WE HAVE AN EVENT. WHAT NOW?

Communication of the Academic folklore dance group France Marolt on its social media canals

10. 5. 2018
Nika Rožanc, president
Academic folklore dance group FRANCE MAROLT

- Founded in 1948 – 70th birthday!
- The most renowned group in Slovenia
- Situated in capital Ljubljana
Akademska folklorna skupina France Marolt
@afstrancemarolt

Objave

Akademska folklorna skupina France Marolt
9. marec - 6

Kart je vse manj in manj, sedeži v Gallusovi dvorani pa so vse boj polni 😊 Ali ste si že zagotovili svoj sedež? NE 😞...

Hitro preverite, kje si lahko zagotovite vstopnico:
2. Spletna stran Cankarjevega doma, kjer lahko koristite 5% popust za nakup preko spleta... Pričakujte več
From “anything that came into our mind” we shifted to “strategically planned communication”

More people for observation – less room for errors!
70th ANNIVERSARY – FB EVENT

NOTIFICATIONS
#behindTheScenes

- **AIM**: to show people how much work, free time, effort goes into organisation and creation of a project
#happyBirthday

- **AIM**: to raise awareness of the event by including different stakeholders
#retroThursday

- **AIM**: to show our history, bring out the black&white photos and to link ex-members
CTA – call-to-action

- Use it in every post to engage people and lead them to your goal
INSTAGRAM PROFILE

- The most **visual media** – beautiful photo is everything!
- Different audience – you have to **adjust the communication**
- **Instagram Story** – real time connection with the audience with possibility of interaction
ALL ABOUT THAT #

- Hashtags are life!
- A small research on the popular, relevant hashtags and profiles for us (folk, ethno communities, folklore festivals, …)

#Nikrmana
#maroltvci
NEVER USE SOCIAL MEDIA „JUST BECAUSE“!

ALWAYS HAVE A CLEAR VISION OF WHAT YOU WOULD LIKE TO ACHIEVE THROUGH IT.
THANK YOU FOR LISTENING AND GOOD LUCK!