

QUICK TIPS FOR SMALL CULTURAL ORGS

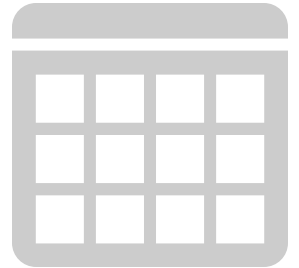
Social Media 2017



MUSEWEB FOUNDATION

GET ORGANIZED

Create a calendar for the month using Google Calendar, Outlook, or even a spreadsheet. Determine who will post what, when, to what platform, etc. There are many options for "social media calendar" templates, but you need fields for the date, post links, photos, who's responsibility it is, and whether it's part of a special campaign. Color coding different people is a good idea.



EMAIL

Build your mailing list at every opportunity. Email is still the #1 channel for return on investment. Send a monthly or weekly e-blast of content, not just ads.

FACEBOOK+ TWITTER

Right now, Facebook is really a pay-to-play world. Only a small % of your followers will see your posts. To increase reach, use video and try Facebook Live, which is hot on FB right now.

Using hashtags on Twitter drives connections to larger audiences. Use the image description option to reach visually impaired audiences. Follow Hubspot, Hootsuite, and Bit.ly for great advice.

BLOG

This is your content hub. Post regularly. Twice a week is ideal. Use guest authors to help with the writing. Find a voice that's unique to your organization.

MAKING CONTENT CONNECTIONS



Think about how content can be aggregated across platforms and be adapted to fit the audiences on your various networks. Shout out to other organizations to ask them for a share or retweet. Look to anniversaries or special days in history to inspire content.