

The background is a light beige or cream color with a subtle, swirling pattern. Overlaid on this are various decorative elements: dark red floral motifs, including large stylized flowers and intricate scrollwork, and several small, light green butterflies scattered throughout. A prominent dark red banner with a slightly curved top and bottom edge is positioned horizontally across the middle of the image. The text "SOCIAL MEDIA PLANNING" is written in a bold, dark red, sans-serif font across this banner.

**SOCIAL MEDIA
PLANNING**



GOAL

To increase
engagement among
key audiences and
publics

Key Audiences or Publics:

For this social media strategy, the key audience is females between the ages of 22 and 28, who enjoy adventurous activities and have a free-spirited energy. This creative individual is moderately engaged in a variety of social media platforms, particularly Instagram, Pinterest and Twitter. Being a visually artistic person, most social media platforms are used to show pictures or share inspirations. She enjoys activities that are artistic and eccentric in nature. The Free People woman does not come in any one ethnicity, but is African-American, Caucasian or Asian. She is someone who has recently graduated college, but values a free-spirit mentality, rather than entering a conservative workforce. She enjoys dressing to reflect that mentality. This girl enjoys spending time with her friends, rather it be playing frisbee or listening to a band performing in a local park.

Because our target audience loves music and fashion we decided that a social media campaign at Bonnaroo music festival would be the best way to reach them and ultimately meet our goal to increase engagement. In the past Free People has had a strong presence at Coachella, a music festival in southern California. We decided to take what they have done one step further. By promoting contests and giveaways on social media we will be able to engage a niche market at Bonnaroo. This will be explained in further detail in our objectives.

Objective 1:

To increase cross-promotion before, during and after Bonnaroo festival.

Platforms/Channels

There are many social media platforms that will be beneficial to Free People before, during and after the Bonnaroo festival. A complete list of outlets is as follows: Twitter, Instagram, Pinterest, Vine and Storify. We chose not to include Facebook as a part of this campaign. We are aware that this platform is important, but we found it to be irrelevant because we are targeting a niche market and our Facebook community is simply too big. We have strategically appointed respective social media to the timeline of the festival. It has been broken down to three categories: before, during and after the festival. A few weeks before the start of the event, we would use Twitter, Instagram and Pinterest. The common theme for these posts would be “festival”- related. Repetition through social media posts in various platforms can sometime be redundant so we have decided to instead, post different information regarding an event. One plan is to give two, four-day passes to a fan with the best festival outfit, we will post it to these three social media platforms. For twitter, we will announce the contest and inform the followers that the picture must be uploaded through Instagram. On Instagram, Free People will upload a graphic explaining all the guidelines. Through Pinterest, Free People will pin festival outfits that they like, which gives the participants an idea of what is expected. This way, the participants will visit all the social media platforms for one purpose. During the Bonnaroo festival, Free People will engage with its followers through Vine, Instagram, Twitter, Pinterest and Storify. Its main goal is to share its experience and attract its followers to the events in relation to Free People. For example, Saturday of the event Free People employees will bring in professional hairstylists to host festival hairstyle tutorials in their tent at Bonnaroo.

They will also be bringing in artists and bloggers to give demonstrations on various DIYs. Employees will create a Vine as a teaser as well as take pictures of the event and upload them to Instagram. Also, Free People will post tweets explaining the activity and create a Storify of the before and after each tutorial. After the festival, all social media must be evaluated to understand the strengths and weaknesses of the social media campaign. Weaknesses will be further discussed and strengths will be employed again for future festival participations.

Digital Products/Content/Message

Before the festival, we will focus on utilizing cross-promotions with Twitter, Instagram and Pinterest. With Twitter, Free People can post tweets to drum up anticipation regarding its presence at the Bonnaroo festival. This informs its followers about its attendance and the events it is planning to have. An example tweet will be, "We are preparing our Bonnaroo gift bags with lots of love! Are you going to be there to win some prizes?" Also, Instagram is a crucial platform if the particular information is graphic related. Free People will upload a graphic about festival outfits with guidelines for its followers to read in order to participate in the Instagram contest. This will be a fun way of turning the customers into models and really making them feel like a part of the brand. Participants will have the chance to win a four-day pass to the festival in addition to a \$200 FP gift card. This encourages Free People customers to follow its Instagram and use the Free People related hashtag (#FPBonnaroo) as criteria to enter the contest, which creates buzz for Free People. Another image-heavy social media platform is Pinterest. Free People will post recommended festival outfits and pin festival related pictures. For example, Free People will pin festival hair tutorials various ways to make your own festival accessory. In addition, it will also dedicate a folder to pins that are only about festival outfits, which attracts traffic.

During the festival, Free People should focus on Vine, Instagram and Twitter. However, it should also continue to use Pinterest and have timely events posted through Storify. Also during the festival Free People will be incorporating the new video application Vine to giveaway two backstage passes to the Mumford and Sons concert which takes place on the Saturday of the festival.

Free People will send out a tweet asking its followers to create a Vine of their favorite moments of the Bonnaroo festival. Free People will chose the winner based on whoever sends in the best Vine using the hashtag #FPBonnaroo. Instagram is an ideal platform for Free People to post on-going events that update its followers about its activities. At the end of each day of the festival, Free People can utilize Storify to tell its fans about its journey at Bonnaroo. This will include Instagram photos of festival fashion, tent activities and concerts as well as posts of all of its tweets, blog posts and Vine videos. After the festival, all social media platforms are important. As mentioned above, the platforms will be used for evaluations. Also, Free People can post about its gratitude to the loyal support of its fans. If the campaign is successful, Free People will be able inform its followers to be on the lookout for its presence at that event in the future.

Engagement Strategies:

Before the festival, Free People can post tweets asking its followers about their excitement for the festival. An example would be, "Tell us who you are most excited to see perform during Bonnaroo!" or "What do you guys think are the most essential Free People items to bring to Bonnaroo?" This call to action would encourage its followers to reply to the tweets. On Instagram, Free People will post Bonnaroo related contests, which ask its followers to post festival-related pictures with the hashtag (#FPBonnaroo) to stand a chance to win Bonnaroo prizes. During Bonnaroo, Free People will ask its customers to create a Vine of their favorite moments in the Free People tent. Free People will promise giveaways to entice them to participate. After the festival, Free People can use its social media to ask for feedback from its followers about its participation at the festival or send out posts to thank those who visited their tents. It can post tweets like "What was your favorite DIY at our Free People tent?" or "Post a picture of you visiting our tent to receive 15% off festival accessories."

Risk Analysis

The main risk that Free People faces is having its posts become a nuisance to its followers. There is a fine line between getting its followers hyped up for the festival and overloading their timeline with Free People festival news. It is important to plan out posts for each day leading up to the festival until the conclusion of it. However, these restrictions can be excused for activities during the festival.

Another risk is exempting its followers who are unable to attend the event. With contests about festival outfits or exciting activities that Free People will be hosting at the festival, followers unable to attend may feel left out. Another risk would be the lack of response. This would paint a bad impression on the Free People brand for new customers. Activities must be monitored in real-time to strategically edit any future social media posts to fit the situation.

Objective 2

To target festivalgoers during the event through social media.

Platforms/Channels

This object will run throughout the length of the music festival and will encourage Free People fans to interact with the brand. We want Free People fans to Tweet, Instagram, and Vine their favorite moments of the festival using the hashtag #FPBonnaroo. The best posts will be retweeted or reposted with a response from Free People. We are looking for fans to post pictures of themselves in their favorite festival fashion, videos of their favorite shows, and tweets about what they are most excited about. Free People will start the conversation by posting a prompt on Twitter and Instagram to start the interaction with followers. This will allow Free People to see what fans are excited about and then use that information to try to get followers to Free People planned events.

Digital Products/Content/Message

We want the messages and products posted to be user generated. We hope that by simple prompting, our audience will respond to our posts. We believe that user generated content is more effective than if Free People were to constantly post during the festival. We want this objective to be a two-way conversation. We also hope that when followers tweet, instagram or vine using the hashtag, that its followers will be interested in joining the conversation. This will allow Free People to gain more followers and more attention throughout the festival.

One example of a prompt on Twitter would be, “On the lookout for Free People fashionistas @Bonnaroo. Show us your fav festival style using #FPBonnaroo.” Fans would then take a picture of themselves and post it to twitter or instagram using the hashtag, and Free People would respond with something like “@follower We are in love with those gladiator sandals! (or whatever item of clothing that is being shown off) Stop by the Free People tent for more festival fun!” We would also like to post pictures and vines of our staff having fun at Bonnaroo and what they are wearing or who they are excited to see perform. By showing our audience our style, we hope they and many more show us their style.

Engagement Strategies:

Social Media is all about conversations. From looking at the brands we have studied in class, we believe the brands with the most success actively engage consumers through social media. They are able to create conversations and respond to followers, both negative and positive. Right now, Free People does minimal responding on Twitter and even less on Instagram. If in-store and festival events are to be successful, we suggest an active engagement on three social media platforms: Twitter, Instagram and Vine. By prompting questions in real-time about the festival, we can show fans a more personal and creative side of the brand. We would like to follow contest winners when they meet Mumford and Sons backstage by tweeting about the meeting, posting pictures, and including video in tweets. We will also be able to engage fans when they arrive at our festival tents. We can show girls getting their hair done, what they are wearing, and other tutorials at the tent. We would also tweet about where our tent is located and what activities will be presented that day. We believe responding to as many posts as possible is the best way to interact with fans. It is exciting to have a brand respond to a personal tweet. We then hope these fans will retweet our reply and their followers will see our interaction and want to know more about the brand. Again, user generated posts are what we are looking for. By encouraging our fans by responding, we hope to gain more attention during the festival.

Risk Analysis

Social Media involves many risks. By asking followers questions, there is the risk that no one responds to the post, or their post might be negative. User generated posts may not be consistent with what we want our brand image to be. By asking fans to post their favorite festival fashion, we run the risk of the fashion not being what Free People style represents. With videos, there might be content that is not appropriate or may be illegal. We do not want to associate the brand with the drug culture that is present at many music festivals. Close monitoring of the content with the hashtag will have to be done. We will only respond to those posts, which we find inspiring, appropriate and consistent with the brand image. This too runs the risk of angering followers. Obviously we won't be able to respond to everyone, so some fans may feel left out or angered that other followers are being retweeted and theirs is not.

Objective 3

To increase brand awareness in order to attract new customers.

Platforms/Channels

This objective will be accomplished during the weekend of the event. Festivalgoers will have an opportunity to engage with the brand through the social media platforms Vine, Twitter and Instagram. Vine is an up and coming app that is becoming the best way to see and share life in motion in six seconds (Vine.com). We feel this would be relevant because attendees can share their experience at Bonnaroo with Free People by posting their Vine video to Twitter. We will be using Instagram as well to visually document the event and invite potential new customers to our tent.

Digital Products/Content/Message

We are going to use Twitter to live tweet what activities are going on in our tent during the festival. For example one tweet might read, "Stop by our tent in 30 minutes! Fashion blogger @tennesseebunny will be here demonstrating how to make the perfect flower crown." We will also use Twitter to promote our Vine contest. This will be especially effective because it will encourage our Twitter followers to follow us on this other platform. A tweet promoting the Vine contest might read, "Tweet us a Vine of your Bonnaroo experience with the hashtag #FPBonnaroo and win big!" The prize for winning the Vine competition will also be a huge incentive to participate in the contest.

Whoever sends in the best Vine documenting their style and overall experience at Bonnaroo, will win two backstage passes to Mumford and Sons as well as a \$200 gift card to Free People. Because Free People is such a visual brand experience, Instagram will be used to photograph the festival fashion of people who stop by our tent. By Instagramming photos of festivalgoers, rather than just Free People employees, we are engaging with our customers and making them feel like they are a part of the brand.

Engagement Strategies:

Our tent is going to be the best way to increase brand awareness and attract new customers. The purpose of the tent is to attract festivalgoers who do not follow us on one or all of our platforms. Inside the tent people can come visit with fashion bloggers, get their hair done, watch DIY tutorials given by Free People employees and bloggers, receive free festival gifts for following us on our various platforms and participate in other festival arts and crafts. This is a great way to engage new customers and encourage them to participate in our Vine contest. Also, if festival goers are drawn to our tent and stay even for a few minutes, we know we have caught their attention. We will be responding to as many Vine tweets as possible. For example we might reply to an entry saying, "Thanks for participating! We will be announcing our winner around 5 p.m. P.S. loved your head scarf!"

Risk Analysis

Like any social media campaign, there are risks involved. There are several things Free People needs to take into consideration when implementing the Bonnaroo music festival campaign. When you ask your audience to participate in a contest, you always run the risk of not receiving a public response. That is why we made the contests and giveaways as simple as possible for participants. They only have to follow a few fun and simple steps in order to have a chance to win. We tried to minimize this risk by making the awards great enough to ensure participation. We also realize that the people attending Bonnaroo represent only a small portion of Free People's clientele. This campaign runs the risk of losing followers based on content that is irrelevant to a vast majority of its customers. That is why we suggest that the media content based around Bonnaroo not to be overbearing and still intrigue those who can not attend. So, during the week before and during the festival all Free People stores throughout the nation will be having sales on festival merchandise. They will also be providing tips and tricks on how to look the part for upcoming festivals in areas all over the U.S. Many concerts and festivals take place in the summer so many of these DIY tips are extremely timely and useful to all customers.

Objective 4

To increase engagement with audiences who are unable to attend the festival.

Platforms/Channels

All social media platforms are important in the effort to include its audiences who are unable to attend the festival. The use of Twitter, Instagram, Pinterest, Vine and Storify are equally important to transport the festival to the eyes and ears of those who are far away. To accomplish this, Free People will advertise in-store events on social media. Stores nationwide will be hosting “Festival Week”. Employees and professionals will be demonstrating the same DIY tutorials that they will be doing in the “glamping” tent the weekend of Bonnaroo. There will also be a week-long sale on festival wear.

Digital Products/Content/Message

Through Twitter, Free People can participate in live tweeting about Bonnaroo so this group of audiences will feel included. They will be able to see live performances and receive live updates of Free People activities. Free People will also send out tweets that are targeted directly to them such as, “For those who couldn’t make, don’t let your festival outfit ideas go to waste. Send us a picture of it!” or “If you are not at Bonnaroo, you can still try out these hairstyles. Check out our video tutorials on our blog!” Free People can upload interesting and funny pictures on Instagram so its followers have a visual idea of the event. By doing this, Free People is bringing a part of Bonnaroo to its followers. Through Pinterest, Free People can encourage this group of people to pin their favorite festival outfits and allow them to vote for their favorite outfits. Vine and Storify will further allow them to see what is going on in Bonnaroo.

Engagement Strategies:

With people who are unable to attend the festival, Twitter will be a crucial social media platform. Free People can post tweets that are along the lines of “If you were here,…” or “For those who were unable to attend Bonnaroo,…” Free People locations across the nation will host “Festival Week”. It will announce promotions in all of its stores such as sales for festival wear. This way, its customers nationwide will have an incentive to visit its stores and purchase items related to Bonnaroo. Free People will also station in-store DIY crafts and hair tutorials for its customers. This will encourage them to go to the store to get their hair done and tweet a picture to @freepeople. This indirectly puts customers in the festival spirit, while keeping its timeline consistent.

Risk Analysis

A risk when trying to accommodate the non-goers is it backfiring like insult to injury. Some followers may be upset with the constant reminder about their inability to attend the festival. This in turn will discourage participation or engagement and once again, risk the reputation of Free People. Also, Free People has to balance the amount of attention given to the non-goers and those who are attending. It must weigh the pros and cons of focusing on each group. By tailoring its message to those who are attending, Bonnaroo will increase the success rate of its activity during Bonnaroo and may attract many new customers present at the festival.