Benjamin Brindise

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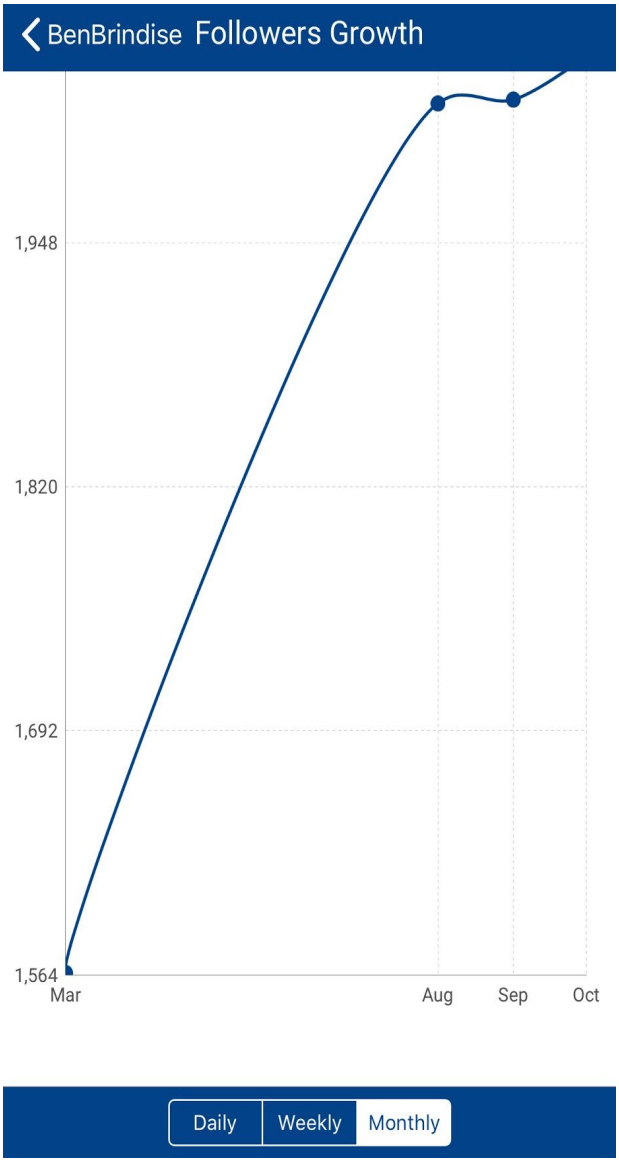
Social Media Management

29 October 2019



Experience Overview

For the last six years, I have managed Social Media profiles and accounts for various events and organizations. Starting with my own social media presence as an author, I moved on to manage social media profiles for organizations such as the Just Buffalo Literary Center, Living Poet Society, Pure Ink Poetry, Caffe Aroma, and events such as the bi-weekly Poetry Night Buffalo, monthly Poets Storm Nietzsche's, Entropy: The POETEXPO After Party & Video Cypher at Hotel Henry (TIME's 2018 list of the World's 100 Greatest Places), Cornucopia: A Mini Poetry Festival, There Will Be No Haikus Here, and Poets Storm Elmwood Avenue Festival of the Arts, among others.

Left: (Example of follower growth on Benjamin Brindise's author Twitter on a month-to-month basis showing 31.4% growth from March 2019)

Roles

Event Coordinator/Promoter, Buffalo, NY

Social Media Manager, 05/14-Present

- Entropy: The POETEXPO After Party & Video Cypher at Hotel Henry (TIME's 2018 list of the World's 100 Greatest Places), Cornucopia: A Mini Poetry Festival, There Will Be No Haikus Here, Poets Storm Elmwood Avenue Festival of the Arts, among others.

- For each of these events, I was responsible for promotions to drive attendance and participation.

- Continuously improve and optimize marketing campaigns.

- Design and conduct research to ensure accurate and up-to-date information on the results and effectiveness of campaigns.

- Use of the three major social media platforms to create event pages, graphic design, creative content, and schedule of promotional release.

Author, Benjamin Brindise, Buffalo, NY

Social Media Manager, 01/13 - Present

- Responsible for creating, establishing, and maintaining social media presence for the author.

- Learned how to administer and optimize internet ad accounts and affiliate marketing.

- Create new marketing strategies to meet needs, drive competitive growth, and improve the bottom line. This included communicating with venues and bookstores to either book reading events, or to create business contracts to shelve and sell the product in brick and mortar spaces.

- Created and maintained online store and sales.

Just Buffalo Literary Center, Buffalo, NY

Social Media Promotions, 01/16-08/19

- Responsible for promoting individual workshops to drive youth participation in Buffalo, NY.

- Establish and maintain social media presence for individual events and workshops.

- Optimized all content with SEO keywording.

Campaigns

Poets Storm Elmwood Avenue Festival of the Arts

Goals

Elmwood Avenue Festival of the Arts is the longest-running and largest community arts event in Buffalo, NY. Every summer hundreds of vendors and performers line the street. The goals for this promotional campaign were:

1.) Create engagement with the event page to spread the word about this one particular event occurring side by side with dozens of other performances. The engagement goal with the event page was to create a reach of 5,000 views, and an engagement rate of 5%. (The industry average for engagement rate is 0.5%-0.99% per view)

2.) Use all three of the major social media platforms to engage users and drive attendance to the event. The goal was to fill 100% of the available seats.

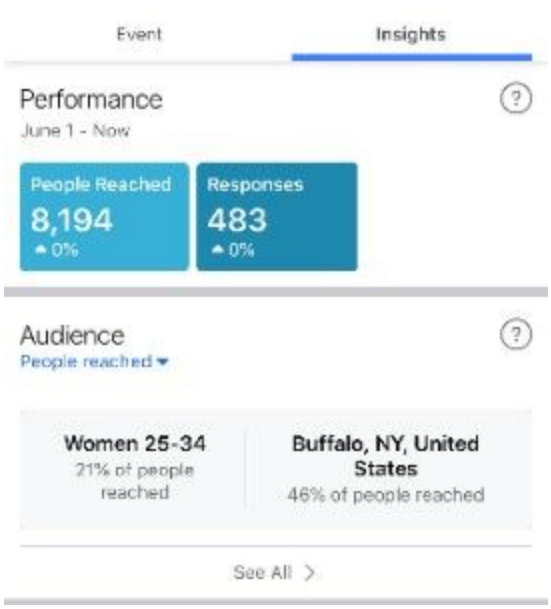
3.) Increase awareness of a poetry event happening at the Elmwood Avenue Festival of the Arts. Though it was run for 20+ years, the festival has only hosted a poetry stage 4 times. This would be accomplished by the overall promotional campaign across all platforms.

Results

Goal One: Between its most successful post and views on the event page itself, the campaign resulted in 12,994 views, coming in at 259.88% of the goal. The total engagements between the most successful post and the event page resulted in 926 engagements, leaving the engagement rate for this part of the campaign at 7.12%, above both the industry standard and the campaign goal.

Goal Two: 2,216 additional views were achieved through the use of Instagram and Twitter with 132 engagements for an engagement rate of 5.95%. (cont)

(Left: Post insights from most successful post in the campaign)



(Left: Engagement insights from the Facebook event page)

(cont) Attendance for the event reached 100%.

Goal Three: While this particular goal can't be expressed in statistics because year to year data is not available, with a total reach of 15,210 views (not counting impressions), 1,058 individual engagements with the campaign content, an overall engagement rate of 6.96%, and 100% attendance there is reason to believe that this event received a significant boost in exposure and awareness.

Pure Ink Poetry National Poetry Slam Team Fundraiser

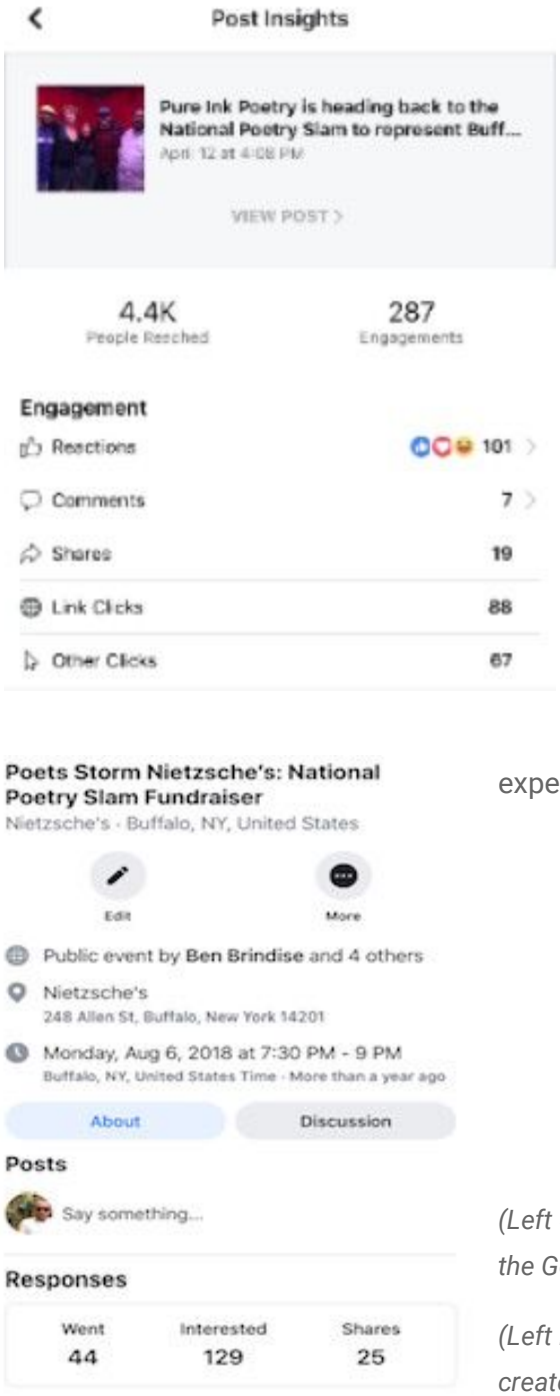
Goals

The Pure Ink Poetry Slam in Buffalo, NY is a non-profit organization that creates community-based events and raises funds to send poets to the national competitions all over the United States. The goals for this campaign were:

1.) Create engagement with the event page to increase attendance to the fundraiser. With a cover charge of $10 and a goal of raising $400 from the event, there was a goal to have 100 people engage with the event page, hoping to generate 40 attendees.

2.) Use the promotions from the event to raise awareness of other ways to contribute if they were unable to attend. The primary example of this was to lead people to the GoFundMe Page where they could donate. The goal was to bring 3,000 additional views to the GoFundMe Page with a goal of 5% engagement with the post about it.

Results



Goal One: The event page created a total of 173 people who engaged for attendance means, surpassing the goal by 73 users. Of these attendance engagements in the event page 54 people physically attended the event helping the fundraiser to raise $540 which was $140 over the goal.

Goal Two: Springboarding off the success of the fundraiser event, the following SM campaign to lead people to the GoFundMe page resulted in a reach of 4,400 views, with 287 engagements, resulting in an engagement rate of 6.52%, 1.52% over the goal and well above the industry expectation for post engagement.

(Left Upper: Insights from the follow-up post leading people to the GoFundMe Page for the Pure Ink Poetry Slam Fundraiser)

(Left Lower: Shows attendance responses from the event page created to bring people to the physical fundraiser event)

Poets Storm Nietzsche's (Monthly Series)

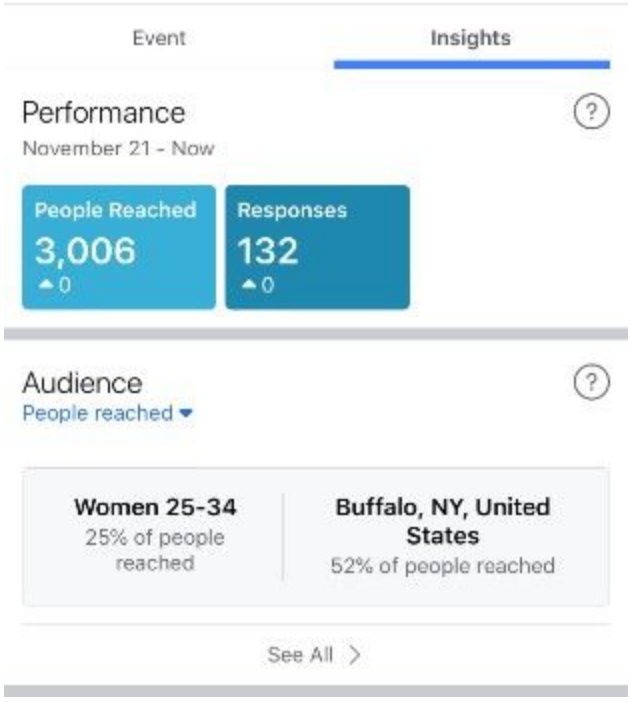
Goals

Poets Storm Nietsche's was a long term event series that required different approaches than the individual or "one-time" events from campaigns shown above. Here, the goals were:

1.) Create engagement and reach for each monthly event page, while also building a long term, returning audience. The venue where the event was held could hold roughly 40 people, so each monthly event had a goal of engaging 100 responses for attendance in the event pages while creating 1,000 views to continue building the overall audience of the series.

2.) Creating connections with local newspapers and periodicals to report on the event to gain a larger audience that may not engage on social media. Creating a content loop with these articles to be able to continually post fresh content to create engagement with the series and spread the brand.

3.) Create connections with other venues to expand the "Poets Storm" brand and to increase useable content to spread the brand message.

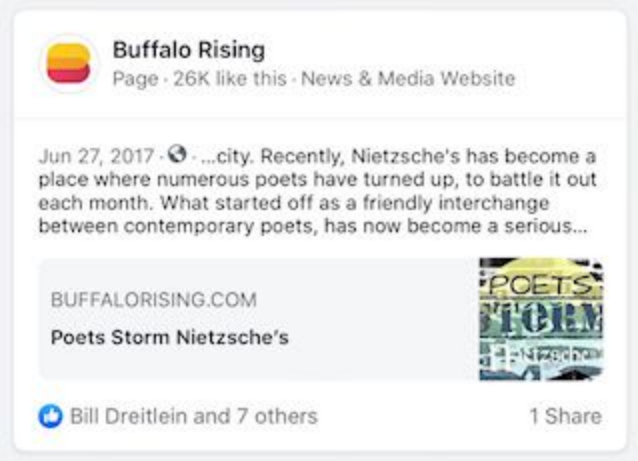


Results

Goal One: Poets Storm Nietzsche's was a successful series that ran for two years and never had an event page that reached lower than its goal of 1,000 views per event page per month. In the example shown, it often exceeded its goal.

Goal Two: Poets Storm Nietzsche's was written about by all the major publications in Buffalo, NY, including the Buffalo News, Buffalo Rising, and The Gusto. These publications writing articles about the event

(Left: Example of event reach for PSN)



(Left Upper: Post of an article written by a publication in Buffalo, NY about the event series)

allowed me to create a content loop which would allow me to continually post about the series to increase awareness, while always being able to use fresh content to do so.

(Left Lower: Example of the content loop. Using an article written by the Gusto about PSN as content on the Benjamin Brindise Author Page)
(Right Lower: Post insights from the content loop)

Goal Three: Over the course of its two-year existence in its main venue the Poets Storm brand was able to expand to three other venues due to its continuous and concentrated marketing. What started out as a simple monthly poetry series grew to holding events at Community Beer Works (a large, local beer distributor in Buffalo, NY), Tipico (where it featured Dominic Berry from the UK), and The Elmwood Avenue Festival of the Arts (as stated above, the largest and longest-running arts festival in Buffalo, NY).

(Left Upper: Another example of a content loop. Photos from the event are used as content on other pages and social media channels to drive attention to the event. Posting pictures of the poet's reading encourages them to share their own photos, expanding PSN's reach into their networks for additional exposure.)

(Upper Right: One final example of a content loop. Using the article written by The Buffalo News to share in the Poets Storm event page to increase engagement with the event page and expand its reach.)

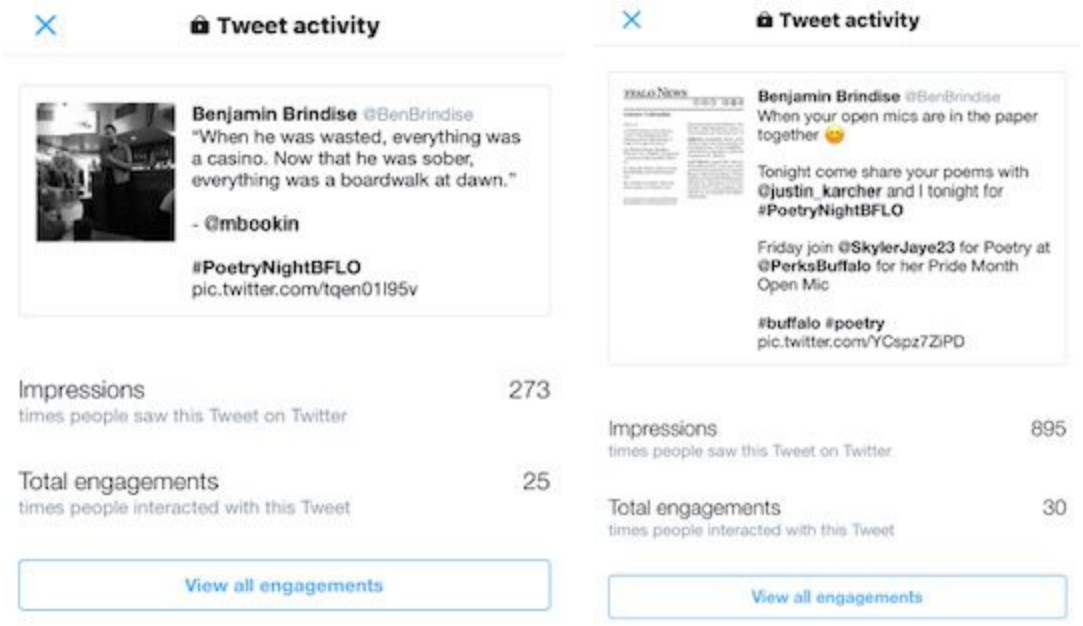
(Left Lower: An example of the Poets Storm brand expanding to additional venues and increasing its reach into the Community Beer Works network; a network which would normally not be able to be tapped for a poetry event.)

Created Content Examples

Here I will show some examples of content created for various projects I worked on as a social media manager. These examples will include photography to promote book sales and graphic design for event promotions, to be used in content loops for brand promotion and audience engagement. These examples will also provide some analytics for platforms such as Instagram and Twitter.

(Previous page/Upper Left: Tweet promoting a publication; Upper Right: Insights from the Twitter post showing 5,606 views and engagements above the industry standard)
(Previous page/Lower Left and Lower Right: Graphic Design for promotions of The Elmwood Avenue Festival of the Arts)

(Upper Left: Photography for book promotion, Upper Right: Promotion for services offered by the Just Buffalo Literary Center, Lower Left: Photography promotion JBLC new mural, Lower Right: Promotion of a notebook made for Author Benjamin Brindise's Creative Mornings talk)



(Upper Left: Further examples of the created content loop on Twitter, a photograph from the Caffe Aroma Poetry Night Open Mic with a quote from the reader. The loop is larger given that it includes the author's twitter handle encouraging them to share it with their network and expand its reach.)

(Upper Right: An additional example of a created content loop on Twitter, posting a photo from the Buffalo News Event Calendar and including two additional twitter handles, the brand hashtag, and an additional event that is also listed in the event calendar to encourage multiple streams to share it with their networks to expand the post's reach.)