Module 8

Audiences and Analytics

Technical Workshop 2:

Building Digital Strategies and Interpreting Social Media Analytics

November 16, 2021

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AVERIE:

Good morning or good afternoon, wherever you are. Welcome to technical workshop number 2 in our Audiences & Analytics module. Building Digital Strategies and Interpreting Social Media Analytics brought to you by the Digital empowerment for Small Museums project, brought to you by the six U.S. regional museum associations and dedicated to providing free self-paced training resources for small museums. This inaugural series of online trainings focuses on digital media and technology topics is made possible by funding from the Institute of Museum and Library Services.

My name is Averie Shaughnessy-Comfort. My pronouns are she/her and I'm your host for today's program. My visual description includes I am a white female with brown short wavy hair, wearing red glasses and a white sweater. In the background are two windows and an off-white wall and a bookcase.

In this era of virtual meetings when digital spaces may substitute for our physical sense of space it is important to reflect on the land we each occupy and honour the Indigenous people who have called it home. I am speaking to you from my home office located in Erie, Pennsylvania the historical homelands of the Erie and Seneca peoples. Wherever each of us are located let us acknowledge all Indigenous Nations as living communities, their elders both past and present and future generations.

We the Digital Empowerment Project for Small Museums recognize our organizations and those of our members were founded within a colonizing society which perpetuated the exclusions and erasures of many Native peoples throughout the United States and beyond. We ask you to reflect on the place where you reside and work and to respect the diversity of cultures and experiences that form the richness of our world and our profession.

And now it is my pleasure to introduce Acacia Berry, she is the founder of Archaeological Analytics a company that supports U.S. and Canadian cultural heritage on the web and social media. She is a trained archaeologist with 15 years of experience doing fieldwork, managing collections and creating public programming for the American Museum of Natural History, NYC's Landmarks Preservation Commission, and other cultural heritage firms in the tri-state area. After her last job as a digital collections assistant in 2015 she became a digital strategist and built Archaeological Analytics to act as a support network for cultural organizations and their digital assets. Acacia will cover how digital strategies help organizations plan and execute their marketing approach on web and social media platforms and how analytics can measure the success or failure of the digital strategy.

SPEAKER:
Hi everyone. I am going to start the presentation. As you heard my name is Acacia Berry and I am very delighted to work with the Museum Learning Hub to deliver this presentation. Let's get started. As you can see we are going to be talking about building digital strategies and interpreting them via social media analytics. This could also be used for web analytics. As you can see there will be a lot of lovely transitions and video (Laughs) as you heard I am the CEO and founder of Archaeological Analytics. We do various things to support cultural institutions and individuals in the cultural sector. As you heard I am an archaeologist first which should give you inspiration that anyone can learn this stuff (Laughs) I started out from scratch and worked my way into becoming pretty good at using digital tools to work to our advantage. Before we get started let me go back. I am a Black woman with a lot of curly hair, I have a white background behind me, not very exciting visually but let's get started.

I wanted to explain how this presentation is set up. We have six different topics and they are colour-coded, if you know anything about me these are my favourite things. Colour coding topics and symmetry. So you will see this. The topics will always be present so if you're going back on this video you are trying to figure out what area you need to focus on a little bit more the topics will always be there. Sometimes they will be highlighted depending on where we are in the presentation and sometimes they will not. So you will see how this works. That is the first light. This is the first part of our presentation. What is a digital marketing strategy? It is in orange and we are going to cover two particular major topics and then smaller topics underneath and this is how every section is going to be organized.

Digital marketing is the first section we are going to talk about, the goals of drawing audience, the process of drawing a digital audience. And then we are going to talk about marketing teams, tasks that each person should have and the job titles. So let us get started. We are still in the digital marketing strategy and it is titled what is digital marketing strategy? These are three definitions that we all want to think about and will be clear on how you should approach any digital marketing. First, what you are doing is marketing. Often times that word gets muddled in nonprofits and there's nothing wrong with

that, it does not have to be a negative word but that is in fact what everyone is doing at all times. So marketing is ways in which one can draw audiences towards an organizational goal. I highlighted and underlined draw audiences to infer that everything you do is action, movement, meaning any time you're doing any marketing it should never be just for the sake of posting, in this case for social media. It should never be just for the sake of putting up a website. There should always be some sort of, we made something so that we could move traffic or audiences in this case. Digital marketing is simple, it is just drawing audiences from web and social platforms. Later we will talk about the various sources where traffic comes from towards your website but in this case we are going to focus on social media as I mentioned earlier. Then strategy, strategy is just a detailed plan of how you are going to draw audiences. Very simple. Well, not really. (Laughs) it is sort of simple. If you understand the concept of that you are drawing the audience and then the rest of it is the various ways in which you do that and that is what we are going to talk about today.

Woo hoo, look at those transitions. Goals for drawing digital audiences, in case you are new to this whole digital game, or you are at an institution everyone is overwhelmed, start with this. These are three different goals and they are super basic but start with this and then work on the specifics for your institutions, OK? Attract traffic is one goal, convert traffic is another goal, and return traffic is another goal. I use the word return, it's probably not the best word but it means how do we get people to come back? Examples of attracting traffic is brand awareness and expanding audiences. These are the types of ways you can attract traffic. Convert traffic, the types of things you can do, obviously is revenue. That is a conversion trait. Engagement, meaning likes, follows, things like that, that's another way to convert. Return traffic, like I said, how do you get customers to come back, meaning, repeat buyers or, in other cases, getting people to return to your digital profile, website, social platform any of those things.

Now we have moving arrows (Laughs) the process of drawing digital audiences. This is super important to think about. If you understand this this actually outlines your digital plan if you will, your digital strategy that we talked about earlier. I use the arrows to talk about the direction in which the process is happening. This is how audiences find you. There are referrals, there is SEO and social media. Referrals is usually referring to other sites that are linking back to your website. That could be content references, inbound links meaning they have text and they highlighted it with a link, link clicks, someone clicking on that, and that would lead your user to a website goal. SEO very similar, the end is the website goal but people are finding you using keywords on Google, possibly Bing, not really, (Laughs) they are using some sort of keyword search, various website content pops up, hopefully it is yours depending on what you wrote in that SEO, they'll click on the link and it will bring them to a website goal. Social, however, there are multiple processes that we have to consider. Stop scrolling is one of them. If you think about what you probably did five minutes before this presentation started, you were on Instagram and you were scrolling, right? We rarely start our social media process by going to a particular profile, we usually start with this scrolling of various profiles, right? The feed. What stops people from scrolling as you probably already know because you do it yourself is you see something that is visually stimulating or interesting. The next stage is, then you might read it, the next part is, if it was enough, engaging enough, you will like, share, possibly follow if it is a new profile and even more difficult to do, particularly on Instagram, is to get someone to click on the link to continue their experience. Keep this in mind. We will go back to this slide later. If you're already overwhelmed this is something to help you, particularly if you are the one person who is the entire marketing team. Or you are two or three people. Organizing your

marketing team can be in these three steps. Team one is brand identity, someone who builds out the brand identity which we will discuss later. Team two is someone who actually makes the content, organizes it, and schedules it and team three is the person or point in which you measure to see if your whole marketing strategy actually works. The rest of the presentation is going to be about these three major steps. They will be broken up a little bit but keep that in mind. Look at that, more transitions.

Here's an example of job titles just in case you are trying to figure out who does what. Once again, assuming in some cases that you are a part of a department or you have multiple departments, this is also for people who do the entire thing. Job titles for brand identity would be graphic designers webmasters, job titles for content management, the scheduling part would be curators, educators, writers. Please note not everyone is always in the digital realm. Curators are writing they produce content, and the analytics team can be social media managers or strategists. Social media managers could also be doing the content management and the scheduling in addition to the analytics as well.

So we are in a new section. Build digital marketing strategy. I don't know what colour blue this is but it is a muted aqua blue. We are going to cover two parts, brand identity and users. In brand identity we are going to talk about building an information niche and style guide and the user section we will talk about audience demographics. This is the first thing we are going to start with, this is not the part where you are publishing anything, this is the thought behind what you publish. Be clear about that. So information niche, this is super important. In the for-profit world they call this branding. This is asking the question, what makes you so special? If you're an institution, what makes your institution unique? Here are some questions to ask yourself, what is your sector? Identify your institution's themes or topics, what is your institution's specialty? What is your mission statement? And I noted at the bottom, compare with similar institutions, this is also called competitive analysis in the for-profit world. I will show you examples later of how this would look if you filled out the answers. We will come back to it later. These are examples of style guide. First this is about your information, the next part is style guide which is how you are going to visually portray what we just talked about in the first slide about your niche. So visual themes, the logo, colour, font, images, graphics, video or 3D, how will that reflect the branding questions we just mentioned? Tone of voice? Will you be friendly, funny, personable, creative, authoritative, supportive? That also reflects what you write in the beginning. Grammar and format, are you going to be informal, formal will you use emojis, giant caps, spacing? MLA and APA are referring to the formatting for citations, if you are going to be professional about how you cite things.

User demographics. In addition to the visual and the informative part of what you're thinking about and how you want to present yourself you also have to consider who your user demographics could possibly be. Please note I say possibly, all of this is a guess. You can make all the plans in the world, we are going to look like this, sound like this, but it may attract a group you did not expect to attract. This is all a guess, if you want to figure out if you are attracting the right people that is what analytics are used for. We will talk about that later. Examples of demographics to think about or that could be attracted to your niche is sex and gender, age, ethnicity, you can see for age, this is how ages are organized for web and social media, (Reads) I do want to point out with ethnicity this could be ethnic groups, racial groups, immigrants. Ethnicity could be its own category that ranges and adjusts depending on various things. We also have other user demographics like location, politics, language. Politics might jar you a little bit but this is actually how we had all these issues in the last two elections. If you use specific words they

are going to attract specific types of political groups then it works. Just know you can use this for good or evil. Think about other language's, bilingual, ASL, Russian, Chinese, Spanish, English if you want to broaden your audience. The last thing, location. I always shoot for multinational international audiences you could also consider countrywide or statewide audiences. Local and regional are OK for social media but often times people want to expand. So you can try to combine the two or do multiple.

Other user demographics, keeps going, education, relations and income. All of these are super personal. You're probably wondering, you know, how do they know? (Laughs) believe it or not anything you click on Facebook, anything you click on Google, anything you think of if you're into conspiracy theories, they know. The entities know. In fact, they use this kind of data if you are doing paid advertisement. This can be used to manipulate paid advertisements, if you want to attract people who are homeschooling or high school, or college, stay-at-home parents, single parents. Income is a little difficult but sometimes they use recent purchases to determine income. Believe it or not.

This is an example of how you would connect all the dots if you are doing, excuse the noise I am in Brooklyn (Laughs) if you were doing any, combining all the things to build your digital marketing strategy. Niche for example you can be a science museum that focuses on astrophysics and has an observatory and has a particular telescope that focuses on particular planets, right? These are things we can talk about. These are the things that will make us unique. Style, we will use dark colours because of the niche, high quality images, video cam, we will be authoritative because what we are talking about is very serious science, we will use MLA citations. Your potential user could be men based on all those other things, men between 34 and 45, men with graduate degrees, possibly working parents, possibly middle-class. Now, this is where your potential user could be but this is also where you can see, how do we mix this up if you want to attract children of a certain age you may have to change in style. If you want to attract older people you may have to change something about the style.

New topic here. Plan a digital marketing strategy. What you see are two sections. We will talk about content and the actual management. Content section, we will talk about types of content and call to actions and in the management section, we will talk about organizing staff, once again, even if you are a staff of one, and building a content management system which is very important.

So the types of content that we can possibly promote, this starts with you, it also starts with your goals. If you remember back we talked about goals, this is referring back to those goals. Brand awareness you can use your mission statement as a type of content to do brand awareness, your information niche (Reads) That's all brand awareness content. Events and products, I will say most institutions tend to focus on events and products and I highly recommend that you mix it up. I am very aware that everyone is struggling for the monies but you do not want to oversell. You do not want to bore your own followers that are constantly engaging with your content. So examples of products that I'm sure you are very aware of because you are probably doing this too (Reads) Sometimes you can leave out the shop and I highly recommend you promote that.

The most engaging content for users is information and stories. Things about your collections, if you are an expert in a particular subject talking about your expertise, history of the institution is sometimes very interesting to the people, and history of the area, that's another example of focusing on local, community issues this is something that has increased in the last year. Focusing on community issues.

But like I said, I highly recommend that you mix it up not just focus on events and products.

Call to actions. I like to mix up call to actions between committal and noncommittal. Call to actions is also abbreviated to CTA. If you see CTA that is what this is. Call to actions, actually I will go back. These are types of content would be the first part of your content and the call to action would be the second part of your content if you were thinking about writing a post. It would be hey, this is a book that just got released, a little information about the book, and then the call to action for a committal would be buy this product. Hey, this is an event that is happening, a little bit about the event, buy this ticket. It goes on. Visit us, donate money, join our community. Noncommittal CTAs would fit into that info or story category that we talked about. Hey, this is what happened in 1847, if you'd like more of this content like our profile. Hey, this is such and so forth visit our website for more information or sign up for updates. Noncommittal is basically, we are not trying to sell you anything, which, you know, lowers people's agitation about feeling like they have to give you money to participate or to engage with your content. Filling out surveys, or my favourite, saying nothing at all. 1847 isn't that interesting, thank you for stopping by.

Content management system. This is really important. All that content that we talked about and all the call to actions, where do you keep track of everything because that is very key in order to do analytics. Content management systems keep track of the content itself, where it is published, and when it's promoted. Where it is published meaning did you only do Facebook and Instagram, not Twitter, things like that and when it is promoted obviously the dates.

Back to organizing your marketing team a slide that we had earlier. We have the team that deals with brand identity, graphic designers and webmasters. Everything is visual. The team that deals with the content and managing and scheduling usually it is the curators, educators, writers, event planners. Then the team that focuses on the tracking and measuring of the analytics usually the social media managers and strategists. If we are thinking about the process of creating content Whoo-hoo, look at that, it switches if you notice, the production of the content is actually first. So that would be the second team. They actually start the process of creating the content. Then the content is published on a website or hosting platform which is team one, the people who do all the visual stuff, then it goes to the promotion part, which is the social media managers and strategists. – More transitions. If you want to break down the process of creating content so that it can be promoted, it would be produce, publish and promote.

Examples of production, the one who organizes the events, writes the blog articles, videos and podcasts, these people normally focus on their own specific software, they have their own skill sets, the publishing part, graphic designers, content up loaders, webmasters, these people are the ones who figure out and should be aware of how users are going through their site. So they are responsible for the placement of all the content that is produced.

This next part is important. It is the promotion. Usually you want to make sure that the things are published first because the whole point of promotion, remember, is to move traffic. So for most cases you're trying to move traffic back to your website or whatever publishing platform you are on. So you kind of want to wait until the stuff is published so that you have a link that you can reference when you're promoting it. The promoters do the social media scheduling, newsletter publishing, everything

that drives traffic back to the website. And the social media engagement coordinator, someone who is in the comments, liking, sharing other content on social media. Lastly we are going to talk about what that content management system looks like. This is an example, it is very simple, an example of what a CMS can look like. If you visit the company website we have templates that are a little bit more detailed than this but this is what-- and everyone from all the different teams that we talked about, they should all be using the same system. Everyone on the same system, everyone working on the same type of content. This is when we will take a break. I will sip my tea. I almost said, if you have any questions… (Laughs) OK. I hope we have switched out interpreters by now.

All that planning, all that building leads us to the actual implementation of the digital marketing strategy. Implement means now we are going to do it. So there are two parts to the doing it. Organic content strategy which I will talk about compared to paid and understanding the social formats. So this part is where the skill set comes into play. There are technical issues when it comes to actually publishing things on websites, there are minor technical issues for the producers of content but if you're the person who is in charge of promotion, these next three sections are for you. This is where things get technical and your expertise is key.

Let's get started. Types of social promotion. There is organic content and then a paid campaign. The terms can vary but just know that there is organic and paid. Organic content means you choose the publishing platform and I will explain the difference, standard channel format, we will talk about formats in a second, strategic use of channel features, that is where the strategy comes into play, and the outcome is you get a range of audiences because you are in control of the levers, if you will.

Paid campaigns are very tricky and Facebook, I mean Meta, they have made paid campaigns very difficult to understand and I think on purpose. Paid websites are set up to look like set it and forget it however if you pay attention to the details as to the levers you can adjust on paid campaigns it tends to focus on very limited outcomes, which is the endpoint that I have at the bottom. Different publishing tools have different, I'm sorry, each social media channel has a different way of how you do the paid campaign publishing so you would have to know each channel's publishing tool. It usually offers you a different post format than with the standard channel format is for an organic post. Sometimes it's in card form or writing something bigger or bolder, or you can have different video settings. The key thing is that they find specific audiences for you. That means that you can choose the kind of audience. You can say I want all of the US, all of Canada, remember the other demographics I talked about, I only want women between 34 and 45, you can totally do that but the more specific you are, the better it will perform. That is the key part about paid campaigns, the more specific you are the better it will perform. But you have to know the specifics to make it work in your favour.

Let's focus on organic strategy because no-one really has any money. This is a much easier way to go about it. The three things you want to think about for organic content is consistency, frequency and deep level. This is something I tell clients every day. If you are consistent you will have some sort of positive outcome. If you settle on a frequency, how often you are posting, the consistency is, you have standardized when you are going to post, you stick to a schedule, pick a time, pick a day. The frequency is, are we going to do three days a week, five days a week, are we going to do to seven, are we going to do twice a day, four times a day? That also makes a difference as to what your results will be.

Then there is the deep level activity. This is very key to understand. All the social media channels know that a lot of people use scheduling software for consistency and frequency. Like I said, over time you will get some sort of results. But you really get rewarded if you will, if you are active within the channel. So liking other content, following other accounts, sharing other content, comments with links, you're going through a # and someone says, I am looking for a science museum, here you go, and add the link, that is the deep level stuff. If you do not have the time let go of the deep level stuff and just keep the consistency and frequency by using scheduling software.

This is also key, knowing the social formats. Social formats for almost every channel, we will talk about the difference, is usually either image or video, copy or caption, the link and the hashtags. Don't forget the link. A lot of people leave that out. Remember this is all about movement, you do not want to tell people stuff and then they don't go anywhere. Look at that. Now we will talk about the social format per channel. Because some elements of that social format do not work in your favour and sometimes they do. In Facebook/Meta, there are various image and video options however hashtags do not perform as well in this particular channel.

Then there is Twitter. Twitter, very limited with the videos, very limited with the image ratio, you cannot just have any image ratio with Twitter without it looking bizarre, Facebook they do not care, the copy, very limited amount of characters you can use, Facebook they say, you want to write a book? No problem. There's a limit on the characters but it is so long it does not even matter. The link is fine and hashtags really perform well on Twitter. Instagram, gets really deep with the images and video. You have the most range with how you can use image and video, the copy is standard but you cannot add a link to the caption. In this case you have to do some sort of link in bio and I will stop there because that can get deep. Hashtags work very well in this channel.

YouTube, it is video only. You can have a description copy and the link can be found in various places not just in the copy like Twitter and Facebook. The links can be found in descriptions which is the copy, cards, little things that can be added to the video and screens so anyone who has been on YouTube you know that at the end of the video sometimes they have follow us here, continue, watch this other film, that kind of thing. That is an end screen. Hashtags do not perform as well on YouTube.

Connecting the dots on implementing your digital strategy. So think about the timing, consistency frequency and the actual activity you are doing on the social media platform to give you, to level up if you will. Think about the format and think about taking advantage of each channel's strengths. So some cases the image or video options range pretty wide in other cases the hashtags are pretty powerful and so on.

New section we are almost there. Key performance indicators, also known as KPIs, which you see on the side social KPIs. Examples of key performance indicators, what is being measured and defining the numbers and the social KPIs, looking at the four channels that we mentioned before.

KPIs are the elements (Reads). Alright, so once again we are back to this old slide here referring to how audiences go through, excuse me, find you. Referrals is usually other websites, SEO is usually through

some sort of Google, possibly Bing search, and then social which we are focusing on, look at that, social media experience. (Reads) And then the big one, link clicks. If I said that KPIs are measuring, sorry, are the elements of the experience, this is how this matches. If you are looking at KPIs and trying to understand which things are KPIs in your analytics they are usually labelled reach views and engagement. It is usually one of these three in this area. Reach is usually referring to, they stopped scrolling and they looked at the image. The views is they read the caption and engagement is they liked shared followed or clicked on the link. Look at this smoothness. If we are comparing the KPIs on each channel for Facebook, this is about the terms they are using so you don't get confused because each channel uses slightly different terms but they mean the same thing.

In the case of Facebook/Meta when they say reach it means reach, when they say page views and profile visits they are talking about the actual views. Someone stopped and looked at the image or read the caption. When they talk about engagements they call it actions on page, (Reads). Now if we go to Twitter their reach is called impressions which also means they stopped scrolling. Their profile visits are called the same as views and it is probably after they saw something they visited your profile to see more content, to see the range of your content. Engagement rate and type are the terms Twitter uses to refer to engagement, just like I said before, replies (Reads) All those things are considered engagement.

Things get complicated when we get to Instagram. Right off the bat Instagram has reach/ profile views to determine the reach KPI, impressions to determine views and interactions to determine engagement. Now, oh no, what is all this? Interactions range depending on the format. So we talked about the formats in the last area, now we are going to talk about the formats for a particular channel. You can see how this breaks down even more. Depending on the format you use to post something on Instagram, you're going to get different interaction KPIs. Different elements that are being measured. Post interactions, likes saves and comments, that is what they call it for images, profile interactions, email button taps, call button taps, business address taps, then if we are doing stories it gets extra complicated (Laughs). So this is all interactions but for stories story interactions, did they move forward? Next story? Did they do follows or exit, go back in the story? Content interactions, did they share the content, reply, click a link? Profile interactions? Did they tap on a website? Did they do a text tap button? Email buttons? Call buttons? Business address buttons? Anything when they watch the story, what did the person do? If you are doing reels, (Laughs) those can turn into post interactions like comments likes saves reach, reels interactions, plays and shares. Then if you are doing video, O Lord, there are video interactions, the average percentage of people who watched it, video views, video interactions, post interactions, likes, shares, comments, follows, profile interactions, a lot of button taps, and we are not done because we still have Instagram live. Same thing. (Reads). Meaning how many people watched at the same time. All of those things are analytics. Those are the names of the analytics but now you know what they are actually measuring, the engagement. If we are thinking about the whole process it's the engagement.

Here is YouTube, they are no better. They call reach views, views impressions and they call engagement comments likes and dislikes. So with reach, I want to be clear, this is for YouTube videos not your YouTube profile page, the actual page has its own analytics which we're going to skip today. For reach they are looking at post fees, total views, unique viewers, traffic sources, external, suggested videos, Youtube searches. Where did your traffic come from? For impressions they are looking at audiences,

watch time for viewers, returning viewers, unique viewers, subscribers, demographics, there's that word again, top geography, age and gender, top subtitles. They are also looking at interactions in a very unique way. Audience retention, watch time, average view duration, post interactions likes dislikes (Reads) So you'll see some of the formatting is popping up, right? The format makes a different.

OK, almost home. (Laughs) I hope I am not rushing through this but I have very limited time. This is key. First we implemented using format, implemented the social media post, we know that the format that we used affects the kinds of engagement and other things that could possibly happen and now we are at the, OK, numbers have been produced, analytics, where to find the numbers and deciphering the numbers and the solutions, what do you do once you see those numbers? The analytics scenarios we are going to cover and adjusting the strategy, very key. What you don't want to do is produce a plan, find the results of the plan and then just go, that's nice (Laughs) you want to adjust it so that it works in your favour.

Finding analytics. I would love to go through and show you where to find all these different numbers but unfortunately we don't have the time. Just know that there are various ways you can find your analytics. You can go into the social media platform. Facebook, Twitter, Instagram, and YouTube all have their own sections where they keep track of analytics. If you are using a scheduling software to keep up that consistency and frequency like Buffer, HootSuite, Sprout, Later. They also have their own analytics. They have basic analytics that are part of your plan. If you're using a website platform, WordPress, Squarespace, Drupal, or Wix, I like Squarespace. They show you some analytics. Often times they will show you the source of where your traffic is coming from depending on the social media platform. It is a little limited but the most detailed analytics you will get is from the social media platform. OK. Now deciphering them. Remember those goals we talked about in the beginning? Attract traffic, convert traffic, or return traffic that goes according to the process in which people engage with your social media. For example, you're trying to attract traffic you are focused on getting people to stop scrolling to look and read. That has a lot to do with the original plan of your branding. Anyone in charge of the branding or doing the branding stuff they are very much dealing with the first process of the social media experience. For converting traffic it's all about shares and link clicks. Not really likes but shares and link clicks. Shares mean you are expanding your audience because someone is sharing it to their channel, link clicks back to your website. That has something to do with the content. Returning traffic, that deals with followers, people who like your stuff and you want to keep them coming back. That has very much to do with the strategy of what you are doing or saying to get them to come back. Check it out, here we go … when I told you transitions, I meant it.

If we are looking at the goal of attracting traffic it would be some sort of, we want them to stop reading, I mean stop scrolling, look and read, which has to do with the branding, and the result of all your analytics was low reach and low impression so now we know what those terms mean, the possible reasons for those low numbers could be the visuals were not dynamic, the format was not appealing, or the copy was not engaging. Very much about the visuals and a little bit about the writing style. We talked about that. Now you know where to go back and make those adjustments.

Solution? Adjust your visual theme. Adjust your tone of voice or grammar or the format. Now you know how to match your goals, look at the results, figure out what part of that tiny process may have been

off. It could be multiple things or one. It takes some time to figure out, you know, if you pick the right thing but that's the fun part about analytics. So if your goal was to convert traffic, which is all about shares and link clicks, which is really about the content, if the content was very good, but you got low post engagement so people were not clicking, they were not sharing, maybe a couple likes but it was not happening here, possible reasons? The content was not interesting. Sometimes that happens. You have to change your branding again. No call to action, this happens a lot, you said in 1846 and then that was it. Or you did not provide a link for people to find out more about 1846. Or my favourite, the link is in the wrong place (Laughs) that happens a lot particularly on Twitter when people do those multiple post for stories they put the link the last part even though people are seeing the first part.

Find better topics, find relatable content, standardize the format, include links and hashtags, these are all things you can fix to possibly improve low post engagement. The last one I believe is, if we're doing goals that are about returning traffic, getting followers, and you have a low follower count the possible reason could be the algorithm, that is a big one. If you are on Facebook you know that you only see about 20 friends (Laughs) even if you follow hundreds. Facebook does that, it's terrible, there are little tricks, not really, they pretty much keep you in those 20 people sections. Instagram, also, they like to mess with algorithms so people do not see you. Sometimes that is to move you towards buying ads. Let's be clear. Not using the best # sometimes you have to adjust your hashtags, not consistent with posting, I tell you, frequency and consistency is a big issue. Or you are not engaging with the platform, meaning that deep social strategy that I was talking about.

Solutions, buying paid ads, buy the paid campaigns to appease the gods, if you will (Laughs) # research, finding hashtags that might work better in your favour, using a scheduling platform, spending 15 minutes liking, sharing, and commenting within the different platforms. These are other solutions.

Last slide we got here. We are trying to figure out what everything I said means this is an easy way to connect the dots. What is social digital marketing strategy? I'm really asking what are we promoting? Build a digital marketing strategy, I am asking how does it look? Plan digital marketing strategy, what does it say? The implement means where and when we promote it, the track digital marketing strategy is asking did the plan work? And measuring digital marketing strategy is maybe yes and great most likely no and how do you adjust it? And then you repeat the process. Analytics is something that consistently happens. It never stops there's always something to improve but now you have the wherewithal to know how to make the adjustments here and there. That is what this is all about, making small adjustments. Thank you for watching and special thanks to Museum Learning Hub and if you want to follow any of our channels we do a lot of digital cultural heritage promotions to celebrate all the institutions that are putting a lot of incredible content out but it does not get seen so we have American Artifacts blog and Open Artifact to boost the profile a little bit as a celebration.

SPEAKER:
Thank you so much.

SPEAKER:
I'm out of breath.

SPEAKER:
Take a breath, take a drink of tea. Lots of great information and you've done at great job at going in depth at such a short amount of time. So since we only have a couple of minutes left I will very must, no, it was good. Do not apologize. I will encourage you if we do not get to your question, please make use of that form on our website. We can use that for reference and for posting questions and responses.

SPEAKER:
Or they can contact me directly. It's fine. (Laughs)

SPEAKER:
Probably the most pertinent question for you, Acacia is what is your number one piece of advice for museums with smaller or limited staff to better interpret analytics so that they can plan marketing strategies and better manage their own social media?

SPEAKER:
I provided several examples on how to, especially if you are one person team or three-person team. Stick to the content management system because that is the best way to track everything. You can add analytics to those content management systems but if you have something that you are tracking that you can see and watch and make those small adjustments it makes it easier. Always have that record that everyone has access to.

SPEAKER:
That is key, having access to everything. For sure. As a follow-up, this person asked, how has the way people use social media platforms changed over the last five years? And can you briefly touch on how people have been using different platforms, either more or less, are some apps better than others at reaching…

SPEAKER:
That's a whole other presentation (Laughs)

SPEAKER:
It certainly could be (Laughs)

SPEAKER:
Obviously TikTok is hot for a particular age and because TikTok is hot, Instagram is making adjustments, Facebook is making adjustments, they are adding stories and reels etc. The big rule of thumb is that video always works. Video is king. In our case, for some of our platforms, even multiple images out perform single images but it depends on the audience, right? It depends on whatever audience you're trying to attract. If it is older people they probably do not want all the… (Laughs) it depends. It depends on your audience and then understanding how that audience interacts with those platforms. Or where they are because older people and moms tend to be on Facebook. Intellectuals, Twitter. You know.

(Laughter)

SPEAKER:
Stemming off of this, there's another question that says I get that platforms want you to post frequently because that drives their business model but how about your audiences? Are there ways to measure how frequent it's appealing to your audiences? Where is the tipping point of where it gets annoying?

SPEAKER:
You will see it in the engagement, right? Also the time. Big piece, time of day. Sometimes let's say, you post three times a day and you notice that your 8 AM posts are doing great, 12 PM and 3 PM posts are not, if you notice that the posts, multiple posts are not performing as high as if you just posted once then you've got to slow it down. If you are trying to build an audience and you decide to space it out but you notice that there's, maybe we could add more posts throughout the week because they are quick to engage with it, you get a lot of likes right off the bat, then I would up it. You will see the numbers dip though. Once again, it's the adjustment. You start with one plan and then you see the results and you're like, oh, go back the other way. (Laughs)

SPEAKER:
Absolutely, lots of fine tuning. We are coming up on the hour but I want to ask it because it could be another webinar, what is your recommendation for Instagram and links in posts or stories?

SPEAKER:
Oh man, please listen to me carefully. Instagram is a visual platform so that means the image or video trumps everything. If you have a user who likes something in the scroll, continues to your profile, and clicks on the link in the bio, it is not helpful because they remember the image, they remember the video, it is not helpful to have link tree. I am calling you out. The list of links that you have to read and figure out, now what did I read in the caption to figure out where the post might be? That is horrible. I highly recommend using some other software like Later or anything similar to that that uses the actual, the same image so if you go to the link in the bio you'll see a copy of your social profile, Instagram profile, and it is the same images, that is literally how they remember where to go. So if they see, oh, I saw the image of the orange in the scroll I want your profile, clicked on the link, there is that same image, I will click on that, it is going to take me to whatever the content is that has something to do with the orange. It is much easier to do if they use the image or the video then if they are having to read millions and millions of links that most likely you did not update. Please stop doing it. (Laughs)

SPEAKER:
Very wonderful advice because I couldn't resist asking the question. So thank you for answering.

SPEAKER:
(Laughs)

SPEAKER:
We will wrap up with closing remarks but please continue to that forum and we will be sure to answer your questions in that space. Once again, thank you all for attending today's program and thank you again to Acacia Berry for a wonderful presentation. If you enjoyed this program please do us a favour and share it with your network. We really appreciate your participation we hope to see you in future

programs. After each module includes all four videos will be made available on our website as well as a completed toolkit of resources provided by our presenters. Stay tuned to (Location) for more information on upcoming events. Here's your final reminders. Please remove or to visit the forum on our website to ask questions, follow us on social media to be aware of future things, in the chat, finish the survey, and join us on Thursday, this week, we are having another workshop at 2 PM Eastern, 11 AM Pacific time for using analytics to understand audiences and optimize your efforts with presenter Dana Allen-Greil. Please be sure to join us that. Thank you all come have a wonderful day, stable and we hope to see you on Thursday.