



**March 6, 2020**

**TO: Dennis Ling, DBEDT  
Kalani Ka'anā'anā, Commissioner**  
**FR: Strategies 360**  
**RE: FESTPAC Hawai'i Website & Social Media**

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This memo provides a brief overview of work performed from February 27-March 5, 2020. It details the project deliverables, additional deliverables and next steps.

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## **OVERVIEW**

In the last week, S360 has continuously maintained and updated the FESTPAC website and social media pages to accommodate breaking developments concerning the decision to postpone the festival. In addition, we prepared and circulated the news release regarding the postponement to media and on our website and social media, served as liaison for media inquiries, monitored media reports, and responded to social media inquiries.

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## **PROJECT DELIVERABLES**

- Simultaneously pushed out the announcement of FESTPAC Hawai'i postponement on the website and social media, including the website link
- Updated website to change dated references to FESTPAC Hawai'i
  - Replaced logos
  - Changed wording to reflect postponement
  - Added postponement announcement to home page
  - Removed countdown ticker from bottom of website
  - Changed volunteer form to generic contact form to account for dates on existing volunteer form
- Responded to inquiries via social media
- Monitored social media following postponement and provided email update to Commissioner Ka'anā'anā

## **ADDITIONAL DELIVERABLES – MEDIA RELATIONS**

- Drafted, circulated news release with announcement of FESTPAC postponement
- Fielded media calls/interview requests and redirected them to Senate Comms

- FESTPAC Hawai'i Announcement Coverage

- Star Advertiser: <https://www.staradvertiser.com/2020/03/02/breaking-news/festpac-organizers-in-hawaii-cancel-11-day-june-event-over-coronavirus-fears/>
- Garden Isle: <https://www.thegardenisland.com/2020/03/03/hawaii-news/organizations-monitor-covid-19-spread/>
- KHON: <https://www.khon2.com/coronavirus-2/festpac-international-festival-has-been-postponed-due-to-coronavirus-concerns/>
- KITV: <https://www.kitv.com/story/41842940/festpac-hawaii-officials-postpone-international-event-in-light-of-coronavirus-concerns>
- HNN: <https://www.hawaiinewsnow.com/2020/03/03/large-pacific-festival-set-june-honolulu-postponed-amid-coronavirus-fears/>
- HPR: <https://www.hawaiipublicradio.org/post/festpac-hawaii-postponed-due-coronavirus-organizers-say>
- Te Āo Maori News: <https://www.teaomaori.news/festpac-2020-postponed-due-fears-over-coronavirus-outbreak>
- Pacific Daily News: <https://www.guampdn.com/story/news/local/2020/03/03/festpac-2020-postponed-due-coronavirus/4935757002/>
- Solomon Times: <https://www.solomontimes.com/news/solomon-islands-not-taking-any-chances-on-covid-19/9602>
- Pacific Business News: <https://www.bizjournals.com/pacific/news/2020/03/04/concert-sporting-events-canceled-due-to.html>
- Big Island Now: <https://bigislandnow.com/2020/03/03/festpac-postponed-due-to-coronavirus-fears/>
- West Hawaii Today: <https://www.westhawaiiitoday.com/2020/03/04/hawaii-news/the-show-will-go-on/>
- Fortune (6<sup>th</sup> paragraph): <https://fortune.com/2020/03/04/coronavirus-fears-world-travel-industry/>
- la1ere: <https://la1ere.francetvinfo.fr/nouvellecaledonie/festival-arts-du-pacifique-reporte-cause-coronavirus-806829.html>
- TNTV News: <https://www.tntv.pf/tntvnews/monde/coronavirus-le-festival-des-arts-et-de-la-culture-du-pacifique-reporte/>
- Additional follow up reports from local media outlets reference FESTPAC decision as part of the bigger story on cancellations of big events and the coverage of Covid-19

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## WEBSITE & SOCIAL MEDIA ANALYTICS

- Website (in last 7 days)
  - 10K Users: Up 535%
  - 12K Sessions: Up 442%
  - 16.6K Page Views
  - Half of those views were to see the news release online
  - 75% accessing via mobile. 22% via desktop
  - 12% of website traffic came from Facebook referral
- Facebook (Since Feb. 27) 2,388 Followers
  - 148 new followers
  - Post Reach: 20.3K
  - Page Views: 723 (Up 139%)
  - Video Views: 6.3K
  - Post Engagement: 7.1K
    - ❖ Postponement Announcement 3/2/20: 7.1K reach, 4.5K engagement
    - ❖ Sen. English video 3/3/20: 16.1K reach, 2.4K engagement, 6.1K views
    - ❖ SPC letter 3/3/30: 1.4K reach, 260 engagement
- Instagram (7 days)
  - 398 followers (54 new)
  - Most popular: Postponement announcement 3/2/20
  - Sen. English video 3/3/20 had 175 views
- Twitter (28 Day Summary)
  - 77 Followers (+2)
  - Profile Visits: 223 (Up 365%)
  - Tweet Impressions: 5.4K (Up 262%)
  - Mentions: 29 (Up 1.4K%)

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## NEXT STEPS

- Continue to monitor website and social media pages
- Continue weekly posts on social media
- Prepare for announcement of new festival dates on website and social media
- Continue to compile assets for FESTPAC Hawai'i promotion on social media