

UTAH VOICES: Social Media Recommendations Report

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Executive Summary

This report recommends solutions using social media as a means to address brand neutrality, market saturation, and low engagement for Utah Voices by emphasizing the organization tagline and connecting with both internal and external audiences through the Facebook page. This report recommends integrating social media into the overall branding strategy over an 18–24-month period. Social media is one of the key elements to connecting with a greater portion of the community.

Below are some of the challenges and recommendations for connecting with the community presented in the report:

Challenges:

- Brand neutrality.
 - The organization is in its sixth season and is largely an unknown organization.
- Need to stand apart from the competition.
 - There is heavy market saturation for community groups. Along the Wasatch Front, there is a minimum of seven major community music organizations, plus smaller community groups, local schools and of course the professional groups in existence, that competing directly for the same target audience as Utah Voices.
- Low social media engagement.
 - Utah Voices Facebook page has 1,063 likes, but only eight-page visits, and over the last six months, negligible shares and comments.

Recommendations:

- Connect with the community by:
 - Utilize the organization tagline in social media and written communications.
 - Establish **the organization's** value in the community as a leading resource of information.
 - Increase social media engagement seventy-five percent in 18–24 months through organization member participation.

The following recommendations for connecting with the community, using social media, are a result of a Market Research Analysis:

- Connecting with the external community
- Connecting with the internal community
- Connecting with both audiences—**“Creating a Community of Song”** clarifies the type of organization and mission of Utah Voices. Utilizing and emphasizing the tagline by adding it to the Facebook cover photo and email signatures of key artistic staff and Board of Directors will bring more attention to the tagline

A 75-percent increase in Facebook engagement is both realistic and achievable over the next 18–24 months. Measuring the increase can be done by monitoring the statistics provided to organizations for their pages. Some of these insights include Engagement and Reach, Page and Tab visits, Page Likes, Posts, People (demographics).

Social media is a low financial investment medium; however, there is a time commitment involved. This plan outlines phases to integrate social media by degrees. The suggestions can be executed in as little as thirty minutes per day and with time, many steps can be automated. As with all steps for improvement, there is natural resistance. Below are some possible points of resistance and answers to overcoming resistance.

Resistance:

- Social media needs time and attention, a little tender loving care—if you will.
- Professional stigma is still associated with using social media—the use of is thought of as a **“spare time” or “fun” medium; it is underutilized and underappreciated in a professional setting.**
- A fair percentage of Utah Voices membership will have reasons **not to participate: “I’m not sure how to work the technology” or “I’m too busy” or “Someone else will do it”, etc. Many of these types of objections are from a position of discomfort.**
- Parts of the internal audiences will require training on the simple steps to share and comment on posts to increase awareness of Utah Voices. Rehearsal time is a premium when learning music.
- Consistency is a necessity when utilizing social media, especially in the beginning. The effort is ongoing and can feel daunting when looking at the big picture.

Overcoming the resistance:

- Social media should be viewed literally as a networking venue and building relationships. It is a digital medium, but the relationships are key to building an ongoing audience.
- Automated tasks in the process will help to reduce the dread when thinking about the ongoing nature of social media.
- Step-by-step instructions can be provided and posted on the website behind the login for members.
- A short presentation, 5–7 min, can be given once a year at the beginning or end of rehearsal that will help keep it **fresh in members’ minds how to share.**
 - A short presentation and providing step-by-step instructions will allow members to become familiar at their own pace and help to alleviate the discomfort of technology and new skills.
- Social media is all about relationships, not about sales. It is one of the best forums to get recommendations for almost anything.

A result of increasing social media engagement, particularly Facebook—as part of the overarching branding strategy—Utah Voices may see the following outcomes:

- Increased awareness
- Positive feelings toward Utah Voices
- Increased ticket sales

The Utah Voices’ brand will stand out, among the competition, in the community.

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Social Media Recommendations for Utah Voices

Key Terms and Tools

Here are some key terms that will help clarify the use of terms within this report:

External Community–This term is used to describe any individual or group who is not directly involved with Utah Voices. An individual may also be a musician and still considered to be part of the external community if they do not have direct involvement with the organization.

Internal Community–This term is used to describe any individual directly associated with Utah Voices - whether they are part of the choir, the artistic staff, and board of directors or ongoing volunteer.

Here are some helpful tools and resources that may be helpful in integrating the suggestions in this report:

- Google Calendar–a great tool to track content schedules and create reminders about posting.
- Spreadsheet–this will be essential in helping to manage content and ideas.
- Dropbox–a helpful tool and resource for storing and managing files and images that need to be shared between members of the organization.
- Facebook Insights–a great tool provided to help track efficacy and reach of content within this platform.

Introduction

Due to the rapid growth and effectiveness of social media, businesses and organizations need to reach their audiences using new mediums and technology, branching out from traditional marketing and communications. Integrating new technologies and mediums into existing forms of communication will provide opportunities to create far-reaching and more effective messages.

While reviewing **Utah Voices'** website and Facebook page, I kept thinking, "**Utah Voices is in their sixth season, and I just** recently learned about them because of my association with a member of the artistic staff?" The lack of brand and organization awareness is surprising, given the fact that Utah Voices has a strong board of directors, a talented artistic staff, and a surprisingly large participant base. Integrating social media into the main branding strategy is a great way to increase awareness and establish Utah Voices as a leader in conversations about community music.

Three strategic moves can help to increase Utah Voices' social media presence in such a manner to drive more traffic to the website and increase awareness of their organization. The more engaged a community is with an organization, the more support is provided–in terms of ticket sales, donations, conversations about the cause and purpose of the group and more.

1. *Connect with the External Community*–Utah Voices posting pattern is directly centered on their performance schedule and recruitment after performance cycle. A consistent timeline, schedule, and content outline will help establish Utah Voices as a leading resource for information about current issues, performances and how to be involved.

2. *Connect with the Internal Community*—Utah Voices has many “likes” for their Facebook page, but very few shares or page visits. Creating a way to engage Utah Voices members in social media campaigns will increase the community engagement of the page. As well as **engage participants’ personal networks**; with the goal being to increase engagement by seventy-five percent.
3. *Connect with Both Communities Using the Tagline*—Utah Voices Facebook page does not offer a clear description of the organization to outside viewers at a quick glance. The fantastic tagline, when paired with the cover photo, provides a clear understanding of the organization. Integrated into other organization communication would be helpful as well.

Utah Voices is one of the premier community music groups in Utah and is in a great position to improve its social media reach and drive additional support for their organization.

Recommendations: Connect with the Community

Connect with the External Community

“The new way to sell is not to sell at all,” says Lon Safko, in his book *The Social Media Bible: Tactics, Tools & Strategies for Business Success*. He continues, “Social media marketing is all about listening first, understanding the conversation, and speaking last ... Whether it’s a social network like Facebook or LinkedIn, Twitter or blogging, it’s about participating in that conversation and being there with a relationship when your prospect is ready to buy” (p. 5–6). The projected outcome in the following phases is to increase Utah Voices Facebook activity in a consistent, strategic and purposeful manner. Google Calendar is a great tool to track content and create reminders for posting.

In this section are four phases to help prepare and then connect with community members outside of Utah Voices.

1. Distribute and collect information to prepare for phase four
2. Schedule and type of posts for advertising concerts
3. Create posts for different audiences to establish Utah Voices as leading resource about community music happenings and issues
4. Merge phases 1–3 in a consistent manner

Phase One:

Seventy-one percent of respondents in a basic market research survey agreed that they expect to see members of a community group highlighted on the Facebook page (see Appendix A, p. 18). This phase creates action in response to that expressed expectation.

Collect short, answered questionnaires and headshots from each member, member of the board of directors and staff member. Use a suggested resource like Dropbox to store until used in Phase Four, to highlight participants, staff and board members.

Cost: NONE.

Time Commitment: MODERATE. Distribution and following up on collection can be time-consuming. 4-6 weeks to distribute and collect.

- Four to five short essay question format.
- Distribute digitally.
- Collect digitally, including photos.

Phase Two:

Create concert advertisement posts and schedule of posts. This is a key component of integrating social media.

Eighty-five percent of respondents in a basic market research survey responded that they expect to see performances advertised on a Facebook page of a community music group (see Appendix B, p. 18).

Cost: NONE—unless social media tasks are hired out.

Time Commitment: LOW. About 30 minutes a week, or an hour once to schedule posts for concert cycle. Use this for all concert cycles; begin using with the next concert cycle.

- 4-6 weeks before concert post the concert information: date, time, location, any unique information such as guests, major works, fun trivia and tickets are available. Post a link to ticket sales. *Use poster artwork as a visual.*
- 3 weeks before concert **post a “Did you know ...”** - style post with concert notes about music being performed and mention that tickets are still available. Post a link to ticket sales. *Use a picture of the composer, guest artist/conductor to increase visual appeal to post.*
- 2 weeks before concert repeat the original post with date, time, location; any unique information; and tickets are available. Post a link to ticket sales. *Use the poster artwork again as a visual.*
- 1 week before the concert begin posting every other day a reminder about the concert - date time, location and tickets are still available with a link to the tickets.
- 2-3 days before the concert begin post 3-4 posts per day about the concert with some fun trivia. *Use catch phrases like “It’s not too late to get tickets” or “Tickets are still available” to catch readers attention.*
- Night of the concert (after the concert) post a thank you to the musicians who performed (in the choir as well as any accompanying guest musicians) and for all who attended the concert. *Use a photo of backstage preparation or dress rehearsal.*

- 2–3 days after the concert post another thank you to the performers and audience with **something similar to “Couldn’t come? Catch us at our next performance.”** List the date and time. Think of it as a save the date post. *Include a photo from the performance or post-performance.*

Phase Three:

The tasks in this phase will begin to set Utah Voices apart from other community music. Some of the tasks are altruistic and may not have a clearly measurable return on the time invested. However, the actions will help to establish Utah Voices as a reputable resource of information about community happenings. *It may be reciprocated by other organizations, but, it is best not to plan on reciprocal behavior.*

Results from a Market Research Analysis indicate that Facebook users expect organizations to provide educational information. In fact, thirty-seven **percent responded “strongly agree”** that they expect to see **educational information when viewing community music groups’ Facebook pages.** (See Appendix B, p. 19.)

The actions outlined below are to increase and create meaningful content by posting and sharing music, and music education advocacy **and “op-ed” articles and links**, as well as promoting other organizations’ performances, pages, etc. The result will create goodwill between organizations, and establish that **Utah Voices is “in the know” and a good resource of information.**

Cost: NONE.

Time Commitment: LOW. Often times this is simply reposting a source already available. A good starting point for the schedule of posts is 1–2 times per week, working up to about 10 minutes a day. Begin this phase September 2015, at the beginning of the 2015–16 season. *Delaying until next season allows time to gather and organize articles and links and begin watching other organizations’ Facebook pages for good resources.*

- **Promoting other organizations’ performances and Facebook pages** is a good way to network **with market competition and build “alliances”** with those organizations, including national organizations. A market research survey showed that sixty-nine percent of respondents expect to see similar organizations promoted on the Facebook page of a community music group (see Appendix B, p. 19).
 - Potential local partners could include:
 - Salt Lake Wind Symphony
 - American Festival Choir and Orchestra
 - New American Philharmonic
 - Ogden Chamber Orchestra
 - Utah Wind Symphony
 - Legacy Music Alliance

- Utah Symphony
 - Utah Music Educators Association
 - Deer Valley Music Festival
 - Red Butte Gardens concert series
- Potential national partners (or at least local chapters) could include:
 - American String Teachers Association
 - American Choral Directors Association
 - National Association for Music Education

Phase Four:

Create a consistent schedule of posts for each day of the week. This phase integrates phases one and three into one strategy, in addition to continuing phase two. I recommend waiting until September 2016 to begin; doing so will allow the use of Facebook to become an integrated element of branding strategy without becoming too overwhelming.

Cost: NONE.

Time Commitment: MODERATE. A good guideline is about thirty minutes/day or 2.5 hours/week. In order to complete these suggestions, it will require some advanced planning to make sure outlined content is gathered.

For example:

"Meet a Musician Monday"—use the questionnaires and headshots gathered from members, staff and board of directors to introduce Utah Voices participants to the community on an individual basis. Begin using hashtags is a fun way to increase excitement about posts and track posts of the same type. Some possible hashtags include #MeetaMusician #UtahVoicesmember or #CreatingaCommunityofSong. *Similar hashtags can be used for posts for each day of the week.*

"Take a Stand Tuesday"—highlight music and music education advocacy issues, and emphasize them by using research and statistics available that support music and music education as an important component of communities.

"Work Together" or "Win Together" Wednesday—promote or highlight a community partner from Phase Three. The subject of the post could be an organization, a director or upcoming concert. Posts should focus on building the community through awareness of these type of events, and emphasize how they are a great part of the culture.

"Throwback Thursday"—join the already established **social media campaign**. Use **"Throwback Thursdays"** to engage internal and external audiences alike. Use a picture from a concert or

rehearsal with the caption/post “Remember when ... *[insert a statement relevant to the picture]* and invite comments about memories. *Tip: keep remembrances short.*

“Friday Feature”—recognize donors, benefactors or community supporters that make it possible to **“Create a Community of Song”** or choose a mixture of any of the other types of posts, especially highlighting those participating with Utah Voices.

“Sing it Saturday”—post short video clips of concerts or rehearsals. With smartphones readily available, this should be a matter of choosing and posting a clip. It does not need to be professional production quality, just able to hear the music.

Automation tip—Facebook allows for a business and/or organization pages to schedule posts out in advance. Choosing to schedule posts in advance allows the point person to gather, organize and post in advance and may help simplify the overall time needed to maintain a consistent social media presence.

Section Summary:

Using increased social media—particularly Facebook—to build relationships with target audiences and help establish Utah Voices as a reputable resource in the community. Accomplished through four phases:

1. Distribution and collection of information in preparation for phase four.
2. Schedule and type of posts for advertising concerts.
3. Types of posts to establish Utah Voices as leading resource about community music happenings and issues.
4. Method for merging phases 1–3 in a consistent manner.

Implement Phase One as soon as questionnaires can be assembled and distributed. Phase Two should be implemented for the next concert cycle. Phase Three should wait to be implemented in September 2015 at the start of the 2015–16 season. Phase Four should be implemented in September 2016 at the beginning of 2016–17 season. These phases serve as a template and pattern for future social media strategy. Content needs to be continually updated, reflecting current research and trends supporting music, and music education. Hashtags, photos, and artwork are great methods to increase interest in posts. Facebook also has algorithms that give higher priority to posts with photos and images.

Social media is a top resource for users to find information about almost anything. Presenting Utah Voices as a leading and reputable resource on social media helps to create goodwill in the community and drive brand awareness.

Connect with the Internal Community

A wise man once told me, “People are almost always willing to help if you just ask them.” Asking someone to help is one of the most successful ways to achieve a desired outcome.

Participation by **Utah Voices’** members is the key to engaging **each person’s network**. Organization members may be engaged in the music, the cause and with each other – but in order to maintain audience retention that excitement needs to translate into active communication. The goal is to increase social media engagement seventy-five percent using Utah Voices membership participation.

In this section, you will find suggested statistics to track, where to locate them in Facebook, as well as five phases to connect with Utah Voices membership.

1. Ask Utah Voices Members to share the **Facebook page with their “Friends.”**
2. Ask members to begin sharing posts about upcoming concerts.
3. Ask members to begin sharing posts about community partners.
4. Ask members to begin commenting on Facebook posts, especially those posts with a throwback or memory element to them.
5. Ask Utah Voices Members to share photos and videos, and tag Utah Voices in them.

Monitoring the publically visible page “Likes” and page visits help to evaluate the effectiveness of social media efforts. Below are statistics to consider monitoring and tracking engagement. These are **found under the “Insights” tab at the top of the organization page and viewable by page Admins.**

- Under Engagement or Reach heading:
 - Post “Likes”, Comments and Shares
 - Hide, Report as Spam and Unlikes
 - Total Reach–Organic vs. Paid (boosting posts)
- Page and Tab visits
- Page Likes:
 - Total Page Likes as of Today
 - Net Likes
 - Where Your Page Likes Happen
- Posts–*This tab will be particularly valuable as you establish community value and worth as a leading resource.*
- People–*basic demographics*
 - Your Fans
 - People Reached
 - People Engaged
 - Check-ins

Phase One:

Ask Utah Voices members to share **the Utah Voices Facebook page with their “friends.”** This may require a little bit of training on how to do so.

Cost: NONE.

Time Commitment: LOW. An initial quick training 5-7 minutes explaining how to share a page and then posting the instructions on the website behind the login for members. It will also require occasional reminders about the task—maybe 1-2 times each season. *(See Appendix B.2-B.3 for step-by-step instructions.)*

Phase Two:

Ask Utah Voices members to begin sharing posts about upcoming concerts. This may require a little bit of training on how to do so.

Cost: NONE.

Time Commitment: LOW. An initial quick training 5-7 minutes explaining how to share a post and then posting the instructions on the website behind the login for members. It will also require occasional reminders about the task - maybe 1-2 times each concert cycle. *(See Appendix B.4 for step-by-step instructions.)*

Phase Three:

Ask Utah Voices members to begin sharing posts about community partners or “allied” organizations. This may require a little bit of training on how to do so.

Cost: NONE.

Time Commitment: LOW. An initial quick training 5-7 minutes explaining how to share a post and then posting the instructions on the website behind the login for members. It will also require occasional reminders about the task - maybe 1-2 times each season.

Phase Four:

Ask Utah Voices members to begin commenting on the Facebook page posts, especially ones that are throwback posts.

Cost: NONE.

Time Commitment: LOW. Announce once at the beginning of the season and then 1–2 reminders each season for new members of the organization.

Phase Five:

Enlist the members of Utah Voices as part of the social media team. Ask them to share their photos and videos from Utah Voices concerts and retreats on Facebook, **and tag "Utah Voices."** **This may require a little training** on how to do so.

Cost: NONE.

Time Commitment: LOW. An initial quick training 5–7 minutes explaining how to post pictures and videos and tag others. Post the instructions on the website behind the login for members. It will also require occasional reminders about the task—maybe 1–2 times each season. *(See Appendix B.5–B.6 for step-by-step instructions.)*

Section Summary:

Engaging Utah Voices' members as part of the social media team is key to accessing each person's network. This is accomplished in five phases that layer participant involvement in baby steps.

1. **Ask Utah Voices Members to share the Facebook page with their "Friends."**
2. Ask members to begin sharing posts about upcoming concerts.
3. Ask members to begin sharing posts about community partners.
4. Ask members to begin commenting on Facebook posts, especially those posts with a throwback or memory element to them.
5. Ask Utah Voices Members to share photos and videos, and tag Utah Voices in them.

Statistical categories and statistics provided by Facebook in the **"Insights" tab** provide a method for evaluating the effectiveness of all Facebook activities.

Connect with Both Communities Using the Tagline

Utah Voices has a fantastic tagline—"Creating a Community of Song." Adding the tagline to the cover photo and using it as a signature line on posts whenever possible will create branding synonymous with the goal to be a community choir. It immediately clarifies Utah Voices as a community music group.

Consistent use will bring a "Pavlovian response" to the organization name and tagline. For example Nike—Just do it; Coke—Open happiness; Pepsi—You got the right one; **Campbell's Soup**—mmm good. The projected outcome is to have the organization name become synonymous with the tagline and seen as a community resource—driving brand awareness.

This section includes two steps to help better utilize the tagline – 1. Adding the tagline to the cover photo on Facebook and 2. Adding the tagline to email signatures of the artistic staff and key leadership. Each step is a short time investment, and there is no cost associated with implementing them.

1. Add the tagline to the cover photo on Facebook–The Utah Voices Facebook page requires some digging to learn about the group and how to join. A first glance at the Facebook page should allow non-group members to know that Utah Voices is a community music group and what to expect when visiting this page. Many visitors will not take the time to leave Facebook and explore the website.

Cost: NONE. This task can be done by anyone with Adobe Photoshop, Illustrator or InDesign or Microsoft Publisher.

Time commitment: LOW. About 10 minutes

- Create a watermark of the tagline to use on photos–easily visible, but not distracting (See Figure 1).
- Use the watermark on all cover photos.

Figure 1



2. Add the tagline and the Facebook page link to email signatures. (See Appendix B.1 for instructions on setting up email signatures.)

Cost: NONE.

Time commitment: LOW. 15 minutes to set up customized signature.

Section Summary:

Better utilizing the tagline will drive brand awareness. The two steps outlined above can be implemented in about 10-15 minutes and should be completed as soon as possible. There is low investment with potentially high return.

Conclusion

You can engage the community by communicating with and including them as part of the internal culture. Social media provides companies and organizations with tools for this type of engagement. Utah Voices is in a unique position—a great community music group with a good reputation, just largely unknown. If the organization can adopt the plan to capitalize on social media, especially their Facebook audiences, they will engage and communicate with their community and turn observers into customers in the form of greater community support.

The following three strategic moves are recommended to engage the community:

1. *Connect with the External Community.*
2. *Connect with the Internal Community.*
3. *Connect with Both Communities using the Tagline.*

Engaging the community will help to increase awareness of Utah Voices in the community. As the external community becomes more aware of Utah Voices and trusts them, as a community resource, additional traffic and awareness about the group will be reflected in the online engagement with audiences—both internally and externally. Ideally, ticket sales will follow as a secondary outcome to building relationships with the community. This engagement can be measured by monitoring and tracking Insights provided by Facebook. A healthy goal is to improve by seventy-five percent over an 18-24-month period.

As engagement through social media increases, the Utah Voices brand will become more recognizable and increase in credibility. Social media presence and improved branding will allow Utah Voices to establish their reputation as one of the premier community music groups in Utah.

APPENDIX A

Market Research

Client: Utah Voices

Artifact: Facebook page

Community Music Group Questionnaire

Conducted February 16-19, 2015

Administered randomly via Facebook and email link

Respondents: 102 completed responses

Project Object: Establish the efficacy and expectations of Utah Voice Facebook page.

Objective

While reviewing the social media presence for Utah Voices, I discovered there was potential identity confusion between the Facebook page and the website. It is difficult to discern what type of organization Utah Voices is from the Facebook page and the top three to four posts on the timeline do not offer enough information to motivate a viewer to visit the website.

The purpose of the survey was to establish how community music groups, particularly Utah Voices, fit into local communities and what expectations exist for interacting with these groups on social media. The responses establish a baseline of cultural value and social media expectations for community music groups.

Findings

Target Audience—77-percent of respondents feel community music groups are an important part of our community culture.

Expectations for Social Media Interactions –

Respondents expect community music groups to:

- Advertise performances
- Promote similar groups and performances
- Highlight participants, staff, and board of directors members
- Provide educational information
- Showcase guest artists and conductors showcased
- Direct people to their website and blog

Respondents are neutral about funny anecdotes, jokes, and memes

Support through Fundraising and Attendance –

- *Fundraising—in-kind and financial*: respondents are neutral toward fundraising through Facebook. Although more likely to donate time and services than finances.
- *Performance attendance*: respondents are likely to attend performances to support community music groups.

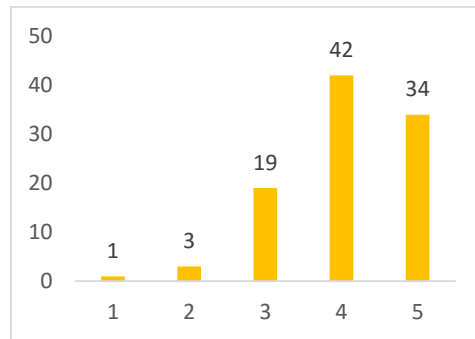
Recruitment—respondents are neutral, with a positive inclination, about joining a community group from Facebook.

Demographics—68-percent of respondents are between 26-40; 75-percent of respondents are female; 35-percent of respondents attend concerts 2-3 times a year and 56-percent of respondents are musically inclined.

Target Audiences

Q: Community music groups are an important part our community culture.

Rate 1-5; 1=Strongly disagree 5=Strongly agree



A respondent who does not value community music groups in the community culture and answered consistently negatively about supporting community groups; clearly, they are not part of the intended audience.

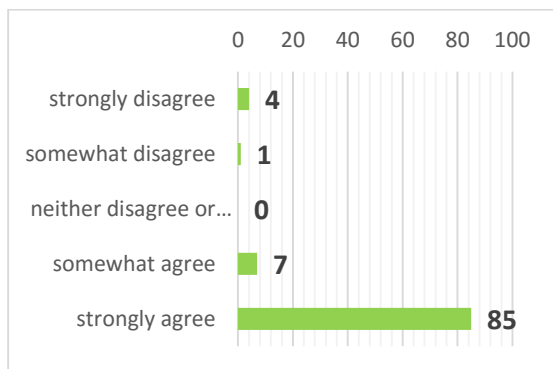
I reviewed a subset of the data—those responding that they strongly disagree that community music groups are an important part of our community culture. I looked at the answer to this question and compared it to questions about supporting community music groups. I opted to remove those responses from the data as they created an outlier effect and skewed the data.

One interesting insight I did discover, and originally interpreted as an inconsistency in the data, was not an inconsistency at all. I found a response that reported a low value for the importance of community music groups in the culture, but higher values in supporting, joining and attending performances. I included this response in the results because this response provides an interesting insight that some may view community music groups as a luxury in the community culture as opposed to an **important element of the core culture. I was only able to find this piece of information by viewing the subset of the “strongly disagree” data.**

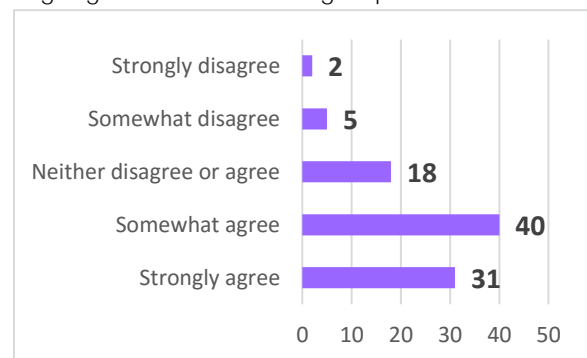
Expectations for Social Media Interactions

Q: A Facebook page for a community music group should:

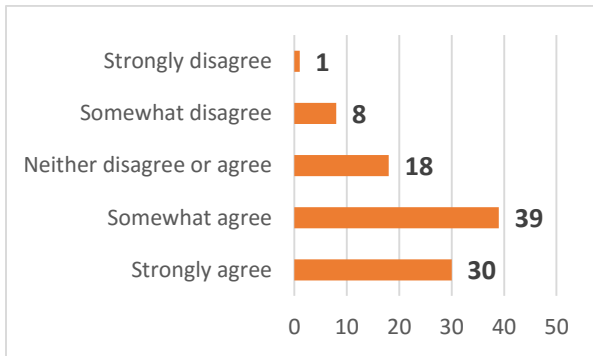
Advertise Performance:



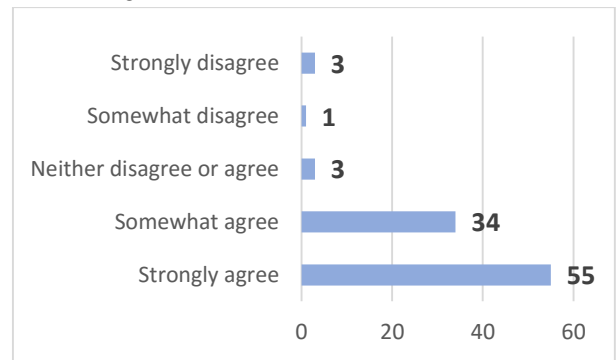
Highlight members of the group:



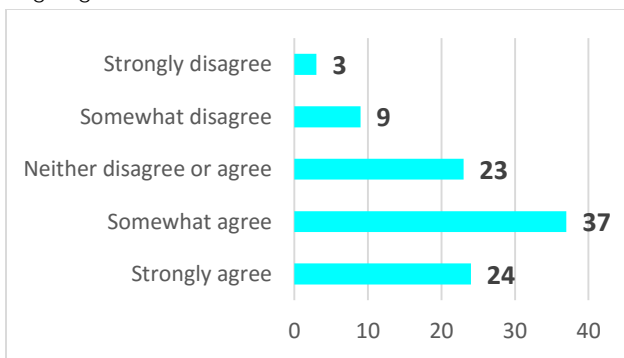
Promote events of similar groups:



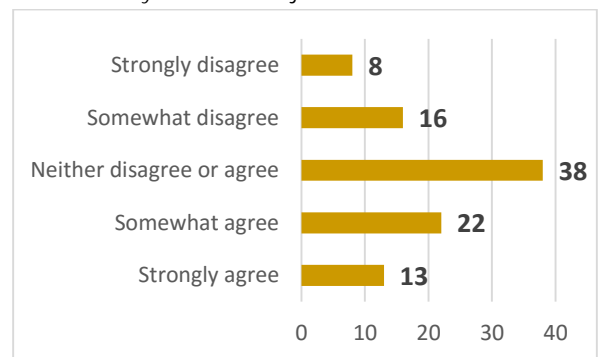
Showcase guest artists & conductors:



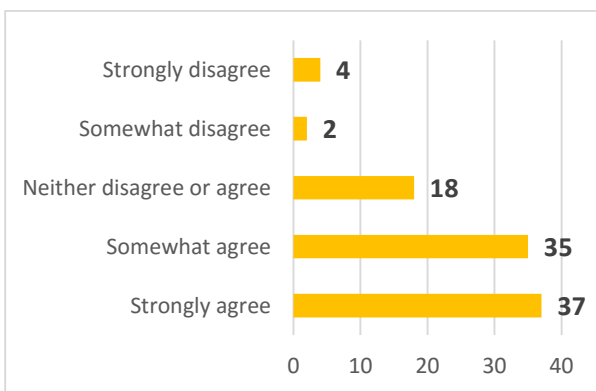
Highlight members of the staff & board of directors:



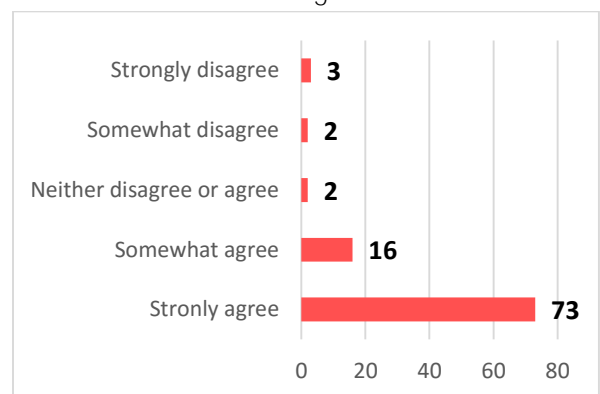
Provide funny anecdotes, jokes & memes:



Provide educational information:



Link to their website & blog:



Respondents expect:

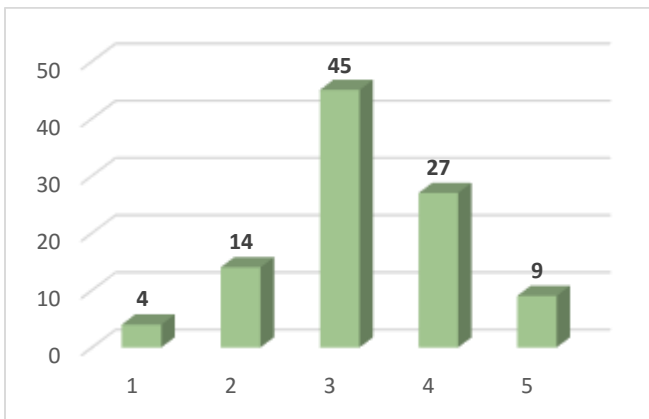
- Introduction to members of the organization: participants, staff, and board of directors
- Performance advertisement and information
- Educational information
- A collaborative and supportive online environment with similar groups through event promotion
- Information directing viewers to website and blog

Respondents were neutral about funny anecdotes, jokes, and memes. It may not be to the benefit of groups to post such content. However, watching additional analytics is helpful to determine a hierarchy of content generation and post timing. The above responses give an excellent starting point to move forward in generating content to meet the expectations for the varying demographics.

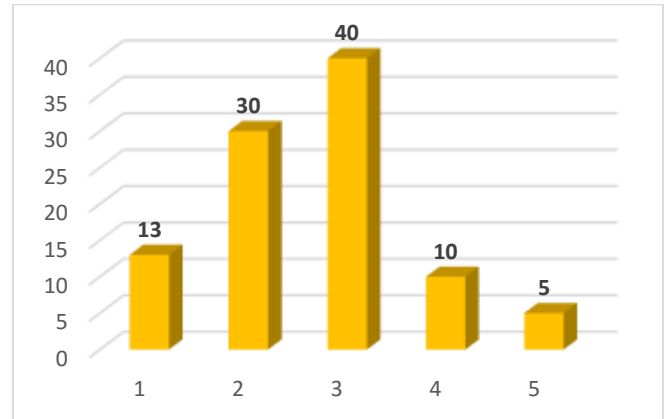
Support through Fundraising and Attendance

Fundraising—in-kind and financial

Q: After viewing a Facebook page for a community music group, I would consider supporting a community music group by donating my time or services.



Q: After viewing a Facebook page for a community music group, I would consider supporting a community music group by donating financially.

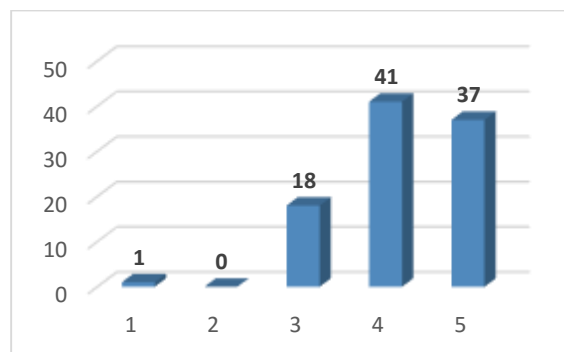


The respondents indicated a significant amount of neutrality toward donating time and services as well as financially. However, their responses indicated they were more likely to donate time and services than finances.

Additional research is needed to know exactly how effective Facebook is in garnering both in-kind and financial donations. At very least a more direct donation ask is needed to determine if Facebook, particularly this Facebook page, is an effective medium for fundraising.

Performance Attendance

Q: After viewing a Facebook page for a community music group, I would consider supporting a community music group by attending a performance.



Respondents replied that they are likely to attend a performance to support a community music group.

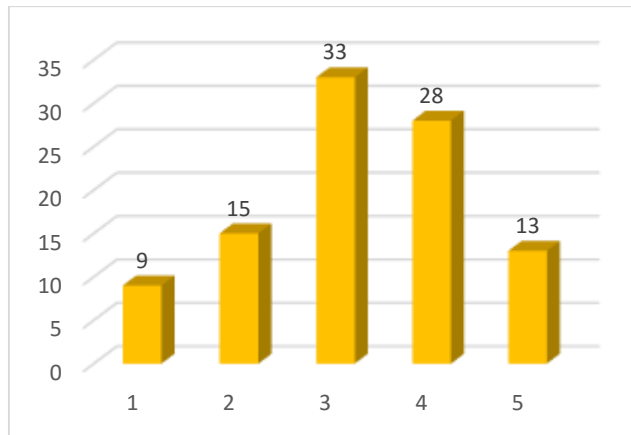
Several factors do contribute to this finding: first, many of the respondents are musically skilled (see Demographics section). Second, the placement of this question may contribute to the outcome. It was placed immediately after the question about viewing a Facebook page and financial donations to show support for a community music group.

In sales, there is a negotiation tactic, highball/lowball, that tests the threshold of the respondent. First, you offer something at a high rate anticipating a negative response and then counter with a much lower offer. Usually, respondents will agree or purchase the second lower offer.

Unfortunately, this tactic was not intentionally designed into the questionnaire, so it is difficult to determine if it truly influenced the data. One method to counteract this phenomenon is to have a survey feature that will ask the questions in random order each time it is accessed, thereby ensuring that there is not a specific order to view the questions and avoid an unintentional leading, something I will consider in the next questionnaire I design.

Recruitment

Q: From a Facebook post, I would consider joining a community music group.



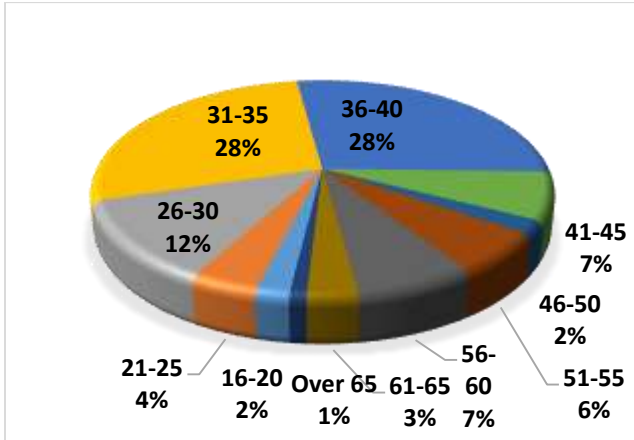
The responses indicate high neutrality with more positive inclination to consider joining such groups. As the responses are **fairly varied creating a bell curve and this can be interpreted as "it depends."**

The neutral responses make it difficult to determine definitively if Facebook, particularly this Facebook page, would lead potential patrons to join.

Demographics

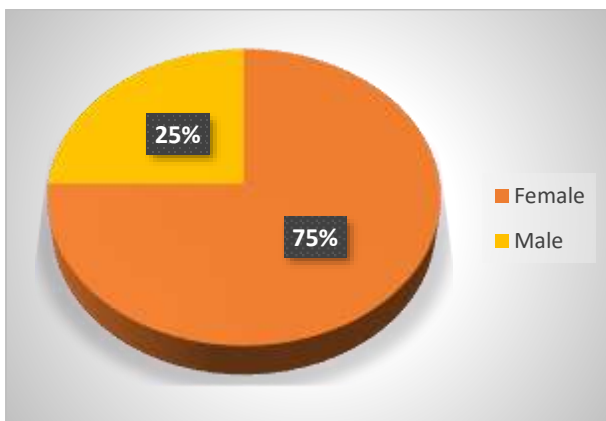
Utah Voices has an impressive range of member demographics. Given this, I sought to establish and match the series of Facebook audiences among the respondents to that of the member demographics. In addition to establishing age demographics, I looked at gender, self-assessed musical ability and support for community music groups through concert attendance of respondents.

Age



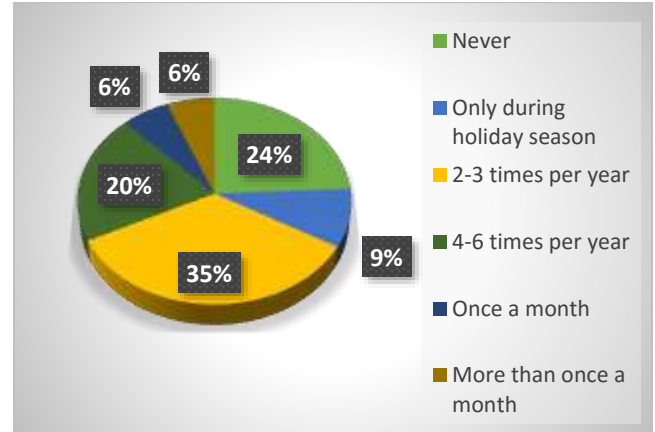
The primary age range of respondents is 26-40. This result is in line with the anticipated range of primary demographics showing the population who are tech-savvy and have, or are starting to have, a disposable income that triggers an interest in community groups and causes within our communities. Members of these age groups are more likely to have steady employment and income, and settling into societal roles and routines.

Gender



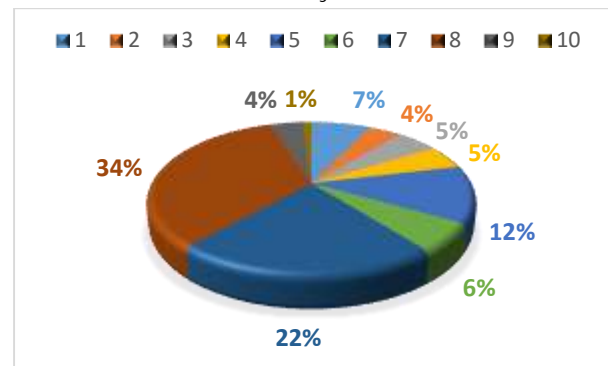
The results show that women are more likely to respond to surveys and questionnaires. I think that it is worth noting that most women are the budget makers in the home or at least a major influence on how money is spent for households.

Concert Attendance



The attendance habits of the respondents show how involved they like to be with community groups, but also how committed they are to the arts.

Self-assessed Music Ability



When presenting this question, I set a very large scale for respondents to judge their ability. The following is the scale presented in the question: 1-10 rating scale: 1 - "Can't carry a tune in the bucket," 10 - "I should headline a show at Carnegie Hall." **This data shows us that the majority of respondents consider themselves quite skilled, with 56 percent of respondents reporting skill levels at 7-8; first, demonstrating, the majority of respondents are involved in music; and second, those involved in music are more likely to be interested in community music groups.**

The "HOW"

The embedded images in the survey were pictures taken directly from the Facebook page of Utah Voices. I used a rehearsal picture, a performance picture and a screenshot of the Facebook page. For the screenshot, I blocked off any images, labels or information that could immediately be tied to me and any personal affiliations.

I started the questionnaire asking opinion questions that did not need examples or clarification. Then I presented the Facebook page screenshot and asked questions about donating time, services, financially and attending a performance all in support of community music groups. I started each of those questions with, **"After viewing a Facebook page, I would consider ..."** and then have the answers rated on a 1-5 scale, 1-being Strongly Disagree and 5-being Strongly Agree. I also asked questions about sharing a Facebook page and actions motivated by viewing a shared Facebook page after the image.

I ended the questionnaire with demographic information. Beginning with age, gender, self-assessed musical ability, and finally, concert attendance. I also asked about preference for learning about concerts respondents actually attended and if they currently were a member of a community music group.

The "METHODOLOGY" and Conclusion

Survey Design

I began with quick opinion questions, an image followed by multiple choice, then a second image followed by multiple choice, then a multiple choice opinion about what a phrase brings to mind. I opted to go this route first, to present multiple images and subconsciously form an opinion about what image might represent a community group, and then directly address their personal opinion and mental image of a community choir. I intentionally chose to address the mental **image of "choir" instead of a more vague concept of "music group."** Utah Voices is a local community choir, and I wanted to shape some of the answers **by putting the idea of "community choir" as synonymous with "community music group" as respondents answered questions.**

Image Choice and Influence

When choosing the images to embed in the questionnaire, I specifically chose images from Utah Voices Facebook page so that they presented an authentic feel instead of a stock photography feel while answering questions about community music groups. I was also curious to see the classification of a rehearsal versus a performance and if any respondents would think it possible that it could be the same group pictured. It made sense that most respondents viewed the rehearsal image as a **"community choir."** I was surprised to see that most respondents viewed the performance image as a semi-professional choir. This can be interpreted to mean that when we see musicians in tuxedos and concert black attire, we immediately attribute **higher skill and value than if they were dressed in "Sunday best" or nice attire. Community music groups are not often** attributed with requiring a uniform performance dress code unless they claim to be a semi-professional or professional community group.

I chose to use the screenshot of Utah Voices' Facebook page and other Utah Voices images because I wanted to influence the results of my questionnaire without negatively skewing them with an overly direct approach. I used vague and general

verbiage to imply a “similar to this example” feel to the question. I was concerned that if I asked something like “would you consider donating to *this* community music group” or “what does *this* Facebook page need,” I would first, put respondents in a defensive mindset and second, it would cause respondents to answer from an overly analytical perspective. I wanted to influence the data subconsciously toward Utah Voices without leading the respondents to my anticipated or desired outcomes.

Conclusion

Due to the questionnaire design, some inconclusive data was collected. However, the data sheds light on some interesting insights, such as:


- Most of the respondents do consider community groups important and will participate in some form, most often as an audience.
- Expectations for social media use in marketing, particularly Facebook.
- A growing need to present a varied messaging approach.
 - **“One-message fits all” approach is inadequate to reach all demographics** in a target audience.
 - The results of the questionnaire also suggest that a multi-messaging approach is critical as more age groups begin to participate in social media.
 - Especially important as social media participant demographics increase the age variance of audiences.


Utah Voices is in a great position to establish its identity on social media and drive additional participation and support for their organization.

APPENDIX B

Step-by-Step instructions

B.1 Email Signatures

- Gmail signature steps:
 - Click on the setting icon . Choose Settings from the drop down menu.
 - Scroll about half way down the general setting tab (come up automatically).
 - Click on the radial button above the rich format text box.
 - Add text to the box:
 - Sample:

Dr. Michael Huff
Artistic Director
Utah Voices—*Creating a Community of Song*
www.utahvoices.org
Join us on Facebook
 - Add hyperlinks for the website and Facebook
 - Highlight the text website address, click the icon that looks like a link and the paste in the web URL
 - Highlight the text *Join us on Facebook*, click the icon that looks like a link and paste in URL text for the Utah Voices Facebook page to create a hyperlink
- Hotmail signatures:
 - Login to your account
 - Click the settings icon  Choose Options
 - A new window will appear, about half way down under the heading—Writing Emails. Choose Formatting, font, and signature
 - The second option is the personal signature, fill in the desired text.
 - Sample:

Dr. Michael Huff
Artistic Director
Utah Voices—*Creating a Community of Song*
www.UtahVoices.org
Join us on Facebook
 - Add hyperlinks for the website and Facebook
 - Highlight the text website address, click the icon that looks like a link and the paste in the web URL
 - Highlight the text *Join us on Facebook*, click the icon that looks like a link and paste in URL text for the Utah Voices Facebook page to create a hyperlink

- Outlook signatures



- Open a new message. On the Message tab, in the Include group, click Signature, and then click Signatures.



- On the E-mail Signature tab, click New.
- Type a name for the signature, and then click OK.
- In the Edit signature box, type the text that you want to include in the signature.

- Sample:

Dr. Michael Huff
Artistic Director
Utah Voices—Creating a Community of Song
www.UtahVoices.org
Join us on Facebook

- To format the text, select the text, and then use the style and formatting buttons to select the options that you want.
- Add hyperlinks for the website and Facebook
 - Highlight the text website address, click the icon that looks like a link and paste in the web URL
 - Click  Insert Hyperlink, type in the information or browse to a hyperlink, click to select it, and then click OK
 - Highlight the text *Join us on Facebook*, click the icon that looks like a link and paste in URL text for the Utah Voices Facebook page
 - Click  Insert Hyperlink, type in the information or browse to a hyperlink, click to select it, and then click OK

B.2 How to share a Facebook Page

Figure 2



- Go to the Utah Voices Facebook page.
- Click on the three dots on the bottom right side of the cover photo (see Figure 2).
- Click on Share in the drop down menu.

Figure 3



- Choose to share on your own timeline (see Figure 3).
- Write a message about the page.
- Click Post.

B.3 How to suggest a Facebook Page

Figure 4



- Click on Invite your friends to like this Page (see Figure 4).
- **Either type in the names of your friends you'd like to invite (similar to a search feature) or click invite next to their names.**
- You can also click the see all friends link which will pull up a list of all your friends on Facebook and allow you to invite them at once.

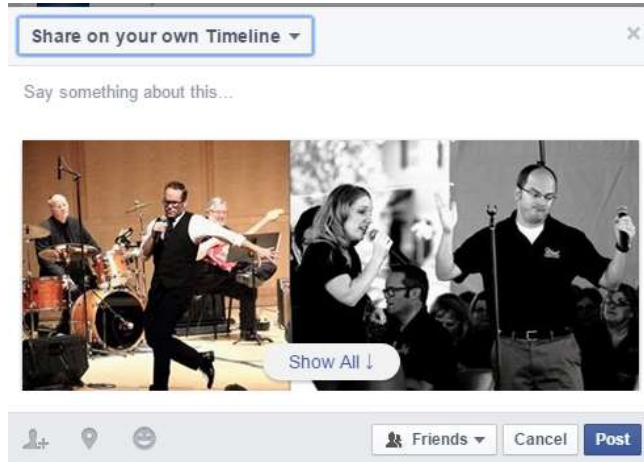
B.4 How to share Facebook posts

Figure 5



- Click share on the post you want to share (see Figure 5).

Figure 6



- Choose to share on your own timeline (see Figure 6).
- Write something about the post.
- Click Post.

B.5 How to post pictures and videos to Facebook

Figure 7



- For computer:
 - Click Add Photos/Videos when updating status (see Figure 7).
 - Choose the photo or video using the popup box that comes up.
- For mobile devices and smartphones
 - If you access Facebook from the Internet browser on your phone, you will be able to post pictures following the instructions as above. It will just open up your photos.
 - To post a video, choose the video in your photos (your phone will have to be linked to your Facebook account in the permissions section).
 - Click the emblem to share (on the iPhone; it is a rectangle with an arrow pointing straight out the top).
 - Choose Facebook from the menu of options of how to share the video.
 - Choose to share on your own timeline.
 - Write something about the photo or video.
 - Click Post.

B.6 How to tag Friends and Organizations

Figure 8



- Choose the icon showing a person with a plus sign (see Figure 8).

Begin typing the name of the individual(s) and/or organization you wish to tag and Facebook will bring up suggestions for you to choose the appropriate name.