

Social Media Strategy

Breaking Through Women in Comedy



COMM2532 Contemporary Media Work Practices

Michael Davoren s3705970

Elaine Doyle s3524422

William Logan s3349119

INTRODUCTION:

Inspired by the Melbourne International Comedy Festival, stand up comedy, storytelling and performance, our team used the power of digital storytelling to explore the world of comedy through the lens of female comedians. Does being a female comedian present a barrier or an advantage? Does comedy transcend gender stereotypes and cultures? What does it take to break through into the world of comedy?

We wanted to create a movement for lovers of comedy and in particular, our target audience females 18-29 aspiring to break into a career of comedy. We chose a video storytelling genre to be the most engaging medium.

The storytellers needed to be credible to be compelling, provide insights and inspiration to their target audience. We approached professional comedians with a wealth of experience to share insights in an informal interview led conversation, a format of open-ended questions allowing their story to emerge.

MISSION STATEMENT:

*The **Breaking Through: Women In Comedy** project shines a spotlight on a diverse group of established and aspiring female comedians, providing an in depth documentary film stories to highlight the rewards and challenges often unseen in being a female within the comedy scene. This project aims to inspire and inclusively educate all current and aspiring participants in this incredibly eclectic field of entertainment.*

STRATEGY:

Building awareness on social media platforms is critical in the success of the project. Therefore, the strategy seeks to create a vibrant, inclusive online community in which both current and aspiring female stand up comedians can congregate to fuel their inspiration to continue (or start) the path towards their dreams of a career in entertainment.

Content shared on social media provides a consistent voice in line with the mission statement, as well as linking to the project's other social media accounts, providing a clear path in which the audience can easily access all produced content.

In order to ensure this strategy is implemented effectively, the social media tactics are framed by three separate, yet intrinsically linked objectives. The success of each goal determines the effectiveness of the preceding objective, forming a clear guide in successfully producing a social media strategy.

OVERALL GOALS:

1. Direct traffic to website
via
2. Raising awareness of the project
via
3. Building a community of like minded people.

TARGET AUDIENCE:

Female Aged 18-29

Global resident

Active participant in culture, entertainment and politics. Both online and offline.

Interested in becoming a stand up comedian.

KEYWORDS:

(TO USE IN BIOS, CONTENT, ALT TEXT AND HASHTAGS)

comedy, women, inspired, artist, entertainment, stand up, aspiring, comedy festivals, fringe, improv, performance, funny, punchline, comedy act.

HASHTAGS: #Womenincomedy, #entertainment, #standup, (genre, location specific tags), #funny,



TONE OF VOICE:

Enthusiastic, supportive, encouraging, can do attitude, inviting, awareness

TACTICS:

Twitter:

As Twitter is the preferred social media platform for female comedians, this service will be the primary focus of promotional content sharing in order to effectively reach our target audience during the morning and early evening, (the peak social media browsing times of the target audience).

- Morning Peak:
 - Favouriting, new follows and retweeting in morning peak times to raise visibility of the project account to target audience
- Evening Peak
 - Self produced content (project promotion, industry promotion, comedic profiling) will occur during evening peak times, when target audience has free time and is accessing media on multiple platforms.
 - Some favouriting, new follows and retweets will occur during this time.
- Targeting:
 - Favouriting, new follows and retweeting will focus on emerging comedians first, in order to build an authentic, street level community.
 - Higher profile users will then be targeted once credibility has been established

Instagram:

Instagram provides a platform to promote our project and our community building goals by allowing us to create more in depth content, creating a simple and aesthetically pleasing path towards our YouTube channel and website. The prevalent use of hashtags within Instagram also allows us to easily connect to a receptive audience.

- Building a community
 - Utilise the hashtag #womenincomedy (49 000+ posts)
 - Like, regram and follow like minded users
 - Create an easy path to the website and youtube channels
 - As well as the bio, each caption will provide a link to the project website
 - Certain posts will also include links to teaser footage on youtube.

MEDIA CHANNELS:

Website: <https://elainejdoyle.wixsite.com/womencomedy>

Twitter: <https://twitter.com/WomenincomedyBT>

Instagram: <https://www.instagram.com/womenincomedybt/>

YouTube: <https://www.youtube.com/watch?v=R8CeOuxXs7s>

SOCIAL MEDIA LOG:

Date	Post
April 10	Twitter: favourite 5 posts, retweet 3 posts and follow 20 emerging comedians to introduce handle to community, raise awareness of interview subject profile.
April 11	Twitter: Favourite 5 posts, follow 5 Australian female comedians, being promoting project. Instagram: Activate Account, follow 20 female comedians sourced from MICF line up
April 12	Twitter: Raise awareness of interview subject's profile Instagram: Follow 5 comedians, like 5 post, post content relating to MICF.
April 13:	Twitter: Favourite 5 posts, follow 5 Australian female comedians, retweet relevant content Instagram: post content introducing project.
April 16	Twitter: Favourite 5 posts, follow 5 Australian female comedians, Instagram: Post content introducing interview subject.
April 17	Twitter: post promoting local comedy scene
April 18	Twitter: Promote local comedy scene
April 19	Twitter: Post promoting project.
April 20	Twitter: Post promoting local comedy scene, utilising trending of MICF Instagram: Post content promoting interview subjects comedy show.
April 23	Twitter: Post promoting local comedy scene, utilising trending of MICF Instagram: Post content interacting with MICF community
April 24	Twitter: Favourite 5 posts, follow 5 Australian female comedians, retweet relevant content Instagram: Promote local female comedy show
April 25	Twitter: Favourite 5 posts, follow 5 Australian female comedians, retweet relevant content
April 26	Twitter: Favourite 5 posts, follow 5 Australian female comedians, retweet relevant content Instagram: Post content promoting interview subject
April 27	Twitter: Favourite 5 posts, follow 5 Australian female comedians, retweet relevant content Instagram: Promote local Female comedy show
April 30	Twitter: Begin interacting with higher profile female comedians. Instagram: Begin promoting and interacting with higher profile female comedians

May 2	Twitter: Post inspiring content relating to breaking into the comedy scene
May 3	Instagram: Promote local female comedian/ inspirational content.
May 4	Instagram: Promote local female comedy show
May 7	Instagram: Promote local female comedy show
May 8	Instagram: Post inspirational content
May 10	Instagram: Promote “emerging artist makes the big time” story.
May 12	Instagram: Promote established female comedy show
May 13	Twitter: Promote WICBT project
May 14	Twitter: Promote established female comedy show. Instagram: Promote WICBT project.
May 15	Instagram: Promote established female comedy show
May 17	Twitter: Promote WICBT project. Instagram: Promote national/international comedy festivals
May 18	Twitter: Favourite 5 posts, follow 5 Australian female comedians, retweet relevant content. Instagram: Promote local female comedy show
May 19	Twitter: Promote WICBT project. Instagram: Promote WICBT project.
May 21	Twitter: Promote WICBT project Instagram: Promote WICBT project and local comedians shows
May 22	Twitter: Launch WICBT project with first story episode. Include interview subject’s handle. Instagram: Launch WICBT project with first story and promote local female comedy show. Include interview subject’s handle.
May 23	Twitter: Promote UK comedian’s work Instagram: Promote local comedian
May 24	Instagram: Promote local comedians
May 26	Twitter: Post launch promotion of WICBT project with quotes from interview and links to story video. Instagram: Post launch promotion of WICBT project with quotes from interview and links to story video.
May 28	Instagram: Post launch promotion of WICBT project with video clip and links to story video.

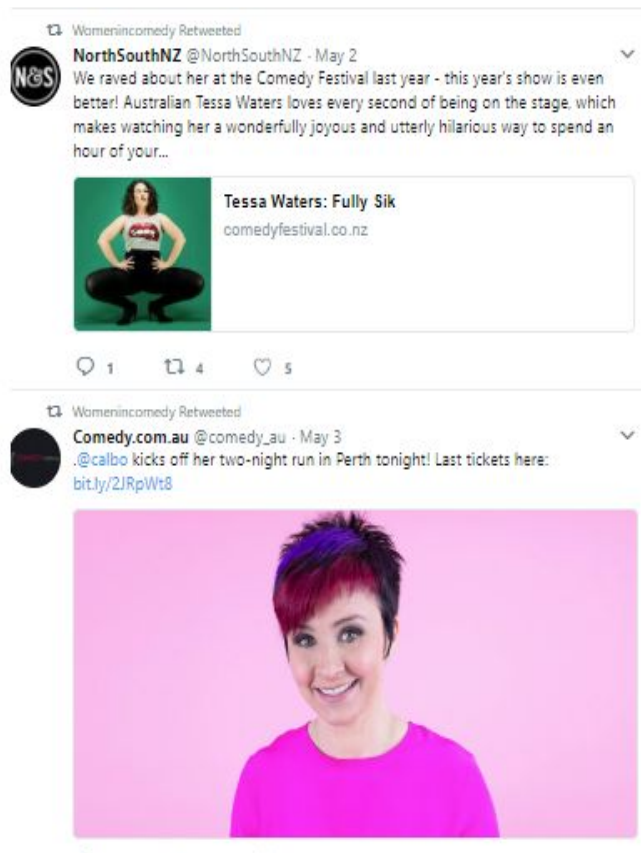
CREATED CONTENT:

Twitter

Use of key hashtags and creating pathways to channels.

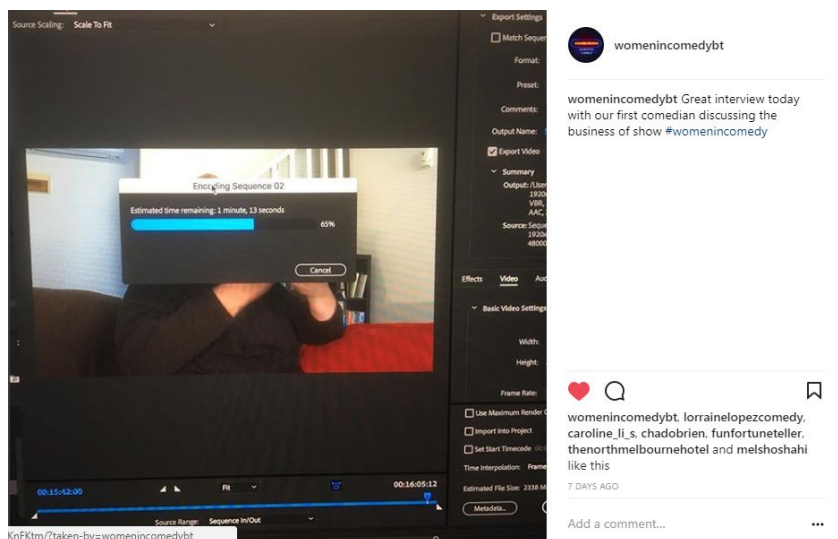
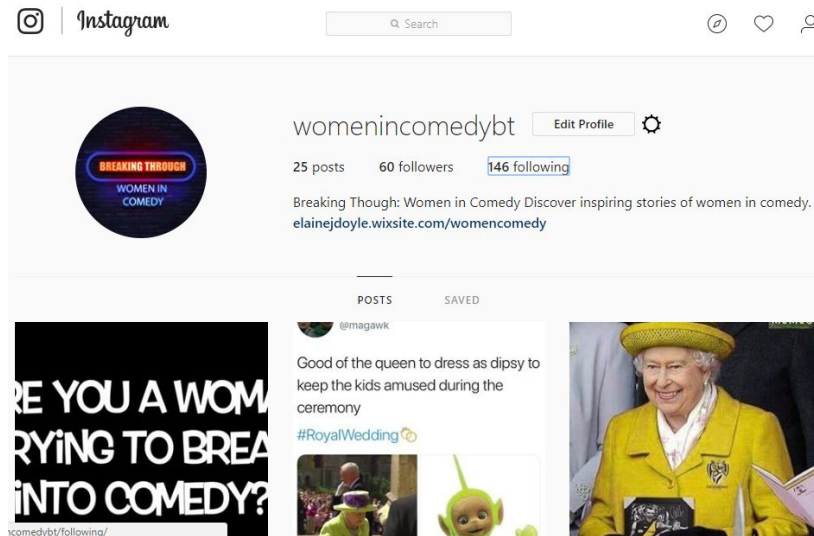


Community building through likes, follows and retweets.



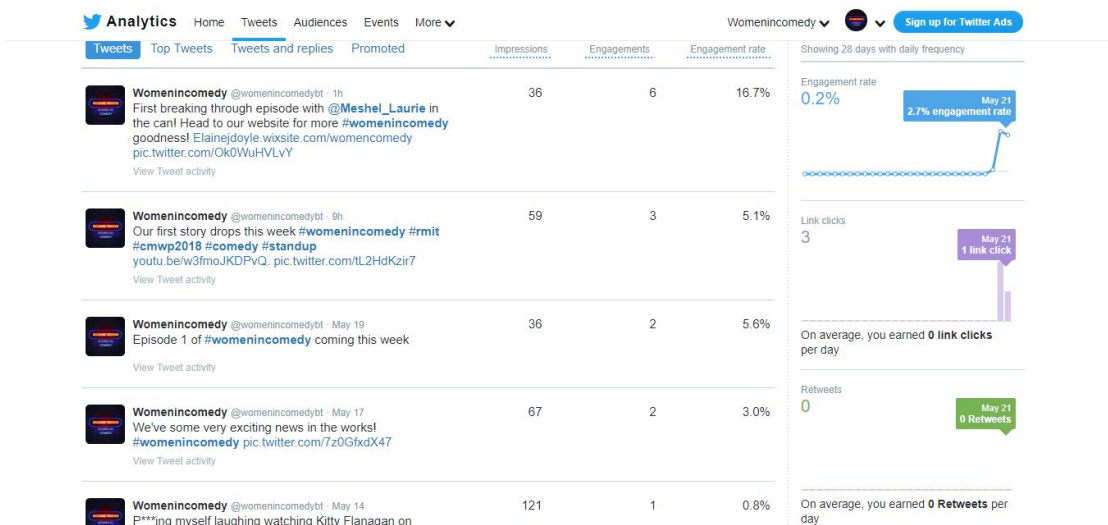
Instagram

Examples of keywords, hashtag use, created pathways and audience engagement.

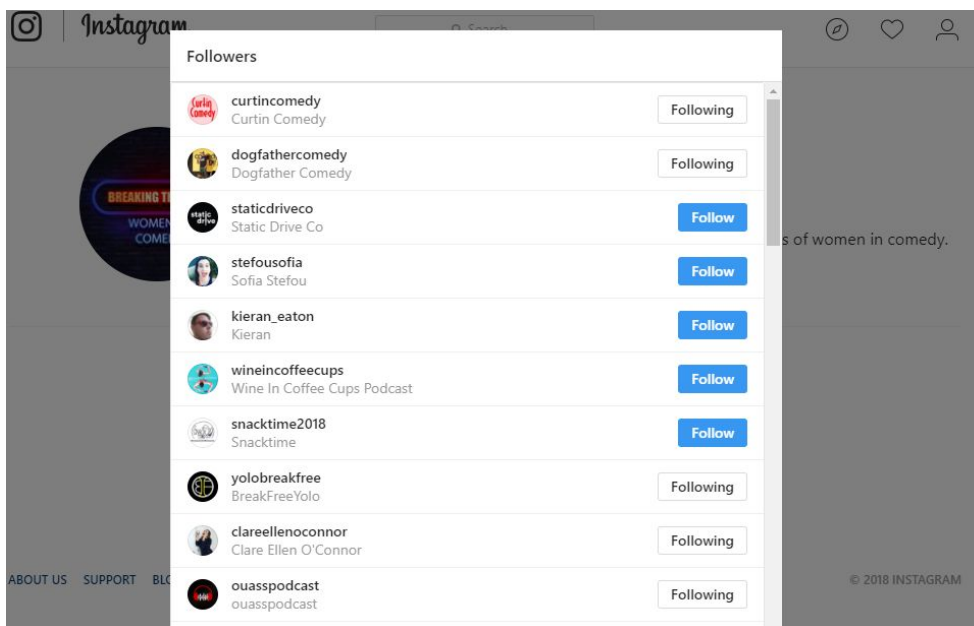


Analysis

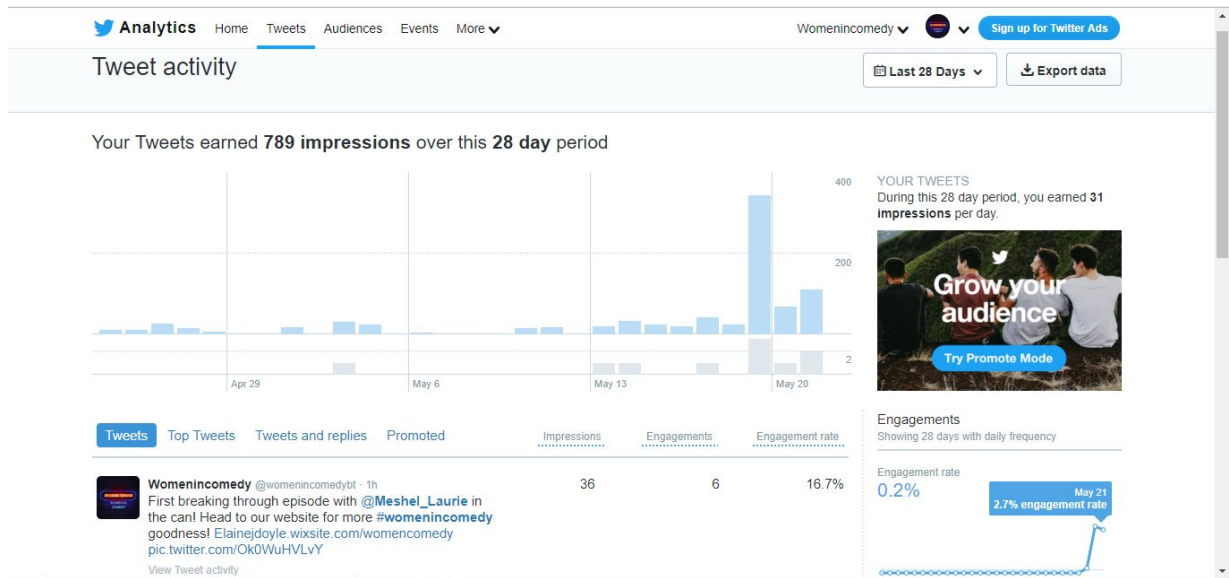
Increased user engagement over time



Example of organic growth through unfollowed likes.



Example of organic growth and user engagement post “influencer” stage.



EVALUATION:

Throughout the promotional stages of the project, the team encountered a number of challenges which affected the pre planned strategy to promote our project through Twitter and Instagram. Firstly, a delayed beginning to the production process resulted in a lack of content to promote the project through twitter and Instagram, effecting the ways in which we could promote paths to our website and YouTube channels. Furthermore, an unfortunate cancellation of our interview subject lead to previous promotions regarding the interview subject becoming irrelevant and thus altering the linear narrative of the digital story.

With the benefit of hindsight, the project's eagerness to begin social media posting perhaps negatively affected the linear direction of our digital story promotion. In future, social media postings will be scheduled and executed in incremental stages, gathering a greater amount of content before embarking on social media executions.

Nevertheless, the project experienced organic growth in followers on both platforms due to consistent posting and engagement with users within the category, with Instagram proving to be the most effective in user engagement. Each post represented a consistent tone of voice, and keywords were used as often as possible to ensure effective search results.

Importantly, a significant number of our likes and follows were from members of both the local comedy scene and our target audience. This highlights the organic growth in the online community we set out to create and the incremental increases in likes and follows, showing promise on our social media direction.