Build Your Audience with Social Media

Why build your audience?

Tips for good social media management:

Tools to build your audience

Activity

Resources
Social media followers reported 36% greater intent to visit in one year, and 42% greater intent to visit in two years than non-followers.*

The larger your audience the more:
- Financial support
- Stronger community
- Better event attendance
- Increased public profile
- Control over your stories and so much more...

*IMPACTS Intent to Visit Study 2018
Who are you talking to?

Not – "We want to talk to the public."

Try – "We want to talk to people, aged 20-30 years old, interested in contemporary and visual arts, living in our city but don't know about the museum."
Who are some of your audiences?

Remember that you can have more than one audience.

At the UMFA, if we're talking about our Third Saturday program our audience is parents in Salt Lake City who want an enriching, free family activity.

If we're talking about our free yoga program our audience will be university staff, students and employees who like fitness.
"Potential visitors rely even more on web-based channels as information sources – particularly social media."*

Today we'll focus on the three most "powerful" social media channels.

Who is using which platforms now?

Facebook

The majority of people have a Facebook account

81% of 18-29
78% of 30-49
65% of 50-64
41% of 65+

Breakdown of users as of September 10, 2019

If you only have time to manage one account make it Facebook.

What should you post to Facebook?

Curated content from third parties
News about your organization
Blog posts
Information
Videos
Events
Behind the scenes

Try to be educational or entertaining, or both!

https://www.facebook.com/WeberState/photos/a.120483984069/10156487332339070/?type=3&theater
https://www.facebook.com/HillAerospaceMuseum/photos/a.137216746289311/3237466719597616/?type=3&theater
https://www.facebook.com/helperutahmuseum/photos/a.341155946059146/1287102611464470/?type=3&theater
https://www.facebook.com/watch?v=2211182218908151
https://www.facebook.com/LegendsMotorcycles/photos/a.134661143268807/2172884336113134/?type=3&theater
Best practice:

- Include images with posts, they will be noticed more than text only posts
Facebook analytics can help you strategize your content

Best practice:
- Linking back to the organization's website
- Includes a call to action
Schedule your posts for when your followers are online.

Posts get the majority of their engagement within the first 30 minutes.
More Facebook Post Best Practices

Events – Daily events can be posted around 60 day window; weekly events can be posted around 1 year

Stories – Available for 24 hours. Can be a photo or video. You can add text or sticker. Page admin or editors can share. Must be done from a phone.

All posts are welcome:
Polls, behind the scenes, historic images, artifacts, funny (gif/meme), stories, informational, upcoming events

Hashtags are okay, but don’t use too many.
Instagram

The most visual of all the social platforms. It's simple format makes it great for museums.

https://www.instagram.com/lacma/
What to post on Instagram?

- High quality "scroll stopping" images
- Videos
- Stories
Instagram is about capturing moments

People don’t open Instagram to find out your business hours. They use Instagram to quickly see and engage with content.
Use Instagram to reach a younger audience.

The majority of Instagram's 1 billion users are under 30.
https://sproutsocial.com/insights/instagram-vs-facebook/
The image on the left is one of the UMFA's most engaged post, on the right one of the least. Let's break down why.

Best practice:
• Makes use of a trend
• Uses a popular hashtag
• High quality image
• Provoked comments

https://www.instagram.com/p/ByWFeGchFWr/

https://www.instagram.com/p/BqsXrvhU8i/
Convert your profile to a business account

Business accounts have access to "Insights," Instagram in-app analytics.

You can use this info to help strategize your content.
What was once the home of brief 140 character text-based posts is now a multi-media platform where video and infographics flourish, along with longer 280 character tweets.
What should you post on Twitter?

News, blog posts, and GIFs all do well on Twitter.

Want a journalist to find your content? Post it to Twitter.

Did you make the news and want to share it with your audience? Tweet it. 40% of people on Twitter use it to stay up-to-date on the news. *

The keys to success on any social media platform:
Maintain a consistent posting schedule

Scheduling apps like Buffer/Hootsuite help you create content in one place for multiple platforms.

Facebook's schedule post function and Creator Studio offer in-app tools to help you work ahead.
You don't have to go it alone. Co-workers and followers can help you create content.

- Takeovers
- Prompt visitors to share and post using your hash tags with in-house sings, on flyers, even tickets, ect...
- Central drop-zone or system for people to share images and info
Let someone else do the work for a day

Takeovers are an easy way to get fresh content, gain new followers and support your community.

Best practice:
- Only have the takeover in your Stories
- Assign a new password for the day of, and change it as soon as it's over
- Set ground rules and expectations in advance
Don't forget about the real world.

Post a unique hash tag in your building, on flyers and tickets.

Follow the hash tag so you can see what your patrons are posting and re-post the best content to your account.

Remember- when re-posting to credit the proper account.
Highlight the good work your organization is doing.

Create a system where your co-workers and volunteers can share their work and experiences with you.
It's not all about posting content

Be a good social media user. Comment, like, share, and reply on posts from your community.
Just like in fashion, being trendy is cool.

- National days
- News
- Events within your niche
- Pop culture
- # use/ awareness
Resources:

- Buffer.com
- Hootsuite.com
- Museum Social Media Managers Facebook Group
- https://www.museumnext.com/article/category/marketing/ - sign up for their newsletter.
- https://www.socialmediaexaminer.com
- https://yournerdybestfriend.com/tag/social-media
- https://www.communityboost.org/vine-method/
- https://www.socialmediatoday.com/library/
- https://www.colleendilen.com/category/marketing/