



Expo2015 Social Media Strategy

April 2014 | Milan



01

WHO ARE WE?

A team of Social Media experts, operative from January 2014 inside a partnership involving Expo2015 and La Triennale di Milano. The team is then integrated to some existing expertise within Expo and La Triennale.

The team is completed by a group of young designers selected by La Triennale di Milano.

02 WHAT DO WE DO HERE?

Sharing with you this presentation for allowing you to become an active player in the Social Media Strategy for Expo2015.

Explaining to you in further details what we do, how to get you involved, how to cross and synchronize your activities with the overall Social Media communication plan.

03 WHERE DID WE START?

January 2014

278
followers



136
followers



1.1k
followers



23k
fans



21k
followers



04 WHERE DO WE WANT TO GO?

50k followers

(KPI)
FOLLOWERS
LIKE PER PICTURE



5k followers

(KPI)
FOLLOWER
TRAFFIC TO THE WEBSITE



Summer 2015.

April 2014 | Milan



TBD



TBD



1mln fans

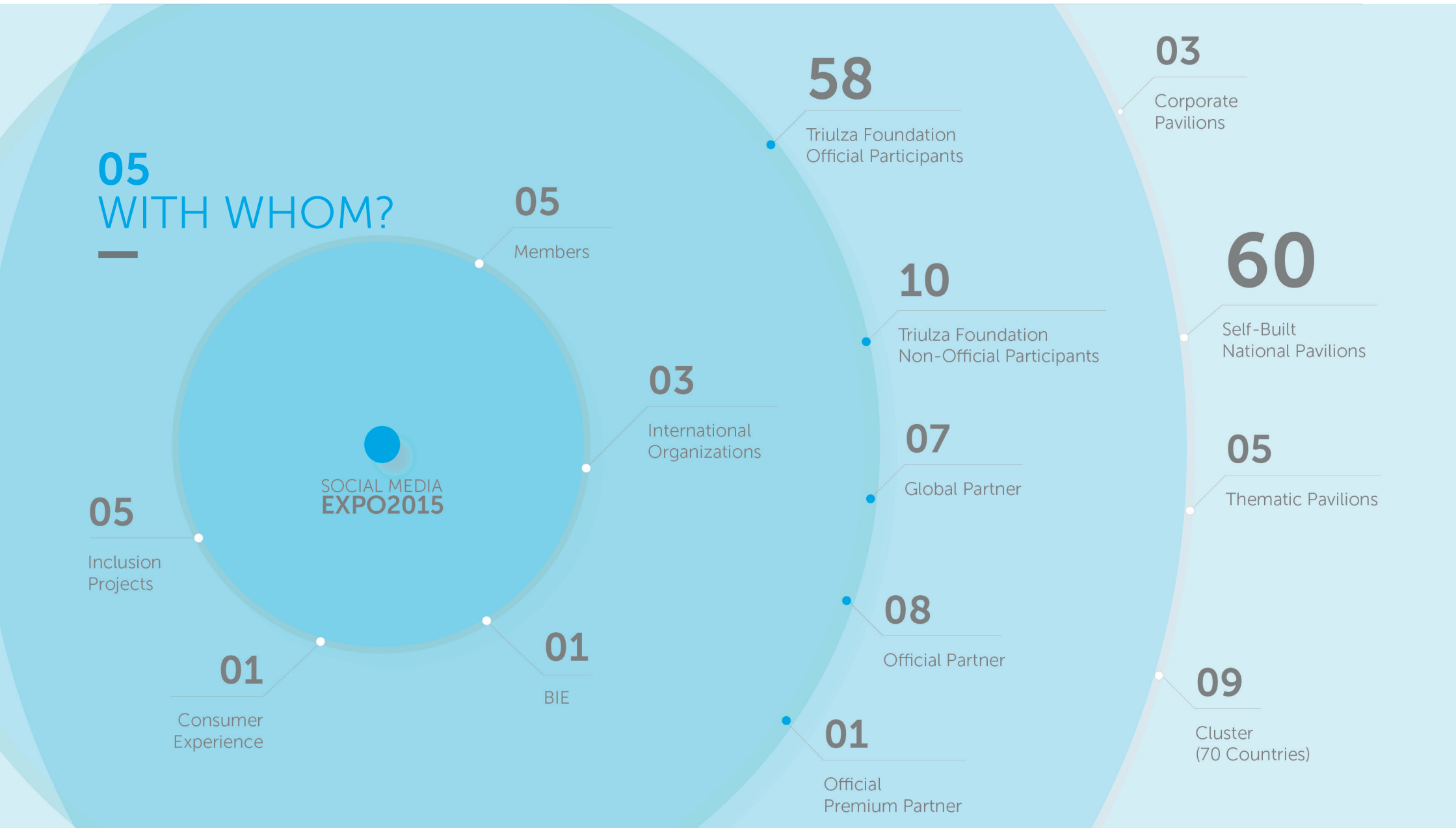
(KPI)
REACH
ENGAGEMENT
FANS



200k followers

(KPI)
DELTA FOLLOWERS
FAVOURITES
RETWEET
FOLLOWERS





06 PROJECT'S PRINCIPLES

The whole storytelling of the Expo2015 project **engages**, as a transversal element, **different communities** active on a local and global scale.

Triggering content production and sharing attitudes, bottom-up practices, feedback and interactions, both in the **physical** and **digital** worlds.

The content and actions are **planned in progress** (within an extended period of time), **generating and multiplying hype**.

The goal is to reach an active and broad participation in the event.

The Social Media Expo2015 storytelling interweaves a **non-linear narrative structure** within a clear and consistent framework.

The narrative develops upon an integrated strategy of **visual storytelling**, designed to generate empathy and strengthen its reach, optimizing results in terms of visibility and engagement.

To support the storytelling, a series of **thematic web platforms** will be implemented to strengthen the relationship between narrative and creative communication, information and interaction.

All accounts will converge to a **web aggregator** designed to enforce the overall narratives and stories. From May 1st 2014, all official accounts will be available in English as well.

The Social Media team will work in tight cooperation with the Web team (expo2015.org). Sharing content, we implement all the necessary actions in order to increase the traffic on Expo2015's website.

07 OUR KEYWORDS



08 OUR STORIES

A SMALL IN-HOUSE PRODUCTION OF STORIES |

A system of stories woven, defining Expo's narratives and moods.

[Feeding the Planet, Energy for Life.](#)

A series of thematic flows where storytelling becomes "storydoing". Transforming the reader into an active player and getting him to play. These stories are produced in-house.

SHARING OTHER PEOPLE'S STORIES | Given the nature of Social Media, a lot of stories will be produced and narrated by all kinds of Expo stakeholders. Each stakeholder generates its own content: here, our role is to sync and fine-tune the single

element with the whole. Generating interactions between these stories. Generating interactions between partners, institutions, associations and people involved in Expo2015.

FURTHER STORIES: IN COOPERATION | The projects in cooperation will be organized upon a very simple process: "Enabling" our partners (with the active support of our team); "Developing" joint projects towards a shared goal.

09 NARRATIVE WEAVING

Our Stories

A SMALL IN-HOUSE PRODUCTION OF STORIES

SHARING OTHER PEOPLE'S STORIES

FURTHER STORIES: IN COOPERATION

Telling what
EXPO2015 is Best Practices
EXPO2015 is POP(ular)
EXPO2015 belongs to all italians
EXPO2015 welcomes to Italy
EXPO2015 is 147 Countries in Milan

10 ON WICH CHANNELS?



Facebook

10 ON WICH CHANNELS?



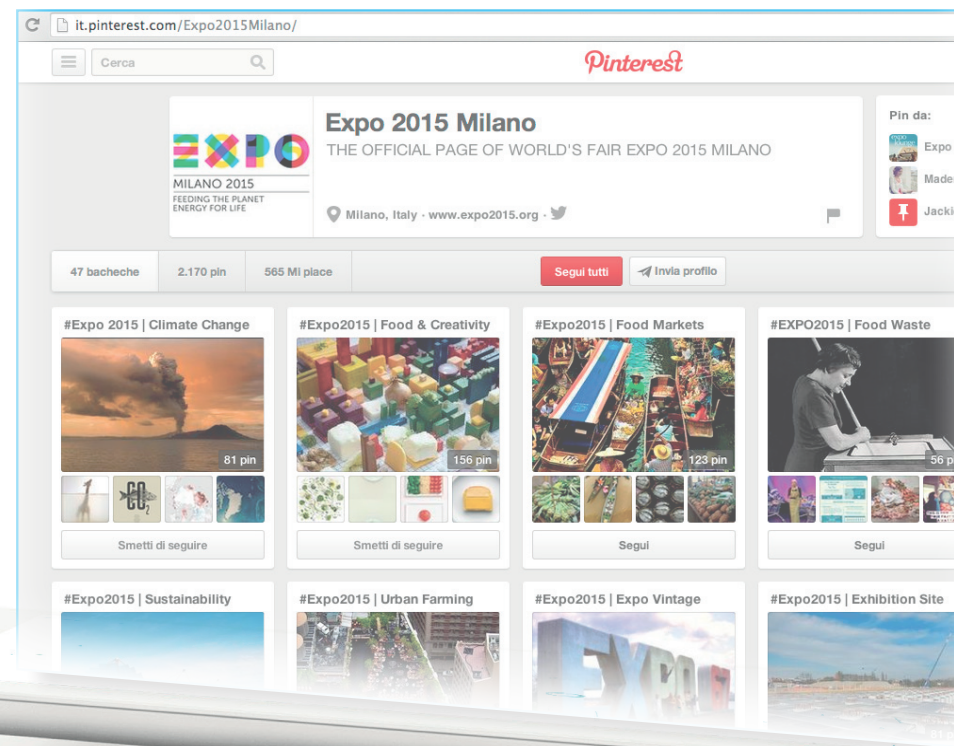
Twitter

10 ON WICH CHANNELS?



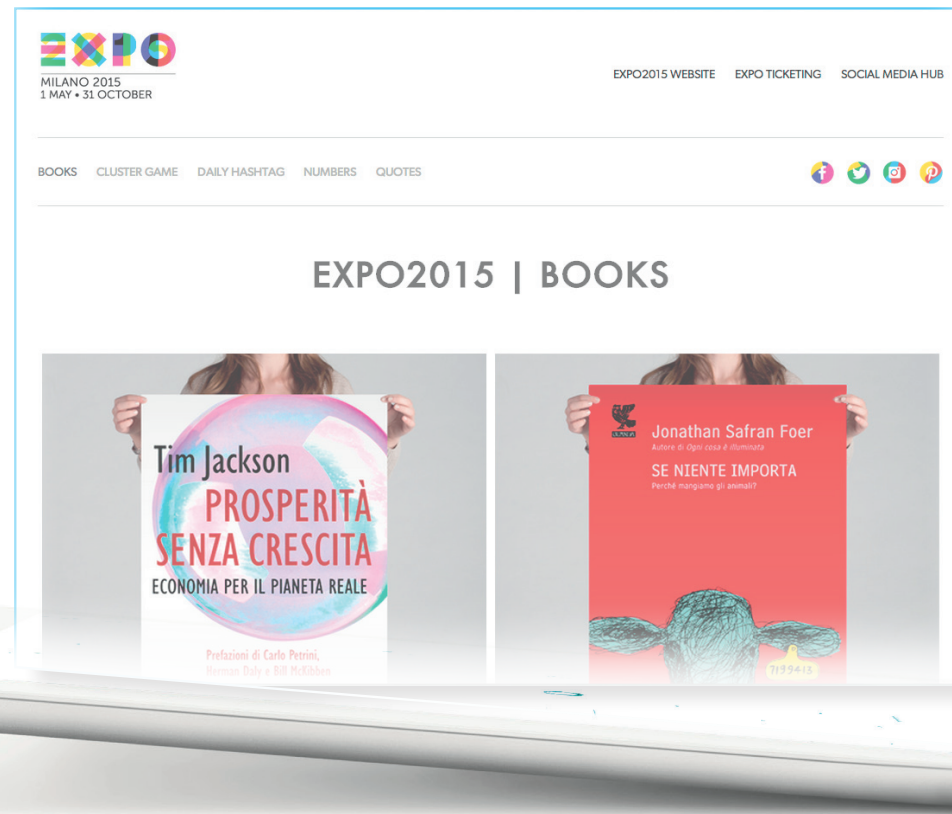
Instagram

10 ON WICH CHANNELS?



Pinterest

10 ON WICH CHANNELS?



Tumblr

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SOME STORIES TO GET STARTED

12 MAIN STORIES

12.1 Going Around + Pictograms

12.2 Mascots on Tour + Mascots

12.3 365 Days To Go

12.4 Official Participants

12.5 Thematic Areas

12.6 Cluster Game

12.7 Moldor Diaries

12.8 Ambassador

12.9 Social Media Ambassador

13 IN-DEPTH STORIES

13.1 Books

13.2 Daily Hashtag

13.3 ExpoVintage

13.4 Global Dictionary

13.5 Lunch Box

13.6 Numbers

13.7 Quotes

13.8 Do it

14 OTHER STORIES

14.1 Welcome to Italy

14.2 Milano 101

14.3 Ask Expo

14.4 Crowd: Flower Power

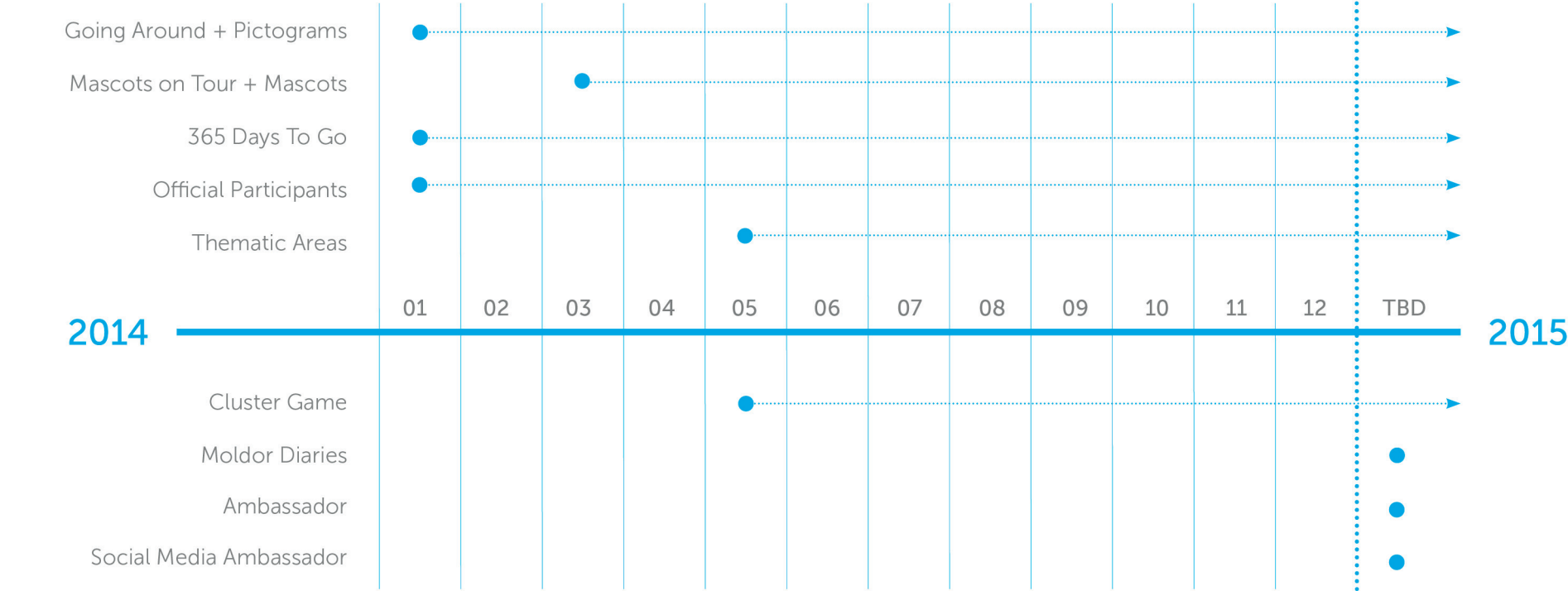
14.5 Open Culture

14.6 Talks

14.7 Wunderkammer

12

MAIN STORIES: TIMELINE



12.1 GOING AROUND

January 2014 | All the news from the institutional work in progress: signatories, B2B roadshows, media partnership, events. For every new event a special map drawn ad hoc and illustrated with pictograms designed in-house.



*Map drawn for the
Social Media Week,
in Milan.*

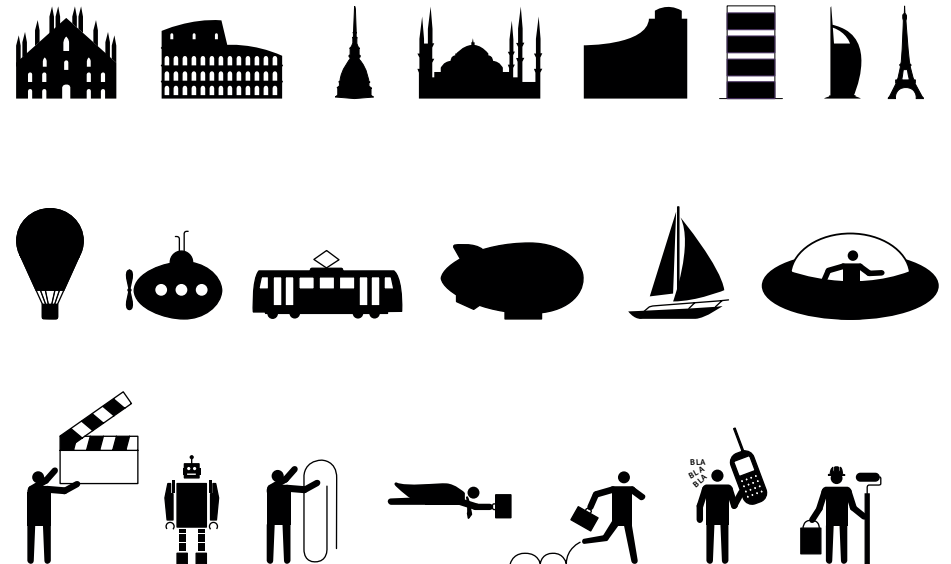


12.1 (B) PICTOGRAMS

January 2014 | As integral part of *Going Around* project, the pictograms grow and extend on a daily basis. The selection is in Creative Commons in order to be available to everybody's use.



Pictogram
examples.



12.2 MASCOTS ON TOUR

March 2014 | This is a special story that has Foody, our mascot, as its leading character. From time to time, he goes visiting all the different countries participating to Expo2015. All of this can be seen in the header of our Facebook page.



*"Greetings from Austria",
Facebook header.*

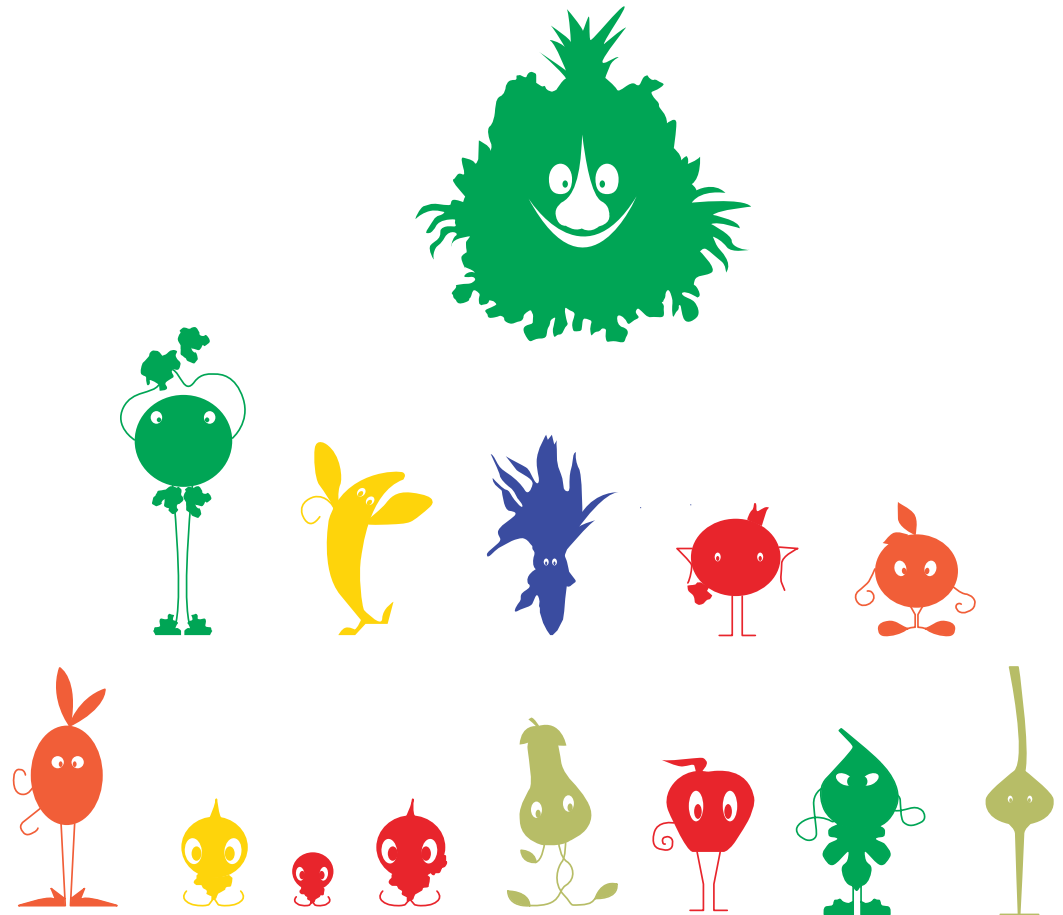


12.2 (B) MASCOTS

March 2014 | Also Foody and his 11 friends become pictograms shared in Creative Commons.

f

*Foody and his friends
in vectorial version.*



12.3 365 DAYS TO GO

January 2014 | It's the story of the building site: infrastructures, pavilions, people and machineries.



Expo2015
construction site.

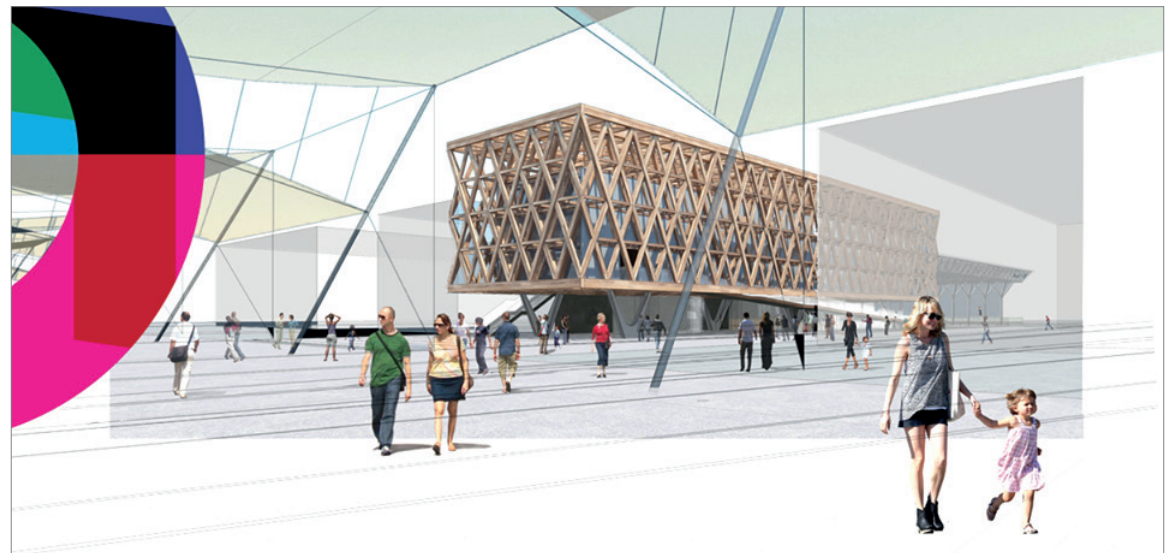


12.4 OFFICIAL PARTICIPANTS

January 2014 | This strand describes the extraordinary presence of 147 Countries to the Universal Exposition in Milan. It anticipates the visitor experience over the semester (May/October 2015) by showing the making of the Pavilions.



Expo2015
Pavilions' renderings.



12.5 THEMATIC AREAS

May 2014 | The *Thematic Areas* are five pavilions curated by Expo2015, where the Expo's theme is developed through exhibition itineraries, artistic installations and performances.

They are: Pavilion Zero, Biodiversity Park, Future Food District, Art & Food, Children's Park. Curators and designers are asked to share their stories and progress on Social Media.



*Thematic Areas:
Biodiversity Park
Pavilion's rendering.*



12.6 CLUSTER GAME

May 2014 | It's a special story, told with an online game as a medium. The goal is to explore and communicate thematic contents on the various Cluster through a series of questions of nutritional, historical, scientific and geographical nature.

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*Leonardo da Vinci,
Fruits and Legumes
Cluster.*

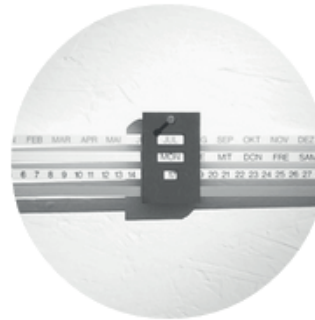


12.7 MOLDOR DIARIES

TBD | Expo2015 Social Media Team's work log. Day after day, what's going on behind the scenes at Molino Dorino's offices.



*Some logs from
the homepage.*



12.8 AMBASSADOR

TBD | They are official ambassadors of the Universal Exposition of Milan: notable personalities, Italian and not. Everyone called for Expo2015's success. Their support will be broadcast on Social Media with a dedicated visual.



*Monica Kristensen,
Expo2015 Ambassador.*



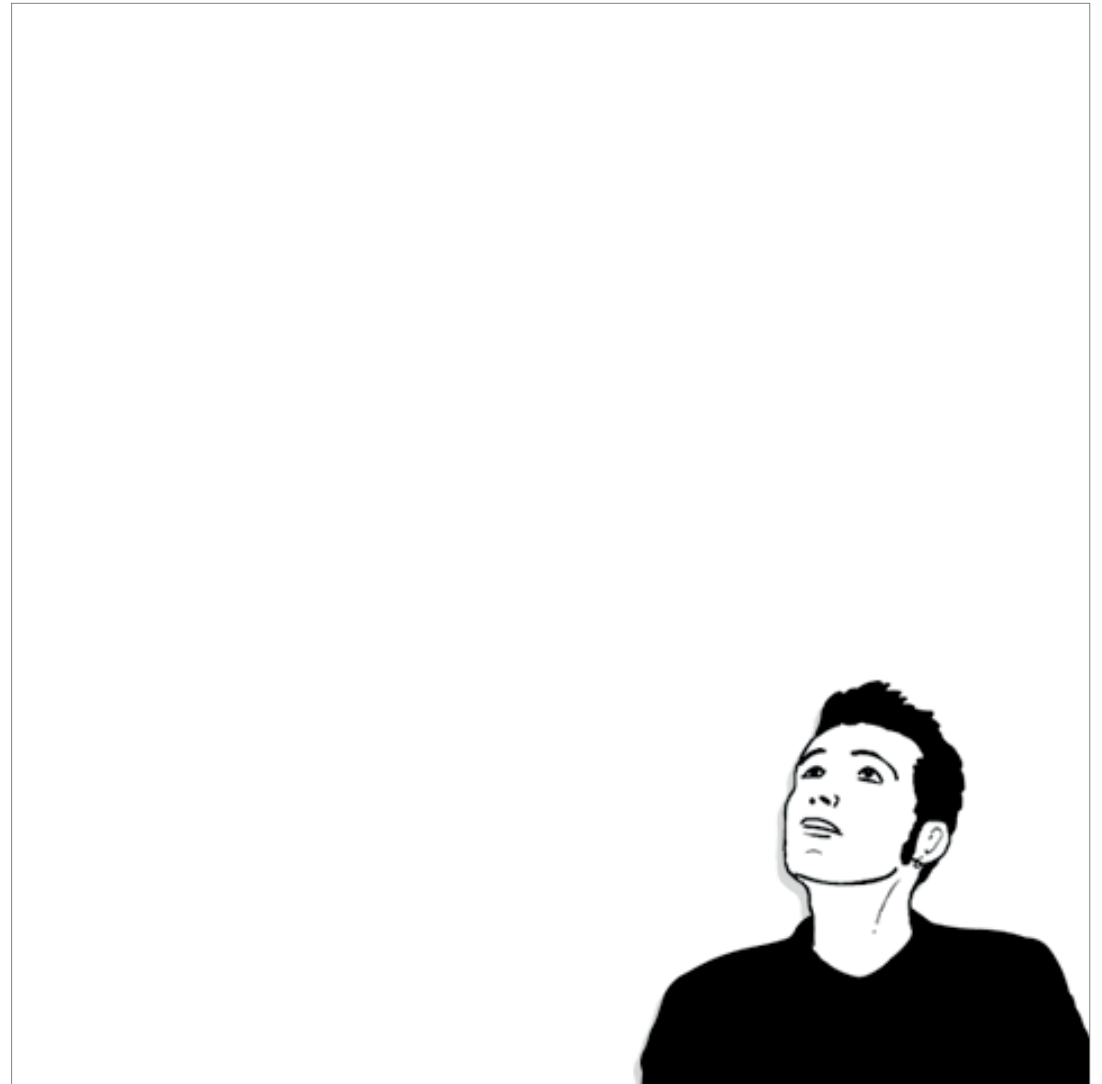
12.9 SOCIAL MEDIA AMBASSADOR

TBD | An app which allows anyone to become an Expo Ambassador.

A big game that starts from institutional Ambassadors to involve anybody who wants to participate and share Expo2015's message.

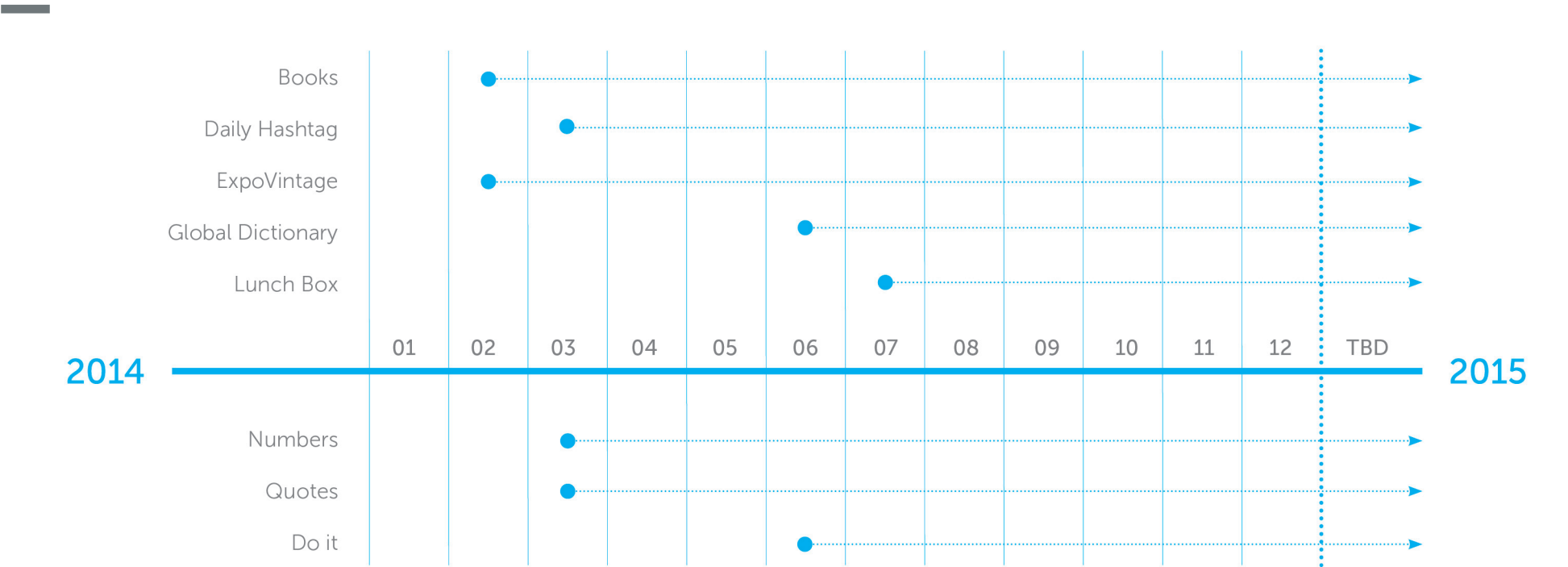


*Social Media
Ambassador sketched.*



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IN-DEPTH STORIES: TIMELINE

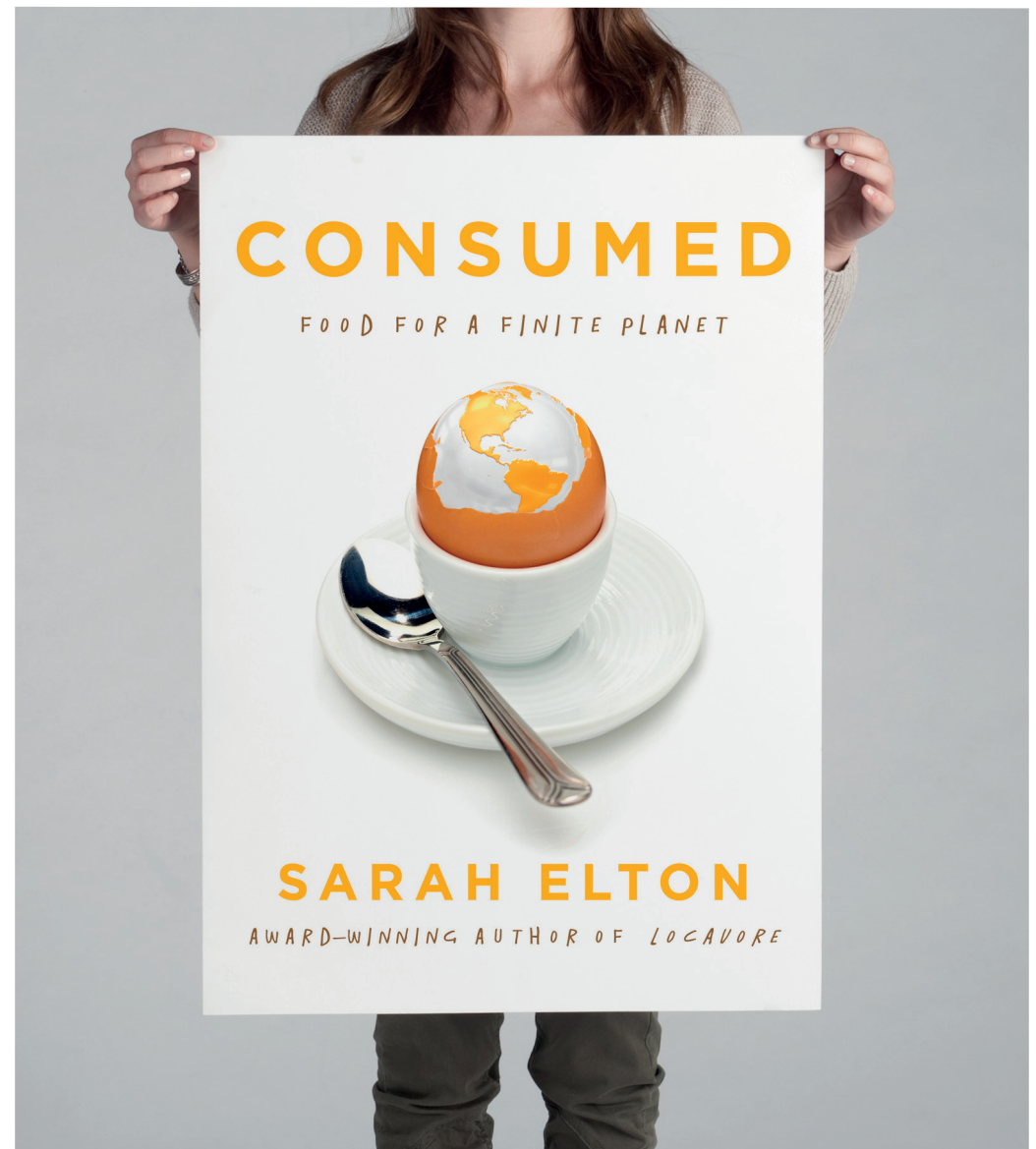


13.1 BOOKS

February 2014 | A weekly column where we suggest books, essays, illustrations, scientific publications. The selected titles are to be intended as new perspectives to cross Expo2015 themes.



Consumed: food for a finite planet,
Sarah Elton.



13.2 DAILY HASHTAG

March 2014 | News pills exploring the world of best practices: from scientific research to service design. Art, new technologies, co-operation and more.



*Coleoptera,
Aagje Hoekstra.*



#Bioplastic

13.3 EXPOVINTAGE

February 2014 | The goal is to tell the story of Universal and International Expositions through cards, photographs, souvenirs, passports, historical documents and miscellaneous memorabilia. A journey from 1851 until now, awaiting for Expo2015.



ExpoVintage
homepage,
Instagram.



13.4

GLOBAL DICTIONARY

June 2014 | A special dictionary, Social Media oriented, compiled in a participatory way. The most relevant entries related to Expo2015's theme can be found here.



*Example of a Social
Media oriented word.*

**smart
city** [loc. s.le f.]

*Città caratterizzata
dall'integrazione tra saperi,
strutture e mezzi
tecnologicamente avanzati,
propri della società della
comunicazione
e dell'informazione,
finalizzati
a una crescita sostenibile
e al miglioramento
della qualità della vita.*



13.5 LUNCH BOX

July 2014 | A photographic call to action aiming to highlight some specific food habits and daily routines. Everyday life and working environment through the lunch break theme.

f t

*Lunch break
on a skyscraper,
Charles C. Ebbets,
1932.*



13.6 NUMBERS

March 2014 | A storytelling developed through data and various metrics suggested by Expo2015 stakeholders in a analysis of Expo's theme: "Feeding the Planet, Energy for Life".



Numbers from FAO
and International
Energy Agency (IEA).

**"SUGAR AND SWEETENERS
CONSUMED PER PERSON
PER YEAR: 23,5^{KG}"**

FAO

**"1,5 BILLION
PEOPLE WORLDWIDE
STILL LIVE
WITHOUT
ELECTRICITY"**

INTERNATIONAL ENERGY AGENCY (IEA)

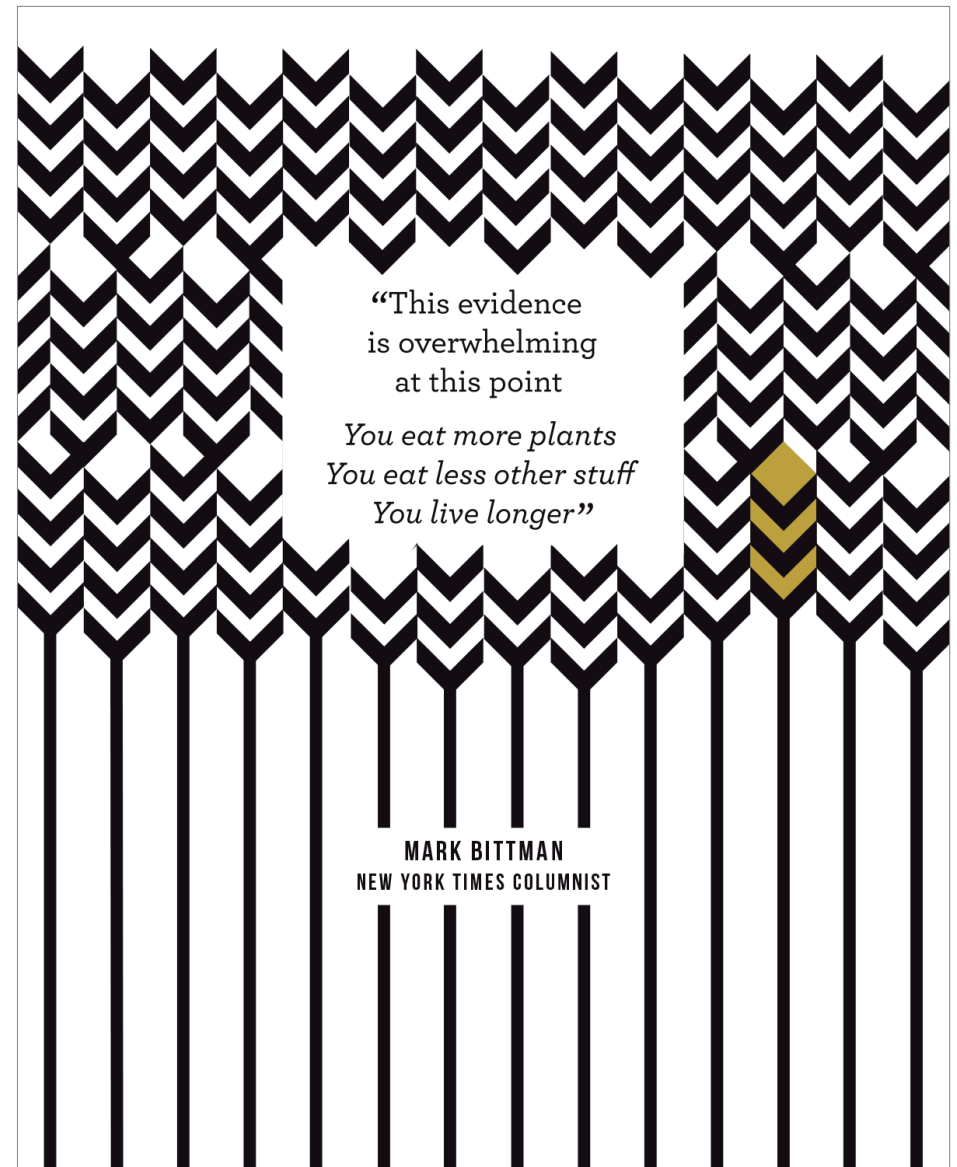
13.7 QUOTES

March 2014 | A collection of short thoughts written by international opinion leaders and Expo2015 stakeholders.

"Life itself is a quotation". Jorge Luis Borges



An example
of quote
by Mark Bittman.



13.8 DO IT

June 2014 | A collection of 'decalogues' advised by our partners for the Social Media communities. The goal is to increase awareness on Universal Exposition themes.

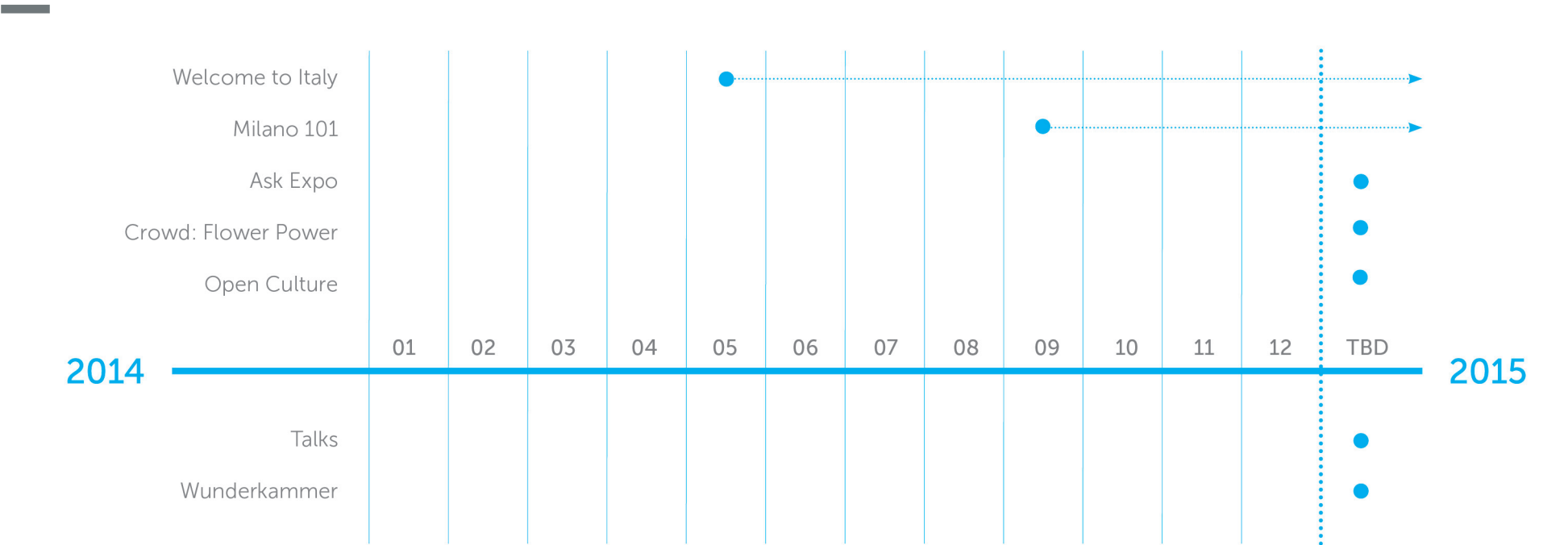
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*Food decalogue,
U. S. Food
Administration,
1917.*



14

OTHER STORIES: TIMELINE



14.1 WELCOME TO ITALY

May 2014 | A tour through Italy aiming to promote the country with various Social Media based game. In collaboration with Touring Club Italiano.



*Old picture
of Bologna.*



14.2 MILANO 101

September 2014 | A promotional project on Milano: 101 stories, 101 images, 101 suggestions to visit in Milan. To integrate the project, a dedicated website with short videos, maps, numbers and features. In collaboration with Milan City Hall and IULM Milano Master of Journalism.



On the left,
Header from
Milano 101 website.

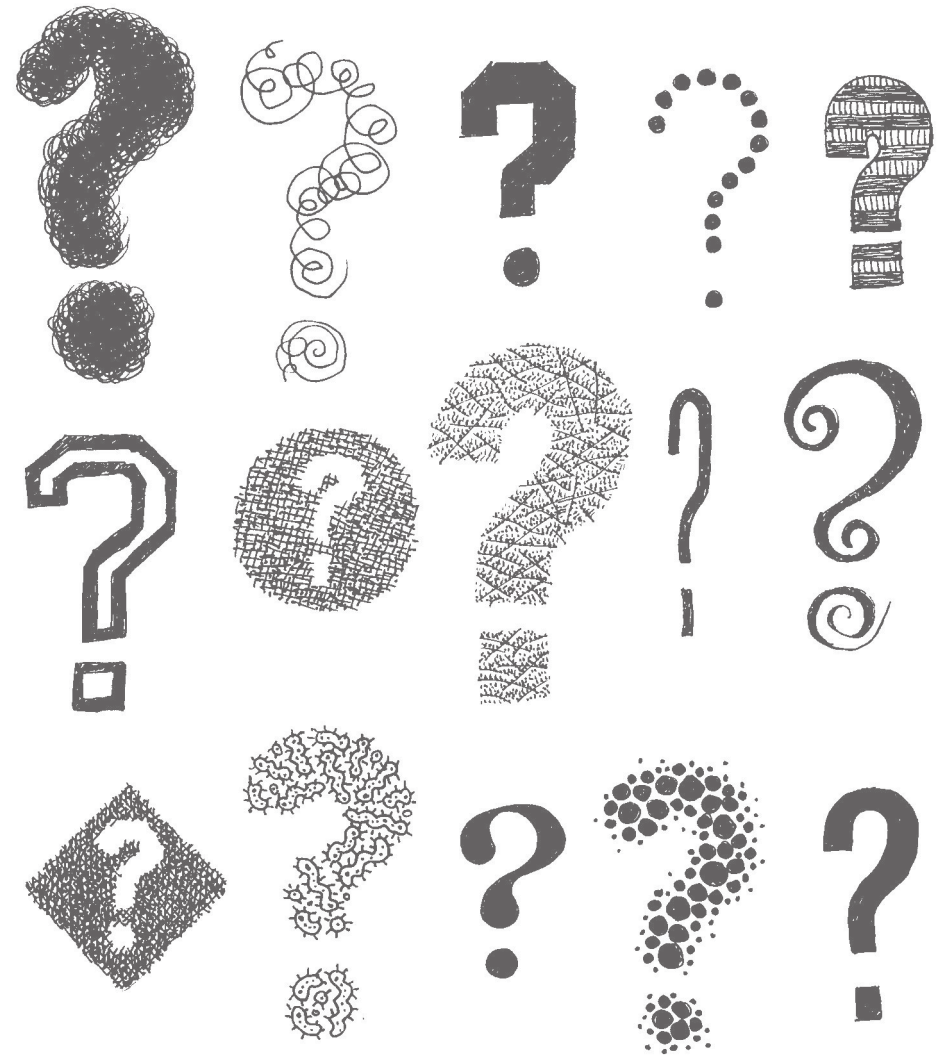
On the right,
Gli italiani si voltano,
Mario De Biasi, 1954.



14.3 ASK EXPO

TBD | A chance of meeting, open to everyone, where people can ask questions they want answers for. On a weekly basis, on a digital platform.

g+



14.4 CROWD: FLOWER POWER

TBD | A crowdsourcing project. Ambition: the biggest flower collection in the world; thousands and thousands of flowers, drawn by whomever wants to participate in this big game.

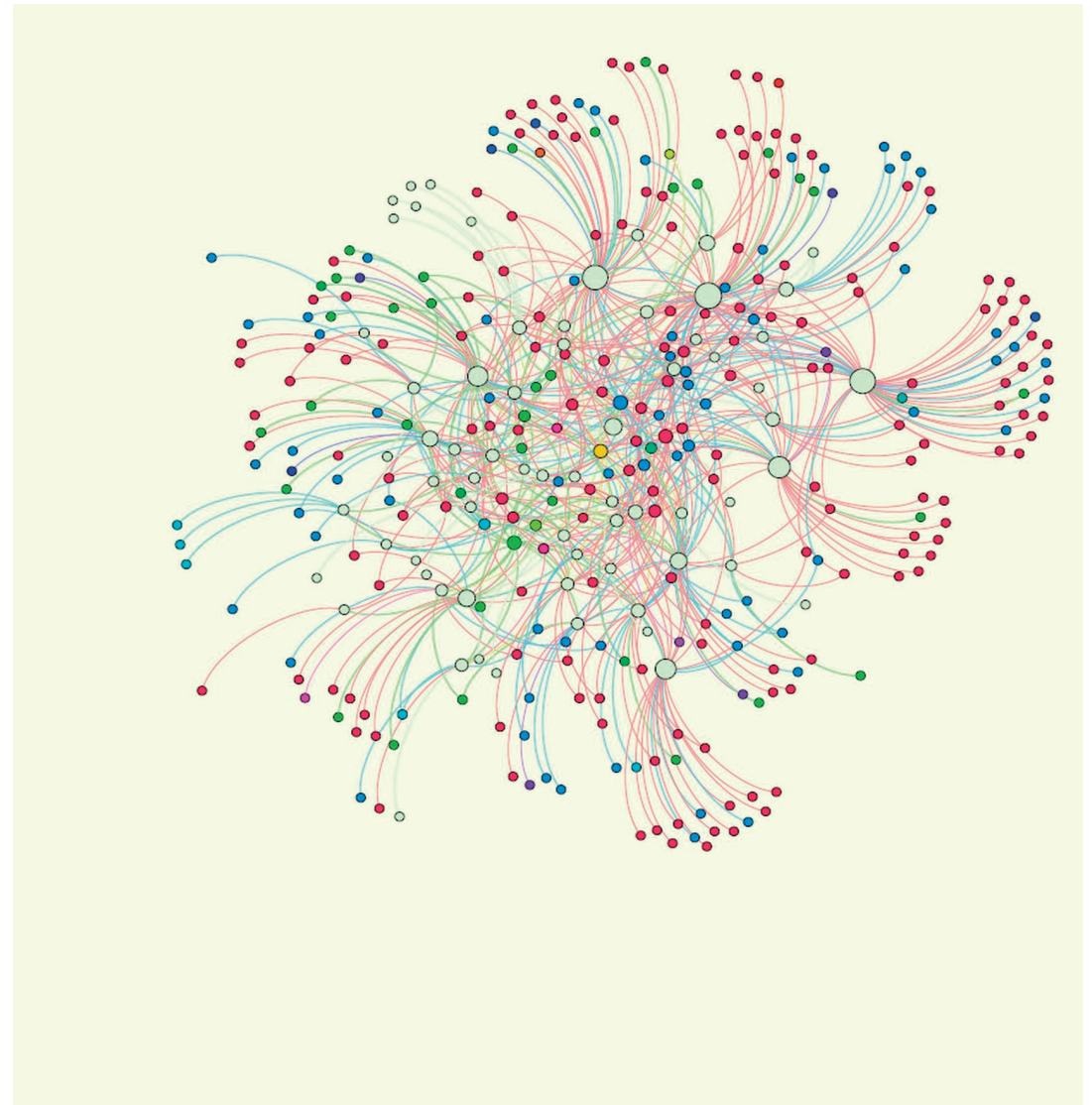


*Some floreal
examples.*



14.5 OPEN CULTURE

TBD | A series of basic courses related to Expo's main themes: nutrition, food, energy, international co-operation. Free classes open to everyone on a digital platform for turning Expo2015 into an opportunity for sharing knowledge.



14.6 TALKS

TBD | A big global conversation, using the medium's features and opportunities: a page, a dedicated group of intertwined conversations. Everyday a new theme with a special guest answering questions from the staff, but also interacting online with connected people.

g+

*An example
of global conversation.*

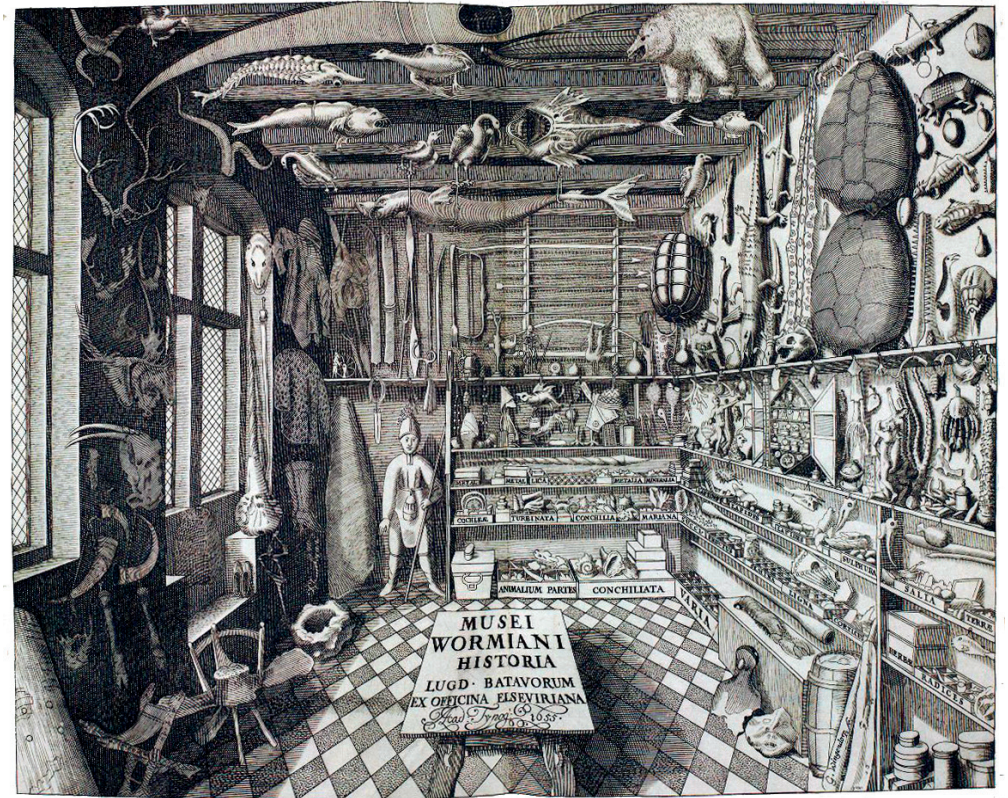


14.7 WUNDERKAMMER

TBD | Starting from Expo2015's themes, the global digital community is asked to share their collections: tools related to food and eating. But also collections of everyday tools.

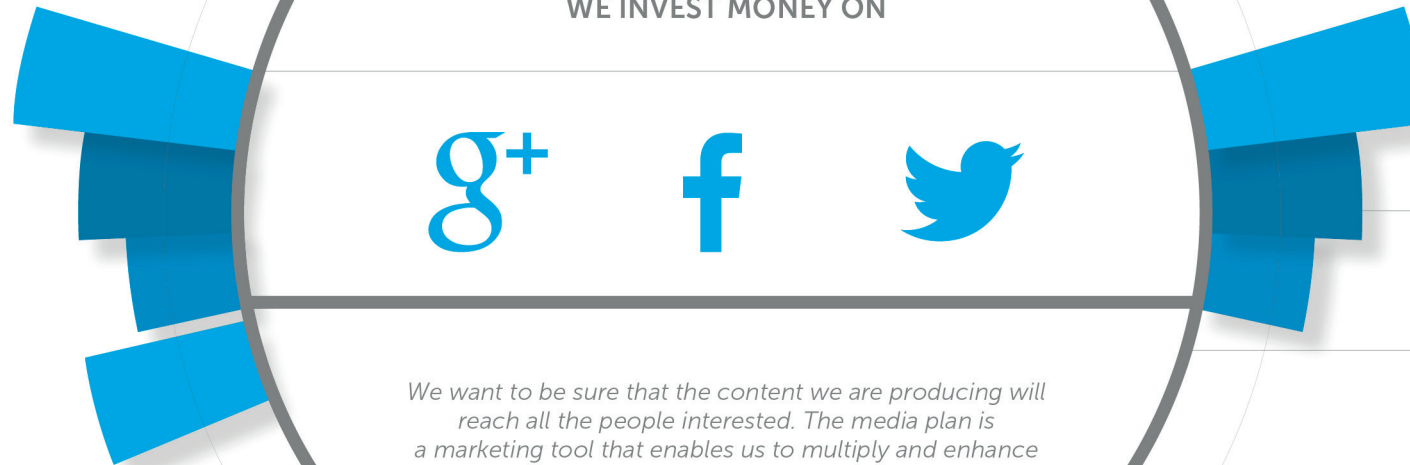


An example
of "wunderkammer".



15 MEDIA PLAN

OUR
CONTENTS



WE INVEST MONEY ON

g+

f

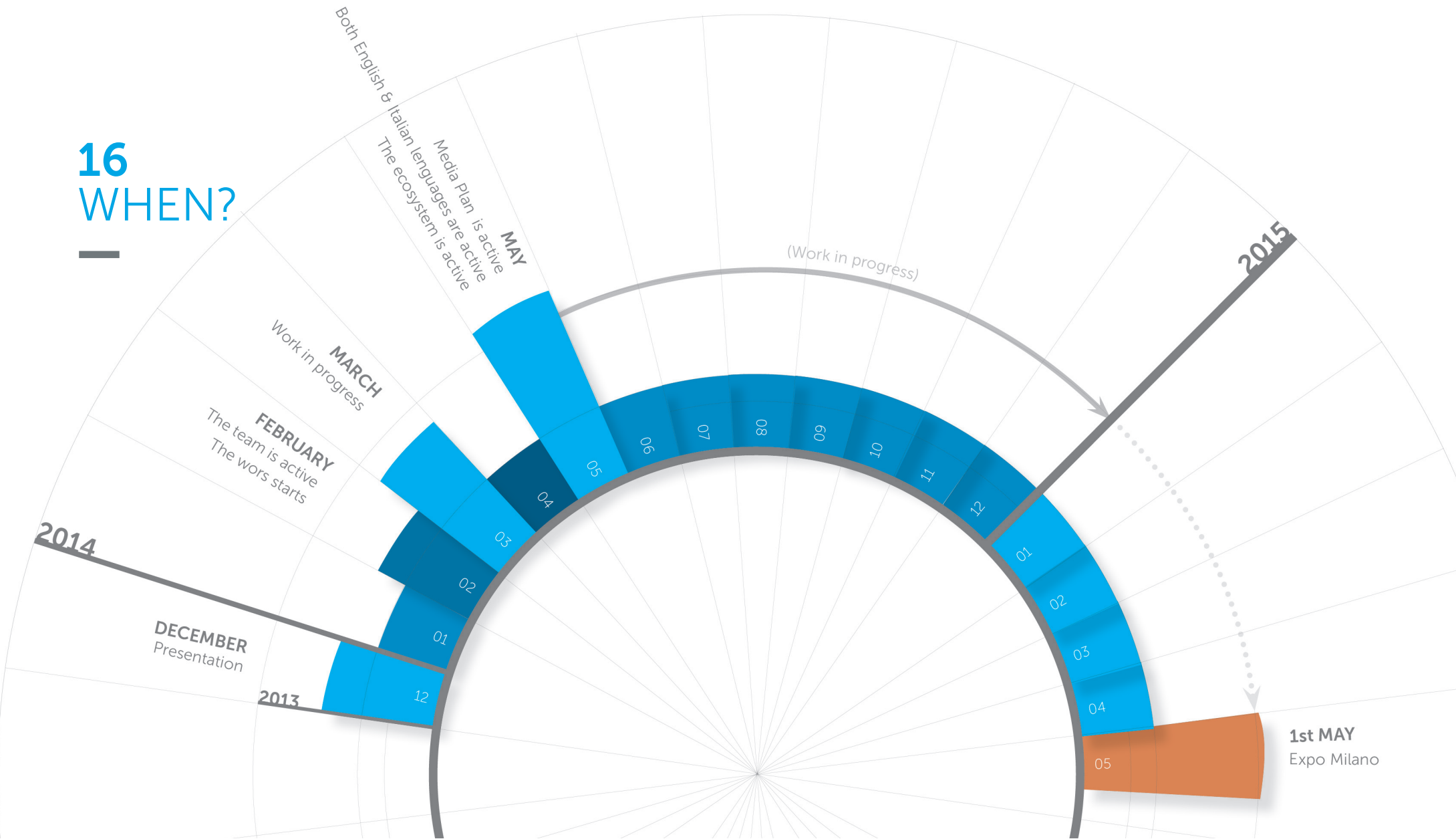


We want to be sure that the content we are producing will reach all the people interested. The media plan is a marketing tool that enables us to multiply and enhance the quantitative reach of our communication. We will invest in the best advertising tools, for our message to reach everyone.

SO WE

01. Reach more people
02. Spread content
03. Raise awareness

16 WHEN?



17 OUR TEAM

EXPO2015

ROSSELLA CITTERIO
Head of Communications

ELENA DI GIOVANNI
External Relations

LA TRIENNALE DI MILANO

ANDREA CANCELLATO
Director

CARLA MOROGALLO
Settore Iniziative

ANTONELLA LA SETA
Head of Strategies, La Triennale

SOCIAL MEDIA EXPO2015

SUSANNA LEGRENZI,
STEFANO MIRTÌ
Head of Strategies

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Digital Creative Director

ALESSANDRO MININNO
Senior Consultant Web Marketing

GIULIA VAI
Digital PR e Comunicazione

GIUSEPPE RUBINETTI
Social Media Manager

ROBERTA DAMETTI
Administration and Coordination

MICOL BIASSONI
Digital PR (La Triennale)

CARLO MARTELLO
Web Content (La Triennale)

DARIO ZAMPIRON
Graphic Designer (La Triennale)

VIOLA BERNACCHI,
ROBERTO BIANCHI,
BEATRICE F. BIANCHETTI,
LAURA DOARDO,
LUCIA PALOMBI
Creative Team

With the participation (Expo2015) of
MANUELA BONFIGLIO
Communication Specialist



Expo 2015 Social Media Team

Credits

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Head of Strategies

Franz Gorla
Digital Art Director

Alessandro Mininno
Senior Consultant Web Marketing

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