

SoSocial

# **SOCIAL MEDIA CAMPAIGN BOOK**



**CNY Jazz Central**

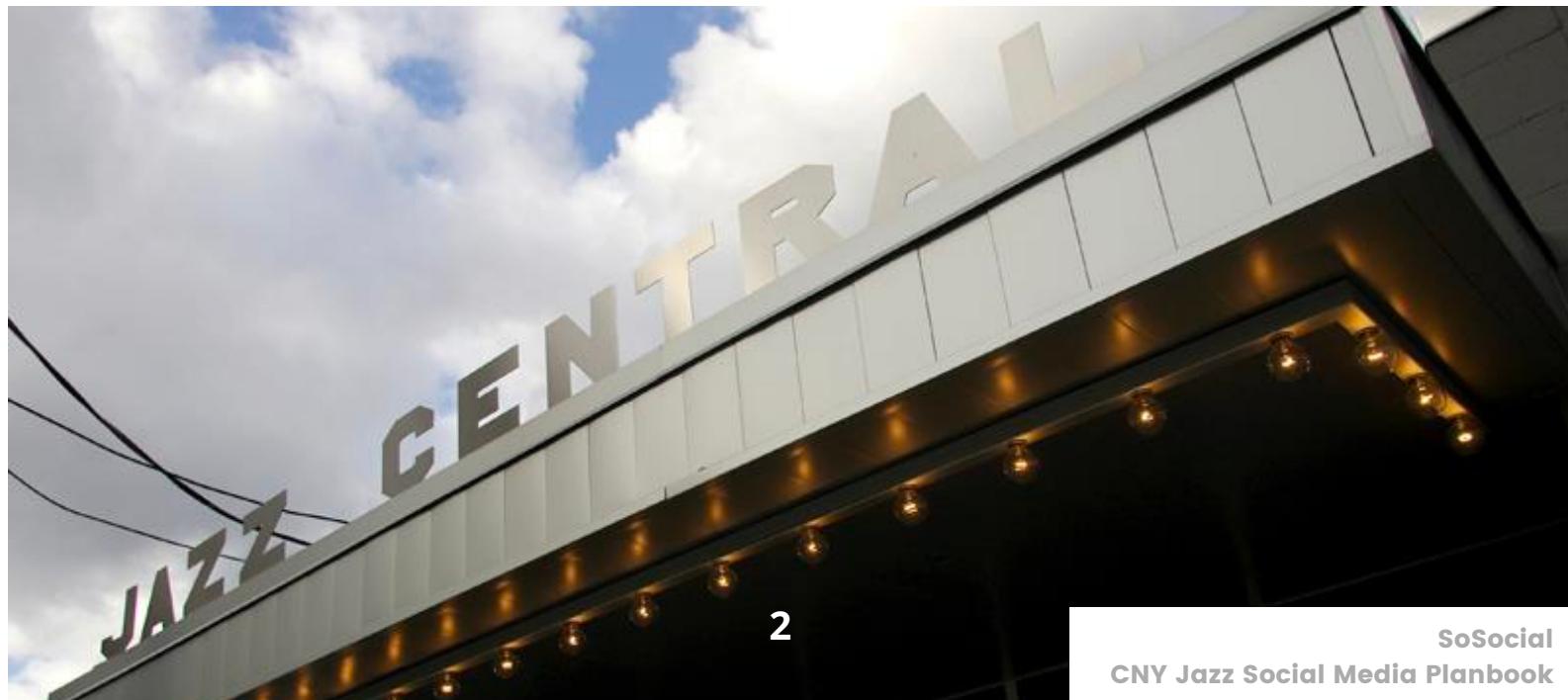
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# EXECUTIVE SUMMARY

CNY Jazz is a well-known provider of jazz music resources in Central New York and also a non-profit arts foundation founded in 1998 by Larry Luttinger. We were tasked with increasing general awareness and social media engagement for CNY Jazz. In doing so, SoSocial PR wants to help CNY Jazz achieve three business goals based on three target audiences. The first is to raise awareness of CNY Jazz in Gen X and Baby Boomer audiences in the CNY area to further promote funding and attendance. Secondly, we aim to generate millennial interest in donating to CNY Jazz and attending its events. The third goal is to generate awareness of and interest in CNY Jazz for younger audiences (Gen Z) to foster the next generation of jazz enthusiasts.

To best represent CNY Jazz, we plan to reach out to several donors and brands, and optimize the social media platforms to varying target audiences. We identified several target audiences and developed strategies and tactics to achieve the business objectives.



# CLIENT PROFILE



CNY Jazz Central is a jazz music arts non-profit with values to educate, present and preform. Founded in 1998, CNY Jazz Central's mission is to enrich the Central Upstate New York community by sustaining and presenting the art form of American Jazz. CNY Jazz Central provides their Jazz Central venue as a performance theater and free community meeting, teaching, practice, and performance space.

Yearly programs include the Jazz Cabaret Series, Northeast Jazz & Wine Festival, Jazz in the City, City Public Health Concert Series and Summer and Winter series.



# SWOT ANALYSIS

## Strengths

- Strong mission to "Educate, present, perform"
- Passionate leadership

CNY Jazz's main internal strengths are its purposeful mission and passionate leadership. CNY Jazz built an organized Board of Directors that has the common purpose of "sustaining and presenting the art form of American Jazz." This is defined further in three words: educate, present, and perform. Embracing a concrete mission helped drive many successful initiatives like the creation of the Jazz Central building. Furthermore, CNY Jazz has had countless proven successes with performances and teaching seminars connected to its mission. Many of these initiatives have been spearheaded by CNY Jazz's leader, Larry Luttinger. The endurance of this organization is largely due to his efforts.

## Weaknesses

- Competitor with more prominently-known leader
  - Internal disorganization
  - Lack of research and marketing know-how

CNY Jazz's main competitor, Syracuse Jazz Fest, is lead by Frank Malfitano, a very well-known jazz advocate who contributes to generating more attention for his organization. Much of CNY Jazz's advertising centralizes on Luttinger and his history to position and brand CNY Jazz as unique. This advertising fails to recognize competition and the comparisons audience make between organizations. Further, CNY Jazz simply lacks marketing know-how and therefore struggles to share the word of their organization to the right people on the right media channels.

## Opportunities

- Partnerships with local restaurants, venues, student music organizations, etc
  - Interaction on social media and cross-promotion

Located in Syracuse, CNY Jazz has access to various stakeholders and assets due to geographical advantages. Music organizations and media resources at surrounding universities like Syracuse University can significantly contribute to the foundation. The local economy's rebound after the pandemic fosters an increasing demand for concerts and musical training. Local businesses such as restaurants, venues and investors of musical events like the New York State Fair may seek a reliable music provider in Central New York to set up live jazz shows and provide relevant instructional resources. In order to seize these external opportunities, CNY Jazz could build close relationships with those enterprises for business growth. In addition, interacting with accounts associated with the businesses on social media platforms and leveraging cross-promotion may facilitate the organization to increase engagement.

## Threats

- Competitors like Syracuse Jazz Fest with government's funding support
  - Lack of public support for fundraising and donations

When it comes to threats, the major challenge here is the revival of the Syracuse Jazz Festival. Syracuse councilors proposed to invest \$125,000 in the Syracuse Jazz Fest fund at the end of January and finally made the event return in June. In this case, the fact that the Syracuse Jazz Fest has received this large amount of fund support from the government will engender "an existential threat to the organization, other festival producers and the Syracuse art community at large" (Luttinger, 2022). Moreover, according to CNY Jazz's website, the organization's donors from 2021 to 2022 are mostly comprised of impresarios, producers, bandleaders and soloists, which resort to internal assets that the organization originally owned. Hence, CNY Jazz lacks public support in terms of fundraising, investment and partnership. The Syracuse Jazz Fest is a major competitor that may vie with CNY Jazz to monopolize the local jazz market.

# PROBLEM STATEMENT

The source of concern for CNY Jazz is its **lack of presence on all mediums**, including paid, earned, shared and owned. CNY Jazz currently experiences a lack of visibility and engagement from its audiences. This stems from the absence of strategy on different forms of media, unclear targeted audiences, and the shortfall of content positioning CNY Jazz as an organization worth engaging with and donating to. CNY Jazz must position its offerings and services in a way that is accessible, clear, convenient and interesting.

Even if people within the region know of the organization's existence, CNY Jazz does not present itself in a way to prove that **its audiences should care and be invested in the organization**. The Covid-19 pandemic has taken a great hit on music organizations around the world, so it is critical for CNY Jazz to adjust its communications strategy to position itself as an organization worthy of engaging with, donating to and attending the events.

The problem is apparent on the current mediums utilized by CNY Jazz. This includes the organization's **website and social media platforms** like Facebook and Instagram. A deeper-rooted problem is the general branding of CNY Jazz. There are references to multiple names present online and even on the organization's website, including CNY Jazz Central and CNY Jazz Arts Foundation.

When CNY Jazz's **publics** look through the website or social platforms, they most likely do feel uninterested in engaging with the organization or do not know what the organization has to offer. This is also a problem when its direct competitor puts together similar events and there's little differentiation or quality branding to set CNY Jazz apart.

There are many publics affected by CNY Jazz's engagement issues. First, CNY Jazz is a non-profit and has a duty to its Board of Directors and donors. The Board of Directors and donors (especially long-time or high-paying donors) have put their time and money directly into CNY Jazz. It is important for the Board of Directors to be sure the foundation is successful as a realization of the decisions the Board advises on. Donors have entrusted their money to CNY Jazz and therefore want to attend performances and events to see their money in action.

Another public directly affected by CNY Jazz is the Syracuse community that CNY Jazz has programming for. For example, CNY Jazz's Foundation for our Future program offers culture, education and career seminars to youth and new Americans as well as a free public performance community space. This program serves multiple publics such as local students, performers, immigrants, and the general community. CNY Jazz's Foundation for our Future program also partners with the North Side Learning Center, Hopeprint, Mercy Works and the Spanish Action League. These organizations are also publics affected by the continuation of CNY Jazz's programming and funding.

CNY Jazz's **lack of visibility** takes away from fundraising opportunities and audience numbers simply because its potential publics are unaware that the organization exists and persists.

# AUDIENCE PERSONAS

## 1. Demographics

We chose two publics: college-aged students who are potential future jazz fans and older educated adults in the Syracuse region. According to a 2011 US-based study conducted by the Jazz Audiences Initiative, jazz ticket buyers are middle-aged, predominantly white and generally have bachelor's or master's degrees ("Multi-Site Survey of Current and Prospective Jazz Ticket Buyers Executive Summary", 2011), (Frayman, 2015). Furthermore, based on our google survey, there seems to be somewhat of an interest in jazz amongst the SU community, therefore making college students our second demographic.

## 2. Psychographics

We created a survey to collect information about Syracuse University students' interests toward jazz in central New York. Based on 44 responses to the survey, 86% of respondents expressed they like jazz music, while only 11.6% of the overall participants have gone to a jazz event in central New York. Therefore, the jazz industry has a potentially large market of college students, but few students go to the events. Only 12 out of 44 students have heard of CNY Jazz. This data indicates that CNY Jazz has a lack of visibility and engagement toward younger audiences in the Syracuse community. Our survey also asked respondents to write down push or pull factors that would make them attend a jazz event. Time, location and money are three main factors taken into consideration while attending a jazz event. Respondents would like to see a jazz event that has a fairly accessible price, fits in their schedule and is held in a venue close by. Furthermore, these participants are more likely to get event information on social media.

## 3. Influentials

Based on the survey mentioned earlier, college students are motivated by accessibility and building a sense of community. Students are enticed by either free or affordable events that do not take too much time out of their week and that provide value, whether it be entertainment, insight or academic advantage. Students also gravitate toward joining various groups and organizations on campus to become part of a community, and this sense of belonging can ring true with developing a relationship with CNY Jazz. After interviewing Marianne Solivan, a past performer with CNY Jazz and professor in the Jazz and Commercial Music department at Syracuse University, we gained a better understanding of the personal and intimate nature of well-performed jazz. Jazz is all about establishing a connection between the musician and the audience, and this sense of community aligns directly with the needs of students, especially music and jazz students.

As for the needs of older, educated individuals, this audience group seeks out opportunities to experience creativity and the arts. Educated individuals pursue activities that either challenge their intellect level or expose them to the arts, which includes jazz music. An activity like jazz concerts with CNY Jazz provides the opportunity for older people to come together and connect with the arts, a part of the culture that is well-appreciated by older groups with the financial stability to take part in them.

## 4. Media Habits

According to our survey, college students at Syracuse University have a high interest in jazz but low exposure to it. 91% of students aged 18-29 use digital devices for news and entertainment ("News Platform Fact Sheet", 2021). The other two media devices being television at 44% followed by radio at 35% ("News Platform Fact Sheet", 2021). Therefore, it would be advantageous to use platforms such as Tiktok, Instagram, etc. or podcasts -- both accessible on mobile devices -- to target the younger demographic.

The media habits of older educated locals can be understood from the Pew Research Center's 2021 survey. 77% of people ages 30-49 and 73% of people ages 50-65 use FaceBook. Unlike younger generations, Instagram is used by 48% of those ages 30-49 and 29% of those ages 50-65. YouTube has the highest average use of any social platform, with 91% of people ages 30-49 and 83% of people 50-65 ("Social Media Use in 2021", 2021).

As of now, CNY Jazz tends to share information through word-of-mouth. 53% of US adults prefer getting news from digital devices while only 5% prefer getting news from print ("News Platform Fact Sheet", 2021).

# AUDIENCE PERSONAS

## 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

#### 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 career paths
- 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

#### Personalities

Introvert	Extrovert
Scientific	Artistic
Rational	Emotional
Judging	Perceiving

#### Trusted Music



#### Exploration

Teaching music  
Composition  
Jazz Performances  
Music Business

### 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.

## 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

#### Goals

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

#### Frustrations

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

#### Motivations

Awareness  
Proximity  
Happy Wife Happy Life  
Nostalgia

#### Personalities

Introvert	Extrovert
Scientific	Artistic
Rational	Emotional
Judging	Perceiving

#### Trusted Music



#### Exploration

FaceBook  
YouTube  
Word of Mouth  
Local News

### 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, particularly Diana Krall.

#### Personality

Introvert	Extrovert
Scientific	Artistic
Rational	Emotional
Judging	Perceiving

# THE PLAN

# 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 1 focuses on Jazz Central's main current audience, generally married Baby Boomers and Gen X who live in Syracuse and have a disposable income (see Audience Personas). This audience is best reached via Facebook.



## Goal #2

—

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

Goal 2 focuses on Millennials in the Syracuse area who are typically married without children, care about arts organizations, but need incentive to donate to organizations they really care about. This audience can be reached by both Facebook and Instagram.



## Goal #3

—

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

Goal 3 focuses on Gen Z college-aged people who enjoy experimental or recognizable jazz and live performances (see Audience Personas). They are best reached on Instagram. It should be noted that Syracuse University students are largely part of this audience persona group.

# THE PLAN

Goal #1



## OBJECTIVES, STRATEGIES & TACTICS

**Objective #1 Re-invest in current older audiences and attract new older audiences to Facebook with 10% follow increase by June 2023.**

**Strategy #1:** Build CNY Jazz's brand recognition by creating content buckets and brand kit for visual cohesion [See SPEC CREATIVE "Brand Guidelines" and "Content Buckets" on page 16]

- **Tactic 1:** Content buckets include: fundraising content, artist interviews, facility info, event promotion, music video content and memes for brand building.

Example of "meme" bucket content:



- **Tactic 2:** Upgrade the quality of visuals on CNY Jazz's Facebook and Instagram.
- **Tactic 3:** Post a photo or reel during and following every live event to show audiences that CNY Jazz is active and audiences see CNY Jazz more frequently on their social timelines.

# THE PLAN

Goal #1



## OBJECTIVES, STRATEGIES & TACTICS

### 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.

- Tactic 1: Create static posts and reels explaining the new donation methods, key times and levels on a timely basis.

#### New Donation Levels

TIER	TITLE	DONATE	RECEIVE
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

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#### First-Time Donor Levels

TIER	DONATE	RECEIVE
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

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# THE PLAN

Goal #1



## OBJECTIVES, STRATEGIES & TACTICS

### 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, & country/golf club(s) for events to raise awareness and request donations on-site.

- Tactic 1:** Reach out to local restaurants, venues and golf/country clubs to see if they have a need for a jazz band at events/or for evening entertainment in partnership with CNY Jazz as a non-profit.

List of potential partnerships:

Name	Link to Info	Business Description	Location	Email	Phone Number	Connection / Opportunity
Drumlins Country Club	<a href="#">Website</a>	Country Club	Syracuse, NY	support@drumlins.com	(315) 446-4555	Local event space & prime location to reach Gen X audience.
Bellevue Country Club	<a href="#">Website</a>	Country Club	Syracuse, NY	gma@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	<a href="#">Website</a> <a href="#">Instagram</a>	Restaurant	Syracuse, NY	funkmastergold@gmail.com	(315) 474-1060	Local event space for millennials and Gen Z.
The Fitz	<a href="#">Website</a>	Restaurant/Lounge	Syracuse, NY	info@darlingsyr.com	(315) 290-3330	Local live music space for millennials and Gen Z.
The Jus Sum Jazz Lounge	<a href="#">Website</a>	Restaurant/Bar	Syracuse, NY	jussumjazz1965@gmail.com	(315) 488-4540	Local live music space for millennials.
443 Social Club	<a href="#">Website</a>	Lounge/Bar	Syracuse, NY	julie@443SocialClub.com	(315) 876-0568	Local live music space for millennials.
Shifty's	<a href="#">Website</a>	Restaurant/Bar	Syracuse, NY	shiftybars@gmail.com	(315) 474-0048	Local live music space for millennials.
Crazy Daisies	<a href="#">Website</a>	Garden-Bar/Nursery	Syracuse, NY	events@crazydaisiesflowers.com	(315) 498-5525	Popular local live music space for millennials and Gen Z.
Mariott Downtown Syracuse	<a href="#">Website</a>	Hotel/Venue	Syracuse, NY	melissa.oliver@marriott.com	(315) 474-2424	"Jazz at the Cavalier" features jazz performances in the Mariott's event space.
Syracuse Suds Factory	<a href="#">Website</a>	Restaurant/Micro-Brewery	Syracuse, NY	info@sudsfactory.com	(315) 471-2253	Local event space for millennials.

[Link to Sheet:](#)

Template email to local business: [drumlinscountryclub@gmail.com](mailto:drumlinscountryclub@gmail.com)

CNY Jazz Partnership Proposal

Dear x,

We at CNY Jazz are actively interested in partnering with the Drumlins Country Club and believe this partnership and cross-promotional function will be mutually beneficial for both parties.

We wish to propose a partnership with Drumlins Country Club, as your club members and our event audiences have overlapping interests and similarities. We see this as a great opportunity to promote upcoming events and even host small-scale concerts at your club, and in return draw attention to new active country club members.

We would be happy to set up a meeting to discuss in more detail as to what the partnership would entail. We look forward to hearing from you.

Best,

x

# THE PLAN

Goal #1



## OBJECTIVES, STRATEGIES & TACTICS

**Strategy #2:** Tag partner businesses and locations whenever CNY Jazz is working with them, to foster more connections.

- **Tactic 1:** Follow partner business Instagram accounts to tag and interact with them when appropriate.
- **Tactic 2:** Tag relevant partners/accounts on Facebook when appropriate.

Example: Partnership with Drumlins Country Club Facebook story  
& former partnered event with Syracuse Community Health Facebook post



# THE PLAN

Goal #2



## OBJECTIVES, STRATEGIES & TACTICS

### Objective #1

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

**Strategy #1:** Expand CNY Jazz Club Card's digital use at well-known CNY restaurants.

- **Tactic 1:** Offer online/scannable CNY Jazz Club Cards via signage in partner venues to make patrons aware of the discount.
- **Tactic 2:** Post on Instagram and Facebook about the CNY Jazz Club Card on nights when it is available for a CNY Jazz performance location.

Example: Jazz Club Card post



**Strategy #2:** Leverage local jazz concerts and events to build brand awareness.

- **Tactic 1:** Post Instagram & Facebook stories and reels showing CNY Jazz attendance and participation with local businesses to show the CNY Jazz brand to audiences more frequently.

Example: Photo content to post on Instagram and Facebook.



# THE PLAN

Goal #2



## OBJECTIVES, STRATEGIES & TACTICS

**Objective #2 Generate a 15% increase in millennials' engagement on social media videos and reels related to CNY Jazz Central events in the first two months after the social plan implementation.**

**Strategy #1:** Capture video content of local CNY Jazz events/performances (ex: Funk n' Waffles).

- **Tactic 1:** Re-edit footage into multiple short-form reels to maximize content utilization.
- **Tactic 2:** Livestream video content during performances.
- **Tactic 3:** Upload longer performance video content to CNY Jazz YouTube.

**Strategy #2:** Post videos on Facebook.

- **Tactic 1:** Utilize content buckets to post relevant and engaging content.
- **Tactic 2:** Tag partner organizations/venues.

**Strategy #3:** Post videos on Instagram.

- **Tactic 1:** Post short video reels (1 min or less) weekly.
- **Tactic 2:** Utilize Instagram collaborations and tags when featuring musicians to draw more traffic.
- **Tactic 3:** Leave comments for viewers' responses to encourage community participation.

# THE PLAN

Goal #2



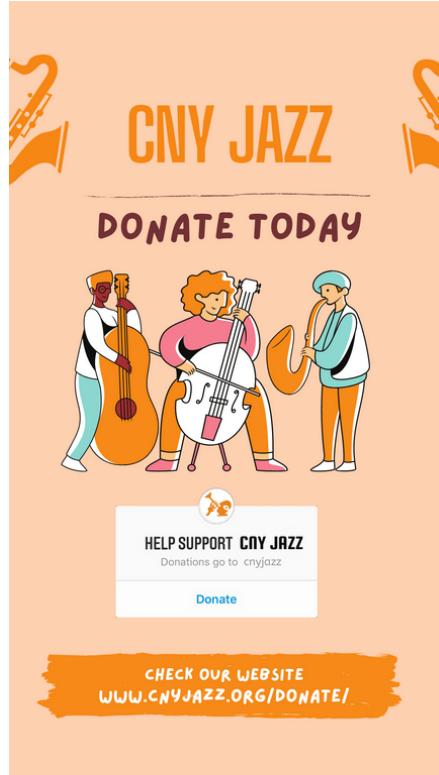
## OBJECTIVES, STRATEGIES & TACTICS

**Objective #3 Generate at least 25 millennial donor donations to CNY Jazz via modernized donation channels by June 2023.**

**Strategy #1:** Create a non-profit fundraiser profile on Facebook.

- **Tactic 1:** Post stories of previous donors about why they donated to the organization and how they connected to the organization.
- **Tactic 2:** Post fundraising progress reports during funding drives.

Example: Progress report Instagram/ Facebook story



- **Tactic 3:** Have a specific "donate" button directing to the fundraising page on Facebook.

**Strategy #2:** Establish an Instagram donation source.

- **Tactic 1:** Start a Live video fundraiser feature available in the Instagram Linktree (see G3.O3.S2.T1)
- **Tactic 2:** Create Instagram static posts to inform audiences about donation methods.

[CLICK HERE TO LEARN HOW TO ACCESS INSTAGRAM FUNDRAISER FEATURE](#)

# THE PLAN

Goal #3



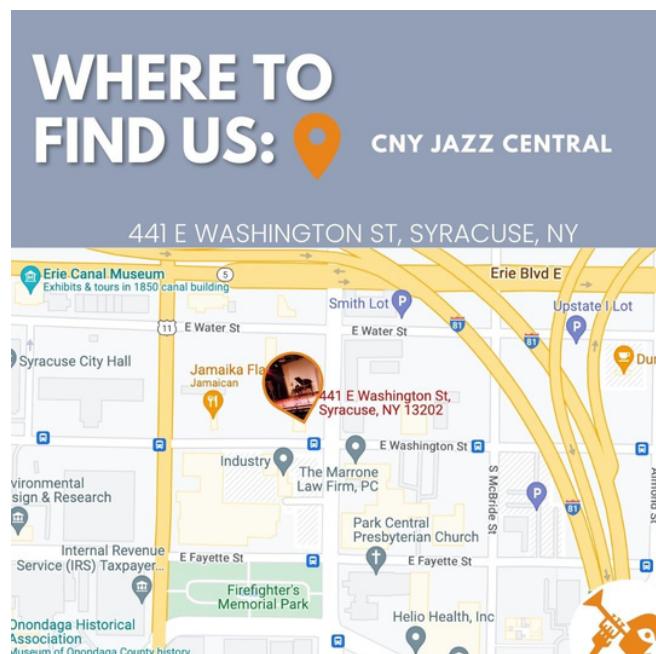
## OBJECTIVES, STRATEGIES & TACTICS

**Objective #1 Increase awareness of access to CNY Jazz events to 100 local Syracuse Generation Zers by June 2023.**

**Strategy #1:** Create and share information on Jazz Central location on Instagram.

- **Tactic 1:** Tag CNY Jazz location in relevant posts and use related hashtags.
- **Tactic 2:** Run promoted Instagram post and story reminders about the space.

Example: Promoted CNY Jazz Central Instagram post



# THE PLAN

Goal #3



## OBJECTIVES, STRATEGIES & TACTICS

**Strategy #2:** Inform SU students about the Warehouse Trolley that drives by Jazz Central on Instagram.

- **Tactic 1:** Create informational posts about the Warehouse Trolley route.
- **Tactic 2:** Mention Warehouse Trolley on promotional materials for upcoming events to explain how students can travel to CNY Jazz.

Example: Informational CNY Jazz Central Instagram post

### ATTENTION SYRACUSE UNIVERSITY STUDENTS:

YOU CAN TAKE THE 'CUSE TROLLEY TO CNY JAZZ CENTRAL!



SWIPE TO LEARN HOW:



01. CHECK THE SCHEDULE FOR THE 'CUSE TROLLEY WAREHOUSE LOOP ON THE SU TRANSPORTATION PAGE

02. ARRIVE AT ONE OF THE TROLLEY PICK UP LOCATIONS

03. EXIT TROLLEY AT THE PECK HALL (FAYETTE ST.) STOP

04. HEAD SOUTH TOWARD E GENESEE ST FOR 13 FEET

05. TURN RIGHT ONTO E GENESEE ST FOR 0.1 MILES

06. TURN RIGHT ONTO S TOWNSEND ST. FOR 0.1 MILES

07. TURN LEFT ONTO E WASHINGTON ST.

CNY JAZZ CENTRAL WILL BE ON THE RIGHT.



# THE PLAN

Goal #3



## OBJECTIVES, STRATEGIES & TACTICS

### Objective #2 Foster 3 partnerships and/or collaborations with local university departments and student organizations by June 2023.

**Strategy #1:** Develop professional relationships between CNY Jazz and the Syracuse University Jazz & Commercial Music department (JCM), SU student organizations, and neighboring colleges/university programs on Instagram.

- **Tactic 1:** Follow and reach out to SU's JCM account (@jcm\_syracuseu) to raise awareness of CNY Jazz with SU students and promote upcoming CNY Jazz events.
- **Tactic 2:** Identify, follow and interact with SU student organizations and surrounding colleges' music programs potentially interested in collaborating with CNY Jazz.

**Strategy #2:** Identify and develop partnerships with organizations and university programs.

- **Tactic 1:** Brainstorm potential partnerships with organizations and university programs.

List of potential partnerships and collaborations:

Name	Link to Info	Organization Description	Location	Email	Connection / Opportunity
Jazz & Commercial Music Department	<a href="#">Instagram</a>	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)	<a href="#">Instagram</a>	Collegiate chapter of NAfME - Professional organization	Syracuse University	dhknapp@syr.edu	Connect with students interested in music education.
20 Watts Magazine	<a href="#">Instagram</a> <a href="#">Website</a>	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.
Bandier Program	<a href="#">Instagram</a> <a href="#">Website</a>	Academic program through the S.I. Newhouse School of Public Communications	Syracuse University	llsteele@syr.edu	Academic setting for professors to mention CNY Jazz upcoming events and encourage students interested in music to attend.
Le Moyne College Jazz Ensemble	<a href="#">Website</a>	Ensemble through Le Moyne's VPA department.	Le Moyne College	carelljp@lemyne.edu	Connect with students interested in jazz.
Le Moyne College Jazzuits	<a href="#">Facebook</a>	Le Moyne College's premier vocal jazz ensemble	Le Moyne College	lemoynejazzuits@gmail.com	Connect with students interested in jazz.

[Link to Sheet:](#)

- **Tactic 2:** Create and present partnership proposals to organizations and/or programs.
- **Tactic 3:** Promote future partnerships on Instagram.

# THE PLAN

Goal #3



## OBJECTIVES, STRATEGIES & TACTICS

### Objective #3 Increase interest and engagement with CNY Jazz Instagram content by 15% by June 2023.

#### Strategy #1: Post variety of content on a consistent basis

- **Tactic 1:** Develop content buckets: fundraising posts, upcoming event promotion/promotional content and general branding content (reels, recordings).
- **Tactic 2:** Post materials from various buckets on a weekly basis, with an emphasis on promotional content when events are approaching.
- **Tactic 3:** Utilize grid posts, stories and reels to share content in different formats simultaneously.



Example: potential Instagram post

#### Strategy #2: Offer CNY Jazz resources in one space.

- **Tactic 1:** Create a Linktree in Instagram bio – connect other social channels (Facebook, latest Youtube video), connect to CNY Jazz website, direct link to purchase tickets/find information on upcoming events, sign up for educational events, etc.
- **Tactic 2:** Update Linktree on a weekly basis to keep relevant information readily available.



[Link to CNY Jazz LINKTREE:](#)

LINKTREE INFORMATION  
USERNAME: CNYJAZZ  
PASSWORD: CNYLARRY96

# THE PLAN

# EVALUATION

## Content Buckets:

Analyze on a monthly basis whether the messages and information in the content bucket is consistent.

## Social Media Posts:

Track likes, views & engagement on Instagram, Facebook and Youtube. Observe user responses and measure sentiment as positive or negative. Track donate button clicks. Track views and clicks on Linktree's analytics feature.

## Partnership/Collaboration Opportunities:

Track response rate and engagement with partner accounts. Assess if sentiment is positive or negative. Track tagged partner responses and reposts.

## CNY Jazz Club Card Use:

Track number of Club Card uses.

# THE BUDGET

## Goal #1 **Raise awareness of CNY Jazz in Gen X and Baby Boomer audiences in the CNY area to further promote funding and attendance.**

<b>Objective #1:</b>		Re-invest in current older audiences and attract new older audiences to Facebook with 10% follow increase by June 2023.			
Strategy #1:		Build CNY Jazz's brand recognition by creating content buckets and brand kit for visual cohesion.			
		Per Item Cost	Projected Items	Labor Cost	Explanation
Tactic 1:	Content buckets include: fundraising content, artist interviews, facility info, event promotion, music video content and memes for brand building.	\$0	\$0	\$0	Content buckets are just ideas for what content to post, as our team has already defined these, there is no cost to CNY Jazz.
Tactic 2:	Upgrade the quality of visuals on CNY Jazz's Facebook and Instagram.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 3:	Post a photo or reel during and following every live event to show audiences that CNY Jazz is active and audiences see CNY Jazz more frequently on their social timelines.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
<b>Objective #2:</b>		Raise older audiences' donations by 10% by the end of the fundraising season.			
Strategy #1:		Inform audiences of yearly donation calendar and donation levels.			
Tactic 1:	Create static posts and reels explaining the new donation methods, key times and levels on a timely basis.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
<b>Objective #3:</b>		Establish partnerships with local places where Gen X and Baby Boomers frequent and get 3-5 agreements with organizations by June 2023.			
Strategy #1:		Partner with local restaurants, venues, & country/golf club(s) for events to raise awareness and request donations on-site.			
Tactic 1:	Reach out to local restaurants, venues and golf/country clubs (Ex: Drumlins Country Club) to see if they have a need for a jazz band at events/or for evening entertainment in partnership with CNY Jazz as a non-profit.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.

# THE BUDGET

## Goal #2 Generate millennial interest in donating to CNY Jazz and attending its events.

Objective #1:		Have at least three different kinds of event-focused CNY venues, frequented by millennials, in close online communication with Jazz Central by June 2023.			
Strategy #1:		Expand CNY Jazz Club Card's digital use at well-known CNY restaurants.			
		Per Item Cost	Projected Items	Labor Cost	Explanation
Tactic 1:	Offer online/scannable CNY Jazz Club Cards via signage in partner venues to make patrons aware of the discount.		\$0	\$0	\$14.20/hour (NY State Minimum Wage) Time spent on this tactic is the only cost.
Tactic 2:	Post on Instagram and Facebook about the CNY Jazz Club Card on nights when it is available for a CNY Jazz performance location.		\$0	\$0	\$14.20/hour (NY State Minimum Wage) Time spent on this tactic is the only cost.
Strategy #2:		Leverage local jazz concerts and events to build CNY Jazz Central brand awareness.			
Tactic 1:	Post Instagram & Facebook stories and reels showing CNY Jazz attendance and participation with local businesses to show the CNY Jazz brand to audiences more frequently.		\$0	\$0	\$14.20/hour (NY State Minimum Wage) Time spent on this tactic is the only cost.
Objective #2:		Generate a 15% increase in millennials' engagement on social media videos and reels related to CNY Jazz Central events in the first two months after implementing the social plan.			
Strategy #1:		Capture video content of local CNY Jazz events/performances (ex: Funk n' Waffles).			
Tactic 1:	Re-edit footage into multiple short-form reels to maximize content utilization..		\$0	\$0	\$14.20/hour (NY State Minimum Wage) Time spent on this tactic is the only cost.
Tactic 2:	Livestream video content during performances.		\$0	\$0	\$14.20/hour (NY State Minimum Wage) Time spent on this tactic is the only cost.
Tactic 3:	Upload longer performance video content to CNY Jazz YouTube.		\$0	\$0	\$14.20/hour (NY State Minimum Wage) Time spent on this tactic is the only cost.

Goal #2 continued on next page →

# THE BUDGET

Strategy #2:		Post videos on Facebook.			
Tactic 1:	Utilize content buckets to post relevant and engaging content.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 2:	Tag partner organizations/venues.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Strategy #3:		Post videos on Instagram.			
Tactic 1:	Post short video reels (1 min or less) weekly.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 2:	Utilize Instagram collabs/tags when featuring musicians to draw more traffic.	\$0	\$0	\$0	The partners are compensated by withdrawing funds from partnership earnings
Tactic 3:	Leave comments for viewers' responses to encourage community participation.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Objective #3:		Generate at least 25 millennial donor donations to CNY Jazz via modernized donation channels by June 2023.			
Strategy #1:		Create a non-profit fundraiser profile on Facebook.			
Tactic 1:	Post stories of previous donors about why they donated to the organization and how they connected to the organization.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 2:	Post fundraising progress reports during funding drives.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 3:	Have a specific "donate" button directing to the fundraising page on Facebook.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Strategy #2:		Establish an Instagram donation source.			
Tactic 1:	Start a Live video fundraiser feature available in the Instagram Linktree (see G3.O3.S2.T1)	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 2:	Create Instagram static posts to inform audiences about donation methods.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.

# THE BUDGET

## Goal #3 Generate awareness of and interest in CNY Jazz for younger audiences to foster the next generation of jazz enthusiasts.

Objective #1:		Increase awareness of access to CNY Jazz events to 100 local Syracuse Gen Z by June 2023.			
Strategy #1:		Create and share information on Jazz Central location on Instagram.			
		Per Item Cost	Projected Items	Labor Cost	Explanation
Tactic 1:	Tag CNY Jazz location in relevant posts and use related hashtags.		\$0	\$0 \$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 2:	Run promoted Instagram post and story reminders about the space.		\$0	\$0 \$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Strategy #2:		Inform SU students about the Warehouse Trolley that drives by Jazz Central via Instagram			
Tactic 1:	Create informational posts about the Warehouse Trolley route.		\$0	\$0 \$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 2:	Mention Warehouse Trolley on promotional materials for upcoming events to explain how students can travel to CNY Jazz.		\$0	\$0 \$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Objective #2:		Foster at least 3 partnerships and/or collaborations with local university departments and student organizations by June 2023.			
Strategy #1:		Develop professional relationships between CNY Jazz and the Syracuse University Jazz & Commercial Music department (JCM), SU student organizations, and neighboring colleges/university programs on Instagram.			
Tactic 1:	Follow and reach out to SU's JCM account (@jcm_syracuseu) to raise awareness of CNY Jazz with SU students and promote upcoming CNY Jazz events.		\$0	\$0 \$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.
Tactic 2:	Identify, follow and interact with SU student organizations and surrounding colleges' music programs potentially interested in collaborating with CNY Jazz.		\$0	\$0 \$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.

Goal #2 continued on next page →  
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# THE BUDGET

Strategy #2:		Identify and develop partnerships with organizations and university programs.						
Tactic 1:	Brainstorm potential partnerships with organizations and university programs.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			
Tactic 2:	Create and present partnership proposals to organizations and/or programs.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			
Tactic 3:	Promote future partnerships on Instagram.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			
<b>Objective #3:</b>		Increase interest and engagement with CNY Jazz Instagram content by 15% by June 2023.						
Strategy #1:		Post variety of content on a consistent basis.						
Tactic 1:	Develop content buckets: fundraising posts, upcoming event promotion/promotional content and general branding content (reels, recordings).	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			
Tactic 2:	Post materials from various buckets on a weekly basis, with an emphasis on promotional content when events are approaching.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			
Tactic 3:	Utilize grid posts, stories and reels to share content in different formats simultaneously.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			
Strategy #2:		Offer CNY Jazz resources in one space.						
Tactic 1:	Create a linktree in Instagram bio – connect other social channels (Facebook, latest Youtube video), connect to CNY Jazz website, direct link to purchase tickets/find information on upcoming events, sign up for educational events, etc.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			
Tactic 2:	Update linktree on a weekly basis to keep relevant information readily available.	\$0	\$0	\$14.20/hour (NY State Minimum Wage)	Time spent on this tactic is the only cost.			



**New profile picture options.**



 **Central New York Jazz Arts Foundation**  
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**Facebook sample with new profile picture and header.**



### Instagram sample with new profile picture.

#### Content Buckets

Your content should fit into these categories to maintain a clear brand image.

- Fundraising content
- Artist interviews
- Facility info
- Event promotion
- Post event content
- Music video content
- Jazz news
- Jazz memes for brand building

You should not post too many of the same type of content in a row, have variety in the type of content you post, drawing from these content buckets.

### PURPOSE

This audit of CNY Jazz Central's social media is to be a guideline for posting social media content.

The audit will use CNY Jazz Central's social media content as examples of "Do's" and "Don'ts". The audit will also provide examples of content types to use in the future.

Content buckets include fundraising content, artist interviews, facility info, event promotion, music video content, and memes for brand building.

### GENERAL INFORMATION ABOUT CNY JAZZ CENTRAL'S SOCIALS

The average post engagement on Instagram is 3 likes and 0 comments.

The average post engagement on Facebook is 2 likes, 0 comments, and 0 shares.

# SPEC CREATIVE

## SOCIAL MEDIA AUDIT: DO EXAMPLES



cnyjazzcentral • [Follow](#) [...](#)

cnyjazzcentral Welcome to the newest sidewalk cafe in Syracuse! TNT Mural unveiling Happy Hour featuring "Swing This!" Starts at 4 pm! Cash bar, free finger foods and snacks.

1w

sif3.0 This is great! [Reply](#) [...](#)

20 likes [OCTOBER 28](#)

Mural Unveiling 10/28-31/2022 on Instagram and Facebook. Show fans what they are missing out on!

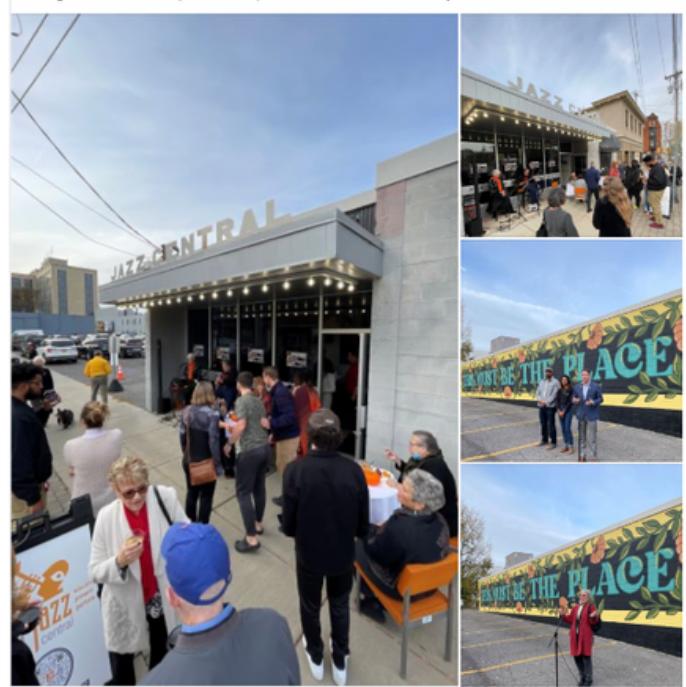
These posts on both Instagram and Facebook fit into the content bucket of event promotion.

As you can see, the Instagram post got 20 likes and 1 comment and the Facebook post got 14 likes and 3 shares.

This is way more engagement than other CNY Jazz Central Instagram and Facebook posts.

Central New York Jazz Arts Foundation [October 31 at 3:12 PM](#) [...](#)

Our mural unveiling party last Friday was a BLAST! Many thanks to mural artist Cecily Thomas, TNT, Mayor Ben Walsh, Jimmy Monto, Rita Paniagua, the entire Common Council, Michael John Heagerty, Swing This! for their swinging tunes, our hostess-with-the-mostest bartender Cherie, family, friends, our Board of Directors, and everyone who helped create this great vibe - and spectacular public art - for downtown Syracuse!



14 [3 Shares](#)

# SPEC CREATIVE

## SOCIAL MEDIA AUDIT: DO EXAMPLES



Instagram Reel showcasing the scene at Jazz in the City from 8/2/22.

This video shows people having fun at Jazz in the City. This type of content is great to show the fun potential fans could be having at Jazz Central events, and shows consumer who did attend the event a positive recap of the event.

The caption of this Reel is really great. It clearly states what consumers need to know: What the event is, where it is, what time, and who is performing. It also says "Link in bio." Instagram captions do not let you click on a link, so creating a Linktree in CNY Jazz Central's Instagram bio for fans to click on and find links to upcoming performances is necessary.

Paula Atherton Instagram Reel from 8/16/2022.  
Keep posting Reels!

This Instagram video of Paula Atherton performing at the Jazz in the City fest garnered 30 likes. Videos showcasing CNY Jazz performances are great to post. Videos and Stories should be posted before and during events to bring in more customers and let fans know what they are missing out on.



cnyjazzcentral • Follow  
Original audio  
cnyjazzcentral Only two more Jazz in the City this summer! Coming up Thursday, August 4, 6-9 PM at Dunk & Bright U.A.D. Kings of the Fall & The Blacklites Link in bio  
13w

# SPEC CREATIVE

## SOCIAL MEDIA AUDIT: DON'T EXAMPLES

Marriott Syracuse Instagram from 7/27/2022.



This photo is really great, and Instagram users liked it as seen from the 9 likes. Also, tagging the location of Marriott Syracuse Downtown is a great way for anyone to see that you had an event there.

However, a caption is needed to tell CNY Jazz fans who didn't attend what they are missing out! Captions describing the events encourage fans to remember what a good time they had, or to attend the next event if they missed this one.

This post also received 1 comment. CNY Jazz Central should respond to all comments, especially comments that ask questions about Jazz Central programming.

This post would have also been the time to mention the Marriott Syracuse Downtown club card, which has the season's line-up and offers a discount that fans desire.

# SPEC CREATIVE

## SOCIAL MEDIA AUDIT: DON'T EXAMPLES

**Avoid repetitive photos on Instagram and Facebook**



As seen in this screenshot of Jazz Central's Instagram, the same photo for the David Liebman and CNY Jazz Central Orchestra concert is posted three different times. Consumers will be bored and just scroll past an image they have already seen.

Jazz Central should make multiple posts to promote the same events, however posting the same image over and over will cause fans to ignore the post after they have already seen it.

# SPEC CREATIVE

## SOCIAL MEDIA AUDIT: DON'T EXAMPLES

### Avoid repetitive photos on Instagram and Facebook



The two images below are Facebook posts that use the same image to advertise the same event. The first post received 4 likes while the second post received none.

This is because:

- fans have already seen the first image and don't feel compelled to 'like' an image they have already seen and
- the first post had more information that gives clear and straightforward details about the event, which makes it more helpful to Jazz Central fans.

# THE SOSOCIAL PROFILE



**Ava Helmer**

- Ava Helmer is a senior majoring in Public Relations and minoring in Marketing and English & Textual Studies at Syracuse University. Ava is the Director of Development at Hill Communications, Syracuse University's student-run public relations firm. She hails from Stockton, NJ.



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- Marissa Dworken is a senior from Long Island, NY studying Public Relations at The S.I. Newhouse School of Public Communications with a minor in Marketing in the Martin J. Whitman School of Management and Spanish.



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- Christine Kim is a Public Relations student studying at Syracuse University with a minor in Information Management and Technology. She has a background in freelance writing and consulting.



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- Mengyao is a senior from China studying at Syracuse University Public Relations major with a minor in Communication & Rhetorical Studies. She has an interest in PR practices and integrated marketing communication initiatives to deliver deeper insights and innovative campaigns.

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*Thank you!*

