EMBRACE DIGITAL

SOCIAL MEDIA HANDBOOK

FOR CULTURAL PROFESSIONALS

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for cultural professionals

This resource has been developed as part of the _EmbraceDigital toolkit_ supported by ICOM Deutschland and the Staatliche Museen zu Berlin [SMB].

Social media gives us the opportunity to build relationships, grow networks gain insights / feedback about our work, and serves as a powerful tool for advocacy. Growing a valued community needs hard work & the ever increasing scope of social media can leave one feeling overwhelmed. This handbook has been compiled keeping in mind cultural professionals who are also responsible for their institution's social media accounts.

This handbook hopes to help with:

improving your social media presence
developing a social media strategy for your institution; keeping track of your goals and metrics
using social media effectively to find & grow your tribe, and stay updated about industry trends.

Hope you find this handbook helpful and valuable. Your suggestions are welcome at medhavi@theheritagelab.in
If you have any questions, or would like to contribute to the resource, please do not hesitate to reach out!

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Acing the "social" part of Social Media

A key to getting value from social media, is getting the "social" part right. For this, it is important to **participate**. This would mean interacting with your followers, commenting / contributing. All social networks are different and a bit of trial and error is required to understand your community on a particular social network. The golden rule that remains for any platform, is building value for your community.

1 **LISTEN**
good listening skills are essential for any communication to be successful. Know what your circle is talking about or what your target audience is interested in. Tools you can use:
#Trends on Twitter, TweetDeck, Reddit, Quora, Youtube, Semrush Hootsuite

2 **CONSISTENCY IS KEY**
being regular & maintaining a consistent voice / content delivery is important for your social efforts to be successful. This helps build familiarity and allows those you interact with, to understand you. For institutions with multiple social media contributors, a social media guideline is helpful.

3 **INTEGRATE**
make sure your social media handles are visible [on visiting cards, presentations, blogs, etc.] Place institutional social media handles at strategic locations to make them visible (or engaging) to visitors.

4 **CREDIT WHERE DUE**
If you are sharing someone else's content / picture, attribute it correctly.

5 **MAKE IT COUNT**
In the noise, your voice can be easily lost if the content you share is not found to be valuable. If possible, while sharing content, add your own opinion or views to start conversations!

Which social media platforms should you use?

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Suitable for : creating groups / communities; promoting events; photos & videos; curated content; live videos
Frequency of posts : at least one post a day; 3-4 posts a week.

Suitable for: real-time updates from events (microblogging); short / targeted posts; live-conversations; crowdsourced content; industry-related conversations; trending conversations, customer-service.
> Frequency of posts : at least 4-5 tweets a day or more

Suitable for: community interaction (especially during Lecture-Events) / sharing photos / videos, offer a curated look into your museum / photo-tours / digital trivia / quiz etc.
> Frequency of posts: at least once a day

Suitable for : expanding content reach, promoting merchandise, or DIY content. Great for curating or collaborative projects. Morikami Museum, Japan uses Pinterest to talk about Japanese culture!
> Frequency of posts: 7-10 times a day!

Content works in different ways for everyone (no one size fits all!). You might find success on one platform, and not so much on another. In this handbook, we will also take a look at analysing insights to drive the decision on platform-use.

What will you post? And how frequently?

It is a good idea to begin with identifying your own goals to find a suitable platform. What is it that you would like to gain out of the platform? You can also "listen" in on those platforms to see where your target audience / social circle hangs out. While some platforms are great for those interested in content-creation, other platforms such as Reddit or Quora, allow you to engage with people - ask or answer questions related to your work and discover or share interesting finds.

A LITTLE RESEARCH GOES A LONG WAY

Whether you are a beginner or already on social media, keeping a listening sheet is a good practice. This can also serve as a content repository that you might want to share with your followers!

PLATFORM	TYPE OF CONTENT	INSPIRING EXAMPLES

USE SOCIAL MEDIA INSIGHTS TO PLAN CONTENT FREQUENCY

At the end of each week or month [depending on the time you have], analyse your social media posts (all platforms have analytics and insight sections) :

Which posts had the most reach?
Which posts had the most engagement? (sum of interactions ÷ no. of followers)
Theme of comments (this can help inform your content in future). This should help you determine the kind of content your audience prefers.

PLATFORM	THEME	AUDIENCE	IMPORTANCE	FREQUENCY
YouTube	*Curator Talks*	*3%*	*5*	*once a month*
analyse your current platforms	the type of content you post	% of your followers reached / engaged with this content	of the platforms you are active on, how important is this?	based on the type of content, return on time-investment.

Best Practices for Cultural Institutions

1 **Encourage & Include Employees** — enable interested employees to learn social media skills. Include employees' insights & views in your social media storytelling! Take a look at <u>Staatsgalerie</u> (Stuttgart) on Instagram! Their highlights introduce the team really well.

2 **Clear Communication** — develop a social media guidelines as well as a social media policy. A social media policy enables all employees to understand specific rules. An example is shared in this handbook.

3 **Review & Analyse** — Using Analytics & Insights for each platform, review what mediums are working best for your institution. Review the type of content that is working : video / images / blogs / funny content / informative content, etc. Analyse platforms you are currently not using - are there any platforms you should use?

4 **Involve your audience** — Host polls on social platforms to determine content preferences; conduct surveys or focus group discussions with your visitors and online audiences to understand their social media preferences.

5 **Plan your content in advance** — to avoid the daily stress of "what do we post today?", plan your content strategy and you calendar one month in advance - keeping room for spontaneity of course!

Plan your Calendar
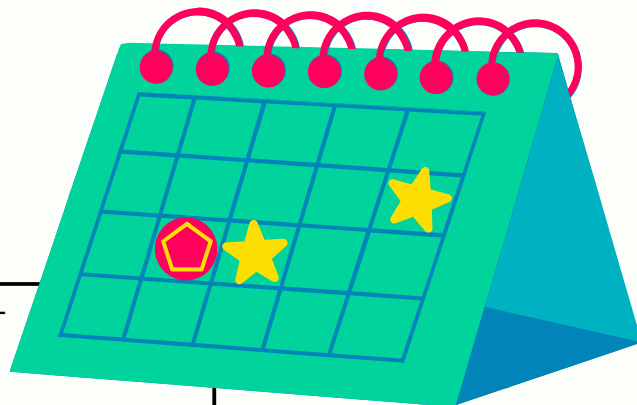
Here are a few globally celebrated hashtag-days to help you keep your content ready!

If we missed something, please write in to share!

JANUARY

01: Public Domain Day
15: National Hat Day

#MuseumSelfieDay

FEBRUARY

10: National Umbrella Day

MARCH

Women's History Month
5WomenArtists

03: World Wildlife Day
08: Women's Day
22: World Water Day

APRIL

07: World Health Day
10: World Sibling Day
15: World Art Day
18: World Heritage Day
22: Earth Day
29: World Dance Day

#citizensciencemonth

MAY

01 : Labour Day
12: International Nurses Day
15: International Day of Families
18: International Day of Museums
21: International Tea Day
22: Biodiversity Day
23: World Turtle Day

JUNE

05: World Environment Day
06: National Eyewear Day
14: Bath Day
19: #MusPride
20: World Refugee Day
21: National Selfie Day
30: Social Media Day

JULY

14: International Nude Day
17: World Emoji Day
29: International Tigers Day

AUGUST

first Sunday: International Friendship Day
08: World Cat Day
09: World Book Lovers Day
19: PhotographyDay
26: World Dog Day

SEPTEMBER

08 : Literacy Day
21: International Peace Day

#AskACurator

OCTOBER

01: International Coffee Day
02 : World Smile Day

#MusMeme

NOVEMBER

#Museum30 : all month!
#AskAConservator

#LoveTheatreDay

DECEMBER

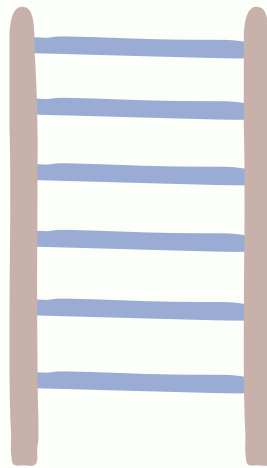@icomdeutschland   #EmbraceDigital   @medhavigandhi

Creating a Social Media Strategy

Goals & Metrics
How is social media going to fulfil your (or your institution's objectives?)

Setting social media goals & key performance indicators

Your social media goal will depend on which stage you find yourself at.

build advocates for your institution

engage, cultivate the community

strategic offers / Conversion

Building Relationships, Trust, Credibility

Discovery / awareness

Let us suppose that you are at the stage of spreading awareness about your institution or an upcoming campaign.

Your social media goal will be:

_____

_____

_____

⊗ Goal : I will use social media to increase awareness

✓ Goal : Create a hashtag campaign with merchandise giveaway for every photo submitted!

✓ Goal : Increase 50 followers per week on Instagram

✓ Goal : Increase engagement on Twitter by 200%

Creating a Social Media Strategy
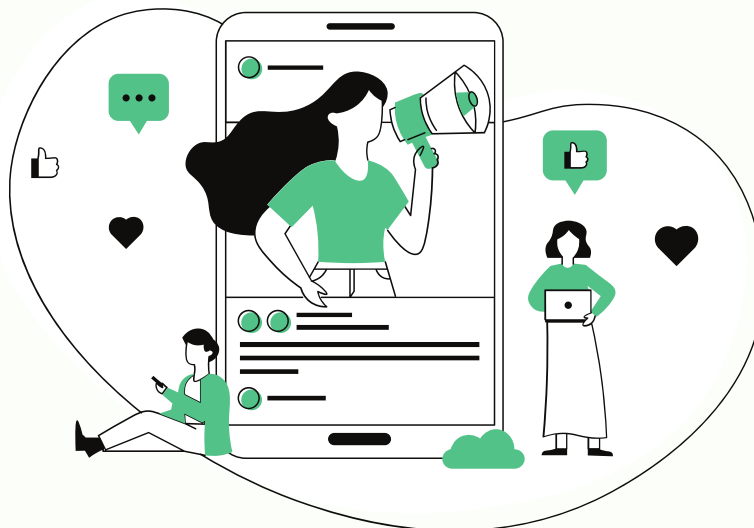
Goals & Metrics
How will you measure your social media efforts?

Metrics to look out for:

Reach : page likes, organic growth, Impressions, Views, number of sessions, number of users [as per platform]

Engagement : shares, comments, link clicks, re-tweets (RT's), View duration

Conversion : number of hits to your website or signups for your newsletter

The most awesome thing about digital media is that we can measure everything. However, it depends on each institution as to what they do with their data, and which specific metrics they decide to measure.

Twitter analytics for example, indicates your most influential supporters as well. You can use it to reach out to them to thank them / ask them for RT's on other content and so on.

Tip: maintain an excel sheet with each post content and it's relevant metrics (impressions, reach, engagement). At the end of a week / month, analyse what did well, and you can repurpose the content or simply even re-share it!

Creating a Social Media Strategy

Targeting
Who are we looking to reach?

The audience I want to reach is typically in the age group [who]:

They are usually interested in [what kind of content]:

They usually consume this type of content because [why]:

They usually search for this kind of content [where]:

They usually need this content [when]:

They prefer to be reached via [how] :

Creating a Social Media Strategy

Platform & Content Strategy
What are we going to say to our audience [messaging]?
What media will we use?

What is the content you want to share - is it unique? interesting? shareable?

Does your content give your audience a reason to follow you?

To suit your audience's needs, list the kind types of content you can share:
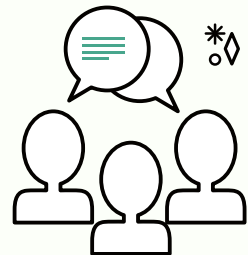
(Type 1) for e.g short 1-minute inspirational videos about artists' lives

(Type 2) famous Quotes from history

(Type 3)

(Type 4)

The tone and the content you use, will probably need to be tweaked according to the culture (for e.g Instagram is more visual, but Twitter is great to share links) of each platform. This is why, you must also define the purpose for each platform you use.

Did You Know: the half-life (the time it takes for the first 100 people to see) of a tweet is only about 15-20 minutes! So you can think of sharing a tweet multiple times to give it maximum exposure.

Social Media Rules?

Defining Guidelines and a Social Media Policy
How will you approach social media?

Each institution has their own Social Media Policy. Here are some considerations / questions to address:

1 **Setting Up** — which department or personnel will set up new accounts ? how will the passwords be stored or shared?

2 **Social Media Tools** — which scheduling tools, editing tools, sharing tools or monitoring tools will be used?

3 **Employee affiliations** — are there any specific rules for employees who have mentioned their affiliation on personal social media?

4 **Dealing with negative comments or Trolls** — should employees respond to these? under what circumstances should the comments be deleted or the user be blocked?

5 **Content permissions** — do pictures or behind-the-scene posts need prior approval? do we obtain permissions to post visitor photos?

The above list is in no manner definitive - as social media evolves, internal policies will evolve as well. It is best to make rules based on your institution's internal culture and ethos.

On the next page, find a sample Social Media Policy from the Museum of Life and Science, Durham (North Carolina).

Social Media Policy

Museum of Life & Science

Contributed by Ro Rode [ro.rode@lifeandscience.org]

Social media is used to spread the word about the Museum of Life and Science, its exhibits, its animals (both itchy and scratchy), and its programs. It also allows us to engage and interact with a wide community of members, supporters, and potential donors.

This document provides guidance to Museum staff and volunteers on how to engage in appropriate social media communications while protecting the integrity and identity of the Museum.

We respect the rights of staff and volunteers to express themselves on personal social media in their own ways and on their own time. However, as staff and volunteers represent the Museum of Life and Science as well as the museum (ASTC) and zoo (AZA) industries as a whole, even when not on work time, we encourage them to remain professional in all social media interactions.

Individuals may not use social media during work or volunteer hours unless such use falls under the scope of the individual's job/volunteer responsibilities.

Staff and volunteers must adhere to the following rules when posting to personal social media accounts. Agreeing to abide by these regulations is a condition of employment/volunteer service at the Museum of Life and Science.

1 Information that has not yet been made available to the public (animal births/deaths/transfers, exhibit development/progress/repairs) should not be posted to an individual's social media page(s) until the Museum of Life and Science has made a public announcement via press release or release on Museum channels.

2 No behind-the-scenes photos or videos should be posted to social media without the prior approval of the Animal Care Director, Butterfly House Director, or Digital Marketing Manager. "Behind-the-scenes" refers to any area of the Museum which is not typically visible to guests.

NEXT ➡

Social Media Policy

Museum of Life & Science

Contributed by Ro Rode [ro.rode@lifeandscience.org]

3   No photos or videos of animal husbandry tasks including restraint or medical procedures should be posted to social media without the prior approval of the Animal Care Director or Digital Marketing Manager.

4   Any Museum-related discussions (relating to the Museum of Life and Science or other zoos/aquariums/science centers/museums) in which staff members engage on social media must remain professional in nature. Any online communications should be as professional as if the conversation were taking place in person at the Museum.

5   If you come across any positive or negative comments about the Museum on social media that you feel are important, please report them to the Digital Marketing Manager. Do not respond to any negative comments about the Museum without your response being approved by the Digital Marketing Manager.

6   If you have any questions about whether something is appropriate to post on social media, ask the Digital Marketing Manager or Senior Director of Marketing before posting.

A Social Media Guideline is different from a Social Media Policy.
Take a look at the Style Guide used by Mailchimp!

The style guide defines the tone you use, how you phrase your posts, the hashtags to use etc.

Creating a Social Media Strategy

Monitoring & Amplification
How will you measure success and how often? Will you run paid campaigns? The following questions might come handy

How often will you run paid campaigns?

Will paid messaging be different on weekends and weekdays?

What is the budget allocation for advertising?

Typically how long will each paid campaign last?

What platforms will we use for amplifying reach?

Monitoring is the most important part of your social media strategy:

[spend time understanding the analytics section of every platform you use. Then decide how often you will review and analyse the numbers. The analytics should inform your strategy going forward] For example:

Our weekly reporting for all channels will include the following KPI's:
x....
x....

Each month, we will take a deeper look at insights :
> By Platform   > By Demographics of Audiences > By our paid vs. organic reach

Every quarter we will evaluate the overall strategy.

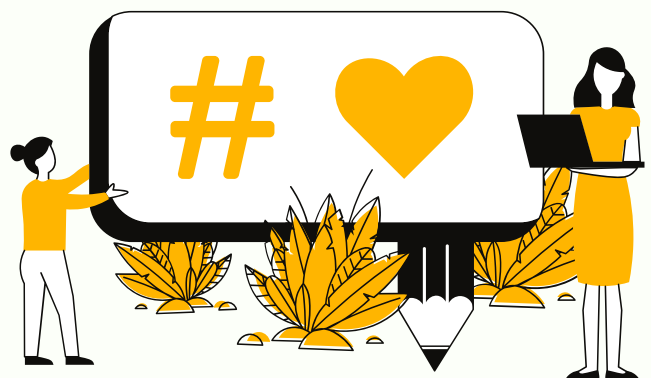# Social Media Handbook

View the EmbraceDigital resources

To help improve this handbook, please email your suggestions to medhavi@theheritagelab.in

Navigating Twitter   [click here]

Navigating Instagram & other resources   [coming up soon]

LinkedIn   [by LinkedIn Marketing]

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