

# Expo2015

# Social Media Strategy



# Social media are the most important communication tool for an international event such as Expo 2015

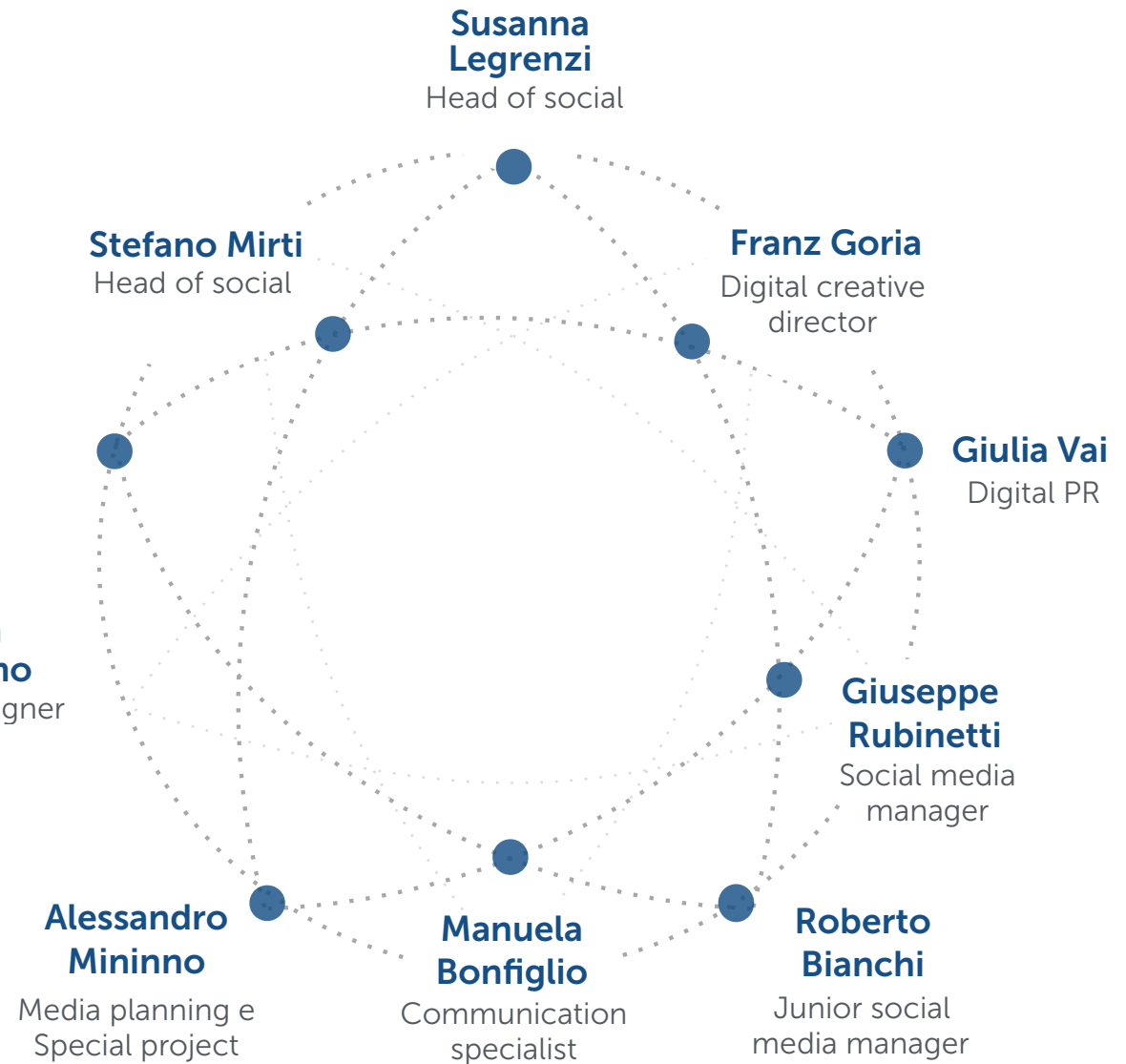
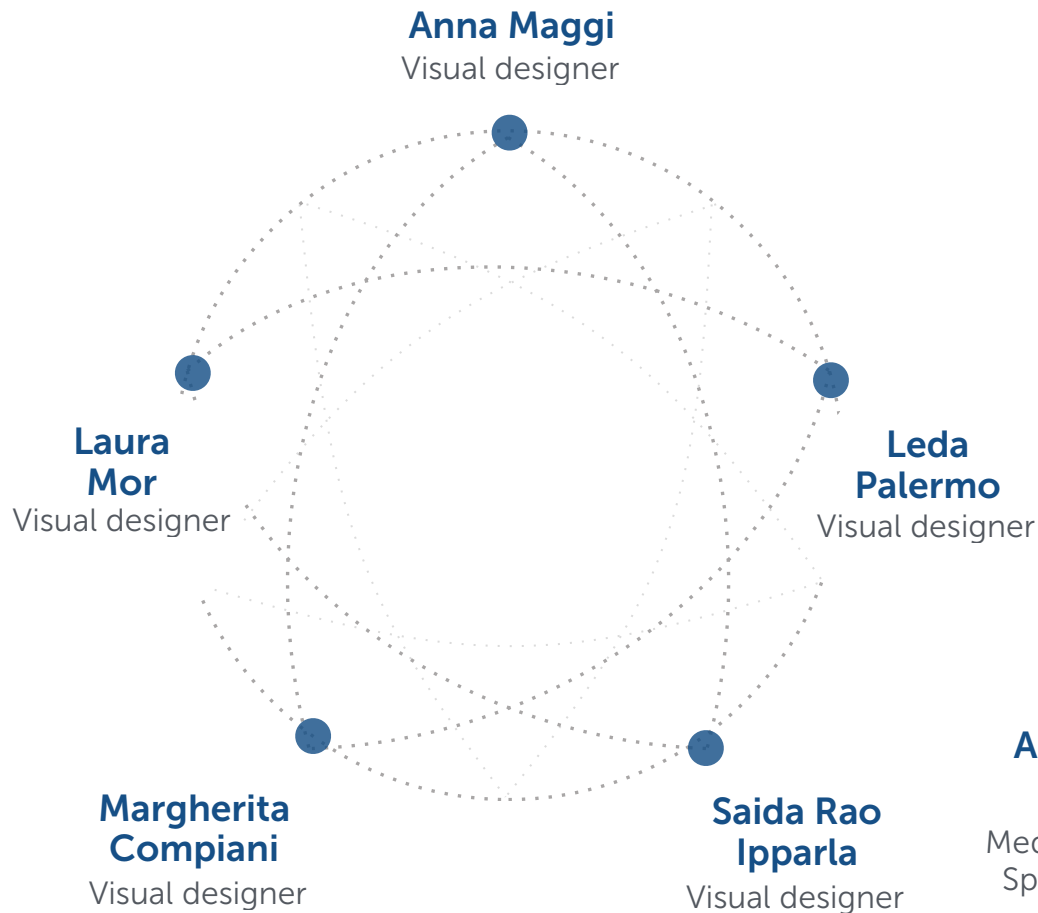
# Objectives: what do we want to achieve?

- .....○ **Brand awareness**
- .....○ **Information about the event**
- .....○ **Interaction with potential and actual visitors**
- .....○ **To detect the sentiment of public opinion**

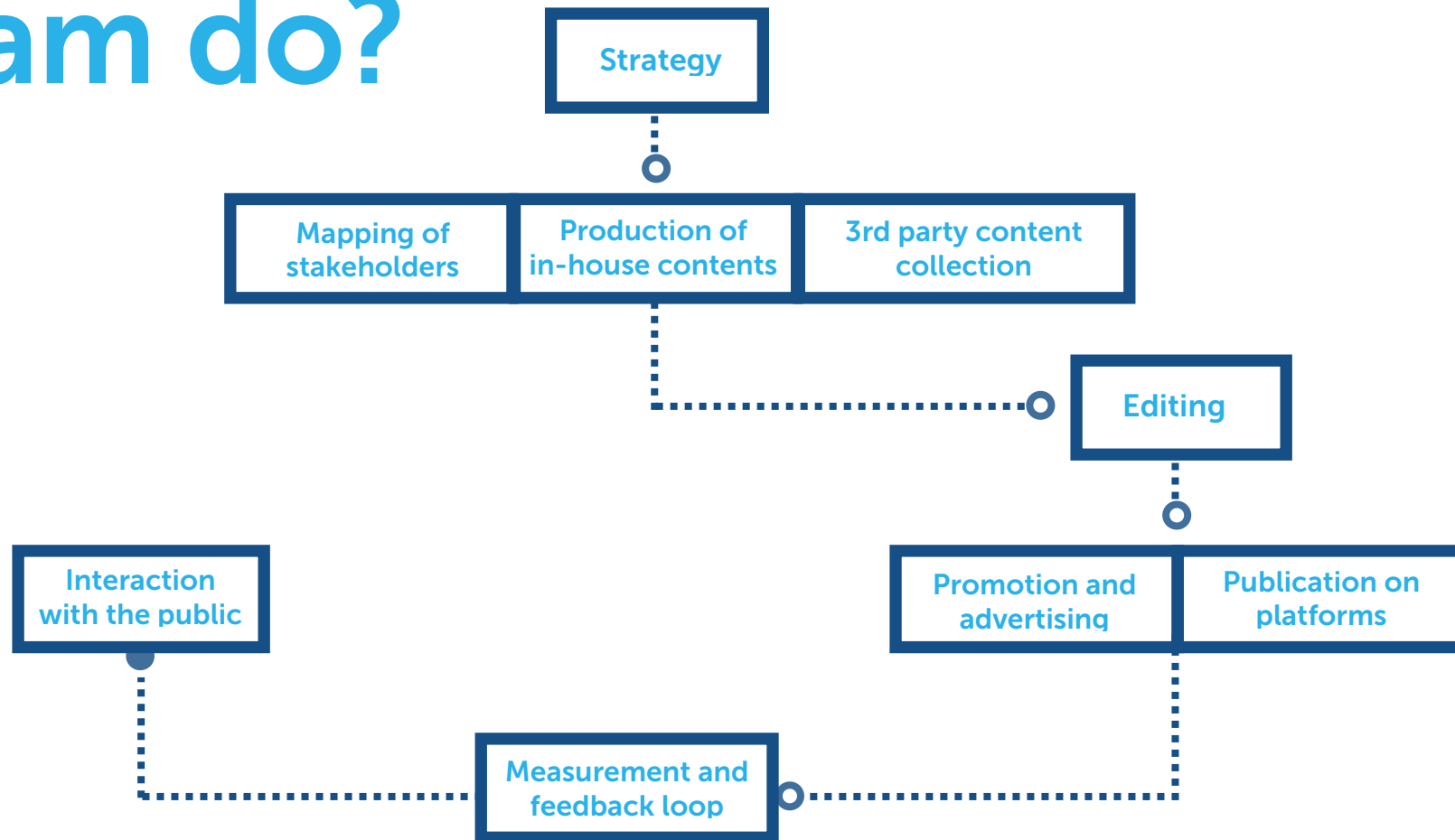
# Strategies: how can we achieve the objectives?

- .....○ Protection of the most widespread **platforms**
- .....○ Production of **contents**
- .....○ Activation of **third parties** for the production of original contents
- .....○ **Community** management

# Who we are?



# What does the social media team do?



# Platforms and objectives

Platform	Contents	Pressure	Objectives	Goals	Status
<b>Facebook</b>	News on Expo Branded contents Original contents	11 contents a day in two languages	Brand awareness Communication with the final client	700k fan	300k fan
<b>Twitter</b>	News on Expo Contenuti branded Original contents	8 contents a day in two languages	Brand awareness Media relations	150k follower	220k follower
<b>Instagram</b>	Iconographic contents on Expo and on Expo Vintage	1 content a day for every account (2 accounts)	Brand awareness Communication with the final client	-	16k follower
<b>Pinterest</b>	Contents on the themes of Expo Content curation	Daily publication (1,000 images a month)	Brand awareness on female public Traffic generation	5k follower	7k follower
<b>Tumblr</b>	7 Tumblr thematic	Daily publication	Brand awareness Publication of specific contents (partner)	-	-

# Additional platforms

Platform	Contents	Pressure
<b>Social media hub</b>	Aggregator of contents from other social networks	Constant automatic updating
<b>Website</b> socialmediaexpo2015.com	Point of reference of the social media team	Updated when necessary
<b>Slideshare</b>	Report on the activity of social networks Strategy and guideline documents	To be used when necessary
<b>Linkli.st</b>	Collection of links about press regarding social networks	Use when necessary
<b>Urlist</b>	Collection of reference links	Daily updating



# Platforms in real life

Platform for	Contents	Goals	Activity
<b>Workshop Expo Gate</b>	Workshop on contents relating to Expo's theme and to social media	1 a month	5 workshops realized with an average of 40 participants
<b>Expo in viaggio</b>	Workshop on Expo's contents, in collaboration with Giacomo Biraghi	approximately 4 a month	5 workshops realized in 5 cities

# Active projects

Project	What is?	Status
<b>Book</b>	A collection of books, essays, illustrated books, scientific publications. For a small ideal library that offers a transversal view on the themes of Expo 2015.	Published weekly on Expo's social networks
<b>Quote</b>	Quotes A collection of brief thoughts published with a visual based on Social Media.	Published weekly on Expo's social networks
<b>Cluster Game</b>	Expo 2015's Clusters told through a system of questions and answers between sciences, history, geography, costume. A dedicated visual accompanies the game.	Published weekly on Expo's social networks
<b>Hashtag</b>	A collection of case histories which delineate new scenarios on the themes of Expo 2015: from scientific research to food, from sustainability to technologies, to food waste.	Published weekly on Expo's social networks
<b>Number</b>	Numbers, metrics and statistics regarding nutrition, resources, sustainability, innovation.	Published weekly on Expo's social networks
<b>People</b>	The faces, the projects. Expo2015's story told in the first person by those who work daily to make the event a success. From the staff to the Countries' delegations, to the Partners, to the protagonists of the Inclusion Projects, down to the users who have a story to share.	Published weekly on Expo's social networks

# Active projects

Project	What is?	Status
Call to action <b>Milano 101</b>	An international Call to Action in collaboration with Instagramers Italia and the Third Sector organizations participating in Expo2015. Protagonist: the community of instagramers worldwide, invited to share how/ where/ with whom they spend their "Lunch Break".	To be activated
Call to action <b>Lunchbreak</b>	Project for the valorization of Milan: a collective game on Facebook and Twitter to identify 101 "reasons" for visiting the city of Expo 2015. It completes the storytelling trend, a website with a very strong visual impact: a great photographic album as a vehicle of information about and promotion of the territory.	To be activated
Co design <b>Welcome to Italy</b>	A project to valorize the Italian heritage. A "Grand Tour" on the 21st-century virtual motorways with over 200 stops, illustrated by as many historical "postcards" from travelling Italy, which invite the community to suggest destinations and share experiences. In collaboration with Touring Club Italiano.	Underway
Co design <b>Belvedere in the city</b>	The progress of Expo 2015's Construction Site documented via drone, in collaboration with Tim4Expo. The weekly video material - about 45 min - is made available for possible projects of institutional communication.	Underway




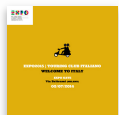


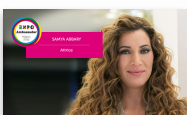




# Active projects

Project	What is?	Status
Co Design <b>Italy at the table</b>	Social Media, community and Food Experience: a journey among Italian food excellences, through the presentation of 266 certified products. The project is in collaboration with consortiums and districts of the systems Doc, Dop, Docg	To be activated
Co Design <b>White night Italian cinema</b>	The 100 films that have moved us: live tweeting dedicated to the great Italian cinema on the occasion of the International Rome Film Festival. The "White Night" - in collaboration with Short Food Movie – will involve the community and a series of testimonials in the game.	Finished
<b>#100thingsToDo</b>	A project to valorize Expo's Ambassadors. Each Ambassador suggests to us what to do, the books to read, places to see in view of Expo 2015.	Active
<b>Countries Game</b>	A game conveyed on Expo's social networks, in which people compete with each other on the basis of their knowledge of the Countries participating in Expo To be activated	To be activated

The social networks include a publishing plan that envisages approximately **60** content units a day developed for the most part in-house.

Approximately **50%** of these contents are in two languages.

# Publishing plan

LUN	MAR	MER	GIO	VEN	SAB	DOM
 PADIGLIONE	 CLUSTER	 PADIGLIONE	 CLUSTER	 PADIGLIONE	 DAILY NEWS	 DAILY NEWS
 DAILY NEWS	 DAILY NEWS	 DAILY NEWS	 DAILY NEWS	 DAILY NEWS	 LABEXPO / WE / FEEDING	 LABEXPO / WE / FEEDING
 PEOPLE	 AMBASSADOR EXPO	 PEOPLE	 AMBASSADOR WE	 EXPO ITINERARI TEMATICI	 QUOTE	 MASCOTTE
 SCUOLA	 TERZO SETTORE onu, ue, triulza	 CANTIERE	 NUMBERS	 PEOPLE	 BOOK	 HASHTAG
 CANTIERE	 EXPO VINTAGE	 AZIENDE	 EXPOGATE	 PARTNER	 PINTEREST	 PINTEREST
 WELCOME TO ITALY	 WELCOME TO ITALY	 WELCOME TO ITALY	 WELCOME TO ITALY	 WELCOME TO ITALY	 WELCOME TO ITALY	 WELCOME TO ITALY

# Team's activity



**20 images**  
a month on Instagram

**10 contents**

a day on Facebook,  
in two languages



**27 tweets**

a day on Twitter



**1.000 images**

a month on Pinterest



FACEBOOK

[Expo2015Milano](#)  
[Expo2015Milano.it](#)



TWITTER

[expo2015milano](#)



INSTAGRAM

[expo2015milano](#)  
[expovintage/](#)



TUMBLR

[expo2015book](#)  
[expo2015quote](#)  
[expo2015number](#)  
[expo2015hashtag](#)  
[expo2015people](#)  
[expo2015cluster](#)





## URLIST

[library/expo2015milano](#)



## SLIDESHARE

[expo2015milano](#)  
[expo2015milano report](#)



## WEB

[socialmediaexpo2015.com](#)  
[socialmediaexpo2015.com](#)  
[/workshop/](#)  
[socialmediaexpo2015.com](#)  
[/expoinviaggio/](#)



## GRUPPI

[groups/705481589518382/](#)  
[groups/expoinviaggio/](#)  
[Expostories](#)



# Expo 2015 Social Media Team

---

## *Credits*

**Susanna Legrenzi e Stefano Mirti**  
Head of Strategies

**Franz Gorla**  
Digital Art Director

**Alessandro Mininno**  
Senior Consultant Web Marketing

**Contact at**  
[socialmedia@expo2015.org](mailto:socialmedia@expo2015.org)