



Manage Social Media Effectively

OAAS CONVENTION
February 17, 2023

About Us



Valerie Stone

Paris Agricultural Society

- 30 years old
- Volunteer Past President the PAS of Homecraft Division, Past Chair of 4-H Canada and Youth Fastball Coach
- Pioneer Territory Manager at Corteva Agriscience
- Loves spending time on her farm with her fiancé, their two dogs and figure skating



Carolyn Glasby

Providence Bay Agricultural Society

- 24 years old from Manitoulin Island
- Volunteer Associate Director for PBAG
- Graduated in 2021 with a Bachelor's of Business Administration specializing in Marketing from Nipissing University
- Loves spending time outdoors, horseback riding, and reading



Janna Anger

Harriston-Minto Agricultural Society

- 33 years old
- Volunteer Associate Director, PR & Marketing Coordinator for HMAS
- Event and Marketing Coordinator, Creative Designer at work
- Loves spending time on the beach, camping and with family

Unable to
attend

What You'll Learn Today

1

- Which Social Platform Works Best for Your Fair
- Features of each Social Platform

2

- The Effects of Negative Feedback on Social Media
- Appropriate Responses on Social media

3

- Social Media Analytics: What to watch for
- Termonology & Measurability

4

- Tips for Running a Successful Social Platform
- Social Media Platform Management Tools: Canva

Choosing a Social Platform

THAT WORKS BESTS FOR YOUR FAIR!



- Most Popular
- Most Demographic Reach
- Targeted Location Reach
- No Content Limit
- Measurable



- Photo Based
- Hashtag Oriented
- Filter Features
- High- Engagement
- Measurable



- Grow Audience
- High - Engagement
- Word Limit
- Market Trends
- Measurable

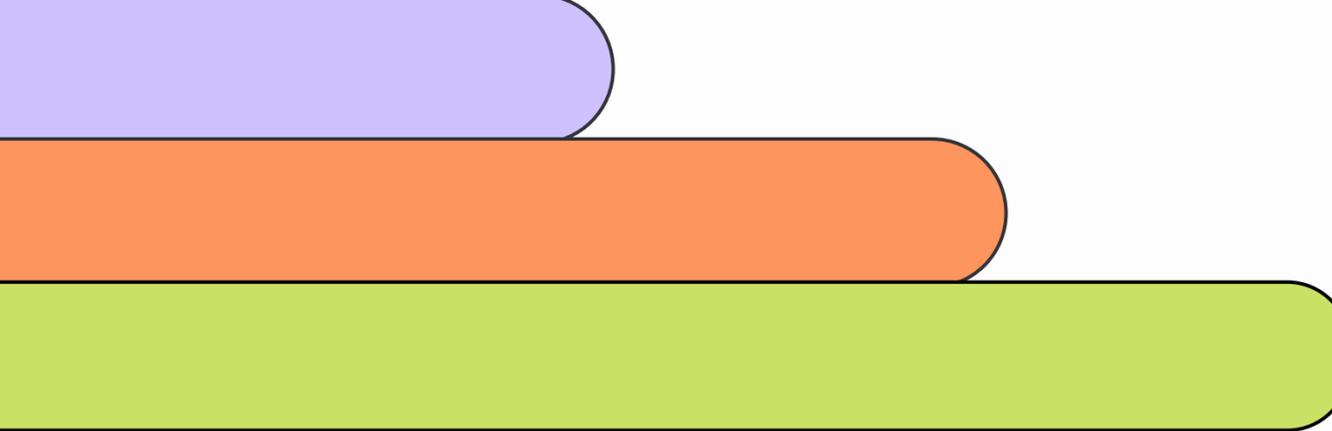
Features

Facebook (app, not web browser)

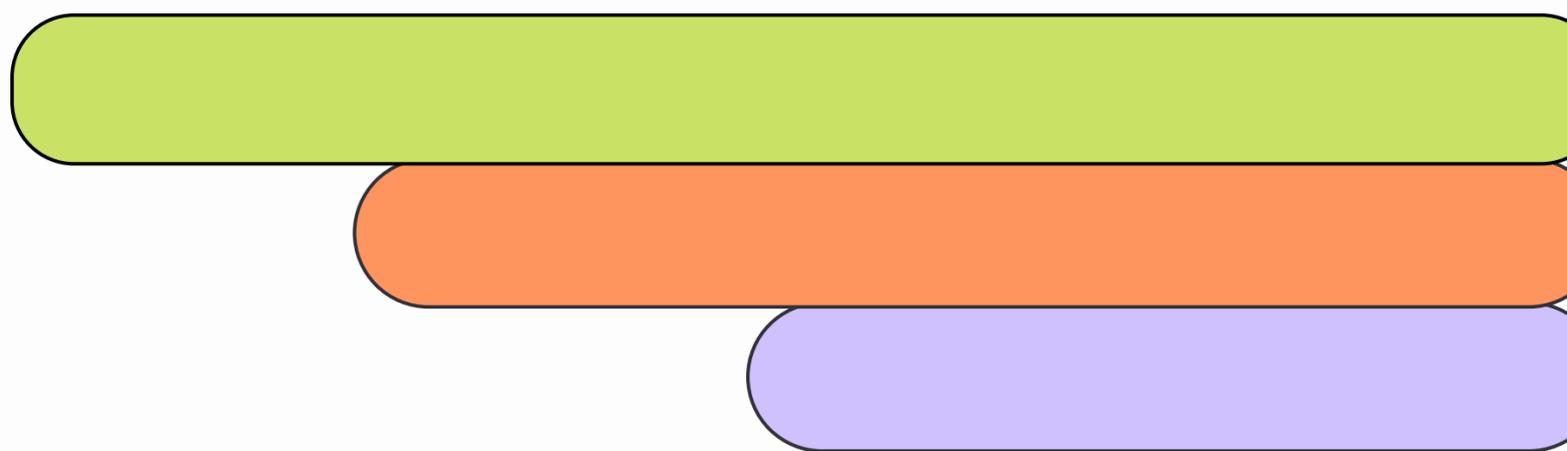
- Groups/Pages/Pinned Posts
- Places
- Tags
- Messages/comments
- Schedule Posts
- Live Stream
- Measure Engagement
- Events
- Integrations: Eventbrite
- Manage Multiple Accounts

Instagram (app, not web browser)

- Interactive Bio
- Places
- Hashtag/Tags
- Messages/Comments
- Schedule Posts
- Story Highlights
- Reels
- Live Video
- Filters/Engaging Stickers



The Effects of Negative Feedback on Social Media





Carolyn Glasby

Providence Bay Agricultural Society

Why the negativity?

1. Online platforms = anonymity, reduced consequences
2. "Reviewing" venues, restaurants, hotels, events, etc. is commonplace
3. Disconnection from volunteering, agriculture, and community fairs
4. Increased prices and costs – a common issue for events, non-profits, and fairs
5. Increased cost of living and rising inflation
6. Changes since COVID-19 pandemic

Real Life Comments



Carolyn Glasby

Providence Bay Agricultural Society

 Author
Providence Bay Fair
Midway tickets are \$3 each or a sheet for \$35. I believe each ride coming requires 3 tickets a ride.

Like Reply 25 w  6

Took my kids to prov fair. I was so disappointed 😞.
\$20.00 to get in
\$70.00 for tickets (only went on 1 ride, 30 min wait.
40 min- 1hr wait for the other rides. Only 4 rides there!!!
\$15.00 to go in the fun (haunted house)
\$20.00 for my 2 kids to hit the target with a hammer (3 trys)
\$10.00 1 bag of popcorn
\$35.00 for cheese burger, small poutin and a chicken burger.
\$10.00 for 1 lemonade!
\$10.00 cotton candy.
\$4.00 small popcorn.
I miss the old prov fairs!

 [Redacted]
No single riders was very unexpected for some who went to enjoy the fair. So unless you had a partner to go on a ride you were OUT of Luck.

Like Reply 23 w

 Providence Bay Fair
18 August 2022 · 🌐

 Chi-Cheemaun @ ontarioferries
18 August 2022 · 🌐

Travel Alert – Due to a dock malfunction at South Baymouth the Chi-Cheemaun is unable to unload the car deck and is returning to Tobermory. The Chi-Cheemaun will depart Tobermory at approx. 1800 with Walk On Passengers only and from South Baymouth at 1945 with Walk On Passengers only. Update on tomorrow's sailings to be posted 1900.

 4 2 comments 10 shares

 [Redacted]
Admission prices have doubled this year to \$20 per person? Wow! 😞 😱

Like Reply 25 w

 [Redacted]
Midway was very disappointing this year ...4 rides and a long wait! Hopefully it will be better next year

Like Reply 23 w



Carolyn Glasby

Providence Bay Agricultural Society

Appropriate Responses on Social media

- Respond quickly, but take time to let your emotions go. It's not a personal attack!
- Always consider their point of view – they might not understand the hard work of the fair, but you don't know their personal situation either
- Consult with others – you aren't alone!
- Don't simply remove all negativity or feedback, unless it is hateful, demeaning, explicit, etc. Don't remove, respond!
- Stick to the facts – never shame, attack, swear, etc. Professionalism is key!
- Offer solutions or ideas.

Appropriate Responses

1



Carolyn Glasby

Providence Bay Agricultural Society

Comment

“Why aren’t dogs allowed on the fairgrounds?! I wanted to bring my dog. I am so disappointed.”

Response

“Hello, [Name]. We are very sorry that you are disappointed. Unfortunately, only service animals are allowed on the fair grounds. This is due to the fact that we are an agricultural fair, meaning that we have livestock on the grounds all weekend. For patron and livestock safety, we must ask that fairgoers only bring certified service animals. Thank-you!”

Appropriate Responses

2



Carolyn Glasby

Providence Bay Agricultural Society

Comment

“My card was overcharged by you guys!! What a ripoff! I want my money back!”

Response

“Hi, [Name]. We are so sorry to hear that your card was overcharged. Please call us at 111-222-3456, visit the fair office during the day, or send us a direct message so we can resolve the issue as soon as possible.”

Appropriate Responses

3



Carolyn Glasby

Providence Bay Agricultural Society

Comment

“The food vendors sucked! No good vegetarian options!! I was starving all weekend.”

Response

“Hi, [Name]. We’re very sorry to hear you had difficulty finding food options. We are always looking for input for new vendors as our fair evolves. We invite you to please reach out and send over any suggestions you have for future years, we would love to try and incorporate them.”



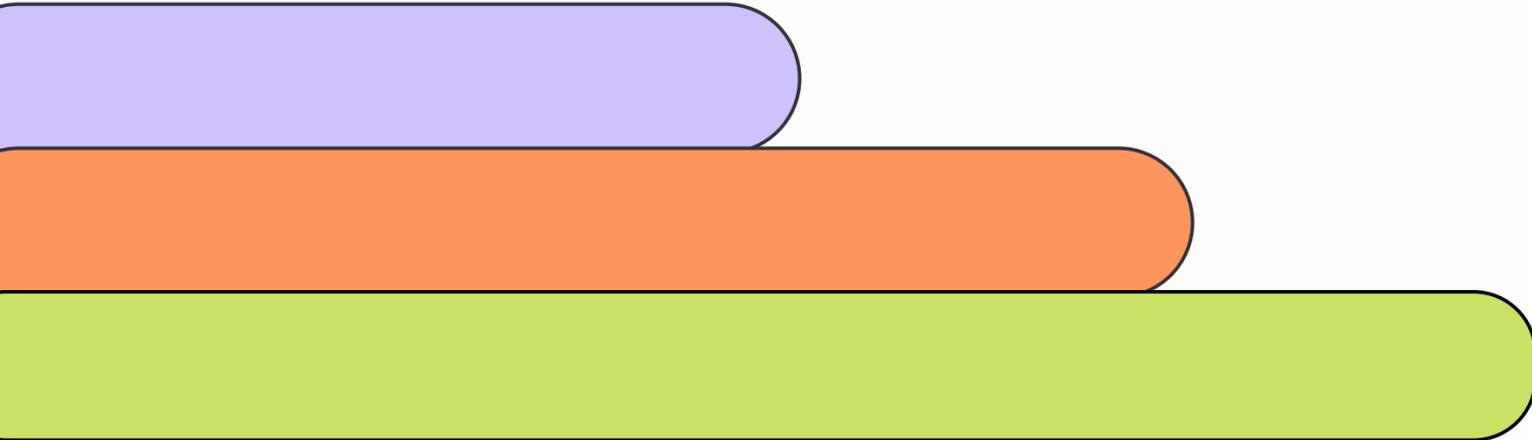
Carolyn Glasby

Providence Bay Agricultural Society

Proactive Response Tips

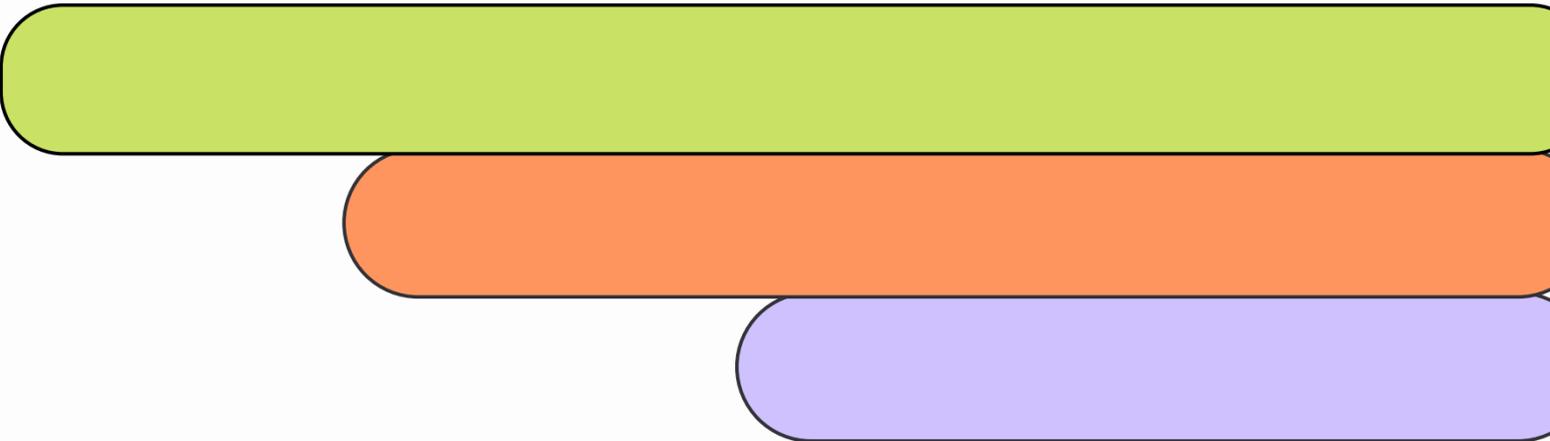


- Provide as much information as possible in your posts – making things detailed helps to prevent confusion!
- Check your reviews (whether that be Google Reviews, Facebook reviews, etc.) regularly – even during your off season!
- Share updates regularly, and share positive comments!
- Offer small solutions if needed – a free day pass, a coupon for a vendor, a refund for their weekend pass.
- Post polls or surveys to gain community feedback or ideas – always be improving!
- Take care of yourself!



Social Media Analytics

What to Watch For



What Are Analytics?

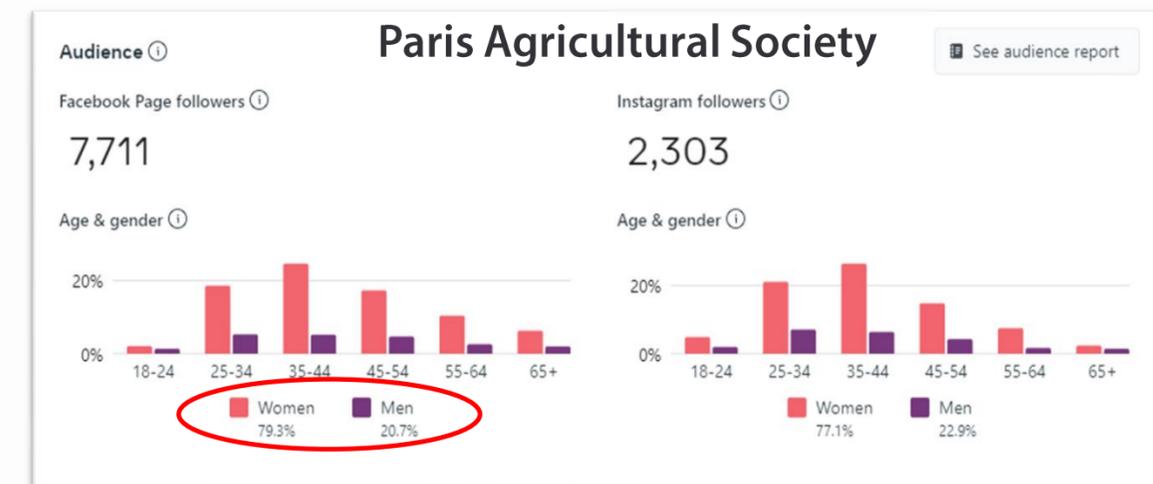
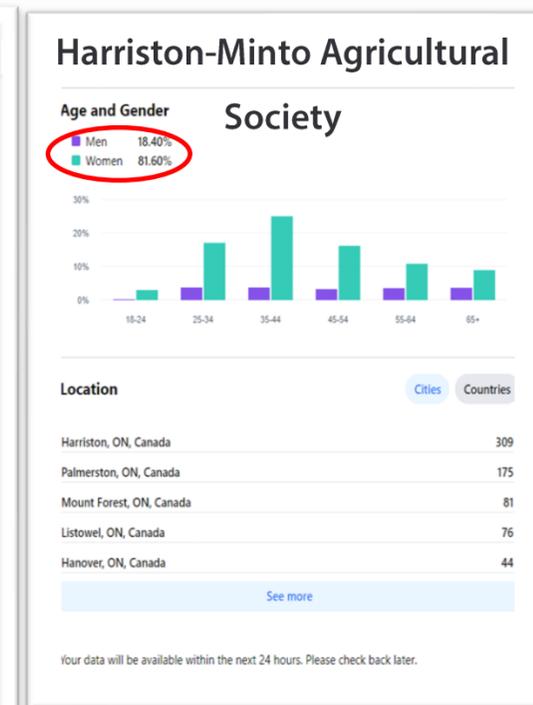
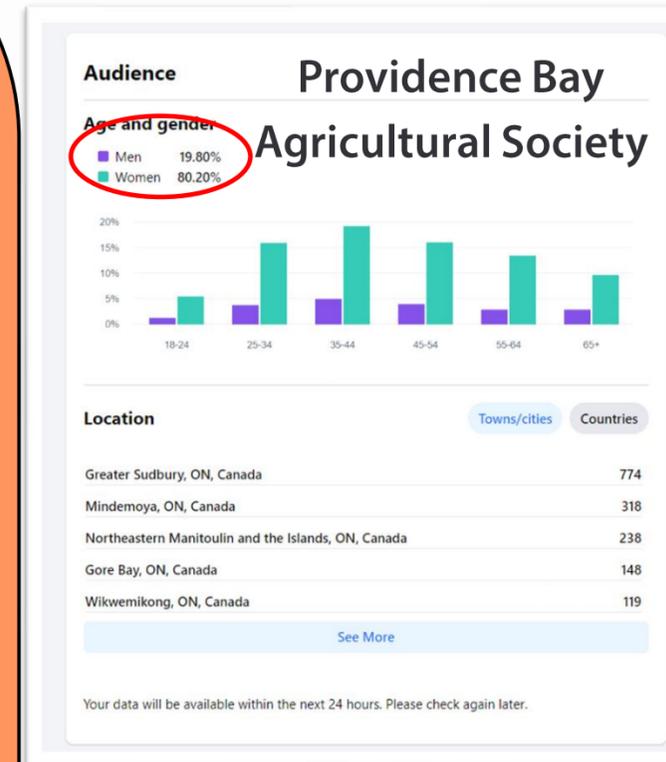


Valerie Stone

Paris Agricultural Society

Tell you about your audience & the content they like

- Organic vs. Paid
- Terminology (Impressions, Reach, Engaged Users)
- Understand what metrics matter to your fair
- Plan for the Future; Do you want more followers, reach or impressions





Valerie Stone

Paris Agricultural Society

What Content Matters to Your Audience?

Insights

Review performance results and more.

- Overview
- Results
- Audience
- Feedback
- Benchmarking

Content

- Overview
- Content**
- Messaging

Harriston-Minto Agricultural Society

All content

Posts and Stories | Media type | Filter | Clear | Search by ID or caption

Title	Type	Date published	Reach
Christmas Tour of Lights Minto Charity C... Harriston-Minto Fair	Boost unavailable	Nov 15, 2022	8.6K Accounts Center accou...
Harriston-Minto Fall Fair, SUNDAY ADMIS... Harriston-Minto Fair	Boost unavailable	Jul 31, 2022	6.6K Accounts Center accou...
Demolition Derby presented by Harriston ... Harriston-Minto Fair	Boost unavailable	Jun 16, 2022	5.2K Accounts Center accou...

Paris Agricultural Society

Country Concerts Tickets & Seating

Concert Stage

GA | Beer Garden Upgrade | General Admission - Fair Entry

Grandstands - GA

AARON GOODWIN | THE WOODBRIDGE QUARTET

TICKETS & INFORMATION AT: WWW.PARISFAIRGROUNDS.COM

We are so excited to have TWO country concerts t...
August 2, 2022 at 11:25 AM
ID: 5211803725535588

Interactions: 85 reactions, 58 comments, 7 shares

Performance

Reach Total: 25,801	Reactions, comment... Total: 150	Results Total: 1,486
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Reach: 25,801 | Reactions: 85 | Link clicks

... swing!! Come to main Stre...	Boost post	Post	Sep 18, 2022	2.7K Accounts Center accou...
Mark your Calendars for th...	Boost post	Post	Jun 10, 2022	2.3K Accounts Center accou...

Providence Bay Agricultural Society

Here it is - the schedule for the 2022 Providence Bay Fair!!!

Providence Bay Fair

5 Aug 2022

17.1K
Accounts Centre accounts reached

Terminology & Measurability



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Paris Agricultural Society

Impressions

Reach

Engaged Users

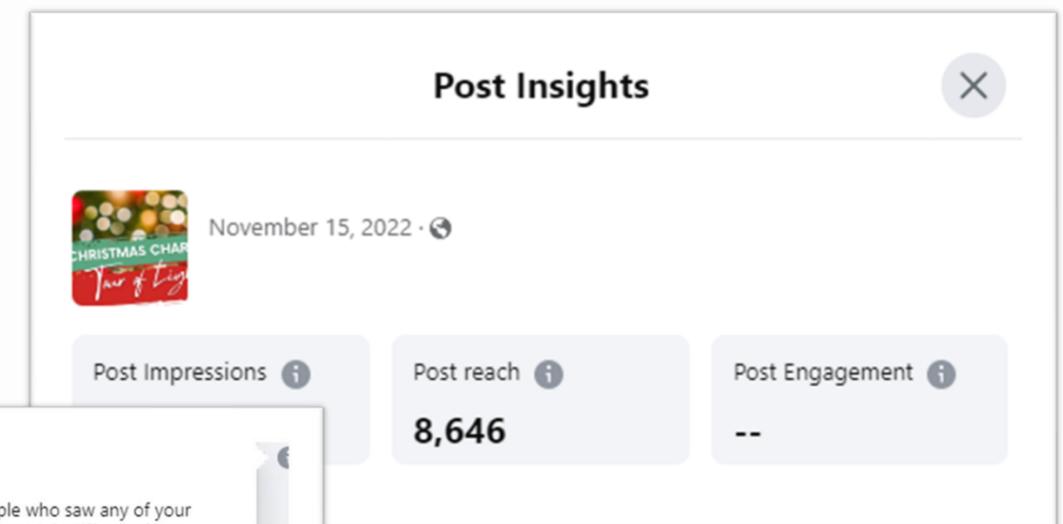
Engagement Rate

What Metrics Matter to Your Fair?

Page Visits

Engagement

Organic Views



Reach

The number of people who saw any of your posts at least once. Reach is different from [impressions](#), which may include multiple views of your posts by the same people. This metric is [estimated](#). [Learn More](#)

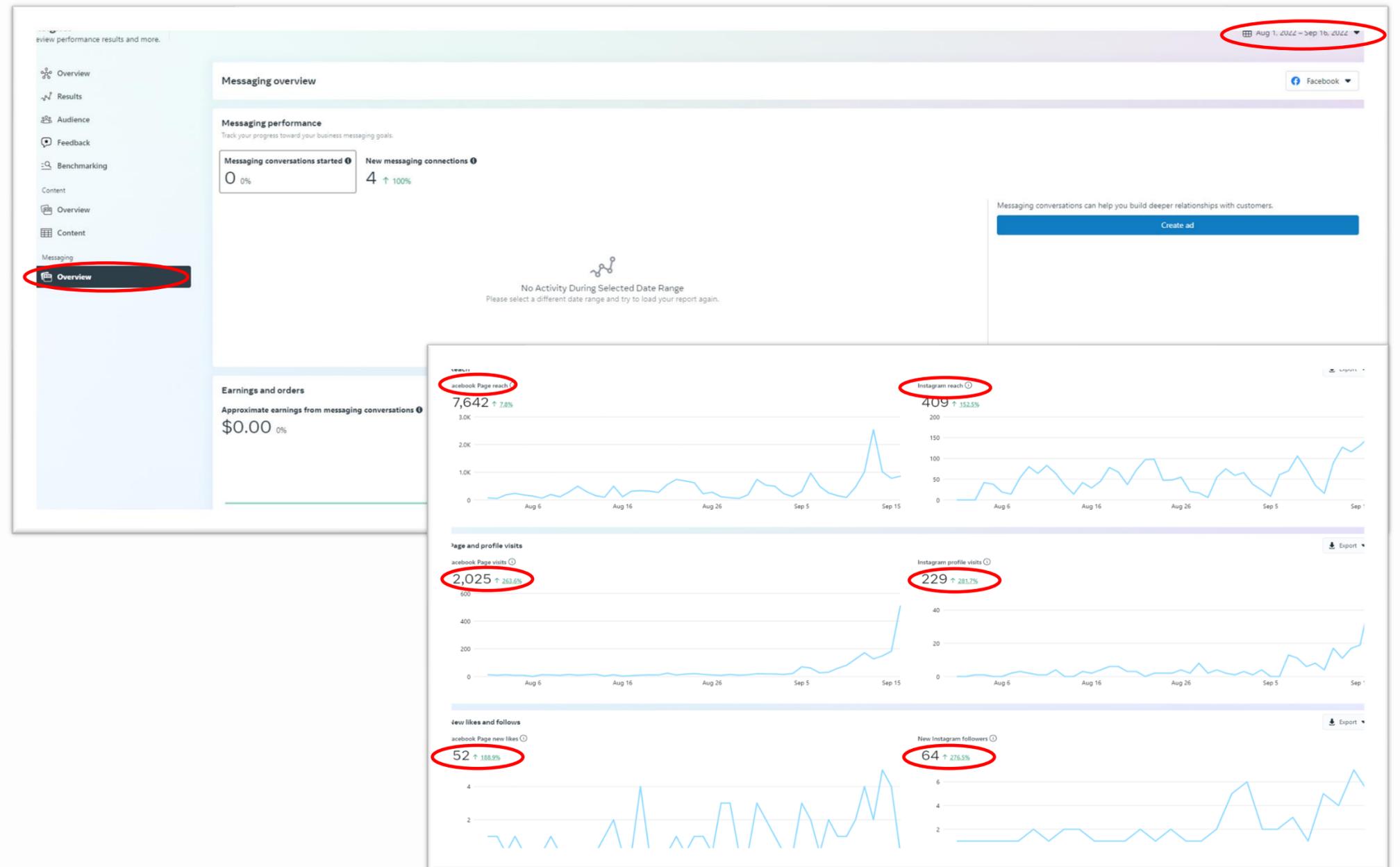
Navigate The Metrics



Carolyn Glasby

Providence Bay Agricultural Society

Harriston-Minto Agricultural Society



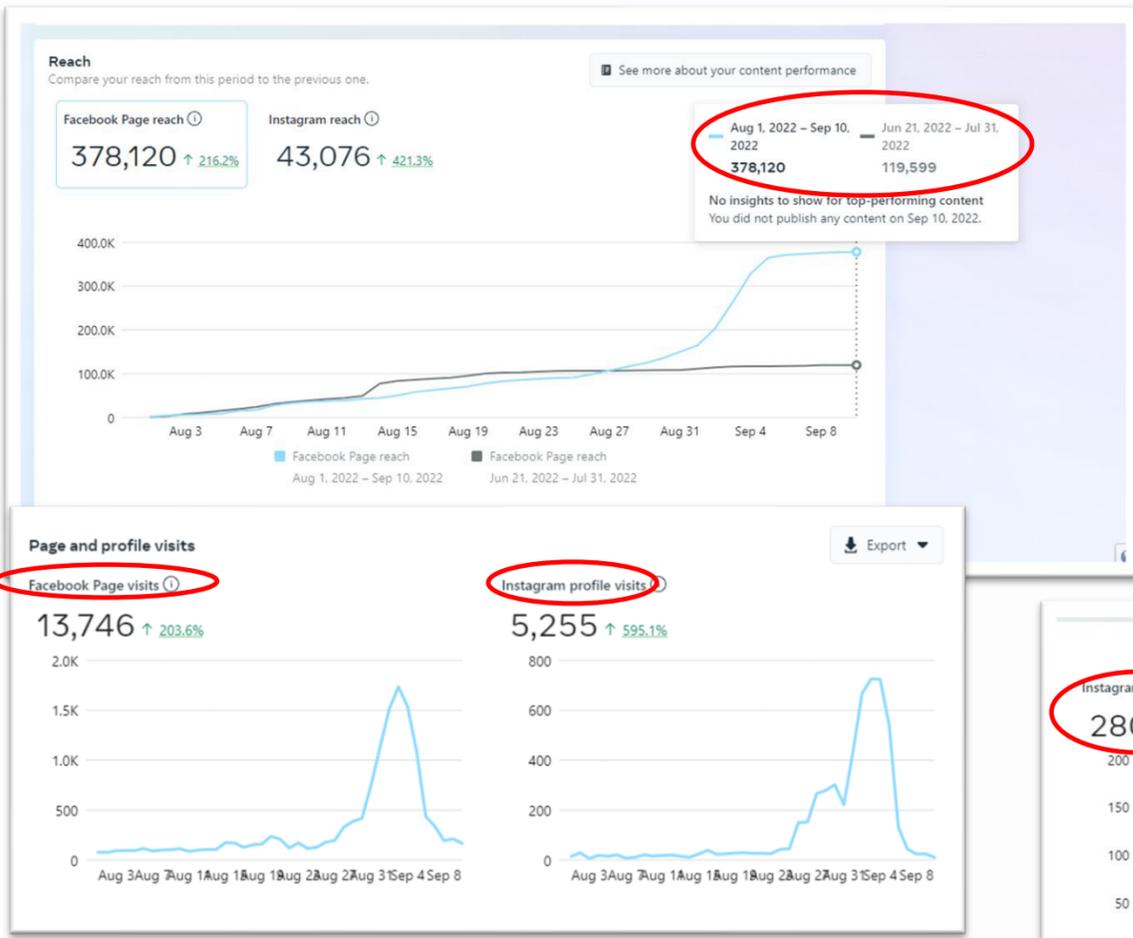
Understand The Metrics



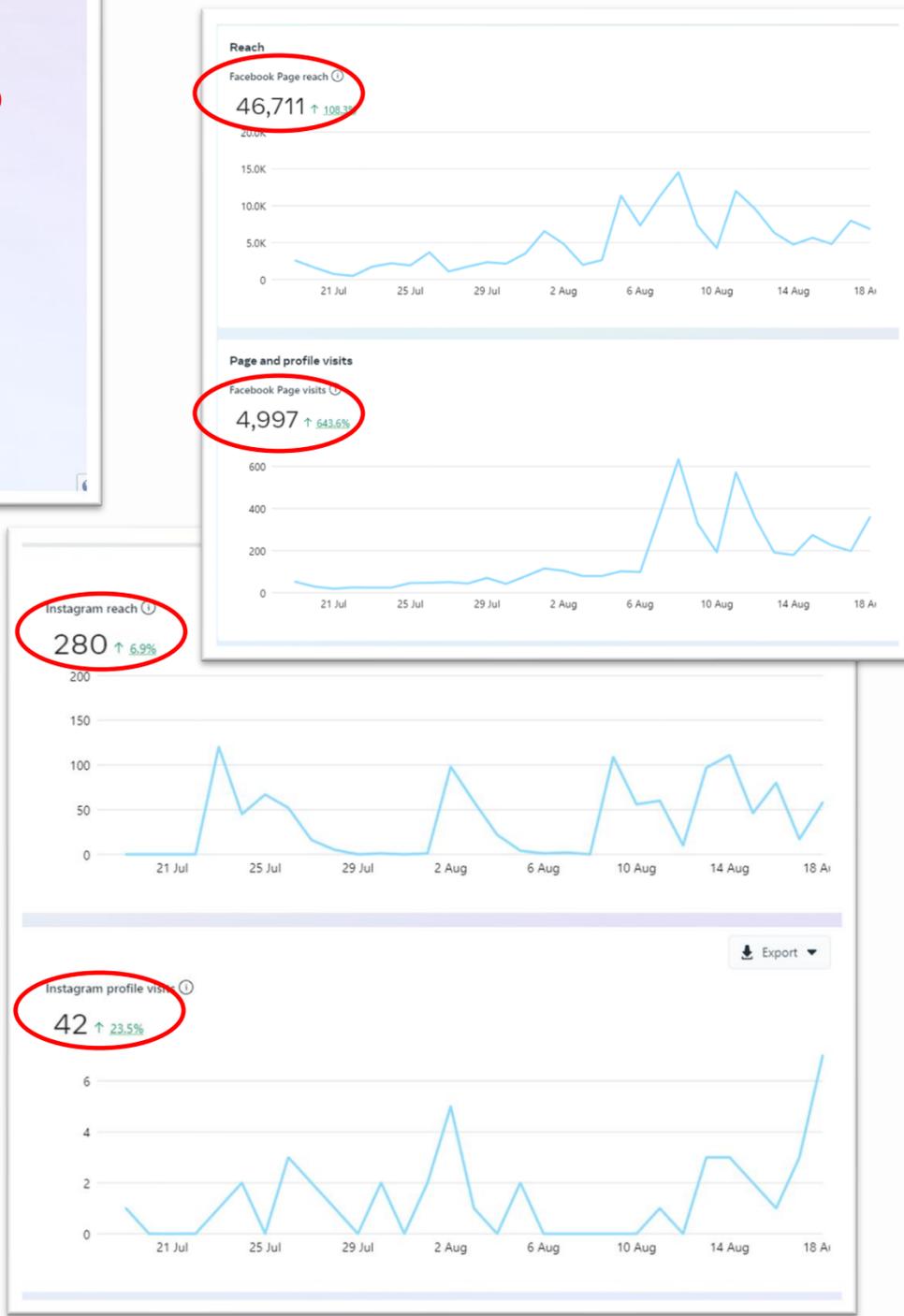
Carolyn Glasby

Providence Bay Agricultural Society

Paris Agricultural Society



Providence Bay Agricultural Society





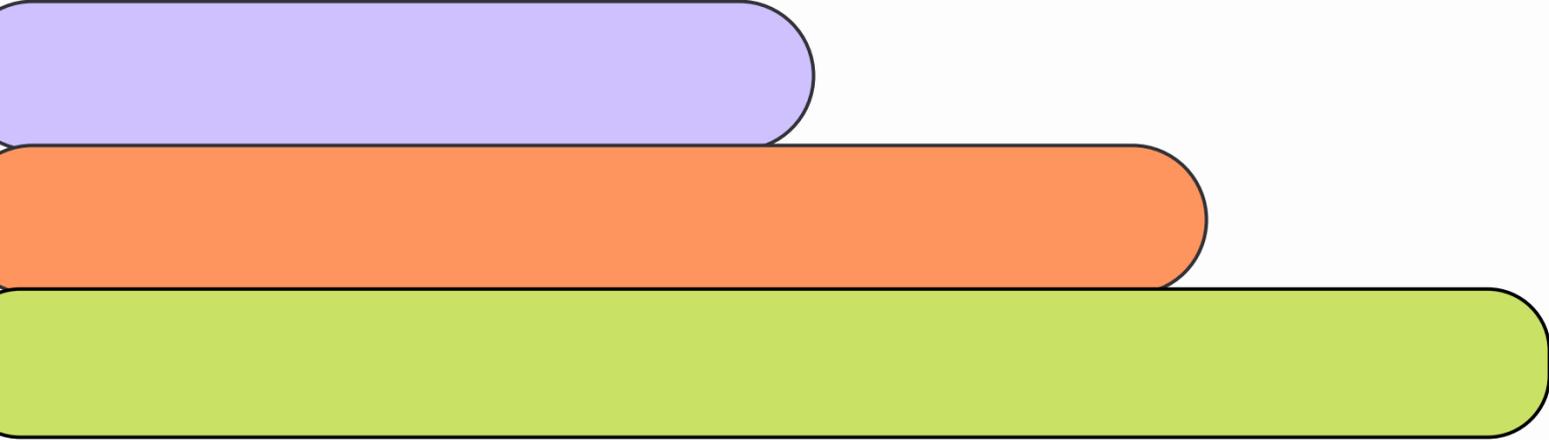
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Providence Bay Agricultural Society

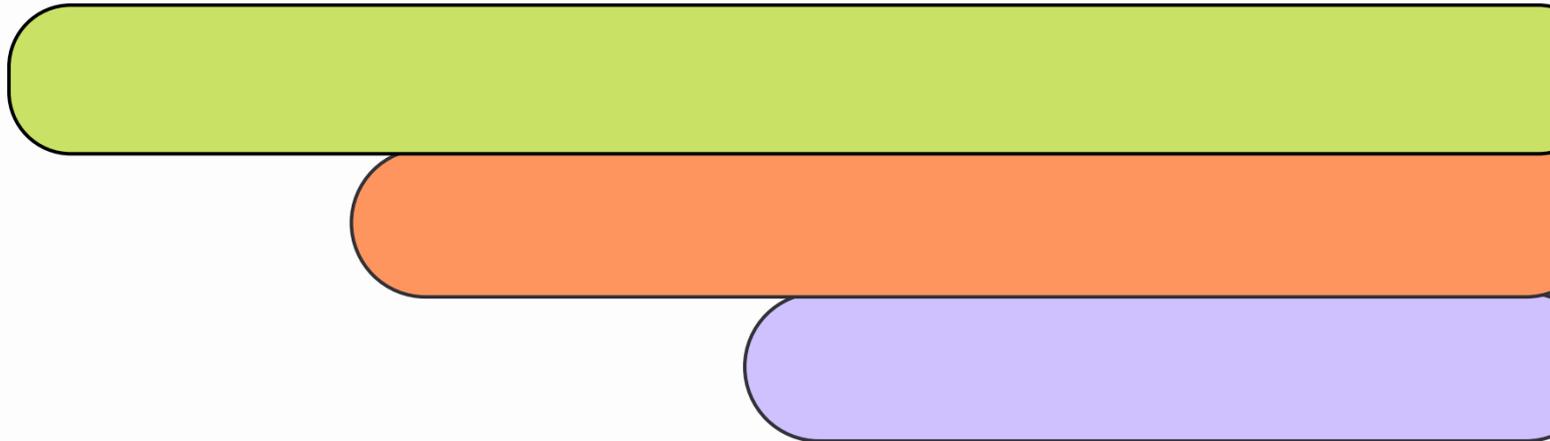
Plan for the Future

Use The Info You Know

1. Who the Audience is
2. What They Like
3. What They Engage In
4. Go Do It – Get In Front of your audience



Tips for Running a Successful Social Platform



What is a Successful Social Platform



Valerie Stone

Paris Agricultural Society



Paris Agricultural Society, Home of the Paris Fair

7K likes • 7.7K followers



Liked

Message

Search

Failing to Plan is Planning to Fail- Benjamin Franklin

Utilize Tools to help you Succeed



Valerie Stone
Paris Agricultural Society

EXCEL

- Create a calendar
- Add content in batches- Monthly / Quarterly
- Plan a campaign around your Fair separately
- Focus on the Timing, Theme, Message, and Content Graphic
- Allows you to edit quickly- Saving time
- Don't forget who your audience is

Fair 2022 - SEPTEMBER 1ST TO 5TH						
Date	Time to be posted	Theme	Content	Platform	Content Type	Status
08/31/2022	11:00 AM	Entries Being Accepted	Have entries for fair competitions? Drop them off today between 2:30 pm - 8:30 pm.	Facebook & Instagram	Static Post	Posted
08/31/2022	1:00 PM	5 Things not to miss	We are so excited for fair to begin, we've rounded up five things you don't want to miss at the fair this year! We hope to see you there!	Facebook & Instagram	Static Post	Posted
08/31/2022	7:00 PM	Weekend Schedule	We've got a weekend full of entertainment, food, exhibits and agriculture education! Join us at the Paris Fair this weekend!	Instagram	Feed post directing people to stories for weekend schedules! Stories of daily schedules for the weekend.	Posted
09/01/2022	2:30 PM	Ambassador Comp	Tonight our 2022 Paris Fair Ambassador will be chosen from the contestants competing this year! We also say farewell to our 2021 ambassador, Bella Todd! Join us tonight and watch the competition in the Exhibition Centre starting right after opening ceremonies at 7:00 pm.	Facebook & Instagram	Static Post	Posted
09/01/2022	3:30 PM	Ag Awareness	You'll want to definitely make a stop at the Ag Awareness building this weekend, it's filled with animals, activities and educational displays! NEW this year, we have a Robotic Milker onsite from Performance Dairy Inc. that will be giving milking demos all weekend long!	Facebook & Instagram	Static Post	Posted
09/01/2022	4:00 PM	4-H at the Fair	Come check out our local 4-H groups this weekend and learn all about 4-H in Brant County!	Facebook & Instagram	Static Post	Posted
09/01/2022	4:30 PM	Demo Derby - Figure 8	Today is opening night! Checkout the schedule of events below, we hope to see you there!	Facebook & Instagram	Static Post	Posted
09/01/2022	5:00 PM	Thursday Schedule	The 165th Annual Paris Fair is officially Open! Let the fun begin!	Facebook & Instagram	Static Post & Story	Posted
09/01/2022	7:15 PM	Opening of Fair	Livestream some of Ambassador Contest as well as chat with contestants.	Facebook & Instagram	Static Post	Posted
09/01/2022	8:00 PM	Ambassador Live Stream	Share photo and name of winner!	All	Share live clips in stories and go live for the announcement.	Posted
09/01/2022	8:30 PM	Announcement of Ambassador	Happy Friday! It's a busy day here at the Paris Fair!	Facebook & Instagram	Static Post	Posted
09/02/2022	8:30 AM	Daily Schedule	We have information booths located on the grounds to help guide our guests! You'll be welcomed by a friendly PMS volunteer ready to help you plan your day at the fair!	Facebook & Instagram	Static Post & Story	Posted
09/02/2022	9:30 AM	Info Booth	Catch one of our daily shows happening on the grounds Friday to Monday!	Facebook & Instagram	Static Post	Posted
09/02/2022	10:00 AM	Daily Shows	LIVE	Facebook & Instagram	Stories from Ringside & Static post of winners.	Posted
09/02/2022	11:30 AM	4-H Dairy Show Photos	The Pet Show is starting in one hour, head over to the Sheep Ring for cuteness overload!	Facebook & Instagram	Static Post & Story	Posted
09/02/2022	12:00 PM	Pet Show	Aaron Goodwin takes the stage tonight at the Paris Fair! Admission to the fair is all you need to catch the show! Seating opens at 5 pm and the show starts at 9 pm!	Facebook & Instagram	Static Post	Posted
09/02/2022	1:30 PM	Aaron Goodwin	Did you know that the PMS Homecraft serves three homecooked dinners throughout fair weekend? We might be bias, but it's the best meal you'll eat all fair!	Facebook & Instagram	Static Post & Story	Posted
09/02/2022	2:00 PM	Dinner at the Fair	Livestream w Aaron Goodwin during sound check to promote the concert later that night!	Facebook & Instagram	Static Post & Story	Posted
09/02/2022	2:00 PM	Aaron Goodwin	LIVE	All	Pre-recorded video turned into a Reel/ Tik Tok Live video in stories.	Posted
09/02/2022	2:30 PM	Ambassador Around Fair	Entering the Fair - advanced line (explanation of gates, entrances & parking)	Facebook & Instagram	Static Post & Story + Video (at Gates Request)	no
09/02/2022	3:00 PM	Entering the Fair - advanced line	Feeling lost or overwhelmed by the large ground here at the fair? Save this map to your phone to help you get around!	Facebook & Instagram	Static post & Story	Posted
09/02/2022	6:00 PM	Map of Grounds	LIVE	All	Reel & Tik Tok	Posted
09/02/2022	7:30 PM	Midway Photos	LIVE	All	Stories, Post & Video	Posted
09/02/2022	9:00 PM	Aaron Goodwin	It's a big Day here at the Paris Fair! We can't wait to welcome you for another day of fun, food and entertainment.	Facebook & Instagram	Static post & Story	Posted
09/03/2022	8:00 AM	Daily Schedule	Did you know that there is over 200 beef cattle on the grounds today? The 4-H Show starts at 10am followed by the Open Show. See you at the cattle ring!	Facebook & Instagram	Static post & Story	Posted
09/03/2022	9:00 AM	Beef Show	Join us at LOCATION for the Snow Princess Show put on by the Glass Slipper Company.	Facebook & Instagram	Static post & Story	Posted
09/03/2022	9:30 AM	Princess Show	Did you know we are on Tik Tok? Be sure to follow and tag us in your videos this weekend!	Facebook & Instagram	Static Post, share some tik tok content in stories.	Posted
09/03/2022	12:00 PM	Homecraft Food Booth	Checkout the Homecraft Food Booth located in the Ex Centre for homemade treats and sandwiches!	Facebook & Instagram	Static post.	Posted
09/03/2022	1:00 PM	Exhibit Hall	LIVE	All	Tik Tok + Reel of exhibits. Stories.	TO DO
09/03/2022	1:30 PM	Road Warriors	Check out the "Road Warriors" display in Building 10, a tribute to Thrill Show Productions - a building filled with memorabilia of over 50 years of Hell Drivers and Demolition Derbies.	Facebook & Instagram	Static Post	Sched
09/03/2022	2:00 PM	Demo Derby	The Demolition Derby starts at 6 pm in the Grandstand for the Pro Stock and Mini Smash. Head over to the Grandstand to get your seat!	Facebook & Instagram	Static Post & story	Sched
09/03/2022	2:30 PM	Dinner - Homecraft	mid day saturday, behind the scenes	Facebook & Instagram	static post	TO DO
09/03/2022	2:30 PM	Extreme Dogs	LIVE	All	Tik Tok + Stories	TO DO
09/03/2022	2:30 PM	Exhibits Promo & Hours	Checkout the exhibits in the Special Events Building, Agriplex and Curling Buildings from 10 am from 10 pm Daily.	Facebook & Instagram	Static Post & story	Sched
09/03/2022	3:00 PM	Ag Awareness	LIVE	All	Static Post & story	TO DO
09/03/2022	3:30 PM	Freestyle Motorcross	Tonight in the Grandstand come and watch the Freestyle Motorcross show!	Facebook & Instagram	Static Post & story	Sched
09/03/2022	4:00 PM	50/50 Ticket Sales	Buy your tickets for the 50/50 draw at one of our 50/50 booths around the grounds to purchase your tickets!	Facebook & Instagram	Static post	Sched
09/03/2022	4:30 PM	4-H Beef Club Results	Share Photos and Names of Winners	Facebook & Instagram	Static Post of winners adm names.	Sched
09/03/2022	5:15 PM	Demo Derby	Prior to Derby livestream some of the cars, talk to participants	All	Pre-recorded video turned into a Reel/ Tik Tok Live video in stories.	TO DO
09/03/2022	5:30 PM	Beer Garden	Tonight My Brother Lion will be performing in the Beer Garden at 8:30 pm!	Facebook & Instagram	Static Post & story	Sched
09/03/2022	6:30 PM	Demo Derby	LIVE	Facebook & Instagram	Stories	TO DO
09/04/2022	8:00 AM	Daily Schedule	Sunday Schedule	Facebook & Instagram	Static Post & story	Sched
09/04/2022	8:30 AM	Barrel Racing	OBRA Barrel Racing starts at 10 am in the Valley Ring!	Facebook & Instagram	Static Post & story	Sched
09/04/2022	10:00 AM	Goat Show	LIVE	Facebook & Instagram	Stories from Ringside & Static post of winners.	Posted
09/04/2022	10:00 AM	Ambassador Around Fair	LIVE	All	Ambassador Choice! Stories & Reel/Tik Tok	TO DO
09/04/2022	10:30 AM	Eric Traplin	Join us in the Ex Hall this afternoon for Eric Traplin! Tonight is the highly anticipated Roast Beef Dinner	Facebook & Instagram	Static Post & story	Sched

Utilize Tools to help you Succeed

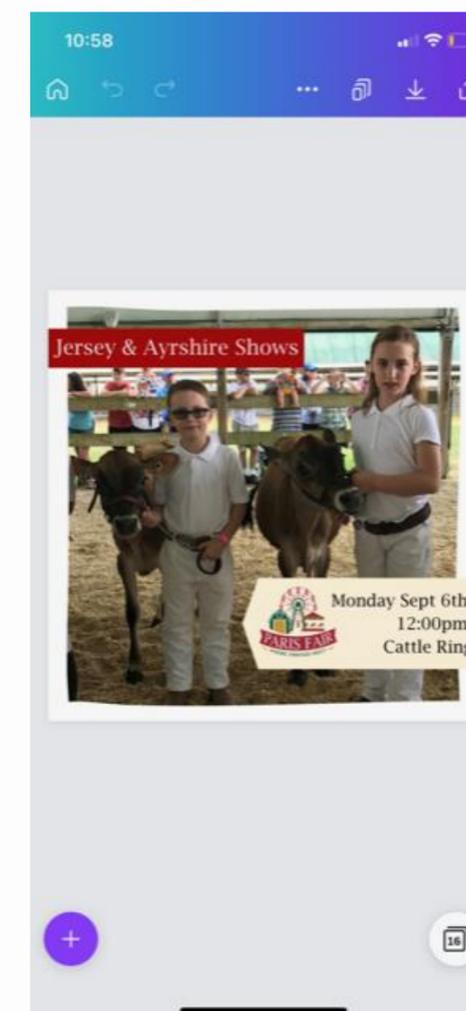
Canva

- Create templates for you to use for events, features, similar posts
- Work in Batches- by the month or by the Theme.
- Automatically saves and create a copy
- Don't need to reinvent the wheel but remember Make it your OWN



Valerie Stone

Paris Agricultural Society



Utilize Tools to help you Succeed

Meta Business Suite

- Schedule Posts (up to 75 days ahead)
- Post to multiple platforms at the same time
- Copy and paste from excel spreadsheet



Valerie Stone

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Reach

Compare your reach from this period to the previous one.

[See more about your content performance](#)

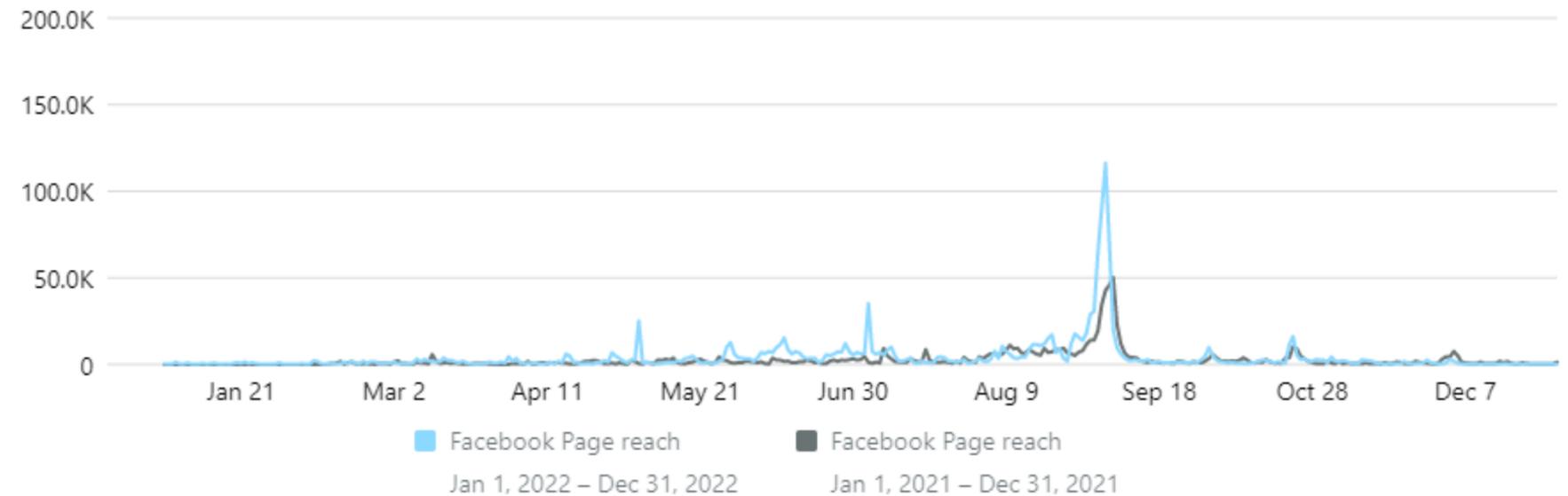
Facebook Page reach ⓘ

579,170 ↑ 76.3%

Instagram reach ⓘ

54,551 ↑ 174.5%

Daily Cumulative



Get the Convention App

Schedule

Entertainment

Vendors

Speakers

Workshops

Attendees

Sponsors

Gamification



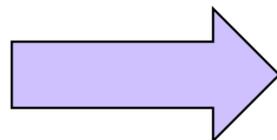
Search for
OAAS 2023
in your app store



Session Evaluation



Please take a minute and complete on the convention app.



Details

ABOUT

With the ever-changing alcohol environment in Ontario, the AGCO (Alcohol and Gaming Commission of Ontario) has deemed recertification of Smart Serve training a mandatory 5-year requirement. This session will outline the changes to the Liquor Licence and Control Act (LLCA) and the process to recertify your staff. The goal of this session is to educate and help you reduce liability.

Seminar sponsored by Kingston & District Agricultural Society.

SPEAKER

 Richard Anderson

DOCUMENTS

 Smart Serve.pdf
76 KB  

SESSION FEEDBACK

 Seminar/Workshop evaluation

Seminar/Workshop evaluation

Answers cannot be changed once they are submitted.

Question 1 of 9

Please rate the content covered during the session.



Question 2 of 9

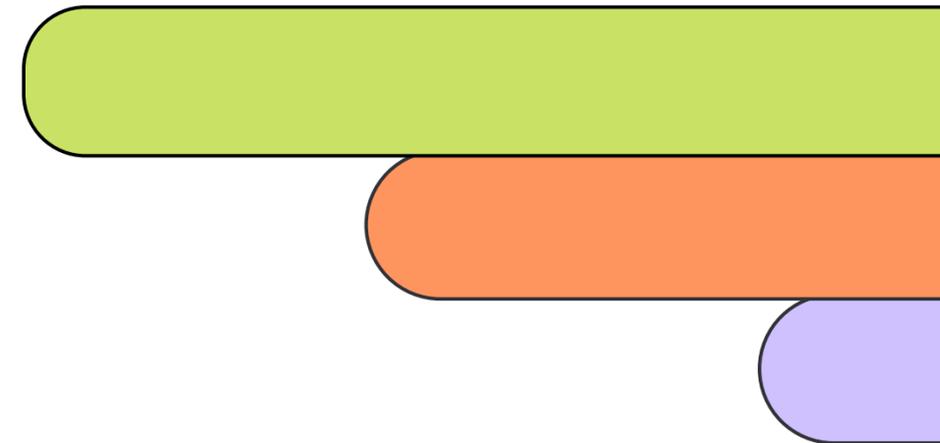
Please rate the usefulness of the information/activity covered.



Question 3 of 9

Please rate the presenter's/panel's knowledge of the subject/topic.

Please take a minute and complete on the convention app.





Questions

Thank you

OAAS CONVENTION

February 17, 2023

