discipline videos not be included in the Social Media Contract. It would be preferable if this job was the responsibility of another member of the team. The Social Media coordinator can then post them.

We also researched creating the videos using “Reels” as we felt this would be a useful skill to learn and pass on to our members. Unfortunately, “Reels” cannot be scheduled, which meant it wasn’t feasible to create 30 reels and post in real time (as mentioned above, it takes time to create the videos and we do not have the volunteer hours to do this in real time)

**NEOS 2022 Social Media Insights**

Content (posts) -

Our top 3 posts – *See Slide*

**Top post** had a reach of 10,540 and 417 reactions (this includes likes, comments and shares)

**2nd best** had a reach of 7,766 and 440 reactions

**3rd best** had a reach of 7,256 and 244 reactions

Our top 3 videos – *See Slide*

**Top Video** had a reach of 2.6k and 1.1k views

**2nd best** had a reach of 2.2k and 639 views

**3rd best** had a reach of 2.1k and 741 views

If you would like to know the insights for your individual post or your specific discipline video, just let us know and we can provide that information for you.

Overall Page insights

We have measured this from May 14th – September 18th (the duration of the social media campaign and NEOS 2022)

**Reach** – See *Slide*

This is the number of people who saw any content from our page or about our page, including posts, stories, ads, social information from people who interact with our page and more.

**Page and Profile Visits** – *See Slide*

**New Likes and Follows** – *See Slide*

**Overview**

Overall, we’ve had very positive feedback based on this year’s Social Media Campaign. Our Members have liked and shared content from our page, which has helped our page grow in reach and followers.

We hope you are all in agreement with the processes we currently have in place. Please let us know if you have any ideas or practices you use that may be beneficial to us.

Thank you.