

SMAC

What is **SMAC** and how is it relevant to ADFAS?

The initials stand for **S**ocial, **M**edia, **A**nalytics & **C**ommunication –the amphetamines for our ADFAS Brisbane Society.

- **SOCIAL** is just that – it is your Society’s social presence on the internet, through Instagram, Twitter, Facebook, Tumblr, YouTube and Snapchat etc. The more you post and the greater the interaction, the stronger and more loyal the ties between your Society and your members and followers become. Most of the ADFAS Brisbane members use some form of social media but probably not more than one or two platforms and not always regularly.

There are approximately 7.1 billion people in the world and it is predicted that in 2020 over 3.5 billion of these people will be using a social media platform. It should be included as part of the normal process for running a Society, particularly during this period of social distancing and social isolation.

- **MEDIA** – includes all forms of transmission including the phone, smart watches, iPads, and computers. Media reflects the mobility of the transfer of information. Very few (5) of our members in Brisbane don’t have an email address and nearly all have a mobile phone.
- **ANALYTICS** – analytics have a dirty reputation due to the Cambridge Analytica scandal where data was used to very cleverly analyse and influence voting patterns both in America and the UK. It is how your personal data is used and it is here in Australia as well. Every time you receive a survey from a company or on Facebook that data is going to feed algorithms which then manipulate what you are shown. My son, works in the data security world and says you are right to be concerned, not because of losing your personal data as it is already out there, but be alert as to **how** this data is used.
- **COMMUNICATION** – we are social animals, the economy exists on communication, the earliest writing started 5,500 years ago when the Sumerian society started to trade and a record was needed of debts owed and amounts sold. Communication encompasses the IT world, as well as the pencil and paper world.

Most importantly, it is the message that we transmit. The key concept in Communication is not what you think is your message, it is what your reader receives as the message, because they are influenced by their experiences, emotions, and their environment.

Is it necessary to use Social Media?

That is not a superfluous question. We existed perfectly well before these social media platforms arrived and could we as a Society, exist without them? Yes of course we could but we should adapt these platforms for our purposes and use them to our advantage.

What forms of social media do I and ADFAS Brisbane use?

I have the regular media platforms of Twitter, Instagram, Pinterest, Facebook and a blog page. ADFAS Brisbane has an active Facebook page, and a digital newsletter using Mailchimp. I set up a Twitter address for purposes of this presentation and one of our previous ADFAS Committee members has linked ADFAS Brisbane to her Instagram page. Not the best solution and I hope that in the future I can encourage someone on the 2020 Committee to take this up as an interest.

Before going into the various forms of social media I stress that none of them are any use unless you have a purpose for using it and a reason to make your members open it. Much of our communication on social media contains just a few lines that can very quickly be flicked up the screen while scrolling with the tip of a finger. Your post has gone and it generally won’t be searched for after that.

Your posts not like the email that lands in a member’s in-box and sits there for years. Even when deleted it will be in the Trash Bin for a month or more until emptied.

There are three key points that constantly need to be kept in mind when posting on social media:

Content, Consistency & Connectivity

Content

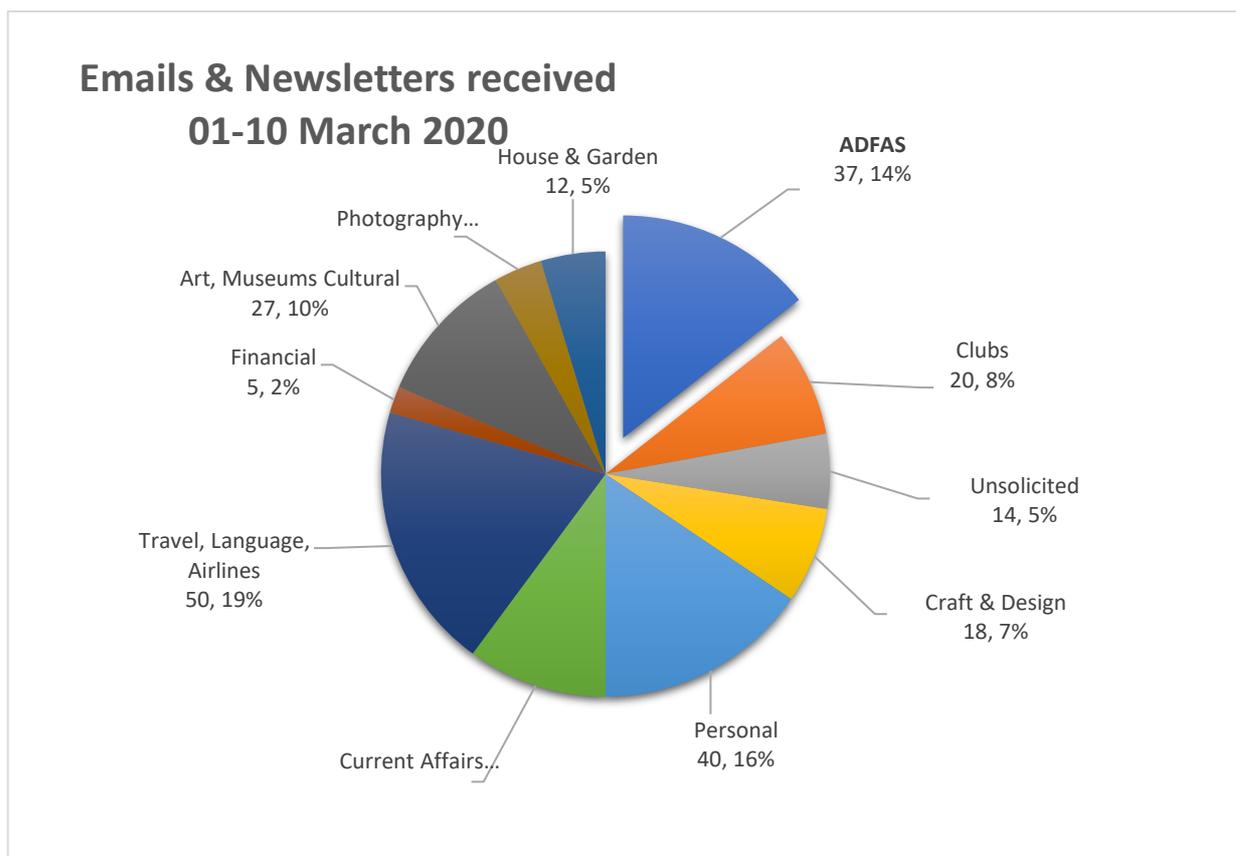
Content is vital. Your post (words & image) needs to be relevant to your audience. It has to intrigue them to open your message and it needs to be sufficiently interesting to make them go on and read it.

Consistency.

Regularity is one of the most important aspects of communicating and it is one where most of us struggle. It is like walking up the driveway to look in the letterbox each afternoon. A habit. To be effective you want your members/audience to expect some form of communication at regular intervals in their lives. Many social media posts can be scheduled for a specific time. Ideally, you could write them in advance when you read or learn of something that might be of interest and set it up to be published at a later date.

Connectivity

We receive a lot of email newsletters. So much so that I have forgotten which ones I signed up to and which arrive due to my email being used when purchasing something or worse still, when my email has been on sold to other marketing outlets. Achieving the balance is difficult as it is a fine line between posting too much and too little. This will vary with each reader. Do you send one out weekly, every three weeks or stretch it to monthly? You want to be front of mind but not overwhelm. Just to give you an idea, I receive 258 emails in the space of 10 days. I can't possibly even read those as well as read the books I have sitting on my bedside table. Remember, much of what we receive we will delete without even reading it!



On the following pages, I have identified a few of the major social media platforms that I believe are useful to our ADFAS Societies. I know many Societies already have a Social media presence but it is useful to see how they can be applied to an ADFAS Society particularly in the present situation (March 2020) when we cannot meet in person.

Instagram

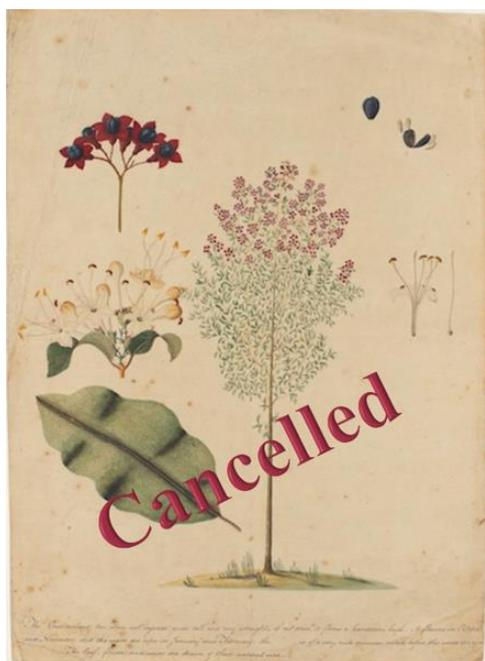
Instagram is the most popular form of social media with more than 1 billion users who go and look at the posts a couple of times a day. Beauty, lifestyle, fashion, and food are high users of Instagram. Even those who don't post images on their page will scroll through others.

Instagram is quick to set up a post; insert a photo, write a few words then post it. The difficulty comes with getting a decent photo that will attract your audience. How does an ADFAS Society use Instagram to promote itself? Observe what people like to look at in a photo album; themselves, their friends and places or things they know about. Apply this observation to how to promote your Society.

A number of ADFAS Societies use Instagram, a quick search brought up Narrabri, Geelong and Perth. Even though they all have limited posts, each show approximately 42 followers but with quite a few following.

Content - For Societies:

- **Imagery** - Instagram can contain a photo or a video with the facility to add text and hashtags. When you have an ADFAS function or event, ask a few people to take photos so that you can post some of these images onto your Instagram page.
- **Hashtags** - Hashtags help people search for you and brings you to the notice of search engine. People use similar hashtags and it increases traffic to your site. When deciding what hashtags to use, research commonly used hashtags for your topic then include those that are relevant but don't overload the message with the hashtags. Although you can include up to 30 hashtags that is probably far too many for most people to bother reading. I would limit it to 5 or 6 hashtags. A hashtag is the # symbol with a word written next to it with no spaces or punctuation e.g. #ADFASBrisbane or #adfasbrisbane.
- **Quotes** - You could include from lecturers, quotes that are relevant to the content and your Society - such as the one Paul Atterbury said to me, 'that he thought of ADFAS as a gathering of friends with a lecture tacked on at the end'.
- **Analytics** - It is useful to know whether you are engaging with your audience and one way is by including a poll - Instagram allows up to 4 option/questions to include in the poll and up to a week duration to try to encourage the audience to be interactive.
- **Biography** - include a biography of your Society as readers are curious people. You can use up to 150 characters to describe your Society. It also assists search engines in finding your site.
- **Content** - Include Captions in the content that encourage your audience to read the text. You can use 2,200 characters which is a long short story.
- **Links** - Include a hyperlink- consider using the Society webpage link
- **Brevity** - keep a tight focus if campaigning for something, don't make it too long
- **Connectivity** - You can include links to Facebook & Twitter from Instagram



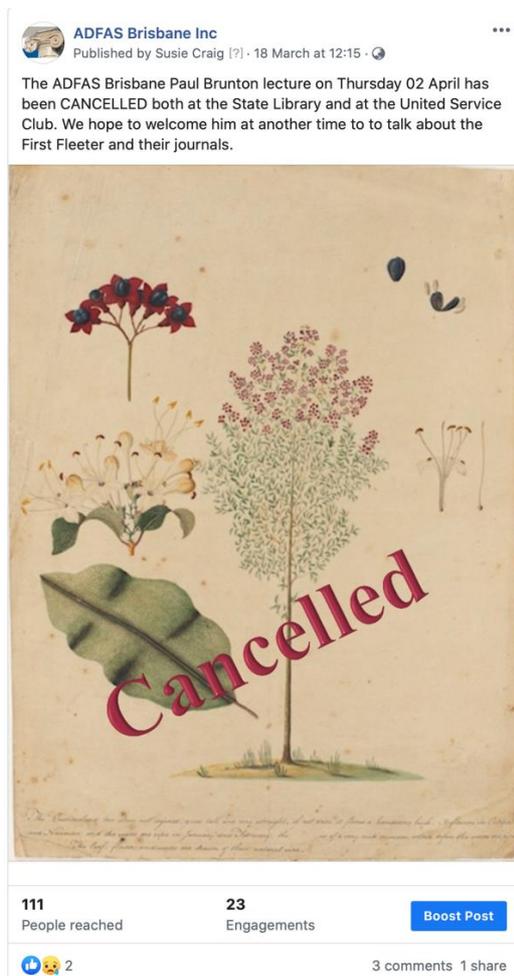
We set this Image and posted it on Instagram to announce that the lecture to have been given by Paul Brunton in April 2020 had been cancelled.

Include hashtags such as: #PaulBrunton, #ADFASBrisbane, #adfasbrisbane, #ADFASBrisbanelecture,

Facebook

Facebook should not be ignored or dismissed for despite it having been around for a long time it is very versatile and has a huge reach. Although image-heavy platforms such as Instagram, Tumblr and Snapchat are becoming more popular with the younger generations Facebook still has over 11 million users, many of whom will be in the age group of our ADFAS members.

- **Content** – Facebook can contain text and images; the images need only be small size.
- **Imagery** – Include images as an image is 2.5 times more effectively than words in attracting attention. The easiest way of making a small sized photo is to email the photo to yourself in a small size option then save it for use either on your desktop or in a folder on your computer. Facebook is useful for providing tips and resources as well as a way to find people and groups with similar interests.
- **Connectivity** – You can easily engage your audience as they can insert Comments, Likes and share a post. Many people hit the Like button just to show the author that they have read the post.
- **Analytics** - Comments help get your site noticed so we should encourage our members to comment. A shared Facebook post also helps you as the author learn who is reading your Society’s site. Search out an outsider who might wish to post on your Facebook page or link up with them. Consider some of the lecturers, such as [Tessa Boase](#) who might be our September 2020 lecturer on the Cook Circuit. She needs to promote herself and her books, and we can help each other by sharing her posts if we think they are of interest to our Members.
- **Frequency** - it is the frequency of your posts, Facebook as well as the content that will keep your readers connected.



We put this post up to announce the cancellation of the Paul Brunton Lecture and as you can see it reached 111 readers, most of whom we hope are our ADFAS Brisbane members.

Next post we will ask the readers to share so that we can reach more members if possible.

Engagement is any action that someone takes on our Facebook page or a post. This includes: likes, comments & shares. Engagement extends the reach of a post.

Twitter

Considering the age group of the ADFAS Brisbane members it is unlikely that many use Twitter. However, Twitter has its uses, in that you can connect with a very large audience, very quickly in an emergency, and you can ask questions. You can retweet a tweet and reach a large group.

I open Twitter in the morning over my coffee and toast, and have a quick peruse to see what is happening in the world. Why do I use Twitter and would our Society use it?

Reading many of the Tweets, I apply a healthy dollop of cynicism yet there are some individuals whose opinion I value.

For example, I follow Mary Beard, a classicist from Oxford, Toby Young, and Jennifer Oriel to name a few.



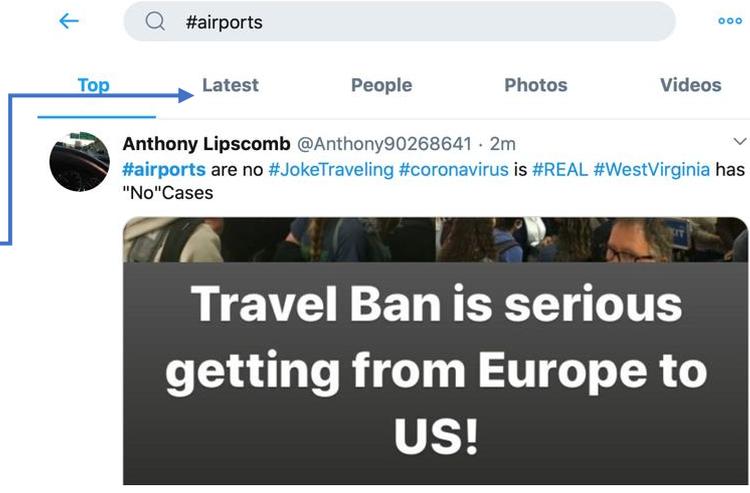
When considering your audience, remember that most people follow those with similar academic or cultural interests. It is useful as it opens up a world-wide audience and sources of information.

What type of **content** might your ADFAS Society include in a twitter feed?

- **Content** – Introduce your future Lecture Topics and write a paragraph about the **lecture** or a cancellation of an event or situation including an emergency that is occurring at the moment of tweeting.
- **Imagery** – Include an image, when possible but many tweets don't have images.
- **Connectivity** -Include a **link** to another tweet that has similar content. When writing a tweet, you can insert links to other stories about the lecture topic, the lecturer, your newsletter or an interesting article you have read. You can connect with an individual in the art world or even the lecturer such as Leslie Primo who will be familiar to many and was here on the Cook Circuit last year.
- **Brevity** - Tweets tend to be snappy (brief), and informal in tone. You have 140 characters to get your message across. This is why including hashtags as part of the tweet gets you a long way.
- **Hashtags** - If you are seeking a reader, the most effective aspect of a tweet are the hashtags as these help search engines locate your tweet. Hashtags can go anywhere in a tweet. A hashtag identifies your comment if it is in a stream about a topic. Do not overload the tweet with hashtags and be concise. When writing a hashtag, it is all one word with the hash symbol # symbol in front of the word with no space or punctuation. E.g.: #adfasbrisbane and #ADFASBrisbane.
- **Analytics** - Twitter will show suggestions for Tweets and content based on algorithms and suggest people who also have commented on what you comment on.

Once a Tweet starts to have a stream of tweets and followers, it gains a title bar where you can access any number of tweets around the topic of conversation.

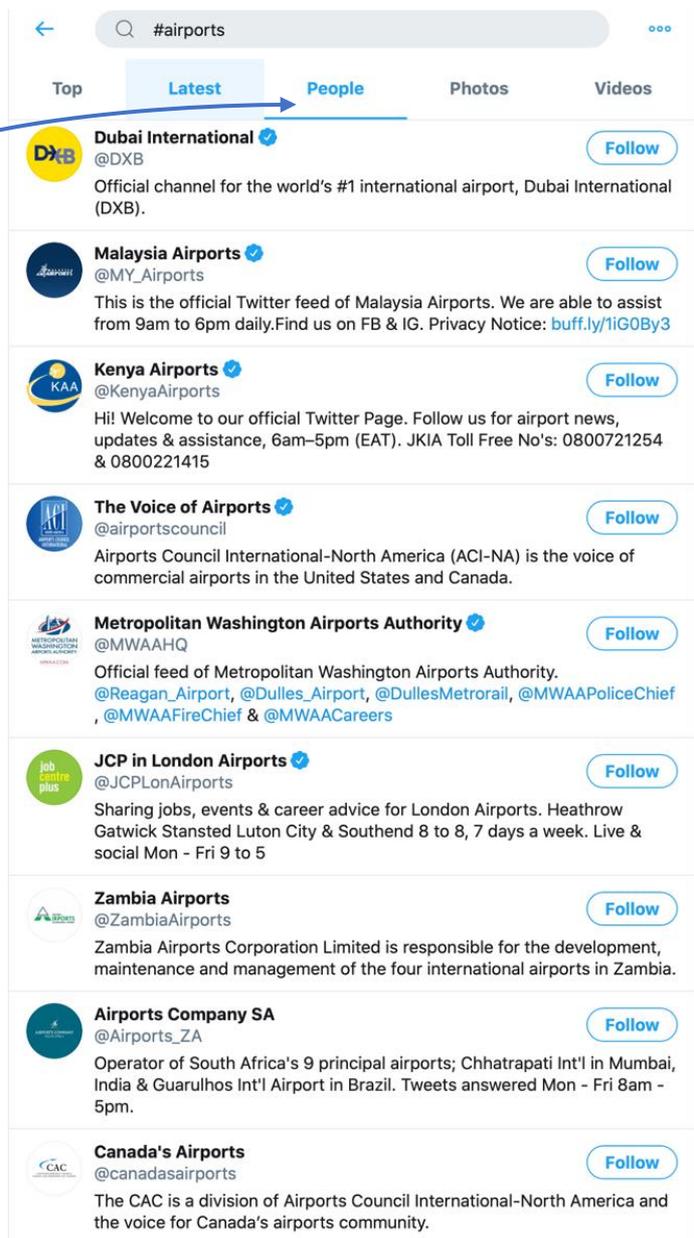
I pulled opened this Travel Ban tweet and clicked on the #airports hashtag. This was the first image that came up under Latest.



On the same tweet, when I clicked on **People** which you can see underlined at the top of the image, it brought up the following tweets – a true illustration of how an organisation or a group of industry bodies can be in touch very quickly with their audience.

You can scroll down, reading the various airport responses to the Coronavirus situation on Monday 16 March 2020.

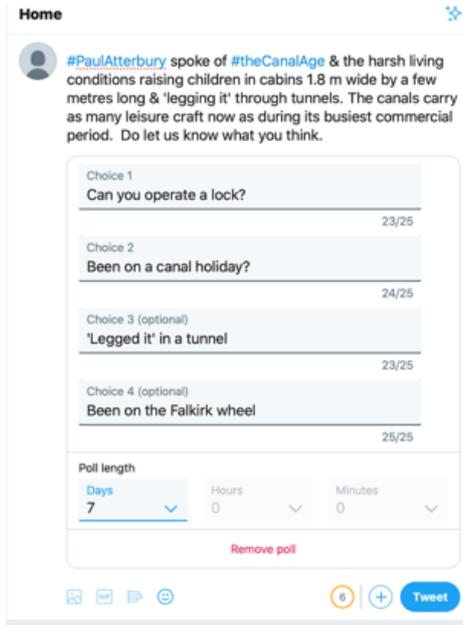
I recommend Twitter for the most up to date information when there is a crisis as this is what many organisations and people tend to use. It is brief, will take a video or photo and posts quickly.



Connectivity - Twitter allows you to insert a poll/survey to engage with your audience. Save the Children UK used links and emojis to connect. These are light hearted, and as a survey, doesn't take a lot of time to respond.



Analytics - It takes time to consider how this could be applied to ADFAS but I tried it for this presentation, using a recent lecturer, Paul Atterbury. Initially I considered emojis but changed my mind after reflecting on the tone of the message I was trying to send. I wanted to attract the imagination of the reader. This was our first effort and no response but that wasn't unexpected as you need to have an audience to engage and we haven't got one yet on Twitter.



X



The more you tweet the more creative you become and the more likely you will be to attract people. We are considering using Twitter to promote future lecturers and will include an image, a question and the date plus a link to our email address for enquiries.

YouTube

YouTube is creeping into more common use in the older age group as they turn to crafting and recreational activities such as water colour painting or woodwork. There are more than 1.9 billion viewers who watch videos including topics about travel, music, fashion, gaming, exercise, and art.

I am sure that quite a few members of our Societies have watched a YouTube video even it has been loaded by one of the younger members of the family.

Many of the major cultural institutions are putting up YouTube videos, particularly during this period of isolation and social distancing (March 2020) when their audience is restricted from visiting the arts world.

Why as a group/society would you choose to make a YouTube? After all the Society isn't selling a product or are you. Aren't we trying to promote ourselves? –The individual ADFAS Society with its lecture program is the product. We are selling ourselves, and the society. It is easier to keep existing members than finding new ones.

It is a challenge to understand why ADFAS might produce a YouTube video and what content might be included. In the UK, the Arts Society has a [YouTube video](#) on changing their name and logo and the [Truro Societies](#) produced one showing them working with other Arts Societies in Cornwall.

In Brisbane we are considering developing a YouTube video to attract members, particularly important in 2020 when so many of the lectures have been cancelled and the momentum of getting together as an ADFAS group has been interrupted.

- **Content** - Introduce your Committee, use an image and a quick comment about the pleasure in being part of such a group. The aim is to entice someone to join the Committee. Do this by:
 - Show case or present your society and its benefits, or
 - Talk about how to start a Society,
 - Include interviews with influencers who might be members,
 - Demonstrate the Committee working together and the pleasure of new friendship and new skills they acquire,
 - Present instructional videos on how you put together your Mailchimp Newsletter.
 - Upload Forms –the membership form can be embedded into the video
 - **Captions** actually are read by those with or without hearing impairment. It is a visual aid and additional way to remember the content. Captions also help with being found by search engines.
- The **Title** is important - it must tell the audience what it is they are looking at, including your Society name. This also helps YouTube know what your video is about for classification,
- Include **keywords** that are added to assist Search Engines, these must include your Society's name, the content of the video, name of the speaker and the topic,
- **Preparation** - Prepare the script and try to memorise it so that there are no long pauses or uhms during filming,
- **Links** - Include links to other societies and interest groups
- **Hashtags** - Include hashtags as these will assist in promoting your video. Include the hashtag in the title and the description of your video. The search engines pick them up and promote the most popular ones so search for commonly used hashtags in your area of content.
- **Brevity**: Keep it short, so that people will spend the entire time to watch it, rather than click on and off because it is too long, try for about 90 secs,
- **Music** - Include music if possible,
- **Imagery** - Try to have good visuals, look at a few videos to get ideas before producing yours,
- **Background** - Avoid distractions in the background, shut the door while producing it, turn the phone off,
- **Connectivity** - Encourage engagement from your Subscribers and viewers by inviting them to make comments and sharing as this is also rated by YouTube, Encourage Subscribers – YouTube places greater emphasis on numbers of viewers who subscribe, BUT we need to make it worth their while to Subscribe,
- **Analytics** - Your audience can like, dislike or comment (emailed to you) on a video. You can evaluate the effectiveness of the content.

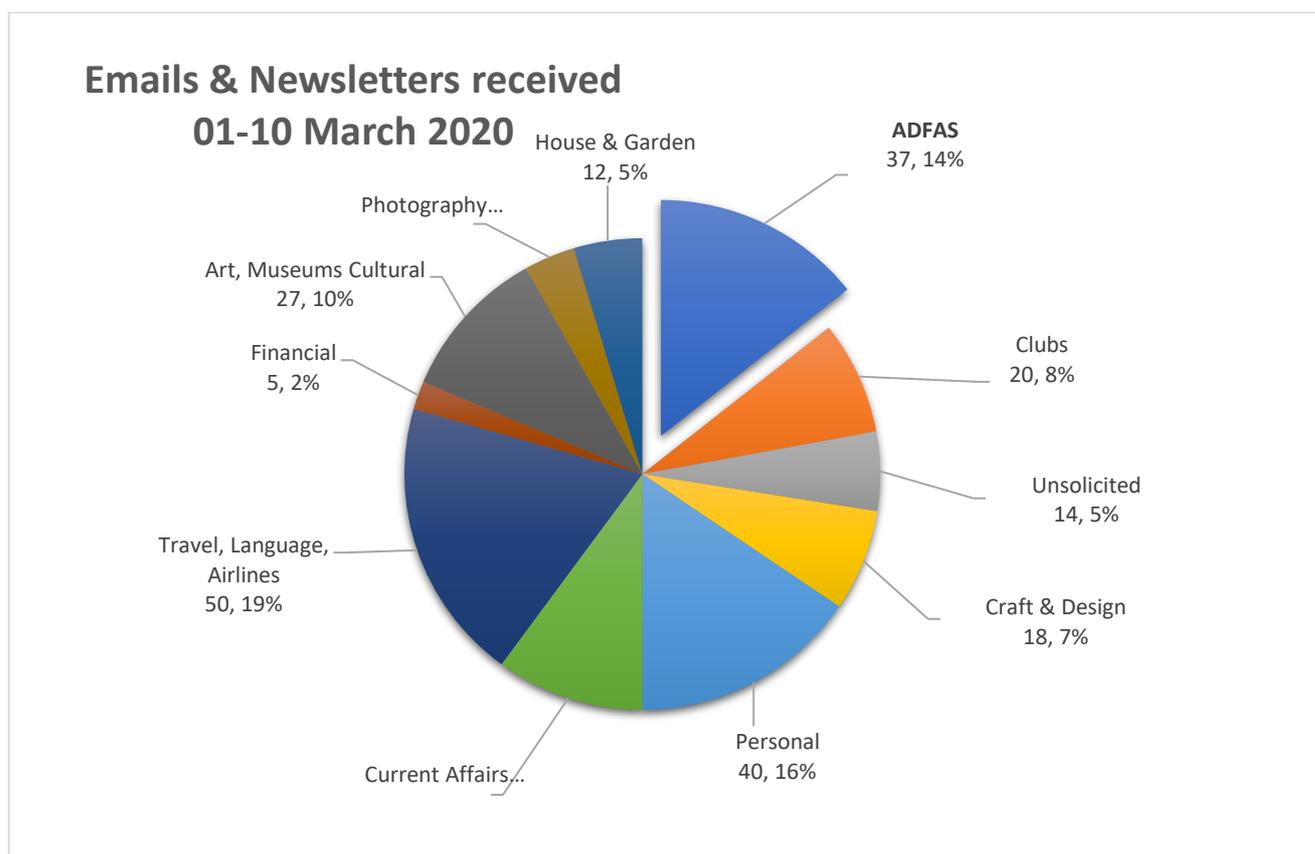
Mailchimp

I appreciate that we get probably far too many emails that we never read however, it is a means of staying in touch so we should encourage our members to email us or each other. We have a lot of shared interests.

Email has become the most common form of communication between the Committee and the members in ADFAS Brisbane. We still have about 5 members who don't use email and we charge them an additional \$10 for postage. No one has complained about this and when I approached a couple of these members to ask if they had an email, they all said they preferred paper newsletters and were content to pay the additional \$10 which in 2020 does not quite cover the cost of postage and printing.

Newsletters fill my email box far more than any junk mail did into my letterbox. I have a total of 7,290 emails in my inbox as of 10 March 2020 and during the period 01-10 March I received 258 emails/newsletters.

Remember this image I showed you at the beginning of this document. The number of emailed offerings from organisations all trying to demonstrate that they are taking due care during this Coronavirus season have increased exponentially. In fact, too many to count.

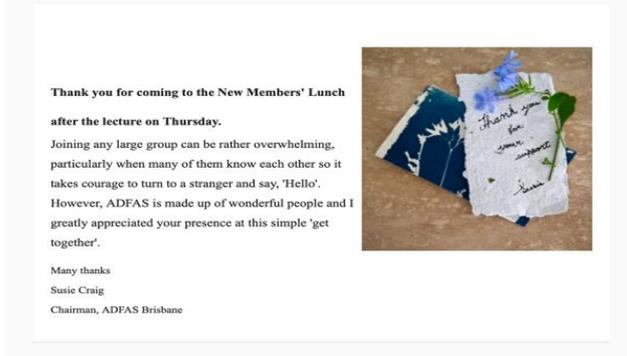


Rather than do an email to all our members, we in ADFAS Brisbane use Mailchimp to produce an integrated newsletter that appears in the member's inbox and is immediately recognisable and readable without having to be opened.

Naturally, Mailchimp offers a basic free package which our Society uses or you can upgrade to a paid package and get additional options. We can have 2000 contacts in our audience, and send up to 1200 Campaigns/month. This more than meets our needs. We can Tag our audience to know who was a New Member and who is not-a financial member. Then we can tailor our newsletter to specific audiences.

A lot of people still print out their newsletter – so although colour blocks look lovely, they are costly and irritating to print and thus we try to avoid too much colour.

One of the challenges we had was to comprehend the language of Mailchimp. For example; audience is easy but what do they mean by Campaign and Brand? A Campaign is what I traditionally think of as a newsletter. It is the emailed newsletter we send out to our members. Mailchimp uses templates to provide a reusable layout whilst a Campaign is a one-off, message specific, individual email.



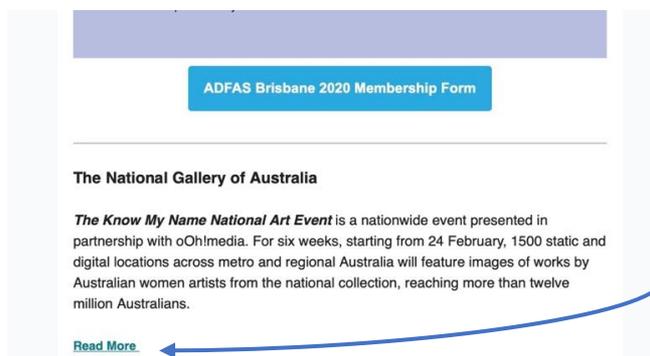
This image is from the most recent email to the new members who came to a lunch we organised. It was just a simple 'Thank you' sent to those who attended however, as I was writing the email, I decided it would look better with an image. It isn't a formal thank you image but a photo I took after I wrote it on handmade paper with a cyanotype card underneath.

Content

- As a Society how do we meet the Challenge of 'Ensuring our newsletter is read? When you are writing, think of the **conversation** you are having with your reader. Are you inviting them to an event, telling a story, or passing on a message? Our Campaigns (Newsletter) may contain a number of messages:
 - the Chairman's message,
 - biographies of the Committee,
 - upcoming lectures,
 - tours of galleries and events, and
 - other notices or links.
 - Stories - Think of stories to write about the members of the Society, such as 'Behind the scenes'. Topics could be: how are the lecturers chosen, short stories about the members – the bus driver and the ladies on Route XX along Coronation Drive in Brisbane –the bus driver asked where they went each month and now calls the run his ADFAS run.

You can change the content in the template each time you create another Campaign.

- **Imagery** - Try to include images with each post,
- **Connectivity** - Make your members, the Committee and the sponsored young arts recipients the stars of your stories. A newsletter has different styles depending on your message. Why would I, the reader, open this post, - it needs to be of **benefit** or **entertaining** to the reader.
- **Links:** Inserting a useful link is a good way of attracting and keeping readership. Remember that to be effective and to create trust, it needs to be relevant and of possible interest to your audience.



In our February March Newsletter we included, at the end of the page, a link to the National Gallery of Australia.

Top links clicked

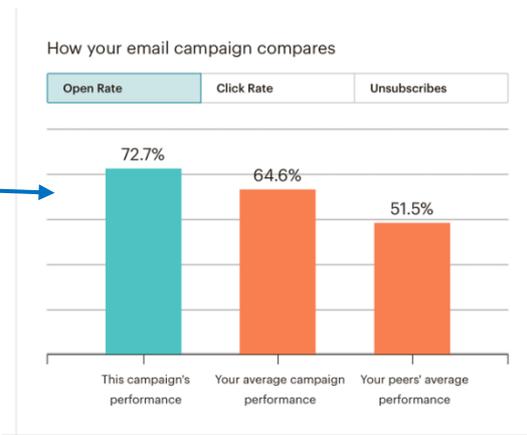
https://nga.gov.au/knownmyname/artevent.cfm	18
https://www.trybooking.com/book/event?eid=602590&	11
https://www.trybooking.com/book/event?eid=569438&	6
https://gallery.mailchimp.com/5067578386582c758a0e57c3c/files/4041fce8-8a39-4f07-9706-69b88b5269b3/ADFAS_MEMBERSHIP_FORM_2020_inter...	0
https://www.facebook.com/app_scoped_user_id/1030807737001172/	0

As you can see in the Report it shows that the link to the NGA was clicked on the most frequently. We can deduce that our readers have actually read the entire newsletter to see this link and then use it.

• **Analytics**

Mailchimp is useful for the analytic reports that it provides in which you can identify whether your newsletter is attracting your audience sufficiently for them to open and read it.

These reports will not only show the number delivered but how many opens there were.



The adjacent report demonstrates that even though the Thank You email was delivered to 11 recipients it was opened 15 times – thus a couple of people went back to read it a second time. It doesn't tell you why, perhaps the image attracted the second opening.

8 Opened	0 Clicked	1 Bounced
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Successful deliveries	11	91.7%	Clicks per unique opens
Total opens	15		Total clicks
Last opened	3/9/20	5:32PM	Last clicked
Forwarded	0		Abuse reports

- **Brevity** - I have saw a study recently that readers are preferring stories of 1000 words. Start considering Microblogging in which you write short pieces on a theme, which can be uploaded to many social platforms including sites such as Twitter, Instagram and Tumblr and Facebook.

Mailchimp and writing a newsletter teaches us so many skills including best practice for a newsletter. We have to consider:

- **Fonts** - make it easy to read both on a phone or a laptop.
- **Layout** -Single column – best for mobiles
- **Colours** - Single colour –use shades/tones of that colour
- **Imagery** - Good images but small,
- **Links** – make them relevant to the audience

Opportunities to be explored in the future.

Blogs and websites.

If the Society has a website the Committee can post stories of relevance to the audience/ their members. [Pokolbin](#) has such a site. Here they post notices, stories, and lecture reviews.



Microblogs are a great way to stay in touch when you have an interesting story or an interview with one of the lecturers.

Think of stories to write about the members of the Society.

Behind the scenes. – how are the lecturers chosen, short stories about the members – the bus driver and the ladies on Route XX along Coronation Drive in Brisbane –the bus driver asked where they went each month and now calls the run his ADFAS run.

Tumblr

Tumblr is a microblogging and social networking website. It is very popular with young people, and has very few controls applied so that pornographic material often appeared on sites. There are few privacy controls creating problems with content and data control.

Meanwhile, Tumblr empowers users to express themselves in unique ways. People can share audio, GIFs, chats, text, video, and links. It's another platform for exploring your various interests and connecting with niche communities online. Not one that I use or would use for our Society.