

## Social media knowledge exchange

### 1. Work out which social media approach best suits you

- i. What are your main objectives?
- ii. What kind of content do you want to share? Photos? Event info? Collections info? Video? Research/expertise? User-generated content? How much content do you have?
- iii. Who are you trying to reach?
- iv. How much time do you have to devote to the project? Can you update regularly enough for your chosen platform? Can you maintain the momentum?
- v. Do you have the knowledge or authority to speak on behalf of your organisation?

### 2. Get buy-in

- WHAT? Explain what social media is!
- WHY? Use your strategy document to set out the aims of your social media work and demonstrate how these relate to your organisation's objectives or vision.
- WHO? Explain clearly how you'll resource the work and who will be involved.
- HOW? Explain how you'll manage risk.

### 3. Developing a tone of voice

- What is your unique selling point? What do you want people to take away from your communications?
- Are you communicating to lots of different people, or a small niche group? How do those people communicate amongst themselves?

### 4. Practical tips

- Look at what other organisations are doing – follow other museums on Twitter, look at their Facebook pages, see what they're up to on Flickr. See what works and doesn't work for them.
- Think about your own usage of social media – what keeps you engaged?
- Engage in conversation.
- Try out different things and don't expect immediate results.
- Once you say something in a social media network, it's out there. Check everything carefully, use your common sense and don't press send until you're sure!

- Plan in advance: create a social media calendar to list your organisation's events and key dates and use this to schedule your content.

### **Flickr**

- Keep it fresh – post new pictures regularly.
- Mix it up: post pictures of objects, events, behind the scenes, etc. Not everything you post needs to be a work of photographic art.
- Be careful of copyright and model release.
- Cute and retro always goes down well.
- Encourage a sense of community by inviting other users with relevant images to join your group(s), joining relevant groups yourself, starting discussions and keeping them going.

### **Twitter**

- Choose a short name (this can be changed).
- Customise your avatar with a simple but easily recognisable image.
- Customise your background on the Twitter website.
- Use a social media dashboard such as Tweetdeck ([www.tweetdeck.com](http://www.tweetdeck.com)) or HootSuite ([www.hootsuite.com](http://www.hootsuite.com)) to keep track of @mentions, and to keep an eye on conversations about your organisation.
- Use a tweet scheduler such as <http://twuffer.com> to schedule tweets in advance.
- Be chatty and fun; don't try too hard to push the big sell.
- Post regularly but don't overload people. Don't if you don't have anything worthwhile to say.
- Use a photo sharing site such as [www.twitpic.com](http://www.twitpic.com) or [www.yfrog.com](http://www.yfrog.com) to share images.
- Again, cute and quirky works well.
- Use familiar hashtags such as #museumfactmonday, #onthisday, #ff to generate regular content. Again, you can plan these in advance.
- Be topical: if you have content relevant to a current event (eg #StAndrewsDay, #Easter, #Christmas, #RoyalWedding, etc) use it.
- Engage people: ask questions and encourage conversation.

### **Facebook fan page**

- Identify administrators for your page – they need to be real people!
- Create a custom welcome page for new visitors.
- Create an appealing profile picture to give your page more personality.
- Try to provide some content exclusively for fans.
- Don't overload people with updates – every other day is fine.

### **Blogging**

- Find the package that suits you.
- Don't be scared! Just start writing.

- Write about your favourite object in the collection; describe a typical or atypical day; make a list – top 5 things I like about my work, etc; caption a series of photos; ask a question, or answer a question you're asked frequently (eg my first post – are there stuffed animals in your office?)
- Once you've written your post, read it out loud. How well does it read?
- Ask yourself: Do I need to say all that?
- Does it have a beginning, a middle and an end?
- Jargon check: does it make sense to an outsider?

### Useful links

V&A's World Beach Project

[http://www.vam.ac.uk/collections/textiles/lawty/world\\_beach/map\\_gallery/index.php](http://www.vam.ac.uk/collections/textiles/lawty/world_beach/map_gallery/index.php)

Museum of London blog

<http://www.mymuseumoflondon.org.uk/blogs/blog/author/beatrice/>

Set up instructions for Flickr

[http://www.nms.ac.uk/about\\_us/about\\_us/flickr/getting\\_started\\_on\\_flickr.aspx](http://www.nms.ac.uk/about_us/about_us/flickr/getting_started_on_flickr.aspx)

Set up instructions for Twitter

<http://support.twitter.com/groups/31-twitter-basics>

Facebook page or Facebook group?

<http://mashable.com/2009/05/27/facebook-page-vs-group/>

Setting up on Facebook

<http://www.facebook.com/help/?page=904>

Creating a custom welcome page on Facebook

<http://mashable.com/2010/02/22/build-facebook-landing-page/>

Adding custom FBML to pages

<http://www.hyperarts.com/blog/tutorial-facebook-pages-with-static-fbml-application/>

Comparing blogging solutions

<http://weblogbetter.com/2011/02/12/how-to-choose-the-right-blogging-platform/>

<http://journeymanjourneys.com/posterous-blogger-wordpress>

## 5. Promoting your social media presence

- On your existing website.
- Co-promotion through other social media channels.
- On offline marketing materials.
- In gallery.
- By participating in social media initiatives such as Ask A Curator and Picture a Museum day.

BUT: getting people engaged is one thing; keeping them engaged is another. The best way to build your social media presence is to provide people with interesting content they want as part of their online lives, and will share with their friends.

## **6. Evaluation**

The following are useful tools for gathering statistics. Make sure you collect the statistics that allow you to measure your progress against your objectives.

### **Using Google Analytics**

[www.google.com/analytics](http://www.google.com/analytics)

Tagging links for Google campaigns

<http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55578>

### **Link shortening websites**

<http://bit.ly>

<http://ow.ly>

<http://tr.im>

### **Twitter**

[www.klout.com](http://www.klout.com)

[www.tweetreach.com](http://www.tweetreach.com)

<http://who.unfollowed.me/>

[www.twittercounter.com](http://www.twittercounter.com)

[www.twittersheep.com](http://www.twittersheep.com)

[www.searchtastic.com](http://www.searchtastic.com)

### **Social media dashboards**

[www.netvibes.com](http://www.netvibes.com)

<http://seismic.com>