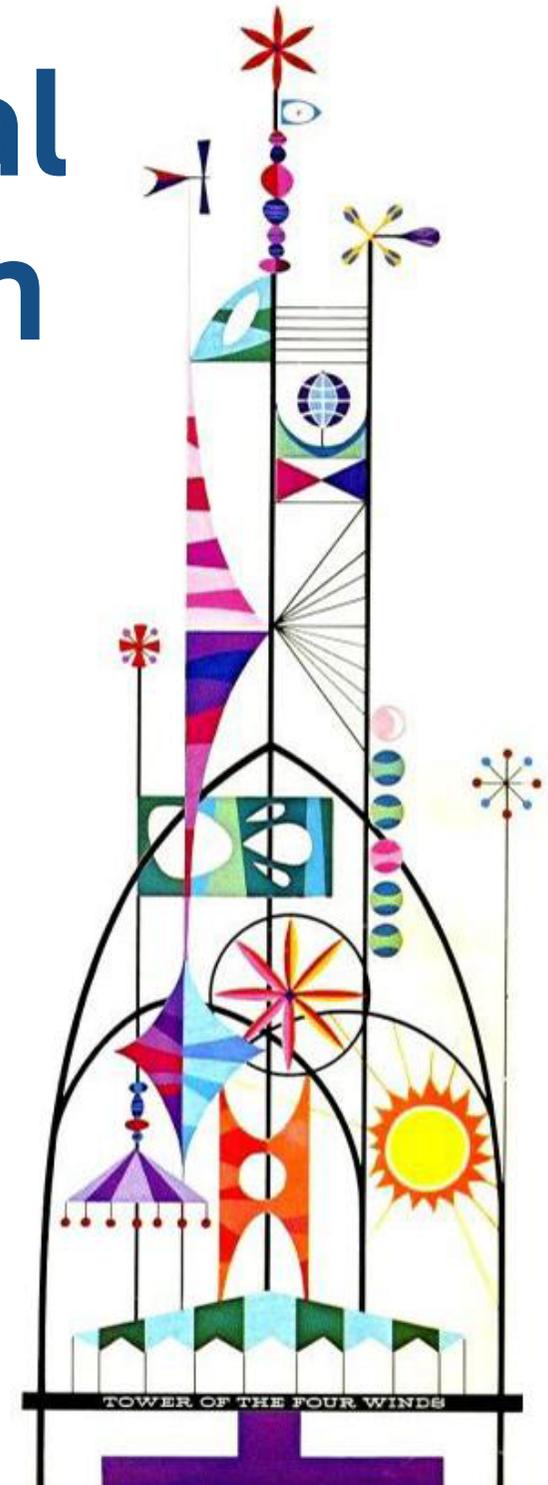


How to set up a social media strategy within a well-established institution.
Ingredients,
processes,
and other useful things to know





From January 2014, we've been in charge of the social media team for **Expo Milano 2015**.

After 21 months of work, we have gathered a fantastic amount of knowledge (learning by doing). How to manage the new communication paradigms within a traditional institution. Potential, successes, mistakes.

A very big, difficult and fascinating challenge. A lot of observations to share with you.





**You can intend this presentation as a manual of instructions.
How to set up social media-based communication within a traditional institution.**

Enjoy!



**Expo Milano 2015
and
social media
communication**

What is an Expo?





A world's fair, world fair, world exposition or universal exposition (sometimes spelled expo for short) is a **large public exhibition**. These exhibitions vary in character and are held in varying parts of the world. **The next World's fair will be Expo 2015 in Milan, Italy.**

Since the entering into force of the 1928 Convention Relating to International Exhibitions, the **Bureau International des Expositions** (BIE; English: International Exhibitions Bureau) has served as an international sanctioning body for world's fairs. BIE-approved fairs are of three types: ***universal, international, and specialized***. They usually last from three weeks to six months.

(source: Wikipedia, October 2014)

What is social media?





Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.

Andreas Kaplan and Michael Haenlein define social media as *"a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."*

Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities **share, co-create, discuss,** and modify **user-generated** content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.

(source: Wikipedia, October 2014)

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Before we start:

- 🌐 **Main facts to be shared and agreed with the people in charge**
- 🌐 **Further things to be shared and agreed with the people in charge**
- 🌐 **Main attitudes and understandings needed to succeed**
- 🌐 **Things to do**
- 🌐 **Ingredients needed**

Now we can finally start:

- ✈️ **What to do?**
- ✈️ **How to do?**

au cœur de l'Exposition



Archives Luc Barry

1. Before we start

Main facts to be shared and agreed with the people in charge

Make sure they understand that social media:

- 🌐 **are expensive (in terms of human resources, energy, money)**
- 🌐 **aren't good for reaching "hard goals" (sales, tickets, attendances, etc.).**
- 🌐 **need a very special and peculiar language and form of interactions**
- 🌐 **often trigger heated exchanges, conflicts and (various) confrontations.**
- 🌐 **require time for achieving significant goals (and time cannot be compressed)**



UNIVERSAL EXHIBITION BRUSSELS - 1958

RECEPTION 58





Related issues (see slide before):

- 🌐 the relationship between "hard goals" and "brand or theme awareness"
- 🌐 the relationship between **top down and bottom up**
- 🌐 we live in a visual culture (and its consequences)

2. Before we start

Further things to be shared and agreed with the people in charge

- 🌐 Posting on Facebook and Instagram, tweeting out and being active on Pinterest or Tumblr is just a (little) part of the work
- 🌐 Social media are very useful to feel the pulse of public opinion and general mood(s)
- 🌐 **Social media are very useful to face crisis and emergencies**

3. Before we start

Main attitudes and understandings needed to succeed

- 🌐 Top people in your institution must completely support and endorse you
- 🌐 Top people in your institution must completely trust you (decisional chains can't be long - or short)
- 🌐 Have frequent (daily) exchanges with the top people in your institution
- 🌐 **Special powers.** For instance, you must have access to all the information you need (24/7, 365/365)



4. Before we start

Things to do

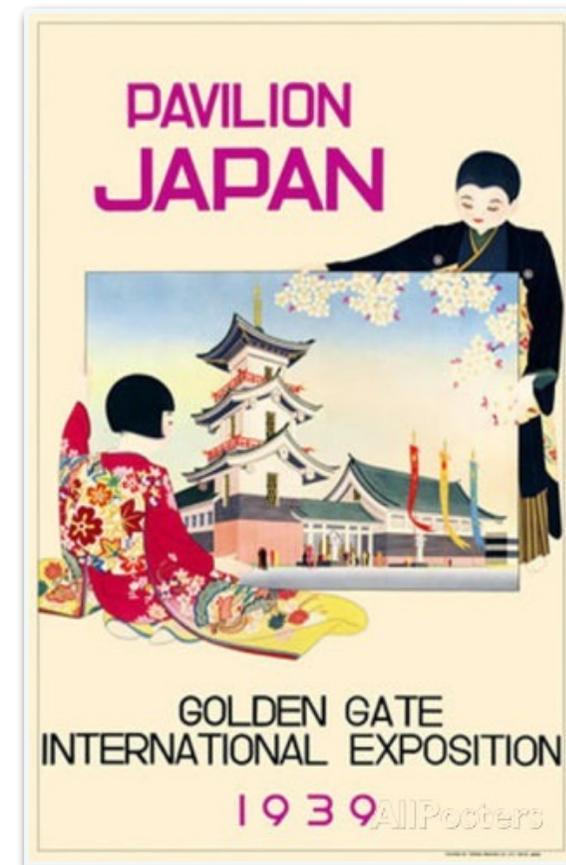
- 🌐 **Benchmark** similar activities / projects / situations
- 🌐 Define (in a very clear and precise way) the various **parameters of success** (what are they and what are they not)
- 🌐 Define clearly the **timelines** and **budgets**



5. Before we start

Ingredients needed

- 🌐 All the required competences around **one table** (everything should be done in-house, together)
- 🌐 A right-sized team (not too small, not too big) (very)
- 🌐 **Young people** in your team
- 🌐 Focus only on **social media** (social media is very different than web and any other communication tools)



6. Now we can finally start

What to do?

- 🌐 Map carefully the **internal network** of your institution
- 🌐 Map carefully the **external network** of your institution (stakeholders, etc)
- 🌐 Set up a number of simple projects to get your team into working fine
- 🌐 Set up a number of simple projects to build internal consensus and explain others around what you do
- 🌐 Set up different projects to activate your external network(s)



Expo Milano 2015 Social Media Team

Stefano Mirti, Manuela Bonfiglio
Direction and Organization

Franz Gorja
Art Direction

Alessandro Mininno
Media Planning and Special Projects

**Giulia Belloni, Roberto Bianchi,
Giacomo Biraghi, Claudia Consiglieri,
Fabrizia D'Anna, Chiara De Simone,
Lucia Esposito, Carolina Giacco,
Anna Chiara Maggiolini, Mariella Merlino,
Beatrice Negri, Antonio Pizzoferrato,
Francesca Santoli, Giulia Vai**





Thank you for your attention.
To contact:
socialmedia@expo2015.org