

SOCIAL MEDIA INSIGHTS

In the fourth of our series, we share social media experiences and insights from our BID programme managers. This month we cross the bridge and speak with Murray Hill of Milford and Browns Bay.



Expertise extends experimentation

Shoresider Murray Hill, *pictured*, is an experienced town centre manager but when it comes to social media, he's still experimenting.

Murray reviewed his BID programme management business model, including opting to contract an events management company which also offers social media expertise.



On the recommendation of Sir Stephen Tindall, Murray commissioned Seven Events a couple of years ago to plan, run and promote a growing calendar of events at his two seaside shopping villages.

"Like most BID managers, we've been experimenting with social media, especially Facebook, and developed the [Browns Bay & friends](#) and [Milford Shops](#) pages.

"Seven Events has a social media specialist on its team which now gives us an additional skillset that will help raise our profile and grow our digital following," he says.

Murray also provides work experience opportunities for students from NZIE's Takapuna campus. One tech-savvy intern recently focused on Facebook, including supporting local businesses in their own promotional campaigns.



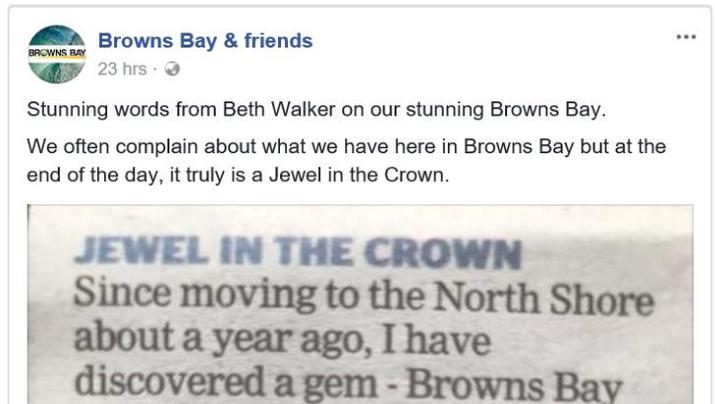
Feb 24	Vive la France 2018 Sat 10 AM Suzanne is interested	★ Interested
Jul 4	Europe River Cruise Tour Jul 4 - Jul 18 · helloworld Milford · North Shore 3 people going	★ Interested
Feb 15	Urban Street Fest - Milford 15th Feb Today 4 PM Gill and Trine are interested	★ Interested

Murray has committed to posting at least daily on his two Facebook pages, featuring many of the photos he has taken himself.

“While there are some rules around social media, there is an element of ‘anything goes’ including the quirky and the spur-of-the-moment post.

“We’re keen to capture the attention and interest of not only locals, but the growing number of visitors from throughout Auckland and overseas tourists.”

“We found this gem of a letter published in a local paper and quickly scanned and posted it on our Facebook page, Browns Bay & friends.”



Quirkiness rules

“In one day alone, a post about a shopper’s funky mobility scooter attracted 5816 views and 89 comments. People came down to Browns Bay to take a look.”

For the times they are a-changin'

While still using traditional communications channels such as printed newsletters and display advertisements, Murray is now investing more time and budget in electronic formats to promote events at his two town centres.



