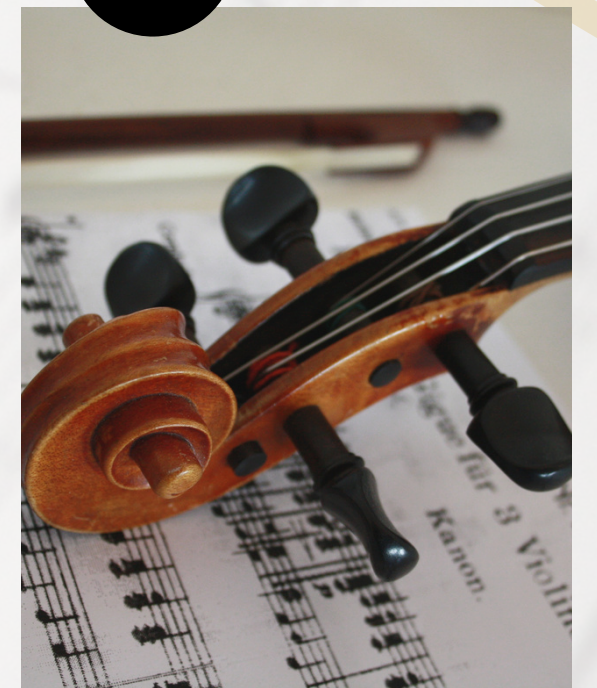




CNY JAZZ CENTRAL

Social Media



SOSOCIAL TEAM

Ava Helmer, Christine Kim, Marissa Dworken, Mengyao Wang

Agenda

Introductions

Situation Analysis

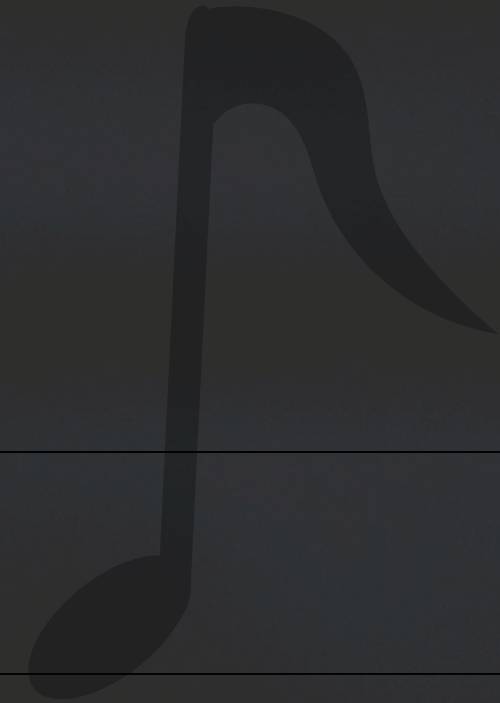
Research

Audience Personas

Social Media Plan

Media Examples

Additional Recommendations



SOSOCIAL

TEAM



**AVA
HELMER**



**CHRISTINE
KIM**



**MARISSA
DWORKEN**



**MENGYAO
WANG**

SITUATION ANALYSIS

Attract New Audiences

CNY Jazz has an aging audience. Engagement will increase amongst Gen X, Millennials and Gen Z if CNY Jazz's content caters to each audience groups' needs, interests and preferences.

Increase Access to Information

CNY Jazz has a plethora of programming, performances and opportunities for consumers to take advantage of. However, this information is not easily and clearly available on social media as the majority of information is shared via the subscribed email listserver.

Social Media Post Consistency

Sharing moments from each CNY Jazz event will keep the organization in consumers' minds. Maintaining a captivating social media presence will increase interest among consumers.

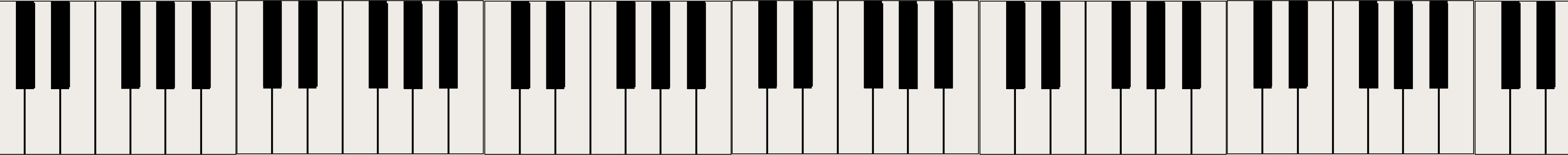


SWOT Analysis

	Positive Impacts	Negative Impacts
Internal	Strengths Strong mission to “Educate, present, perform” Passionate leadership	Weaknesses Competitor with more prominently-known leader Internal Disorganization Lack of research and marketing know-how
External	Opportunities Partnerships with local restaurants, venues, student music organizations, etc. Interaction on social media and cross-promotion (Facebook, Instagram, Twitter, TikTok, Youtube)	Threats Competitors like Syracuse Jazz Fest with government’s funding support Lack of public support for fundraising and donations

Research-Driven Audiences

- 1. Jazz Audiences Initiative Study
- 2. Syracuse University Student Survey
- 3. Interview with Marianne Solivan
- 4. Pew Research Center Media Habits



College-Aged Potential Jazz Fans

ADANYA SANI



“ I live for music. And music shapes who I am. ”

Age 22
Occupation Student/Staff
Gender Female
Status Single
Race Black
Ethnicity African American
Hometown New Orleans, Louisiana
Location Syracuse, NY

Bio

Adanya is a current SU undergraduate senior majoring in Wind Instrument Performance in the Setnor School of Music and also a member of the Jazz & Commercial Music program at Syracuse University. She enjoys performing jazz music and seeks more opportunities of performing on stages outside the school.

Goals

- Discover more instructional resources outside the school
- Explore more real-world performance experiences in a bigger stage
- Want to see more black women representations in the music industry

Frustrations

- Not sure about her choices of careerpaths
- Jazz market is less popular than pop music's market
- Does not have band affiliation

Motivations

Saxophone

Grownup environment

Band & Modern Jazz musician

Social Media

Trusted Music



Exploration

Teaching music

Composition

Jazz Performances

Music Business

Personalities

Introvert

Extrovert

Scientific

Artistic

Rational

Emotional

Judging

Perceiving

Older Educated Adults

JOHN BRENNAN



“ Going out on the town to listen to music is great for a date night with the wife. ”

Age

50

Occupation

General Manager

Status

Married

Location

Syracuse, NY

Race

White

Ethnicity

Irish American

Bio

John is a General Manager at Pyramid Management Group. He is highly educated with a master's degree in business. He has been married for 22 years and enjoys going out on date nights with his wife. He enjoys listening to Jazz Standards and Masters, particurly Diana Krall.

Goals

- Happy Wife Happy Life
- Enjoy weekends
- See local culture

Frustrations

- Happy Wife Happy Life...
- lack of awareness of events

Motivations



Personality



Trusted Music



Exploration



GOALS

Goal 1

Raise awareness of CNY Jazz in Gen X and Baby Boomer audiences in the CNY area to further promote funding and attendance.

Goal 2

Generate millennial interest in donating to CNY Jazz and attending its events.

Goal 3

Generate awareness of and interest in CNY Jazz for younger audiences to foster the next generation of jazz enthusiasts.

Goal 1

Gen X & Baby Boomers

Objective 1

Re-invest in and attract new older audiences to Facebook with a 10% follow increase by June 2023.

Strategy 1

Build CNY Jazz's brand recognition by creating content buckets and brand kit for visual cohesion.

Objective 2

Raise older audiences' donations by 10% by the end of the fundraising season.

Strategy 1

Inform audiences of yearly donation calendar and donation levels.

Objective 3

Establish partnerships with local businesses frequented by Gen X and Baby Boomers and gain 3-5 agreements by June 2023.


Strategy 1

Partner with local restaurants, venues, & golf clubs for events to raise awareness and request donations on-site.

Strategy 2

Tag partner organizations whenever CNY Jazz is working with them to foster more connections.


Media Examples



TIER	TITLE	DONATE	RECIEVE
1	Soloist	\$5-\$14/month	CNY Jazz Sticker
2	Bandleader	\$15-\$24/month	CNY Jazz mug or tote bag
3	Producer	\$25-\$54/month	CNY Jazz t-shirt
4	Impressario	\$55-\$109/month	CNY Jazz
5	Corporate	\$110+/month	Private Cabaret

First-Time Donor Levels

TIER	DONATE	RECIEVE
1	\$1/month	CNY Jazz shirt
2	\$5/month	CNY Jazz mug
3	\$10/month	CNY Jazz tote bag
4	\$25/month	Free front-row seats at two events



Name	Link to Info	Business Description	Location	Email	Phone Number	Connection / Opportunity
Drumlins Country Club	Website	Country Club	Syracuse, NY	support@drumlins.com	(315) 446-4555	Local event space & prime location to reach Gen X audience.
Bellevue Country Club	Website	Country Club	Syracuse, NY	gm@bellevuecountryclub.com	(315) 450-5247	"The Tavern" is Bellevue's space that features live music, so potential event location and opportunity to reach Gen X.
Funk 'n Waffles	Website Instagram	Restaurant	Syracuse, NY	funkmastergold@gmail.com	(315) 474-1060	Local event space for millenials and Gen Z.
The Fitz	Website	Restaurant/Lounge	Syracuse, NY	info@darlingsyr.com	(315) 290-3330	Local live music space for millenials and Gen Z.

Goal 2

Millennials

Objective 1

Develop close online communication with three different kinds of event-focused CNY venues frequented by millennials by June 2023.

Strategy 1-2

Expand Club Card's digital use at well-known CNY restaurants.
Leverage local jazz concerts and events to build brand awareness.

Objective 2

Generate a 15% increase in millennials' engagement on social media videos and reels related to the events in the first two months after the social plan implementation.

Strategy 1-3

Capture video content of local events/performances (ex: Funk n' Waffles). Post on Facebook and Instagram.

Objective 3

Generate at least 25 millennial donor donations via modernized donation channels by June 2023.

Strategy 1-2

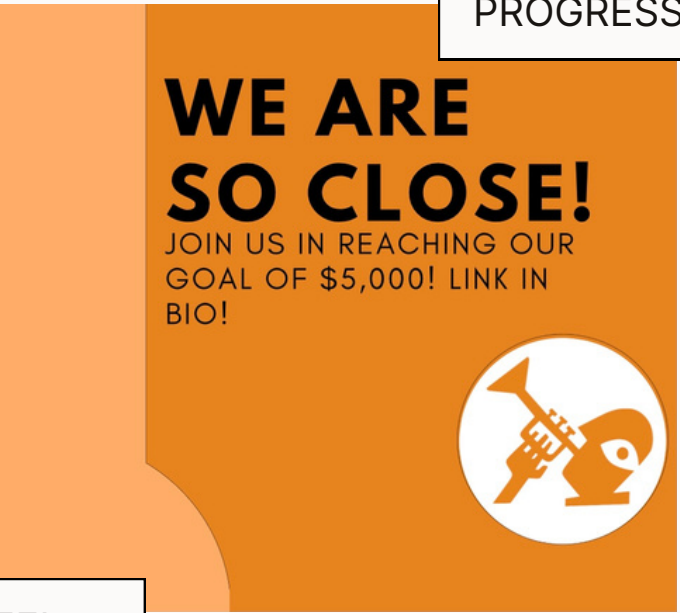
Create a non-profit fundraiser profile on Facebook and establish an Instagram donation source.

Media Examples

CNY JAZZ CARD



PROGRESS TRACKER



VIDEO REEL



EVENT PROMO



INSTAGRAM STORY

Goal 3

Generation Z

Objective 1

Increase awareness of access to CNY Jazz events to 100 local Syracuse Generation Zers by June 2023.

Strategy 1

Share information on Jazz Central location on Instagram.

Strategy 2

Inform SU students about the Warehouse Trolley that drives by Jazz Central on Instagram.

Objective 2

Foster 3 partnerships/collaborations with local university departments and student organizations by June 2023.

Strategy 1-2

Develop professional relationships between CNY Jazz and SU student organizations and neighboring university programs and establish partnerships/collaborations on Instagram.

Objective 3

Increase interest and engagement with CNY Jazz Instagram content by 15% by June 2023.

Strategy 1-2

Post variety of content on a consistent basis and Offer CNY Jazz resources in one space with Linktree.

Media Examples



 CNY JAZZ WEBSITE

TICKETS: David Liebman & the CNY Jazz Orchestra

FACEBOOK

TWITTER

YOUTUBE

Linktree*



Name	Link to Info	Organization Description	Location	Email	Connection / Opportunity
Jazz & Commercial Music Department	Instagram	Academic Department in VPA's Setnor School of Music	Syracuse University	jccoggio@syr.edu	Connect with jazz students and faculty.
Jazz Fun Ensemble	n/a	Performance-based ensemble through VPA's Setnor School of Music	Syracuse University	tchen46@syr.edu	Connect with jazz students and faculty.
Orange Syndicate Vocal Jazz Ensemble & Orange Collective	n/a	Ensemble through VPA's Setnor School of Music	Syracuse University	n/a	Connect with jazz students and faculty.
Morton Schiff Jazz Ensemble	n/a	Ensemble through VPA's Setnor School of Music	Syracuse University	jccoggio@syr.edu	Connect with jazz students and faculty.
Orange Juice	n/a	Advanced jazz combo featuring instrumental and vocal performers in an ensemble setting through VPA's Setnor School of Music	Syracuse University	jccoggio@syr.edu	Connect with jazz students and faculty.
National Association for Music Education (NAfME)	Instagram	Collegiate chapter of NAfME - Professional organization	Syracuse University	dhknapp@syr.edu	Connect with students interested in music education.
20 Watts Magazine	Instagram Website	Student-run Music Publication	Syracuse University	20wattsmagazine@gmail.com	Features "both popular and relatively unknown musical genres, bands, show opportunities, venues and more." A feature from 20 Watts is great exposure for CNY Jazz.

Brand Guidelines

Content Buckets

Fundraising content

Artist interviews

Facility info

Event promotion

Post-event content

Music video content

Jazz news

Jazz memes for brand building

LOGO



INSTAGRAM



cnyjazzcentral

Follow

Message

+P

...

241 posts

729 followers

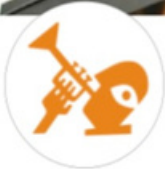
92 following

CNY Jazz

CNY's Jazz source, Festivals, shows, series, scholastic programs & acclaimed CNYJO

www.cnyjazz.org

FACEBOOK



Central New York Jazz Arts Foundation

@cnyjazz · 4.4 41 reviews · Nonprofit organization

Donate

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Search

Learn more

cnyjazz.org

Home

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Events

Photos

More

Like

Message

Search

...

Additional Recommendations

- 🎵 Hire a social media manager.
- 🎵 Revamp website to appeal to modern audiences.
- 🎵 Improve graphics and video quality for social media.



Thank You.
Questions?

