TECHNICAL WORKSHOP 2

MODULE 9

SOCIAL MEDIA

TIME SAVING SOCIAL MEDIA TOOLS AND CROSS CHANNEL INTEGRATION

December 14, 2021

ZINNIA WILLITS: Good morning, or good afternoon depending on where you are joining us from, and a warm welcome to all. You have joined the second technical session for module 9 on social media in which you will learn how to streamline social media plans so you can go from surviving to thriving on social media channels. This module is brought to you by the Digital Empowerment Project for small museums, a nationwide initiative organized by the six US regional associations and dedicated to providing free and self-paced training and 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. I am the Executive Director of the southeastern Museum conference. My programs are she/her. I am a light-skinned white female with shoulder length reddish brown hair. I'm wearing glasses that are often referred to as cat eye style. (6:15 – 6:25) As the host for today's session I would like to convey a few things to our attendees. In this era of virtual meetings where digital spaces may substitute our physical sense of place, it is important to reflect on the land we each occupy and honor the Indigenous people who have called it home. Today I am speaking to you from Atlanta, Georgia. The historical homelands of the Muscogee Creek and Cherokee peoples. Wherever we are, let us acknowledge all Indigenous

nations as living communities, their elders both past and present as well as future generations. We ask you to reflect on the place where you reside and work into respect the diversity of cultures and experiences that form the richness of our world and our profession. Thank you.

And now for a few housekeeping notes before we introduce today's presenter and get started. First, the best place to view this session in real time is on the Museum Learning Hub 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 also like to acknowledge today's American Sign Language interpreter will be on the left side of your screen and let you know that captioning for today's programming 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 program is to listen to our attendees. We ask that you share your candid feedback with us. Following today's program you will be sent a link to a satisfaction survey. Sharing your experience through this survey will only take a few minutes and will greatly improve our work. We encourage you to post questions to our presenter which will be addressed at the end of the program after the presentation. Please type your questions in the chat. A team member will be gathering them. We will address as many questions as time allows. However, we may not be able to address all questions, and other questions may arise after reflecting on the program. For this reason, we have set up an online community form for raising questions, posting answers, and connecting with fellow museum practitioners on the website. You can find it at museum – hub.org. If you are looking for help between programs, please visit this form, create a login and post questions. A member of the community or a student technology fellow will get back to you. Finally, to stay connected to us and to be aware of future programs please follow us on social media. Things will be posted in the chat. Now, it is my pleasure to introduce today's presenter, Sewon Chung Barrera. Sewon is a digital marketing strategist with over a decade of experience launching multichannel marketing campaigns and developing results driven content strategies. Currently, she oversees the digital marketing department at the Exploratorium, a San Francisco-based museum of science, art, and human perception. Previously, Sewon led global content marketing campaigns at Samsung and develop content strategies for startups, e-commerce businesses, and Fortune 500 companies. Sewon holds a Master of Arts from Columbia University's graduate school of Arts and sciences and a dual BA in literary and cultural studies and sociology from the College of William and Mary. I have enjoyed getting to know Sewon and am thankful for the time she has devoted to the session. I am pleased to turn the floor over to Sewon Chung Barrera to get us started. SEWON CHUNG BARRERA: Thank you so much for the introduction, Zinnia. Good morning, good afternoon, everyone. My name is Sewon Chung Barrera. My pronouns are she/her/hers. I am a Korean American woman with a short black bob haircut wearing a white collared shirt. I am joining you live from my home office in San Francisco, California, with a big Monstera plant and framed artworks behind me. I want to take a moment to acknowledge that I am currently located on unceded ancestral homelands of the Ramaytush Ohlone, the original inhabitants of the San Francisco Peninsula. I am grateful for the time you have together today diving into the ever-evolving world of social media tools. My career has really been rooted in my passion for storytelling and connecting people with tools to tell their stories. In many ways I also attribute much of my ability to find creative solutions in a challenging environment in my childhood, being raised by immigrant parents who struggled to start small businesses on their own, handling everything from inventory management to marketing and customer service without any staffing support all the while learning a new language. I am the Senior Manager of Digital Marketing and Content Strategy at the Exploratorium, a Museum of Art, science, and human perception, opened

in 1969 by physicist Frank Oppenheimer as the world's first explore for yourself Museum filled with hands-on experiences. The Exploratorium has over 300 employees with three full time staff members dedicated to digital marketing to support the entire organizations. But we still do have to operate fairly lean for a larger museum, I do want to recognize that there are many museums without full-time digital marketing staff members and there was a time during my tenure I was the only digital marketing staff member organizing all of our social media channels in addition to newsletters, SEO, SEM, digital marketing campaigns, etc., in this challenging moment really propelled me to lean on my past experiences with tools to save time, incentivize without friction points, and find creative ways to get work done with impact and a little more even joy. You may be feeling similarly excited yet overwhelmed by social media, especially for those of you that joined Lori's workshop 1 on social media strategy. You might be feeling all the more inspired with a clear vision. Wherever you might be on your journey, I sincerely hope that what I sure today will leave you feeling empowered to take another step toward social media strategic launch and there to try something new. So topics to be discussed. So these are the topics that we will be discussing today. We will start with common pain points and challenges. Sometimes it is hard to identify what might be making as stuck when we are actually stuck. We will get clear about what some of these pain points and challenges might be for a small museum or marketing team juggling social media on top of other responsibilities. Two, we will go over a couple examples of specific tools that are up there that can help address some of these pain points without breaking your budget. Many free tools as well. It is helpful to see an example of a workflow. I will share with you an example workflow for how you can plan ahead and use some of these tools. Four, we will go into some opportunities for cross channel integration. We will go over ways to create a bit more impact by integrating your social media channels and more work on social media with other marketing activities we might be working on. A website, newsletter, and so forth. I will share a couple more ideas that might help you save some time on a limited budget at the very end. Then we will have time for questions.

Common pain points and challenges. So take a moment to think about what you actually do when there is a sudden social media content need at your Museum. Maybe there is an upcoming event. Maybe suddenly everyone remembered it is Earth Day tomorrow and you need to do a post. What do you do first? What is your workflow? How long does it take you to get that post published? What happens after you publish your post? Think about that workflow for you. What do you do first? Next? As you keep that in mind, consider this one kind of example scenario.

V1 example scenario is one of the most simplified versions of a common workflow that you might identify with if you've worked on a social media post for a museum. And for some of you that may have not quite worked on it yet, I do want to share with you upfront that posting on social media for museums is a little different from posting on a social media channel that is personal. You will clearly see why. The example workflow is to confirm that content idea first. So the internal need, when the event is happening, the external that is happening, which is Earth Day happening soon, and once that content idea is confirmed, you will go in and search for a visual. Especially if you are on social media channels that are highly visual, like Instagram, for example. That visual can be an image, video, a graphic. It can be a text to turn into a graphic, for example. Once you find that visual, three, you need to prep that visual for every channel. As you know, Instagram has flare post. Facebook has their own sizing. Every channel has their own sizing. You might need to resize your image or maybe the video. You may have to get your videos to adhere to the minutes that are allowed on the channel. And then once that visual is all

set, you have to work on your copy to accompany the visual. And potentially, that copy has to be reviewed by internal stakeholders. Maybe there is an environmental scientist who wants to add something for Earth Day. Then you have internal stakeholder reviews for your copy. Once all of that is set, you go into scheduling your social media post. You will schedule it for each of your social media channels. Once that is scheduled and goes out into the world, you will want to take some time to analyze how it is going. Perhaps you posted on a day with really low engagement. Fridays tend to be lower engagement for some museums. Maybe you are going to want to repost it the following week or maybe iterate on it or post a different iteration on that post based on how it performs. This is an example workflow for squeezing in an unplanned social media post at the last minute. You may have your own version of this workflow. A couple things to think about. What could go wrong in the day of a museum professional juggling social media on top of other responsibilities? Maybe there is not an image available to accompany the copy. Maybe that copy has to be reviewed by a number of other people. Maybe it is actually an external community partner you are working with. Maybe you are finally ready to go ahead and schedule your social media post but you are being pulled into a really important meeting and you don't have time to schedule the post. Or maybe you are trying to squeeze it in between meetings and errors or typos pop up in the post because of time constraints. Maybe you do get everything out the door, but maybe you don't have time to sit on and look at the performance of your social media content. And because of all of this, you start to have gaps in your social media content publishing. Maybe you only post on times of the year when you have time to work on it and you start to have gaps in your publishing, which means lower social media engagement base. There are a couple things that could go wrong. An example scenario V2 revised version has a couple of these potential interruptions, including searching for a visual, realizing there is no suitable visual. While prepping the copy, realizing the copy requires all of these stakeholder videos. Now you have to get in touch with the stakeholders. Maybe everything is finalized and you don't have time to actually schedule. So this is just an example of how museum professionals might be experiencing social media workflows. Because I have definitely been there before. It is one of the reasons why I wanted to go into time-saving tools with that in mind. Think about your pain points. Think about what you find the most challenging. Think about the tools within that light rather than thinking about the tools for just the bells and whistles. We will go on to time-saving tools now. So what are some considerations in choosing a tool? Some pros. One, tools can save you time by allowing you to plan and schedule content ahead. So we are going to be reviewing a number of social media scheduling tools today so that you can do your scheduling workflow in a single place versus in multiple tabs or your phone and your desktop computer, for example. And by scheduling posts ahead, you can maintain a consistent posting cadence whether you are on vacation or have meeting heavy days, whether you have large responsibilities looming, the scheduled posts are published automatically on a set date and time, which frees up your time. You can schedule the posts during a time in dates that you have the highest engagement around. Maybe it is Tuesdays around lunchtime. Maybe people love to engage with your content. Versus just publishing one whenever you have time. And it really reduces the pressure on your team because it creates a bit of buffer room for any content that requires you to prepare. So everything from searching for a photo to cropping the photo, reducing the video links, getting sign off on copy from an expert on your team on a topic, for example. All of this planning decreases the chance for errors and typos, which means it reduces extra work you might have to do once the post goes out. A couple kind of cons is that it may cost money to use the full functionality. I did my very best to focus on free and low-cost tools, but it may be true that there are features that

you want to have in your scheduling platforms, which has deep analytics, that cost additional if you want that incorporated. Another con, and this is definitely the case for someone's kitchen and tools that we have in there. You may have tools that just are not used, are not being adopted, and so that is something definitely to look out for, especially when you are on a lean budget. Third is that using tools does require you to plan and coordinate ahead and set aside that time. So it is a different way to plan out your time. Instead of doing daily, you are really thinking about longer-term planning. So to walk you through planning and scheduling tools, I have broken this down into four different categories. One is In-App, three ways to schedule in your post. That is provided by social media platforms themselves. As well as tools where you can go ahead and schedule across different social media channels in a single dashboard. Hootsuite is a common one and then Buffer and SproutSocial. Aside from these three there are numerous, and for folks that are tuning in live feel free to comment on tools you love and use and share with others. There's multiples out there, but these are ones I specifically have experience around. I wanted to share because they do start free. It starts at three and is $49 per month for Hootsuite. But for the free plan, one user is included. Up to two profiles, so if you have two Facebook pages than those would be two profiles. If you have one this book page and one Instagram account, that would be two profiles. They let you schedule up to five scheduled posts per month for free. If you have not used a planning or scheduling tool before, this would be a great option because then you can go ahead and do it once a week kind of posts that are scheduled and see how it goes. Start small versus trying to do one every single day. Something else to look up for when you are viewing tools is what platforms it integrates with. Hootsuite integrates with Instagram, Facebook, Twitter, LinkedIn, YouTube and Pinterest. Buffer is quite similar. A couple differences are that it includes up to three profiles instead of just two, and that also includes up to 10 scheduled posts per month instead of five. But it does not integrate with YouTube, which is something that is included with Hootsuite. Analytics and additional users cost extra for Buffer. But their plan above free starts out just five dollars a month. You will see that annual plans for all of these tend to be more affordable than the monthly price. And all of these tools also include 30 days free trial. That is something to think about if you actually want to get your hands wet and dive into them. SproutsSocial is another popular tool. It is heftier in price at $89 a month. It is very comparable to Buffer in terms of what is included. Let me go back to the in app. A lot of tools like Facebook and Instagram have come up with their own ways for you to be able to schedule out the content. So within Facebook Creator Studio you can actually schedule posts to go out onto Instagram and Facebook in a single dashboard. It does your two main channels, you have a free tool right there. Twitter is a little bit trickier. You have to create an ad campaign dashboard. You have to sign up as an advertiser, which actually does not cost you anything, but it does require you to put in your credit card information, or corporate card information. Once you are in it you can use their dashboards to schedule tweets, but it is kind of a workaround. So just a couple things to think about. It does require you to manually log into each of these platforms. That is something else to think about too. I will kind of go into each of the four examples that I shared, starting with the Creator Studio that I mentioned. So what you are seeing here is a screenshot of what you might see on Creator Studio. There is a Facebook icon and an Instagram icon on the top right, which means you can toggle back and forth really easily and know you are either in Facebook environment or Instagram. That is something to note that is available to folks that have Facebook and Instagram accounts. They are constantly working on this product, so it is something to look out for. I am sharing a screenshot of the Hootsuite scheduling area. You can see a calendar view of posted have been scheduled with copy and icons to mark what social

media platform it is using. You can see whether it is a tweet or a Facebook post at a glance by identifying the icons. You can schedule out your content using a calendar at the time you want the post to go up. So the calendar view is very useful because that is the way a lot of social media planners think about dates and times. It can really start to optimize when posts start going out. The next slide is showing a screenshot of the Buffer tool in what their dashboard may look like. We are looking at a content queue tab. On the left side you can see the number of social media profiles that have been integrated into the Buffer account. You can see like Hootsuite you can identify which channel by the social media icons. Twitter, Facebook, LinkedIn, so forth. You can see which ones you are working on. Right now we are in Buffer Twitter account. Within that content queue we can see what posts are being scheduled and what posts are being queued up. It allows you to see this in a list format and a calendar format. So you can kind of really have flexibility in how things are shown. Some social media managers really like things to look a certain way. That is my personal preference. I would say ease-of-use is always top of mind for me personally. That is something to mention. And then last but not least, I am sharing a screenshot of the Sprout social dashboard. Quite similarly to Hootsuite, it is showing the calendar view of the publishing queue, and it is showing the week of December in this example. And much like the previous example that I shared, you can see which posts are scheduled for which channel by the icon that is being used. So Instagram icon is clearly visible for ones that are going out for Instagram. You can also see what time the posts are scheduled for and see them chronologically throughout the day, especially when you have multiple post schedules for each day. You can see what your post volume looks like per week, and there's a lot of visual elements of Sprout, which is one of the reasons why it is so popular for marketers to use. And you can also see that they have multiple paths beyond the calendar view. They even have that queue view that we looked at, even a way to identify a content that needs approval, for example. So let's move on to the tool fueled workflow. Here is an example of how your workflow might work if you do decide to move towards a preplanned approach. Something that works for me is a monthly planning session. But potentially, you might prefer to do it every two weeks, especially if you are just getting started. But setting aside that time, making a recurring kind of calendar reminder is great, and I recommend trying a full hour or breaking it up into two 30 minute sessions. But make it short so they can make decisions. But during that planning period, what you can do is revisit the frequency or types of posts that you want to work on. Hopefully work on Lori's strategy document started working on analytics of how things are performing. And then after that, you want to start to identify timely events and happenings. What is happening inside your museum? What is happening around your museum locally or nationally around your museum? Holidays, for example. You can confirm your content idea for the upcoming months. Instead of for the one single day, you can confirm it for the upcoming months. Or you can started for once a week, for example, like we talked about. Especially if you are going for a free plan when five or 10 posts a month are allowed. Maybe you can try one or two posts a week for starters. So with those one or two posts per week, you can go ahead and start to think about the visual that you are going to need for each of those content ideas. Maybe you do have a really great video in your archives, but you know for sure it is going to need to be condensed to be posted on social media. It is a 10 minute video and wanted to be closer to 30 seconds, you're going to have time to ask volunteer or staff member for support. But you are going to have to have time to start working on that workflow. And last but not least, you can actually do some drafting of the copy for these posts, including contacting partners that you know will need to review the content. You can even give them a heads up or ask them to set up a time on a specific date that you know you are going

to have your copy ready. Maybe just have your volunteers to work on some of this copy. Maybe you are doing a feature of a volunteer, for example. So you have time to draft your copy and get support on that. Once everything is in the works, what you can do with this tool is preview a post in the scheduler of how it is going to look on Twitter and duplicate it to see how it is going to look on Instagram. You may want to change the copy a little bit. Twitter, as you may know, is much shorter in terms of its length. Instagram is a highly visual platform. You are going to want to make sure there is a powerful square shaped image or video to go along with your post. You are going to be able to preview this within seconds within the scheduling. And then within a click you can go ahead and schedule your final live post across all of your social media channels without having to log into each of them individually. (36:57 – 37:14) You can also set an automation and have the analytics report delivered to your inbox every month so you know the performance data is going to land in your inbox. Or maybe it is going to arrive on a date that you have your monthly planning period, for example. Again, as I mentioned, we can review that report at the top of the next planning time so that you are always leaning on any insight or anything different or that you may have presumed is running differently on social media, so the next time you are posting you have more information and you are doing it with your audience in mind. So that is the workflow for incorporating tools into your planning schedule. In thinking about the tools themselves, a couple tips that I would love to share with you are just very, very simple. It is similar to how you might be thinking about kitchen tools, for example. Who will be using it now and in the near future? If it is you, think about what you would be able to use easily without a ton of investment in time. Because right now what we are looking to do is reduce your time. And if you do need to share the tool or share aspects of the tool with volunteers or new staff members or other staff members, think about how you are going to train them to adopt the tool too, or whether it is so self-explanatory that it is not going to need that much training. And then what are your core channels? Especially if you decide that your core channels are Facebook and YouTube, you are going to want to make sure that your scheduling tool works with your social media channel. And of course, go back to the strategy. What is your goal? What is your purpose? What is your objective? What do you need this tool for? If you need the tool for in-depth social media analytics, you are going to be focusing your research on analytics tools. Analytic specific tools work. To empower these features. Is it something you are going to be able to use on the go? Are you someone who is actively on the museum floor and you need to access it on your phone for example then you're going to want to make sure that this platform shows up well on your phone. Is it part of your day-to-day workflow? Is it that once a month or twice a month period that you use this tool? And then one more thing to think about is how will you know that this tool is being used appropriately? How do you define success? I call this the kind of annual spring cleaning, looking at everything in your closet and all the tools and gadgets that you have acquired. Is it actually being used? Could five different tools be replaced with one? Could you get rid of all of them except for just one you actually need for scheduling? And how do you define success? Maybe it is reduction in time spent doing XYZ. Like posting content. Really be clear about what your vision of success would be and what you want the tool to do for you and your strategy. A couple bonus tips I mentioned already, definitely try the 30 day free trial. That is your best bet for seeing how it works and if you can use it. And if you do sign up for that trial, commit to it. As and integrate your social media platforms that you use and use it for the 30 days. Give it a real go and see if it works. If it doesn't work for you for any reason, you can let go of it worry free and you haven't spent any time on it. Just a bit of time. It might actually give you some clarity around what you actually look for. You might come out of it

saying you don't actually need an analytics tool, you just need to be able to schedule things out. This is working perfectly. Maybe you actually say, gosh, in addition to the scheduling tool, I really need visual analytics to share with my leadership, for example. And then you are going to be focusing your tool research on those features. But you don't know what you don't know. Another thing that I did mention briefly is the annual plan tends to be much more affordable than month to month. So once you know that you are committed to using it, you can save money by going with the annual plan. Another thing to note is that even if it is not clear anywhere on the product website, don't hesitate to reach out to the sales team and ask about a discount rate for nonprofits. Even if it is not clearly listed anywhere, it is something a lot of companies are dedicated to providing in terms of access. Don't be shy about asking about that before you sign up. And as it is becoming clearer, review all of your digital marketing tools annually because you might be able to find these moments where you are losing time or it is just kind of taking up your teams energy and not creating impact. Or you might identify a moment where your team is actually able to have room for really creative ideas or a bigger vision. So review your tools annually and make it part of your process as you adopt more and more. OK. Now onto Cross Channel integration. So a couple tips. One of the common questions I get from museum professionals is, OK, we are starting to see engagement on social media, but what does it do for our museum? It is a physical place. Will these people ever visit us or become members or donate? One way you can draw connections between your social media channels and your website and your physical museum space is to start to invite people to specific areas of your website to learn more. For example, if there is an upcoming event, you will probably want to include a link to that page on your website. If you sent people to that link using a campaign URL builder, you are going to be able to see on Google analytics, which is a free tool to look at your web analytics, especially if you have gone to the analytics workshop here, you are going to be able to see which social media post, which content on which channel led people to come to your website and make a ticket purchase to a specific event. You are going to be able to see all of that. A lot of these tools such as Hootsuite do have campaign URL builders built into the scheduling tool. This is something you can set up upfront when you are setting up your scheduling tool. You can automate a lot of this. You can always refer to Google Analytics campaign URL builder website. Google Search that, Google Analytics campaign URL builder. It will take you to a simple form that you can use to fill out all the details using the parameters they provide and pulling information to Google Analytics. You can see which social media posts led people to do what. It is one of my favorite tools because it makes me feel like I have a 360 view. Another low hanging fruit opportunity is to make use of your social media profile bio area. The biography area. You usually only have a couple words, room for 1 link is typically how it goes, and many of you may have seen is Linktree is one of the free tools out there that allow you to create a really curated list of links to send people so you are not limited to just one. Here is an example that Linktree has provided to nonprofit organizations. You can see how you can increase sign up for a fundraiser, sign-ups for an event, donations, content, your website, newsletter subscriptions, and so forth. It is a really simple way to set it up. It is mobile responsive. You can go in and add the Linktree link once you create one and keep it updated so you can constantly send people to the top specific links to learn more about your museum, learn more about your programs, learn ways to connect with you off-line. So that profile space, don't forget to keep that updated and leverage it. Alright. I've got a couple more minutes, so I'm going to squeeze in a couple more opportunities for you. One is around sourcing visuals. Some of you may have albums and folders filled with photos of your museum, your space, your event, and sometimes you may be just

looking for something to post with Earth Day. So when you are struggling with images, something you can use are a kind of free pages, free websites where you can access something that is a little more unique than stock images. So Unsplash.com is an example where artists have submitted images, and there's a great practice of crediting the creators, but you really can use the images They are not standard stock images but feel a little bit more personal. It is a free tool I would highly recommend. The If/Then collection is a really great collection that features a lot of women in the STEM field and is all available to use for free for noncommercial use. If you do work for a science museum like I do, you can really help push the boundaries of what scientists look like as represented on your museum's social media channel through this collection. Another tool you may already be familiar with is Canva. Canva is another free tool that does have a paid plan where you can easily add in your own brand assets. Maybe you have a number of brand colors, fonts, or elements. You can add those in and also source free graphics and free templates for creating designed posts or Instagram stories both in a static graphic format as well as animated video format. So this is a great way for small museums, especially without a ton of access to designer time, to create assets that are on brand and beautiful and suited for social media on the go. Both of these are tools I wanted to share with you. Another kind of tool that I want to share with you is leveraging paid social media. This is just an example of Facebook Instagram, now called Meta for Business. Because Facebook and Instagram are under Meta, something you can do, especially if you are active on those channels, as leverage advertising and distribute your advertising across both Facebook and Instagram. And because it is advertising beyond the feed, you can have that content placed in people's message or inboxes, for example, or combination stories in addition to the post and feed. You can choose the placement of where you are content goes - if you pay for it – and something you can do is actually deliver that message to a very specific list. For example, maybe there is an annual event that happens at your museum and you want to make sure that folks that went last year know about that. And we know if you work on newsletter marketing at all that even the best open rate is probably not going to exceed 50 or 60%, which means anywhere from 40 to 60% of your email list recipients will never even opened your email. No matter how engaged they are with you as one of their favorite museums. It just might get lost in their inbox. In addition to emailing them, if you add them to a customer list and advertise them the same message in a different way on social media, that is a multichannel way of reaching them and delivering the message to them. People stop looking at the email inboxes because it is full of spam, and they are losing important messages and this will help to make sure that your message is still delivered to them. This is another really quick tool, especially if you are looking to deliver your message in more ways than just email. This is a great way to try advertising if you're company or museum is new to it. If you try to tell somebody who has never been to your museum to come to an event, you are going to have to tell them all about your museum and event and convince them. If they already attended an event any previous year and loved it, that is a much easier audience. We are coming up on time. A couple final tips and takeaways. Number one, leverage tools to save time, not the other way around. Leverage tools to save time for you. Number two, consider the audience journey and experience. We keep going back to it. Not looking at performance data for the sake of looking at data, but trying to see what is ticking for people. What are people interested in that you are sharing? And learning from them. Number three, Keep experimenting. Try the tool. Try it for 30 days. Maybe you are a team of one and working on this part-time, go ahead and try and see what happens. See if you can onboarded couple people who can support you. Maybe another internal partner or volunteer. Keep trying it and building on it. You will at least walk away knowing what kind of

additional support you need, even if it didn't work out. Keep experimenting. That is all. Here is my contact information. My email address is sewonbarrera@gmail.com. You can also find me on LinkedIn. ZINNIA WILLITS: Thanks, Sewon. That was great. I really appreciate the visuals you put up of what each one of the tools looks like. I remember I had to do Twitter for a museum that I worked at previously, and I had never even looked at Twitter before, so that was problem number one. Something I didn't do and my own personal social channels. But initially someone who was helping me had it all linked through Hootsuite. That was the first thing I opened up. It was a little overwhelming the first time you see those platforms that are just really connected to everything. I always say I am the target audience for these sessions as somebody who is kind of gotten thrown into having to do social media for an organization as opposed to my own personal channels. I really appreciate all the tips and tricks that you shared. So we do have a few questions that have come into the various platforms. And this one I am super curious about the answer to. You always post the same content on multiple channels? Or do you vary based on the platform in which you are posting?

SEWON CHUNG BARRERA: That is a great question. I do believe that it is important to share the same message across different channels because the people that are super active on Twitter may actually never use Facebook, and you are audience really active on Instagram may never see your Twitter post or your LinkedIn post, for example. Making sure that you post on core channels, it won't feel like a repeat for most people. Most people won't see your message on the other channels. Aim to post your content across different channels, and I even included email and website as channels. But one thing to note is that, and you are going to get more insight into this as you look at analytics, your audience on Twitter might be really different from your audience on Instagram. You are going to learn to make a distinction if, gosh, this piece of content is going to be great for Twitter but it is not right for Instagram. For example, if there is no visual component to it, it just cannot live on Instagram. It is not for that audience. I would say think about the channel, the type of communities that live there, think about your audiences that are on there, but aim to try to post that message on different channels and see how it goes. Because only then you will have more information about what happened.

ZINNIA WILLITS: So perhaps maybe even the same message but in a slightly different format for each channel.

SEWON CHUNG BARRERA: Absolutely.

ZINNIA WILLITS: That is an evolving skill too, to figure that out. That kind of leads into this next question that is very specific to Twitter. How do I integrate cross posts to Twitter to increase Twitter engagement? If you have some more specific insight on that method.

SEWON CHUNG BARRERA: That is a great question. Twitter engagement. Twitter, unlike the way Instagram and Facebook feed have kind of evolved, still remains really very much chronological in terms of the experience. So a tweet that you posted make it buried very quickly if there are other conversations happening afterwards, whereas on Instagram, because people can go to your grid and see the images of previous posts, it feels more like a visual reminder of what you have been talking about. Twitter can be a little bit different. A couple things about Twitter is there are timely conversations happening on a day-to-day basis. If there are spaces you are peer museums are in, definitely follow peer museums and other partners in your space. Programs like Hootsuite can create a specific feed so you can keep an eye on those conversations. Because a

big part of being on twitter is being a part of those conversations, so I would keep an eye on those conversations. Make sure you think about the timeliness of your tweet.

ZINNIA WILLITS: That is really great advice in terms of Hootsuite and that ability to be able to compartmentalize those various conversations so you get a snapshot. I always drop in on Twitter to see what the hot topics are of the day or the week. I completely agree. OK, we are kind of getting up to time here, so I am going to throw this one out just to wrap it up. What is your number one tip for managing social media accounts for an organization that has a single person or a small team?

SEWON CHUNG BARRERA: A single person or a small team. (Laughs) I would say don't feel pressured to post once a day. Don't think about the quantity so much. Think about if this message you are sending out, what are one or two things that can share out with the world in a given week and focus on those messages. See if you can actually automate your process. If it is one message per week, can you schedule that out in advance so you have within the week time to work on an additional one that is more timely. How can you free up time for creativity and for strategy by automating the key things you want to go out? I would say think about those opportunities and don't feel pressured to post every day. That is one thing I hear from folks who want to do social media. They are like, I want to post three or four times a week, and I was a start with one, start with two, start with three a week.

ZINNIA WILLITS: That is a great place to end. It goes back to where you begin about workflow. I wrote down pain points and challenges. It does, it resonates, the real challenge with this and how can we use some of these great tools you talked about to alleviate these challenges. So thank you so much, Sewon. That was a wonderful presentation. I'm going to wrap us up for today and thank all of you and the audience for attending this live session and really listening to these great tips and tricks about using multiple platforms for social media posts. Just a few final reminders as we close out our show, if you enjoyed the program, please do us a favor and share it with your networks. We really appreciate your participation and hope to see you in the chat for future digital empowerment projects for small museums programming. After all of the modules, all four videos will be available on the website, again that's museum-hub.org, as well as a complete toolkit of the resources provided by our presenters, including PowerPoints and resources that Sewon and the other instructors have provided to you. Please remember to visit the forum on the website and ask additional questions you may have about this program or any other technology topic. Follow us on social media. It is a must, right? Again, if you can complete that post and satisfaction survey, that would be wonderful. So finally, please join us this Thursday, yes, the day after tomorrow, December 16, for the third and final technical training session of module 9. We are on an abbreviated schedule due to the holidays. But this final session will feature Jessica Johnson, a creative strategist with Snap in Landover, Maryland, and in the session we will learn how to create impactful social media campaigns for day to day and special projects at your institutions. This will build on the social media strategy and tools and workshops. We will explore how to create and launch campaigns that are creative, engaging, efficient, and effective, no matter your team size. Thank you all for attending today's session. I enjoyed being your host. I will be with you again on Thursday. I hope everybody has a fabulous day. Bye.