

A close-up, black and white photograph of piano keys, showing the repeating pattern of white and black keys. The keys are slightly out of focus, creating a sense of depth. A light blue curved line separates this image from the dark blue background below.

# DeKalb Symphony Orchestra

Audience Building Roundtable:

The Essential Journey – Grant  
Review

# Creating and Implementing a Social Media Strategy

- \$9,000 Total Budget
- \$3,125 Creating Strategy – Consulting Agency
- \$5,500 Implementing with Social Media Intern
- \$375 Boosting Facebook Posts

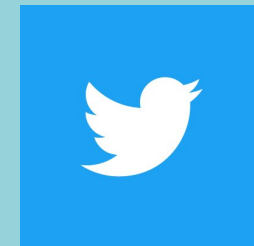
# Where is DSO on The Essential Journey?

- IDENTIFY: Adjusted our audience target to men and women age 50+ in DeKalb County
- SEEK: Broaden our audience within the target
- SPOTLIGHT
- BUILD



# What is our Strategy?

- Create a “common voice” for DSO across all audience-facing points of contact
- Expand our reach through Social Media



# What is our Strategy?

- Move from transactional messaging to engagement plus transactional messaging with current audience and potential audiences
- Build Awareness >> Consideration >> Visitation

What was our previous messaging?



**Come see us at [DATE] and [TIME] to  
see [GUEST ARTIST] and hear  
[PROGRAM] ...**

# What is our current messaging?

- Moving from transactional messaging to engagement with current audience and potential audiences
  - 70% of our posts are about Engagement
  - 30% are specific to Program and Programming



DeKalb Symphony Orchestra

Published by Kristin Guy · September 7 · ✨

Have you ever wondered where you got your amazing music taste from? You obviously have good taste if you listen to our Orchestra and other classical music. Check out this article that talks about the science and psychology behind our music choices.



Where your taste in music comes from

musical preferences are cultural in origin, a new study suggests.

How do we  
get our  
musical  
tastes?



## DeKalb Symphony Orchestra

Published by Kristin Guy · October 19 at 11:09am · 🌟

than two weeks until [#Halloween](#). If you are looking for some  
or fall- themed tracks to listen to, check out the selection of gre  
we chose for you. Listen and share with your family and friend



### Classical Autumn Playist, a playl by Kristin Guy on Spotify

This is a classical music selection for the best se  
Fall. It includes some spooky Halloween music a  
great melodies for those chilly days.

SPOTIFY

# Fun Autumn Playlist



## DeKalb Symphony Orchestra

Published by Kristin Guy

September 29 at 12:12pm · 🌟



Have you ever seen a bridge transformed into a giant #harp? This Samsung promotion turned out to be amazing with harpist Aisling Ennis giving a live concert as the bridge's cables corresponded to the notes she played. We hope this gets you excited for our next concert, where guest harpist Elisabeth Remy Johnson will be performing with our symphony!



Samsung: A Song for the City

...the Galaxy Note 8

# Harp Focus!



any pictures from last night we would love for you to share them with us and tag them with [#DeKalbSymphonyOrchestra](#).



Warmup Pics

# Our Page Followers are up 16% this year !

Total Page Followers as of Today: 569



# How is our Reach? Organic and Paid FB Boosts

## Post Reach

The number of people your posts were served to.





Jonathan  
Urizar

Our new  
Concertmaster

# Targeting Facebook Posts

- Geographic, Demographic and Lifestyle
  - 10 mile radius around our concert venue at the GSU Clarkston campus
  - Men and Women age 50+
  - Enjoy symphonic music, chamber music, opera
- People who already like the DSO page and their FB friends



What Are We Learning?



# What are we learning?

- This is a major shift for our organization
  - Social Media activity is incremental to our usual staff activity
    - Managed by board members and part time social media intern, not staff
  - It is also a sea change to the DSO board status quo
    - Before this initiative, half the board did not have a Facebook account

# What are we learning?

- As a community-based organization, it's as much about our players as it is about the guest artists and the music
  - Starting Monthly “Meet The Players” interviews and posts
- Engage our Music Director in new ways
  - Posting conductor musical nuggets in social media, not just in the program notes and in pre-program talks

# What do we recommend to our ABR peers?

- Thorough due diligence when selecting an outside consultant
  - There is value in direct knowledge of the local market
- Leverage peer recommendations when seeking talent
- When selecting an intern, make sure writing skill is at the top of the core competencies list, equal to technical social media skill
- Map out a social media calendar and integrate it with the other marketing activities

# Thank you!



Putting the audience in the center of it all.

An Initiative of The Arthur M. Blank Family Foundation