

How to create a SOCIAL MEDIA PLAN

Cheryl Fraser, ROM and Elka Weinstein, MTCS
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Why should my museum have a social media plan?

1. Because you want to reach the most number of people possible
2. Because you want to be relevant to everyone
3. Because you want to get information out as quickly as possible
4. Because creating one will ensure that your museum meets the Community Standard in “Standards for Community Museums in Ontario”

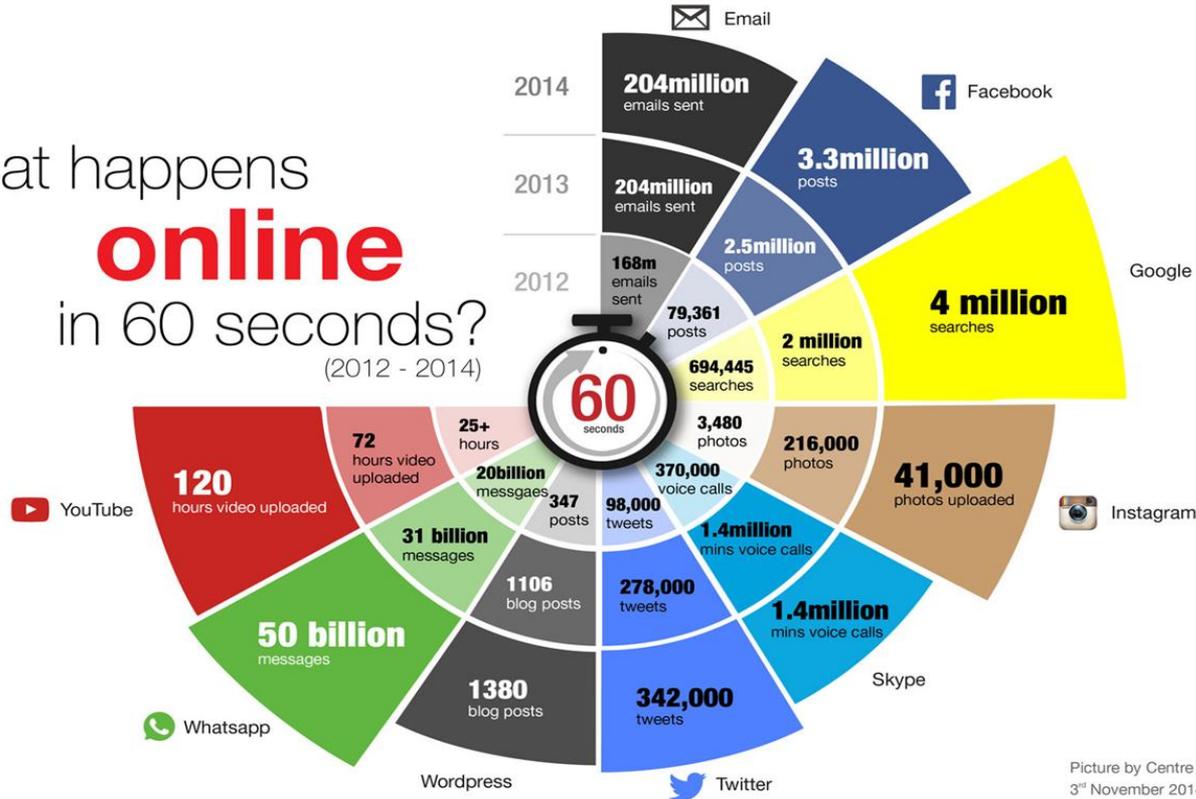
Community Standard:

Objective

A community's heritage is part of its identity. As a steward of the community's heritage, the museum is actively engaged in the community and responsive to its needs. The museum is accessible and relevant, and draws support from its community.

60 seconds online...

What happens
online
in 60 seconds?
(2012 - 2014)



CLARIFY YOUR GOALS

- What do you want to achieve through social media?

How will you measure your success?



WHO IS YOUR AUDIENCE AND WHAT IS YOUR BRAND PERSONALITY?

- Who is your primary audience?
- Do you have a secondary audience?
- Online personality? Or...
- Style you want your site to have?
- What kind of content will you have on your site?

Audit your social media status

- What social media platforms are you using today?
- Are they effective?
- What do you think would be more effective? Why?



Develop your content strategy

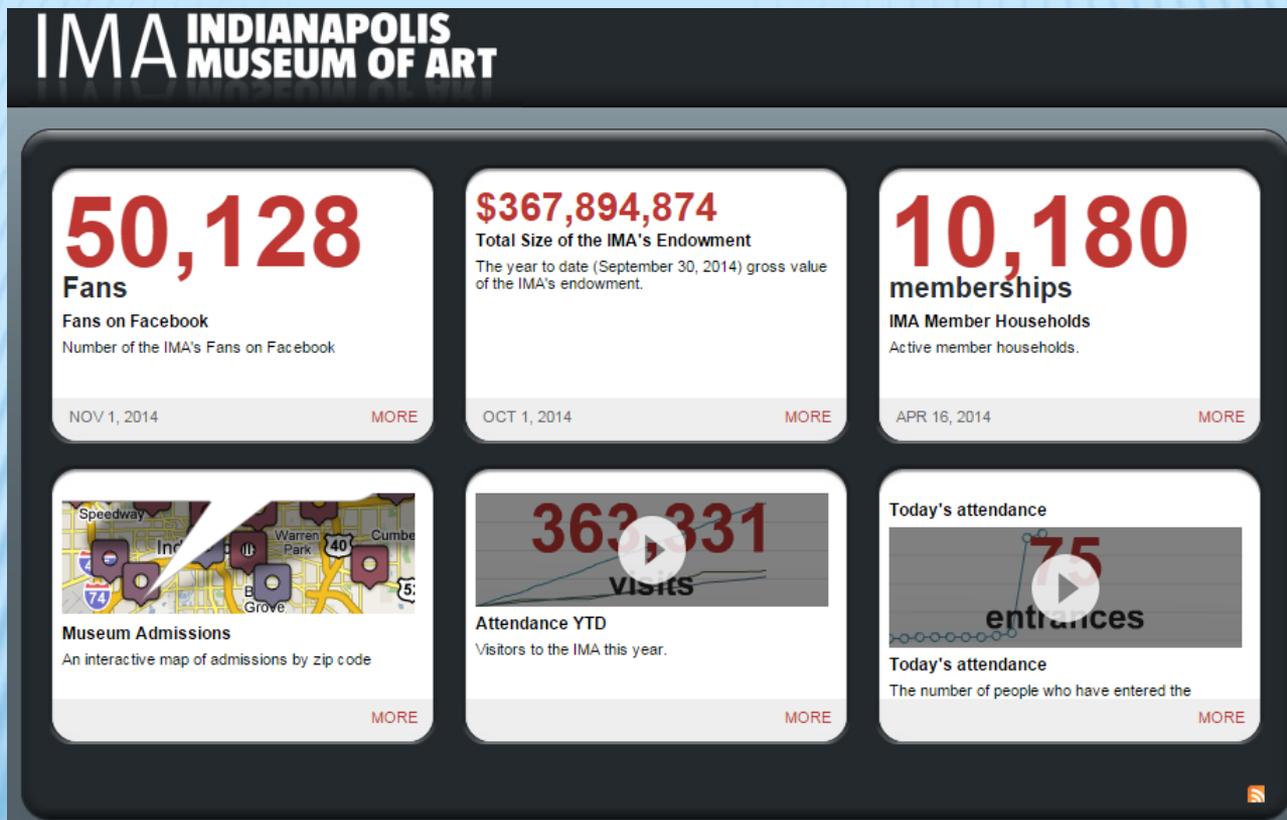
Identify the type of content you will share with your audience. For each item, specify:

1. Audience
2. Importance (High, Medium, Low)
3. Frequency (e.g. weekly, monthly, or as needed)

Use analytics to track progress

Social media analytics is the practice of gathering data from **blogs** and **social media** websites and analyzing that data to make business decisions. The most common use of **social media analytics** is to mine customer sentiment in order to support marketing and customer service activities.

Museum Dashboards



ROM Toolkit

Tweet Activity



Royal Ontario Museum
@ROMtoronto
1 of our Mars meteorites will be at the premiere of [#TheMartian](#) [#TIFF15](#) tonight w [@Cmdr_Hadfield](#) [#canadalovesscience](#)
<pic.twitter.com/XpK6me39AO>

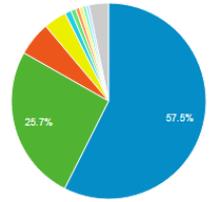
Impressions	10,627
Total engagements	1,909
Detail expands	1,668
Media engagements	76
Favorites	60
Retweets	37
Profile clicks	34
Hashtag clicks	25
Follows	4
Link clicks	4
Replies	1

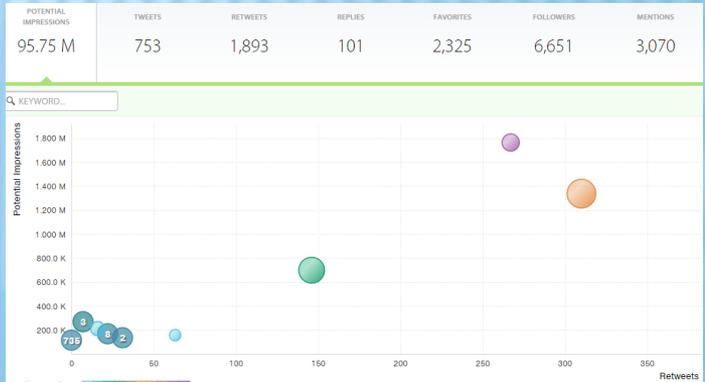
Promote your Tweet
Your Tweet has 1,909 total engagements so far.
Get more engagements on this Tweet!

[Promote your Tweet](#)

Social Network

- Facebook
- Twitter
- TripAdvisor
- reddit
- Meetup
- Blogger
- WordPress
- LinkedIn
- Tumblr
- Yelp





Web Statistics for Mississippi Valley Textile Museum

in 2014:

Peak in September is due to *Fibrefest*, an annual event for the museum



Social Media Monitoring & Analytics

(Hootsuite, TweetDeck, Buffer, SproutSocial, Klout, Salesforce Marketing Cloud, Google Analytics, Topsy, Crowdbooster)

Offers a single online dashboard to manage and monitor your social media accounts including Twitter, Facebook, Google +, LinkedIn, and more.

Provide comprehensive dashboards on your activity.

Don't forget about accessibility!



ontario.ca/accessibilitycompliance

Your social media plan

