

SHOWSKILLS SEMINAR 2019

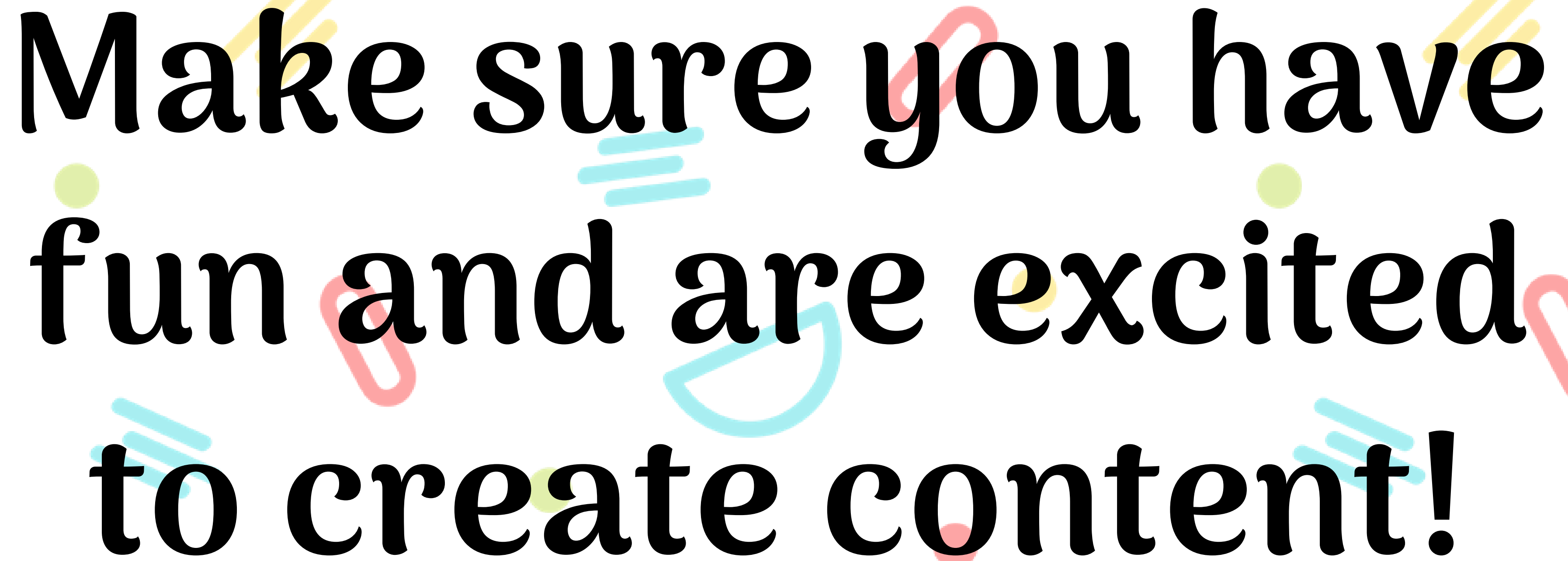
# **SOCIAL MEDIA FOR YOUR SHOW**

**Tips, Tricks & Ideas**

VICTORIA KENNEDY, FINLEY SHOW SOCIETY

**SOCIAL MEDIA  
IS FREE  
ADVERTISING  
FOR YOUR  
SHOW!**



The background is white and decorated with various colorful geometric shapes and lines. There are two horizontal yellow lines, one at the top and one at the bottom. Scattered throughout are semi-circles in light blue and light green, small solid circles in light blue, light green, and light yellow, and three parallel horizontal lines in light blue and light yellow. The text is centered and reads: 

**Make sure you have  
fun and are excited  
to create content!**

# WHICH PLATFORMS WORK BEST FOR SHOWS?



FACEBOOK



INSTAGRAM



TWITTER



YOUTUBE



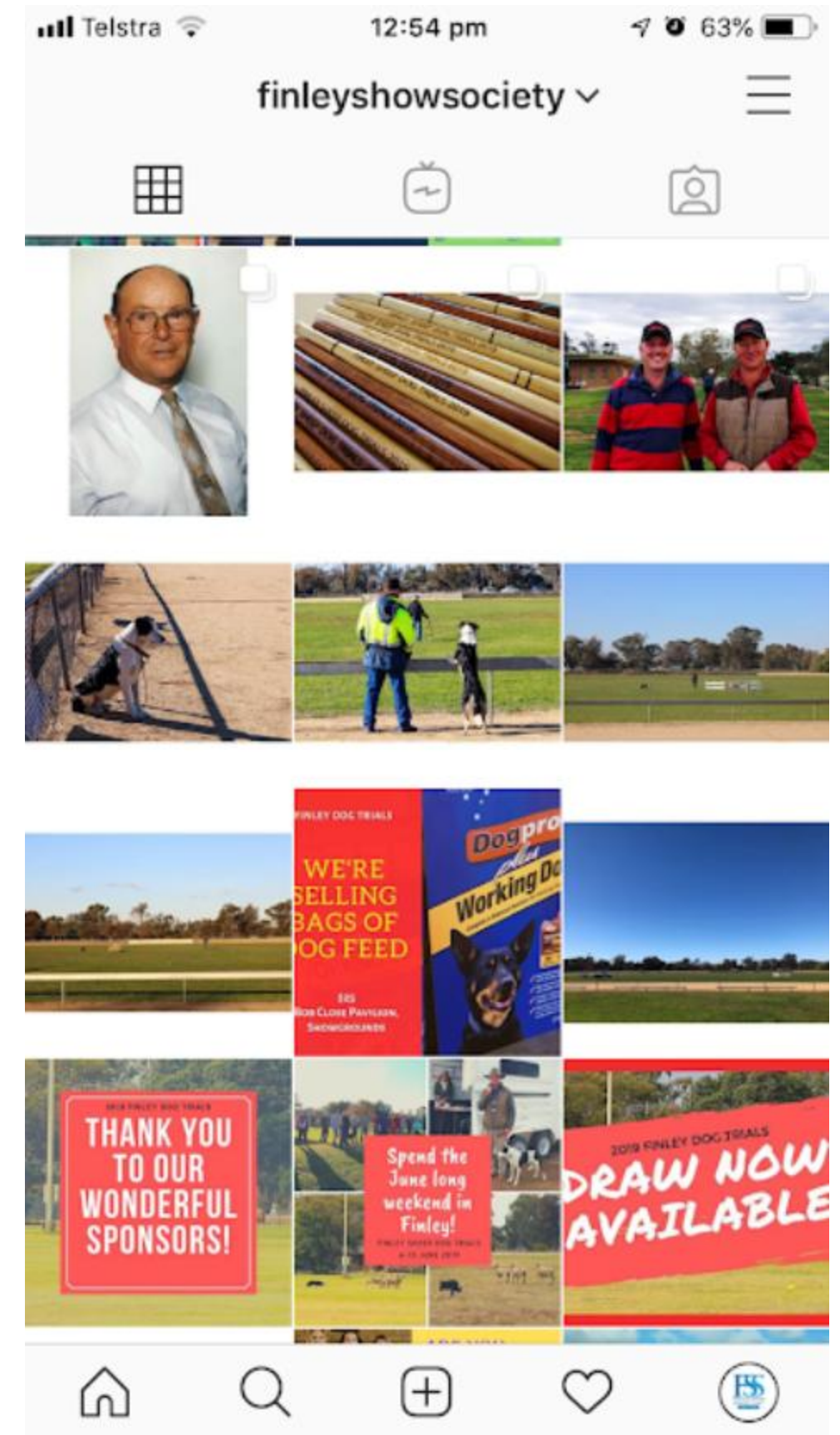
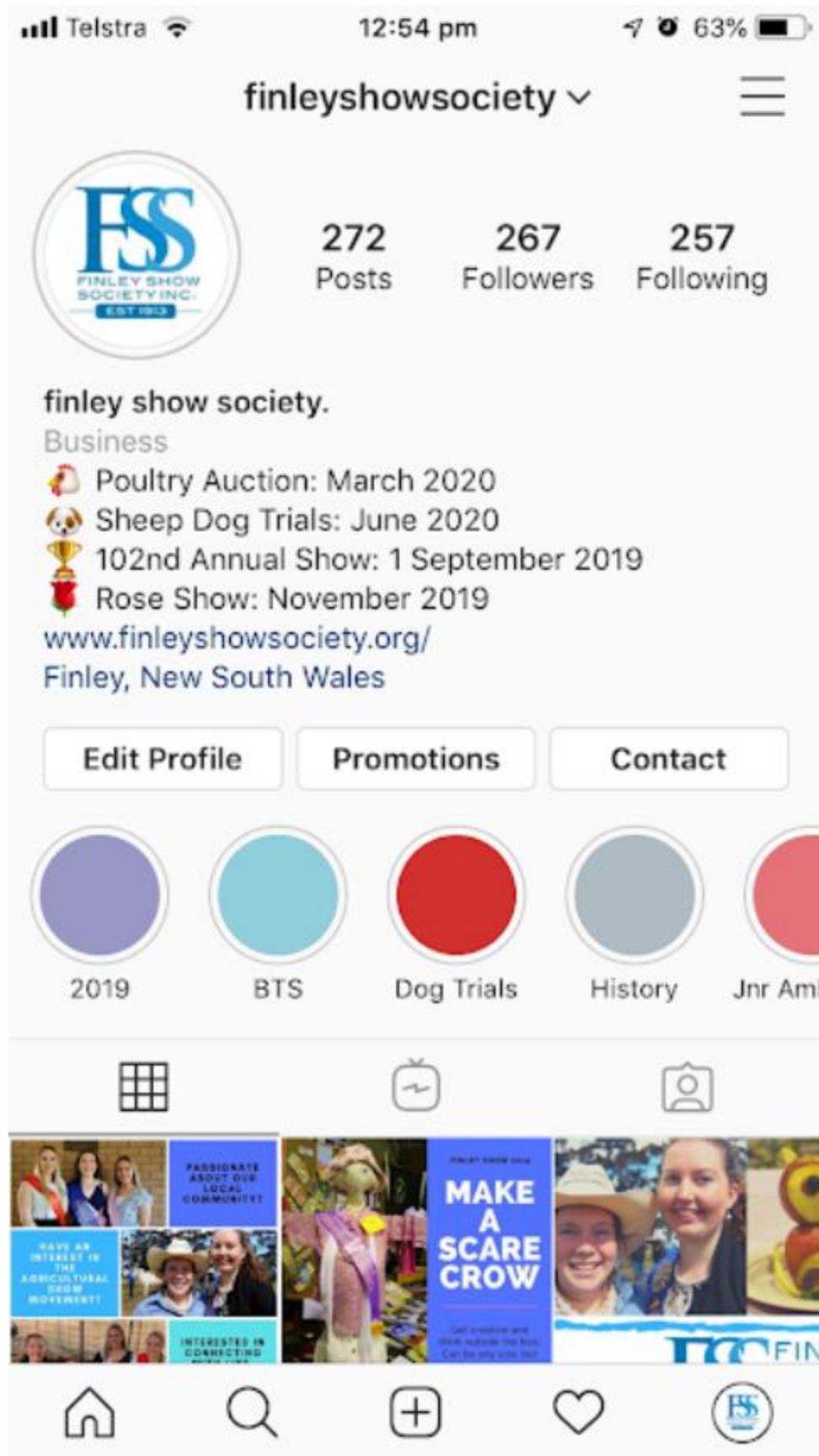


- YOUR MAIN PLATFORM
- ALL-AGE AUDIENCE
- CONNECT WITH YOUR LOCAL COMMUNITY AND EXHIBITORS FURTHER AFIELD
- EASILY ALLOWS FOR MULTIPLE PAGE USERS

*If you only use one platform, this should be it!*



- **VERY VISUAL PLATFORM**
- **YOUNGER AUDIENCE**
- **MORE SHOW SOCIETIES ARE JOINING THE PLATFORM**
  
- **CONNECTED WITH FACEBOOK FOR EASY CROSS-POSTING**
  
- **GIVE A BEHIND THE SCENES LOOK WITH STORIES**
  
- **#YOURSHOW**





- **WOULD BE BETTER SUITED TO LARGER SHOWS IN MORE SUBURBAN AREAS**
- **PEOPLE WHO USE TWITTER ARE NOT NECESSARILY INTERESTED IN CONNECTING WITH THEIR LOCAL AG SHOW ON THE PLATFORM**





- **GREAT IF YOU HAVE SOMEONE WHO IS INTERESTED IN VIDEO CREATION**
- **NOT NECESSARILY NEEDED IF YOU JUST WANT TO POST VIDEOS TO FACEBOOK**
- **GREAT FOR EMBEDDING VIDEOS ON YOUR WEBSITE**



SANDRA MOON & DAVID WEBB | 6 June 2019

2 views • 1 month ago



VAS JUNIOR SHOW AMBASSADOR | March 2019

No views • 1 month ago



SENIOR SHOWGIRL ZONE FINAL | March 2019

10 views • 4 months ago



3rd FINLEY ROSE SHOW | November 2018

No views • 5 months ago



WYNNE HAWKINS 'CHAMPION OF CHAMPION...

No views • 10 months ago



AUSTIN EVANS OPENS 101ST FINLEY SHOW |...

9 views • 10 months ago



IAN MASON PRESENTED LIFE MEMBERSHIP |...

21 views • 10 months ago



SENIOR SHOWGIRL COMPETITION | August 2018

29 views • 10 months ago



FINLEY SHOW PERSONALITY | August 2018

4 views • 10 months ago



THE LAND SYDNEY ROYAL SHOWGIRL | March 2018

26 views • 11 months ago



3RD ANNUAL FINLEY SHEEP DOG TRIALS



JUNIOR AMBASSADOR STATE FINAL




JUNIOR AMBASSADOR GVRSA FINAL



2ND ANNUAL FINLEY ROSE SHOW



TIM FISCHER OPENS 2017 FINLEY SHOW



**TL:DR**

**ALL Show Societies should  
have a Facebook page!**

Make sure it is a PAGE, not a group or  
personal profile!



# Creating Engaging Content

Whatever you post,  
**ALWAYS** include an  
image/graphic!

- More engaging
- More fun, vibrant & active
- Super easy - no graphic design skills needed!





# PHOTOS & GRAPHICS



PHOTOS  
FROM  
YOUR  
SHOW

ONLINE  
IMAGES

PHOTOSHOP

CANVA

# **USING CANVA TO CREATE CONTENT**

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**Free to sign up**

**Easy to use**

**No experience needed - you'll learn as you use it**

**Create content for EVERY social media platform**

**Can also be used across your Show**

Finley Show 2019

# ATTENTION HORSE COMPETITORS!



PLEASE ENSURE YOU READ ALL THE RULES & REGULATIONS

**ADMISSION 2019**

<b>ADULTS</b>
\$15.00
<b>AGED PENSION (PRESENT CARD)</b>
\$10.00
<b>CHILDREN (6-17 YEARS)</b>
\$5.00
<b>CHILDREN (UNDER 6 YEARS)</b>
FREE
<b>FAMILY (2 ADULTS &amp; CHILDREN TO 17 YEARS)</b>
\$30.00

FINLEY SHOW 2019

# NEW LITERATURE SECTION!

Flyer/Brochure

Short Story

Essay

Poem



# Annual Show

1 September 2019

Now Available!



**FS** FINLEY SHOW SOCIETY INC.  
EST 1913  
THE BEST SHOW IN THE SOUTH WEST REGION

# 102ND ANNUAL SHOW

SUNDAY, 1 SEPTEMBER 2019

Happy Father's Day & National Wattle Day!

[www.finleyshowsociety.org](http://www.finleyshowsociety.org)



Download from our website

**2019 Events**

Poultry Auction  
23 March 2019 

Sheep Dog Trials  
6-10 June 2019 

Annual Show  
1 September 2019 

Rose Show  
November 

**JUNIOR SHOWGIRL COMPETITION**



**TINY TOT JUNIOR SPRING SPRING TEEN**

ENTRY TAKEN FROM 10:30AM SHOWDAY



Finley Show 2019

**DON'T FORGET YOUR HEALTH DECLARATIONS!**





## Finley Show Society Inc.

Written by Victoria Kennedy [?] - August 20, 2019 at 2:00 PM - ⚙️

### 👨‍🍳 MEN'S CHOCOLATE CAKE COMPETITION 👨‍🍳

We know there's some blokes out there who think they know their way around the kitchen, so why not put them up to the challenge of the Men's Chocolate Cake Competition!

There's a lot of prestige that comes with being crowned the best chocolate cake maker, so why would you want to miss out on that opportunity. Plus, there's a bit of prize money up for grabs if you're into that sort of thing...

And don't worry, you are allowed to use a packet mix if you've not quiet graduated to baking from scratch - just remember to include the label from the packet with your entry!

Entries close 4:30pm Friday prior to the Show with the Secretary, and exhibits to be in the hands of the Secretary by 12 noon Saturday prior to Show.

Download a schedule & entry form: <https://www.finleyshowsociety.org/downloads-schedules.html>



# Blokes, think you can bake?

Enter the Men's Chocolate Cake Competition!



# Mixing things up

EMOJIS

FACEBOOK LIVESTREAMS

INSTAGRAM STORIES

IGTV

FACEBOOK EVENTS

GIVEAWAYS

**Keeping  
on top of  
posting  
content**

**PLAN AHEAD**

**BULK CREATE GRAPHICS**

**SCHEDULING IS YOUR  
FRIEND!**



**28 Scheduled Posts**

Next post scheduled for Tuesday, July 23, 2019 at 2:00 PM. [See posts.](#)

# Apps & Websites of Use

## APPS

- Facebook Pages
- Canva
- TeamWeek
- Google Photos
- Giant Square
- LiveCollage
- Whitagram
- Notes
- YouTube Creator Studio

## WEBSITES

- Canva
- TeamWeek
- Google Photos
- BeFunky Photo & Collage Editor
- PDFtoImage

**Stay active all  
year round!**

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**JUST BECAUSE YOUR SHOW IS  
OVER, DOESN'T MEAN YOUR  
PAGES SHOULD GO SILENT!**

**HOW CAN  
YOU KEEP  
ACTIVE  
YEAR  
ROUND?**

**GO  
BEHIND  
THE  
SCENES**

**SHARE  
NON-  
SHOW  
POSTS**

**SHARE  
SHOW  
HISTORY**

# **ARE ANALYTICS & INSIGHTS IMPORTANT TO SHOWS?**

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**Aren't as scary or confusing as they seem**

**Shouldn't necessarily dictate to Show's what they do and  
don't post**

**Most important insight to use is when you audience is at  
it's most active**

**At the end of the day, don't stress about the numbers -  
just work on creating vibrant & engaging content**

07/11/2019 1:00 PM	 SCARECROW COMPETITION Why not get a head start on your			474		14 10		<a href="#">Boost Post</a>
07/09/2019 2:00 PM	 2019 SCHEDULE The schedule is now available for download! Head			1.8K		206 40		<a href="#">Boost Post</a>
07/08/2019 8:18 PM	 We don't mean to tease, but if you follow us on Instagram, you're			551		18 4		<a href="#">Boost Post</a>
07/08/2019 5:58 PM	 Finley Show Society Inc.			192		3 0		<a href="#">Boost Post</a>
07/06/2019 12:00 PM	 COLOURING COMPETITION Get those pencils, crayons, texas			526		12 5		<a href="#">Boost Post</a>
07/04/2019 7:39 PM	 Congratulations Victoria.			367		112 20		<a href="#">Boost Post</a>
07/04/2019 12:58 PM	 Come on down tomorrow morning and say hi! 🍌🍌			205		5 3		<a href="#">Boost Post</a>
07/03/2019 12:00 PM	 STREET STALL & WOOD RAFFLE We're holding our second street			664		50 29		<a href="#">Boost Post</a>



When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time

DAYS

997

998

997

997

991

1,004

Sun

Mon

Tue

Wed

Thu

Fri

TIMES



Telstra 12:54 pm 63%

Insights

Content Activity Audience

Gender ⓘ

76% Women 24% Men

Followers ⓘ Hours Days

Day	Activity
Mon	~100
Tue	~100
Wed	~100
Thu	~80
Fri	~100
Sat	~80
Sun	~100

Home Search Add Heart Profile

DON'T BE AFRAID TO  
TRY SOMETHING NEW

EXPERIMENT TO SEE  
WHAT WORKS BEST  
FOR YOU AND YOUR  
SHOW

AND MAKE SURE YOU  
HAVE FUN!

**Go forth  
& create!**