Digital Personality
Tone of Umeå 2014

**Personality**
The communication should feel alive, inspiring, playful and current. Social media is one of the forces helping the culture to get an on-going, integrated and natural role in the expansion of Umeå. The conversations will be characterized by *passion* and *curiosity*; they will also inspire and encourage co-creation.

**Tone**
The tone of Umeå 2014 will be brave, including, fun and influential. Umeå 2014 will be a voice that the public can turn to for inspiration and support. Availability is a key factor.

**Language**
Umeå 2014 should feel like a friend.
Umeå 2014 cannot feel too bureaucratic.
The language should be brief and specific.
The Voice of Umeå 2014

Continue to:

- Use short, descriptive phrases.

- If possible, always remove a word.

- Talk about here and now, not what has been, except for referring to Flashbacks.

- Talk about those who do good things, highlight the co-creation.
The Voice of Umeå 2014

Think about:

- Do not talk *too*, but *with* people.

- Stay away from jargon and clichés, it is uncool.

- Never use a prolonged explanation when a shorter one will do.

- Have a purpose with everything that is communicated, information or inspiration.

- Avoid abbreviations.

- Always keep the target group in mind, plus those that are not in the region and have less knowledge about Umeå.

- Do not get too “local” in the communication.
Example 1:

An okay wording: *Upload a photo and win a ticket to the dance!* *Show your best Umeå 2014 photo on Instagram and tag it @ Umeå2014 # bilder2014 to have chance to win.*

An even better wording: *Winn tickets! Tag your best Umeå 2014 photo with #umea2014.*

Example 2:

Okay: *Photos, photos and photos. What do you feel about them?*

Even better: *Photos and photos. Which one’s your favourite?*
Social Media
- Channels and Owners
Channel Mix Social Media

Owned
- Facebook page.
- Twitter feed.
- YouTube channel.
- Instagram photos.
- The website.
- Mobile app.

Earned
- Posts on Facebook.
- Participants communicating on Instagram, YouTube, Facebook or Twitter.
- People sharing videos, pictures and comments.
- Pinterest boards.

Paid
- Paid banners on relevant websites, blogs, networks, and communities.
- Could also be other forms of paid media such as ads and PR.
Inspiration and Information

The web team will mainly work with inspiring and informing the users of the media channels, the website and #umea2014. A lot of the times it will interfere more than in the illustration below, but some media channels are better for inspiration and others for information.
Owned Media
Followers (April 2013)

- 61 followers (47,252 views)
- 3,584 likes
- 154 followers (84 photos)
- 2,282 followers (1,546 tweets)
## Owned Digital Channels

<table>
<thead>
<tr>
<th>Owned channel</th>
<th>What is specific about this channel?</th>
<th>Relevance to Caught by [Umeå] 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website</strong></td>
<td>The website is the main destination for everyone interested in Umeå 2014, it is therefore our portal to and from the social media.</td>
<td>Gathers all information, material, contacts and social media updates. It is the hub for all communication.</td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
<td>Constant present is needed; quality content is lost in the large amount of personal updates.</td>
<td>The Facebook page is used for information, reminder of events, questions and discussion. Some complaints can also show up. Can be used for buying ads.</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Summarising newsletter with a selected frequency.</td>
<td>Weekly and monthly updates. Summarized information and statistics for those who have signed up.</td>
</tr>
<tr>
<td><strong>YouTube</strong></td>
<td>A fast and simple channel, unpretentious. Regularly updated, more news related than Facebook.</td>
<td>General updates about Umeå 2014 and the world. Relevant links. Success and inspirational updates.</td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td>Video channel. Keep an eye on what is happening in the comments.</td>
<td>Inspirational videos, interviews and so on.</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>A large, growing network for inspiration. High quality and very modern.</td>
<td>Inspirational photos. Creating inspirational mood boards about Umeå 2014, documenting of events with #umea2014.</td>
</tr>
<tr>
<td></td>
<td>Popular channel for quick photos and comments. Encourage people to use it.</td>
<td>Documents events and processes. User generated material.</td>
</tr>
</tbody>
</table>
Facebook

Facebook is the hub for the communication of Umeå 2014 via social networks. Expect that the main part of the communication will happen here or will be distributed via Facebook.

- Respond to ALL posts.
- Like what you actually like.
- Be honest, up-front and personal when communicating on Facebook.
- Avoid a tone that creates a bureaucratic feeling.
- Mention users by name on the Facebook page.
- When possible, tag places for events. E.g. Norrlandsoperan.
- Organization and reminders of specific events.
Twitter

Twitter is a more exclusive, grown-up and academic channel but also suitable for photos and direct comments to followers and other stakeholders. Umeå 2014 has approximately 2 300 followers (April 2013). Right now it’s about activating them and build on from there. Work long-term and seriously with Twitter.

- Address specific people, e.g. @annaklaraeriksson.
- Start conversations about specific topics, such as #samiculture.
- Link interesting articles and other platforms.
- Retweet people talking about topics related to Umeå 2014.
- Follow those who create social or real life activity, do not follow everybody.
- When there is purpose, also post photos via Twitter.
Instagram

Instagram is the most unofficial channel and you can be very personal. Talk about emotional things, not about practical information. Here it’s about *fun, quick* and *interesting* photos that generate interest among followers. The target group is primarily young people, 18 - 30 years.

- Tag photos, some in English.
- Address specific images to specific users and hashtags.
- Follow users.
- Link some photos, the good ones, to Facebook.
- Link and comment some photos, not all.
- If needed, tell users to use #umea2014.
Digital Flashbacks

“Flashbacks” will be a place, much like the cultural centre that is being built in Umeå and will be inaugurated in the end of 2014, where people and culture meet. What is shown here will be moderated and decided by Umeå 2014. Essentially this is a digital diary available to all. Furthermore, it is:

- An informative, entertaining and social flow of events, photos, tweets and comments.
- An overview on what is about to happen and has happened, both from Umeå 2014 and the user perspective.
- User generated images and tweets.
- Share the stories that has happened and tell users to visit Flashbacks. This part of the site can contribute to the collective sense of what the Capital of Culture year is, which can lead to an increased engagement.
- On occasion, share the link to Flashbacks and ask users to visit it.
Flashbacks
Earned Media

Earned media comes through an active, high-quality usage of social media.

- From Twitter it is about retweets (RT), favourites, using hashtags and the use on blogs.
- From Facebook it is likes, comments and shares.
- From Instagram it is hashtags, comments and likes.
- From YouTube it is when videos are shared on blogs, Facebook and Twitter.
Paid Media

Paid media is very much about the purpose of the campaign, or if it is Umeå 2014 as a whole, that is going to be advertised. Some possible channels are:

- Banners.
- Google ads towards specific audiences.
- Facebook ads towards specific audiences.
Line of Action
THE BEST WAY TO GET PEOPLE TO DO STUFF WITH YOU IS TO FIRST JOIN THEM IN WHAT THEY ARE ALREADY DOING.
#umea2014

The hashtag #umea2014 should be used when Umeå 2014 communicates via Instagram or Twitter. It is the key to creating a digital journal. The more quality and activity that can be created digitally, the richer the Capital of Culture year will be perceived as on the web.

- Always use #umea2014 on Twitter and Instagram.
- Tag artists, photographers, writers and other people who may have been involved in creating the material, to give them credit and attention.
- Retweet and/or like the activity directed to Umeå 2014.
- Encourage those who create content, to keep them involved and engaged.
Work Outreaching

Umeå 2014 should work in a journalistic manner; look up, talk to and document the people that contribute to the Capital of Culture year. Challenge and invite them into actively participate in the social media channels.

Paying attention to these will inspire and stimulate other creators.
User Flow

Map out how you appreciate that the different target groups will use different media channels and how to make it easy for them to communicate.

- Integrate divisible elements.
- Give them content to speak about.
- Encourage them to talk about specific subjects.

You cannot sit around waiting for someone to create conversations, dialogue need to be bootstrapped.
Choosing Right Channels to Each Activity

1 Identify the target group.
2 Map out contacts.
3 Find connections between the target group and Umeå 2014.
4 Determine which owned channels that are to be used for communication and which earned channels that are to be encouraged.
5 Always have a clear purpose with the communication when selecting channels.
6 Plan paid channels.
Other Channels

- Scan other platforms (Google+, Vimeo, YouTube, Tumblr and Pinterest) for information or activity on Umeå 2014.
- Interact with that information and spread it.
- Keep the newsletter updated and significant. It is more formal than other media.
- Try to create synergies between traditional media (newspapers, television and radio) and digital media.
- Integrate material created via Caught by [Umeå] on umea2014.se.
Summary

People will talk about Umeå 2014 on many different platforms, sometimes on initiative of Umeå and other times from someone else. This creates freedom to communicate in different ways with different groups, as well as it brings a complexity in that to whom and how the message is communicated.

The mobile phone will be the link to the main part of the social activity and interaction for many users, which means Umeå 2014 need to prepare to:

- Actively monitor real-time content and respond to activities that can create conversations.
- Make the content interesting and accessible.
- Validate and publish personal stories to the social network that will be built.