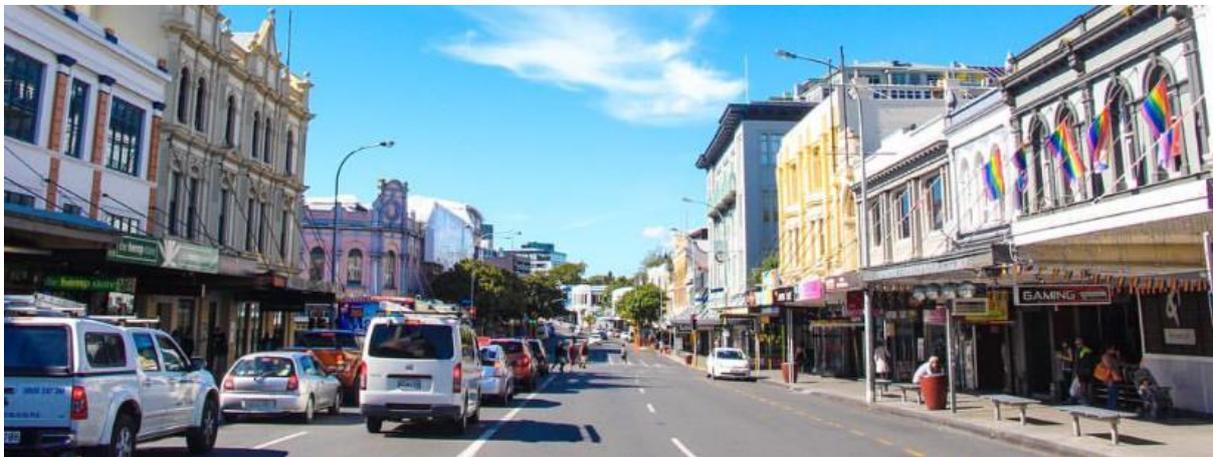


# Social media insights

In the second in a series of articles which look at how business associations are embracing social media, we see how Karangahape Road has gone about it.

The self-styled “most bohemian district in New Zealand”, K’ Road is finding the cutting edge of communications technology to its liking with a growing online presence.

Two Facebook profiles, an Instagram account and its own funky website – and they’re all paying off.



**William Maddison** is the social media and marketing resource to whom K’ Road Precinct Manager, Michael Richardson, turned while seeking greater cut-through in events promotion and member engagement.

Says Michael, “Among our communications channels, the most cost effective is social media which we use to promote events, local businesses and topics of interest to our members.

“It was back in April when we reoriented our efforts into the online space. William has been working hard on this, and is a resource for all members to tap into.

“We now focus on a fewer, higher quality approach rather than the previous ‘more is better’ and, as a result, we have seen our average reach rise exponentially.”

	30 June 2017 result	Change from 2016
<b>KBA Facebook</b>	4195 followers	Up 6.5%
<b>‘First Thursday’ Facebook</b>	6657 followers	Up 9.5%
<b>Instagram</b>	1090 followers	Up 31.4 %

“Our results for 16/17 were significantly improved compared to 15/16 across most platforms. The changes we have made in recent months have rapidly accelerated this, a trend which we hope to continue and better,” says Michael.

	July 2016 – March 2017	April – July 2017	Change %
'Average Reach' of KBA Facebook posts	511	1145	Up 124%

Independent results support the conclusion that the social media investment is paying off along the iconic inner-city strip.

According to Marketview, retail spending in K' Road has increased by **13.4%** over the past year – compared with the regional figure of 2.8%.



**William, pictured,** is leading a busy social media campaign leading into the festive season and 2018.

“[First Thursdays: Night at the Circus](#) is a current example of the fresh, focused use of our social media channels,” he says.

“Previously, there had been a scattergun approach to social media, promoting everything and anything.

“Now, we have a more selective approach to the events we feature and a much improved aesthetic.

“We’re branding the idea of an area, in our case the edgy, bohemian vibe that sets K’ Road apart.

“K’ Road is really about its people and that’s what we’re focussing on,” William says.

“We’re putting together our events calendar for 2018 and planning our campaigns to suit each event.

“We understand that events attract their own particular audience and so we tailor our approach to appeal to those people while underlining the K’ Road look and feel.”