



ETHER Education

Training workshop on Social Media and Digital Marketing for Museums and other Heritage Institutions

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| <p>Abstract</p> | <p>A large portion of the population expect to find what they want on the social media challenges. Museums, and all heritage institutions, must capitalise on this social media trend in order to market themselves, and to built and promote their digital brand.</p> <p>This requires a solid understanding of the social media options available and the markets which they serve, and also the capacity to exploit these channels in a way to suit your budget, capacity, and your market.</p> <p>This workshop is designed for people new to social media marketing, and who have a specific interest or involvement with museums and other heritage institutions.</p> |
| <p>Learning outcomes</p> | <p>By the end of this training workshop it is expected that the delegates will be able to:</p> <ul style="list-style-type: none"> • Understanding social media – past, present and future • Defining your digital brand – what values are you projecting to your audience • Developing your audience – who are you aiming at • Developing your voice – what you should be saying • Understanding the role and positions of different channels – to best use your resources to get to your audience • Building and growing your digital brand • Measuring success in your digital footprint • Community management and community engagements • Using specific channels and creating campaigns: <ul style="list-style-type: none"> ○ Facebook ○ Twitter |

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| | <ul style="list-style-type: none"> ○ YouTube ○ Instagram ○ ...others |
| Who should attend | Digital marketing personnel within the institution, Marketing and communications personnel, collection managers, curators, conservators, interns, IT and data management, education officers, exhibition managers, researchers, museum management, in fact anyone who have a story to tell about the museum. |
| Topics covered | <p>Facebook</p> <p>Eight years after launching as a small college network in 2004, Facebook has become a global phenomenon with more than 900 million registered users. Today, Facebook has become a part of many of its users morning routine, as millions check the network for new status updates, images, videos, links and event invitations right after getting out of bed. Facebook presence has also become a web standard for companies, celebrities and politicians. Facebook is one of the few third-party websites approved for official use by the legislative institutions of the USA, the House of Representatives and the Senate.</p> <p>Twitter</p> <p>Less is more. Twitter, founded in 2006, limits its users' messages to the world to 140 characters. Despite or even because of this limitation, Twitter has become an important institution in social media, currently entertaining more than 200 million users. Together, Twitter's audience of everyday people, celebrities, politicians, companies and media outlets sends out more than 150 million messages per day. Their readers are their "followers": friends, fans, and other interested parties. Twitter has also become a platform for journalists to reckon with: the open communication platform is often used for eyewitness accounts and news from crisis regions.</p> <p>Twitter is known as a micro-blogging site. Blogging has been around for some time. Usually blogging consists of people setting up basic websites where they write about whatever they want, whether it be politics, sport, cooking, fashion etc. Posting a message is known as a tweet. People make connections by following other people's twitter feeds. Once you click follow, anything that person or organisation says will appear on your timeline. You can tweet a person by putting the @ symbol before their username.</p> <p>Retweeting is also a big part of Twitter. This is where tweeps, slang for people who use the website, repeat tweets from other users to their own followers. A lot of activity on Twitter involves the use of hashtags. These are handles used to aggregate tweets about the same</p> |

subject. For example, if a lot of people were attending a conference and wanted people to know what the speakers were saying they would tweet to an agreed hashtag by using the # symbol followed by the agreed name.

Tweets are instantaneous. In seconds, a tweet can alert the world to disasters. Like in 2008 when Mike Wilson tweeted first about a plane crash in Denver. How did he know? He survived the crash. Or like the Twitter user who tweeted from inside a hotel in Mumbai as terrorists murdered people in the lobby in the 2008 attack on the Indian city. Essentially, Twitter is a form of texting. However, rather than sending that text to one person, Twitter allows users to broadcast their message all over the site. And what's more, it's free.

Youtube

The Youtube video portal is one of the most visited websites, coming in third after Facebook and Google. Established in 2005, the site offers an ever-growing stock of video files, be it short clips or full-length movies. All videos are uploaded by other users, including media companies and movie studios. In May 2011, the number of daily page impressions passed the three billion mark, making Youtube the go-to address for video research and video distribution.

Instagram

At first, Instagram was an application for mobile photography, distributed via Apple's app store. In addition to its camera software and abundance of preset art filters and retro effects, Instagram boasts a social element: users can share their photos taken with other users on Instagram's own social platform. They can also browse the photo archives of other Instagram photographers as well as connect their own account with their accounts on Facebook, Foursquare, Tumblr or Flickr.

Other channels

There are many other social media platforms that are available to be used such as flickr for photos, Soundcloud for sharing of audio and Vimeo a video sharing platform that help you release videos of s high quality instead of just quantity.

These platforms promote conversations around brand experience. It has become essential for businesses to use Facebook and in some cases, Instagram in order to reach new audiences and retain loyal customers.

Day One: The Basics of Social Media

Intense Strategy

Understanding your brand/products, market segments.

Social Media: An Introduction

- What is social media? Why is it important?
- Who is using social media and why
- Social media vs. traditional marketing
- Your organizational brand and social media marketing

What Makes a Good Social Media Campaign

- Developing goals for your social media campaign
- Implementing a plan that works for you
- Using social media as a customer service tool
- Creating a social media campaign that suits your needs
- Determining your target market

Social Media Platforms – Choosing the Right One for Your Needs

- The big boys – Facebook, Youtube and Twitter
- Other players – LinkedIn, Instagram, and Wikipedia
- The up-and-comers – Pinterest, Google+, and more
- Check-Ins – FourSquare, Groupon, and other location-based options
- Blogging, podcasts, and how they fit in with your social media plans
- Tools to help manage your campaign

How Success Is Measured

- Metrics – what to look for to measure impact
- Different tools to measure your influence
- ROI – the numbers that really matter
- Fans, likes, page views, tweets, and more: different ways to measure success

Finding Your Voice

- Creating compelling content that will encourage followers
- Key words – how to use them the right way
- Simple ways to come across as authentic
- Easy ways to gain brand legitimacy

Day Two: Using Social Media Like a Pro

Practical Session

Increasing Your Reach and Engagement

- How often to post – strategies for finding what works for you
- Paid media, pay-per-click ads, and paying for followers – a good idea?
- Developing timing, target, and tone
- Strategies for creating and maintaining a conversation
- Building a thriving community – a how-to

Best Practices to Help You Maximize Impact

- Connecting, amplifying, and maintaining your social media presence
- Monitoring your campaign – how much time should you spend?
- Avoiding damaging your brand
- Virality and how to encourage it
- Using social media to uncover missed opportunities and turning fans into customers
- Mistakes to avoid: what not to do

Managing Your Online Reputation

- Why it pays to be likable
- Strategies for writing posts and tweets that will generate interest and responses
- The best way to handle criticism – respond or ignore?
- How to turn negatives into positives

Case Studies From Successful Social Media Campaigns

- How great organizations use social media
- Handling negativity – examples of dos and don'ts
- Big and small organizations – how they differ and how they're alike

Applying what you've learned

- Reviewing what you've learned
- Determining how to apply your new knowledge for maximum impact
- How to generate and maintain your social media momentum

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| Duration | Two days. NOTE: This is part 2 of our Website, Social Media, and Virtual Exhibition 5-day workshop. |
| Associated workshops | Website development for museums and other heritage institutions Virtual Exhibitions for museums. |

Contact Us

The ETHER Initiative is a programme of Roger Layton Associates (Pty) Ltd. ETHER Education is a business unit within The ETHER Initiative, which addresses the training and educational needs of the heritage sector, with a focus on museum and collection management practices.

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