

**Friends, Followers, Feedback:  
Developing Social Media Policies and Evaluation Tools for Museums**  
Ontario Museum Association Conference, Oct. 7, 2010

**Contact Us!**

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**Join the Discussion!** We've created a Facebook Group to continue sharing ideas about social media in museums after today's presentation. Today's discussion topics will be continued online, so let's keep the conversation going. Just log in to your Facebook account, search for "Friends Followers & Feedback Discussion Forum", and click to join!

***Introduction: What Social Media tools are you currently using in your museum? How?***

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**SM Policies & Guidelines:**

Policies and Guidelines help to improve your social media activities and protect your organization. They're important because they provide direction, ensure consistency, and encourage compliance with your organization's other policies as well as external regulations such as privacy legislation or CRA regulations.

What to include:

- ▶ Introduction (identify goals, definitions)
- ▶ Use of Social Media By Your Organization (including monitoring and feedback)
- ▶ Governs use of SM by staff on behalf of the organization
- ▶ Personal use of SM by staff (should be in accordance with your HR policy)
- ▶ Be in keeping with CRA regulations (i.e. activism or political activity)
- ▶ Regular review

***Discussion: Key Issues to consider when developing or using SM tools?***

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**Components of a Social Media Strategy:**

- ▶ Goals & Benefits (*Why does your museum need to use social media?*)
- ▶ Target Audience (*Who are you trying to reach?*)
- ▶ Execution Strategy (*What is the best way to reach your target audience?*)
- ▶ Specific Strategies for each SM tool (*What tools will you use? How will you use them?*)

## Tips & Tricks!

- ▶ Tips for Facebook:
  - Set up a “Page” and not a “Group”
  - Avoid using your personal account to set-up the “Page”
    - Best option is to set up a second personal account
    - Facebook does not allow organizations to have a personal account
- ▶ Tips for Twitter:
  - Think carefully about your user name
  - Decide what/whose voice you will be tweeting as
  - Post a series of content before following other users
  - **Do not** follow everyone, but follow anyone you are interested in yourself
  - **Do** include the link to your institution or organization in your profile
  - Send a direct message to anyone who follows you thanking them
    - This thank you can include a link to your main website
- ▶ Time Management:
  - Decide up front how much time you’d like to spend on SM
  - Only start as many accounts as you can manage (Facebook is the most widely used social media website)
  - You may want to use an online social media management tool to manage all of your accounts from one location – there are several free online versions, such as Hootsuite and Tweetdeck.

## What Types of Information do you share Online?

1. Special Events
2. Collections
3. Programs
4. Services
5. Staff/Volunteer Experiences
6. Current activities of staff
7. Live tweeting of events and openings
8. Store information on new products and services
9. First person historical anecdotes and stories
10. Share links to news and media coverage
11. Post quirky facts and competitions
12. Posting photos

***Discussion: How are YOU currently engaging your online audience? What have you seen other sites do that you think is great?***

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## Evaluation Tools

Facebook Insights (available to Facebook Page administrators): \_\_\_\_\_

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Tweetstats (more difficult than Facebook): \_\_\_\_\_

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## Other Resources for Social Media Metrics/Analytics

*Archives & Museum Informatics: Museums and the Web 2008: Paper: Chan, S., Towards New Metrics Of Success For On-line Museum Projects* <http://www.archimuse.com/mw2008/papers/chan-metrics/chan-metrics.html#ixzz11Fg9yUaO>

<http://www.clueapp.com/>

This site uses a memory tool to *acquire basic feedback* on your webpage.

These are good lists of *tools to analyze Twitter*:

<http://www.technobuzz.net/21-great-twitter-analytics-tools/>

<http://tweetstats.com/>

This is a good list of *tools to use with Twitter*: <http://www.technobuzz.net/110-twitter-tools/>

We suggest bookmarking this and then using it to find a tool when it's needed.

This tool tracks your *website and social media* use (among other things):

[www.google.com/analytics](http://www.google.com/analytics)

## Notes / Questions:

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## Useful Stuff!

### Sharing Links and Photos:

<http://bit.ly/> Used to Shorten URLs (website addresses)

To use this, simply copy and paste link addresses from your web browser into to the box on the “bit.ly” page and click ‘shorten’ and they will provide you with a link that looks like this:

<http://bit.ly/CB7G>

<http://twitpic.com/> This site allows you to host a photo to post on Twitter

### Tags to use in Twitter:

These tags link your ‘tweets’ together and help make your ‘tweets’ more searchable.

#museum – can be used on any ‘tweet’

#museumfactmonday – use on Mondays with a ‘fact’

#askacurator see here: <http://bit.ly/chCyCX> for info on international ask a curator day

### A Few Social Networking Sites

[www.facebook.com](http://www.facebook.com)

[www.twitter.com](http://www.twitter.com)

[www.flickr.com](http://www.flickr.com)

[www.myspace.com](http://www.myspace.com)

## More Resources

The amount of resources and information available on social media can be overwhelming, so here are a few of our favourites to get you started! Did we miss one? Share it with the ‘Friends, Followers, Feedback Discussion Forum’ Facebook Group in the “Resources & Tools” discussion.

### Print Publications:

Comm, Joe. *Twitter Power: How to Dominate Your Market One Tweet At A Time*, (2009), *John Wiley & sons, Inc.*

Holzner, Steven. *Facebook Marketing: Leverage Social Media to Grow Your Business*, (2009), *Que Publishing.*

*Twitter for Museums: Strategies and Tactics for Success*, (2010), *MuseumsEtc.*

(Sample excerpts available online at <http://www.museumsetc.com/?s=twitter+tip> )

### Other Online Info sources:

Powerhouse Museum Blog: <http://www.powerhousemuseum.com/dmsblog/>  
Fresh + New(er): Discussion of issues around digital media and museums

The MuseumNext Blog: <http://www.museummarketing.co.uk/>

Through our annual conference, our blog and our Ning community, MuseumNext provides a forum to debate 'how can museums and galleries benefit from new technology and the latest web trends.'

Australian Museum’s Social Media Strategy (with links to other good resources)

<http://www.australianmuseum.net.au/BlogPost/Audience-Research-Blog/The-Museums-Social-Media-Strategy>

CHIN 2010 Digital Heritage Symposium: <http://www.chin.gc.ca/symposium2010/home.html>  
(accessible through the Professional Exchange archives)