

Social Media Strategy

Situation:

West End Cinema, an independent cinema located in Washington, DC, is seeking a new social media strategy to increase profits and brand visibility. Specifically, they are looking to increase millennial attendance at the theater.

Objectives	Objective	Our objective is to attract students and recent grads to engage with the WEC (West End Cinema) and to create a community around the WEC and its mission.
	Strategy	Use the millennial nostalgia culture of “listicles” or rankings coupled with our own content to attract students and young professionals. The campaign will entail a social media campaign (Facebook, Twitter, and YouTube) that asks the audience to contribute content and opinion.
Programming	Target Audience/ Key Message	<p>Target Audience:</p> <p>Students and recent grads (ages 18-30)</p> <p>Key Message:</p> <p>WEC isn't just a great theater, it is a community that celebrates cinema and art, and in order to do our best work, we need you to join the community.</p>

	Tactics	<p>1. “Buzzfeed” like articles (lists, rankings, top moments, top clips) published on the website with reminders for WEC’s upcoming showings and how they relate to the lists. For example, WEC is showing the new romantic indie and a Top 5 Romantic Clips article is published about a week before the showing starts reminding people to come to the new indie. These articles would also be published on Twitter and Facebook.</p> <p>2. YouTube contest - create supercuts of your favorite movie moments. The best ones will contribute to a Top 100 list published on the website and other online platforms. Advertise the in college film and art departments and via social media platforms. The contestants will be required to upload the video to Youtube and tweet or post it to Facebook with the hashtag #WECTopMoments.</p>
Evaluation	Evaluation	<p>Engagement is key to this campaign. Shares of both the articles and videos is crucial. The content must be posted across social media platforms. The campaign will be tracked in real time. This will allow for data concerning which social media platform is the most popular amongst the key demographic and allow for any changes to strategy to be made in a timely manner. Facebook shares and retweets on Twitter will be measured as a sign of success, but other engagement will also be analyzed. The videos will be tracked with the hashtag.</p>