GROWING THE VIRTUAL KITE FIELD

WEBINAR

A webinar designed for kite clubs, event organizers, and brands to help foster connections on and off the kite field.

About Fortuna Found

A Brief Story About The Company

I started Fortuna Found because I love kites and I love sharing the kite field with so many different kinds of people. After helping out at various events, organizations and brands, I realized that there is a need for resources tailored to the kite field, be it for the personal side or the commercial side.

Fortuna Found is a collective resource drawing on the input and engagement from many people, all with one goal; and that goal is to help spread the love and joy of kite flying.

Thank you for joining in on this journey, and hopefully we can fill the skies with more color!

Purpose

This handbook and the corresponding Webinar are meant to help folks already on the kite field get acquainted with tools and tips on how to connect with new people. This isn't a comprehensive guide nor is it a guaranteed path to success.

objective

By the end of this you should have a better idea on how to use the tools you already have, know about some new tools, and have an idea for something new to try.

01

Learn About Free Tools

There are many tools and programs you can use that are free and easy to use. We will discuss some of the most common.

02

Identify When to use tools

Each tool has a different purpose and reaches different people. We will identify which ones to use, and the best time to use them to save your time and energy.

03

Engage with new people

This is the ultimate goal of the webinar, but first we need to understand who the 'new people' are and where we find them.

04

Learn and adapt.

There is no guaranteed plan for success, it is about trying something, learning from it, and adapting your tactics. Building this in at the start will help ensure success.

Problems

For many, when we look out on the kite field, it feels like it is shrinking. Dropping attendance numbers, decline in membership applications or renewals, nearly zero competition, and other signs make it hard to see the picture any other way. Many suggestions have been thrown out to as the 'why', but the truth is that there is no single incident or reason. For the sake of understanding, all of the reasons as to why can be summed up in the following three categories.

The People

There have been massive shifts in the societal and cultural realms. Whether it is in how we choose to allocate our time to hobbies, or how we choose to create, define, and maintain our community.

Example:
- Time Allocation for hobbies
- Drive or need to join organizations
- Connectivity and knowledge prioritization
- non-siloed

The Tools

The way we communicate with one another, what we communicate, and how we engage has been dictated by big changes in the tools available to do so.

Example:
- Shift away from phone calls to text/chat
- Self Broadcasting and one way communication
- Immediate information over time delay print

The Field

Not only have the physical fields been changing (permitting, usage, etc) but the purpose of the field as a focal point for gathering, collaboration, comradery, and learning has shifted to occupy multiple spaces at once.

Example:
- Youtube
- First contact with kites
- Second and third spaces collaborative or co-sharing)

Just a note..... and keep this in mind 'Perception'. One potential reason that is rarely discussed is our personal perception and if we have failed to adapt.
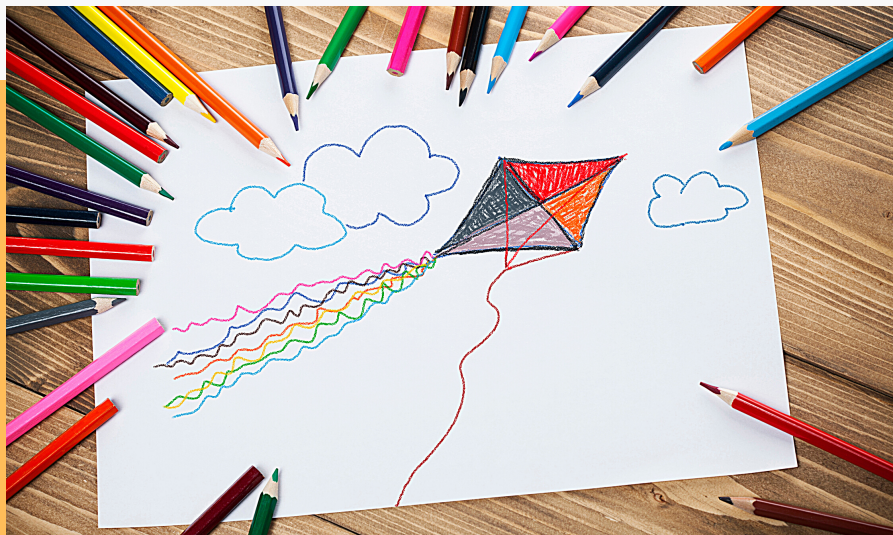
Tools

There are many social media apps out there these days, and they are almost all free to use for personal uses. Some apps have business versions that have different features available to them. This is not a comprehensive list, this simply shows some of the most frequently used ones

Facebook

Every time the average user logs in to Facebook, they have the potential of seeing roughly 1500 unique items in their news feed. The Algorithm (ever evolving and self learning) helps people to tailor the content they see.

Facebook Groups

This is separated out from the regular app because unlike your regular newsfeed, this is where people are more likely to engage and communicate with you, your brand or your club. This is one way to be very accessible.

TikTok

Short videos that are meant to speak to emotional investment.

Instagram

This is part of Facebook, and some content that is shared on Instagram is auto shared on Facebook. Instagram is more of a place for sharing images and content that elicits reactions, less about educating, connecting, or engaging conversations.

Youtube

This is rather unidirectional conversation. It is great for raising awareness or sharing an story, but it is poor for establishing deep connections. Using the videos on other platforms though, can be a great conversation starter.

Instagram Reels and Youtube Shorts

This is a direct response to the increased use of TikTok, it acts the same.

Your Avatar

Who is your Avatar?

First, what is an avatar? This is the 'ideal person' you are trying to reach with anything you are doing as a club, brand, or organizer. It is worth taking the time to identify this person, their traits, how they act, and even give them a name. This comes in handy later when you are trying to figure out how to reach people.   Walk through this exercise in it's entirety to help identify the demographic groups you should target.

Basic Demographics

Age: _____

Gender: _____

Income: _____

Location: _____

Traits

Married/Coupled: _____

Family/Parent: _____

Employed: _____

Part Time/Full Time: _____

Hobbies

Other Hobbies: _____

_____

Pain Points

These are problems that your avatar is facing and are solutions that you might be able to provide

_____

_____

_____

NAME: _____

Give them a name to help you later on.

Example:

Melissa is 35 year old woman, employed full time 9-5, does not have children. She enjoys painting and creating things, and is looking for new ways to express her creative nature but is having a hard time finding resources for new materials. She has a boyfriend and is attending night classes to change careers.

Your Avatar part 2

Let's say this is Melissa, our avatar. What can we learn from her and how we might reach her if she doesn't already know about us?

WHERE TO FIND

As an artist, Melissa is probably going to hang out at arts fairs, paint and sip classes, or galleries. On social media, she will most likely be on Instagram and following certain hashtags like #artist #artforartsake

HOW TO ENGAGE

Encourage art collaborations. Speak to Melissa's creativity and celebrate what she brings to the table.

WHAT SHE DOESN'T WANT

- Complications
- Heavy infrastructure
- Hard boundaries

HER ENGAGEMENT?

Melissa has a rather busy life, so most likely will not be heavily involved and will have a 'low stakes' relationship with you. However, the more you engage her person and they feel a sense of creative community, the more likely she will be a longer term member/customer

One you look at Melissa, or your avatar, as a whole picture you can then see where you can step in and reach those people and engage them. It is not a bad idea to have a few different avatars for different goals or tasks, but they must all feed back to the original mission of your club/brand/event, etc... Most avatars should be aimed towards those that are going to be low stakes relationships, or 'weak ties'. These are people that are generally affiliated and may make an appearance here and there, but are unlikely to jump headfirst into leadership etc... If you set your avatar to be a highly engaged person, they are a lot harder to find and you are eliminating the possibility of finding a weak tie that can grow into the higher engaged position.

Before

HOW TO REACH NEW PEOPLE AND GET THEM TO THE KITE FIELD

01 BE VISIBLE

People don't know about you, and they can't make the choice to engage with you if they don't know you exist.

Not as simple as just 'existing' and being out there, visibility also means engagement.

02 BE ACCESSIBLE

One of the easiest ways to seem accessible is to communicate. Don't wait for them to come to you. The perception of accessibility increases the more that you are open and sharing your story. The easier it is to contact you (in multiple ways) and your timeliness in response is super critical.

03 GET COLLABORATIVE

Two is stronger than one, and we are naturally inclined towards looking to partnerships and groups. Work with other groups or individuals to accomplish a joint goal. This should be both with those inside and outside your sphere of influence

04 BE CREATIVE

As a whole, people don't like to be sold to, they like to be inspired or to feel emotional. The more strong the emotion, the more likely we are to accepting of being 'sold to'. Think outside of the box when it comes to reaching people, go for the guerilla marketing tactics.

Things to Try

There is no one thing that will work, nor is this a comprehensive list, just some ideas.

Challenges

Tips for successful challenges
- Collaborate with others, either active or passive
- use a hashtag to help people feel connected
- Keep the prompts simple
- Select a time
- Interact with people during the challenge
- Recap at the end

Story telling

Share your stories, insights, moments, etc... This creates a snowball effect and others will start to chime in with feedback. Ask for their feedback and encourage them to share similar stories or insight.

Champion others

People like to feel special, even for small things. Encourage them to share and be their champion. In turn, they will champion for you.

Guerilla Marketing

Do stuff outside of your normal sphere and include a way for people to track back to you.

Some Examples
- paint a mural with kites as the central theme
- Stick a free kite in a 'Little Library'
- Paint a 100 kite images on postcards and leave randomly around at coffee shops

Collaborate

Work with other organizations or events to raise awareness. Like:
- a Paint and Sip class doing a painting of a kite
- set up a pop up wind garden at your local farmers market for people to walk through and enjoy
- Why not volunteer outside of your sphere of influence as a representative of the group
- Host a non-related event such as a local book signing or adventurer telling their story
- Give a talk about what you do at a Toastmasters or speaking event
- Kites & Bites (Prism Kite Technology does this) where there is a pop up food truck, kites and some local tales and photos
- Work with a gallery to have a group paint and Fly
- Parades!!! Why not.... parades love color, banners and streamers can be carried.
- Host 'Pick up and Fly' with Parks Department where folks go to a public area, pick up trash then get together and are given refreshments and a kite to fly.

During

This section is aimed at Events

People want the easiest way to know how to get more information, and they also want to be a part of the community. Sharing

Hashtags

Describe one by one the products we have in detail and effectively. The more products / services we have, it can show the level of our exploration towards solving community and market problems.

QR Codes

Describe one by one the products we have in detail and effectively. The more products / services we have, it can show the level of our exploration towards solving community and market problems.

Geo Tags

This is the process of adding geographical identification metadata to social media. It can help users find a wide variety of location specific information from a device. This can be through direct coordinates, or through location tagging tools embedded in most apps.

'Ops and Props'

This is setting up opportunities or props that you encourage the public to interact with that includes information that directs back to you; such as a hashtag or website.

Cards/Stickers

Informational but fun. The more bland and complicated it is, the more likely folks are to throw it out.

After

So you had an event and want to connect with new people, how can you connect with them and get them to join a club, or find out more?

SEARCH

This is where it is great if you have had and encouraged people to use something like a hashtag. Go search through social media apps for that hashtag or geo tags and see if people posted content. This is a perfect opportunity to start a conversation with them. Ask if you can share their content on your page. YouTube you don't need to ask, but etiquette for Facebook/Instagram is you should. Tiktok you can use a duet or stitch feature.

When sharing content created by someone else, make sure to credit them, tag them if possible, and add MORE hashtags or links.

PROMPT

We like to feel listened to, and enjoy reliving good experiences. Put out prompts, either on peoples shared content or your own, that encourages people to share their feelings.

A simple prompt like "what was your favorite part" or something that is more specific and maybe changes the 'bad' to 'good' like "what did you do when the rain storm came through?" get's people talking.

YOUR AVATAR

This is the perfect time to sit down and figure out 1. Did your avatar participate? 2. What did they think? While our avatars are fake people we created, we can still sit down and imagine what the answers would be to these questions. The answers will help guide where to make changes. Alternatively, you may also discover that you have to change your avatar!

ASSESS & LEARN

Set time aside to reflect on the event and your goals at roughly the following intervals. 1 day out, 1 week out, 1 month out. Generally most people will post or want to engage in the first few days after an encounter, so these will be the most valuable in telling you if something has worked or not. However, the true picture if something has worked comes with time and repetition.

Assess & Learn

There is not one guaranteed thing that will work, regardless of who is doing it. Typically what works is a mix of different things, with different timing, feeling, and avenues. Something to keep in mind is that this whole game is about increasing the overall pie so you get a bigger slice, not about making your slice of pie bigger. Check out the different paths below for a better understanding of where to place your energy and time. Worth noting it is often a blend of these two, not solely one or the other.

First, let's assume the following:
- 2-5% average engagement of total reach
- first engagement is a low level - like, share, comment
- Next level is a 'weak tie'
- Strong tie is someone taking an active role
- Current Total reach is 100 people

Path A - Deepen the connection

With my current reach I will get 5 people to engage with something. Of those, 1 in 10 will become a weak tie. This means it will take multiple times to try and get someone to become a weak tie, let alone move up.

This path I am going to focus on increasing my average engagement percentage to 10%. (ten people).

Do this by eliciting and expanding on deeper connections with the people I already am connected with, sharing their stories, and letting them lead the conversation.

Path B - Broaden the Pool

I am going to grow my total reach to 1000 people which now means I have 50 people that engage. If still the same 1 in 10 become weak ties, I now have at least 5 people that are 'weak ties' and more likely to become strong ties.

The way you broaden the pool is by reaching out and leading the conversation. Seeking out others where they are and talking with them in their space with the language they know.

Assess & Learn part 2

Polished or Genuine?

With Social Media, you don't need to be polished. It is more likely to make an impact if it feels genuine and real than if it feels like a sales pitch.

We are story tellers by nature, and enjoy reading about other peoples stories, their lives, their successes, and their failures. Try to make things 'personal' but don't take it personal. There is something to oversharing, so try to avoid the really personal, and instead treat everyone like friends at the coffeehouse. They may be sitting in the back corner doing their own thing, but the more you talk and the more passionate you are about it, the more they are likely to tune in.

Emotions

You have heard that 'Bad Press is still Press", well on some level it rings true on social media. We are hard wired to react and respond to things that cause pain, anger, fear, or discomfort, and stay mellow with those that leave us feeling content. Most of what you are going to do is going to be working in the positive realm, which means you are less likely to see engagement or reactions. It's not personal... it is the human brain.

Negative emotions with a high arousal can elicit feelings of anger and anxiety in an audience, and usually cause people to take immediate action

Positive emotions and high arousal creates awe, excitement and often amusement.

Negative emotions with a low arousal elicit feelings of sadness.

Positive emotions and low arousal can lead to feelings of contentment and happiness.

HIGH

Likelihood of engaging

LOW

Example:

A protestor showing they have been tear gassed in an instagram reel by 'militia men' at a political protest.

Watching a video of a guy flying his paraglider through amazing locations with great transitions.

Photo showing destruction after a tornado.

A video of a kitten pawing at the air and mewing.

Change

Often times we get into the idea that since something didn't work on social media, we need to change the whole thing, when in reality we need to change a component. Those components are more than just the content itself, they are type of posting, wording, image/video, placement, frequency, call to action, etc.....

A rather large component of this is timeliness, and that is not only a determining factor in the success, but also the reaction. This means that you can try something right now, and get one response, and a week from now at a different time try it again and get a different response. Different demographics consume social media at different times, and are likely to see different things all other things being equal. Also, a persons reaction can be dictated by the overall cultural atmosphere and the timeliness of your actions in that context. (As an example currently people are more likely to react to the US Supreme Court rulings and other High Arousal negative emotions at the moment then they are Kitties pawing the air)