

TECHNICAL WORKSHOP 3
MODULE 9
SOCIAL MEDIA:
CREATING ENGAGING SOCIAL MEDIA CAMPAIGNS
December 16, 2021

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>>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 third technical session for module 9 on social media in which you will learn how to create engaging social media campaigns for museums. This module is brought to you by the digital empowerment project for small museums a nationwide initiative organized by the six US regional museum associations and dedicated to providing's providing free self-paced 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'm 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'm wearing black rimmed glasses that are often referred to as cat-eye style and today I'm wearing a white short-sleeved blouse with tiny black polkadots and I'm sitting in my home office with a backdrop of a desk and a few computers behind me. As the host for today's session I would like to convey a few things to our attendees before we begin the program.

First in this era of virtual meetings when digital space is may substitute our fiscal sense of place, it is important to reflect on the land we each occupy in and honor the Indigenous people 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 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 and to respect the diversity of cultures and experiences that form the richness of our world and our profession. Thank you.

And now for just a few housekeeping notes before we introduce today's presenter and get started. First, the best place to view the session in real time is on the Museum Learning Hub website under the watch live tab at [museum – hub.org](http://museum-hub.org). Here you would be able to see all the captions, chat and others 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 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 to listen to our attendees and 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 and a team member will be gathering them. We'll address as many questions as time allows however we may not be able to address all of them and other questions may arise after reflecting on a program. For this reason, we have 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 again you can find, [museum – hub.org](http://museum-hub.org). If you are looking for help between programs please visit this forum, create a login and post your questions. Member of the community or one of our student technology fellows will get back to you. Finally, to stay connected with us and be aware future programs please follow us on social media. Links to all our channels will be posted in the chat picked

Now, It is my pleasure to introduce today's presenter, Jessica Johnson. Jessica is a creative strategist at Snap Inc. Prior to beginning work in the tech industry she was an award-winning social engagement producer at the Smithsonian National Museum of African American history and culture. Jessica holds a Masters degree in journalism from Temple University and earned her bachelor of science in fashion and textile management at North Carolina State University. Jessica has worked in multiple industries including fashion, higher education and advertising. She is interested in exploring practical uses for new media and finding new ways to communicate across audiences. Jessica is also passionate about fashion history from the African-American perspective and activating archives in the digital world. I've enjoyed getting to know Jessica through this program and am thankful for the time she has devoted to this session. Now, I'm pleased to turn the floor over to Jessica Johnson to get us started.

>>JESSICA E. JOHNSON: Hi everyone. As she said I'm Jessica Johnson and I'm going to be teaching you today about creating social engagement campaigns that really wow your audience but also creates community alongside showing your objects and just showcasing all the best your institution has to offer. Let's get started.

Today we're going to talk about strategic planning, the look and feel of your campaign, how to launch it and then after launching and completing doing a self evaluation.

We have all heard this before or many of us have. Those who fail to plan, plan to fail. This is especially true when doing a campaign. I'm not sure you've already watched the earlier technical sessions but the very first one does talk about how to create a strategy for your social media channels. If you have not participated or watched that, please do because it has some really great valuable information that sets the ground foundation for how you can make amazing campaigns. Just building off of that we will start with what type of campaign are you doing. That is pretty much the first thing you always need to do and evaluate when looking for how you're going to make amazing campaign.

There are a number of campaigns you can have. You have always on/Evergreen that is your everyday content, sharing your museum objects are telling about your programming. There are event and live programs which are things like today. Or there could be even community days at your institution. There are also opportunities to have campaigns that are partnership and multi-institution where it takes a lot of coordinated effort and also new acquisitions, exhibitions and special projects that your museum or institution may be doing.

It's important to remember again, each campaign needs its own social media strategy, but you should look to your main social media strategy as your true North in completing this. Because your campaign strategy it should complement what you are already doing and not add any additional kerfuffle's so to speak to what you have going on. So, it's important again, have your true North but you can incorporate new ideas and you should scale for bandwidth. That's going to be critical as we will talk about how to do that in a bit.

Questions to ask once you start. Who, what, when, where and why are the things I like to say we look at first. Who is leading this project? Which department is it? Or is this coming from an outside person and you've never worked with them before? I think understanding who you are working with is critical in making sure that you are developing the campaign best toward your schedule and your cadence and your bandwidth. If you know that you are working with a department that is maybe short-staffed or hard to get hold of, built in, that helps build in time for anything that may come up. Understanding the goal of the campaign is also very critical. How can you know if you are successful if you don't know what you are trying to accomplish?

Is the goal fundraising? Awareness? Are you trying to get new museum patrons? Is it list building? Or are you just trying to let people know we have a program going on, are you promoting something?

When is the campaign happening or when is the project happening? Another important thing to note. Not only because you need to put that on the marketing or in the campaign but also for your calendar. Noting okay, if this project is happening, say on today, December 16, what else is happening today? Is it national pizza day. I don't think it is but just thinking around what is going on is this a major holiday? How do we expect people to be interacting with our content on this day? Are there any conflicts? And where is this happening in person or online only or is there a mix of online and in person activities going on?

And why? Why is this important? I love to ask the person, if it is an outside person. If it is not me, the social media team making the campaign or really pushing the campaign, if there is another department, I always ask why is this program important? Or why is this object important? I will say that sometimes that can be received in a negative space but I think it's important to ask because when the curator or the education team or whoever you are working with can tell you why something is important, that helps you communicate to your audience why they should be interested in what you are doing. Other questions that you should ask are, what is the outcome? Will there be an exhibition? Is this long-term? Is there a recorded program? Can people tune in later. This is important to ask for a couple of reasons. One so you could have your language right in all your marketing but also because if there is something that is going to be ongoing or live in perpetuity, you don't have to fit the campaign into your calendar immediately and you can fit it in where best fits for your schedule and for all the other things going on at your institution and online.

And what is available for social media use? This is very critical when doing social media campaigns for museum objects and exhibitions especially. I think that sometimes the assumption is we can just throw anything on the Internet. We have the object in our collection, we can put it on the Internet but I've learned sometimes the hard way, unfortunately, that you cannot just throw whatever on the Internet. You need to check all the agreements. You need to understand exactly how can we use this? What is standard museum use? Does that extend to the web and Internet and does web and Internet extend to social media? And once you understand that know exactly what you have, do you have objects, images, video? This will help you develop a campaign that is well-thought-out and well-rounded but also showcase all of the things that you have to offer for this project.

And are there any sensitivities that should be noted? Nine times out of 10 hopefully there will not be anything that is extremely critical but there will be times where there are challenges that you have to face when it comes to talking about an object. I think history museums run into this more often. I think it's one of those beautiful things though because you are hoping to start conversations, this is a great place to get that started prior to the Internet and you can also have the conversation with your colleagues. You can prepare yourself for how you are going to talk about the object or the topic on the Internet and you can also develop a list of answers to some hard questions that might be asked and some canned responses relating to any type of crisis communication that might come up.

And the questions that you should ask yourself or your team, these are my favorite because it is like a self-inventory. Again, I think social media as working previously working in a museum I think everyone thinks it's so easy but I'm sure everyone watching has a different story to tell when it comes to how easy even just a Twitter post is. They can take up to three hours to make one post. So, what are you asking yourself? Who else is working on this with you and what else are we working on? What is our team doing? What is our bandwidth? And once you establish an understanding there around what your other projects are, what priority level is the campaign? Is this something we can flow in? There is a program on Thursday we hope to see you there that we can flow into the content? Once or twice in the week before? Or is this a longer-lasting, an exhibition type of campaign? Is there an object that will only be on display a few weeks and you want to generate interest around that?

Are there elements that we can mix into our evergreen content? So, our already established plan that we have, our strategy, with our daily or weekly posting, is there something we can swap out so that were not doing double work this will fill the void there?

And the other questions you might ask are we working with internal or external partners? Like I previously mentioned the "who" can be a challenge if it is internal and external depending on your working relationship with people, their bandwidth as well and I don't know about you all, but my calendar has just been busy, busy, busy lately so nailing down even time to go over campaign details can be tricky. So, who are you working with? What has your previous working experience been like and how can you account for that in your planning? I think that is as up in the air as that can be I think it's pretty critical to go ahead and plan long lead time because you are setting yourself up for success. The person running the campaign is being set up for success versus hinging everything on the department that is supplying the information and not really going to be in the active portion of the social media campaign.

And based on the campaign goals, what do we know will work? And what do we want to test? If you know things work for you and your audience and your audience responds well to certain things, I think it is great to build those is a great foundation for your campaign. You already are setting yourself up for success if one it works in two you have the formula figured out. It's not necessarily plug and chug but it

is definitely something that requires less work effort in that sense. And is there anything you want to test? I think campaigns are the best place to try something new because they can fail and nobody will really notice.

So, if say we want to venture into Tik Tok but we are not sure if we can do that regularly with our regular content. Campaign is a great place to try it because you get to test out on a specific subject matter. And you don't have to commit to doing it long-term. You can just do it for the amount of time that this campaign is going on.

And lastly, how will we report? Are we doing a large debrief at the end with all teams? Or will we simply do a one pager and send an email out noting how the campaign went?

Some do's and don'ts in your strategic planning. Really take an honest evaluation of the full ask. We often are given huge goals with the ask and sometimes they are not realistic so because you are the expert in social media it's okay to tell someone this is not really realistic and I'm going to be honest we may not be able to do that. The honest evaluation is critical in saving yourself trouble down the road later, burnout and also producing the results. I think it is great to plan to your minimum viable product. What can we do at the bare-bones that will meet the need but also not overextend us? I like to give people this is what I know we can do and then I set a personal stretch goal for myself and say it would be great if I could add this in but I'm not going to commit to doing that to somebody or for somebody or for a campaign because that is more so if I know it is a stretch I'm potentially not going to meet my goal versus if I plan a goal and I can over deliver on what I promised, then not only does it make you look good and in your colleague's eyes and also relieves a lot of pressure on you to make all these things happen.

Like I previously mentioned, after you take an honest evaluation of the full ask, be honest if something is not realistic. Be honest if something is not going to go well with your audience on the Internet. These are difficult conversations that are really valuable in the long run. In my personal experience I know that telling someone no does not always get the best response and so I always remind people, it's not no it's just not right now. And I will say why because this is not the right climate for that or I just don't think our audience is going to be interested in this particular event but is there something else coming up that I might be able to help you with? That way you are not turning off your partners because again you want to have a great working relationship to make these campaigns really go.

But at the same time, you are using your expert opinion not only just as the social media person but the person who is navigating the audience and knows them the best to let a colleague you know I don't think will be successful here or we are shooting too high let's bring the goals down to this and we can be successful.

Some don'ts are don't create a campaign that includes everything and the kitchen sink. Like I said, minimum viable product. What can we do and what can we personally set as our stretch goals to overdeliver. Under promise and over deliver, right? Don't say no unless there is absolutely nothing that could be done and it is not again it's not no it's just not right now. And don't hand over your social handles or anything without training staff or pre-approving the content. That is possibly one of the biggest things because if you are the expert and you know how your audience reacts to people or talking about certain topics, you don't want to have somebody get on and not be in the right to voice or say things that are may be too high level for the audience to understand.

You also want to protect the integrity of your social media channels. You've worked so hard to develop a strategy, a brand voice, these guidelines, create a real relationship with your audience and you don't want to mess that up because you handed the reins over to someone who was not fully aware of how things work on your channels.

Now we're going to get into the looks. Because they do matter. So, I think all successful campaigns have very strong looks and feels. I like to call it a look and feel because your institution or museum likely already has a brand has a guideline that it follows. You already have logos so you're not creating those but what you are creating is a special look and feel that can identify this campaign separate from your regular content, or if it is your regular content campaign it's just making it very clean and noticeable. When your audience sees whatever you have produced they know it is you without having to look at the name or the at mention handle.

Your look and feel should align with your brand guidelines and your social media guidelines and you can get inspiration from social media, other museums. Just looking around the Internet, being on Behance - great website that has a lot of examples and inspiration or you can just peruse through Canva as well. I'm not sure if anyone has used Canvas to create the visuals for the campaign but it is a great resource and it is 3.99, so I recommend tapping into that resource and seeing how it might work for you and what you have going on at your institution and don't forget to lean on what will be available to direct your content so going back to that what are we sharing? Do we have videos? Are there all black and white images? Are the images horizontal or vertical? Keep that in mind when developing your look and feel because you don't want to create something that it looks beautiful for one thing but then when you go to next object it doesn't work and you have to start back at square one. You want to make a great templated design keep in mind that you will want to bend and flex with what the piece looks like as well.

Now we're going to go into one of my favorite projects that I've worked on. It is from our Hidden History campaign a few years back and this is just going to walk you through how we came up with the look and feel. We will go from start to finish. Our design for Hidden History that year we wanted something to be very clean but bold. We knew that we would be working with lots of black and white images but we still wanted to have meaning.

I woke up one morning checking my emails and saw this amazing email from think Business of Fashion and the people were in black and white and cut out and they just had simple blue shapes. And I was oh my gosh this would be great. So how do we make that work for our campaign?

I saw an image by Micheline Thomas with this beautiful coral color and a woman and said this is it we will do shapes and coral to bring this campaign to life. We also used a bit of blue because the coral and blue paired nicely together. So here we go.

I started with my basic shapes of rectangle, circle and triangle and I also pulled together some mock images of how it would look if I had a horizontal photo or vertical photo. What if a person if the vertical photo doesn't take up the entire image for the twitter card, maybe I will include a quote and you will note it just says amazing quote goes here on my mockup but that was the font that the museum used so it was still in alignment with our brand guidelines. The colors were different because the campaign we wanted to stand out but we are staying true to what our brand guide is. We have our logo we have the font and their images being prominently placed. But not changing what the image is or the look and feel of the actual piece.

You will see here the campaign ultimately came to life in this way. We again cut out women because it was Hidden Herstory so we were a very woman focus campaigns would cut out the individual woman to have their individual portraits beyond these geometric shapes and stand out on top of the coral. But also notice that sometimes there was not necessarily a woman that we depicted but an object so if there was a pin how might we display that? We did it the same way again using our simple shapes, staying true to the look and feel we previously developed. But we did not make it too crazy. It was very clean and got the message across and I'm just going to take a second to get a bit of water right now.

Thank you. Like I said, it was very clean and how that clean look comes across is just beautiful on the Internet. It really stands out and your audience I think really will hone in on what that story is you're trying to tell, that visual story but also that object story for that person's story which is what most museum social media is doing. We are educating on the Internet, doing such small abbreviated ways making very large impact. The best way I have found to make this happen again is to stick to the brand guidelines, to be very clean and clear and just to feel what you are doing, feel the work if that is possible.

Here's another example of how this came to life. This was a video and we used again the cutouts. We used the fonts, the same treatment of the coral to bring it to life.

Our do's and don'ts here. Do think outside of the box. Shoot for the stars, aim for the stars and then scale it back down. Make it fit, not necessarily make it fit to anything that is one-dimensional as far as your brand guide totally has to fit this. It can go outside of that but also make it fit your skills. If you don't have the ability to produce videos, then don't lean into that. Lean into the things that you can do which might be again a picture on top of a square and the logo but you have got the same color story going on. Make it clean and make it fit. Do develop a visual story that supports the assets available to you so if you're working with things that are mostly in black and white, those pop on bright colors whereas if you are working with objects, those might be more difficult because they are not necessarily beautiful photographs, they are sometimes photographs that are how do I make this work?

Clean backgrounds those work well on white or black, I think. Seek inspiration from outside of the museum field. We are telling stories as museums and institutions but so are so many other people and they are taking the look from a different angle. I love to say I'm from the fashion world. Fashion is my thing. I grew up wanting to work at a magazine so whatever I'm approaching a campaign I honestly look at it from a more fashion lens than anything else because that is really where I get most of my inspiration and creativity from.

If you are just having a hard time, ask a friend to brainstorm. Ask the team or partners to brainstorm. Bringing in people enter new ideas and perspectives is a great way to get some new innovative things going on with the look, with the feel and honestly to elevate the experience. And make templates. Templates, templates, templates will save you so much time when you are in the campaign especially if it is a long-running campaign that has a lot of pieces.

Some things you don't want to do is force it. If something is not working, that is okay. It doesn't mean you are feeling. It just means you need to go back, re-look at the design, maybe do one slight tweak, delete something or add something. Usually deleting something is the best thing though. And don't stray too far from your organization brand guide because again you want it to be in line with all of your other content you have going out. And don't over complicate the design. If it's not working you might just need to delete one piece and have a clean design and it will be perfect.

Now that you've developed your campaign you have your strategy and you have your content. It's go time so how do we make this happen? A coordinated launch day is the best thing since sliced bread if you ask me. Tools really make it easy to launch everything at 8 AM or whatever time you find is best for your audience. So just double check that you have done all of your due diligence and spellchecking and fact checking, make sure you've done your due diligence when it comes to the credit information that needs to be included on pictures, objects again and acknowledgments if there is something on loan or if this was a gift from a patron make sure that information is included somewhere whether in the copy of your social media post or on the graphics that you post with it.

Schedule your posts to launch at a certain time and you can do this the night before, so you are not scrambling the morning of and make sure that you are posting include relevant hashtags for tracking and for virility. That is one of the best things on the Internet because people who are not necessarily following your content might be following the hashtag and they will see your content and that's how you get new people in your audience.

So don't forget you've already developed your strategy, don't get to launch day into think I haven't done this or this. No it's okay just take a moment, brief and go with the strategy. You are the expert, you've done this before and even if you have if you have not done this before, it's okay. You've developed a plan. All you have to do is stick to it. And ask your museum friends and your audience to help.

It's free to retweet someone so I would say hey friends we launched this today could you help me out and share the word? People love supporting others especially when they know how much how much hard work you've put into it so you could do a simple ask to your friends or colleagues to make sure you retweet the museum today because we are launching this and make sure you tell your colleagues that are running the program as well about the content so they can share with their networks. If you are doing something that is a larger campaign, social media toolkits are really amazing and easy ways to get the content shared. It takes extra time on your part, but it really helps. It's just an email to your museum friends. Your colleagues and other sister institutions and anybody else that you know. You can also post the toolkit to your website for people who want to support but you may not be in contact with them directly and the toolkit will include a bit about the campaign and important dates. If there is a program goes along with the campaign or how long the campaign is going to be going on for. Include the hashtags. Include your mentions and the other "@" mentions of the participating institutions and 2-3 images to share in case they don't have something in their collection that goes along with what your campaign is. So they can just schedule that tweet or Instagram poster Facebook post and get your word out for you as well.

Asking, doesn't hurt anybody to ask and nine times out of 10 people will say yes and if they say yes and they forget they will go back and then you have your campaign living on more and more days because maybe somebody forgot. They were like, next week I can do this and it's still applicable and maybe it's not the top of your list but the top of their list, so your word gets out.

So, you've launched, you've run your campaign and now it's time to evaluate how you did. This is the bread and butter of creating great campaigns. You only get better from here and that is through evaluation so following the conclusion, make a report. Have your general metrics together. Your likes, your comments, your shares, the engagement rate which you might want to know your engagement rate is a small social media team to yourself and you might not want to share that with others because it can be it can look convoluted when it is .2% engagement rate when if you have thousands of followers,

it's going to be very hard to get a full percent. So what insights did you observe? Did you notice that on certain topics the audience talked more or had more conversation? Did you notice that black-and-white photos did better than color photos? And how many of your hashtags were used? What was the rate of use for your hashtags? In the reports I also really love to include screenshots of the content that was shared because I notice in my experience that while we do a lot of planning with our colleagues and we work together to make these campaigns come to life, when we are done and the campaign is in motion, the project is complete for everyone else and they are not necessarily checking in but, so they don't know how it looked on social, they don't know what the post ended up doing and looking like. By including the screenshots remind them, we stopped at this point but our team picked it up and we kept going and this is what it came to life as. It's just a nice way to share your finished product because even though social media everyone can get on it and everyone can go check, a lot of times people don't and it's not necessarily because they are not supportive but we are all busy and going so again, I like to make it real for all teams by putting the screenshots of the content in there.

In addition to your regular reporting evaluation, I suggest a personal reflection. Regardless of how the numbers were in the metrics how do I feel? Is this a project I'm proud of? Did this campaign make me feel good or did make me frustrated or how do I feel? What piece of the campaign am I proud of most? If the campaign did not necessarily go as well as you had hoped, it doesn't negate that you did work so what are you proud of? Are you proud of the fact that you even made it to the end? Sometimes that is the best part especially when it's been a very long campaign like a special exhibition that might be up a year.

We made it through to the end, right? And then, what were some challenges and how can you or the team improve next time? So, thinking about those things. If I worked with a certain department and I know they are difficult to get in touch with because they have a lot of projects going on as well, how can we improve next time that we work together? What planning committee together can be put together in advance to make sure we are accounting for that time that we were not able to get together? Or was the challenge finding out the appropriate credit information? I'm a big fan of using resources from across the digital world so was their archive a digital archive I accessed and I did not do it in time to get the approval to use their image or their object versus had I reached out earlier maybe one month earlier, if I had that time, could I have had all the objects and pieces I wanted to include in the campaign?

The most important part of everything you do, please take a moment to celebrate, celebrate you, celebrate the team, celebrate your success. Even celebrate your failures if you failed. We are not going to call it a failure. Celebrate your challenges if they were challenges because at the end of the day if you are not recognizing the work that you are doing, you cannot expect anyone else to so please always celebrate yourself. Do something kind for yourself like give yourself a hug or pat on the back. Clap for yourself because we are all here and cheering you on but you should cheer you on to.

And so my final tips and takeaways, create a plan. Make it look pretty. But also trust your experiences. And your expertise. You are the person who is doing the work you know the audience well you know how this social media game goes for your institution so just trust yourself. Campaigns they look great and they are pretty much the same thing as your original strategy just with niche topics. You can do all the things that you know will be successful and trust that it will be successful.

If you have any questions, you can contact me. My email address is listed here: hello@jessicaejohnson.com. You can also follow me on social media @_jessicaelise_ on Twitter or

connect with me on LinkedIn. I will be 100% honest with you all. I do not always talk about museums on my social media. I think it is very much a space to talk about museums that I do love conversations around museums but I also love to remind people that we are also not our jobs and it is great to interact with everyone just as our human selves and not always work so if you are interested in just chatting I'm down for that again at [_jessicaelise_](#). And thank you that is the conclusion of my presentation and I think we have a bit of time for Q&A.

>>ZINNIA WILLITS: Thanks Jessica, that was great. I actually laughed out loud at the under promise, overdeliver. I say that all the time and it really is such a simple especially when trying something new so I appreciate that you brought that into the presentation. We do have some questions to get to about some things you've talked about. I'm going to dive right in. This attendee would like to know is there a difference in approach to creating social media campaigns for special events or exhibitions versus selling memberships?

>>JESSICA E. JOHNSON: Yes there is definitely a difference in approach and I think also knowing what the guidelines are. Previously working in a federal space, we had to be careful with how we were asking people to donate online so you definitely want to make sure that you're looking into that as well. But I think the approach is different. For events and exhibitions, it's easy you have a date, a place and time and you are sharing your things. When you are approaching people for donations or anything advancement related, I think it's best to, not just obviously have to do the ask -- that is kind of the most uncomfortable part is asking for the support but how you ask for the support. My favorite strategy for working on advancement campaigns are to show the work you've been doing and then, or telling a story of an object and then saying and then making that gentle ask at the end that is continue to help support this or this initiative. Become a friend of the museum and learn more about these objects and stories or help us continue to tell these stories because it's less we need your money and more, this is a community space, come be a part, work with us, help us grow, help us share.

>>ZINNIA WILLITS: That is really great advice especially for those of us that operate on membership-based organizations. Again, showing visually or through case studies how the value is added through social media campaigns is really great. This one just came in. Any tips for juggling multiple campaigns at one time?

>>JESSICA E. JOHNSON: Yes, like I said, the priority list is very critical. So if you know you have so many things going on there something that can wait until the next week or a week that has a few less posts going out, I think definitely do that but if everything, I don't know if it's just when I was working in museums but everything is priority. Solf everything is priority, my best answer is to say what are your priorities and how can I flow that in? If you know that you have an always on, evergreen content campaign that some days does not need to happen. Every day we don't have to share an object or this day in history or things like that. We have those but they are not necessarily, you can skip them. They are not so critical they are going to really mess up your engagement or your cadence or throw your audience off so you can opt to swap things in and out.

If you have a lot of campaigns that are maybe events, I'd like to say we have a ton of events this week let's put all of this information together. So instead of saying having a post for each individual program maybe there is one graphic that has the date, the title of the program and the post says we have got some amazing programs this week, learn more on our calendar with a link to the calendar because we are in a digital space so you don't have to say everything, linking out is completely fine.

You have a website for a reason it houses more information. That's where people really truly go for that information so anytime you can link to the website I always recommend doing that especially if you have a beautiful drop-down card on your twitter because then you don't even have to make a graphic. It already pre-populates for you and takes part of that work out. Combine as many things as you can and set your own priorities because the other things again you are one person, your channels are one person and I like to always say you cannot look all the place. We have to be cohesive on the Internet and say some type of story so I know my morning post needs to be a history post at lunchtime that's when I will do my event post at least I'm setting up a cadence to get everybody acclimated and we are looking kind of together and not all over the place on the Internet. Then do it that way.

>>ZINNIA WILLITS: Especially if you have a team working on multiple channels. A museum I used to work at each one did different social media channels so we would get together each week and try to create that cadence. It didn't always work by love the idea of preplanning. This next question piggybacks a bit off of what you just said. What are ways to create long-term campaigns rather than reacting to events on a one-off basis?

>>JESSICA E. JOHNSON: The long-term campaigns I have a lot of experience with those especially long-term campaigns that also have intermittent programming going on with them. The way I like to do those or flow those into the calendar are that technique of figuring out are there places on my evergreen content calendar that I can flow some of that information in? Maybe a person in the exhibition it's their birthday and instead of doing exhibition focused posts I can do a day in history post and it still lends itself to that exhibition and in that content but it's not necessarily completely tied to it. That is how longer-term campaigns can do best because you are not feeling as forced into just talking about that all the time.

And then, spacing that content out. If exhibition is going to be up for months, as long as you're putting out at least one post per week I think that works well and that is again that hashtag is key for that as well because if you are talk about it and maybe the look and feel changed a bit or your today in history fits that campaign but is not necessarily completely related or tied to it you can still throw that hashtag on there and be carrying out the campaign needs.

>>ZINNIA WILLITS: Great advice. We probably have time for maybe two more questions. This one seems to come up in some way shape or form on all the social media programs we have done in this module so we can see what your response is. When is it appropriate to engage people in the comments? What is the level of professionalism versus casual language that should be used?

>>JESSICA E. JOHNSON: This is a great question. I at the National Museum of African-American history and culture we were super huge on engaging in Twitter and on comments and things like that we respond with GIFS, the Purple Heart was my favorite. And it's completely up to you and your brand voice to determine that. There is no right or wrong answer here and as far as the level of professionalism again your brand voice. If your brand voice is very professional that I would say stick with that but if you are more of a casual type of voice on the Internet, a friendly voice on the Internet, is complete the normal to be a friend in the comments. When talking about museums we as the social people at museums we know it is a building. But our audience is generally looking at us as a person, as a friend and I think talking like a friend would talk is completely fine and it also it makes people feel good. Your favorite museum just like your comment.

>>ZINNIA WILLITS: And responded to you.

>>JESSICA E. JOHNSON: It makes people feel really good and if you have a typo and somebody calls it out in the comments, I always just I used to say oh my gosh thank you so much for catching our error. We will update that immediately because we are people, we make mistakes and typos happen. Let the audience know that as well that we are still just people over here. Yes, we are a museum, but we are people on the back end.

>>ZINNIA WILLITS: You again great advice and it goes across channels and just brand voice and situational and appreciated that. This last one I'm curious what advice you might have. The question is how was building awareness and a small museum different? How can we build more museum awareness for smaller museums through the social media campaigns?

>>JESSICA E. JOHNSON: This is a great question. Because I'm coming may very large museum, I know our awareness was built in. So, for a small museum is going to be critical to just share your objects and always have your logo or picture of your building front facing on that. For awareness campaigns you definitely want to submit who you are early. From second zero. It's a video, second zero. If it's a graphic make sure your logo is prominently placed. Not necessarily taking up the entire picture but prominently placed. Another awareness tactic and I know we are always working are many of us are always working on shoestring budgets but sometimes just putting five or \$10 behind a post to let people to target people in your area because if you are smaller you really want that community support and that is what is going to help you not only get your word out and that's who's coming to your events but it will help you grow online as well and digitally as well because those are the people who do follow and retweet and maybe their followers will as well. Second zero when it comes to the logo and any things that define who you are. But then also maybe just a bit of pay to play because we are in that environment now. And unfortunately, that is kind of how it is. I think the organic, the time for organic awareness growth and attaining audience is not it does not exist anymore.

>>ZINNIA WILLITS: Again, that is solid reality based advice for everyone who's doing that right now so thank you so much, Jessica. So many great takeaways from this presentation. For everybody out there working on campaigns or thinking about getting one going. Really appreciate your time and thank you to all who are on the call with us who attended this session. Really great tips for engaging social media campaigns so we really appreciate that. A few final reminders from me to go ahead and close out our program today.

If you enjoyed this program, we hope you did, please do us a favor and share it with your network. Let others know that these recordings exist and we really appreciate participation and hope to see you in the chat for future programs. After each module and this is the last technical session for module 9 so we are wrapping that up, all four of the videos that we ran this month and all prior months will be available on our website as well as a complete toolkit of resources provided by all the presenters who have been with us. Last few weeks so stay tuned to museum – hub.org for more information on those toolkits and for upcoming events. Please remember to visit the forum on the website and ask any questions we may not have gotten answer today. Follow us in our social media channels, the Museum Learning Hub, and please do complete the post-event satisfaction survey.

Finally please join us in the new year on Thursday, January 6. This will be the introductory session for module 10 on digitizing 3D collections and this session will feature Danielle Larson the Executive Director of the Hutchings museum institute in Sarasota springs, Utah. She is going to share her journey is a small museum practitioner with digitizing the museum collections. We are look forward to kicking off

module 10. I can't believe we're already there, in 2022. Thank you all for attending today's sessions I've enjoyed being your host for module 9 and I hope everybody has a fantastic rest of your day.

[End of program]