

MODULE 9
SOCIAL MEDIA:
INTRO SESSION : GET INSPIRED FOR SOCIAL MEDIA
December 2, 2021

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Good morning, or good afternoon, depending on where you are joining us from, and a warm welcome to all. You've joined the introductory session for module 9, social media, in which you'll hear from two museum professionals representing small museums who learned to harness the power of social media for their sites. This module is brought to you by the Digital Empowerment for Small Museums Project, a nationwide initiative organized by the six regional museum associations and dedicated to providing self-paced training resources for small museums. This inaugural series of online trainings and resource toolkits focused on digital media and technology topics is made possible by funding from the Institute of Museum and Library Services.

>> My name is Zinnia Willits and I am the executive director of the southeastern museums conference. My pronouns are she/her. I'm a light-skinned white female with shoulder length, reddish brown hair. I am wearing black rimmed glasses that are often referred to as cat eye style. Today I'm wearing a navy blue turtleneck and I'm sitting in front of the backdrop of my home office which consists of a desk and a few computers behind me. As the host, I would like to convey a few things to our attendees before we begin our program

In this era of virtual meeting, when digital spaces may substitute our physical sense of space, it is important to reflect on the land we each occupy and honor the indigenous people who have

called it home. Today, I'm speaking to you from Charleston, South Carolina, the historical homelands of the Natchez Kusso peoples. Wherever we are let us acknowledge all indigenous nations and living communities, their elders both past and present, as well as future generations. We, the digital empowerment project for small museums team, recognize that our organizations and those of our members were founded within a colonizing society that 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.

Thank you.

Now for a few housekeeping notes, before we introduce today's presenters and get started. First, the best place to view this session in Realtime is on the Museum website under the "watch live" tab at museum-hub.org. Here, you will be able to see all the captions, chat, and other questions. I would like to acknowledge today's ASL interpreter who will be on the left side of your screen. And let you know that the captioning for today's program will be embedded in a box just below the YouTube player on our website, with controls to adjust your experience. The best way to continuously refine our programs is listen to our attendees and we ask that you share your candid feedback with us.

Following today's program, you will be sent a satisfaction survey, sharing your experience will only take a few minutes and will greatly improve our work. We encourage you to pose questions to our presenters, which will be addressed at the end of the program after the presentations. Please type your questions in the Chat. A digital empowerment program team member will be gathering them. We'll address as many questions as time allows. However, we may not be able to address all the questions. Other questions may arise after reflecting on the program. For this reason, we've set up an online community forum for raising questions, posting answers and connecting with your fellow museum practitioners on the museum learning hub website, which you can find again at museum-hub.org.

If are you looking for help between programs, please visit this forum, create a log in and post your questions. A member of our community or one of our student technology fellows will get back to you.

Finally, to stay connected with us and be aware of future programs. Please follow us on social media. Links will be posted in the Chat.

Now it is my pleasure to introduce today's presenters is Melissa Kiewiet and Emily Stone. Our first presenter, Melissa Kiewiet, is the Director of Development and Community Engagement at the Dyckman Farmhouse Museum alliance. She earned her Bachelor's degree in history from Maryville College in Maryville, Tennessee, and is a graduation of the Cooperstown Graduate program and earned her master's degree in museum studies. She has worked in various development departments in the arts and culture sector prior to her current position and serves on the diversity task force for the Maryville College alumni board.

Emily Stone will be our second presenter. As a naturalist, Emily teaches kids of all ages about nature and beautiful places. She earned a degree in outdoor education and natural history from Northland College and an MS in the field naturalist program at The University of Vermont. As the naturalist and education director at the Cable Natural History Museum in Cable, Wisconsin, Emily coordinates school programs, public programs, exhibit development and more.

As part of the Museum's outreach, Emily writes an award-winning natural connections column for more than 20 newspapers across three states. Her second natural connections book won an excellence in craft award from the Outdoor Writers Association of America.

I've enjoyed getting to know both Emily and Melissa and I'm thankful for the time they've devoted to the session. Now, I'm pleased to turn it over to Melissa Kiewiet to begin our session.

>> MELISSA: Thank you Zinnia. Hi, everyone. I'm Melissa Kiewiet, Director of Development and Community Engagement at the Dyckman Farmhouse Museum. I use she/her pronouns. Thank you for attending today. Today, I hope to give you some insight into how my incredibly small institution has grown its social media following on a super tight budget. I would like to let you know ahead of time that during this presentation, I will be describing the slides as they appear in order to assist anyone who may be visually impaired. This slide has a photo of me, a white woman with brown hair wearing a white sweater and it describes my credentials -- B.A. Art History, M.A. Museum Studies, Director of Development and Community Engagement at the Dyckman Farmhouse Museum for the last four years. To start, I am going to give a brief background on who I am and how I came to manage the social media for the Dyckman Farmhouse Museum. This slide includes a picture of me wearing a black t-shirt with the five names of enslaved and freed people whose labor made the Farm prosper: Hannah, Gilbert, Francis, Harey and Will. It also lists a few of my daily duties at the museum: Community Engagement, Fundraising, Managing Volunteers, Managing Interns, Collections care, Landscape Garden Management, and Operations Management, to name a few. As you might have noticed from my credentials on the last slide, I do not have a background in marketing or digital media. I have a Master of Museum Studies and a lot of experience in googling how to do things I did not go to school for. As you can see, by this slide, I wear a lot of hats at the museum. Our staff size is three full-time staff -- an Executive Director, an Educator and myself, and one part-time staff who works on research and helping me with digital humanities projects and social media. This means that I have a lot of things to do, and social media does not always take priority. I will talk a bit about how I manage that but first, I want to let you know what subjects I plan to cover today. This next slide is on a black background and shows an overview of the topics to be discussed over the next 15 minutes. I am going to give you some background on the Dyckman Farmhouse Museum, so that you understand what the museum is trying to accomplish through its social media channels. I will discuss how I went from only using private social media accounts to successfully running a business account, which is very difficult and a little intimidating if I am being honest. Then we will discuss my favorite community engagement tool to date, LUNA! Finally, we will discuss how DFM has kept up with change and how we have built a network to support continued social media engagement. Before we get started, I would like to take a moment to share the museum's acknowledgement of land. This slide is a black background with

these exact words. The Dyckman Farmhouse Museum recognizes and acknowledges the land on which the farmhouse stands. Dutch colonists removed the Munsee Lenape people from the unceded land, not far from Fort Tryon Park where tribal groups lived until the late 17th Century. Munsee Lenape people are still alive today. We are also on land that enslaved Africans worked to better the lives of local Dutch farmers. These men and women built much of this country under brutal conditions without pay or acknowledgement. We name the original stewards of this land as a way to recognize the complete history of our nation, both the harm of colonization and the potential for repair. On this slide I am sharing a very brief timeline of the Dyckman Farmhouse Museum with a picture of the farmhouse in black and white and taken in the mid-1960s to highlight the Famous Dutch gable roof line. The farmhouse was built in 1784 in what is now Upper Manhattan but was then very rural farmland. At its peak, the Dyckmans owned approximately 250 acres of farmland. The neighborhood was not developed until the 1920s and 1930s. Heading way back to the 1660s, the first ancestor of today's farmhouse arrived and settled in Harlem. With partnership with a friend and neighbor, the two took over today's Inwood and turned it into farmland for themselves, and to sell off to other arriving European families. During the American Revolution, the Dyckman family fled upstate as the British troops took over Upper Manhattan. When they returned at the end of the war, the original homestead was destroyed. The family built the current home as it stands today in 1784 and continued to farm on 250 acres of land with the use of enslaved labor. The farm continued to be inherited by Dyckman family members until about the 1860s. With the growing population of Manhattan, farming was becoming less desirable as urbanization crept northward up to Upper Manhattan. The family tried selling the farm and in 1871 it officially left Dyckman ownership. It wasn't until the early 1900s that urbanization and the arrival of the subway system severely threatened the survival of the farmhouse. Descendants of the last Dyckman owners of the farmhouse, sisters Mary Alice Dyckman Dean and Fannie Fredericka Dyckman Welch bought back the home in 1915 to preserve it. The sisters donated the home to the city of New York in 1916 to be opened as a museum. The home fell to disarray in the past decades, so renovations and redesign brought it back to the way the farmhouse is presented today. The Dyckman Farmhouse Museum has now been a museum for over 100 years as well as obtaining national and New York City Landmark status in 1967. Now for the fun part -- the community we serve. Pictured here is a map of upper Manhattan labeled Little Dominican Republic and several images of our community members on the grounds of the Farmhouse. Community members include indigenous, Dominican, Black and White representation. Today, the Farmhouse is located in a very busy neighborhood that is divided by Broadway, the road that the Farmhouse sits on. East of Broadway is traditionally where the Spanish speaking community lives, and West of Broadway is traditionally where families that predominantly speak English live. The city has grown up around this farmhouse and the half-acre park that remains of what was vast farmland. 70% of our community are Spanish speaking and to be accessible to our community all services and labels are offered bilingually. Slide 8 has an image of a keyboard with a large green button reading Social Media Marketing. The Title of the slide says Going from Personal to Business and the bullet points read managing expectations from supervisors, Hootsuite, Social Media Marketing for Dummies Peer Groups, and Google! (No Really!) When I first came to the Dyckman Farmhouse, the posting to their Facebook, Instagram and Twitter was pretty minimal and inconsistent, because there simply was

not the staff to go through the time-consuming process of content creation and scheduling posts. The job was handed to me immediately and I had no idea what to do. I had my own Facebook account and no Instagram or Twitter. Honestly, Twitter remains my least favorite platform. The following on Facebook was about 1,300, Instagram was about 300 and Twitter was at 90. Today, our following is Facebook (3,900) Instagram (2600) Twitter (1,100). In addition, we have added a LinkedIn profile and a YouTube page and are working to grow our following there. How do you go from using an app to keep up with family and friends to managing multiple social media platforms for a company? My advice is to take one step at a time. The first thing I did was manage my superiors' expectations and let my superiors know that this was a learning curve for me and to be patient while I learned the ropes. Then I set out to find anything I could that had to do with social media management. I took a course I found through Hootsuite, which cost \$100, where I learned how to create a social media strategy document that would guide me through creating content. I bought a book, *Social Media Marketing for Dummies*, which helped me understand the differences between the different platforms and how to use them effectively. I joined multiple Facebook groups. Head's up, my favorite is the Museum Social Media Managers group. If you haven't joined, do it right now! No really! I will wait! Do it! It has saved my life more than once. And, of course, when in doubt Google it.

I started with every free or cheap resource I could. Google and peer advice are always free, so I took advantage of that. At first, I could not afford a scheduling program, so I used an Excel sheet to put all my content in and then when it was time to post, all my content was ready. Copy and paste, it can't get easier, right? Slide 9 is titled Luna and shows three images of the stuffed lamb. From Left to right, the first is a quad of photos of Luna the lamb dressed up for each social media platform -- glasses and computer for LinkedIn, a scarf and knitting supplies for Facebook, a tiara for Instagram and a skimpy red bikini for Tinder. The second image is of Luna looking out of the top of the little red lighthouse located under the George Washington Bridge. The third image is of a Luna-Eclipse, which shows four images, each of which shows a little less of the lamb until she has completely disappeared. Now that I had a plan, a schedule, and some peer support, I found myself stuck. How do you make history enjoyable for the masses? I mean, I love history, but not everyone does. They find it dry, boring and, frankly, exclusive. In the words of Mary Poppins, "a spoonful of sugar makes the medicine go down." I needed some sugar to deliver the history. I thought to myself, well, what does the internet love? The internet loves animals! No one with half a one with half a heart can resist the cute or funny animal videos. So, I thought, why not have an animal? We are a farm, it makes sense. But sadly, we are in Manhattan and there are rules against that. So, I bought a stuffed lamb online and had a contest for community members to name her. I now introduce you to Luna von Sheepman, a perfect name to represent our neighborhood dynamic. Luna has traveled the neighborhood and the city to introduce our audience to the history of Inwood and its place in the larger context of New York City history. Engagement shot up and our following grew, for the price of a \$35 stuffed animal. Luna even made it on New York 1, our local news station, when one of the reporters saw her on Twitter and thought she was real and had to come check her out. Slide 10 is titled Cha, Cha, Cha, Changes. There are four images -- one of Bernie Sanders sitting in a folding chair with his knitted mittens on the front porch of the Farmhouse, the two on the upper Right are of the DFM Educator Fabiola Caceres talking into the camera of my personal phone with a table of food in

front of her. The last photo is an image shot from an angle above a flat surface and shows hands drawing on strips of paper. If one thing is true about life, it's that change is constant. And so, it is true for social media. From changes in who is moving to what platform, to the changes in our social consciousness, keeping up can seem daunting. All the kids moved to TikTok, and I do not know if you remember what I said at the beginning of this presentation, but this is not my only job and I do not have time to create videos every day. It is important to weigh your options. While TikTok is my favorite personal platform, it is not something that fits our organization at the moment and that is okay. We can still reach our audience without stretching ourselves too thin. We have achieved this through upping our meme game on Instagram. Whenever there is an opportunity to turn Luna into a meme or put Bernie Sanders on our front porch, you can bet we are going to do it, because history is important, but so is having fun and relating to your audience. Like every other museum, the pandemic threw our organization for a loop. I think for the first few weeks of lockdown, we met online and just sat looking stunned at each other. We are an organization that never sits still and now we were forced to go nowhere. Luna was keeping the museum safe, but that meant no more Luna posts. After a few stunned weeks, we kicked it into high gear and started experimenting with virtual programs. Just a few small things came out at first. We did a whole day's worth of posts for Earth Day that included recycled crafts you can do with toilet paper rolls and making lanterns from tin cans. I was using my personal phone to record, and I didn't own a tripod, so I used two stacks of books with two rulers on top to hold my phone for an overhead shot. It was a really scrappy time. Thanks to a lot of grant support, we now have tripods and better cameras, but you don't have to have a lot of money to make something good, just a commitment to trying something and not being afraid to fail. Slide 11 shows an image of the front and back of a black t-shirt and reads Hannah & Gilbert & Francis & Harey & Will. On the back it reads Say their Names. Dyckman Farmhouse Museum. Text beside the t-shirt reads Limited Edition T-shirt highlighting the enslaved and free people that lived and worked on the Dyckman Farm. Being on TikTok and YouTube in my personal time made me aware of the potential for new income streams through a personalized Merch store. So, I designed this shirt and had help designing a few others. Now the museum is a neighborhood influencer, and these shirts are popping up everywhere and spreading the word for us. Interestingly enough, it doesn't cost anything. You create the design and upload it on the products you want and start counting the income and engagement. Slide 12 is titled Build Your Network. It shows three images: Left to right they are Fordham University, Morris-Jumel Mansion, and the New York Public Library. My last piece of advice for small museums is to build your network to support your social media plan. It is often free or low cost, allows you to increase your reach, and you will learn a lot. For example, at the museum, we have developed a relationship with Fordham University, who has a cultural internship program. This program pays Fordham students to intern at cultural institutions. At Dyckman, we are committed to paying interns, but cannot always afford them, so this has been a huge help. Through Fordham's communications department we have hosted five interns in the past year whose focus has been public relations, social media, and development communications. Having an intern each semester has brought in fresh ideas for social media posts, merch ideas, and new social campaign ideas. It has also allowed staff to focus on other important tasks. Our interns leave with real world experience that looks great in their portfolio, so the relationship is mutually beneficial. It is free

of cost to scroll through your feed and see what is going on in your neighborhood as well. Get to know your local influencers, collaborate with them on new, fresh content. Get to know other businesses and nonprofits and collaborate on a social media take over in areas that your missions overlap. For example, the Dyckman Farmhouse Museum did a social media takeover with a historic house in Washington Heights, the neighborhood just south of Inwood. This brought a new audience to the museum, that was already interested in historic sites and were close enough to come visit and engage with our content. Another great potential partner for museums is your local library. DFM partners with the Inwood branch of the New York Public Library on virtual programming all the time and they share some of our social media content with their audience, which has bolstered our social media and our following. This last slide shows the Dyckman Farmhouse Museum Logo and our website and social media handles. I hope you have enjoyed the presentation today. Thank you so much for your time. I hope you will follow us on your preferred platform. Our Social Media Handles are Instagram @dyckmanfarmhouse Facebook @DyckmanFarmhouseMuseum Twitter @dyckmanfarm LinkedIn @DyckmanFarmhouseMuseum YouTube @DyckmanFarmhouseMuseum And our website is www.dyckmanfarmhouse.org Thank you.

>> And now I will hand it over to Emily. (28:26 – 28:54) I would like to acknowledge that the Cable Natural History Museum Is Located On the (28:59 – 29:11)

So, I've been at the Cable Natural History Museum for 11 years and it really is the perfect job for me, I was a nature kid and my dad was a nature writer and photographer for the "Des Moines Register", and I am a naturalist in every sense of the word. I'm really happy to be here and today I'm going to share some of the Museum's most fun and successful Social Media posts. We're on Facebook and Instagram and I spend only about one to two hours on social media per week for work. You can put up my slides now.

Great. This first slide shows a picture of the Cable Natural History Museum. It's a Creamy, Stone Building, there's a large, rectangular tower and on the front of that is our blue Mysteries of the Night Exhibit Banner. The roofline is green and layered like the bows of an evergreen tree and there is a stainless-steel statue of a Dragon fly in our front yard.

The Cable Natural History Museum, our mission, is connecting people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility. We are a private, nonprofit. We hardly get any public money except for a few grants, and we have five full-time employees – Pretty big for our small town. Four of us share Social Media duties and our director won't touch with a ten-foot pole, but that's ok

So, we're in a town of about 828 people. We're very rural. The town of Cable is the central hub for social activities for a lot of people who live in the woods, so we are in vacation land. It is northern Wisconsin, lots of national forests, lots of lakes and we have a lot of tourism in the summer for fishing and the winter for skiing, mountain biking, lots of cool stuff to do here. As a museum we build our own annual exhibits and we're pretty proud of that and we do lots of summer programs – in a normal year it was like 150 programs. One of those is our junior

nationalist day camp. We also work with the statewide master naturalist program, and we do school visits during the school year as well.

That's us in a nutshell. And one of the best things about being a natural history museum in the middle of the woods is that nature is in our collection. We don't have to stick with the objects and artifacts that are here inside the Museum. Anything is game. So, this was video from a Social Media post last spring. I will play it for you.

So those are a pair of sandhill cranes, tall gray birds with red foreheads and they were dancing and displaying in a small wetland near my house. It's pretty thrilling to hear their croaking calls. They kind of sound like dinosaurs. This was the second most popular video on Instagram in the past year, which is one reason I was sharing it with you. It's a simple post about the cranes are back and listening to them and watching them display.

This is an example of anything outdoors is game for us to use in our social media to use to fulfill our mission and that's a really fun part of being a natural history museum and me being a naturalist here.

So, we're in the middle of 1.5 million acres of national forest and I live in the museum stat house, which is right on the edge of that national forest, so I have endless access to nature.

In fact, this video -- I spotted the crane on my drive home from work one day and I just always have a camera with me in case of this. That's part of having a father who is a photographer. It was so annoying when I was a kid. And now it's what I do, and the camera I use is a Nikon Coolpix that we bought with grant money several years ago now, so long ago the camera is now falling apart. By having the camera always with me, I'm able to capture moments like this and sometimes they can be really successful on social media. There's a thumbnail on the side here, that says the reach of this post on facebook was 10,300 people, which is pretty darned good for us.

This next slide shows -- how do I even describe it? It's a rainbow of frog names and they are staggard by season. It's titled Northwoods frog call Phenology and the months March, April, May, June, July and August are represented. Let me just play this for you.

[video playing] so as a dark blue line went across the screen, you got to hear several different frog calls that are common to this area. Whoops. I didn't mean that to play again.

So, this video went as viral as anything we've ever done. We did post it to both Facebook and Instagram, and we got lots of views and requests from other organizations to use, and a lot of great comments about how people love hearing about the frogs. We uploaded it to our YouTube channel to make it easier for our partners to embed it on their website and I created it just using the audio tracks and the exhibit, the Mysteries of the Night Exhibit I was building at the time. And I used Audacity, a free audio editor, to create the soundtrack and then I put that into PowerPoint for video using a really simple PowerPoint animation. And the whole idea was inspired by our first-grade museum mobile school program lesson titled Frog Chorus. And as fun as this video it it's far more fun to do the same thing with first graders in a classroom.

The best thing about this is that it really applied our mission of teaching people about Northwoods nature to a really wide area. We were getting comments from people out east, too. It's neat to be able to spread the word. And I post this to my personal account first as I was testing it out. It got a lot of exciting responses there, so I knew it was going to be big when it went on the Museum's Facebook page. That's something I do occasionally. I will post something on my personal accounts to test it out to see if people are interested. If it does really well, I will cross post it to the museum's social media, too.

Here's another example of a different type of post. What you are seeing is a screen shot from the back end of Facebook where you can see the slides showing lawns and the sign saying, "no no may!" and then all of the performance statistics for our host. I'm calling this a timely topic tag along because we tagged along to No mo May. Which is something that quite a few organizations were posting about this spring. So, Haley created it, she was just inspired one day at work to go out and take pictures of bees she took, she took these photos specifically for our post and then put the captions on the photos directly to encourage people to actually click through them. She created it using Microsoft publisher, which we use to for designing exhibits. And she used information learned during a past exhibit. We did an exhibit about bees and one about pollinators in the past few years.

What was great about this, there was really expanded reach due to shares by like-minded groups. A lot of people were posting about like-minded, or about No Mow May. It was just a fund topic that spoke to our members and our followers.

My next post is an event post that we boosted, so we don't do this very often, but we also don't hold back if there is an event that we really want to do well. You can see the picture for the event is just the smile of a woman holding a little warbler, it's a chestnut sided warbler with a yellow head and some black markings on his little face. I took that picture using a photo from a previous year's event and Molly actually has a project in Canva, which is a really nice design website, where she can put the title of the event and the date and everything right on top of the picture.

It does well for our Facebook banners, for events, and the title of the program "Bird Banding in the Moquah Barrens, which is the natural area near the museum. So this is created by Molly, and this is one way we split up the duties. So, Molly is our curator and she's also in charge of creating our Facebook events and generally manages our Facebook account, where I take charge of our Instagram.

And we boosted this particular event as an ad because I had expected it to be really interesting and there was low registration that I figured it was because people just didn't know about it yet and had not noticed it. So, we did spend \$22 on the bump and also posted it at the top of our weekly E newsletter. I went back and looked at the people who register and they were all members who probably saw it in our E newsletter instead. This slide is a picture, a staff picture, five women in our collections room. We're all posed around a full-size mount of a bucked deer with big antlers, and there's a shelf of ducks behind us, and you know, this is our dream team of five women running the Cable Natural History Museum and I created this post as part of the

hashtag #museum30, month of posts. Someone comes up with these 30 post prompts and they help to inspire creativity. It's fun to use those -- to post about stuff that we wouldn't normally post about. We can still use those different posts to tell our story. And it was fun to figure out ways to do that. This hashtag increased our reach by 17.6% on facebook, which was fun to see. And one reason that I put up this particular museum 30 post is that staff photos tend to do really well for us on social media. I think part of that is because people like to see smiling faces. Also, because we're really integrated into our community and have a really strong, emotional connection with our neighbors and our members and our followers. And so, you know, it's just something that is easy to like. We don't do it too often but when we do post, the staff photo it always gets good engagement.

This next slide shows a post, and the picture is a canoe with a canoe paddle and it's on a glassy calm lake with Evergreen trees in the distance.

This post is part of my natural connection series. I write the weekly National Connections newspaper article which are also posted as blog posts and podcasts, and we use social media to announce those and promote those. On this particular week -- and one of the ways that we use these posts to connect to our website and content is that we've created our own link tree for use with Instagram. We can say find it at the link of our profile and the link to the profile takes actually just takes us to this otherwise hidden page on our website that has buttons with common things that we tell people to link to from our Social Media account. So, by blog and my podcast are buttons on that link tree. And we didn't require a special service to create that. On these particular natural connections post, the topic of my article was a trip to the boundary waters, a canoe area of wilderness in Northern Minnesota and I used the hashtag #boundarywaters and that really increased our reach. I didn't even really think about it, I mean hashtags are a good idea, but it reached 711 accounts and 74% of those were not following us. That particular hashtag was successful and got a wider viewership.

One nice thing to about our natural connections posts and articles in general, is that we do have readers who want to meet the author of that column, which is me, and that equals boots through the door and that's our ultimate goal of social media is having people actually come visit the exhibit.

So here are my two books. Compilations of those newspaper columns natural connections one and natural connections two, and they're collections of nature essays. If you want to find out more about those or any of my other books, you can go to our website, cablemuseum.org/connect.

So, just like I post my natural connections column every Friday morning, each of us naturalists write a blog and we each have our own day to post. This is a picture of a male American kestrel, so a small raptor and this is a blog repost. So, Haley, our naturalist, created it using an iPhone video and it ties into her weekly blog and E newsletter content. Her designated posting day is on Saturday morning. She posted about our living collections, so our birds, snakes, salamander and this in particular is Aldo the American kestrel -- he's so handsome. And this is the last type of post, I wanted to share with you. The picture is of two little goslings, yellow baby geese, and

they have their mouths wide open like they're squawking. And so, this post was to announce our photo contest where the people's choice awards were run on facebook. I shared some of the numbers here on the side but really, you know, the details of the photo contest are pretty fun. And we did -- on the entry form, we included a waiver with strong wording so people know their photo will be posted on Social Media potentially for ever and ever and we had one professional judge to judge half the contest and then we did the people's choice awards on facebook where the public could vote, so liking a photo got one point and commenting on it got it two points. And that really increased engagement too. And photographers were encouraged to share the posts with their friends in order to get votes, and that also increased our reach.

And we used Instagram stories to drive traffic to Facebook because Instagram doesn't have the same type of engagement to allow voting there.

So here is another one of the posts from the photo contest so this is our championship round and so there's a grid with four photo, the top photo is the Lily Pad with several baby snapping turtles on it. And maybe you can see how many painted turtles you can see there. The lower left picture of a common loon adult feeding its fuzzy brown chick. There's also a doe deer with its fawn licking its chin and the last photo is a mama bear and three cubs climbing a tree. So, we really had a lot of fun with this. And I also used Instagram stories to help drive traffic to our Facebook page. Here's a low go of the Northwoods baby photo contest, pink and green and bright colors, the center picture is one of the entries and then I grabbed a screen shot of the Facebook comments -- that were pretty fun. So one of the comments, it's a little dawn hiding in the grass. Another comment is, I bet you can't see me. This is a textbook example of camouflage and the last photo of a mama deer licking her fawn, and the fawn is just scrunching up its eyes like it's unhappy, and one of the commuters said that's exactly how my daughter reacts when I try to wipe something off her face. And so, I just thought that was really cute and thought other people would too. So, encouraging people to like and comment and visit our Facebook. You can take my slides down now. That's all I wanted to share with you. It's time to open it up for questions.

>> ZINNIA: Thank you. That was great for my organization, very small staff of two, I was listening to all of the different advice on the different platforms.

So, we have some questions that have come in.

This is related to both of you, do you ever pay to boost posts or run ads on Instagram or Facebook.

>> MELISSA: We do. We're very selective about it. Generally, we only do that when we have a big event, we're trying to drive people towards.

>> EMILY: That's the same for us. Mostly, it will be an event that we're scheduling at the last minute. Sometimes we're spontaneous in what we do and if we thought it was going to get a lot of engagement and hasn't vet through our regular channels.

>> ZINNIA: Yeah, budget becomes an issue too Thank you both for commenting on how much time you spend on Social Media per month or week, it really puts it into perspective for everyone.

Emily, this is one is specifically for you. When others ask for permission to use your Frog Chorus Video, how did you give them permission – was it a text chat exchange of on the social media platform or did you send something official -- any concerns about extending the rights to other?

>> EMILY: However, they asked me I just replied. We're pretty easy going about that type of thing. You know with my natural connections articles, even we give those away for free to people.

You so, I was a little hesitant, but I didn't have an easy way to manage any other way of giving permission or rights to the frog video and honestly, it's on social media and it's on youtube and people can really use it however they want, there's not an easy way for us to restrict it, so we just let it go.

>>ZINNIA: And before we go too far in a different direction, have either of you ever utilized Google ad grants.

>> MELISSA: It is something that we're trying to do now. We just switched everything over to google for non-profits. We're in the process is of applying for grants. As I understand it, you might want someone to help you manage that because it can be quite a lot.

>> ZINNIA: Emily, you mentioned testing out posts on your personal account and Melissa and I were chatting about, you know, the fact that they have a private account to test. So, I'm going to ask both of you this question -- have you ever tested a post on this account that failed and thus never posted it on the museum's social media page.

>>EMILY: You know, I guess so. If I post something on my personal page and it doesn't do anything exciting, I won't post anything on the museum's page. I am not always directly thinking of that connection, because I'm a naturalist and the museum is a natural history museum, it's all blended. The type of content I post on my personal is very similar. Only if something really goes is really exciting on my personal page would I consider transferring it to the museum's page.

>> MELISSA: I don't post things on a personal page prior to putting them on our business page. What I do have is a private Facebook group specifically for our museum to test lives, to communicate about the different content we're working on for Facebook. So, I can test a live there, that was my biggest scary moment. I'm going to go live on facebook for the first time on the business account, I'm going to screw it up. So, I created the Facebook group so we could all go in that group. And if it was a hot mess, it didn't matter because nobody was going to see it and that made the first time, we went live go a lot smoother.

>> ZINNIA: Yeah, I love that. I still haven't done a Facebook live on behalf of our organizations.

>>MELISSA: It's a scary moment.

>> ZINNIA No, but I've attended plenty of them and enjoyed the interaction and all the stuff. So I see the value. So, this next one is for both you, and it's kind of going back to our last module which was about audiences and analytics. This person would like to hear more about how you measure the impact of your social media. Are you looking for outcomes, beyond the likes shares and follows that are the standard measurements in the social media platforms -- or is that sort of your baseline?

>>EMILY: We aren't very systematic about it I would say. I will pay attention when a post does really well, and I get notified of interactions that'll tell me it's doing really well. Otherwise, we do really hope you know with an event post, we hope that people will register for the event. Or with the photo contest, I was really happy with how many people were engaging with that, so it's really specific to the different types of posts. We don't have any formal goals or formal way of measuring anything. We are happy with whatever we can get and we're not willing to put a lot more time and effort to really upping our game.

>> ZINNIA: Melissa? I think she froze. Part of a part two of your question, when you report the Social Media numbers, have you figured out how to aggregate Social Media stats for a unified number or do you always report them individually since each platform measures engagements differently.

>> EMILY: So we don't actually report. The board doesn't care all that much on our numbers. Though one I did report on was the frog phenology video that went viral, so I was really excited to share the numbers with that. Otherwise, we're happy just coasting along, as we and the board is more interested in other types of our work.

>>ZINNIA: Okay. Hopefully Melissa will come back on and join us when she can. Here's an interesting one that we'll see what you do with this. How quickly do you respond to current events? Do you respond to current events?

>> EMILY: It depends on the current event. We don't always... we try to stay very neutral and stay out of issues that might be somewhat controversial. So we don't do that much with current events. I know with the Bernie meme, I was happy to see Bernie in his folding chair with his mittens. I don't remember if we posted that to social, but I did use a slide of him in a slideshow right after. But our nature is that we don't do that much with current events.

>> ZINNIA: Okay. Melissa, you are back?

>> MELISSA: Yeah. I'm sorry.

>> ZINNIA: Do you have a comment on this, do you respond to current events, or do you have a policy on that? It's a hot button topic and I know that museum social media managers page is a great resource for help there.

>>MELISSA: We have a couple of policies. If there's any big event we come together as a team and see how we're going to address it and we do that, you know it's usually like an emergency meeting-- at the beginning of the Pandemic and when George Floyd and things kept

happening, We came back with a statement and have followed that up with action – here’s how we are actively addressing what we said in the statement and as far as policies go we don’t have a hard and fast policy besides we don’t acknowledge trolls. But that’s the big thing is sometimes we get people who have mean and awful things to say and we just ignore them rather than fuel the fire.

>>ZINNIA: Yea that’s a hard one and I see the discussion go back and forth on that all the time. It’s just the age we’re living in right now. Everyone wants to comment on everything. Um here’s one that just came in. How many of your posts are scheduled in advance versus content that is posted on the fly. That’s a good one. I’m interested in this one too.

>>EMILY: For us, I would guess that about well at least right now, about two thirds of our posts are scheduled ahead using Facebook business manager and maybe another third are posted in the moment. That’s a guess.

>> MELISSA: I would say for us right now 75% are scheduled. You know, we always have some last minute stuff come up. We have scheduled post that day but if something comes up or something cool is happening at the museum that was unexpected, one of us here will take a picture of it and send it to whoever is handling social media that day and get it up.

>>ZINNIA: Yeah, that’s the same for us. Most of ours are scheduled, but then sometimes, and this is where that overlap in personal accounts or personal social media use and business. I’ll just be on and doing my scroll and I’ll see something that “Oh, I should share this with SEMC.” But I am always worried that my other, the other staff member who does social media, I’m going to preempt her social media post. It’s a little bit of a complicated dance on the fly.

>>EMILY: Sometimes when I’m doing an on-the-fly post and I will schedule it for an hour out and that way we don’t step on each other’s toes.

>> ZINNIA: Very smart.

[Laughter]

>>ZINNIA: We’re getting to the end and there’s been some great questions. I guess from each of you, a final thought on a best practice, you might convey for creating content for a Social Media platform.

>> EMILY: From our perspective it’s to have fun with it, too. The more fun we’re having with pictures of nature happenings at the Museum, the more engaged our audience is going to be. That’s also just our nature as an organization, we tend to be a little less organized and less scripted. It tends to work out for us. Have fun with it.

>> MELISSA: Honestly, that’s my answer, too. I think that that comes through in your content. When you are having fun with it. It comes through -- people engage more with that when you are just enjoying yourself. People definitely feel that and want to engage with you because they enjoy it.

>>ZINNIA: I agree. I posted something last week, it was people who looked like art in art museums. I just thought it was such a funny post. I don't know. It was engaging and it made me laugh, and I posted it. I want to thank you both for the time that you put in to sharing your experiences on how small museums can use social media in these creative and engaging ways. Really appreciate it. And thank you. That's the end of our presentation. So just a few final reminders for all of us who have joined us today. If you join us today and if you did enjoy this program, please do us a favor and share it with your network, we really appreciate participation and we hope to see you at future programs.

Let's see after each of these modules, all of the videos will be available on the website as the complete key toolkit of note and resources provided by our presenters. I know somebody asked about link tree and that that's something that we'll definitely share with attendees as more information about that tool and also stay tuned to the website for more information on our upcoming events.

Just a few more reminders. Visit the forum on the website and ask any additional questions and complete that post-event survey.

Join us next Thursday for the first technical training session Module 9. It will feature Lori bird McDevitt who is the co-founder of 1909 digital in Indianapolis Indiana . She's going to focus on building a simple Social Media strategy. Thank you for attending today's session. I hope that everyone has a fabulous day.

>> Bye.