

## Competitive Analysis of IFAI Social Media Use

Social media use by similar festivals was compared to identify alternate approaches to social media used by the IFAI. Use of social media recommended for but not used by the IFAI was also compared. Comparisons are shown in the table below. The table compares the use of four recommended social media at three other festivals.

The IFAI is one of two festivals that does not use YouTube and is one of three that do not use Foursquare. Findings from both tables suggest that the IFAI could make better use of the social media (Facebook and Twitter) that it now employs and could take advantage of social media it does not yet use.

**Table 1: Social Media of Three Similar Festivals Compared**

	Intl Fest of Arts & Ideas		Three Rivers Arts Festival <a href="http://www.3riversartsfest.org/">http://www.3riversartsfest.org/</a> Pittsburgh, PA, June 3-12, 2012		Virginia Arts Festival <a href="http://www.vafest.org/2012/home">http://www.vafest.org/2012/home</a> Norfolk, VA, June 3-12, 2012		Festival London 2012 <a href="http://festival.london2012.com/">http://festival.london2012.com/</a>	
Homepage	No		Yes		Yes		Yes	
Social Media Icons								
Facebook	Yes	2505 FB "Likes"	Yes	5390 FB "Likes"	Yes	2380 "Likes"	Yes	4,385 "Likes"
Twitter	Yes	1200 followers	Yes	1842 followers	Yes	266 followers	Yes	14,341 followers
YouTube	No		Yes	265 videos > 20,000 views	Yes	190 videos > 16,000 views	No	