



Module 9: Social Media Webinar Series Review

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Using social media for your organization is one of the most important modes of communication and outreach today. However, managing social media has proven to be a much larger task for museums; especially for smaller museums who have more modest budgets and fewer employees, social media tends to take a backseat to the museum's tasks. Workshops were held to introduce social media integration using accessible tools and resources, and tricks of the trade.

Featured in this module were Melissa Kiewiet, Director of Development and Community Engagement at the [Dyckman Farmhouse Museum](#) in New York; Emily Stone, Naturalist and Education Director at the [Cable Natural History Museum](#) in Wisconsin; Lori Byrd-McDevitt, Co-founder of [1909 Digital](#) in Indiana; Sewon Chung Barrera, Senior Manager of Digital Marketing and Content Strategy at the [Exploratorium](#) in California; and Jessica Johnson, Creative Strategist of [Snap, Inc.](#) in Maryland.

Introductory Session: Get Inspired for Social Media

This webinar was presented by Melissa Kiewiet and Emily Stone who kicked off the module listing various possibilities for social media within a small museum. This can be anything from creating simple merchandise for your organization to using popular memes and posting on anything from Facebook to Instagram. Kiewiet cited using the popular Bernie Sanders inauguration meme, cut and pasted onto the porch of the Dyckman Farmhouse. Incorporating social media into the daily museum routine can also look like using hashtags that can best relate back to your own organization. Using hashtags such as #Museum30, #MuseumDay, or #MuseumFromHome links your post to a wider feed of others who have tagged the same phrases and ultimately connects to a targeted audience of those who view museum-specific posts.

Recommended Resources:

- [Hootsuite](#) - Creates social media strategies for content creation
- [Canva](#) - Templates formatted for different media such as blog headers, Instagram posts, Facebook announcements, etc.
- [Linktree](#) - Easy-to-use tool to compile all links such as organization website, blogs, Facebook, Twitter, Snapchat, Instagram, etc.

Technical Workshop 1: Build a Simple Social Media Strategy

This workshop, presented by Lori Byrd-McDevitt, focused on the planning of a social media strategy. Building upon the previous webinar which introduces the utility of social media in the small museum, Lori discussed why having a straightforward social media plan is important. With a well thought-out plan, the goals of social media outreach are clear with a target audience, an objective, specific content creation, and core messaging to name a few. Many pieces come together to create a successful social media strategy for small organizations, so being clear about all of the moving parts communicates intention and a central theme relating back to your organization.

Key Points:

- Social media is more than just a post; it requires strategy for the best outcomes.
- But the content is already present in your museum! Social media can help introduce audiences to this content and so the question that remains is “how?”

Technical Workshop 2: Time-Saving Social Media Tools & Cross-Channel Integration

This workshop was presented by Sewon Chung Barrera who emphasized that managing social media is not simply a “one post a day and outreach is covered”. However, for smaller organizations this task may fall onto someone who is not well-versed in communications or marketing. Thankfully, there are now many resources that are available for organizations on social media that can help mitigate this workload. This builds upon the previous webinar that highlighted strategy; having planned social media posts relieves the amount of work that goes into revising, rewriting, proofreading, and editing an unplanned post. A few of the tools

mentioned to help reduce such workload and assist with content scheduling may be available in-app (such as Facebook Creator Studio), or Hootsuite to name a few.

The Takeaways:

- The resources are available! It will simply take some time and effort to incorporate social media into the museum.
- Hootsuite, [Buffer](#), and [SproutSocial](#) were recommended as time-saving tools to plan and schedule social media posts.
- Use stock photos—there are many professional photos that are ready for commercial use so you won't need to max out on a professional camera or photographer for your organization. (Recommended: [Shutterstock](#), [iStockPhoto](#))

Technical Workshop 3: Creating Engaging Social Media Campaigns

The final workshop in this module was presented by Jessica Johnson and summarized the lessons of previous webinars by honing in on four key topics that comprise a successful social media campaign: strategic planning, look and feel, launch, and evaluation.

Strategic planning refers to identifying what type of “campaign” your organization is taking on: are you looking to promote a specific event? Are you highlighting a partnership with other organizations or a new exhibit? Or are you hoping to plan general outreach that is not necessarily time-specific (known as evergreen content)? Different types of campaigns might require varying levels of support, resources, and content, especially due to independent goals, timelines, and outcomes.

Look and feel is another facet of campaigning. It ties together a specific project, for example in relation to the organization. Referring back to your museum’s branding guidelines will help guide the look and feel of a campaign. Jessica also suggests branching out for visual inspiration outside of the museum field, as resources or even graphic design specialists will also be useful in guiding brand content.

Launching the campaign may seem as simple as posting the branded content from your strategic planning, but it can also be a very coordinated effort using relevant hashtags as well as toolkits for related museums. Offering up a few images, shared tags and mentioning your organization in their caption can help with further outreach.

The final step of a social media campaign is evaluation, using metrics such as the amount of likes, comments, shares, and insights like audience observations (recommended: check out the 'Audiences & Analytics' Forum [here!](#)). These metrics can help the organization reflect on what went well and what could go better for future campaigns.

Best Templates & Main Points:

- Hootsuite - Well recommended by all of the presenters during this module, Hootsuite also provides this free [social media strategy template](#).
- Schedule your content with this [calendar](#) template from HubSpot!
- Branding creates a cohesive look and feel for your organization. Refer to this [guide](#) on brand style for more information!

Final Thoughts

Social media integration and outreach within museums is no small feat and takes much planning, organization, consistency, and purpose. Among these four webinars, it is clear that more than a simple post goes into managing social media such as Facebook, Instagram, Twitter, and the like.