

Boost your social media impact

Kim Pittaway

kapittaway@yahoo.ca

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What we'll cover

- 1 basic case study
- 14 heritage examples
- 5 essential steps
- 9 key questions

Why not just look at heritage examples?

- Best practices apply across industries
- Consumer media generally ahead
- Consumer media similarities with heritage organizations:
 - Content creators & curators
 - Interaction with niche audiences

THE BASICS: A CASE STUDY

The basics: Outdoor Canada

“I don’t think I got it”

Patrick Walsh & Outdoor Canada



Patrick Walsh

@OutdoorWalsh FOLLOWS YOU

I am @OutdoorCanada's editor-in-chief & brand manager, tweeting about fishing, hunting, conservation, my great country & stuff that makes me sad, mad or glad.

Canada · outdoorcanada.ca

6,448
TWEETS

2,766
FOLLOWING

5,316
FOLLOWERS



Following

- Joined Twitter in fall 2009
- Ramped up efforts in fall 2010
- “I treat it like a game. And I want to win.”

What does winning look like?

- 5000+ followers
- The RIGHT followers
- A network of connections

“I look at it as a link
in the chain to move people
to the magazine and the website.”

Question for you

- What does your chain look like? Where do Twitter and other social media platforms fit in?
- What actions are you trying to prompt with your social media engagement?

What did he do?

- Built a following by following
 - Target influencers
 - Search for enthusiasts
 - Mine their lists and followers
 - Flattery works: RT intelligently
 - M and DM to ask smart questions, point them to key resources

Question for you

- Who are your influencers and enthusiasts?
- Who is already in your network? Can you ask them to follow and retweet you?

What did he do?

- Created connections by creating content
 - 30 best fishing spots article in magazine
 - Blog post listing locations only—pushing back to mag for details
 - “The blog post was my excuse to bug people”



OutdoorWalsh Patrick Walsh

Hi @CanadaCool! I think awesome fishing makes Canada very cool! Here are the 30 very best hot spots:<http://bit.ly/h1NNVB>

28 Feb

What did he do?

- Tweeted to be RTed—all to drive web traffic
 - Twitter messages to key provincial tourism and conservation groups pointing them to the content. Why? To get them to RT—and follow
 - Note: Links get RTed more often than comments

And he also...

- Created long-term “narrative arcs”
 - #signsoftheapocalypse
 - #signsofhope
- Created unexpected event-based tweets
 - Fishing&Hunting Oscar tweets
 - Fishing&Hunting Juno tweets

+ he had fun



OutdoorWalsh Patrick Walsh

Oscar 18: Top visual effects to Inception. There was a river in that movie, at least 12 for 18. **#Oscars**

27 Feb



OutdoorWalsh Patrick Walsh

Yeah, just saw ice fishing on a Macdonald's commercial, at least.

#Oscars

27 Feb

Questions for you

- What content gives you an excuse to reach out?
- What content is most shareable?
- What hashtags are right for you?
- Where can you have fun?

And the results?

- 4 years in: 5000+ followers
- Twitter is a top referrer of traffic to the Outdoor Canada site

The benefits

- Drives traffic
- Establishes presence in wider fishing & hunting community (in Canada and beyond)
- Engages directly with users and readers
- Customer service

**WHAT ARE OTHER HERITAGE
ORGANIZATIONS DOING?**

Twitter



Come in for some northern exposure
Museum of Inuit Art

@miamuseum

Southern Canada's only public museum devoted to Inuit Art.

207 Queens Quay W, Toronto, ON · miamuseum.ca

2,152
TWEETS

442
FOLLOWING

1,033
FOLLOWERS



 **Follow**

Museum of Inuit Art

Tweets



Museum of Inuit Art @miamuseum

20h

Happy [#Thanksgiving](#) to our American friends! Hope you're enjoying a big meal like this piece by Oviloo Tunnillie ow.ly/rf3cs

Expand

← Reply ↻ Retweet ★ Favorite ... More 📱 HootSuite



Museum of Inuit Art @miamuseum

25 Nov

We've got 2 great promotions on for [#shopthehood](#) this Saturday! 2-for-1 Museum admission & 10% off framed prints in the gift shop!

Expand

← Reply ↻ Retweet ★ Favorite ... More 📱 HootSuite



Museum of Inuit Art @miamuseum

24 Nov

Make it a movie day with the [@planetinfocus](#) screening of Atanarjut happening today at 4:45PM [@agotoronto](#) ow.ly/qUbmJ

Expand

← Reply ↻ Retweet ★ Favorite ... More 📱 HootSuite

- Tying tweet to seasonal event & using hashtag
- Promoting special pricing & using hashtag
- Promoting special event-- & yes, using hashtag

Royal Ontario Museum



The screenshot displays three tweets from the Royal Ontario Museum and its sub-accounts. The first tweet is from the main account, @ROMtoronto, replying to @rachieannek. The second tweet is from @ROMKids, promoting a Saturday activity on Mars. The third tweet is from @ROMPalaeo, celebrating a trivia night event. Each tweet includes a profile picture, the account name, the text of the tweet, and interaction options like Reply, Retweet, and Favorite.

Royal Ontario Museum @ROMtoronto 16h
@rachieannek No problem. Please email your name and the phone number we've contacted to info@rom.on.ca.
View conversation Reply Retweet Favorite More HootSuite

Kiron/ROMKids @ROMKids 16h
Is your family interested in space & science? Join us SATURDAY @romtoronto for activities on Mars! rom.on.ca/en/activities-... @rasc @cswa_news
Retweeted by Royal Ontario Museum
Expand Reply Retweet Favorite More HootSuite

ROM Palaeontology @ROMPalaeo 23h
Great turnout for @ROMtoronto Fossils & Evolution Trivia Night yesterday evening. Thanks to everyone for coming, and congrats to the winner!
Retweeted by Royal Ontario Museum
Expand Reply Retweet Favorite More HootSuite

Multiple accounts for “sub-brands”; RTing each other

- Note dealing with customer service issue
- Promoting event
- Event f/u

Huronia Museum



Bryan Piitz @bryanpiitz

4 Oct

Blowing up balloons for the big #huroniamuseum Halloween costume sale Saturday morning. And, yes, I was fil...

vine.co/v/hgETFqv5jll

Retweeted by Huronia Museum

Vine



Expand

Reply

Retweet

Favorite

More

HootSuite

Sharing behind the scenes content as a way of promoting an upcoming event

Heritage Toronto



Heritage Toronto @heritagetoronto

27 Nov

Congrats to our friends [@HistoricaCanada](#) on the new [@CdnEncyclopedia](#)! Check out our Toronto in Time app here: citiesintime.ca/toronto/

Expand

← Reply

↻ Retweet

★ Favorite

⋮ More

HootSuite

Being a good Twitter citizen by promoting another's page/event + using it as an opportunity to promote their own app

Diefenbunker

Tweets



Diefenbunker Museum @Diefenbunker

21h

There are only 10 tickets left to our annual charity fundraiser! Help us sell out - Buy now! Whiskey is included. :)

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More 📱 HootSuite



Diefenbunker Museum @Diefenbunker

27 Nov

Looking 4 a holiday gift idea for our museum? How about a review on TripAdvisor! We'd love 2 hear about your visit.bit.ly/1jMiCuh

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More 📱 HootSuite



Diefenbunker Museum @Diefenbunker

27 Nov

[@DSIU_OPS_DESK](#) thanks for the heads up! Your guidance and teachings are very helpful to us.

💬 View conversatio

← Reply ↻ Retweet ★ Favorite ⋮ More 📱 HootSuite



Diefenbunker Museum @Diefenbunker

27 Nov

We're closed today due to the snow storm. If you were planning a visit, we're sorry for the inconvenience. Please check back soon!

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More 📱 HootSuite

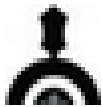
Using humour—lovely tone

Thanking users who point out problems

Alerting audience to last-minute changes

Facebook

Sikh Heritage Museum of Canada



Sikh Heritage Museum of Canada

November 13 via Facebook for BlackBerry 10

If you visited this years Remembrance Day lecture series and exhibition and took photographs, please share them with us too.

Like · Comment · Share

3 people like this.



Write a comment...



Asking for
contributions

Sikh Heritage Museum of Canada



Showcasing contributions

Sikh Heritage Museum of Canada



Sikh Heritage Museum of Canada

November 9

SIKHS were on the front line trenches in FLANDERS FIELDS!!

Pearson Convention Center (google it). Sunday NOV.10, 12-4pm.

Come. Learn. Bring Family. its FREE!!

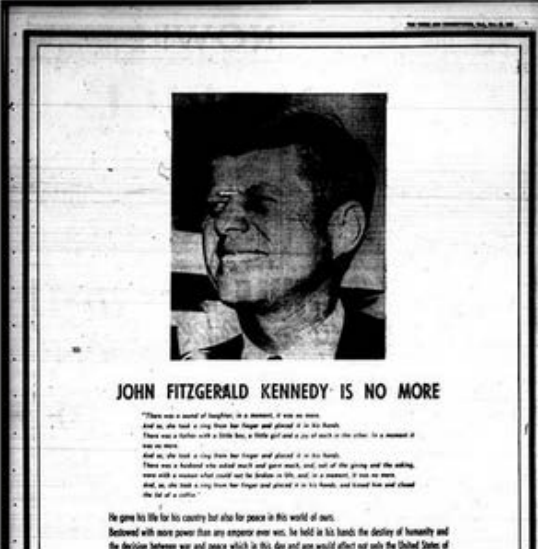
Like - Comment - Share

Promoting events with unexpected facts/info

Peel Art Gallery, Museum and Archives

 Peel Art Gallery, Museum and Archives (PAMA)
November 22

Peel remembers JFK (4 photos)
A few articles from Peel newspapers, in the aftermath of US President John F. Kennedy's assassination. Where were you when you found out about shots being fired at JFK?



JOHN FITZGERALD KENNEDY IS NO MORE

"There was a sound of laughter, in a moment, it was no more.
And so she held a ring from her finger and placed it in his hands.
There was a father with a little boy, a little girl and a joy of such in the world, for a moment it was no more.
And so she held a ring from her finger and placed it in his hands.
There was a husband who asked her to and gave much, and out of the giving and the taking, was with a woman who could not be broken in this world, in a moment, it was no more.
And so she held a ring from her finger and placed it in his hands, and kissed him and closed the lid of a coffin."

He gave his life for his country but also for peace in this world of ours.
Believed with more power than any emperor ever was, he held in his hands the destiny of humanity and the decision between war and peace which in this day and age would affect not only the United States of

The Times and Conservative

Join World-Wide Flood Of Tribute To Great Man

Church Bells Toll To Honor President

Church bells were rung Monday noon, at the request of Mayor Robert Frosch, in observance of the death of President John F. Kennedy, said Rev. J. W. Smith, St. Andrew's Presbyterian Church.

Mr. Smith, president of the St. Andrew's Association, said the bells were rung for Mr. Kennedy because of his leadership.

A Week Of Tragedy

Without naming a part of the week, one newspaper said Monday afternoon that a still to be named, to and before his half might be arrived Wednesday.

Mr. Smith, president of the St. Andrew's Association, said the bells were rung for Mr. Kennedy because of his leadership.

Everyone is talking about a current event: Do you have something Interesting to add? A local angle? An unexpected connection?

Spadina Museum

 Spadina Museum: Historic House & Gardens
22 hours ago

Is Spadina Museum the best place in Toronto to make a snowman? We think so.



Like · Comment · Share  2

On the first snowy day of the year,
what is everyone talking about?
Snow. Be part of that conversation.

+

Share a great photo that people will
want to share.

Museum London

 Museum London shared a link.
November 27

Here's an excellent resource for you! The Art Canada Institution has created a great website and e-book series by Canadian-art scholars on must-know Canadian artists.

The first e-book is on prominent London artist Jack Chambers by Univers... See More



Jack Chambers Life & Work by Mark Cheetham
www.aci-iac.ca

Critically and financially, Jack Chambers was one of the most successful Canadian artists of his time. Born in London, Ontario, in 1931, he had an insatiable desire to travel and to become a professional artist.

Like · Comment · Share  5

 14 people like this. [Top Comments](#) -

Share great resources that your audience will want to use—and reshare

Visuals: Pinterest, Flickr, Instagram

Museum of Inuit Art

The screenshot shows the Pinterest profile for the Museum of Inuit Art. The profile header includes a profile picture of a carved Inuit face, the name "Museum of Inuit Art", and a bio: "Southern Canada's only public museum devoted to Inuit Art. Located at 207 Queen's Quay West / Toronto, ON. Open 10-6 daily." It also lists the location "Toronto, ON" and the website "www.miamuseum.ca".

Below the header, there are statistics: 12 Boards, 549 Pins, and 42 Likes. There are buttons for "Follow All" and "Send Profile". On the right, it shows "607 Followers" and "266 Following".

The main content area is divided into several sections:

- Galleries:** A board with 13 pins showing museum gallery displays.
- Our Collection:** A board with 12 pins showing various Inuit art pieces.
- Artist Interviews:** A board with 11 pins featuring interviews with artists.
- MIA Visitors:** A board with 262 pins showing people visiting the museum.
- MIA Arts & Crafts:** A board showing people engaged in arts and crafts activities.
- MIA Mentions:** A board featuring mentions of the museum.
- Jaco Visits MIA:** A board showing a visit by Jaco.
- Behind the Scenes:** A board showing the museum's exhibition installation process.

Links to great content

Visitors: Everyone loves a selfie

Behind the scenes

Huronia Museum



People
love to share
pictures of
themselves
& loved ones

Northampton Museums

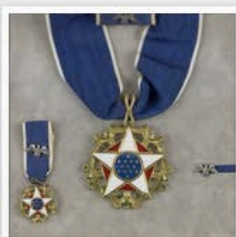
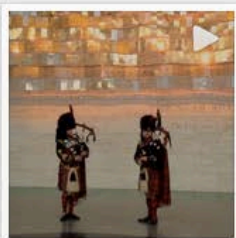
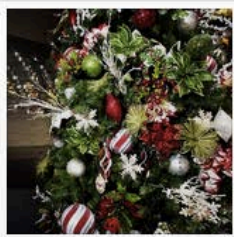
The screenshot shows a Flickr page for 'Northampton Museums'. The header features the museum's logo, name, and statistics: 164 sets and a member since July 2008. Below the header is a navigation bar with 'Photostream', 'Sets', and 'Favorites' tabs. The main content is a grid of 12 photo sets, each with a thumbnail image, a title, and a photo count.

| Set Title | Photo Count |
|--------------------------------|-------------|
| Boer War | 1 photo |
| Westfield My Favourite Shoe... | 16 photos |
| Northamptonshire Regiment.... | 81 photos |
| Northamptonshire Regiment. ... | 33 photos |
| Northamptonshire Regiment.... | 22 photos |
| Northamptonshire Regiment.... | 10 photos |
| Northamptonshire regiment.... | 25 photos |
| Northamptonshire Regiment,... | 22 photos |
| Exhibición: Gold Conversation | 6 photos |
| Venue: The Shoe Lounge | 8 photos |
| Cpl Anderson's Army Travels | 197 photos |
| Woodford | 1 photo |

Creating a scholarly resource

Museum of American History

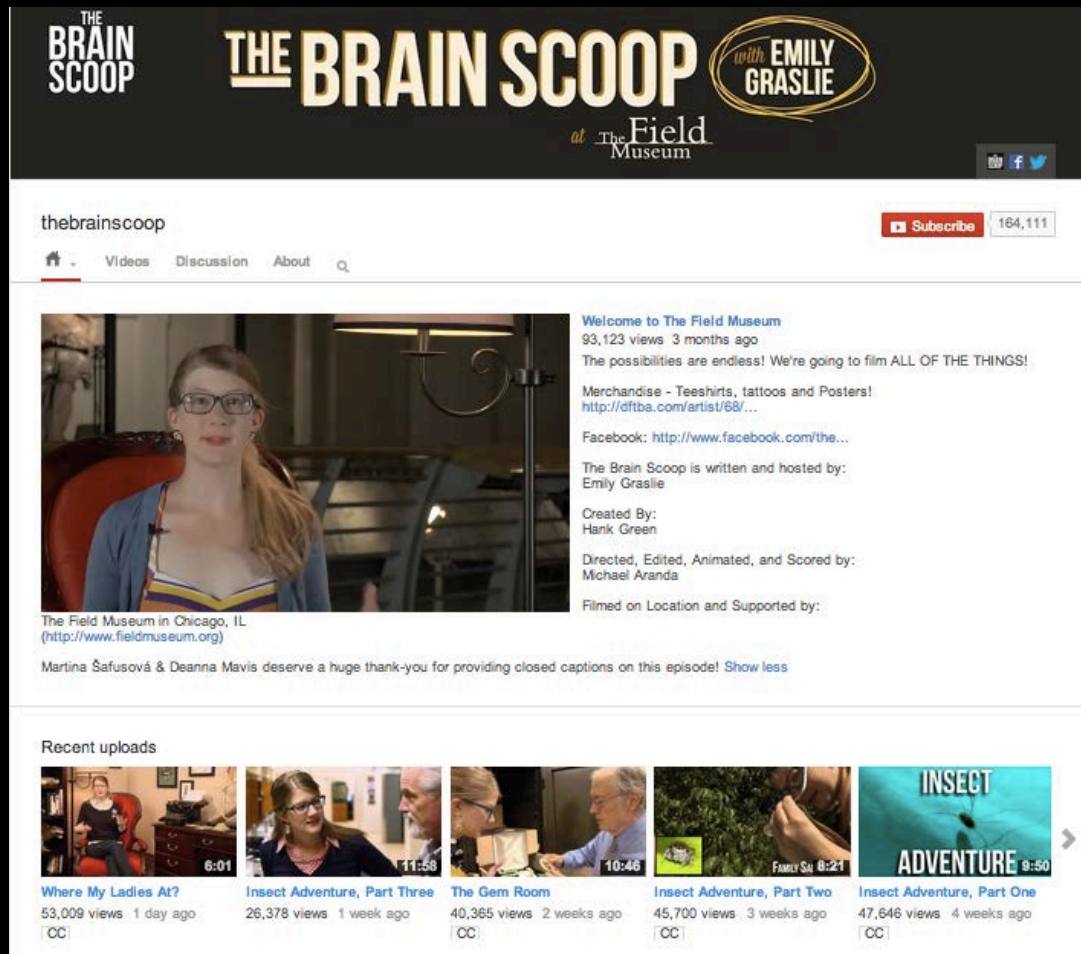
November 2013



Shareable,
timely,
compelling

Youtube

The Field Museum



THE BRAIN SCOOP with **EMILY GRASLIE**
at The Field Museum

thebrainscoop Subscribe 164,111

Home Videos Discussion About

Welcome to The Field Museum
93,123 views 3 months ago
The possibilities are endless! We're going to film ALL OF THE THINGS!
Merchandise - Teeshirts, tattoos and Posters!
[http://dftba.com/artist/68/...](http://dftba.com/artist/68/)
Facebook: <http://www.facebook.com/the...>
The Brain Scoop is written and hosted by:
Emily Graslie
Created By:
Hank Green
Directed, Edited, Animated, and Scored by:
Michael Aranda
Filmed on Location and Supported by:

The Field Museum in Chicago, IL
(<http://www.fieldmuseum.org>)

Martina Šafusová & Deanna Mavis deserve a huge thank-you for providing closed captions on this episode! [Show less](#)

Recent uploads

| Video Title | Views | Time Ago | Duration |
|------------------------------|--------------|-------------|----------------|
| Where My Ladies At? | 53,009 views | 1 day ago | 6:01 |
| Insect Adventure, Part Three | 26,378 views | 1 week ago | 11:58 |
| The Gem Room | 40,365 views | 2 weeks ago | 10:46 |
| Insect Adventure, Part Two | 45,700 views | 3 weeks ago | FAMILY SU 8:21 |
| Insect Adventure, Part One | 47,646 views | 4 weeks ago | 9:50 |

Creating a “brand”
with voice, personality
and humour

Museum of Inuit Art

Museum of Inuit Art

Subscribe 34

Home Videos Discussion About

All activities -

miamuseum uploaded a video

Throat Singing in Kugaaruk
7 months ago · 60 views
In March 2013, MIA's Curator Alysa Procida visited Kugaaruk, Nunavut to attend a workshop with regional artists. While there, she was lucky enough to see loc...

miamuseum uploaded a video

Urlash Puqiqnak Making Music
7 months ago · 111 views
In March 2013, MIA's Curator Alysa Procida visited Kugaaruk, Nunavut to attend a workshop with regional artists. While there, Uqsuqtuuq (Gjoa Haven) artist Uri...

miamuseum uploaded a video

Jaco Ishulutaq Carving Demonstration
1 year ago · 498 views
To celebrate 2012 as the International Year of the Co-operative, Inuit artist Jaco Ishulutaq demonstrates some of the tools and techniques he uses when creati...

miamuseum uploaded a video


Conversation Series: Renelitta Arluk Part 2
1 year ago · 49 views
For the fourth installment of our Conversation Series, we sat down with actor and playwright Renelitta Arluk to discuss her work. In Part 2, Renelitta talks more ab...


Capturing “evergreen”
reference content


Shakespeare Birthplace Trust


Living Shakespeare [▶ Play](#)


Videos taken at Shakespeare's Birthplace of visitors talking about their experiences with Shakespeare.

 **Me (Sam Young Birthplace Blogging Team)**
by shakespearebt 112 views 0:50

 **Gentleman from Essex talking in the kitchen of the...**
by shakespearebt 76 views 1:17


 **Visitors from Wales in the garden**
by shakespearebt 32 views 1:17


 **American visitor in the garden**
by shakespearebt 45 views 1:16


 **David Alfonso Samaca Gonzalaz**
by shakespearebt 69 views 1:19


Blogging Shakespeare


A collection of videos posted on Blogging Shakespeare.

 **Completing the Oxford Shakespeare**
by shakespearebt 280 views 5:21


 **Prague 2011 World Congress 007**
by shakespearebt 82 views 0:27


 **Stanley Wells at the World Shakespeare Congress 2011**
by shakespearebt 760 views 1:00:07


 **Tea with Tagore**
by shakespearebt 18 views 43:16


 **Paul Edmondson's interview with Roland Emmerich - P...**
by shakespearebt 88 views 1:41


Mary Arden's Farm

 **Mistress Katherine**
by shakespearebt 521 views 0:11

 **Mary Ardens Farm - Meet Master Charles**
by shakespearebt 174 views 1:25

 **Easter Egg**
by shakespearebt 55 views 2:26

 **Master Charles Water Fetching**
by shakespearebt 122 views 0:16

 **Mistress Sarah Goat Keeping**
by shakespearebt 189 views 1:22

- Putting visitors front and centre
- Resource material
- History in action

5 ESSENTIAL STEPS

1. Listen

- Where is your audience already congregating?
- What is your audience saying about you and the topics of interest to you?
- Do you understand the culture of the platform? Listen first. Then join in.

2. Connect

- Who are you trying to reach?
- Is there a platform that aligns particularly well with your audience?
- Who on your chosen platform is already reaching the folks you want to reach? (And are any of them already associated with your brand?)
- Can you connect with your audience by connecting with key influencers?

2. Connect

- Can you find your enthusiasts?
 - Keyword searches
 - Followers of followers
 - Competitors/similar groups

3. Share

- Everyone wants to be an insider
 - Share behind the scenes stuff, advance info, sneak peeks (but know what's appropriate)
- Get real
 - Share real insight, real information
 - Be real: Human personality is essential
 - But establish guidelines for tone and voice

3. Share

- Tolerate positive & negative comments
 - Studies show that the appearance of both neg and pos comments is key to inspiring trust in the brand among users
 - But engage with all comments in a respectful and professional way.

4. Ask

- People like to be asked for their advice and opinions
- Test content ideas, event ideas, campaign ideas with your audience—ask for their input

5. Respond

- Respond to specific requests and complaints
 - Have guidelines in place if an issue needs to be escalated
- Spontaneously respond by searching keywords or hashtags that apply to your topic area: Help out a stranger and turn them into a friend

8 KEY QUESTIONS

1. What should you post?

- Be informative
- Open the door to discussion
 - On FB, question posts generate twice as many comments as non-question posts. (Kissmetrics, 2012)
- Create online traditions
 - Shared traditions foster community
 - Remember that traditions have different emotional tones as well—some are serious, some are just plain fun

2. How should you interact?

- It's public, not private
- It's 2-way, not broadcast (but don't be afraid to take it offline)
 - Sweetspot for replies: 10%-ish (Twitter analysis, Danzarrella.com)
- Have a crisis plan—and make sure people are aware of it

3. What is most likely to be shared?

- Links get shared more than comments or replies (but avoid link shorteners on FB—users don't trust them and they dramatically reduce CTR according to Kissmetrics, 2012)
- Everyone loves an infographic
- Emotion=distribution
- Wow! Cool! Positive emotion drives RT more than straight info sharing
 - Anatoliy Gruzd @ Dal: VanOc Tweets analysis; positive tweets Rted avg 6.6 times; 2.6 for neg; 2.2 for neutral
 - Facebook internal data: On major news sites, provocative or passionage stories generate 2-3 X more engagement
 - NYT most emailed study: Stories that inspire awe are more likely to be shared

What should you share?



<http://www.niemanlab.org/2012/11/what-kinds-of-local-stories-drive-engagement-the-results-of-an-npr-facebook-experiment/>

4. When should you share?

- Twitter

- Based on general consumer stats—your results may vary based on your audience
 - Highest time for retweets: around 5 pm EST
 - Highest click-thru on Twitter if you Tweet between 1 and 4 times per hour
 - Highest CTR for tweets midweek and weekends
 - Highest CTR at lunchtime and around 6 pm EST
- (Data from Kissmetrics, Aug 2012)

When should you share?

Facebook

- Midday works—people check around lunchtime; most sharing done around noon
- After work works: Posting outside regular business hours results in a 20% increase in engagement rates.
- Words like “limited time”, “today” and “exclusive” increase the likelihood of your news making it to the top of feeds. (Facebook’s EdgeRank notices these words.)
- Posting 1-2 times per day produces 40% higher user engagement.
- Weekends work: Most FB sharing is done on Saturday

Data from Kissmetrics, July 2012

5. Why do people quit you?

- Outside of brand-damaging behaviour over which you have no control...
- Most will dump you because you are over-communicating with them or posting irrelevant or boring communications
- Consumers are more cautious about liking/following because they don't want to be swamped with self-serving promo

6. How can you manage this?

- Use the right tools
- Monitor and manage staff/volunteer time
- Stay on top of the rules of engagement
- Is the time you are spending on social media delivering real value to your organization? In resource-crunched organizations, it is essential to ask whether your time is better spent on core tasks.

7. What platform should you focus on?

- Facebook: Smaller numbers, tougher to grow, more organic—but more engaged
- Twitter: Bigger numbers, quicker to grow, more superficial engagement
- Pinterest: Great for reaching women, but do you have the visuals?
- Instagram: Great for sharing visuals you create yourself
- Google+: Boosts your search results.

8. What's the next hot platform?

- YAFSMN
- Watch. Listen. Learn. Launch.

Oh and one more

9. How do you measure success?

- What's your starting point?
- What do you want to achieve?
- What's the right metric to measure that result?

Measuring isn't simple. Why?

- According to Altimeter's report "The Social Media ROI Cookbook" (July 2012) the problem is...
 - Too many screens
 - Too many platforms
 - Too many measurement tools (but not necessarily the right ones)
 - Social media is volatile
 - Brands don't "own" the channels
 - Too many different metrics so a holistic view is challenging if not impossible

Most brands still don't measure ROI

But the ones that do cite these primary positive impacts:

- 84% customer/community insight
- 51% better decision-making
- 35% investment
- 32% financial impacts
- 26% organizational development

Your key?

- Know what your social media goals are
- Match your actions to your goals
- Match the measurement tool to the actions and goals
- Overlay your investments (including volunteer time & energy) and actions on your metrics
- Make sure someone is watching/tracking/reporting—and that you're paying attention to that reporting

Resources

- NMC Horizon Report>2013 Museum Edition:
<http://www.nmc.org/publications/2013-horizon-report-museum>
- The Museum Resource Network: <http://themuseumresourcenetwork.org/>
- edgital: museum education and digital media <http://www.edgital.org/>
- Know Your Own Bone: creative engagement in museums and cultural centers <http://colleendilen.com/>
- 100 Best Curator and Museum Blogs <http://museummedia.nl/links/100-best-curator-and-museum-blogs/>
- Step by step guide for museums on Twitter: <http://museummedia.nl/case-studies/step-by-step/>
- Museums and Flickr: <http://museumtwo.blogspot.ca/2007/02/20-at-work-why-you-should-use-flickr.html>