



My Resource for Excellence.

Use your Web assets as a HUB for Social Media

***Ontario Museum Association Conference 2010: Handout***

October 6<sup>th</sup>, from 13:30 to 16:30



# When to use Social Media?

- Define your aims – don't do Web social media just because you can!
- Identify visitors' needs and interests
- Plan for regular interaction
- 'Stockpile' content
- Align with organizational goals
- Think about the image you want to project



# Targeting Audience

- Who are they?
  - Age, gender, location, income, situation, their habits, what they like, their influence, their believe, their physical + virtual places, their print media, TV show...
  
- How many are there?  
? Number
  
- Trends (behavioural)
  
- What is your market share?
  
- Growth potential



# Objectives

## ■ Visibility

- Increase the visibility of your institution and products with your target clients

## ■ Market penetration

- Increase the number of new visitors

## ■ Customer loyalty

- Increase the number of repeat visits
- Build & Maintain Relationship

## Conversion (call to action)

- Walk-in visits to the institution
- Purchases from the virtual store
- Subscription to the electronic newsletter
- Use of online tools
- Receive donation (fundraising)
- Recruit volunteer
- Receive Artefact donation
- Sell boutique souvenirs
- Receive feedbacks
- ...



# Should We Be Online?

- **Will people stop visiting museum if exhibits are online?**
  - In Canada, Website visitors are two and half times more likely to visit museums in person.
  - 2004 Survey of Visitors to Museums' Web Space and Physical Space: Survey Documentation and Findings [http://www.pro.rcip-chin.gc.ca/contenu\\_numerique-digital\\_content/2004survey-2004survey/surveyObjectives-surveyObjectives-eng.jsp](http://www.pro.rcip-chin.gc.ca/contenu_numerique-digital_content/2004survey-2004survey/surveyObjectives-surveyObjectives-eng.jsp)
  - 2007 Survey from Museum and Library Services (IMLS). <http://interconnectionsreport.org/>



# What is a Community?

## Community

A group of interacting people living in a common location.

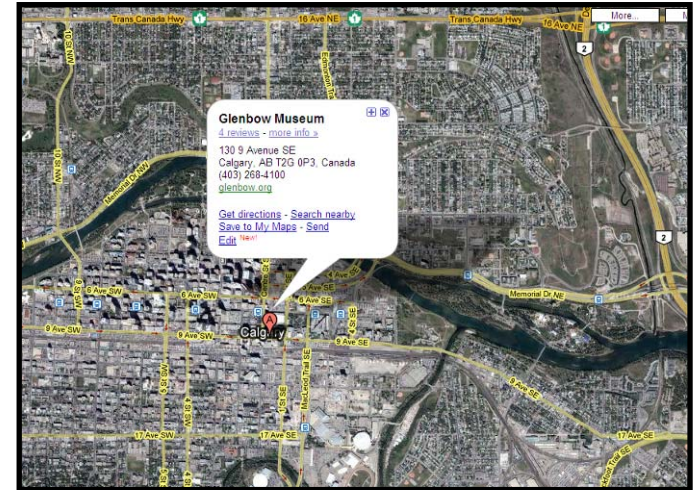
## Virtual Community

A group of people that primarily interact via communication media such as newsletters, telephone, email or instant messages and social media rather than face-to-face, for social, professional, educational or other purposes.

## Community Members...

Share with, collaborate with, recommend to, and trust other community members.

## Geographic



## Interest / Intent...

- Plants
- Fish
- Insects
- Aviation
- Old cars
- Etc...



# A Good Internet Visibility Is Essential for your Organization

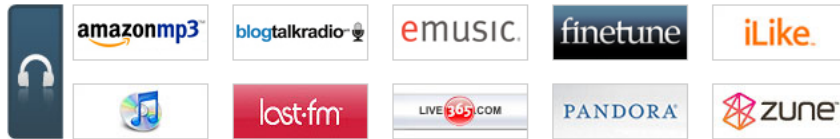
- Increase your visibility / Awareness
- Enlarge your community
- Increase your walk-in visits
- Increase your support / Importance





# Identify Social Media

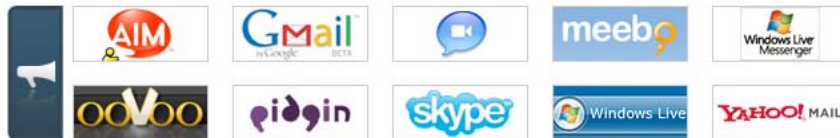
## Music and Podcast



## Browsing



## E-mail, Chat and voice



## Productivity



## Publishing, blog and picture



## Search engine, Encyclopedia, Map



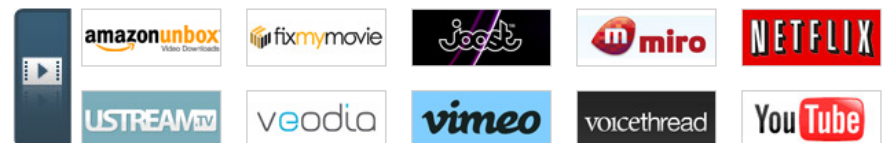
## Social bookmark



## Social network



## Video



Source: Webware 100, 2008: <http://www.webware.com/html/ww/100/2008/winners.html>

# Do I have time ?

Listen	Engage	Contribute	Generate Buzz	Socialize
<ul style="list-style-type: none"> <li>▪ Google alert</li> <li>▪ Twitter</li> <li>▪ RSS</li> <li>▪ Various aggregators</li> </ul>	<ul style="list-style-type: none"> <li>▪ Twitter</li> <li>▪ Technorati</li> <li>▪ Backtype</li> <li>▪ Wikipedia</li> <li>▪ Yahoo Answers</li> </ul>	<ul style="list-style-type: none"> <li>▪ YouTube</li> <li>▪ Ning</li> <li>▪ MySpace</li> <li>▪ Flickr</li> </ul>	<ul style="list-style-type: none"> <li>▪ Twitter</li> <li>▪ YouTube</li> <li>▪ Digg</li> <li>▪ Stumbleupon</li> <li>▪ Friend feed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ning</li> <li>▪ MySpace</li> <li>▪ Facebook</li> <li>▪ LinkedIn</li> </ul>

Less time

More time

Your Week



# What is a blog?

- A web space (web log)
- Uses freely available online tools
- No programming skills or experience in HTML required
- Can be created and updated easily with messages, images, text
- Has a personal, informal tone
- At the heart of your strategy



# What you should think about first...

- **Why** do you want to create a blog?
- **How does it fit** with your mandate, goals, and communications plan?
- Do you **know your visitors' interests** and needs?
- Will you be able to **post blog entries regularly**? (they do not have to be lengthy or daily)
- How will you **promote the blog**? (e.g. in newsletters, on your site, having others link to it...)



# Microblogging



- Free social networking utility
- “Followers” subscribe to your ‘tweets’
- Limited to 140 characters – expectation of brief, frequent updates of what is happening right now
- Over 105 million users (as of April 10, 2010)
- Over 300,000 new users per day
- Trending topics
- Library of Congress is archiving ‘tweets’



# How can a museum use twitter ?

- **Listen:** follow conversations
- **Network:** follow other museums
- **Promote:** marketing tool – short newsletter, but more
- **Discuss:** point out news items of interest
- **Ask:** ask for input on a topic
- **Be current:** post something about trending topics
- **Engage the community:** contribute to conversations
- **Participate:** participate in activities like #followfriday, #followmuseumday, #museumfactmonday



# Photo and Video Sharing Sites



- Free to upload, share images, videos
- People can join your organization's Flickr group, or subscribe to your YouTube channel





# Podcasts

- Series of audio files, distributed via Internet
- People can subscribe to your podcasts
- Re-purpose existing audio/video

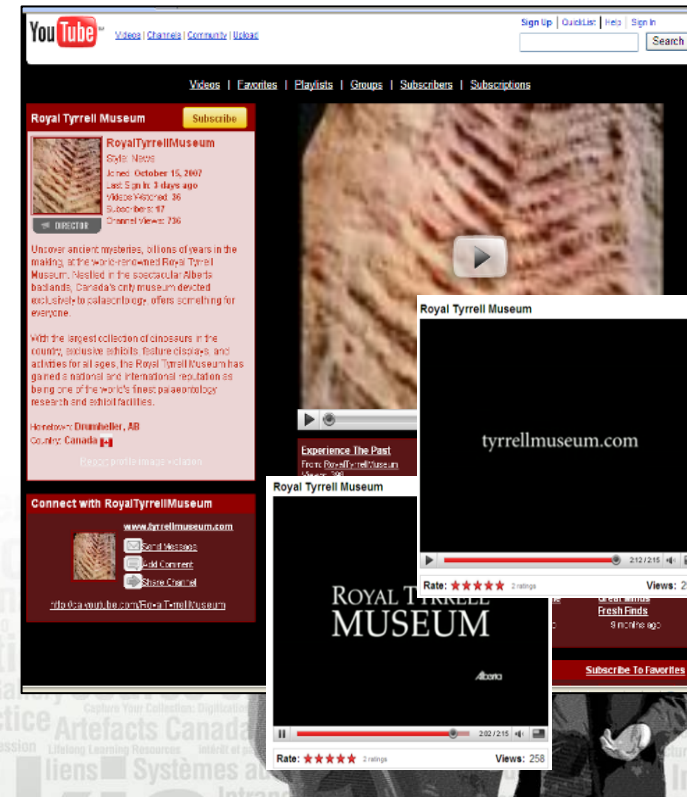
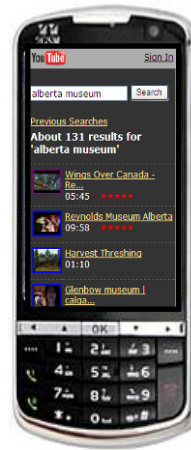




# Video



- Most important video sharing website
- YouTube is the second largest search engine
- Launched in 2005
- Owned by Google since 2006
- 3 billion videos viewed per month
- 80 million users per month
- 100 million videos watched every day
- 50,000 videos added every day
- 100 million videos
- Revenue source: Advertising (Google)
- Mobile
- Captions



# Video Best Practices

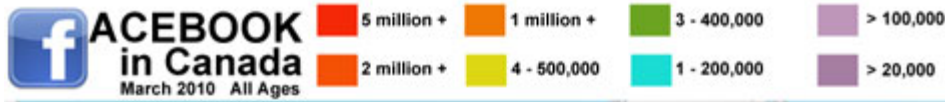
- Keep it short (less than 2 minutes, informative, unique and fun - when appropriate)
- Keep it engaging
- Inspire, don't just educate
- Deliver key messages early
- Include your brand (intro-outro)  
a call to action, and a link



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- More than 400 million active users
- Over 9 million Canadian users
- 50% of active users log on to Facebook in any given day
- People spend over 500 billion minutes per month on Facebook
- Average user is connected to 60 pages, groups and events
- More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.



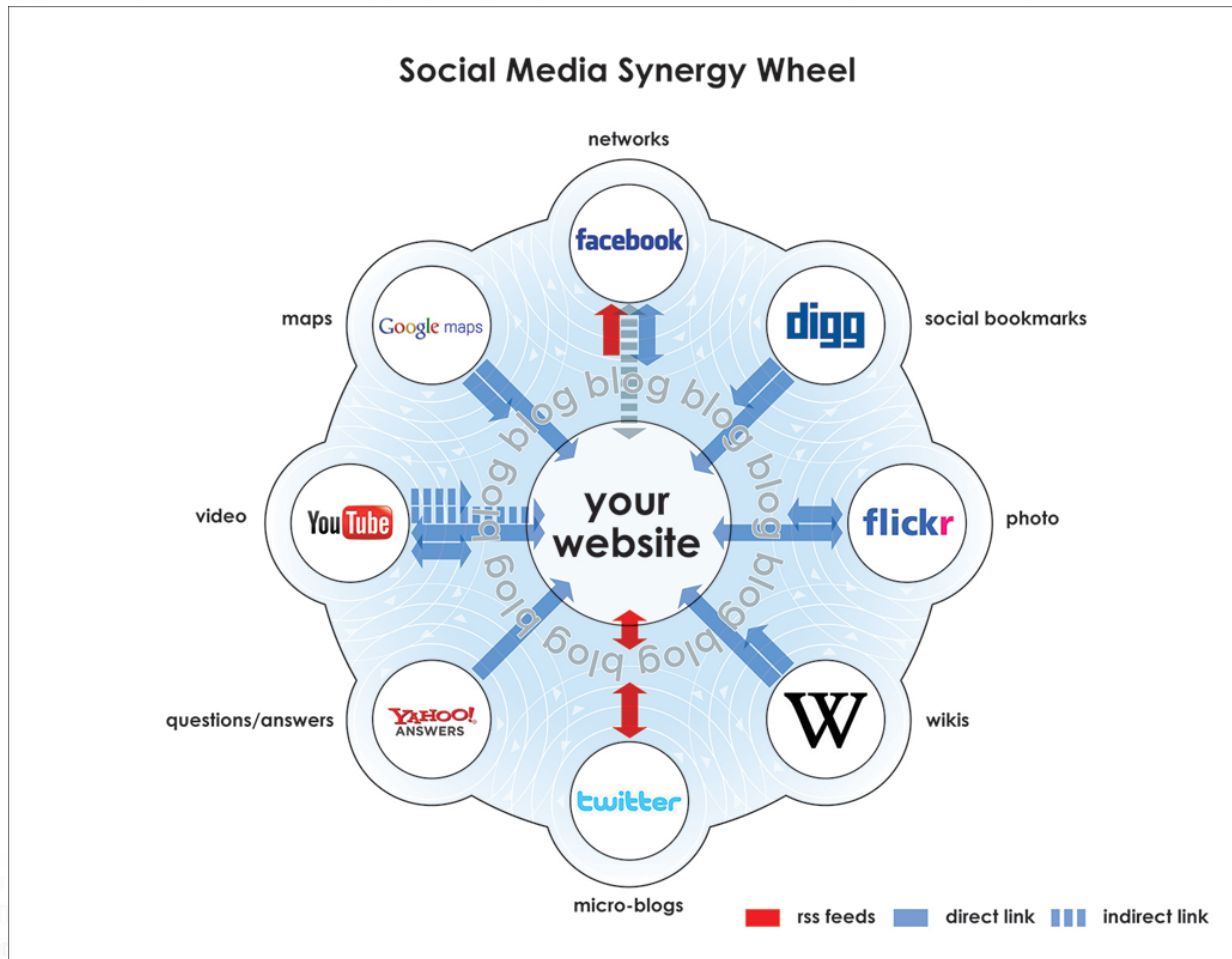


Museum Catalogue  
 notions fondamentales de la num  
 Knowledge Organization  
 Copyright Management  
 perfectionnement des compétences  
 Digital Art  
 Promote  
 base de données Artistes au Canada  
 Lignes directrices en matière d'octroi de licence  
 site Web  
 Interviews  
 Social Computing  
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## What museums can do on Facebook:

- **Discuss:** have conversations with your community
- **Give:** give something to those who 'like' you to make them feel special (special events, discount codes, etc.)
- **Promote:** promote events
- **Share:** post content (images, videos, especially behind the scenes)
- **Engage:** ask users to post content, get involved, look for volunteers
- **Encourage:** encourage participation by holding contests or competitions
- **Monitor:** Be sure to keep your content current and respond to questions





Courtesy of Thierry Arsenault, CHIN, 2010



# What type of technology or approach do you need?

- **Wiki** – open forum in which multiple people can add, edit and comment on content.
- **Blog** – “Weblog” or personal journal available online. Readers can leave comments and interact with the “blogger” and other readers.
- **Podcast/webcast** – video or audio communication online
- **Discussion forums** – online discussion area in which anyone can contribute, ask questions, share knowledge on general or specific topics of interest.
- **Tagging, cataloguing**– allows users to organize/classify information or tag it to help others find online resources.
- **Social networking** - Communities of people who share interests and activities using chat, file sharing, video, discussions



# Strategic fit

- **Wiki** – good for collaboration, shared responsibility for creating and maintaining content
- **Blog** – good for sharing best practices and ideas and eliciting feedback
- **Podcast/webcast** – good for communicating a lot of information and visuals
- **Discussion forums** – good for eliciting open discussion on dedicated topics
- **Tagging, cataloguing**– good for eliciting feedback from others
- **Social networking** – good for locating and sharing expertise, best practices





# 8 Steps to Approach Social Media

1. **Identify** social media  
(Digg, Facebook, YouTube, Twitter...)
2. **Publish** quality, unique, fun, targeted and call-to-action content
3. **Enable content sharing** tools on your website and social media accounts (social bookmark and RSS links)
4. **Create synergy** between your different social media accounts and other social media networks
5. **Contribute** before you socialize
6. **Socialize**, be honest and have fun
7. **Monitor** – Reputation + Results  
(Google, Technorati)
8. Back to step one



## “ In a nutshell ”: You should...

- Define who you are
- Explore and monitor
- Colonize
- Socialize and build a corporate presence

- Evaluate your performance



# Define Who You Are

- List objectives
- Establish goals
- Buy in
- Develop: Plan, Process, Organize

■ Reality check



## Tools: Explore and Monitor

- [backtype.com](http://backtype.com)
- [socialmention.com](http://socialmention.com)
- [whostalkin.com](http://whostalkin.com)
- [addictomatic.com](http://addictomatic.com)
- [technorati.com](http://technorati.com)



# Tools: Evaluate Your Performance

- Google Analytics
- Feedburner for RSS feeds
- Google Webmaster
- YouTube Insight

■ Flickr Pro stats module

■ Facebook Insight

