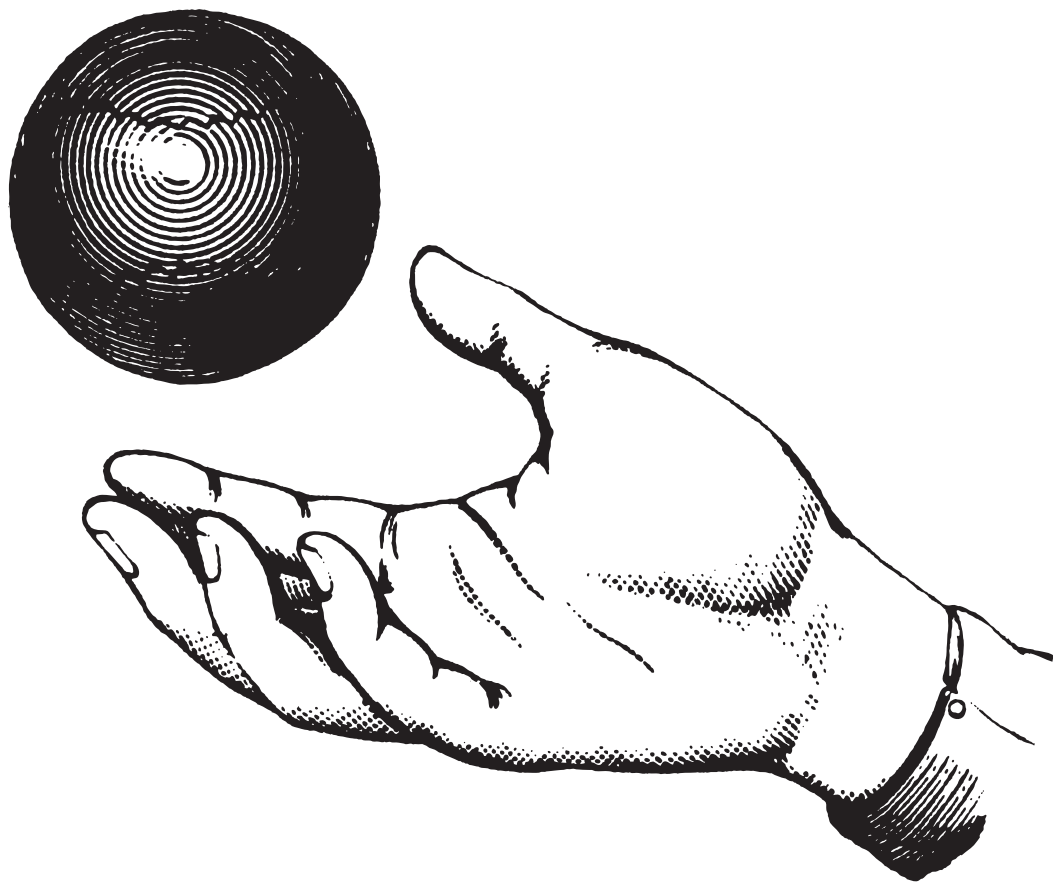


# Social Media Guide for the Countries Participating in Expo 2015



# 01

## Introduction



During these past weeks and months the **Social Media Team** has received many support requests. Various Countries have opened their **social accounts** autonomously, while many others have asked for our help.

We could have created a **FAQ** page, but in the end we considered it more useful and reasonable to go through the procedure **step by step**.



Our motto is: **"learn by doing."**

This is a **10 step guide**: each step activates a **social network** enabling you to carry out a series of activities, from the more basic ones to the more complex ones.

First you create things, then you understand their use.



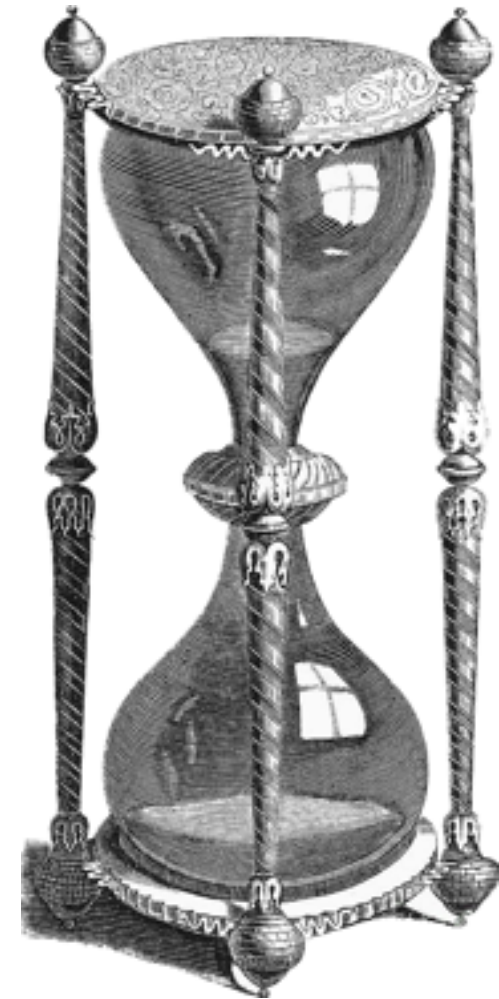


**How to proceed?** How to provide his country's pavilion with a sensible social presence having zero budget and little time at disposal?

**Zero budget is not a problem.**

Let's try to quantify how much time is "little" time at disposal.

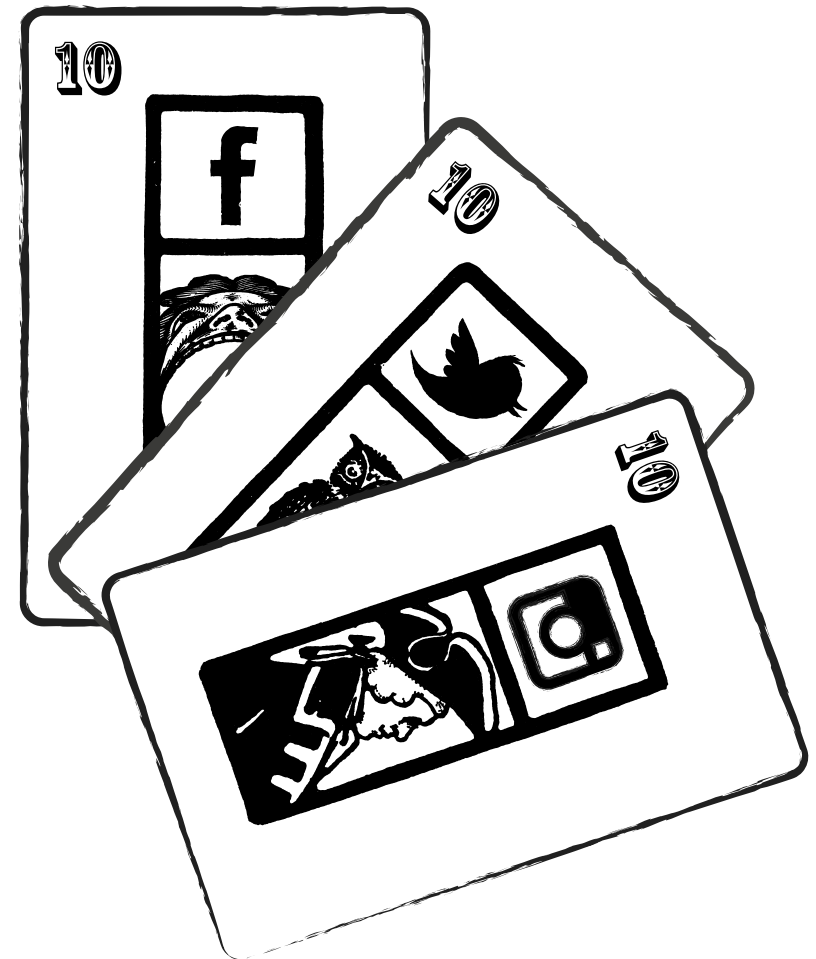
We informed Skyresh and the Emperor that the **minimum time** necessary to have social visibility that does not make a bad impression of the kingdom of Lilliput is about half an **hour a day**.



## By opening three accounts

One on Twitter, one on Facebook and one on Instagram – if you devote 10 minutes a day to each account, you reach half an hour a day.

**Ten + ten + ten** minutes does not seem to be much time, but actually it is a lot of time. Especially if it is **half an hour** a day every day (social media do not contemplate holidays).



# 03

## Twitter



Let's start from **Twitter** because it is the one that, at first sight, seems the most difficult. Actually it is easy. It only requires time and a minimum of organization.

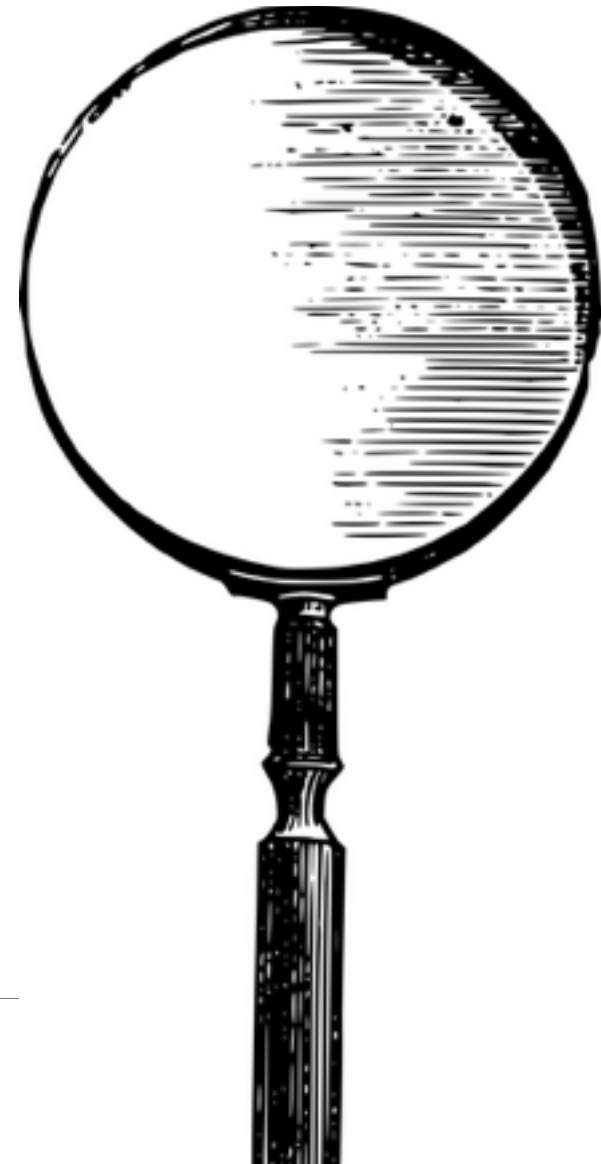
At this point we could explain in detail what Twitter is and how it works, but you would get bored. When working on the Internet it makes more sense to do things and try to understand how they work and if we need them.

**Try it out with us!**



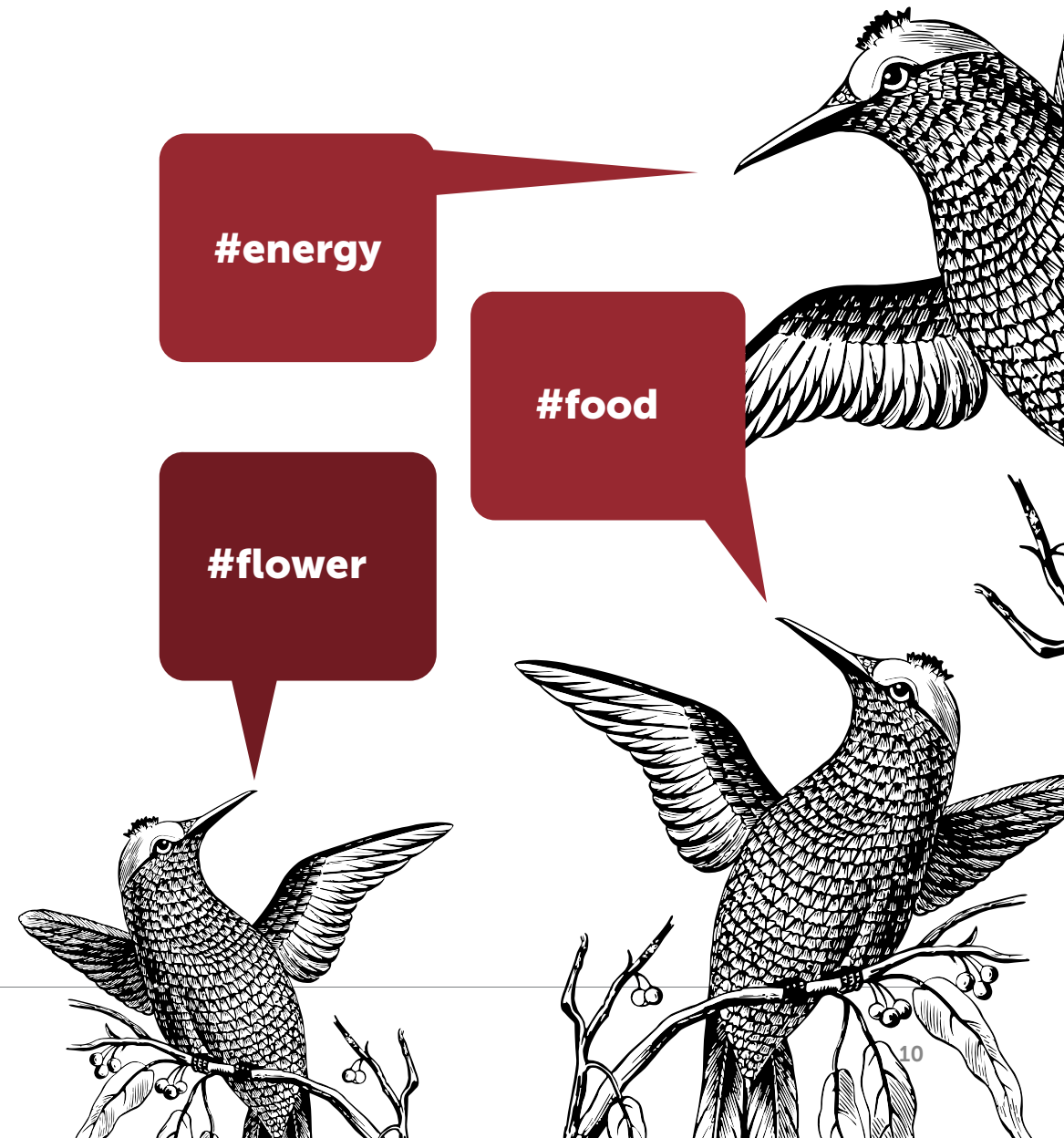
## What is a hashtag?

Twitter contains an infinite quantity of contents and it is difficult to put them in order and find what you are looking for. When a word is preceded by #, it becomes researchable. If you are talking about “gold”, simply add a #: gold becomes **#gold**. In this way, you can find all the conversations talking about **#gold**, and your tweet will become part of the conversation.



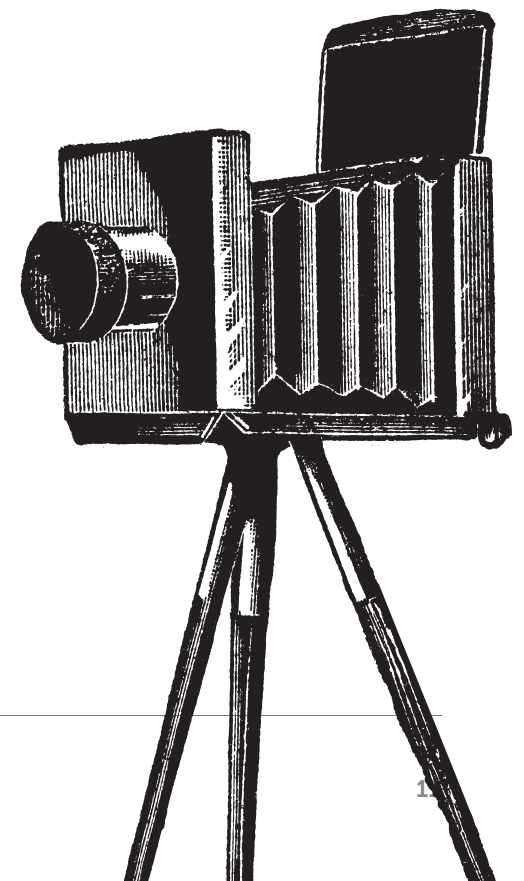
Try to find the conversations on the topics in which you are interested. Write in the research box **#food, #flower, #energy**.

To be included in the great storytelling of Expo always remember to write **#Expo2015** in your tweets.



## How can I publish images?

On Twitter, you can insert images (photographs that you have taken with your mobile phone or downloaded from your computer).





## Start using Twitter: Do the following exercises:

- Introduce yourself briefly: **"hello I'm on twitter :)"**
- Follow @expo2015milano
- Find other **people to follow**: you can use Twitter's research engine and look up a topic.
- **Follow** @stefi\_idlab, @alekone, @susannalegrenzi, @secolourbano. They will follow you and answer you.
- Write a tweet on Expo. **In the tweet insert the hashtag #expo2015**
- Send a direct message to Stefano Mirti



## What will I have to do every day? What is the typical routine?

- Quickly go through the timeline.  
Is there anything interesting?  
**Re-tweet it** to your followers.
- Are there any topics on which  
you would like to give your  
contribution? **Answer people.**
- **Control mention and RT:**  
Is anybody talking to you today?  
Answer everybody, in the briefest  
timeframe possible.



- Decide what to publish today:

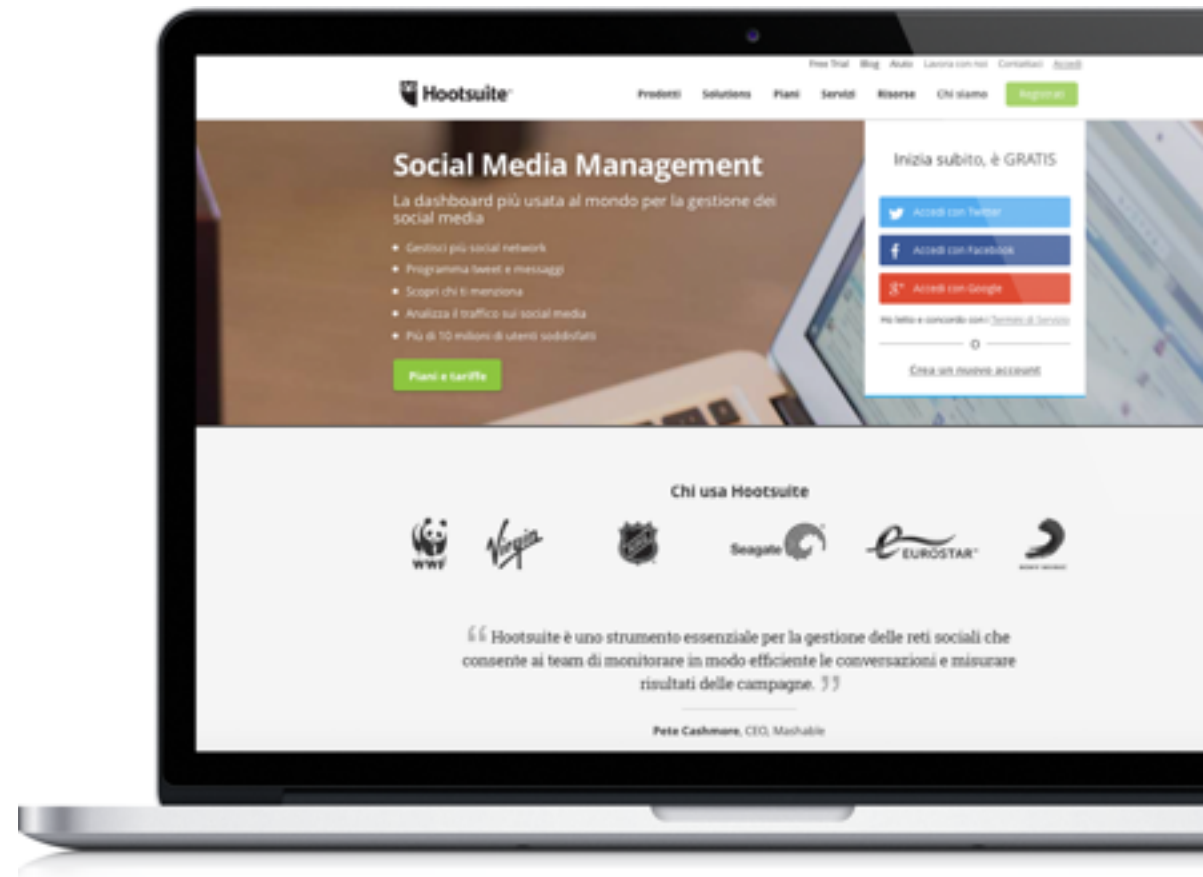
**plan 2 or 3 tweets.**

You can plan your daily tweets (or your weekend tweets) with

[hootsuite.com](https://hootsuite.com).

- Try to be **interactive**.

Do at least 5 RT



## Who should I keep as point of reference?

- <https://twitter.com/nasa>
- <https://twitter.com/GdnDevelopment>
- <https://twitter.com/theeconomist>
- <https://twitter.com/brainpicker>
- <https://twitter.com/BronxZoosCobra>
- <https://twitter.com/museumnerd>



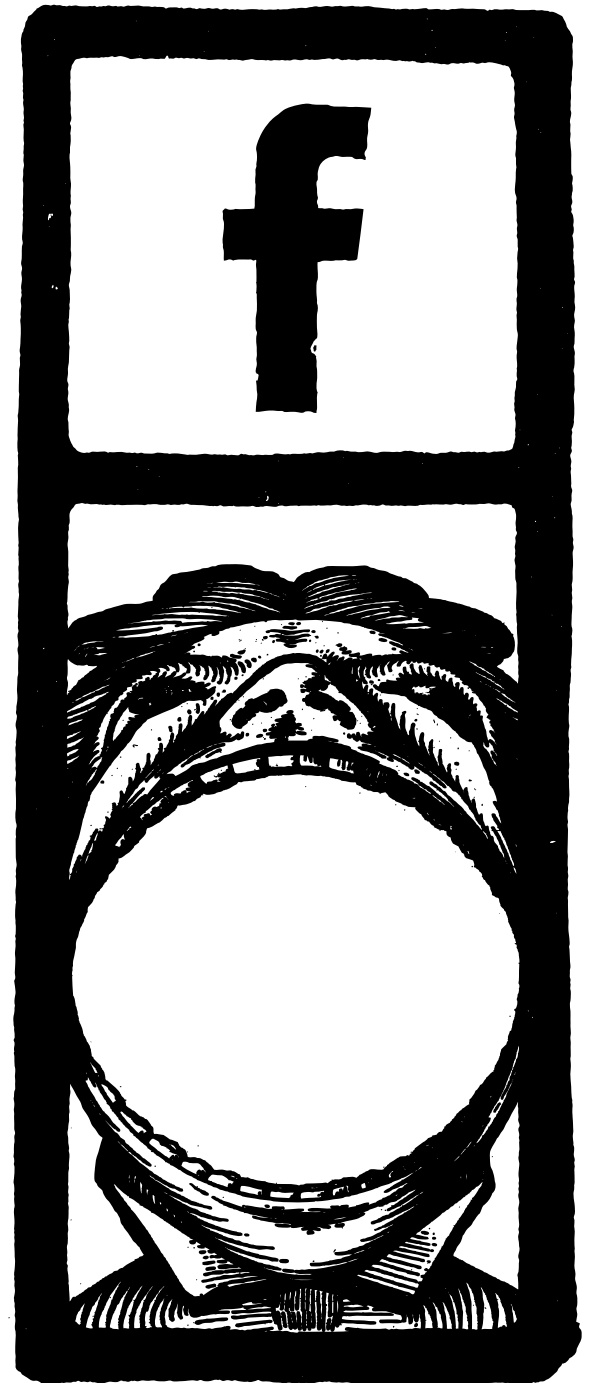
## What should I absolutely do? And what should I avoid doing?

- Remember to use twitter **every day**
- Answer everybody, always and quickly
- Discuss sensitive topics in private using the **Direct Message**
- Do not react to provocations:  
keep discussions at a level of a polite  
exchange of opinions
- **Follow** and **share** with the other  
**Countries Partecipating** in Expo2015.



# 04

## Facebook





**Facebook** seems to be the easiest social network to use. In fact it is the most difficult and – from the point of view of an institution like the Lilliput Pavilion – it's not even a social network.

It's much more like an **advertising network** like the television, the press or posters. However, everyone has Facebook and everyone talks about Facebook.

**"You can't not have Facebook",**  
says Emperor Golbasto.



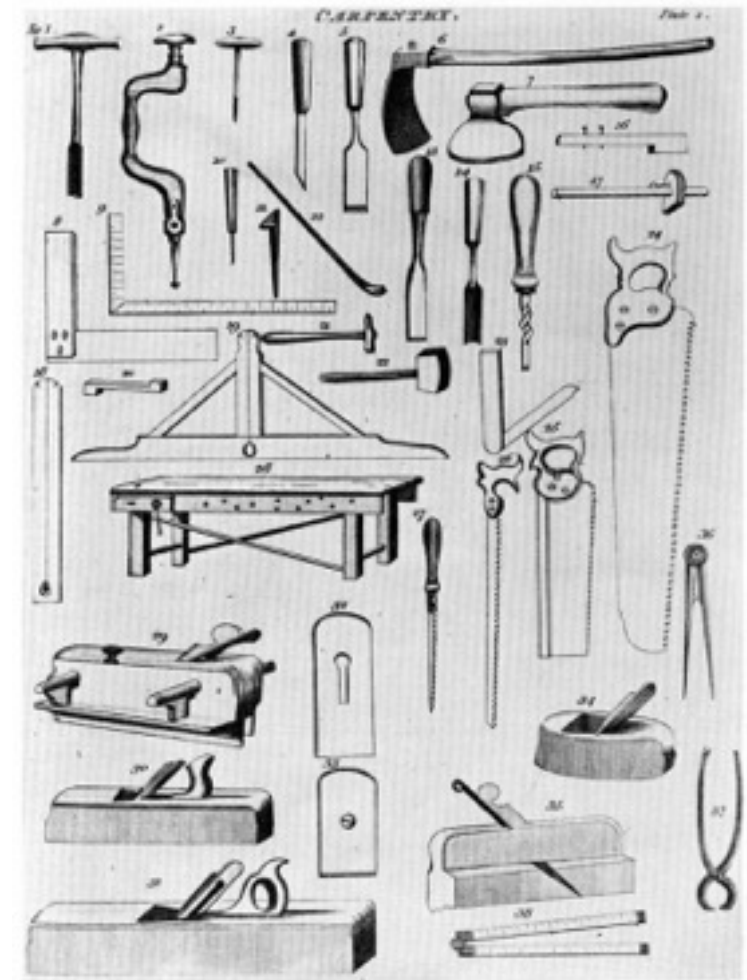


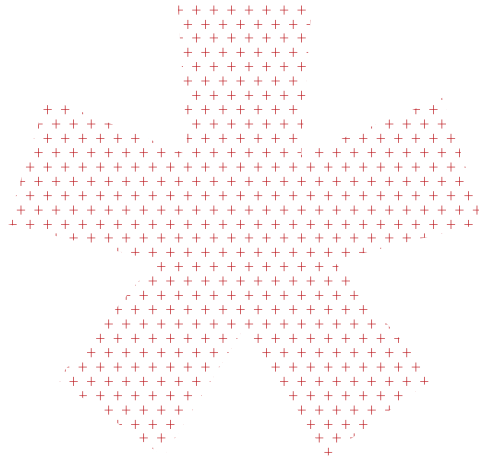
## What do we need to open the Lilliput Pavilion Facebook page?

To open a Facebook page you need a personal Facebook account.

Fortunately **Admiral Skyresh** has got one (everybody has one today).

You just need to go to [this page](#) and open a Facebook page\*.





## What's the difference between a profile and a page?

**Profiles** are for **people**. For example, if you are Admiral Skyresh Bogolan's friend (and he accepts your friendship), you can see his holiday photos – and vice versa.

**Pages** are tools created for **companies** and **institutions**.

For example, the Expo 2015 Japanese Pavilion has a page on Facebook: you can be a "**fan**", not a "friend". Pages have some privacy limits: in this way, the companies cannot see their fans' personal data.

Page description.

**Tell** people what your **pavilion** is:  
the description can be minimal, you  
have space to add a link.

Then you can add your  
**profile image**.

**An important point:** it would be nice  
if the profile images on Facebook,  
Twitter and Instagram were  
**all the same**.



# 04.1

## Facebook Skyresh





## Now that I'm comfortable with it, why do I need Facebook?

Facebook is an excellent tool for **communicating** what is happening in Lilliput **day by day**.

We can publish images and videos on Facebook.

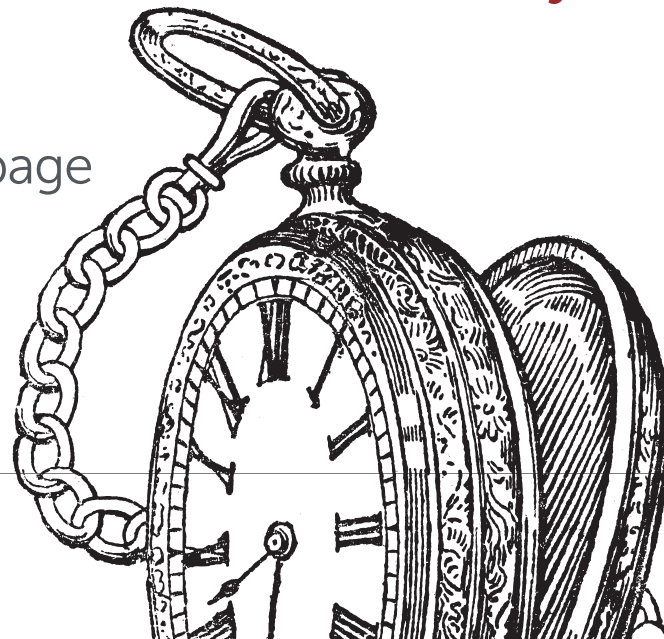
People coming to Lilliput expect to be able to write on Facebook, to ask us how to **get there** and **what they will see**.

**It's very important to answer everyone.**



## What will I have to do every day? What is a typical routine?

- Try to **publish** something every day. Expo 2015 publishes about ten posts every day
- **Programme** everything at the beginning of the week: you decide the contents and programme all the posts in advance
- **Check** to see if someone has commented the posts on the page
- If it is a pertinent comment or a request, answer trying **to be direct** and **transparent**.
- **Check** to see if someone has written you a message: go to **Activity > Messages**.



## Who are the clever ones, to use as reference points?

- [https://www.facebook.com/estoniaexpo2015?ref=br\\_rs](https://www.facebook.com/estoniaexpo2015?ref=br_rs)
- <https://www.facebook.com/thailandpavilionexpo2015>
- <https://www.facebook.com/RussiaPavilionExpoMilano2015>





## What are the things that I really must do? And what should I avoid?

- Remember **to check** Facebook every day
- Always **answer** everyone, quickly
- Discuss any sensitive subjects privately, with **private messages**
- Don't be provoked.
- Don't take notice of the number of fans, everything you publish should receive some **likes** and **shares**



## And finally ...

Remember that even on Facebook,  
every time you post a "Post",  
you must insert the hashtag  
**#Expo2015**.

This allows all the **Participating  
Countries** to follow each other.



# 05

## Instagram



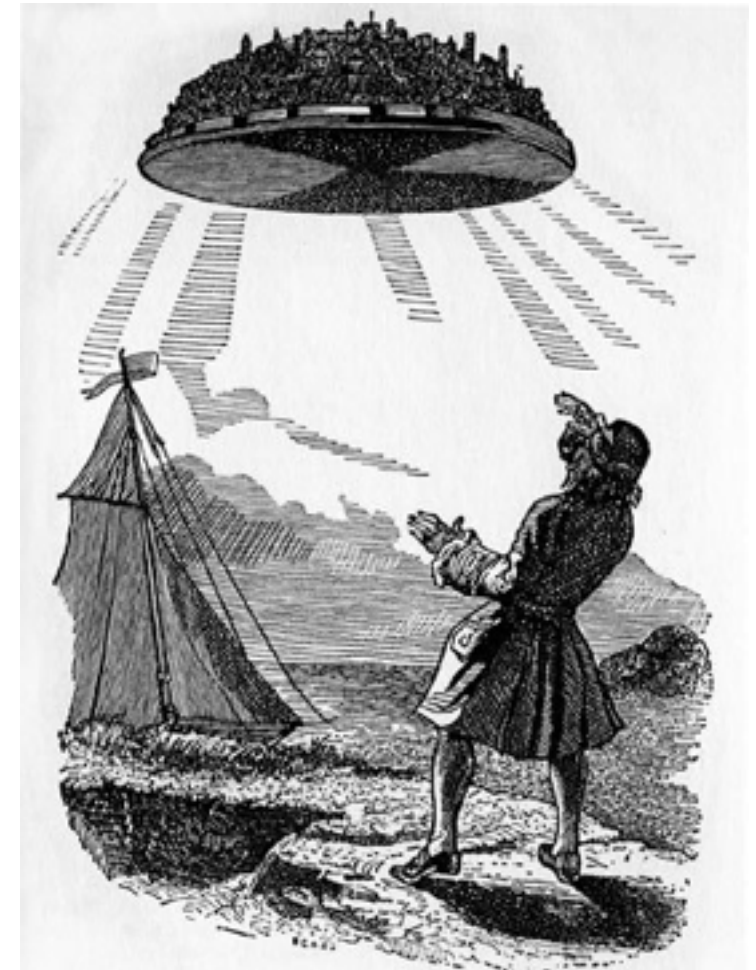
Emperor Golbasto asks: **what is this Instagram that everyone is talking about? Do we need it?**

Instagram is a **magical social network**; it's a kind of magic hole, which connects reality and the internet.

Using Instagram we can take photos with our telephones of everything around us and show everyone immediately.

It has a series of **photographic filters** which make all photos beautiful.

**"I want to try Instagram"**, says Emperor Golbasto.



# 05.1

## Instagram Skyresh



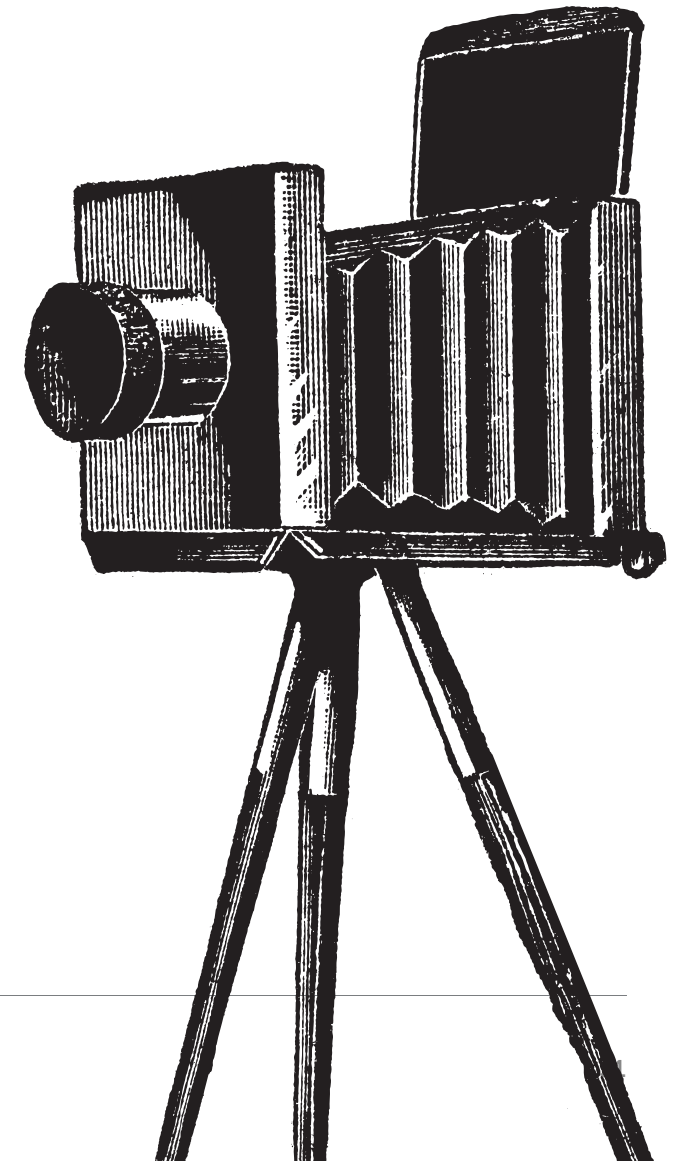


## What do we need to do to open the Lilliput Pavilion Instagram page?

To open an Instagram page you need a smartphone and an email address.  
Fortunately **Admiral Skyresh** has both.

It's sufficient to follow these easy steps:

- Download the **Instagram app** for Apple iOS from the App Store, or the Android one from the Google Play Store or the Windows Phone one from the Windows Phone Store.





Once you have installed the app, you need to choose **"Register"** to enrol with your email address.

You can choose a username and a password, fill in the profile information and complete the enrolment.

Choose the name: it could be **LilliputExpo**.  
For example the Russian Pavilion's name is <http://instagram.com/russiaexpo2015>.

The name must be structured like this:  
**"Country Pavilion Expo Milano 2015"**.



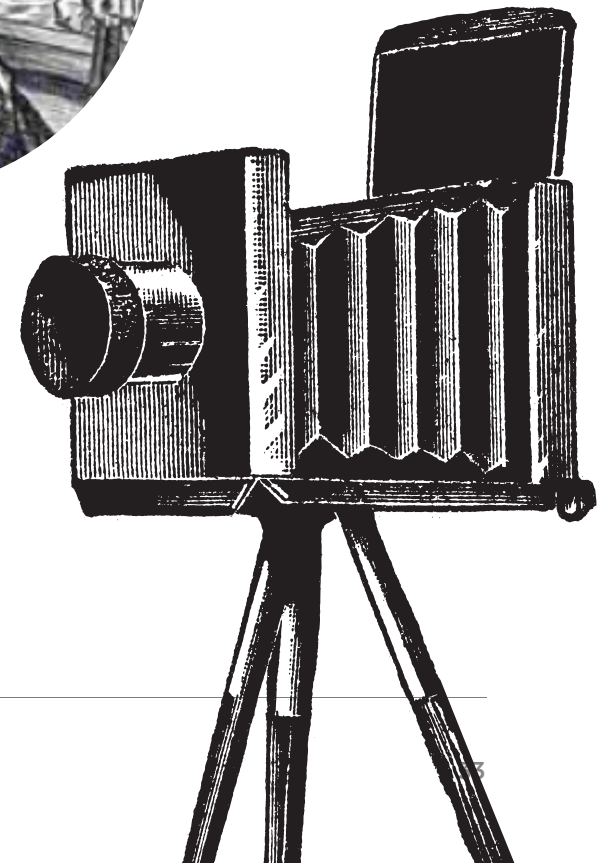
## Bio of the account Instagram

Tell people what your pavilion is: the description can be minimal and can contain the hashtag **#expo2015**.

You can add your profile image.  
The profile image is round on the mobile phone and has a diameter of **100 px**.

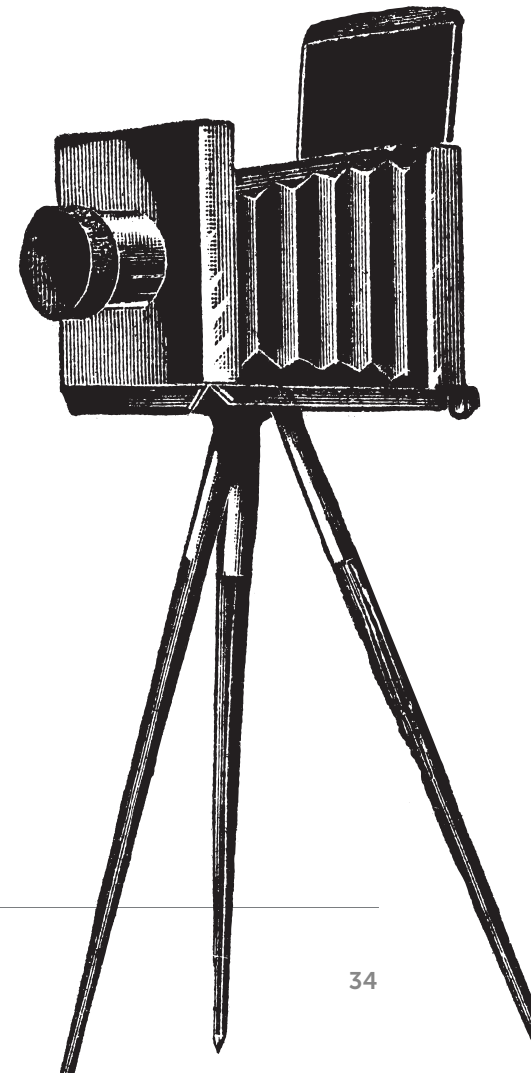
### Great! You've got Instagram!

Your photos will be seen on the web at the address <http://instagram.com/username>



Follow these exercises:

- You're on Instagram! **Take a photo** and publish it.
- Try and look for "**Expo2015milano**" clicking on the magnifying glass. This is the tool to use for searching for other people.
- When you get to the Expo profile, click on "**Follow**" to see the photos published by Expo.



## Now that I'm comfortable with it, why do I need Instagram?

Instagram is an excellent tool for communicating what is happening at Lilliput day by day.

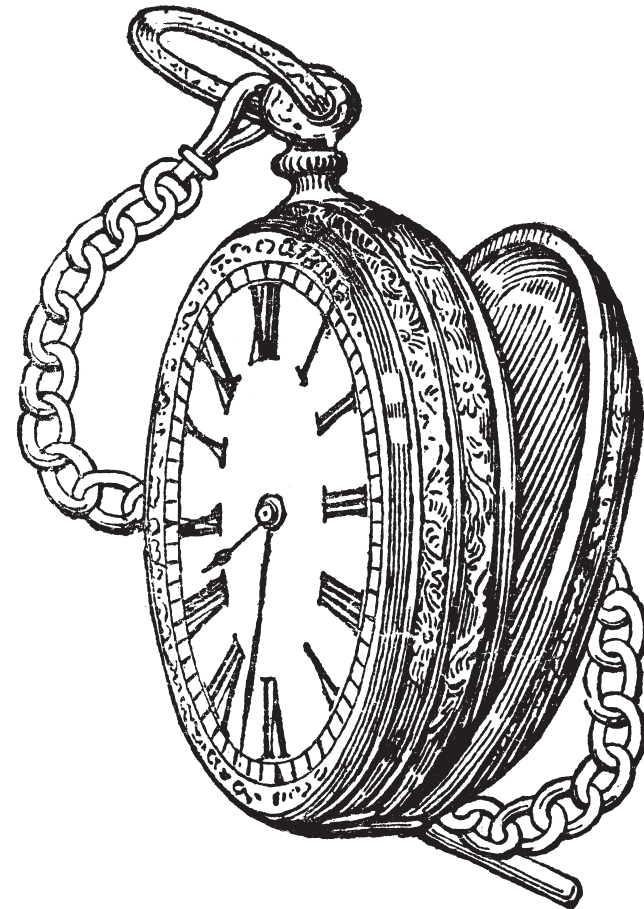
We can **publish images** and **videos** of maximum 15 seconds on Instagram.

We can **tag** photos with hashtags, just like on Twitter, so as to make them easier to find.



## What will I have to do every day? What is the typical routine?

- Try to publish something every day, perhaps even **more than once a day**
- Programme the contents a little in advance and **save** all the photographs on the mobile phone.
- If you see something interesting, you can always **take a photograph** and **publish it** instantly.
- Check if someone has **commented** your photographs, you will receive notice.



- If it is a pertinent **comment** or a request, answer trying
  - to be **direct** and **transparent**.
- If a person has made a comment,
- remember to **mention it**, adding his **@name** to the message.





## What are the things that I really must do? And what should I avoid?

- Remember to check Instagram every day and to **publish** some photos every day with pertinent hashtags
- If you want your contents to be seen by Expo, **use the official hashtag #Expo2015**
- **Answer** everyone, quickly
- **Follow about fifty people** every day: in this way they will see that you exist too.





## **Expo Milano 2015 Social Media Team**

**Susanna Legrenzi, Stefano Mirti**  
Direzione e Strategie

**Franz Gorla**  
Direzione Artistica

**Alessandro Mininno**  
Media Planning e Progetti Speciali

**Roberto Bianchi, Manuela Bonfiglio,  
Giuseppe Rubinetti, Giulia Vai, Leda Palermo**

email: [socialmedia@expo2015.org](mailto:socialmedia@expo2015.org)