



CIPR PRIDE AWARDS 2018 GOLD WINNER

Category: Best Use of Social Media

Company: Approach PR

Entry title: Ilkley Carnival

Brief and objectives:

Brief:

Ilkley Carnival is an annual event, run entirely by volunteers. It's a celebration of the local community and takes place on May Day each year. The social media accounts are run from November – June and support the carnival's objectives and themes. The 2018 brief was to manage social media for Ilkley carnival 2018, across Twitter and Facebook using interactive methods and creating engaging content.

Objectives:

- Forge links with the local community
- Promote awareness of the carnival in West Yorkshire, focusing on Leeds and Bradford, through social media and media relations
- Raise money for local charities and organisations through ticket sales and sponsorship
- Increase footfall on the previous year
- Increase Facebook likes from the previous year
- Provide support to Ilkley Carnival committee

Rationale behind campaign, including research and planning:

Rationale:

- Recommended using social media to increase footfall as the best way to broaden the reach within the community and beyond
- Use social media to keep overall costs low to focus on fundraising for charities
- Bring carnival into the 21st Century by integrating social media into the activity

Research:

- Research was undertaken to establish what posts people engage with on similar Twitter accounts. Previous numbers from Ilkley Carnival were analysed to give an overall view of the social media platforms before this year's activity
- The 2018 theme was TV programmes and extensive research was carried out on how to deliver this theme in the best way possible. Lists of popular shows across the eras were made and team meetings were held to think of ideas that would engage
- Local blogger/influencer lists were created to assess who would be good to work with on campaigns across social media

Planning:

- An eight-month plan was created in October 2017 and circulated to the Ilkley Carnival committee, giving everyone insight into the upcoming social media activity and media relations
- Social media content planners were created each month in order to have a cohesive strategy from launch up until carnival day
- Interactive and topical posts on the day
- Regular social media and coverage updates were provided at monthly meetings
- Produced a week by week schedule of activity on each platform to support media relations
- Social competitions and giveaways were scheduled regularly to boost engagement and raise awareness of Ilkley Carnival ie 'Guess the TV show' competitions asking people to engage with the post

Strategy and tactics, including creativity and innovation:

Strategy:

- Daily posts across Twitter and Facebook to increase engagement and promote Ilkley Carnival to followers
- Relevant content relating to the TV programmes theme of Ilkley Carnival 2018 was posted including quizzes ie 80's TV show quizzes and fun listicle-type articles on TV
- Competitions to give away tickets, which helped to increase footfall
- Interacted with local businesses, schools and groups to show that Ilkley Carnival was a community spirited event – regularly tagged schools in posts to increase awareness and build excitement for the day

- Created original images to use across social media – inspired by community landmarks that were instantly recognisable to followers. Planned and conducted a photoshoot and designed props in a Countdown style

Partnerships:

- Secured partnerships with three local sponsors, Anytime Fitness, Ticket Office bar and Betty's Café and Tearooms. Prizes were offered by each business to followers including gym memberships, free teas and free drinks
- Partnerships were secured with Bradford City of Film, Leeds Beckett University and Leeds City Council. An Ilkley Carnival graphic was shared on each city's 'big screen', seen by thousands of people every day
- Partnership with local restaurant, The Ticket Office who created a cocktail for Ilkley Carnival with proceeds from each drink donated to Ilkley Carnival. Shared across social media with video and digital content
- Worked and engaged with eight schools in the community across social media, utilising photography and creating content for social and media relations

Implementation of tactics:

Monthly (November 2017 – June 2018):

- Two tweets posted daily, Monday - Sunday
- Two Facebook posts a week
- Reactive content and coverage posted at every opportunity (average twice a day)
- Social media updates on followers, reach, impressions and engagement to committee
- Management of social media platforms, replying to customer queries, updating bio and cover images
- Exceeded 300 tweets over eight months

Measurement and evaluation

- £15,000 was raised through ticket sales and sponsorship, which was promoted across all social media pages
- The highest amount of people ever, took part in the carnival parade. Including schools, businesses, charities and local drama/theatre groups
- Assuming the majority of Twitter followers are from Ilkley, one out of eight people in Ilkley follow the Ilkley Carnival Twitter account

- Twitter impressions on the day reached over 13,000 with total engagements reaching almost 1,000
- Exceeded the objective of 1,000 Facebook likes, reaching 1,128 in June 2018
- 10% increase in Twitter followers from Dec 2017 to June 2018
- A 650% increase in Twitter impressions from 6.5k monthly impressions (Nov 2017) to 40.5k impressions in the month of Ilkley Carnival (May 2018)
- 186% increase in Facebook post engagements from January 2017 to June 2018

Budget and cost effectiveness:

Budget:

Nil – undertaken within Approach’s CSR commitment

Testimonials:

“Approach has been handling PR and social media for Ilkley Carnival over the last 5 years and it’s no coincidence during that time we have gone from a loss-making position to one that consistently generates substantial profits for the local community. Approach are proactive, intelligent and commercially aware and social media savvy and have allowed us to reach well beyond our old catchment area. An added benefit is they are nice people to work with!” - Andrew Stacey, Ilkley Carnival committee chairman

“Bradford Grammar School is excited to be a sponsor of the Ilkley Carnival. This year’s event was superb. Sunshine, smiley faces - a tremendous community spirit and shared sense of fun. We all had a terrific time. The carnival vibe continues at Bradford Grammar as we welcome the creative competition winner and her classmates to our fantastic art department for a master class, following in the footsteps of former pupil David Hockney. All in all, the carnival committee did a superb job and Ilkley rose to the occasion in grand style.” - Simon Hinchliffe, headmaster at Bradford Grammar School