



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



@IAAPAHQ | #IAAPAE expo

FEC: Facebook Fun & Games

INTERACTIVE SOCIAL POSTS

Katie Bruno

WDD We Do Digital: Booth #4158



@IAAPAHQ | #IAAPAEpo

Why?

- **SURPRISE AND DELIGHT YOUR AUDIENCE**
- Relationship Development
- Sharing
- Brand Awareness
- Brand Support

Delight = Engagement
Engagement leads to
Brand Support



Cultural Relevance = Delight & Engagement

1. Define your target audience?

- Millennial Parents
- Gen X Grandparents
- Gen Z – Today's Kids

2. What are their values and cultural touchstones?



Millennial Culture - Values

- Embrace Technology
- Authenticity
- Care for the Environment
- Health and Nutrition
- Quality Family Time
- Safety
- Enjoy Recognition
- Embrace Diversity & Individual Expression
- Flexible “Family”



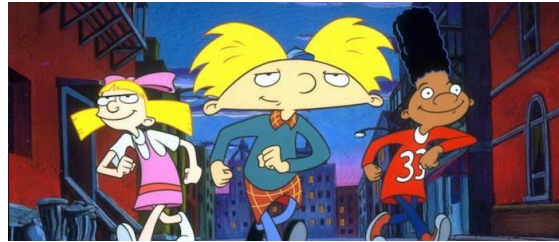
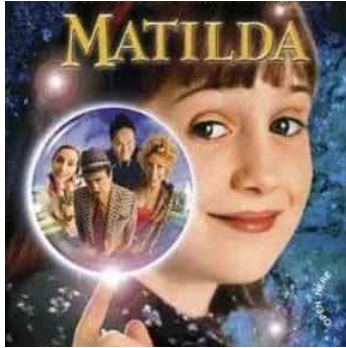
Millennial Culture - Diversity

- It's not all about white culture.
- Hispanic Culture
- Black American Culture
- Japanese Culture
- Korean Culture
- LGBTQ Culture



Millennial Culture - Nostalgia

- 1990's to 2010



Infographic – Most Sharable

- Determine a subject that resonates with your target audience.
i.e. Parenting
- Gather facts and graphics
- Create, borrow or purchase



DISNEY PARKS FOOD TO TRY BASED ON YOUR ZODIAC SIGN



ARIES
Dole Whip



TAURUS
Colossal
Cinnamon Bun



GEMINI
Croissant
Doughnut



CANCER
Mickey
Waffles



LEO
Kitchen Sink
Sundae



VIRGO
Pretzel



LIBRA
Mickey
Beignets



SCORPIO
Grey Stuff



SAGITTARIUS
Funnel Cake



CAPRICORN
Turkey Legs



AQUARIUS
Poutine



PISCES
Mickey Ice
Cream Bar

@TASTEOFHOMIE

10 INTERESTING FACTS ABOUT COFFEE

THECOFFEEDRINKER.WORDPRESS.COM



Worldwide, more than **1400 million** cups of coffee are consumed daily

Coffee Holidays



Costa Rica:
12th September



Japan:
1st October



Ireland:
19th September

Coffee was
discovered
by a **goat**



The International Olympic
Committee **banned caffeine**
in competitions

The average American
consumes enough
caffeine in a year
to **kill a horse**



Coffee is the **2nd most traded**
commodity in the world, after oil

Coffee farmers get a
mere **4 cents** for every
pound of coffee that
they pick by hand

It takes about **45 coffee beans**
to make a single shot of espresso



90% of Americans consume
caffeine in some form
every single day

Caffeine overdose can be **lethal**

The lethal dosage is approximately
150-200mg per kg of body weight

That's **100 cups of coffee** in 4 hours



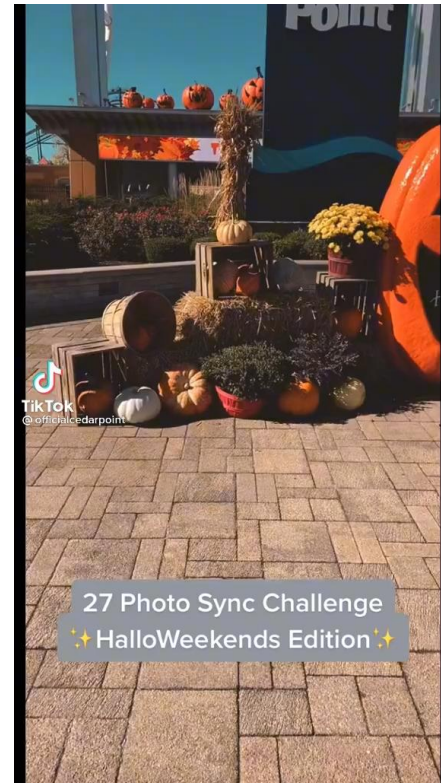
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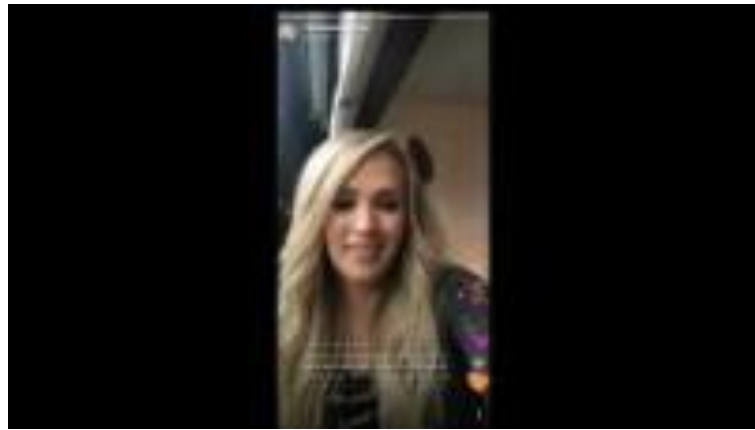
Video Content

- Delight and Surprise!
Humor is king.
- Behind the Scenes
- Interviews
- Brand Personality
- Catching a Trend
- TikTok
- Instagram Reels



Live Videos

- Facebook Live
- TikTok Live
- Instagram Live
- Let users know when you will be live.
- Show something cool and entertaining
- Interact with your Audience



- Join a “Challenge”
- Host a Q & A
- Tour Behind the Scenes
- Interviews with Influencers
- Get Weird
- Dress Up or Cosplay
- Cook or Taste

Contests and Sweepstakes

- You are responsible for legal requirements
- You are responsible for obtaining from participants “a complete release of Facebook” and an acknowledgment that Facebook has nothing to do with the contest.
- Requiring users to use their personal timeline or friend connections to participate is not allowed.



Contests and Sweepstakes

OK

- Like this post
- Comment on this post
- Like comments on this post (i.e., vote by liking)
- Post on this Page's timeline
- Message this Page



NOT OK

- Share this post on your timeline
- Share this post on your friends' timeline
- Tag your friends



Contests and Sweepstakes Ideas

- Caption this photo
- Comment with your Photo
- 15 Second Video
- Share Your Story
- Live Stream the Selection
- Comment or Photo with the most likes
- Name this new attraction or food
- Guessing Game

Caption
this...



Name
this...



Questions

- Ask T or F, multiple choice or free field questions.
- Question Templates: <https://lp.socialmediaandcoffee.com/100-questions-social-media-image-templates/>
- More Questions: <https://www.pinterest.com/lemonhead9394/random-questions/>

Never Has My Toddler Ever

give yourself one point for each thing your toddler has NOT done

*taken diaper off during nap

*cried over a wrong colored cup

*fallen asleep in the car and then refused to nap

*thrown a tantrum in the middle of the store

*refused to eat dinner

*woken up more than 5 times in 1 night

*eaten off the floor

*took more than 10 minutes to put on shoes

*cut their own hair

*colored on the walls

*hated a meal they loved last week

*went to bed in a costume

*cried because you wouldn't let them do something dangerous

Fb.com/BeautyThroughImperfection



Questions

they want to answer?

- Would you Rather?
- This or That?
- What is your favorite ...?
- What are you most afraid of?
- If you could....

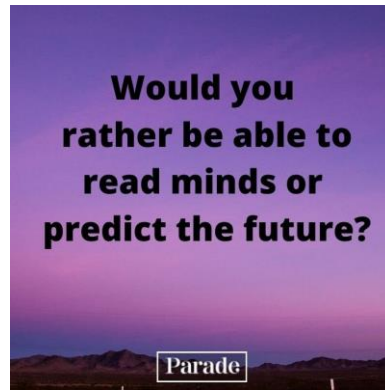


Photo Identification & Challenges

- Identify a photo taken at the park (Usually a closeup)
- Upload your own photo that matches our photo
- Upload a photo to match this caption
- Tell a story in three photos



"As far as anyone else knows, we're a nice, normal family."

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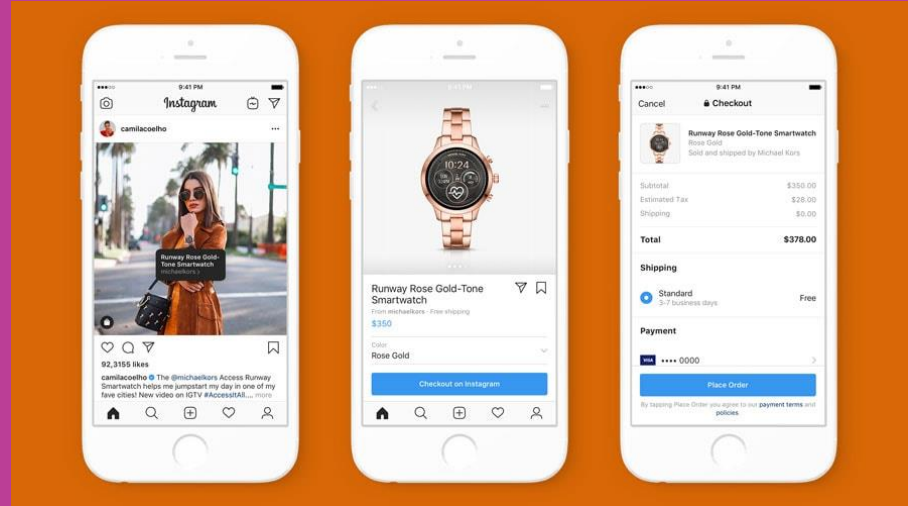
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Shoppable Posts

- Create a “Store” on the Facebook/Instagram platform
- Create posts from your store that entice users to shop.
- Plush, Gift Certificates, Clothing



Summary

- Pay Attention to your target audience: **Millennial Parents**
- Pay attention to trends and fads: PARTICIPATE or leverage staff who participates.
- **Create content that begs for interaction.**
- No politics!
- Humor is KING!



THE HUMOUR KING