

Learning Times Outreach Activities for Collections Care

Sure, great. Thank you so much, Mike. Welcome back everyone. Today is our final webinar for the course outreach activities for Collections of Care, and we really have a fantastic webinar planned for you today. It looks like there are about 86 folks logged into this meeting room right now, so feel free to continue saying hello. And throughout the presentation, feel free to post your questions in there, and we'll hold onto them during breaks, and then we hope to get to them by the end of today's presentation. And it's been so nice seeing so many of you log on throughout the entire year. This is our eighth course, and we know some of you have been with us since January, and so, really, we're just so happy to have so many of you participating, and we really hope that this has been a helpful resource to everyone.

Again, this is our eighth course, so the entire series, "Caring for Yesterday's Treasures Today" will eventually be up and archived on the online community, so you're welcome to go back at any time and review these recordings to look at the resources. They will all be there. And we owe a huge debt to the Institute of Museum and Library Services for providing funding for this entire series. It's been made possible by a Laura Bush 21st Century Librarian Program Grant. We're also fortunate to have Learning Times and Mike onboard with us for this project. They have been instrumental in helping us with our website and also on these webinars.

Now before we move on to the topic, I'll just go over some quick logistics and what you can expect once this course has concluded. To officially complete this course, we just ask for a few things. The first this is ha you registered in our system so we have an e-mail address for you. We ask you watch all the webinars in this series and complete all the homework assignments, and the assignments are due no later than Thursday, November 21st, and it looks like I have all five, but for this course, of course, there's only four, so please excuse that typo.

So we've made some slight adjustments to the way we award certificates. For those of you who complete the course, you will receive an e-mail notification that includes your name and number of instruction hours and other pertinent course information. This will, in essence, serve at your certificate and proof of your achievement. And as always, you will receive a digital credential from credly.com. If you participated in some of our past courses, you know that we had been mailing paper certificates. Now we do know that those 8 ½ by 5 ½ pieces of paper have become important to some folks, so we want to make sure to accommodate those participants. So we do have some other options.

We could e-mail you an image of you certificate and you could print it out yourself. Or if we absolutely have to, we can print it and mail it to you, but it would be great if you could help us save a little bit on postage. Now you will see on today's homework assignment, which is the evaluation, a spot to denote how you would like to receive your certificate, so make sure to check that off so we now how to get that to you. And, as in past courses, this is our final evaluation. But you will also see a few questions from our instructor today. And if you have not been completing the homework assignments because you weren't necessarily interested in receiving that certificate, we'd still love it if you could complete that last assignment, because it is the evaluation, and we would love to hear what you think.

So what's next? So shortly following this webinar, we'll send you an e-mail with links to all the webinar recordings in this course and all the home work assignments so you have everything in one place. Again, all the materials, all those homework assignments, are due one week from today. And shortly following that deadline, we'll pull down all the links to the homework assignments on the course webpage and we will post recordings of all of these great webinars so that everyone has access to them. Staff at Heritage Preservation will then begin the process of logging all your homework and tracking attendance. And once we've done that -- it does take us a bit of time, about a week -- we'll send out your e-mail notification, and your online credential.

And then if you haven't don't so already, I invite you to consider joining the Connecting to Collections online community. Membership is free and does give you access to posts on the discussion board, which is a great resource, and a lot of people have some great feedback. And, as always, if you have questions, even after this course has concluded, feel free to contact at info@heritagepreservation.org or feel free to call us. We're here to help you, even if we don't have a course happening, so make sure to utilize that.

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So now without further delay, I am so pleased to welcome Dana Allen-Greil. Dana leads the Digital Strategy for Education at the National Gallery of Art. She specializes in leveraging technology to help nonprofits engage constituents, demonstrate value, and stay relevant. Her past positions have included account director at Ogilvy -- I'm sure I'm saying that wrong -- Public Relations. She's been an adjunct faculty member in Museum Studies at the George Washington University and Johns Hopkins University. She was the chief of Digital Outreach and Engagement at the Smithsonian's National Museum of American History, and online communications and publishing coordinator at the Kaiser Family Foundation. We are in fantastic hands today. I am so excited to welcome you, Dana.

Hi. And I'm excited to be here.

Good. I'm going to move this out of the way and then completely hand things over to you.

Wonderful. Thank you so much. I am very excited to be here today to talk with you about social media. It's a big love of mine, so I look forward to kind of talking with you about how to use social media to tap into your enthusiast communities and open up access to your collections and your expertise.

I'm just going to give a quick caveat before I get started, which is, if you did download the slides ahead of time, you'll see there is a lot. And there may be some slides that I don't spend a lot of time on as we go through, because I'm going to try to tailor it is a bit to your interests and needs. So just keep in mind that those slides are there for reference, and you can download them at any time, and also, we'll have time for Q&A at the end, so I can go back anything that you felt like you wanted a little more information about.

So let's get started. We're actually going to start with a poll, two polls actually. And what I would like to the know are, number one, what are your biggest concerns about social media? And I just looked through some of the pre-course surveys to get a sense of where you all are, so I wanted to dig a little deeper and find out about what are you concerned about with social media? And then, number two, what are you most interested in or excited about in terms of implementing social media? I'll give you a second to click on those, and just for your information, the one on you're the right, you can pick as many as you want. So it looks like a lot of you are not sure if you are doing a good job or reaching your goals, concerned about your use of time and resources, and you're excited about reaching more people, being relevant, engaging people in dialogue, so perfect.

So in terms of not knowing if you're doing a good job of reaching our goals, I think that's something a lot of people struggle with, even if they've be dealing with social media in a pretty advanced way for several years. So I'm going to try and tackle that definitely, but just know that I think we're all kind of in that same boat trying to figure it out. And similarly with time and resources, we all have a finite amount of time and resources no matter how large of an institution we're in, and with social media there's a new platform every day. There's always more you could be doing, and so I think that's a common concern that you'll have, even if you consider yourself a pretty advanced user. Okay, let's go ahead and clear those out. Thank you.

Okay, we'll do a quick overview of the structure of today's webinar. There are four sections. In the first section we're going to talk a little bit about setting goals. And, again, if even if you're not new to social media, I think it's still worthwhile to take a step back and think about what are your goals, have you articulated them, have you actually written them down and shared them with other people. Number two, selecting platforms, how do you select the right channels to match your audience and goals. Three, we'll talk about creating content. How can you plan for content development, how can you be more efficient, and how can you make sure that you're creating content that's actually engaging your audience and not just broadcasting. And finally, we'll talk a little bit about evaluating and assess. So how can you assess the performance of your social media effort and figure out if there are things you can do to make it better and if you're meeting your goals. So that's kind of the rough outline of how things will go today.

And before we get started with goals, I do want to just say that because social media is kind of still pretty new and still kind of sexy, I guess, and I'm, you know, a big enthusiast myself, I think we often think about

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the benefits and maybe not so much about some of the downside, so I just want to go through a couple of these items to consider.

So, obviously, social media oftentimes is free or inexpensive; however it does take time, and it isn't the cure for everything, which, if you're already using it, you know that. It is easy to use. It usually doesn't require a lot of technical knowledge. You don't need to be a computer programmer to use Facebook. However, I think to do social media well, you don't necessarily want to kind of turn over the reigns of social media to someone who doesn't understand what it's like to communicate on behalf of an organization.

As far as to say that interns can't be working on social media for you, I've had amazing interns coordinate social media on behalf of me, including large institutions. It just means that you need to be a mentor to that person and make sure that they have the resources they need to understand how your institution physically communicates, what's appropriate to say and not to say. And just keep in mind that if I use Facebook personally, it doesn't mean I know how to manage a community or museum or library [inaudible].

Other benefits are it's a large potential audience; however, you need to make sure you're going to the right platform for the audience that you specifically want to reach. Social media is designed to be easily shared. That's a great benefit, and I think that's why it's also such a huge potential audience, because you're reaching people who may already know about you and like you and then they share with their network, and you have now a much larger potential outreach.

And social media is increasingly important for how your organization gets picked up by search engines, so more and more, Google, for example, is looking at, do you have fresh content? Are people sharing it? And that will determine how well you're showing up in some those, for your Google search for a topic or your organization being.

And I just want to pause for a second. I'm getting a note about the audio. One second, so I can increase my audio. Okay, is that better, I hope, with all those instructions okay? Okay, great.

And then one final thing to consider about social media is that let's say you have amazing images that you've been posting to Instagram for about a year, and it's unlikely, but let's say Instagram goes away? Where are all those images? It's just something to think about. As you're posting content to social media, are you also posting it or keeping it somewhere accessible on your own website so people can find it and it's archived? It may not make sense for all the kinds of content you use on social media, but it is something to consider; that it's always good, if you can, and you have the resources, you have the same content on your website as well.

Okay, so let's launch into goals. So let's think about what outcomes are you hoping to achieve with social media. Social media is active. I think probably the first thing you do when you start using social media is just start using it as a another broadcast channel. You show things, you publish things, you share things, and that's a great way to use social media. But there is a lot more that you can do with it. You can discuss, you can interact, you can crowd source, you can co-create. You can do things so much more easily on social media than we've ever really had the tools to be able to use in the past. So it's really a big opportunity for us to go beyond that broadcast model.

So here are some examples of what those things might mean from [inaudible] library, or organizations with collections. You might be using social media to have access to your collections and your expertise, and this is actually a photo from a tweet up at the National Museum of American History in which real-life people were invited into a real-life collection storage space and then asked to tweet about their experience. As you can see, the person on the left is looking at her smartphone and tweeting about the collections she's seen firsthand.

You might be using it to brand your staff of experts, keep your fans updated on your progress, to build excitement about an event or exhibition or other happening. You can use it to tap into enthusiast

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communities, showing people behind the scenes, engage people in meaningful conversations, ask for feedback, and even encourage audiences to take action. And that's a photo of people in line to vote for the Minnesota 150 project, in which it was the 150th anniversary of Minnesota State [inaudible], and people were asked to nominate moments or objects or people from Minnesota history that were important to include in an exhibition, and that had both an in-person component and an online component.

So why are you using social media? What is it that you hope to achieve? And I would actually like you to just take 30 seconds and write down what are your initial thoughts on why you're using social media. And if you'd like to, please go ahead and also include it in the chat window to share it with us.

Okay, you all are so quick to answer. You clearly thought about this before, and that's great. Please keep these goals in mind as we go throughout the rest of the presentation, because everything that we do should tie back to these goals. Every decision you make about where to spend your time should tie back to when you're trying to connect with people and trying to manage supporters, or you want to attract more visitors to a physical location. Okay, thanks for sharing.

Here we go. So the second piece of what you're trying to achieve is who are you trying to achieve it with or for? Who are you wanting to reach? And I'm going to just skip ahead to this slide and come back. It is very tempting to say our audience is everyone, and, of course, we are here to serve the public and that means a wide audience. It needs to be accessible and important and useful to a wide range. But in order to actually achieve that kind of goal, you need kind of slice and dice your audience into [inaudible].

Let's go back to this and think about, okay, yes, we want to reach everyone, but let's start with who are our stakeholders, or who are we really trying to serve, or maybe who are we trying to reach that we don't really reach right now? Maybe it's teachers, maybe it's volunteers, maybe it's people in your local community. And I'm actually going to ask you to write down, again, who are your target audiences? So I want you to think about, for social media, are your target audiences people that you already might reach on some other social platform, or are they people that you had a hard time connecting with and you think social media is a way for you to connect with an audience you may not have been able to reach otherwise? Maybe you want an international audience that was difficult for you to do with your physical space, or you are you really trying to build stronger relationship with an audience that you might already have a relationship with, but this is a way for you to turn your connection with students into something larger? So I see academic researchers, local communities, researchers worldwide, students, great. Okay. So then, keep your goal in mind and your audiences in mind as we move forward.

And this next slide shows a template that I've used to help kind of visualize who my audience is and remind me who I'm writing for or who I'm trying to serve when I'm stating content for social media. So you could actually print out this template and fill it in. Let's take researchers, or let's take families. That's one audience that you've talked about here.

Who might represent a family for you? You know, give them a name and age. You know, what do they do for a living? Where do they live? What are they interested in? And then what social networks do they use, as well as what technology? You know, are they using computers at the local library or do they have a laptop at home? Are they always using their smartphones, and even draw a picture of them. So I'll give you an example of this.

This was used as a brainstorm at the National Gallery in talking with my colleagues that work in education. So here's Frank who has a nice little mustache. He's 45. He's a principal of a large high school. He likes hiking and restoring antique furniture. He's active on Facebook and Twitter, and he really loves gadgets. So I actually will take something like this and have this person's profile kind of posted up in my office to remind me that when I write something, I'm writing for Frank.

Here is another example. This is Tina Young. She's 23. She's a new teacher. She teaches fourth grade students at D.C. public school. She likes making jewelry. She's on every platform I can think of, and she's really into her mobile devices. So what kind of content I write for her may be different from the kinds of content I might write for Frank. So I thought this would be a really useful exercise, even if you really know

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your audiences well. And, actually, what you could even do is invite some of those audiences in and have them work with you to help you fill out a profile and help you understand who they are online.

Okay, so that's step one, your goals and your audiences. Now let's talk about platforms. Where are your audiences online? Where is Frank and where is Tina, and how can we connect with them? I want to tell you about a tool that I find to be extremely useful. It's called the "Digital Engagement Framework," and I don't have time within the context of this webinar to kind of explain this whole diagram, but, luckily, there is these three books that goes along with this, and you can download it. If you go to Digital Engagement Framework, it will explain everything about this framework and how to use it for brainstorming and how to use it in your organization. But I'm going to use it a little bit to help you understand why I'm talking so much about outreach and engagement in the coming slides.

So your assets, your assets are things like your collection, your staff, your building. Your assets are essentially the things you have to offer your audience, so it's physical and digital. Your audience, we've already talked about. Those are people that you already have a relationship with that you want to build your digital relationship a little stronger, or they're people you're not really reaching yet and you really want to, so it's your current and potential audience. And you've got outreach and engagement, what you see is that there are arrows connecting those and audience to reach, and then from right to left, your audience and your assets through engagement.

So what this means is I might use something in my collection or some asset that I have as part of an outreach to a new audience. So how can I do that? What platform can I use to reach a new audience online or reach an audience online that I'm not currently connected with? And then once I have their attention, what can I do to engage them with that asset? What can I ask them to participate in? Can I have them tell me a story or help me identify something in a photograph? And so the key difference here between reach and engagement is reach is really that first connection to that audience, and engagement is all of the things you do after you've caught their attention, to keep their attention, and to get them active and to plan to turn them into advocates.

So this is a part of the digital engagement framework, and it talks about reach, which is that first step, and then you will see interest, involve, and activate, and those are part of engagement. And the reason I really like the digital engagement framework, again, is that it focuses so much on activation and how you can dialogue and get people interested in building a stronger relationship with you. It's not just about existing content in channels. It's about getting people involved. So reach is your first step, how are you going to find them, how are you going to connect with them?

The second is you've got my attention, what am I going to offer those audiences to become interested? Think about your Facebook fans, what are you doing to make sure that you have interesting content every week for them?

The next steps in engagement, think of this as sort of ramping up your engagement. How are you going to involve people? How are you going to invite people to participate? What are you going to ask them to do? And this takes a little more thinking, beyond, you know, here is a photo of something in our collection. How do you invite them into the work that you do and how do you help them come along with you and appreciate your work and your collections by being involved?

And sort of the last step, the holy grail, is activate. How do you turn that fan -- and this will always only be a percentage of your fans, but how do you turn those fans into advocates? How do you get them so interested and involved that they now want to share their enthusiasm for your organization with others? So we're going to think about the stages of engagement as we go through the various platforms and think about how we can use social media platforms to reach but also keep people interested and to involve them in the space?

Okay, we have another quick poll, and this is to help me figure out which of the next several slides to focus on, since we do have a limited amount of time. So there's two questions here. One is, which platforms are you currently using and which platforms do you want to know more about today? Okay, so it

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looks like a lot of you are on Facebook and Twitter, and you want to know more about everything. Let's see, Tumblr and Instagram, it looks like, are rising to the top. But, in general, it looks like you're kind of interested in all these platforms. So I think today I'll approach the next couple of slides, I'll try to touch on all of the platforms, but, again, the slides are there for you to come back to later if you want more examples and to dig deeper.

And also, if you have a specific question about a platform or, really, anything that I say, please include it in the chat window and include your e-mail address if you'd like me to follow up with you after the webinar. I'm happy to do that. I'll go through the whole chat window and find if you have a specific question, and I will e-mail you with my response. Okay? So let's go ahead.

So Facebook, most of you are on Facebook. I'm not going to say that much about it other than that it is a great platform for all kind of content; for images, very video for links, and for engaging in discussions, which is actually something that can be challenging with some of the other platforms, because they're maybe not set up as easily for conversation as Facebook is.

Twitter is something that is good for short bursts of information. You see a lot of links being shared on Twitter. Images are probably pretty important on Twitter as well, and I'll show you some examples of that. Twitter is also really great for using live chat using hashtags, and I've found incredible numbers of participation when you schedule something specific to happen on Twitter.

Pinterest is good for organizing and sharing images and videos that you may already have posted somewhere online. So let's say you have a lot of artwork of canvas on your website in your collections area, let's say, you can go ahead and pin that artwork into a board and what it will use pull in the image, as well as a link back to your website. So this is one of the nice things about Pinterest, is that it points back to the original source. And if I'm a subscriber to your board, I now see whenever you've got new artwork of canvas, so if it's on the website, I'll get it in my feed on [inaudible], and I can link to my own board.

Instagram is really good for sharing, I would say, especially new photos and videos. And Instagram is often used for maybe things you wouldn't post in other places. So, say you see here from Mt. Vernon we've got photos of events, we've got a collage of that, we've got an object. And Instagram started as an app, and I think you can often tell if something was an Instagram photo if it's used somewhere else, which we'll talk about cross posting in a little bit. But there's usually this square track, and there's often kind of a fun artistic filter applied to it, maybe some interesting coloring or shadows, and I think that's something that's appealing about Instagram to people, is they can take their photos from an iPhone or something like that and make them look high quality.

Tumblr is essentially a blogging platform. And, though it can be used for longer-form text, it's usually used for short pieces, often image-centered. There are a lot of Tumblr blogs that focus on animated gifts, which are kind of new -- well they're not new, but they have become all the rage recently. And the nice thing about Tumblr is it's designed so that people can easily re-blog your content. So when thinking about how to use Tumblr, I would especially think about are there things you want people to re-blog or repost on their own Tumblr.

Vine is something that is part of Twitter, and it's for creating short videos. Again, you need an app to use Vine. So basically the maximum for a Vine video is six seconds, which is kind of a fun constraint, because what happens is you get kind of a quick little batch out of something. And unfortunately I couldn't embed the Vine video here, but this is the Connecticut Historical Society. It says, "This won't hurt a bit!" And what it has, actually, is six one-second quick little shots of the various things you might find in this exhibit. So I get a six-second kind of impression of this exhibition and the objects that are in it.

Google+ is actually a lot like Facebook in some ways in that it's pretty visual, the commenting features are quite visible, and it can be used for a lot of the different kinds of content, as well as discussions. But if you are not on Google+, I would recommend considering it, because it actually has a lot to do with your search engine ranking, and if you have a Google+ page, someone looking for you or your content is going

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to find much higher rated within Google if you have a Google+ page. It's also really good if you already are using YouTube and you have your videos on YouTube. It integrates quite well with Google.

And related, if you have a Google+ page, you can use Google+ Hangouts On Air, and they are essentially little kind of live video events that you can have with up to ten people. You can see here they are not -- I would not say that Google+ is for super high production video chats. What you see there are just people kind of looking into their webcams. But what you can do is have a pretty intimate interesting conversation with up to ten people, but you can broadcast that to anyone who wants to watch. Or you can choose not to. So there are different ways that you might use it.

For example, if you wanted to have kind of a focus group conversation with, let's say, nine teachers around the country who you work with, you could have a private Google Hangout with just those nine teacher you, and you can see each other and have a video chat, and you can record it. But you could also have that kind of conversation and broadcast it. And essentially it will be broadcast on your YouTube channel for anyone to participate in.

And then on the bottom you can see this is one that [inaudible] did, and this is a new feature of Google+ Hangouts On Air. But people can also ask questions, and you see this plus 15, plus 23. Everyone who is watching the Google+ Hangout On Air can submit a question, or they can vote on a question. So the most interesting questions will rise to the top, and then the moderator can ask those questions. So it's an interesting way -- and this is free I should point out -- to have a conversation with a large group of people. I just want to check, can everybody hear me okay? I'm seeing something about lost audio? I'll keep moving, but I will assume that you can hear me okay.

Okay, now Reddit, Reddit is a really interesting platform, and I think Reddit is very different from the other kinds of platforms that we've talked about, in that you don't necessarily have sort of a landing page that people become fans of and that you're posting content to all the time. But something that Reddit does really well is discussions, and here is an example of the U.S. Holocaust Memorial Museum doing what's called an AMA, which is "Ask Me Anything." And essentially what you do is you say "Hey, I am this person, and I am going to AMA. You can ask me anything during this time." The President of the United States has done this, and in this case, curators at a museums have done this. They basically said, "hi, we're two curators from the Holocaust Museum, and we want to answer any question you could possibly have." And I believe they did this for one hour, and they got 200-something questions and comments.

So that's a quick overview of all at the scene different platforms. This is your kind of cheat sheets. If there is a platform that you haven't considered trying, maybe just go ahead and subscribe personally and see how people are using it and see if it might work for you.

I want to go back to the audiences that you identified. So in terms of who is using these different platforms, Pew Internet and American Life Project is a fantastic place to find out about demographics and research on how people are using the Internet period, but social media as well. So this is the latest data on who is using what platforms, and this shows -- this is a really interesting stat. So 67% of online users are on any social networking site, and 67% of all online users we asked in the survey were on Facebook. So what does this mean? This means that if you use social media at all, you are on Facebook. So it seems like almost all of you who on Facebook, that's a good move, because most of your audience might be on Facebook. Of all of the platforms, that would be the one if you had to only pick one, that might be the one to pick, because the largest percentage of online users are on Facebook, followed by Twitter, Instagram, and Tumblr. Okay.

Now Pew also looks at who are these people, so not just this percentage of people who are online but who are these people who are using these platforms. In term of all social networking sites, it's especially appealing to 18 to 29-year-olds, and women will, again, be on a platform, and same for Facebook. Twitter has a similar profile, but it's also especially appealing to African Americans and urban residents. Pinterest is particularly appealing to women, and what they mean by "especially appealing to," I think is that, you know, Pinterest overall users skew from them, they skew adults over 50 -- I'm sorry -- adults under 50. It

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doesn't mean that men and people who are over 50 are not on Pinterest. It just means that a large number of their users are fitted to these categories. Instagram is a little younger, as is Tumblr.

And I also want to point out, Pew did not look at teens for this particular study, but we know from other data that Instagram and Tumblr are especially popular with teens [inaudible]. This shows that teens are moving away from Facebook, although it's still very popular with teens. It seems that the trend for teen Snap Chat, which is a kind of a private messaging service, and then Instagram and Tumblr are the places that teens are going to be social.

And the Pew did not look at Google+. I'm not exactly sure why, but I wanted to poll from some other data for you to just show you that it is a real popular platform. This shows that in the press, this slide on the left shows that it's the number two social media site worldwide right after Facebook, and it is mostly male, and it's often techy, and it is younger. But it is still a fairly newish platform, so I think we'll see how that changes.

Okay, this is kind of a cheat sheet for you. It was a little hard to put together, because there are a lot of different ways that you can use different platforms. But if you really were trying to make a decision about a new platform you're willing to try or you're really just starting out from scratch you're not on any platform at all, this would be a way to try and tackle that. So, you know, if you mostly have image and you're mostly taking news photos, maybe start with Instagram. If you mostly have images and they're mostly all right already on your website, maybe try Pinterest as the next platform you might want to try. So, again, you can come back to this, but this kind of the decision tree for how you might pick a platform.

So I don't know if you would still be a good time to stop and look at some of the questions that have come in.

Sure, we do have a two questions for you. Marcia is curious, and this is a complicated one I'm sure. So the social media platforms, do they happen to have ownership of an individual's content once it's uploaded. She's thinking of issues of copyright, of images and research.

Yeah, so that is a very complicated one. There's a lot going on there. And you've probably seen this in the news that the terms and conditions for various platforms, which, when you first signup, are something like 12 pages and you don't read it and you just accept it and move on. There has been controversies about Facebook, for example, saying, "We own the rights to everything you ever post ever, and we can use it however we want."

I don't know how to answer that exactly except to say that what you're usually doing is posting a pretty low res image of something, you know, what that platform would actually do with it is probably not a threat to what you're trying to do, especially if, you know, you're using this for educational purposes and you're putting it out there for that reason. I think it probably is a smart idea on your platform -- and each platform is different for us, but Facebook does have a pretty big area in your "About" section to kind of add terms for how people can use your content. Plus there are terms for credits or things like that that you need to include to it. But it is something to be concerned about, especially if you're working with, let's say, a contemporary artist or others who own copyright over something that you might post. So I would say use the same kinds of caution that you would when posting things to your own website to make sure that you have the right to share it and do something educational with it. But I would not let it preclude me from posting things that generally should be free and open for people to use that are in your collection.

And then just a follow up to that question, and I don't know that there is an answer. It's such a complicated topic and there's a lot of literature on it, and I know a lot of museums have had this problem. Marcia's curious, do you know of a particular platform that would be a safer bet? And I don't think that there is.

Safer for?

For usurping ownership of your materials.

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Oh. Oh. I mean if this is a big concern for you, I would have your general counsel look at the terms of the use for the platform. And there are -- if you are a government agency, there are often government terms that have been agreed to, at the federal or state level, so make sure that when you sign up for that platform or if you have already signed up, that you switch to that government terms of use, which can help cover you in some cases. So, for example, on government Facebook pages, or if you're looking at a government Facebook page, you may not see ads for other kinds of things, because there is a specific set of terms and conditions that have been agreed upon between the lawyers in the government and the lawyers at Facebook. So if that's a big concern of yours, I would definitely look to your legal counsel on that.

And then just one other question, which, you know, I come across from time to time. Cindy is curious, and others have mentioned it, are there issues, are there legal issues with posting images of your collections that have been potentially donated, or identifying names of folks who you're not sure if they want their name online, how would you recommend kind of navigating that field?

That's a good question, and it's challenging because disagreements were often signed a long time before social media ever came about, or the Web came about. You know, if the donor is living and you're concerned, you could always reach out to them. I think it's good to just adopt a policy, kind of generally, that you will apply across the board. And again, I would work with your legal counsel or your registrar to figure out how do you typically credit the donor in an exhibit label or in a publication [inaudible] to use that same kind of guideline online.

Okay. And then just to move onto something completely different, Jessica in Mexico had a question about Google Hangouts, and she's curious if you can record those?

Yes. So you need to make sure that you, when you set up the Hangout, that you're doing it as a Hangout On Air, which will kind of take you into a different workflow, and it will ask you if you want to record it when you do that. So just make sure that when you set up a Hangout you're doing it as a Hangout on Air, which is different from the general Hangout, which will typically be private and not recorded. In terms of how you would share it, when you do Hangout On Air, it will automatically go to your YouTube channel, which would be associated with whatever user account you're signed up for.

Perfect. Thank you. That's all we have for now, so feel free to keep them coming.

Okay, great. All right, let's keep moving. So creating content, what kind of content can you use to engage with audiences? And here is where I've got a lot of examples, and I'm going to kind of fly through them. But here is one example that I often come back to because it's something I don't think I would have ever seen before social media came about. Maybe I would have seen it in a news article, possibly, but I think what it gets at is that social media has really changed what we share with each other, what we talk about, what we think other people will find interesting.

You know this is a painting that is in a box, and it's not even in storage. It's being shipped from one place to another. And so the Los Angeles County Museum of Art has decided to take a picture of this and share it on Instagram. And they've done it in a way that's a little cheeky, you know, thinking this enormous boxed photo really ties the room together.

So the way that we talk about things has also changed. It's a little more casual. It might even be a little cheeky or snarky. Snarky I would be kind of a little bit careful with, but, you know, being a little clever how you phrase things on social media. It makes you seem more like there are humans working at your institution and we all have a sense of humor. And I just think that this illustration is indicative of the ways in which social media has changed our relationship with our audiences.

So in terms of identifying content opportunities, I think you always want to look at what assets you already have that maybe just need to be exposed online. And on the other hand, there might be content that really actually needs to be created and you need to spend time working on and creating that content for

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social media, so things like images, video, blog posts, news articles. You can use content that other people are producing online, then talk about it in relationship to your work. So you don't have to create all of this content, you need to create a connection. You can provide access to experts. You can do it through a text chat. You can do it, someone submits a question, and you record your curator responding via video, and then you post that video.

You can use quotes from people. People really love quotes by historic figures, and so tie a historic quote with our object in your collection, and also conversations, so questions and prompts. You know, it takes time to think of a good question. Think of any interview you've ever done with someone, coming up with a question that's rich and interesting takes time. But it's not the same kind of time that it takes to record a video. So these are all the different kinds of content and ways that you can communicate with your audience.

All right, I'm going to talk for the next couple of minutes about photos, and a lot of examples have photos, and it's because the Web has become a very, very visual place. Photos perform the best on Facebook. They get the most likes if you compare them to text posts, video posts, or links. What's interesting is that photos also get a lot of comments that actually text posts, so where you type a question, say, or a fill in the blank, they actually get the most comments. But then photos are a quick close second.

Photos are shared, by far, more than anything else on Facebook, so if you are trying to spread the word about something, post it as a photo. So let's say it's an announcement, we have a new collection. You put those words on an image and post it on Facebook -- and I'll give you a tool later how to do that -- and then that will be shared much more than if you just post, you know, a piece of text with a with a link.

And Facebook itself will tell you that photo posts, specifically, receive 120% more engagement than any other kind of post on Facebook, so try, whenever you can, to get images. And they don't all have to be amazing huge, you know, high-quality images. They can be a quick snapshot that took with your iPhone. Again, this kind of change in how we communicate, we've become more casual. We're used to more grainy kinds of photos. You know, if you have better high-quality photos, that's fantastic, and you should certainly post those. If you don't, don't let that preclude you from getting an image of something and using it so that you can reach more people.

Then another tip on Facebook specifically, is it's really easy to just have a link to something, but, A, the Facebook sort of algorithm is does not favor links, so less people will actually see it in their news feed if there is no image. So you can just take an extra minute and upload the photo separately and then include your link. So on the left is what the National Museum of American History posted. It's of this image of a buffalo nickel, and it's altered to improve include some impressive facial hair. And they uploaded a photo of that buffalo nickel.

I run a page called "Engaging museums." The upload is on the right. I've taken the same exact content and I've tested, if I just put the text and the link to the blog, what would I see? And what you see is what's called a "link preview" that, A, it's not the right photo; and, B, this kind of quote does not get heavily rated in Facebook. So if you can take the extra few minutes to upload your image separately, do that.

Here is another example of that, where, yesterday, the Smithsonian launched the new 3D explorer in which you can interact with and download 3D data about a couple of their objects. And on the right I have just taken the content and linked to it. And on the left, it is the National Museum of American History took a screen shot of that website and put texts on that image and said, "You know, the gun boat Philadelphia sunk in 1776 during a battle. And what's smart about doing it this way is there still is a link to the website above, but now I'm more inclined to share this image, and other people are going to see this too, because I'm sharing the image. Far fewer people will hit "share" on what you see on the right. Okay.

There are many, many, many, tools that you can use for image editing, and I have lots of experience and access to high-quality software like Photoshop, and that's fantastic. But I also use tools like PicMonkey, which is a free tool, which I just use in my browser. It's not software. I don't have to download it onto my

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computer. And I can make a collage, I can upload an image and put some text on it, and I personally think it's a really fun tool, so that's one to check out.

On the left I've got an image that was posted to Instagram by Mt. Vernon. I don't know that they used PicMonkey, but they could have easily created this in PicMonkey and then uploaded it to Instagram. They took a photo of their landscape and put some words on it to kind of draw some visual attention, and then they uploaded it.

And once they uploaded to Instagram, they can also post it to Facebook or other platforms. So I'm not paid by PicMonkey. It's a free tool, but I do think it's a really fun easy tool to use if not all your staff had access the Photoshop, for example, and you don't really need a lot of digital editing skills to use a tool like PicMonkey.

I also want to say that images are really important on Twitter as well, which wasn't always the case. But Twitter has kind of changed its interface, so now you can see images in the feed, so that's what you're seeing on the right. On the left, I've just done a screenshot of Twitter's instructions on how to upload images. And Twitter itself has said tweeted photos get twice the response, which really surprised me to be honest. I figured it would be higher, but that's quite high.

And one little note, if you are using something like [inaudible] or buffer or something like that to post to Twitter, you want to be careful with the images, because they may not show up. They may just show up as the link. So sometimes it's worth taking a little bit of extra time to go over to twitter.com and type in your tweet and upload your image directly through twitter.com or through Tweetdeck, which was recently purchased by Twitter.

Okay, so now I'm going to show you a couple of different examples of the kinds of content that seems to be quite successful online, on social media, so things like Caption contests. You know, you post a photo, you ask for a caption, and a couple days later, you say, "Great, this caption was the best." So you're both sharing images in your collection, but you're also encouraging people to participate, and then you're acknowledging their participation.

Identification is another big one we see with images online. Here is an example of, you know, who is in this photo. And actually, if you look at the comments, someone said, "I see a couple of the Sellers' boys from Georgetown," and so people have identified who is in this photo. So this is a way that people can both identify things and be involved, but also this institution may not have known that the Sellers' family was in the photo, and now that can become part of the records associated with the collection item. So on the one hand, it's something fun and engaging for people, and on the other, it's part of your serious work of documenting your collections.

Here's another example of identification, and in this one, someone said, "I think that pickup truck with the cap is my grandmothers." And I just want to point out that these are not always necessarily always very large institution. The Fairfield County Library does not have a ton of fans in terms of absolute numbers, but they've got really engaged fans. Look at these comments. People are really engaged in this, and part of it has to do with their local history.

And I see a couple of people asking about hashtags. So here you actually see an example of a hashtag, although it's viewed just a little bit strangely because they've got [inaudible]. You see this and then the pound sign [inaudible]. So, actually, typically you would want to go back to [inaudible] all one word and pound sign.

So what happens if you use a hashtag is you can see that it's blue, and that means I can click on it. So if I clicked on [inaudible] in this example, I would see other posts on Facebook that are public that also see that hashtag. This is something that really started out on Twitter. But it is something that works on Facebook, as well as Google+. And I'll show you several examples of hashtags in a moment. So hopefully that addresses that question.

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Behind the scenes content is so popular, and know this from when you invite people to see behind the scenes in person. So it also works online. Here is an example of an archivist, let's see, using a tub of water and a razor to pry a photo from a glass [inaudible].

Here is an example of actually a fund raising campaign in which they have used a photo of conservation as a way to try and get people to donate. And, actually, it says [inaudible]. So this is what your money can support.

Here is an example of someone using a Facebook photo album, which just means you upload a couple of photos at the same time, and they look on an album to show how they re-housed negatives. This is from Instagram. This is Mt. Vernon showing, "Hey, we received a grant," and this is what the grant is funding. We're restoring this large dining room. And here is another example of behind the scenes kind of conservation work. Again, this is Instagram.

So other kinds of content that work well is tying your collection items to important dates or observances. On the left is at the Folger Shakespeare Library, talking about something in their collection that has to do with breast cancer, here in the Breast Cancer Awareness month. On the right is voting day and, you know, "Hey, if you're about to go out and vote, think about how you got the right to vote," and here is an example of our collection that documents how that happened.

Okay, here are a couple other examples of hashtags. "Throwback Thursday" is a big one, and this is one that is popular outside of the museum arena. I see all kinds of people using "Throwback Thursday." And basically it just means something from the past that you post on Thursday. On the left is an example where they – TBT is supposed to be the abbreviated version of that. And in this case they've actually used Throwback Thursday as a way to get people to guess where the photo was taken. So they know the answer in this case, it's a way to get people to interact [inaudible]. And the other Throwback Thursday on the right, that's Twitter. You can just see how in both cases the hashtag itself becomes a hyperlink, and if I click that it will find other things that go along with that hashtag.

Do you think "Tuesday Shoes Day" is a fun one? It's basically a shoe day, so something related to shoes. On the left is Mount Vernon, and that's a horseshoe. And on the right I wanted to show you an example of -- American History has posted a link to [inaudible] but not an image. And you can see kind of pretty immediately why the one on the left is a little more engaging. World Cat Day, I mean you can find all kinds of hashtags and you can find lots of ways to tie into what's going on in the world. In this case, the museums were clever and tied into World Cat Day, which I didn't even know existed. Star Wars Day is another fun one, which is May the fourth of "May the Fourth Be with You." And I would just encourage you to just take a look at what other people are posting about and kind of hop on the bandwagon with some of those.

Just be careful, when you see a hashtag and you don't know what it means, there is a website called "What The Hashtag" which will help you define what the hashtag is for. You really don't want to use a hashtag that you don't understand, it could potentially be something controversial or you don't know why it's being used. And some companies have gotten themselves in trouble by kind of inappropriately using hashtags. For example, during Hurricane Sandy, I believe a retail store used a "Hurricane Sandy" hashtag to say, "Hey, you know, if your power's out, come shop and buy shoes." And that is not a good thing to do PR-wise for you. So try to be sure that you know what the hashtag is all about before you use it.

Q&A you can do lots of different ways. On the left is an example of "Ask an Archivist," in which there was a certain period of time on a specific day in which Smithsonian Archives said, "Hey, you can ask our archivist questions and it will be on Facebook at this time." On the right is a different kinds of example, "Ask a Curator" is one day of the year when lots of museums around the world pick a date. But here's an example of someone that posed a question, and what they've done is filmed a video response. Rather than just responding by text, they took the time to film a video to answer the question.

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Tweetups I mentioned a little earlier, this is an interesting kind of cross-section of – not a cross-section, a crossover between the physical and virtual world. So a Tweetup is when you invite people who are active on Twitter to come do something at your physical space and Tweet about it while they're doing it. And so those ten people, say -- it's usually a small group -- have a really intense, interesting experience physically, and then they follow it with their followers via Twitter. So on the left there's people looking at wet collections at the Smithsonian. On the right is one about Suited for Space, which is an exhibition at the National Air and Space Museum. So you can see they're talking about urine and fecal collection in suits, which is actually apparently a very popular question, you know, "How do astronauts go to the bathroom. So something to keep in mind is you're going to invite these people in and they're going to say whatever it is they would want to say to their followers, and so it's a little bit out of your control. You can set some parameters, but it's actually one of the things that's kind of fun and interesting about it is that people takes photos and talk about your collections in ways that you might not, and it gives another dimension to what you do.

So I want to just talk a little bit, and I think you'll see that these themes have come up in examples I've shown you. So we all love to laugh. We all enjoy content that teaches us how to do something very specific, and I think you'll probably see things like videos on how to preserve your own personal photograph, you know, family photographs, things like that are really useful to people, a house rule. Secrets, revealing secrets are nice, and this is part of why Behind the Scenes is really interesting to people. Things that challenges our assumptions, and visual information in general, so slideshows, infographics, photos.

When you're thinking about creating new content, these are the things you want to think about: what is it that people want to know? I'm sure you have a list in your mind. We always get asked these five questions. You know, find a way to answer those in clever ways. Maybe do videos. Maybe do blog posts, whatever platform is best for you or whatever media is best for you to answer those questions, or even make a list of those and say, "Okay, within the next year we're going to answer every one of these." How can you enrich their questioning and how can you develop understanding through dialogue with people?

So I'm going to ask you to take a moment again, just think about what are some of the assets that you have that could be used on social media, and maybe are there any things that have come up, use examples, of ideas or new content that you might want to adopt or use? And I'm going to keep moving, because we do have a couple more things I want to make sure we get to. But definitely make a note to come back and think about those things.

So another way to think about content is what is it that you want your fans to do in response to that content? Do you want them to respond? Do you want them to share it? Do you want them to just like it? So the kinds of content that work well if you want people to respond, ask them a question. Do a fill in the blank, you know, "The first book I read that I really loved was" blank. Ask them to submit photos or video or text in response to a question. Ask them to Caption contest. If you want them to share, make sure that you say the word "Share" in your post, or, you know, "Please retweet this." Don't do this all the time. It can be annoying and a little demanding, but at the same time, you know, marketers have done all kinds of studies on this and if you use the word "Share" or "Like" or "Comment," people will share or like or comment in much higher percentages. And there's also advice on including it in the first 90 characters of your text. You know, ask people to identify people. Create images that are specifically designed for sharing. So that would be the example I gave where you put the text on top of the image, and then that way the whole thing is shared as one package. People like timely news. People like informational, moving, and humorous content.

So a couple of Facebook best practices, these are from Facebook themselves. So shorter posts get more likes and comments. They encourage you to post very regularly. Obviously you can only do what you have the capacity to do. And they found that questions and fill-in-the-blank gets 90% more engagement than just a post that says, "Do the thing." You know, so "Here's a thing, what do you think about it," or "Here's a thing, what does it remind you of," or "What questions does it bring up for you," you know, asking people to engage. And here's that data where they include "Share" or "Like" in the first 90 characters if that's what you want people to do.

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These best practices are about Twitter. Again, shorter is better, I think partially because it's easier to read tweets or, you know, read posts, a tweet if it's already twert. They suggest that you post frequently and throughout the day. That you include user names so that you're talking to people, you're not just speaking. You're mentioning people and responding to people by including their user name and using hashtags. And then photos get twice the response.

So this data is about Facebook, but I found it to be true for Twitter as well and other platforms as well. Think about when are people on social media. I mean people are on social media at all hours of the day, but especially in the evenings, Eastern Times, and on Saturday and Sunday. So it's important to think about scheduling, because unless you want your staff to be posting, you know, at 11:30 at night, they can schedule a content ahead of time. And I've included here Facebook has instructions on how you can schedule a post ahead of time.

And then you can do the same thing on Twitter, but you have to use the ads.twitter.com interface, which does not mean that you have to pay for ads. You just have to login differently. Or you can use a different third-party service such as HootSuite, Tweetdeck, or Buffer, all of which have free versions and can schedule your tweets ahead of time. I highly recommend those. That way you can be reaching people at different times of day, reaching people in different time zones. But you can also be more efficient by scheduling all of your posts for the week at the beginning of the week. And then what you do for the rest of the week is just see what kinds of responses that you're getting and what you're spending your time on for the rest of the week is data rather than thinking of new content every day. You get all of your content kind of set up, and then that way you can react to what's trending and new as it comes.

I'm going to skip this slide for now, but definitely take a look at it. It just gets at why it's important to have a content strategy and to be intentional about your content and plan ahead.

Voice and tone is also important. We talked about Kiki. You know, Kiki is probably something you're not in your press releases, but maybe you want to have a different voice on social media, or maybe you don't. You just need to be intentional and think about what you want your personality to be. And this is also important if you have multiple people writing and creating content for your social media. You need to have some guidelines so people know what is the voice that our organization has online.

So this is something you might want to do later on, but I found it very useful to come up with a list of contrasting values that illustrate what you want your personality to be. So, for example, we want to be clever, but we don't want to be snarky. We want to be friendly, but we don't want to be cutesy. Coming up with these kind of paired words can help you describe and explain to people who are writing for you what kinds of voice is appropriate.

I definitely recommend this idea of a content calendar, if you can swing the time. It actually, I've found, will make you more efficient. So, you know, you can even plan out all of your content for a month and then post it in bulk. Of course, keeping an eye on it. If there things that could come up that would make that content inappropriate, you want to take it down. You know, if there's some kind of a natural disaster, or in the case of people like me when I was part of the federal government shutdown we had to unscheduled a post. So make sure that you're not just scheduling and forgetting. But if you come up with your content ahead of time, you can kind of space things out, build a story over time, and then, again, you can focus your daily day-to-day amount of time that you have with media on responding to people and reacting to new news and other things like that. So you could do this monthly. You could do a yearlong, not that you're writing everything out for the year, but at least listing out, "Okay, we know in November this big exhibition is opening, what content do we want to create for social media? Let's make sure that we have that part of our work schedule now," so planning ahead.

And you also want to think about the various kinds of things. You know, I think that you're all in different size organizations, and so you may have just one person or one-eighth of a person working on a social media, or you may have a couple of people who have a little bit of their time. And so just thinking about what their various tasks involve, to write, to edit, what actually goes in. And those may not be the same

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person. It doesn't have to be the same person. You can have a different person who is better with customer service working on responses with people and questions that come in from someone who's creating content that you're posting fresh.

And I think I've seen in the chat box a little bit people asking about cross-hosting. I definitely think you want to cross host. My caveat is you want to tailor the post for each channel. So every channel has its own visual style and feel, but your core message can be the same, and you can repurpose assets like images across various platforms. I think that is the smart, efficient way to leverage what you're doing on social media. So here's an example of that.

At the National Museum of American History. We did something called "Race to the Museum" where people could vote from a set of -- I can't remember exactly -- but a certain number of cars they could vote on, and we would take several of those out of storage and put them on display. We first posted about this on our blog. And then we posted on Facebook. For each automobile we did a separate Facebook post. And we used Hootsuite as a platform for monitoring how people were using Twitter to talk about us. You can see on the right there, we came up with a hashtag #Racetothemuseum, and we could monitor using Hootsuite by doing a search for that hashtag.

This was the super simple voting platform. We just used something like SurveyMonkey where people could just pick one, and this is completely free and online. There was basically no budget except for putting the actual things on display. There was no budget for the social media or the outreach or the marketing for the. And yet we landed a halfcover -- the backcover of "The Washington Post: Arts & Style" section about this initiative that we were doing, which I understood from my PR desk that that would have -- if we have paid for an ad that size it would have been \$50,000. So we landed that by doing something clever in social media that cost us no money.

And, in addition, we did a little video on the day of the moving day. You know, this is one of the cars that was selected, and so we had the curator kind of talk about, "Here we are in storage, and this car is getting ready to be moved over to the museum and put on display. Thank you for voting." So these were the two cars that were voted on and on display.

And here are the results we got. Now this was the Smithsonian, so there's the brand name there, but, again, had no budget for this and we got a pretty astounding response, 24,000 votes in three weeks. So that's one example of how you can kind of use different forms to talk about one initiative. In that case I did all of the posting manually myself separately. You can use a tool like IFTTT, If This Then That. And that automatically posts from one platform to another. I think this is where you can run into trouble if you're not careful because things don't always translate well from one platform to another, but in some cases they do. So you could say "If we post a new photo on Instagram, I want you to automatically put it on Tumblr," and that works okay because the amount of space I have on Instagram in a caption works pretty well on Tumblr as well. I would say use something like this sparingly, but if you really have limited time and you do have an audience on various platforms, you can use a tool like this, which is also free to syndicate content across platforms.

Okay, I know that we're running out of time. I'm just going to run through this last little section on evaluation because I think it's really important. And then I can stay on and answer questions. Again, if you have a question that you haven't gotten to, you can put it in the chat and include your email address and I will follow-up with you.

So evaluating success, I think that the kind of baseline way that people typically evaluate success is they look at how many fans or followers that they have. And this is what we call "vanity metrics." They are only useful to a point, and they don't really help you understand what you should change or do differently or if you're really being successful. In this case, on the left I'm using a tool called Simply Measured to compare my -- you know, "Okay, I work for Colonial Williamsburg [inaudible]." On the right, Twittercounter will do that same thing for you for Twitter. I think these are the kinds of stats that are the easiest to get, and so we often turn to those, but they, again, I don't think that they help you become a better social media practitioner.

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The tool that I find really interesting and useful is Facebook Insights. So here I'm looking at who likes my page, demographically. So, again, thinking back to those audiences. What's interesting about this is the blue is you and the gray is all of Facebook. So what's happening here is all of Facebook is really popular with 18- to 24-year-olds. However, 18- to 24-year-olds are not a huge percentage of my audience. On the other hand, 55- to 64-year-olds there are less of on Facebook, but I am overrepresented with that audience. So I'm reaching 55 to 64-year-olds on Facebook. You can look at that same metric, but what you're looking at is people engaged versus the people that are your fans. And so, again, here I'm seeing that actually, even though I don't have a huge number of 18- to 24-year-olds who are fans of my page, I'm really engaging them, and I'm also engaging them -- sorry, I'm engaging that audience much more than I might guess, just based on how many numbers of 18- to 24-year-olds I have. Some interesting data in Facebook you can find out about your audience. I would say Facebook is currently the most sophisticated in terms of what you can learn about your audience without having to pay a third party to find it.

The number one thing I would do for your evaluation, if you can only do one thing, is once a month, or once a quarter, go back through everything you posted and see what got the most clicks, what got the most comments, and what was retweeted the most and liked the most, and least. So what got no retweets? What got no responses? And try to figure out, okay, what do these things have in common? Of the ten most popular posts, what do they have in common? Let's see more of that. Of the ten least interactive list, let's do less of that. And so it takes some time and some brain power, but I find it to be really useful and will really make sure that you are using the time that you have for social media as best you can or the most effective use of it. So, in Twitter you can do that by going to ads.twitter.com and you can see how your tweets have performed. You can see how many times they were clicked or favorite or retweeted. And then Facebook you can do this through Page Insights. You can see how often things were liked or commented on or shared.

This is just an example of how the National Archives thinks about evaluations for Tumblr. They shared a graph with us of how they track Tumblr followers and the average Tumblr increase per day. But, again, this doesn't necessarily help us understand what we can do better or what posts are working the best or how we should change to improve the efficacy of our social media. If you do have a little bit of cash, and I mean a little bit of cash, \$10, \$100, you can use Facebook ads to increase the number of likes of your page. And on Twitter you can do the same thing, it's called Promoted Twitter Accounts and it's very inexpensive. And I highly recommend, especially if you are pretty early on in the account or you're just not seeing a lot of growth. This is a good way to kind boost your reach right before a big announcement, let's say. Start getting new fans maybe two weeks before you make an announcement, and then you have a wide audience when you make that announcement.

A couple other tips, you know, following other users, responding and interacting, spreading your posts out. And I think I'm just going to wrap up by saying that there are other ways to evaluate. Here's an example of the National Museum of American History -- or I actually think this is the National History Museum, did a survey of all of their Facebook fans and said, "Hey, as a result of our Facebook page have you visited us, planned a visit, attended one of our programs, learned something new?"

These are the kinds of information that you can't get just by looking at the social media platforms, you really have to ask people. And I think this is great data. It shows, "Hey, social media is important to our mission." People learn something new because of our Facebook page. People told somebody else about us and shared information with a friend. 54% of our fans told somebody else about us because of Facebook. This really shows why it's important and justifiable for you to spend time on social media.

Erin Blasco is a great person to follow on Twitter, she is the social media manager at American History Museum, the job I used to have, and she talks -- she's pretty transparent and open about the things that they learn. So she'd be an interesting person for you to keep track of. She recently wrote that somebody said in their Facebook survey that following the museum on Facebook "brings it to mind whereas otherwise I wouldn't think of it at all." That's another way to think about success.

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Here's another example from here in which she says "Why has following our museum on Facebook improved your opinion of the museum?" "Because now I know more about it." "It used to intimidate me." "I'm impressed by the depth of selection." This kind of information just by doing a survey can be so useful to you.

And, finally, if you're trying to figure out, "There's so many different numbers you've collected, which is the most useful," think back to your goals. Are you trying to create advocates, then shares and retweets are your most valuable metrics because those are signs of your audience sharing your content with their network. If you want to engage in dialogue, then comments and replies are your most valuable metrics. And if what you most care about is reaching the most amount of people that you can then the number of likes and followers is your most important metric.

So what does success mean for you, and how might you find evidence of success? I would ask you to just take a moment and think about that and write it down and maybe share it in the chat. So, I see, for example, "new guest to the museum" as an answer. How would you know that social media has resulted in new guests to the museum? You're probably going to have to ask the people that come to your museum, "Did you see something on Facebook or Twitter, et cetera, that encouraged you to visit?" Great.

So, again, we talked about setting goals, selecting platforms, creating content, and evaluating success, and I really see this as an iterative process. You know, you set a goal, you try some things, and you see if it's working. And then you might need to reevaluate your goals or change what platforms you're using. I think we're all learning as we go with social media. It's still a fairly new thing and there's always a new platform. And it's always -- you know, with a platform like Facebook, it's been around for a while, they're always changing what you can do with it, how it works, and so being flexible is really key. But I think being intentional about what you're trying to achieve and making sure to regularly evaluate if you're achieving that will make sure that you're spending your time wisely.

And I'm just going to finish up giving you some recommended resources. The #musesocial on Twitter is great for conversations about how museums use social media. My blog is Engaging Museums blog, and I talk about social media topics, among other kinds of museum technology topics. "Know Your Own Bone" is written by Colleen Dilen -- well, her last name is longer than Dilen -- a really smart person who uses statistical data from her work to show you how social media can help you achieve your mission. And she also debunks a lot of myths about social media. I highly recommend her blog. And I've already talked about the Digital Engagement Framework, which is a fantastic tool.

So that's it for me. Again, if you include questions in the chat, I will try to follow-up. And, Jenny, I don't know if you have any other wrap-up items to talk about.

Yeah. Yeah, sure. So I'm going to go ahead and pull over the final link to the final assignment, which is the evaluation for the course. So please make sure to fill that out, even if you aren't interested in officially completing the course. And, Dana, we are at 3:30, but I'm going to ask you this because I think it might be a quick answer. Sarah Dickey [ph] in California is curious how much posting is too much?

Oh, well, that's a good problem to have. You have so much content and so much time that you're posting all the time. I think you'll know posting is too much if you start to lose fans and followers, and you can see that specific in Facebook and Twitter specifically, and you can also find it on some of the other platforms as well. So it really depends on your audience. And that is actually something, again, I recommend asking your fans directly through a survey, or even just, you know, you could pose it as a question, you know, "How often do you want to hear from me" or "Do we post too little or too much?"

I've almost never seen somebody say that you're posting too much, because the reality is your fans don't see everything that you post, and not everything you post will show up in everybody's Facebook page, for example, or even on Twitter. So I don't think that there is necessarily an answer, except if you're saying the same thing over and over, you know, ten times a day. But ask your fans, and also keep an eye on how many unfollows and unlikes you get. And if you start to see that spike and it correlates with you posting more often, then it's probably a sign you're posting too often.

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Gotcha. Good problem to have though.

Yes.

I've also just pulled over this group attendance, so if you're watching in the group, if you could go ahead and put all your group members in there, we just like to have an idea of exactly who's watching with us. And that's it, guys. Thank you so, so much for participating in this entire course. And also, if you participated in other courses in the series, it's been a lot of fun for us, and we look forward to working with you guys and seeing you guys in the future on the online community. Dana, thank you so much for today. That was fantastic and I'm sure a resource people will be turning to over and over again, so thank you.

Great, thanks. I hope it was useful. And, again, I'm happy to answer any follow-up questions. Thanks for joining me.

Everyone have a fantastic afternoon. Take care.