



Maximising the impact and measuring the success of your social media campaign

By: Charles Read, Managing Director

Institution: Blooloo Limited, UK

Social media can be a powerful tool for communicating sustainability issues where engagement is key to success. A successful social media campaign creates a two-way conversation with your audience and can encourage active visitor participation in your sustainability initiatives.

This session will provide an overview of the phenomenal growth of social media in recent years, show how the behaviour and participation levels of users of social media vary in different countries, and reflect on its increasing importance as a marketing tool. It will show how visitor attractions are using social media, and share experiences from aquariums around the world. I will explain how best to use social media, introduce products and brands that are leading the field, and provide a checklist of simple dos and don'ts relating to using social media to benefit your aquarium.

Many people and companies are using social media tools without knowing exactly *why*. I will run through key benefits and how to measure success. In the end, using social media is not about numbers but about *engagement*.