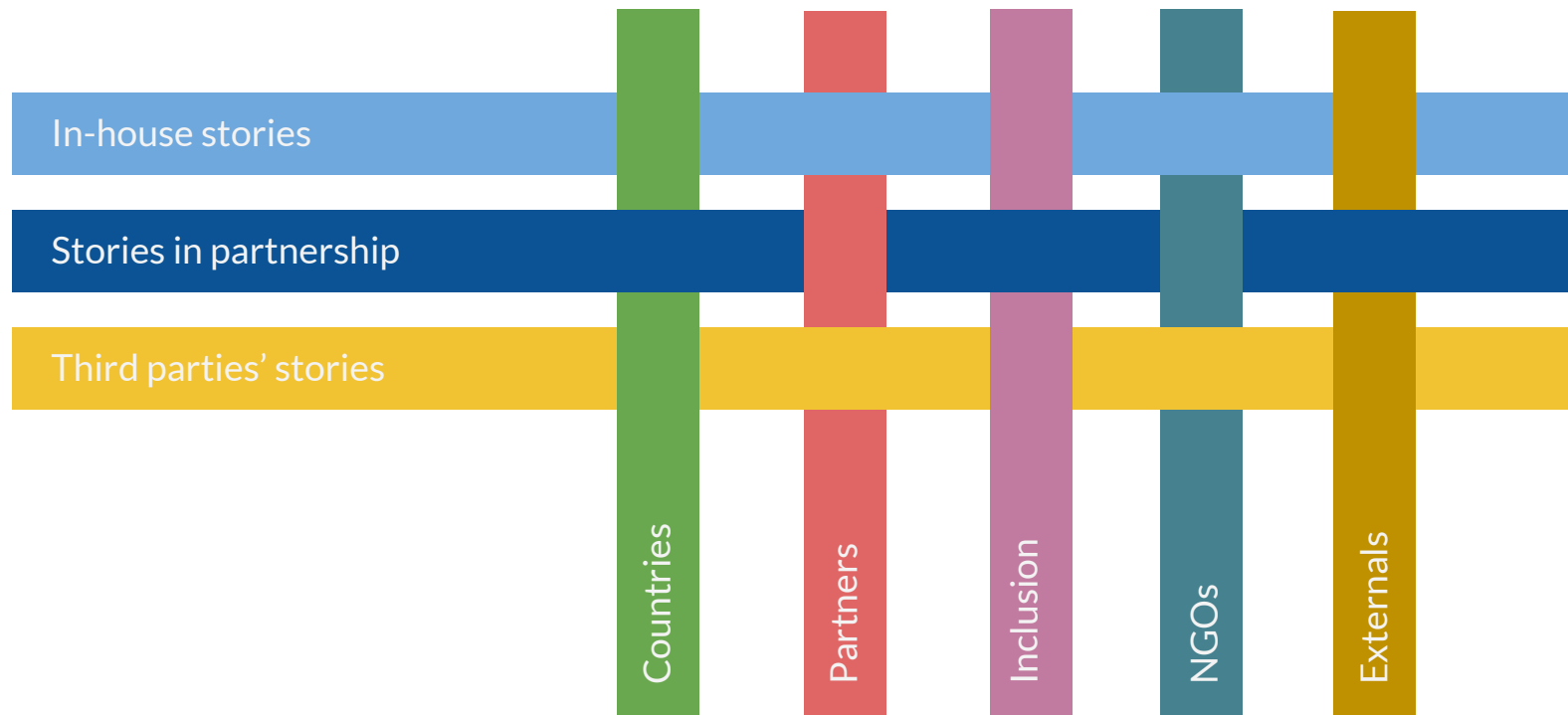


Expo Milano 2015

Social Media Participants Workshop

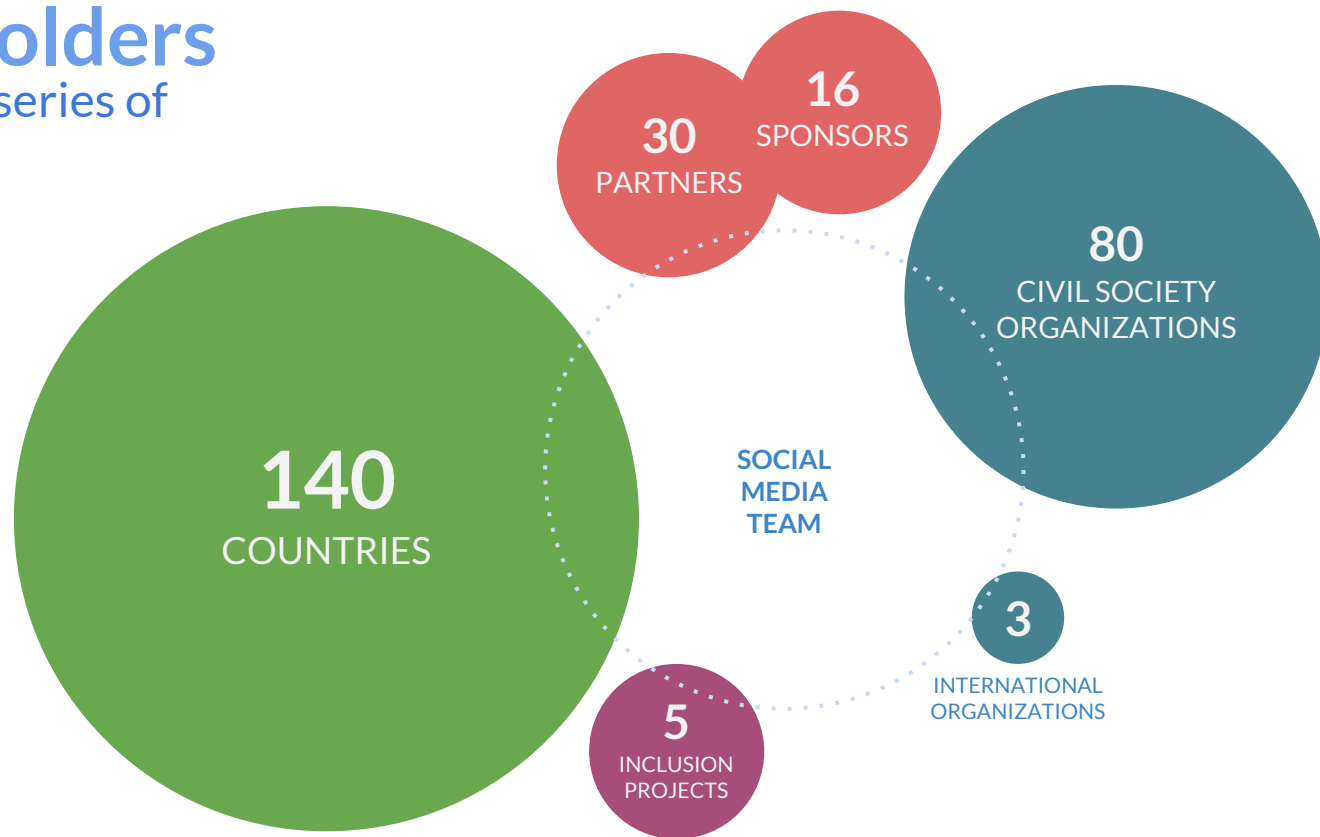
May / October 2015

First of all, Expo is a weave of storytelling



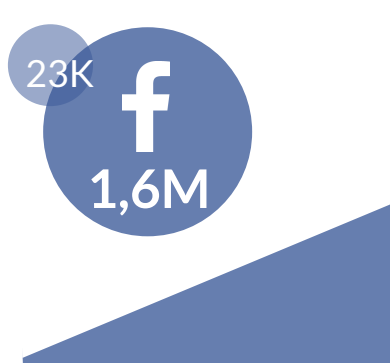
Our stakeholders

Our network has a series of main subjects:



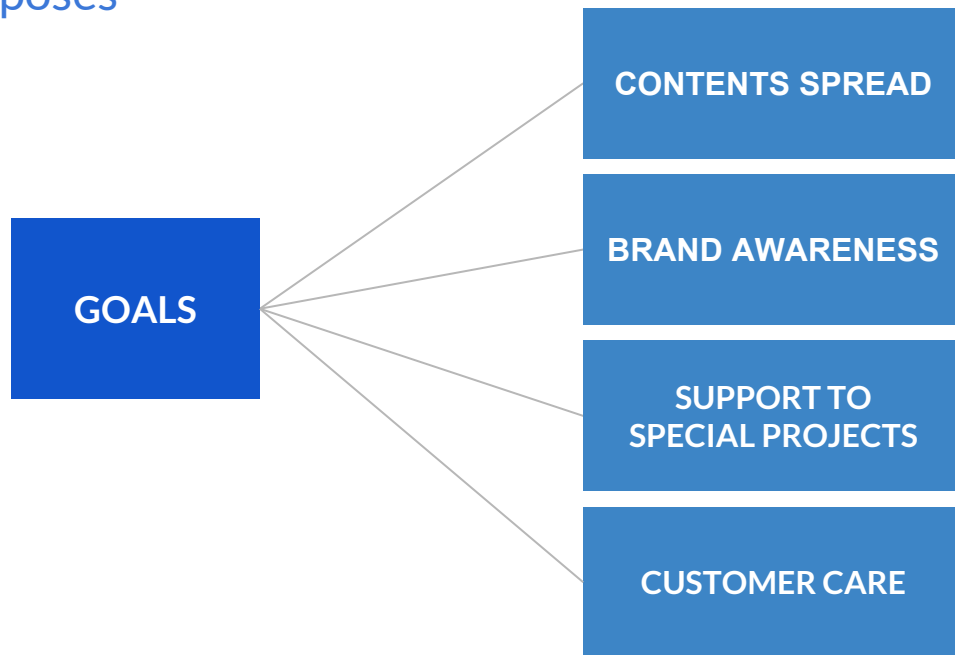
Our main channels

The numbers from February 2014 to May 2015



Social Media Goals

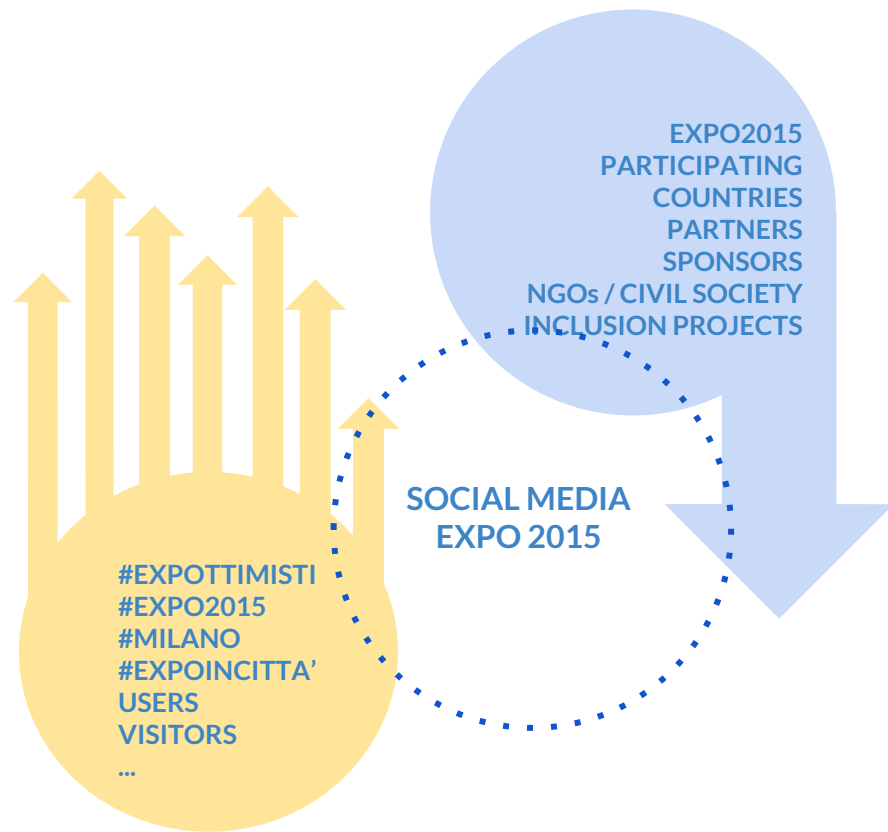
We use Facebook, Twitter and Instagram to reach our main purposes



Top down and bottom up

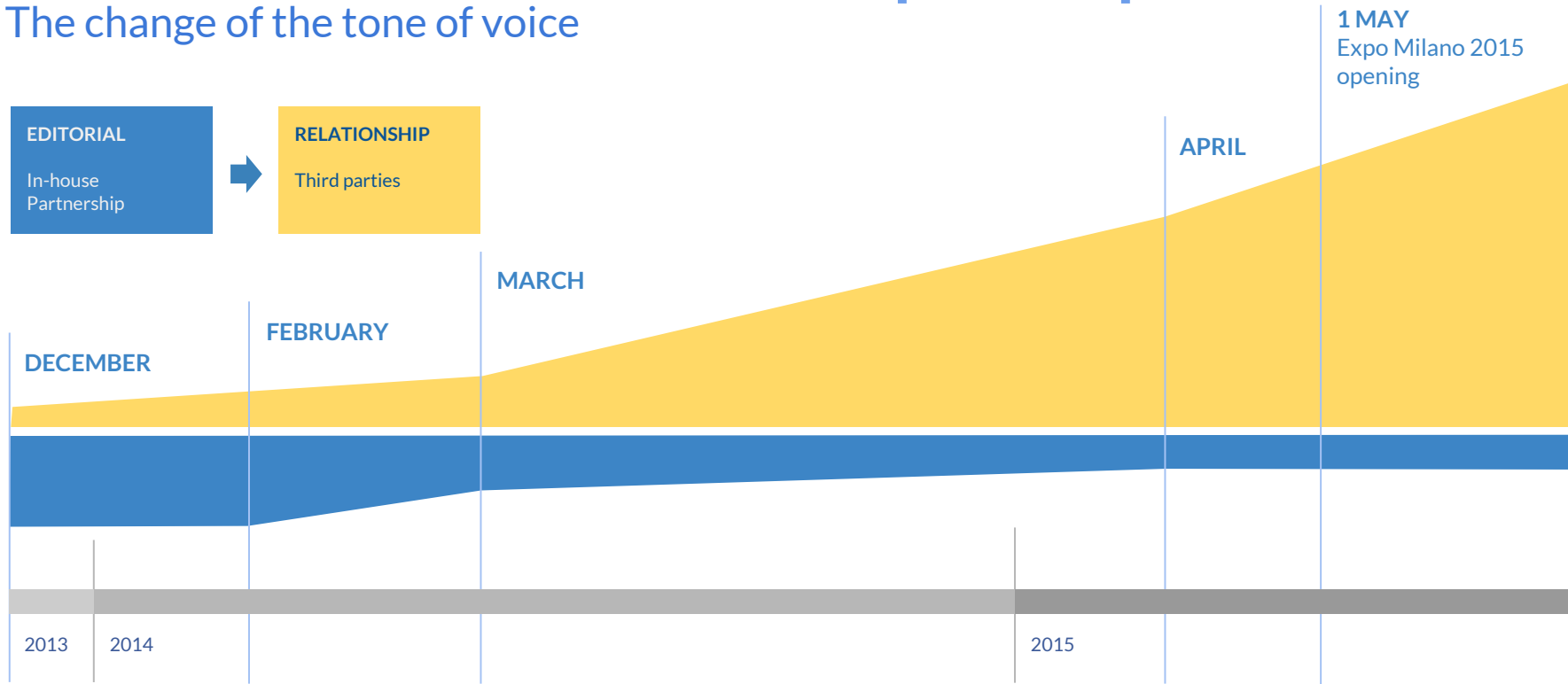
Our work can be intended as a mix of vertical contents (top down) and contents coming from below (bottom up).

- **Top down** contents are those produced internally and autonomously (or in partnership).
- **Bottom up** contents are those produced by third parties and shared and promoted on our channels.



From editorial to relationship-wise plan

The change of the tone of voice



Relationship-wise plan

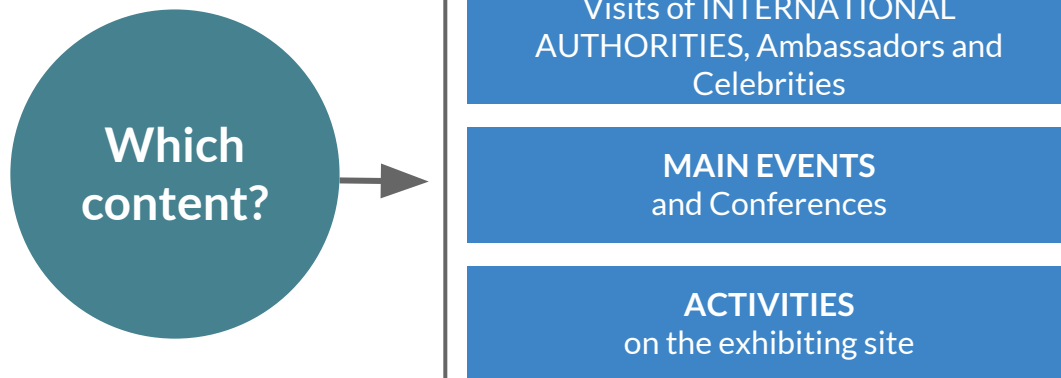
How we interact with the Participants

1. **Interaction on FACEBOOK**
2. **Interaction on TWITTER**
3. **Interaction on INSTAGRAM**
4. **DIRECT PUBLICATION**
5. **Digital Projects designed by Participating Countries**

1. Facebook

Expo's Facebook page **interacts with published posts** on Participating Countries' pages **through likes and comments**.

Furthermore, in particular occasion, on request and according to our plan, sharing actions of contents by Participating Countries related to their presence in Expo can be agreed.



1. Facebook

Some examples



Expo 2015 Milano

Pubblicato da Giulia Belloni [?] · Ieri alle 11.30 · Modificato [?] ·

#EXPO2015 | Russia Expo 2015

Russia Pavilion hosts every day six Show Kitchen: discover the Russian cuisine through its traditional food degustations. Drop by and enjoy!



Show Kitchen of the Russian Pavilion at Expo 2015

YOUTUBE.COM

19.672 persone raggiunte

Metti in evidenza il post

Mi piace · Commenta · Condividi



Expo 2015 Milano ha condiviso la foto di Romania - Expo Milano 2015.

Pubblicato da Giulia Belloni [?] · Ieri alle 13.30 ·

#EXPO2015 | Romania - Expo Milano 2015

A huge pan flute welcomes you to the Romania Pavilion: it's a musical instrument that characterizes the soundtrack of the pavilion. Discover the Romania Pavilion!

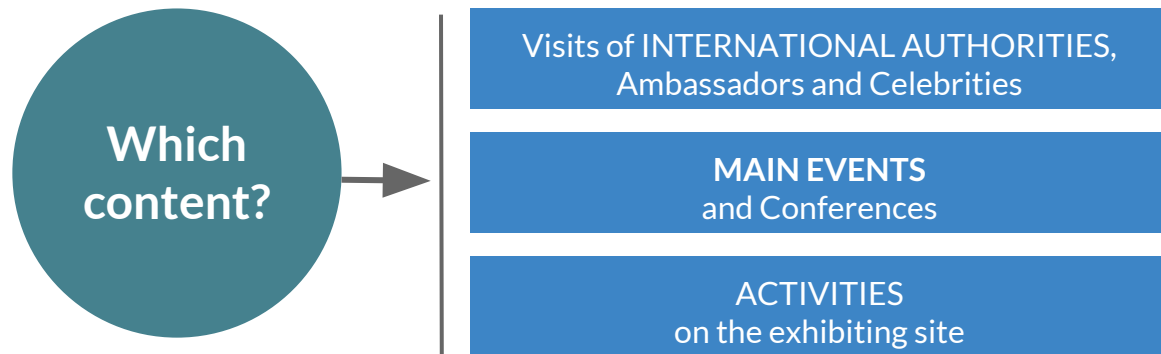


Romania - Expo Milano 2015

When entering the Romanian Pavilion, you will notice a huge pan flute, a musical instrument whose sound you can discover on the soundtrack of our pavilion - Cio...

2. Twitter

Monitoring the mentions and the hashtag **#Expo2015**, we retweet spontaneously or upon request Participating Countries' contents related to Expo and to their participation at the semester.



2. Twitter

Some examples

Expo Milano 2015 ha ritwittato

Colombia Expo @Colombiaexpo · 22 h

Oggi @JimmyGhione visita il nostro #PadiglioneColombia ad #Expo2015 ed invita a tutti a visitarlo!



15 22

Expo Milano 2015 ha ritwittato

Mexican Pavilion @MEXpo2015 · 18 mag

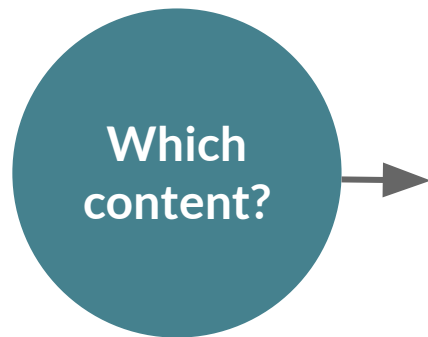
Il digital show del Padiglione Messico. Vieni a provarlo!
@Expo2015Milano #Expo2015 #ExpoMexico



13 19

3. Instagram

Monitoring the hashtag **#Expo2015**,
we re-post spontaneously or upon
request users' and Participating
Countries' contents related to Expo
and to their participation at the event.



Visits of INTERNATIONAL AUTHORITIES,
Ambassadors and Celebrities

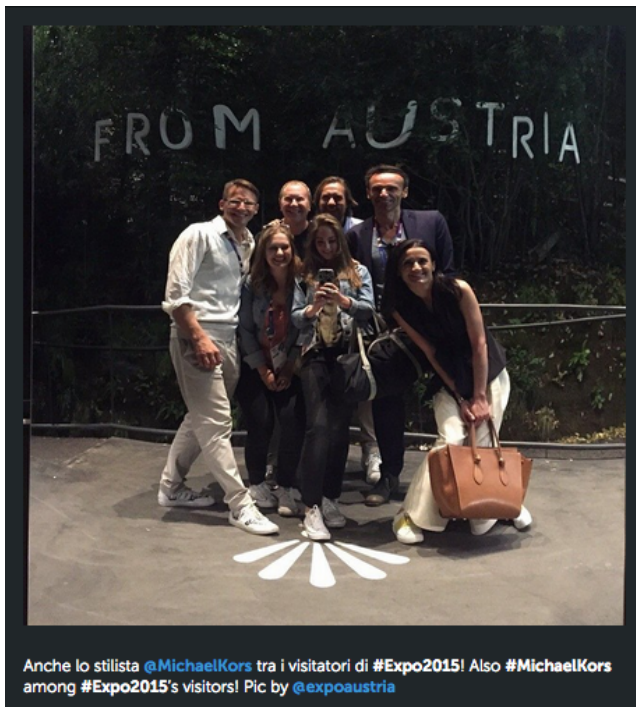
MAIN EVENTS
and Conferences

ACTIVITIES on the exhibiting site

CALL or CONTEST related to Expo

3. Instagram

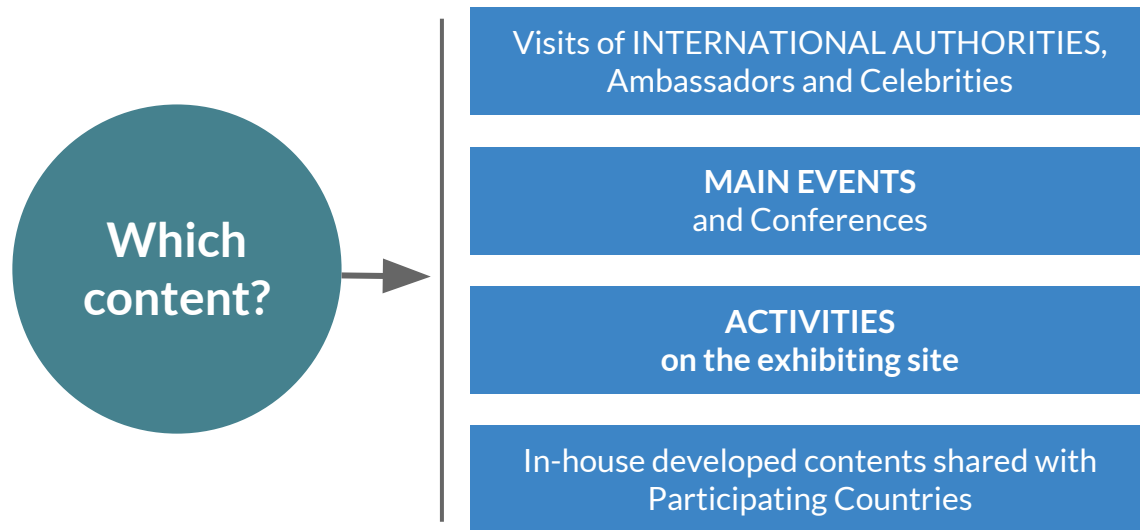
Some examples



4. Direct Publication

How and what we publish

Beside **interactions between accounts** (likes, comments, retweets, reposts, shares, etc), that still remain preferable, Expo's social pages can publish, in particular occasion, on request and accordingly to our plan, **contents produced totally by Participating Countries** and related to their participation in Expo.



4. Direct Publication

Some examples

 Expo Milano 2015 @Expo2015Milano · 14 mag

Inaugura la mostra fotografica
@ColorfoodDanLev a @israeleexpo2015 con
oltre 30 chef italiani e israeliani. #Expo2015

 Israele all'Expo2015, Colorfood, Enrico Bartolini e altri 3





 Expo Milano 2015 @Expo2015Milano · 15 mag

The wonderful creations of Beata Rajska are
worn and displayed at @CZEXPO Pavilion to
celebrate #CZechDay. #Expo2015

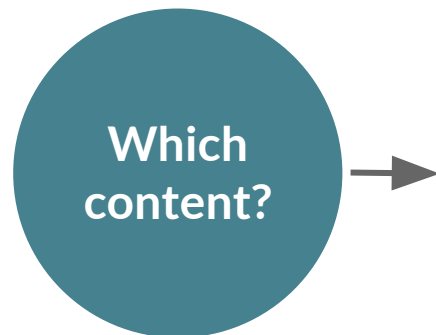




5. Social Media Projects produced by Participating Countries

Social Media Team is available to **offer visibility to Social Media projects** related to Expo conceived and developed by Participating Countries.

We are moreover available to accept projects to develop in co-design with our Social Media Team and to offer help with other projects in co-design with other Expo's stakeholders (Partners, NGOs, Corporate, Countries etc.)



CALL or CONTEST

Projects in CO-DESIGN
with Expo's Social Media Team

Projects in CO-DESIGN
with Expo's Stakeholders

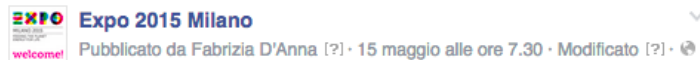
OTHER PROJECTS
to evaluate one by one

In-house projects for the Participants

1. FOLLOW FRIDAY
2. EXPOTUBE
3. SOCIAL MEDIA HUB
4. SOCIAL MEDIA DAY
5. NATIONAL DAY

1. Follow Friday

A weekly appointment on Expo's Facebook pages and Twitter account to promote and to endorse all the Participating Countries



#EXPO2015 | FOLLOW FRIDAY

Thanks to Milan's World's Fair we will meet over 140 Countries from all over the world in one place.

We invite you to discover them now through their social accounts!

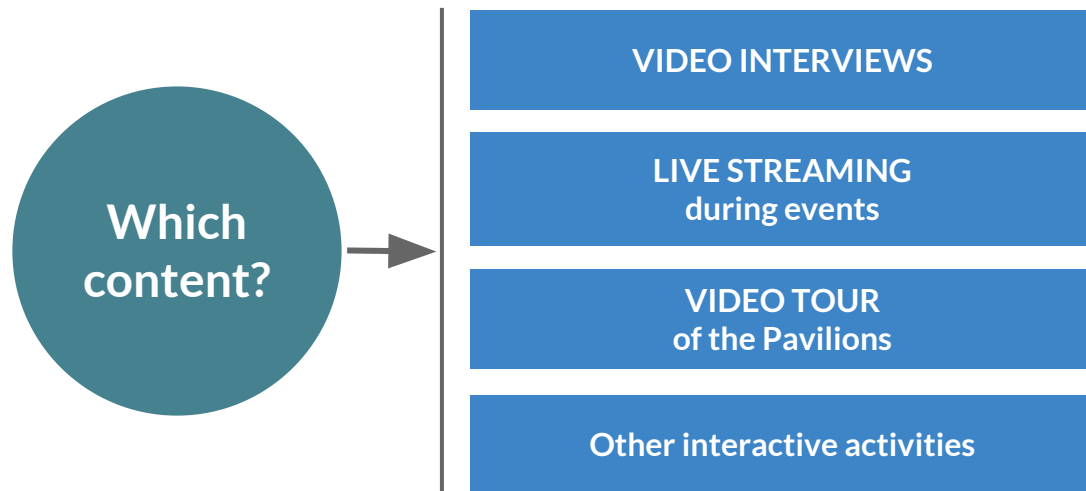
[Expo Milano 2015 Albanian Pavilion](#) [Expoangola Austria at Expo Milano 2015](#) [@Azerbaijan Pavilion - Expo Milano 2015](#) [Bahrain Pavilion 2015](#) [Belgian Pavilion - Expo Milano 2015](#) [Apex-Brasil Chile Expo Milán 2015](#) [2015 밀라노 엑스포 한국관 Korea Pavilion Ecuador Pavilion Expo Milano 2015](#) [Egypt Expo 2...](#) [Altro...](#)



2. ExpoTube

We develope a **video plan** (**Instagram and Periscope**), in order to produce Live Streaming video contents from Pavilions.

All the videos are collected and published on a **dedicated platform**
→ <http://expo2015tube.tumblr.com>



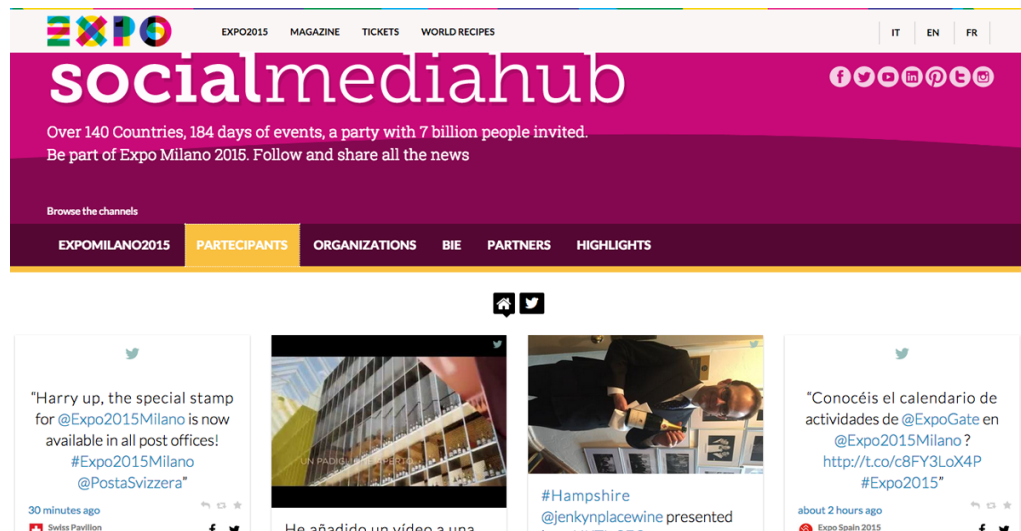
3. Social Media Hub

www.socialmediahub.expo2015.org

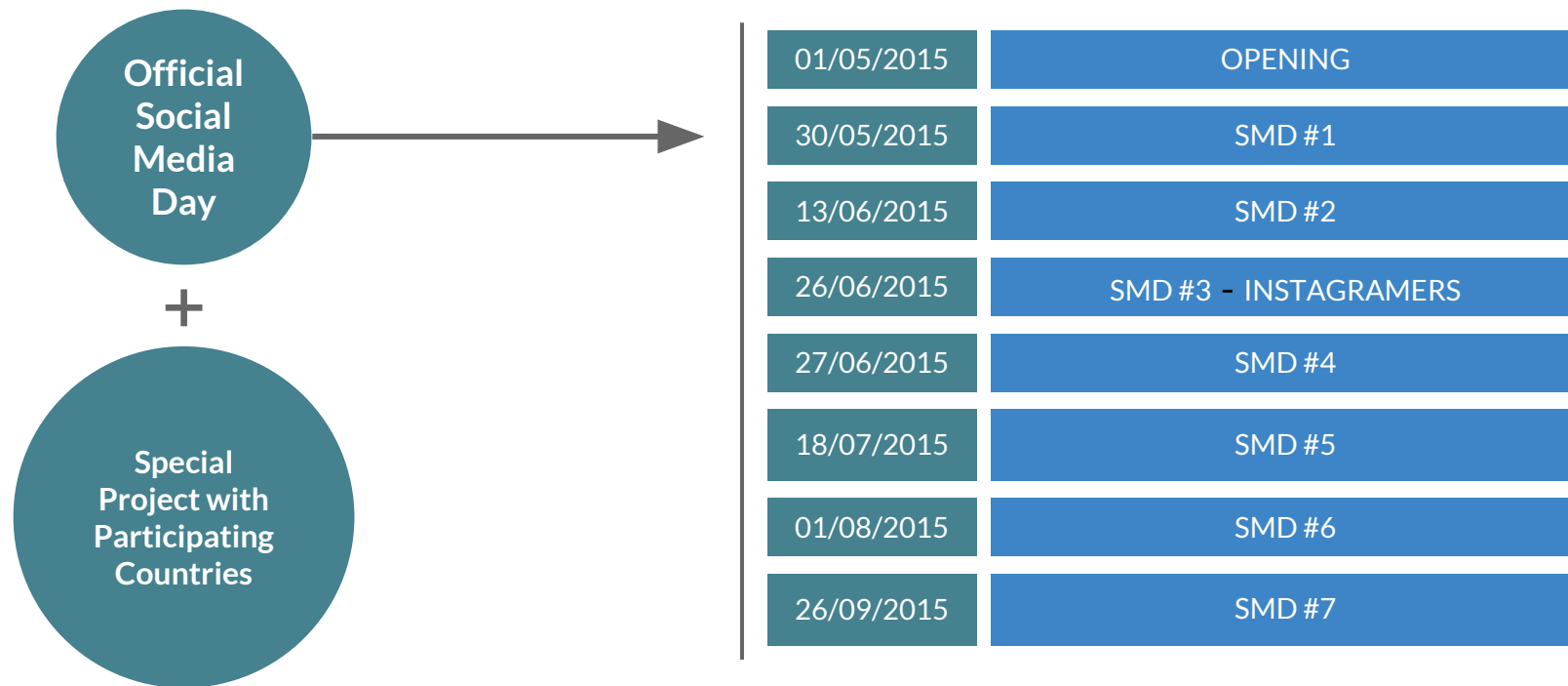
A non-stop updating of Expo's tweets, posts and pictures published by its main protagonists.

Contents are gathered from over **200 different accounts.**

Facebook, Twitter and Instagram accounts of Participating Countries



4. Social Media Day



5. National Day

The coverage of the Participants' main event through Expo 2015's official social media accounts.

Our team is at disposal to give maximum visibility to Country's events and activities on this special occasion.



foto: beatrice bianchetti

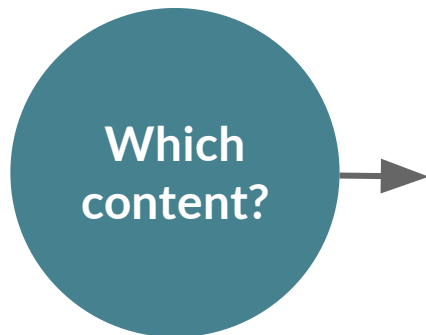


5. National Day of the Participating Countries

www.expo2015.org | magazine.expo2015.org

Expo Milano 2015 Editorial Web Coverage

- **What we do**
Covering news that offers the readers an overview of the participating countries, generating the desire to visit the Pavilions and the Countries, to discover and share in their cultures, histories, arts, traditions and food.
- **How we do it**
Providing texts & images



COVER STORY ITA/ENG
Magazine

PHOTOGALLERY
Magazine

DISH OF THE DAY
Magazine

SCHEDULE OF EVENTS ITA/ENG
Official site

Relationship

From virtual to real world

1. **FACEBOOK Group**
2. **NEWSLETTER**
3. **Social Media HAPPY HOURS**

1. Closed Facebook Group

It's an open space conceived as a big **"social brainstorming"** where we can discuss, propose, realize social media projects and improve **digital connections** between Countries.



2. Newsletter

A weekly update about Expo Milano 2015's social media activities and events dedicated to Expo 2015 Participants.



MILANO 2015
1 MAY • 31 OCTOBER
FEEDING THE PLANET
ENERGY FOR LIFE

NEWSLETTER #01 EXPO2015 PARTICIPANTS

Dear all,

The Social Media Team prepare a weekly newsletter about our activities regarding Expo 2015 and the Participating Countries.

In the closed [Facebook](#) group you can find daily Expo 2015 infos and real-time post from the admins and all countries' members.

Three of social media projects we've been launched since 1st of May are:

3. Social Media Happy Hours

Informal meetings with social media managers from all over the world to enjoy Expo life and moments.

Next Date:
4 June 2015 at EU Pavilion



Extra projects

WORLDRECIPES

The official Expo 2015's food website, full of recipes from all over the world.



ASKEXP

AskExpo is the first customer care system developed and managed directly by Twitter, to answer all the questions about Expo 2015.



Social Media Team

Contact

socialmedia@expo2015.org