How to create a SOCIAL MEDIA PLAN

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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)

- 204 million emails sent
- 3.3 million posts
- 4 million searches
- 1.4 million mins voice calls
- 50 billion messages
- 120 hours video uploaded
- 72 hours video uploaded
- 347 posts
- 1106 blog posts
- 20 billion messages
- 25+ hours
- 31 billion messages
- 1.4 billion photos
- 1.4 billion photos
- 79,361 posts
- 694,445 searches
- 370,000 voice calls
- 41,000 photos uploaded
- 216,000 photos
- 98,000 tweets
- 1.4 million mins voice calls
- 278,000 tweets
- 342,000 tweets
- 50 billion messages
- 1380 blog posts
- Whatsapp
- YouTube
- Instagram
- Skpye
- Wordpress
- Twitter

Picture by Centre for Learning and Teaching
3rd November 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.
### ROM Toolkit

**Tweet Activity**

<table>
<thead>
<tr>
<th>Royal Ontario Museum</th>
<th>Impressions</th>
<th>Total engagements</th>
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<tbody>
<tr>
<td>@ROMtoronto</td>
<td>10,627</td>
<td>1,909</td>
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- 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!

**Social Network**

1. Facebook
2. Twitter
3. TripAdvisor
4. reddit
5. Meetup
6. Blogger
7. WordPress
8. LinkedIn
9. Tumblr
10. Yelp

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<th>Social Media</th>
<th>Potential Impressions</th>
<th>TWEETs</th>
<th>REPOSTs</th>
<th>Shares</th>
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**Graphs**

- Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.
- The pie chart shows the distribution of media engagements across different social networks.
- The line graph represents the timeline of engagements over a week.
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