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# Social Media Fiesta

APRIL 2011 – JULY 2011

**Umbrella site:** <http://project.omy.sg/social-media-fiesta/>

**Sub-sites:**

1. Singapore Foursquare Day 2011: <http://project.omy.sg/sg4sqday/>
2. Singapore Social Media Day 2011: <http://project.omy.sg/sgsmd/>
3. Singapore Blog Awards 2011: <http://sgblogawards.omy.sg/>

**Objective:**

To acknowledge and showcase Social Media channels and provide activities to engage local social media users, omy.sg initiated the 4-month long **Social Media Fiesta (SMF)** for the first time in Singapore!

## Initiatives

SMF 2011 comprises three main components, namely:

- Singapore Foursquare Day 2011 (celebrated on 16 April)
- Singapore Social Media Day 2011 (celebrated on 25 June)
- Singapore Blog Awards 2011 (celebrated on 23 July)



**Social Media Fiesta**  
**APRIL 2011 – JULY 2011**

Every now and then, you want to share stories, shout about exciting discoveries, or simply rant about your day... and we know that's why you love using social media, just like we do!

Always eager to be at the forefront or in the thick of Singapore's social media scene, omy.sg embarks on an exciting initiative to celebrate popular social media platforms, and we want YOU to be part of our celebration in this 3-fold Social Media Fiesta!

We kickstart this 4-month long Fiesta with Singapore 4Sq Day, followed by Singapore Social Media Day, and finally wrapping up with the prestigious Singapore Blog Awards. Find out more about each activity now!



omy.sg embraces Foursquare by presenting our adaptation of Singapore 4Sq Day! On 16 April 2011, our partners celebrate with you by offering GOODIES when you check into their stores!

**Thank you for your participation!**



An omy.sg initiative to honour tireless "new-age wordsmiths" who devote much time and energy in maintaining up-to-date and innovative blogs that provide members of the cyberspace with much information and entertainment with their worldviews!



Affectionately termed "So-Me!", this event serves as a day to acknowledge the power of social media in uniting users around the world, and to celebrate how social media has allowed you and I to express ourselves! A project by active social media users, for any social media user!

**Prepare yourself for a social media gathering!**

Through the above initiatives, Social Media Fiesta saw a high level of user engagement in social media channels such as Foursquare, Twitter, Facebook, and blogs from April – July 2011.

# Singapore Foursquare Day 2011

- Local adaptation of original Foursquare Day initiated by Mashable
- omy.sg secured 11 partners to provide special promotions valid only on Foursquare Day (16 April).



**4<sup>2</sup> = 16 April = Foursquare Day!**

omy.sg embraces Foursquare by presenting our adaptation of Singapore 4sq Day!

**CELEBRATE WITH OUR 1-DAY ONLY GOODIES!**

Event of Social Media Fest

**What is Foursquare?**

**Download Foursquare for your phone!**

**Want to be a partner?**  
Email campaign.omy@gmail.com

Find us on Facebook

www.omy.sg

Like You like this.

www.omy.sg

新移民与地產界的朋友加入

ding...

2 hours ago

www.omy.sg

新移民与地產界的朋友加入

ding...

Facebook social plugin

Foursquare Day

ding...

Korean And it's a great checkins @ Fort George Park for Pops in the Park. Congrats @q4sq users. Keep the #community growing. @foursquare 7 hours ago · reply · retweet · favorite

4sqday Like this! RT @marina\_ipay: Check out the Moscow Local 4sq'ers meeting

16 hours ago · reply · retweet · favorite

4sqday Checking in isn't just for 4sqday! Show foursquare how you like to rock your check in and get

Join the conversation

Initiated and Organised by:

omy.sg

www.omy.sg

**How to redeem GOODIES on 16 April 2011**



**Prepare for 4sq Day...**

- Download Foursquare app onto your smart phone.
- Search for user "Singapore 4sq Day" and add as a friend.
- Check back constantly for latest update on participating partners!

**On 16 April...**

**Step 1:** Visit any/all of our partner venue(s).

**Step 2:** Login to your Foursquare app & search for the unique venue IDs we've created for that venue (see Promos list).

**Step 3:** Click on "Check In Here".

**Step 4:** Search for a tip left by user "Singapore 4sq Day". This tip will contain the promo info.

**Step 5:** Read the tip, and click on "I've Done This".

**Step 6:** Show the "You've Done This" screen on your phone to the

**EXCLUSIVE GOODIES on 16 April 2011**

**The Clementi Mall:**

**Venue ID: SG 4sq Day 2011 @ Clementi Mall**

Redeem a \$5 KFC voucher with min. \$15 purchase (max. 2 same-day receipts) from any shops in The Clementi Mall. Ltd to first 100 shoppers, first-come-first served basis, while stocks last.

**Wild Wild Wet:**

**Venue ID: SG 4sq Day 2011 @ Wild Wild Wet**

Get "Splash Shootout" five times & show 4sq screen to get 20% off individual admission rates for Adult & Child (3 - 12 y/old) entrance. Each person may purchase max. 4 discounted tickets.

**Lot One:**

**Venue ID: SG 4sq Day 2011 @ Lot One**

Redeem a \$5 TS Video Cash Voucher (no min. purchase) with 4sq completed tip & NRIC. Ltd to first 200 shoppers, first-come-first served, while stocks last.

**Sembawang Shopping Centre:**

**Venue ID: SG 4sq Day 2011 @ SSC**

Redeem a \$5 Long Ge Snack Cash Voucher (no min. purchase) with 4sq completed tip & NRIC. Ltd to first 200 shoppers, first-come-first served, while stocks last.

**Golden Village Tiong Bahru:**

**Venue ID: SG 4sq Day 2011 @ GV Tiong Bahru**

Buy 2 full-priced tickets and get 1 free ticket (for use on next visit). Ltd to 1st 100 shoppers, first-come-first served, while stocks last.

## 1. The Essentials:

- Background info on Foursquare & Download link
- Contact for partners to get in touch

## 2. Real-time Social Media Feeds:

- From omy.sg's Facebook page
- From worldwide 4sqday Twitter feed >> Allows users to see how other parts of the world are celebrating 4sqday!

## 3. Thank you message:

- Section inserted after conclusion of event to thank participants and throw partners into the limelight.

## 4. Step-by-step tutorial with video

- Comprehensive tutorial with video to explain how to take advantage of Singapore 4SqDay promotions.

## 5. List of partner promotions and special deals offered

- Comprehensive list with Terms & Conditions for redemption.

## Other initiatives:

- Localised Foursquare account ("Singapore4SqDay"): Attracted 231 users to befriend for the ease of viewing available partners' promotions on 16 April.
- Event not only benefited Foursquare users, but also promoted the Foursquare concept of "making cities more interesting to explore" through partners' support.



# Singapore Social Media Day 2011 (SGSMD)

- Local adaptation of World Social Media Day.
- SGSMD, also aptly termed "SoMe" to reflect how **S**ocial **M**edia is used in self-expression
- Co-organised by bloggers and omy.sg as a day to celebrate social media!

## 1. Big rotator:

- 3-frame key content highlights linking to respective articles.

## 2. Blog feeds:

- Pulled from [Official project blog](#) managed by blogger who volunteered to form the organising committee
- From worldwide 4sqday Twitter feed >> Allows users to see how other parts of the world are celebrating 4sqday!

## 3. Live Shout-outs:

- Allows users to interact with each other and post queries/information about the event.

**Singapore 2011 Social Media Day**

38 Tweet 13 36 Like 29 13 Libe 22

**CALLING ALL BLOGSHOP OWNERS!**

**A GOOD COST FOR A GOOD CAUSE**

**Latest Blog Updates**

- Listen to 4 Of Our SGSMD EXCO Interview on RADIO 100.3 Last Night Here!
- Limited Edition Singapore Social Media Day Check-in Badgel
- Creative Sandwich Making Contest

Organize your own meetups with social media tools and post your group photo here!

@CalvinTan / 2 months ago  
Do come and do your part by giving to the ST Pocket Money Fund project and you can stand a chance to win a pair of 302N tickets to Hong Kong! =]

@CalvinTan / 2 months ago  
It's gonna be a great event for bloggers to get to know each other and have lots of fun time together playing games at our booths, shopping, enjoying performances together!

Jane / 2 months ago  
Yes, \*SCAPE is at Orchard Link, the new building behind Cineleisure :)

Jane / 2 months ago  
Scape...where is the place?

pikachu / 2 months ago  
Who is going down?

mypaccollevents / 3 months ago  
Sounds really fun! :D

**What is Singapore Social Media Day?**

Singapore Social Media Day (SGSMD) is initiated by bloggers with the help of omy.sg.

This Social Media Day, bloggers are coming together to bring Singapore a day of game and fun, while giving back to the society via donations to a charitable cause!

You can be a part of SGSMD too! Find out how!

**LET'S GET SOCIAL ON 25 JUNE 2011 @ \*SCAPE!**

PART OF: **Singapore Social Media Day**

PRESENTED BY: **htc**

VENUE PARTNER: **SCAPE**

SUPPORTED BY: **Q**

EVENT PARTNERS: **Golden Village, Zesta, Kofat, Golden Village, Happy Women, Sublime, Changing Point, Singapore Social Media Day**

**Find us on Facebook**

Singapore Social Media Day 2011

Singapore Social Media Day 2011

SG Social 2011

Random Shots spare time before charitable donor. Wall photos take: http://www.facebook.com/sgsocial2011

54 Impressions - 0% feedback

51 3.7y at 15:45

Singapore Social Media Day 2011

Facebook social plugin

sgmd sgmd

Singapore Social Media Day- Success! http://info/SLAC4

4 days ago · reply · repost · favorite

log updates: Singapore Social Media Day 2011: http://t.co/gingQw #sgmd

4 days ago · reply · repost · favorite

know I am slow... Just blogged about #sgmd http://lovelele.com

7 days ago · reply · repost · favorite

supporter of the sg music scene, Mr Robert Chan, posted a playlist of my performance at #sgmd last at evening... http://fb.me/v0S37m1

9 days ago · reply · repost · favorite

http://fb.ly/11w8l Coverage of #sgmd event last weekend @omhanyou #sgmd

9 days ago · reply · repost · favorite

T @luukj: Some photos from #sgmd here! http://www.facebook.com/...

9 days ago · reply · repost · favorite

Join the conversation

## 4. Background information:

- Brief explanation of event and its purpose.

## 5. List of supporting partners:

- Logos linked to respective partners' official websites or social media pages

## 6. Real-time feeds from SGSMD Official social networks:

- [Official Facebook page](#)
- Official Twitter handle: @sgsmd
- Official Twitter hashtag: #sgsmd

## Singapore Social Media Day 2011 – Ground event

- Ground event: Celebrated on 25 June 2011, where festivities showcasing Social Media took place in the following formats:



**YouTube:** ‘Live’ Performances by local YouTube singers, e.g:

- MisterJerek: Sample SGSMD performance [here](#)
- Shimona Kee: Sample SGSMD performance [here](#). Original Social Media Song for event [here](#)!



**Foursquare check-ins:**

- Issuance of physical badges upon checking in at the event (inspired by Foursquare badges)!



**Game booths** inspired by social media:

- Tweeting challenge
- YouTube facts
- Match-the-celeb-blogger
- 

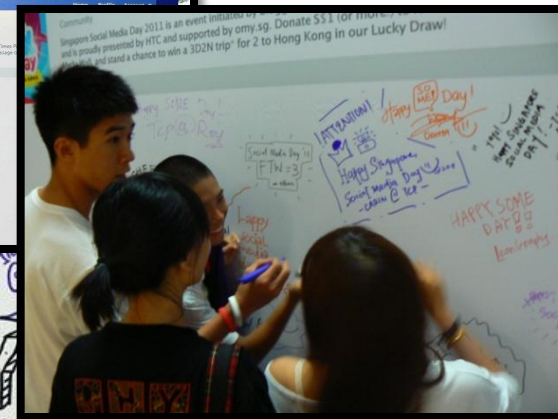


**Blog shops:**

- On-site sale of merchandise from blog shops
- e.g. CaraMabes , Visage Affairs



- Approximately 350 volunteers in total throughout the day
- Excellent platform for local netizens to meet up and establish contact in-person!
- Truly showcased “Social media by the people, for the people”!



**Facebook:**

Physical Facebook-inspired Wall where passersby can literally write on the wall!

## Singapore Social Media Day 2011 – Pre- and Post- Publicity

As the event was co-organised by bloggers, publicity about the event spread quickly in the form of spontaneous blog posts, Facebook status updates and Twitter feeds, together with the publicity via omy.sg's social networks! Some examples:



### Pre-event:

Md Hisham: [SoMe Social Goodness!](#)

Ideaverse: [Singapore Social Media Day 2011](#)

Calvin Timo: [Join us for the Singapore Social Media Day 2011!](#)

Walter Lim: [Let's Get Social at Singapore's First Social Media Day!](#)

Ruiting: [Singapore Social Media Day @ \\*scape](#)

Cherie Lee: [Singapore Social Media Day 2011](#)

Tee Ying Zi: [Singapore Social Media Day 2011](#)

Catherine Ling: [Social Media Day for a good cause this Sat](#)

Jaslyn Xu: [Have you heard about Social Media Day?](#)

### Post-event:

RanoAdidas (Brunei): [The power of socmed](#)

Tan Geng Hui: [Celebrating Singapore's Social Media Day 2011](#)

Joyce Forensia: [Singapore Social Media Day- Success!](#)

William Tan: [Fun at Singapore Social Media Day](#)

April Kwong: [Singapore Social Media Day 2011](#)

1st Journal: [Social Media Day 2011](#)

Smith Leong: [How Did Social Media Change My Life](#)

Alvin Lim: [SoMe! First Singapore Social Media Day](#)

Samantha Whang: [Singapore Social Media Day 2011 SGSMD](#)

Angie Chew: [Social media day!](#)

... And more!

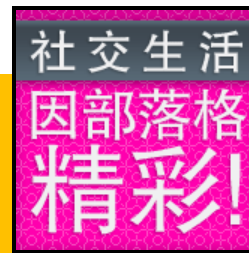




# Singapore Blog Awards 2011

- Prestigious award to recognize and acknowledge tireless "new-age wordsmiths" who devote much time and energy in maintaining up-to-date and innovative blogs that provide members of the cyberspace with information and entertainment through their worldviews.
- In 2011, SBA hosted a total of 16 award categories, ranging from Food to Beauty to Parenting.

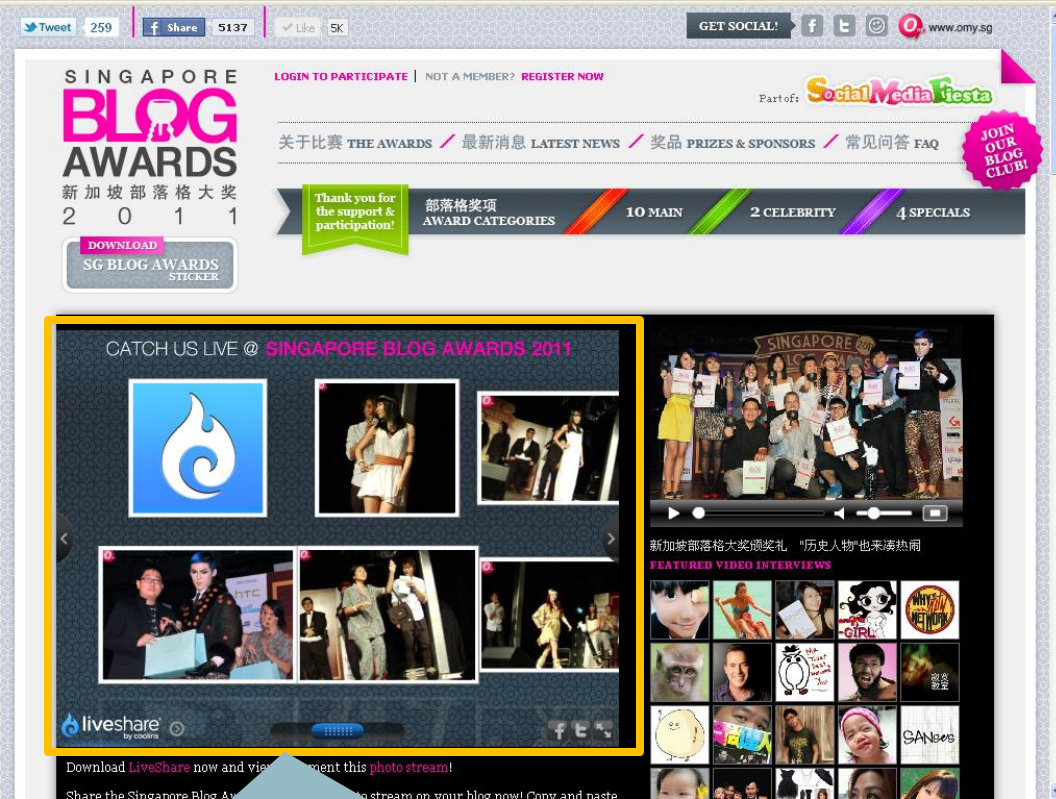
- Over 1,000 bloggers registered for the awards, and more than 70,000 votes were cast by netizens over a 3-month period.
- On 23 July, 350 invited bloggers attended the closed door event to witness the awards presentation.
- The official hashtag on Twitter, #sba2011 was among the top-trended topic on both 23 and 24 July in Singapore - a remarkable feat for an event attended by 350 pax, signifying the amount of online buzz a small group of socially-connected individuals can generate.
- Over 5,000 Facebook shares and 200 Twitter shares on just the SBA microsite homepage alone.



## Project microsite features include...

- Facebook and Twitter feeds to increase interactivity among nominees / finalists / other netizens
- Previous years' Finalists and categories for reference
- Past years' media coverage
- SBA button/code for bloggers to put on their blogs
- Customised blog badges were created for finalists and subsequently, winners of the awards, for them to put on their blogs...

**Bragging rights!**



## Singapore Blog Awards 2011 (cont'd)

• Within the first 48 hours of the event, blog entries about the event started appearing online. Some examples:

- [Darren Bloggie](#)
- [Leonny](#)
- [April Kwong](#)
- [Eric Lim](#)
- [Valyn Lim](#)
- [Luke Phang](#)
- [Aussie Pete](#)
- [Kadon Xu](#)
- [OnlyWilliam](#)
- [Joyce Forensia](#)
- [Hpility](#)

... and more! (Simply do a Google search on Singapore Blog Awards)

- To increase visibility of event amongst members of online community who did not attend the event, LIVE photo feeds using [LiveShare](#) technology was built into project site for online users to get a blow-by-blow photo account of the event!
- Photos were shared mostly by bloggers who attended, some of whom continued sharing photos even a week after the event!
  - Liveshare Statistics (23 - 29 Jul 2011)
    - Total unique vistors – 3,505
    - Total photos uploaded - 99,634!





# Singapore Blog Awards 2011 (cont'd)

## Facebook

Active chats, blog posts, photos feeds on official [Singapore Blog Awards Facebook Group](#)

The screenshot shows the Facebook group page for 'Singapore Blog Awards'. The page header includes the group name, 'Edit Settings', and a search bar. Below the header, there are sharing options (Post, Link, Photo, Video, Question) and a text box for writing something. The main content area displays a post by Willy Wah, dated 7 hours ago, with 4 comments. The post text is in Chinese and mentions the Singapore Blog Awards. Below the post, there are options to 'Add Friends to Group', 'Create Doc', 'Create Event', 'View Photos', 'Edit Group', and 'Leave Group'. A section titled 'People You May Know' shows a profile for Don Wong.

The screenshot shows a Facebook post by Darren Ang, dated 26 minutes ago. The post text is in Chinese and mentions the Singapore Blog Awards. Below the post, there is a link to a blog post: <http://wp.me/p4hT6-1b8>. The post also includes a small image of Darren Ang.



## Twitter

#SBA2011 among top trend in Singapore on 23 and 24 July 2011!

The screenshot shows a Twitter profile page. The profile name is 'avelDivaRita' and the bio is 'Thanks Rita! We must...'. The page shows 632 followers. Below the profile information, there is a list of users who follow the profile, including 'Penguin Books USA', 'Benjamin Tan', and 'Muttons On the Move'. The 'Trends' section for Singapore is visible, listing various trending topics such as '#snsdtour2011', '#prayfornorway', and '#sba2011' (which is highlighted with a yellow box). Other trending topics include 'Duric', 'GIRLS' GENERATION TOUR', 'Lions', 'Norway', 'Dear Twitter', 'Jalan Besar Stadium', and 'Bukit Jalil'.

## Summary: Effective Social Media Utilisation for Social Media Fiesta 2011

- Individually, the three components of Social Media Fiesta met with great success for their respective activities in terms of interaction and engagement of omy.sg's core online users, as well as the online communities in Facebook, Twitter and Blogging channels.



- Various activities held during the Fiesta were well-received by the online community who assisted in further publicizing the events through their personal social media accounts.
- All in all, the results garnered during the 4-month long SMF campaign stands testament to the power of Social Media, and is truly an effort that displays effective engagement of Social Media!

**Social Media Fiesta**  
APRIL 2011 - JULY 2011