

# Social Media and Strategic Market Communication of Festivals

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## Classification of Social media (Kaplan & Haenlein 2010)

| <b>Social presence/<br/>media richness</b><br><br><b>Self-disclosure</b><br><b>Self presentation</b> | <b>Low</b>                              | <b>Medium</b>                           | <b>High</b>                                  |
|--|---|---|--|
| <b>High</b>  | Blogs                                   | Social Networking sites (e.g. Facebook) | Virtual social worlds (e.g. Second life)     |
| <b>Low</b>   | Collaborative projects (e.g. Wikipedia) | Content communities (e.g. YouTube)      | Virtual game worlds (e.g. World of Warcraft) |

## Social media in strategic market communications

- A new hybrid element in the promotional mix (advertising, PS, PR, DM and sales promotions)
- Combines classical tools with a magnified word of mouth (Mangold & Faulds 2009)
- *New communications paradigm* (Muniz & Schau 2007)  
greater consumer command - weakened organisational control over:
  - Content, frequency, timing and media choice
  - Influencing consumer behaviour via promotional mix
  - Rumour flows of post-purchase feedback

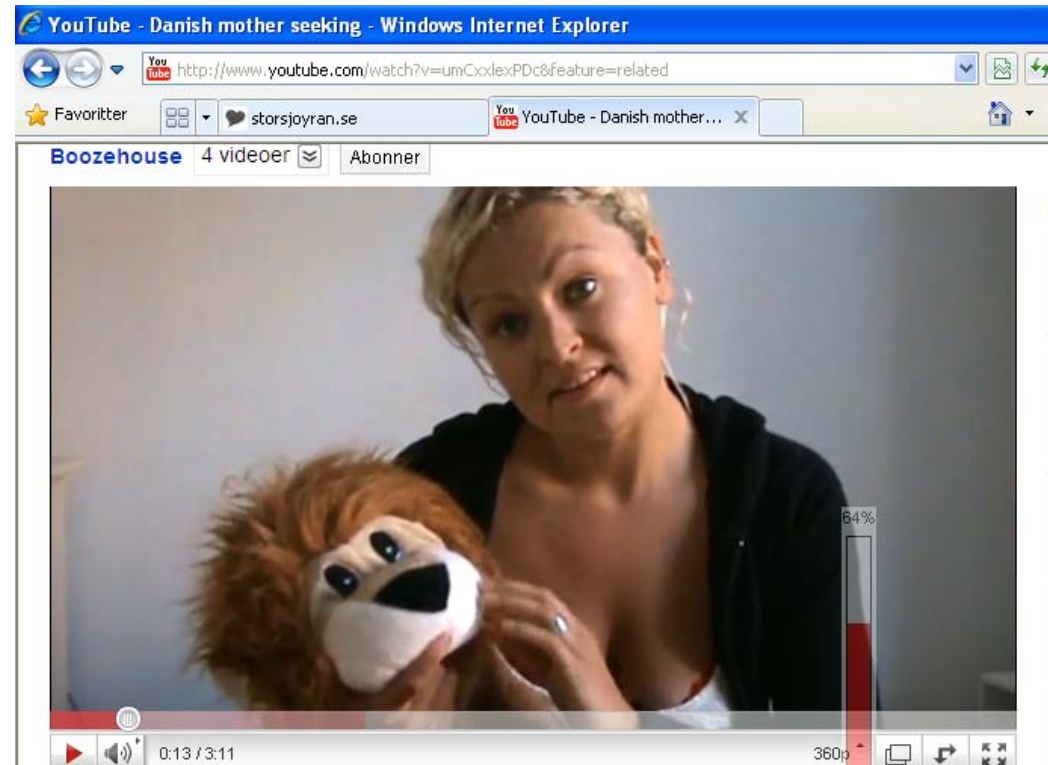
## How can organisations shape discussions on social media?

Prescriptive ideas in both popular business media and academic literature in various fields: (Mangold & Faulds 2009, Waller & Thompson 2010, Harris, 2009, Curtis et al. 2010),

- Provide networking platforms and “talking points” (fan sites)
- Engage customers by blogs and multimedial promotional tools (gigs, stories, rumours)
- Create an illusion of exclusivity and customer involvement (polls, free samples, limited releases)
- Allow for dialogue and consumer feedback

## Challenges with social media

- Information overflow
- Reliability: identity of sender
- Exposure vs. control
- Irreversibility



## Research objectives

- How is social media used as a tool for innovation in a festival context?
  - Market communications
  - Service innovation (co-production)
- How do festival organisations manage social media communications?
- Perceived risks/opportunities, knowledge gaps?

## Study design

- Inventory of online practices of Nordic festivals
- Focus groups and personal interviews

## Practitioners attitudes towards social media

“**I tend to think of Facebook when I hear social media.**”

”Social media is about status and ranking. **If you Twit, then you’re alive.**”

“**Everyone** is on Facebook and people use it every day, so you can reach everyone with practical information. It is just so **easy to share** and refer to links on Youtube or Flickr”

”It is great to use new media for as a **communication tool** as opposed to just having the **website**. But switching from one-way to two-way communication requires to be bold. The more you open up, the more you **expose yourself**. It’s uncut [not censored].

**It is also a generation issue...**, it seems as if we lag behind all the time. As soon as we adpot facebook, then everyone has gone to Twitter and then to Bilddagbok – which I only heard of for the first time some days ago.

## Storsjöyran Festival's use of social media

|   | Goal                                       | Illustration   |
|---|--|--|
| <b>Before:</b> "stimulate desire to visit"            | info. distribution, stimulate ticket sales | Releasing of rumours and adverts on Facebook (1/3 visitors respond)<br>Blog "Praktikant Lefte" |
| <b>During:</b> "to give an illusion of participation" | Instant /live experience and updates       | Sms-news, reminders<br>iPhone apps., footprints<br>Microblogs (Twitter)                        |
| <b>After:</b> "spreading the word"                    | post-processing                            | Ska inte bli "nyheter fra Sovietunionen"   |

The screenshot shows a Facebook page for 'Storsjöyran' in a Windows Internet Explorer browser. The browser's address bar shows the URL: [http://www.facebook.com/pages/Ostersund-Sweden/Storsjoryran/347947080581?v=app\\_2373072738&re](http://www.facebook.com/pages/Ostersund-Sweden/Storsjoryran/347947080581?v=app_2373072738&re). The search bar contains 'praktikant leffe'. The page content includes:

- A thank-you message: "Tack för i år. Vi ses 28-30 juli 2011! Tack alla ni som besökte årets Yra och gjorde den till en så fantastisk, makalös, vidunderlig fest. Vi ses 28-30 juli 2011".
- An information box with location: Östersund, Sweden and phone: 063-120076.
- A post by Pauli Virtanen: "Pauli Virtanen you can run but you can not hide" with a link to a Facebook page and a timestamp of September 17 at 6:09pm.
- Another post by Pauli Virtanen: "Pauli Virtanen http://www.facebook.com/home.php#!/photo.php?pid=184580&fbid=139868629385858&id=130030743702980" with a timestamp of September 12 at 8:58am.
- A post by Storsjöyran: "Storsjöyran Konserten med Hoffmaestro är inställd. Tyvärr måste vi meddela att konserten med Hoffmaestro den 16 september på OSD Folkets Hus i Östersund är inställd pga bristande biljettförsäljning. Köpta biljetter återlöses på inköpsstället. September 10 at 11:00am".
- A comment by Mejlín Starfighter Nässén: "Mejlín Starfighter Nässén likes this."
- A notification for Zsófia Hamza.

- ”När jag gick in i morse så var det någon som hade lagt ut bilder från helgen och nu börjar det liksom hända..Vi har jobbat med det sedan i höstas och sakta men säkert, men nu ser man ju nu när festivalen har dragit igång hur folk börjar lägga upp egna. Och då börjar det göra sig själv...

storsjoyran.se - Windows Internet Explorer

http://www.storsjoyran.se/parser.php?did=805:1

duracell kanin

storsjoyran.se

YouTube - Danish mother se...

with Love

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MILJÖPARTNER

LUNDSTAMS

FÖRNYELSEBAR  
EL FRÅN

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## Challenges with unfocused communication

- Addressing all festival visitors – surgical campaigns not accommodated
- Promotion saturation on event fan pages: maximum effectiveness vs. loss of audience
- Measuring campaign efficiency and viral effects compared to conventional media ads

## Limitations of using social media

- Time: must work with the festival. Knowledge: Generation X lacks insights into using social media professionally
- Empowered social media users (e.g. paid or fictive endorsements): ethical and pragmatic dilemmas

*”Jag kan bli jävligt stressad över ordet sociala media. Jag kan vara stressad över att man på något sätt förväntas använda sig av sociala media, men just den där tiden att utveckla, det känns som ett sånt arbete”.*

## Knowledge gaps in the strategic use of social media

- How to institutionalise social media presence in the promotional mix and festival marketing?
- Festival ambassadors – outsourcing to “15-year old market strategists”?
- How to enable and process incoming information in a flat adhocratic organisation structure?
- Interactivity: How do visitors consume festivals via social media (virtual events)?
- Technological innovations: Expanding the use of social media apps (e.g. during event innovation)
- Business logic of development? Costs vs. benefits