

TO: CITY ARTS COMMISSION

FROM: Tim Hetherton, Library Services Director
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PREPARED BY: Francine Jacome, Administrative Support Technician

TITLE: Importance of Social Media marketing

RECOMMENDATION:

Staff recommends that the City Arts Commission increase its usage of social media platforms as a marketing tool for cultural events sponsored by the City of Newport Beach.

DISCUSSION:

The City Arts Commission currently maintains accounts on three social media platforms: Facebook, Twitter and Instagram. Each of these is a valuable—and free, or relatively inexpensive – tool for promoting the various cultural arts events organized by the Commission and presented throughout the City of Newport Beach. However, they are underutilized and, at times, posts are outdated.

Social media is a valuable tool to create brand recognition and increase visibility. In order to take advantage of the benefits and reach a larger target audience, it is vital that these platforms be maintained and updated on a regular basis. In this way, their full potential can be exploited and resulting in a reliable source for disseminating information to the community.

Furthermore, by integrating the use of tags during public events, attendees can feel directly involved and connected beyond the role of spectator and can interact with other community members by sharing their images and comments. These tags do not only reach those in attendance, but also people at large who follow them, creating a multiplying effect that increases traffic. Additionally, interacting with customers via social media creates a “humanizing element”, which creates more opportunities for these customers to convert.

The average cost of social media marketing ranges from \$0 – if only increasing the frequency of posts and updates – to a controllable amount, if using promotional ads, which are budget-based. The business determines a budget for each ad and the duration of its run. Based on the platform, the ad will stop running when either the budget is met or the end date has been reached.

ATTACHMENT A: Forbes Contributor article “The Top 10 Benefits of Social Marketing” by Jayson DeMers

NOTICING:

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Arts Commission considers the item).