

National Black Arts Festival

Expanding the Brand Through Social Marketing

Over the past quarter, I have become fascinated by the Atlanta-based non-profit organization [National Black Arts Festival](#), or NBAF, as I have based a few projects on this prestigious organization and its many programs. The National Black Arts Festival is a three decades old festival founded by the Fulton County Arts Council. It was founded in 1986 to highlight and showcase Black artists across the spectrum of the arts. Over its decades of existence, it has morphed into one of the most recognized organizations in the U.S. and the world.

With the organization now in its third decade, it has kept up with the times by creating a social media presence across various platforms. By doing so, the organization seems willing to expand its brand beyond just being an annual festival and outreach program. Social media marketing is NBAF's way of connecting with the next generation of young Black creatives.

Quantitative

As the organization tries connecting to the next generation, it has set up accounts on the big three: Facebook, Twitter, and Instagram. The organization is active across all three platforms. On Facebook, the organization goes by [its full name](#) while on [Twitter](#) and [Instagram](#) by its acronym. While the handles might differ, the logo and colors of the profile picture remain consistent along with the description given on each social media platform.

Facebook: Followers, Likes, Posts, Tags, and Audience

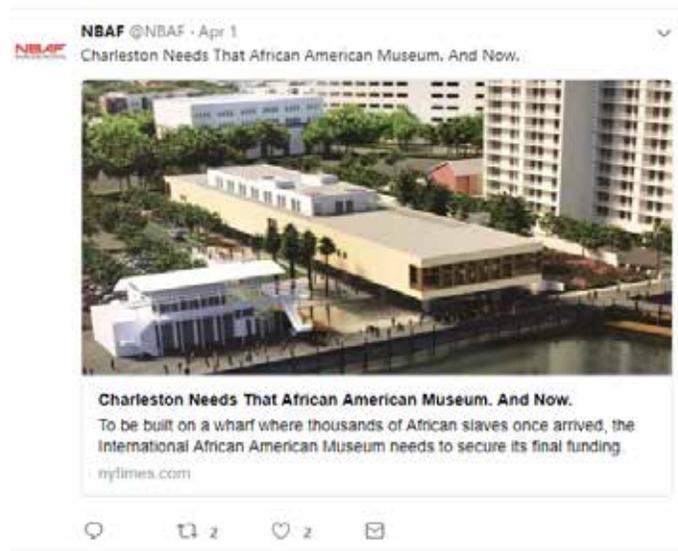
On Facebook, NBAF has 60,926 likes and 60,198 followers on its official page. The organization creates two to three posts a week. Most of the posts consist of videos and photos showcasing up-and-coming Black creators from musicians to designers to visual artists. These posts speak to the next generation of creatives the organization is trying to promote.



Along with video and photography, there is a weekly post highlighting an unsung Black jazz artist from the 20th century. With these posts, NBAF continues to acknowledge the past. Every post on their Facebook page includes various hashtags in relation to the subject of the recent post with #nba30 being the main tag as a celebration of its three decades of service. Like Facebook's general audience, NBAF's page tends to skew towards an older audience usually in their thirties to fifties with an annual income of \$50,000 or above.

Twitter: Followers, Posts, Tags, and Audience

The organization has gained 2,705 followers on Twitter since creating the page in February 2008. NBAF posts less infrequently on Twitter with a period of seven days between some posts. On the flipside, there can be up to three posts in one day. Like Facebook, many Twitter posts are centered around pushing the future while acknowledging the past with a focus on up-and-coming and established Black creatives from video and photos. The organization does retweet and repost from time to time about developments and issues within the Black creative community.



Every post is filled with hashtags and twitter handles highlighting the organization, artists, and events. Their most frequent tags are #NBAF30, #altantaart and #Atlanta. NBAF's Twitter audience is still a little older like Facebook, but there is a mix of small and big businesses and organizations and notable and unknown individuals.

Instagram: Followers, Likes, Posts, Tags, and Audience

NBAF's Instagram account has 1,954 followers with an average of 150 likes and two comments per post. Out of the three platforms, Instagram has the most consistent posts with at least one to two posts a day. Many posts consist of photos and videos with photo slideshows being the main choice. The posts focus on up-and-coming Black artists and designers with subjects ranging from an artist process to music videos to event or audition announcements.



Usually, a series of posts follow a certain artist from the beginning of their process to the result. NBAF uses the hashtags of #nbaf30, #nationalblackartsfestival, and #nationallblackartsexperienceblackart throughout the official page to showcase Black visual art

across the board. The official Instagram page tends to lean more towards Millennials and Generation Z as many posts deal with new and unknown artists being highlighted.

Qualitative

Branding

The look across each platform is consistent and in sync with the official website in terms of color usage, quality of the posts and layout. The vibrant colors in photos and video, artistic language and clean layout reflects the look and feel of the website. Most posts fall in line with the organization's mission of promoting Black American art with visual, performance and musical arts being the focus. It gives visitors the same idea of Black excellence that NBAF thrives on. The person behind the social media posts is consistent in tone and voice with a sense of uplifting inspiration and genuine love for the arts especially from people of color. Every video and photograph being posted reflects the organization's commitment to promoting future Black creatives and progressing the fine arts.

Engagement

The number of likes and comments vary from platform to platform. Across the board, the amount of both does not reflect the number of followers. The Instagram posts are a little more consistent with most posts averaging about five comments usually between the organization and commenters.



Audience

On many of the posts, commenters are celebrating the individual(s) being highlighted. The comments come off as very genuine and encouraging, which falls in line with the organization's brand.

Posts

Across each platform, NBAF's posts are promotional, entertainment and educational in talking about Black fine arts. Even though education is a part of the organization's mission, the most liked and commented posts deal with promoting young artists and upcoming events. Between all three platforms, these posts average between fifty to two hundred likes and comments.

Looking across each platform paints a picture of an organization both serving and underserving its audience on social media. On one hand, the frequency and quality of the posts fall in line with the brand while trying to engage in the social media age. Despite this display, the organization falls behind in engaging with the audience as if the person behind NBAF's social media doesn't have a good handle on what to do in growing the brand. Hopefully, the National Black Arts Festival will do a better job of connecting good content to an underserved audience.