

March 18, 2021 Muse-ings

Intro:

This month's Muse-ing comes from Megan Eves, the Marketing & Communications Associate at the Museum Association of New York. She explains some tips and tricks to effectively leveraging social media for museums.

Piece by Megan Eves:

Social media is a powerful communication tool. Unlike some traditional forms of marketing, it is a direct link to your audience to share stories, provide organizational transparency, promote programming and events, and receive feedback. It also takes time to develop a strategy to make sure that your content is reaching your audience. If you're looking into internships and jobs that involve social media, or if you're expanding your work into social media, here are some questions and steps that can help you prep for the interview or get started:

1. **Does the institution audit its current social media?** Across all the platforms the museum is using, are the profile images and descriptions the same? To see if all the accounts are reaching similar or different audiences, take a deeper look at the content and analytics using each platform's insight metrics. I recommend starting with looking at the past three months for each social media platform. What posts performed well? Why did these posts perform better than others? Was it a video or image? What type of content is getting the most engagement? Are they posting consistently? Take time to look into each social media's insights to review what the engagement rate is like. If you're not tracking these analytics, start. Knowing how their current social media is performing will help you develop a plan going forward like what posts work well, what doesn't, and what platforms are worth investing staff/volunteer capacity in.
2. **Identify goals.** Understanding what you want to achieve and how you are going to measure success will help identify which social media platforms you use and identify what type of content you post. Your goals for Facebook might be to drive traffic to your website by sharing blog articles that you then can measure by tracking comments on the blog and Facebook. But your use of other platforms may vary slightly. Keep in mind that goals for each platform should be specific, measurable, attainable, relevant, and time-bound.
3. **Is there a mission statement for the museum's social media?** Creating a social media mission statement will help articulate why a museum is on social media. Outline core objectives that bridge your platform-specific goals, and identify your online voice and persona. Of course, the social media mission statement should align with your organization's mission statement.
4. **Optimize your time.** Once you know the museum's goals and strategies, it's important to optimize your time so that you are consistently posting and recording analytics. Set aside time weekly to outline and write your content and review data insights. Utilizing free accounts like Buffer or Later will help with scheduling your posts to auto post. You should also be aware of current events, so you can pause or shift your content if necessary. If you use one scheduling account for all of your social media platforms, pausing or rescheduling your content will be easy and quick to do.
5. **Craving content ideas? Start here.** Existing hashtags can help inspire creative content, help with planning your social media calendar, and put your post in front of new eyes. Hashtags like #MuseumMonday, #WhatsitWednesday, #ThrowbackThursday, and #MuseumMomentofZen all have large followings. Alternatively, creating a specific hashtag can boost awareness for your museum by encouraging visitors to use the same hashtag. Your hashtag should be short and unique as possible. Research to see if it's already in use, promote it and use it in your social

media posts, and monitor to see what people tag with your hashtag and interact whenever possible.

6. **Remember, social media is social!** Follow other museums, reshare their posts, tag them in your posts, ask your audience questions...social media is social!