

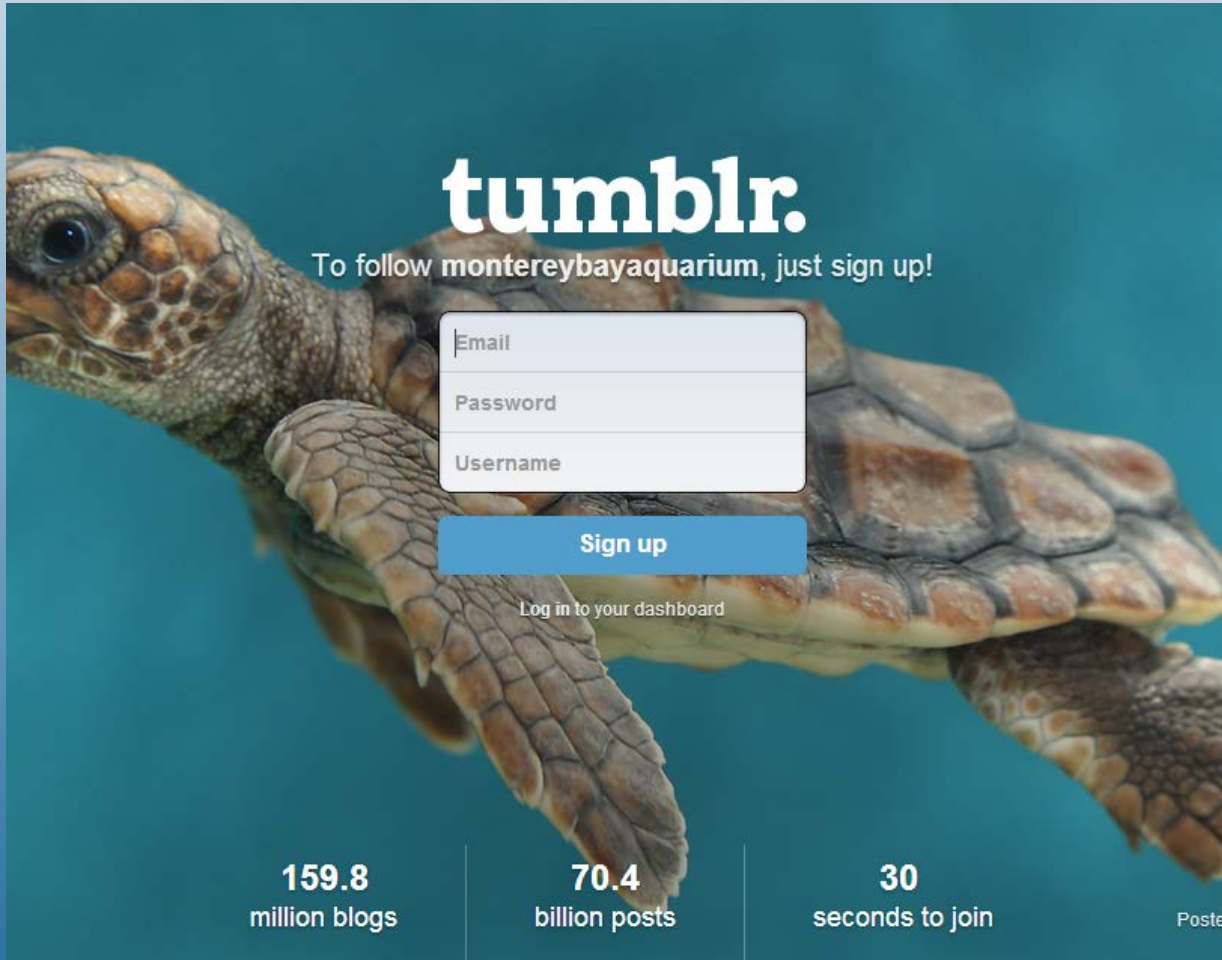
The Power of Awww!

Promoting Compelling Content That Builds Your Brand

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Content Marketing Clinic: Communicators' Role in Content Creation
February 5, 2014; San Francisco, CA; #digitalpr



How do we use PR to build our brand? We go where the people are.

A screenshot of the Tumblr sign-up page for the Monterey Bay Aquarium. The background features a large, detailed image of a sea turtle swimming in clear blue water. The Tumblr logo is prominently displayed in white. Below the logo, a message encourages signing up to follow the account. A sign-up form with three input fields (Email, Password, Username) and a blue 'Sign up' button is centered. A 'Log in to your dashboard' link is positioned below the button. At the bottom, three statistics are presented in white text: 159.8 million blogs, 70.4 billion posts, and 30 seconds to join. A 'Posted' label is partially visible on the right side of the statistics section.

tumblr.

To follow [montereybayaquarium](#), just sign up!

Email

Password

Username

Sign up

[Log in to your dashboard](#)

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MONTEREY BAY AQUARIUM

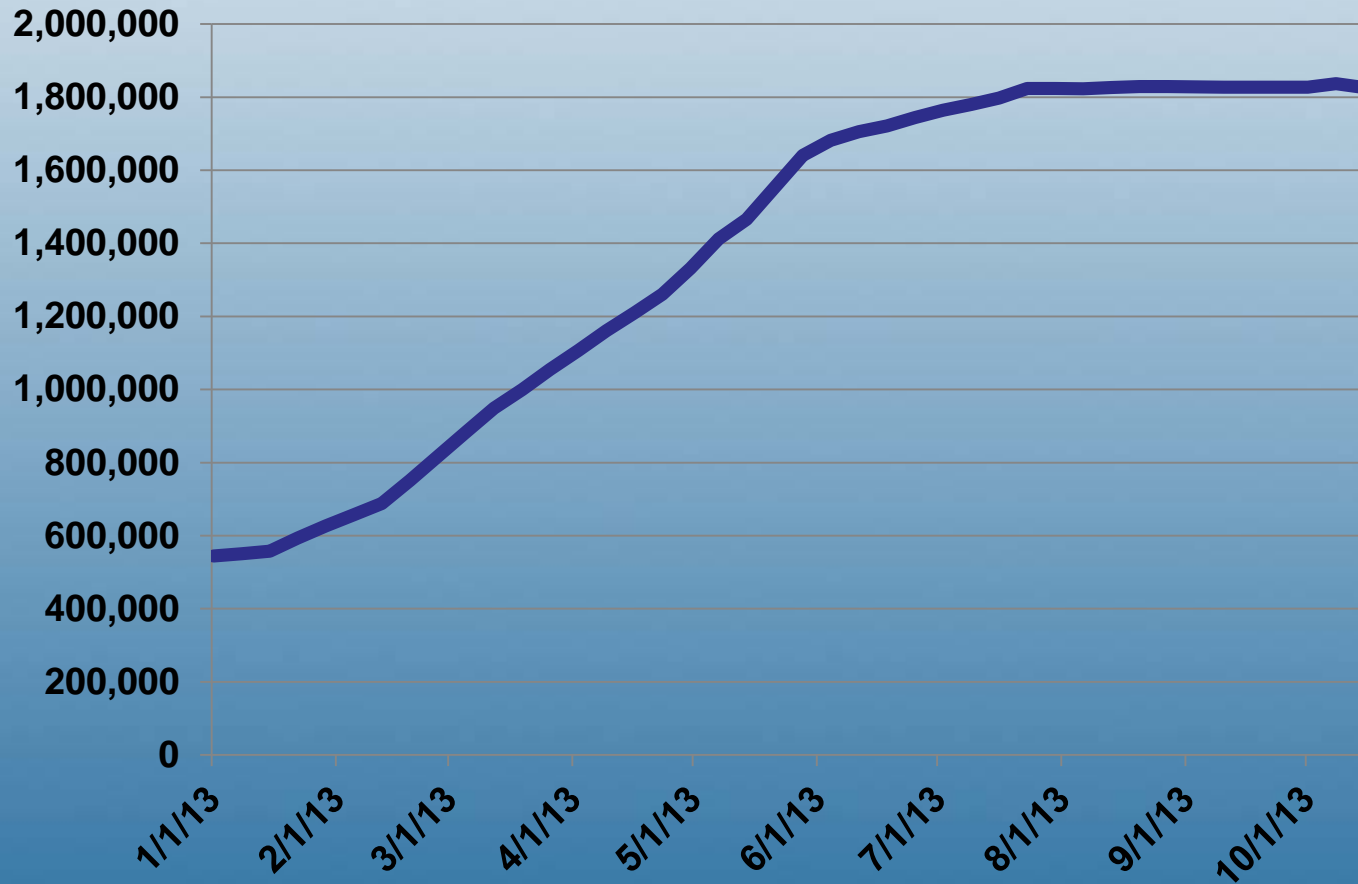
It's a whole new ballgame

- 72% of U.S. adults most commonly get their news from friends and family. Of those, 63% somewhat or very often seek out a news story about that event or issue.
- 15% of U.S. adults get most of their news from friends and family through social media. 77% of those follow links to full news stories.
- Almost 25% of those between 18 and 29 rely on social media as their primary source of news.
- 53% of people on Twitter recommend products in their tweets. 90% of consumers trust peer recommendations for products and services; only 14% trust ads.

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TOTAL FOLLOWERS



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How do we reach them? Content.



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MONTEREY BAY AQUARIUM

The saga of the killer mantis shrimp



1. @Oatmeal – Pop culture traction (via Radio Lab)
2. Great aquarium photo
3. Publish to blog (owned channel); promote through other @MontereyAq owned channels (Facebook, Twitter, Google+)
4. Mainstream media pick up – Yahoo! front page via GrindTV & onward

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Cuttlefish bubbler

- Publish gif and story to blog (owned); promote via FB/Twitter (owned)
- Picked up by *The Atlantic* & *Grist*
- Reaches millions via science & pop culture bloggers
- Promotes exhibit; vehicle for connecting with key influencers

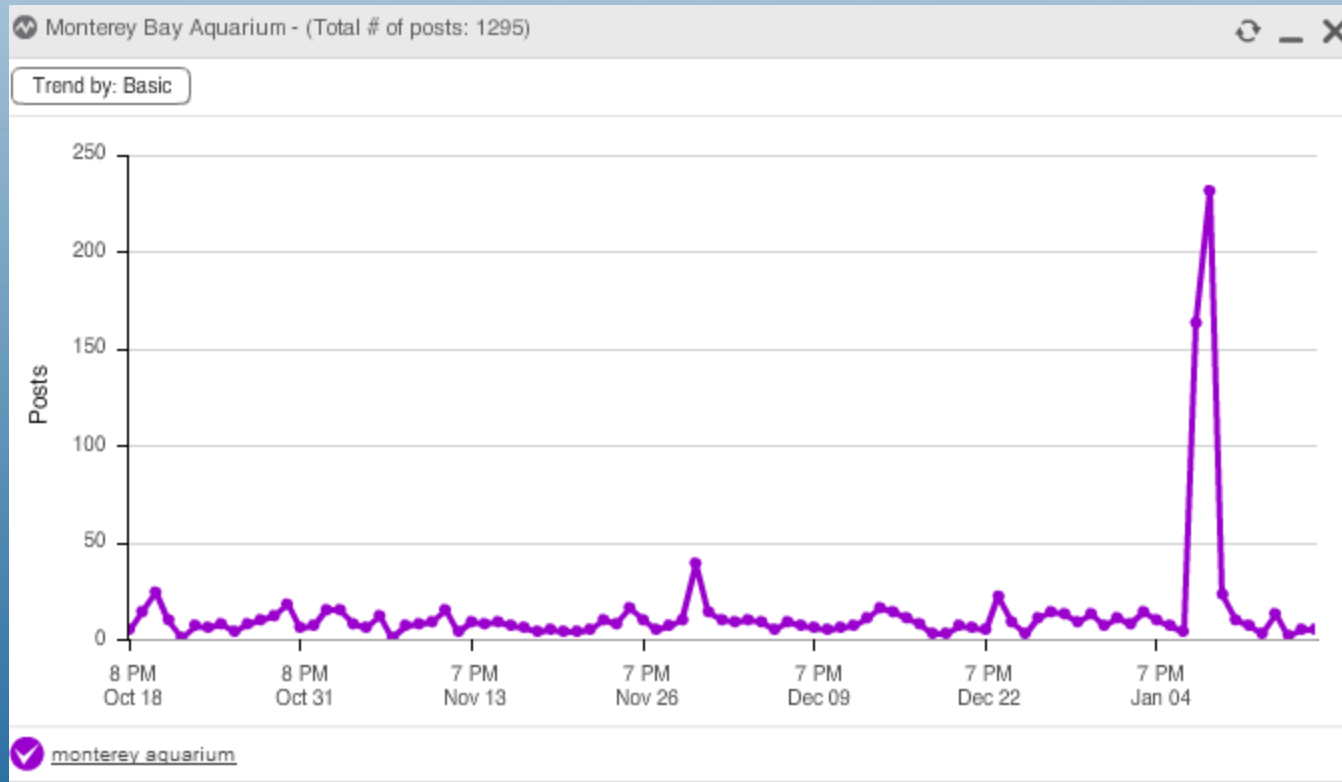


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Tracking social media: Radian6

- Monitor mentions
- Identify influencers
- Assign follow-up



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In-house Facebook ad program

- Inexpensive, internally managed ad buy
- Goal: Increase page Likes for main aquarium Facebook page and new Spanish-language page
- Leverage existing content (strong photos) & fan base
- Results: spent <\$2K; added 5% to base of main FB account; nearly 50% to Spanish-language account



Wildfire Apps for Facebook

(paid engagement feature on owned platform)



Share Our Holiday E-cards!



12 Days of Cuteness

What is there to be thankful for this year?
12 Days of Ocean Cuteness at the Aquarium! Each day we'll be counting down with a great glimpse of our exhibits and animals.
Won't you follow along?



What's Your Fave?

Help Us Choose Our Next Wallpaper!



Monterey Bay Aquarium

Share Your Love of Jellies

Instagram Contest #MBAjellies

Share your love of jellies on Instagram and you could win an Aquarium Adventure for four!

facebook

Search

Home Profile Account

EL GRAN SORTEO FAMILIAR ESCAPADA ACUÁTICA

Takeaways

1. Find, create and use great content – authentic to your brand
2. Promote it across owned platforms (esp. social media platforms)
3. Cultivate relationships that develop as influencers, journalists discover & share your content; identify key influencers
4. Use paid approaches to achieve specific goals (building social community, engaging social community)

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Resources & References

Wildfire (Facebook app):

www.wildfireapp.com

Radian6: (social media monitoring):

www.salesforcemarketingcloud.com/products/social-media-listening

Monterey Bay Aquarium Tumblr blog:

<http://montereybayaquarium.tumblr.com/>

ProfNet Connect: PR opportunities in the new media environment:

http://www.profnetconnect.com/inkhouse/blog/2013/04/08/the_opportunity_for_pr_in_the_state_of_the_news_media

ProfNet Connect blog – Tweeting your way to media coverage:

<http://www.inkhouse.net/tweeting-your-way-to-media-coverage/>

Pew State of News Media 2013 report:

<http://stateofthedia.org/2013/overview-5>

