



## FACEBOOK 101 FOR MUSEUMS, LIBRARIES, AND CULTURAL ORGANIZATIONS

<b>When, Who</b>	Active since 2004. Today it has 2 billion users worldwide.
<b>Audience</b>	The largest age group is 25-34, followed by users in the age of 18-24 and 35-55. There are 46% male users and 54% female users in United States.
<b>Type of content</b>	Every kind of content: photos, texts, personal infos, external links, memes, videos.
<b>Dynamics</b>	People like other users' content, comment or share it on their own profiles. Pictures and videos get 50% more reactions than plain textual content.
<b>Average time</b>	Americans spend 40 minutes a day on Facebook. The average visit lasts 15 minutes.
<b>Possible goals</b>	Engage established and new public, give visibility to museum's content and activities ("behind the scenes"; close ups on artists; educational information; upcoming exhibitions; games and quizzes; news in the field; inspirational stories).

### Why Participate on Facebook?

- There were 2 BILLION (and counting) people using Facebook in 2016!
- Gives your organization a global voice, on a global stage
- Allows you to connect with people in and outside of your town/community
- Free marketing and brand promotion
- Possibility of reaching a more targeted audience through low-cost ads
- Helps drive traffic to websites and other online content
- Facebook Insights (metrics) tell you who you are reaching and who you are not
- 99% are of small museums we surveyed in 2015 were on Facebook
- Allows for full descriptions and deeper content as opposed to social platforms that truncate words and dictate file types

### Did You Know?

- Business pages have different capabilities than personal pages, especially when it comes to sharing and apps.
- You can name multiple administrators to create content, but all must have real Facebook profiles set up.



- Facebook's mobile version is different than the desktop version. Familiarize yourself with both platforms in case you're updating from your mobile device.
- Facebook's terms and conditions state that they "own" content posted there. Be sure your organization is clear about image copyrights.
- You can schedule your posts for another time!
- You can cite or call attention to other organizations by adding the @ and then typing that organization's name
- You can target your posts for just one demographic: gender, age, location, interests.
- "Facebook Insights" tell you when your fans are online, providing ideas about the best times to post your content.
- Facebook allows you to schedule posts in the future OR target only specific geographic locations and demographic areas.

### Before Starting on Facebook, ask yourself:

- What are our goals for using this platform?
- Who will do the posting? One person or several? Staffers or volunteers?
- How much time do we realistically have?
- Who is our target audience?
- Do we have money to build our initial audience?
- Can we maintain our Facebook presence over the long haul?
- Do we have a back-up plan or exit strategy if we can no longer maintain the site?

### Creating Goals

1. Choose the target audience you want to reach.  
Not "We want to talk to the public." Instead think: "We want to talk to young people, aged 20-30 years old, interested in contemporary and visual arts, living in our town but still unaware of the museum." Find the "voice" and tone that speaks to that audience.
2. Articulate the goals you want to achieve. For example . . .  
We want to drive more traffic to our website.  
We'd like to increase awareness about our museum in the community.  
We'd like to get more families to our museum.
3. Decide which strategies and tactics will allow you to achieve those goals. These are some ideas: If you want to drive traffic to your website, always include links to your website in posts. If you want to inform folks about events, make a % of posts about upcoming programs and discuss the relevance of museum to community.
4. Choose ways to measure your performance. What do you want to measure?  
Do you to count your followers, shares, comments? Will you be able to do it over time to determine trends? How will justify to your management that your time on Facebook is "worth it"?



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5. Determine WHO will create your content.

It doesn't have to be a full-time staff member. Local teens or members of your organization will often step up to the plate!

## Following the Other Museums and Organizations

Every museum's audience is different, but following others is a great way to glean ideas for content. Try following these organizations for stellar content suggestions.

Smithsonian Institution  
Smithsonian Institution Traveling Exhibition Service  
Museum on Main Street  
EMP Museum  
National Museum of American History  
Royal Ontario Museum  
Smithsonian Gardens  
Currier Museum of Art  
National Air and Space Museum  
Kansas Humanities Council  
Topeka & Shawnee Library  
Reynolda House Museum  
Burke Museum of Natural History  
Smithsonian Magazine  
Smithsonian Channel  
National Postal Museum  
The Brooklyn Museum  
Edutopia  
Oklahoma Humanities Council  
New York Hall of Science  
National Archives  
National Gallery of Art  
Fort Worth Museum of Science and History  
The Grammy Museum  
Belton Area Museum Association  
National Park Service  
Shedd Aquarium  
Eisenhower Presidential Library & Museum

## Facebook Best Practices

- Update the page daily, don't leave out weekends
- Look at your Insights to schedule your posts when your fans are online
- Use pictures, videos and questions to raise engagement levels
- Use high-quality pictures and pay attention to captions



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- Keep your text short (average of 3 lines), with a paragraph break in between
- Use both the museum's content and other online resources, as far as they are relevant for the museum's activities and mission
- Always check your sources (and spelling)
- Be transparent and open: people want to be part of the museum's life!
- Don't exceed with posts (average of 1-3 per day)
- Don't post a link without a caption
- Don't go overboard with hashtags (they don't work that well on Facebook)
- Don't always use the same kind of content. Try to vary topics and style
- Don't automatically repost from other sources (newsletter, Twitter, Instagram) without tailoring the content to Facebook
- Don't leave question or comments unanswered
- Don't write 'walls of text'; use paragraphs
- Don't use an academic tone of voice. People are on Facebook to have fun!
- Don't create a Facebook name that's too hard to remember or search for @nationalMuseum vs. @natlmuseumsite

## TIPS from the FIELD

**TIP: Even if you don't know the answer, provide a comment back to people who take time to ask questions.**

**Ryan Hothersall** Seeing the MiG-23 was one of the highlights of my visit in August 2013.  
July 26 at 6:29pm · Like · 1

**Bri Kupfer** Do you know the history of this bird? Not the Flogger series overall, but this specific airframe? By the number style and camo I'm guessing East German,,,  
July 26 at 9:17pm · Edited · Like

**Bri Kupfer** I am confident our Curator Stewart Bailey knows reams of information about this specific aircraft; he is a walking Jane's guide! Alas, it may take a little while to get it to you all--he has a lot on his plate at the moment. Watch this space!  
July 27 at 12:28am · Like

**Bri Kupfer** I actually found her in my library over here, more specifically, she is a MiG-23ML Flogger of Jagdfliegergeschwader 9, based out of Peenemunde. Mentioned in both Final Touchdown by Hans Nijhuis and East German Air Force by C.J. Van Gent. I can probably find out when she was built if I look a bit more. 😊 (I love East German MiGs, since we lived in West Germany during the Cold War). I wish she had been at Evergreen in 2010 when I visited...  
July 29 at 7:38pm · Like · 1





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**TIP: Show 'behind the scenes' to make people feel like part of the museum's life. People really appreciate it!**



**Smithsonian Institution Traveling Exhibition Service**  
at Office of Exhibits Central/ Smithsonian Institution

Ever wondered how we print our large-scale banners and graphic panels? It's one dose of museum magic and two doses of high-tech equipment. Our partners at the [Office of Exhibits Central/ Smithsonian Institution](#) printed these panels for the @Museum on Main Street traveling exhibition [#TheWayWeWorked](#).



Like · Comment · Share

👍 91 people like this.

Top Comments -



Write a comment...



**Lori Miller** Loving the updates! Keep them coming!

Like · Reply · 👍 3 · July 16 at 11:52am



**Marge Slack** I love that they are sharing images fro this restoration. Fascinating.

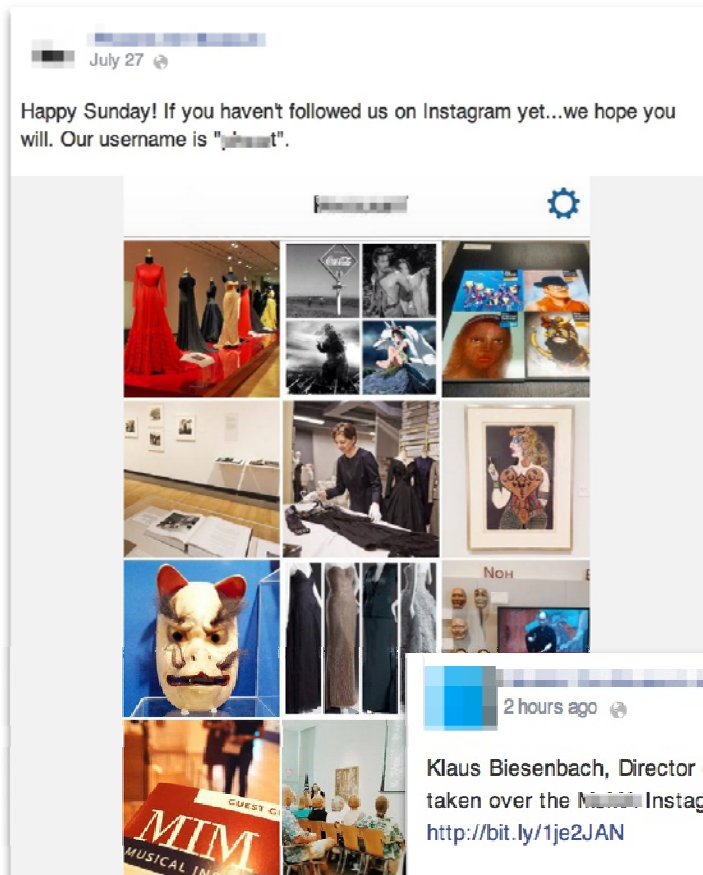
Like · Reply · 👍 2 · July 16 at 12:24pm



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**TIP: Link your activity through different channels.**



2 hours ago

Klaus Biesenbach, Director of [redacted] and Curator at Large at [redacted], has taken over the [redacted] Instagram feed this week. Follow along: <http://bit.ly/1je2JAN>

[Klaus Biesenbach and Patti Smith at the "Rockaway!" installation. Photograph courtesy Klaus Biesenbach. 2014.]





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**TIP: Don't use too many words, when it's not necessary. Sometimes, less is more.**



Smithsonian Institution Traveling Exhibition Service

Published by Heather Foster [?] · June 10 ·

Today, folks are using social media to finish this sentence:

#ILoveMuseums because \_\_\_\_\_.

Why do YOU love museums?



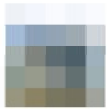
**TIP: Involve your audience in the museum's choices. Your followers can be a focus group.**





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July 23 🌐

s status.

What would you do with 8,000 square feet of rooftop space at the History Center? More exhibit galleries? Rooftop bar? Check out these photos and let us know what you think.

QUESTION FOR YOU... we were on the [redacted] 3rd floor rooftop this morning with their Marketing Committee. 8,000 SF of beautiful views... and more exciting views to come as #Channelside is transformed! So what would you think of using this space? Having some nightlife or something up here? Thoughts? Ideas? Talk amongst yourselves. 😊 (5 photos)





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**TIP:** Tell interesting stories. Happy endings are a bonus.



June 25

This morning, one of our cats, Tiger, alerted a visitor that there were some Wood Duck ducklings up near the building. The visitor told me about it, and not seeing a mama duck around, I gathered up the ducklings in a box. After a call to the nice folks at the Audubon Society of Greater Denver, we decided to let the babies go in the lake. In mere minutes these little ones had found a mama duck--not sure if it was their mama, but a happy ending nonetheless.





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**TIP: Make it share-worthy. Inspirational quotes and messages are winners.**



**Facing History and Ourselves**

12 mins · 🌐

Today is International Day of Peace, started in 1981 to commemorate and strengthen the ideals of peace both within and among all nations and peoples. #PeaceDay







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**TIP: Use fun facts and interesting tidbits to make your content more engaging.**

July 23

Dragonfly fun fact:  
Developing Dragonfly nymphs breath underwater via gills located in their rectum.

This adult Dragonfly was spotted near the Garden Creek Gap in Southeast Idaho.

Read more here: <http://bit.ly/WEec4P>



July 28 shared a link.

Fact: The B-36 Peacemaker weighs about 160,000 pounds EMPTY.  
Fact: The B-36 can fly.  
Fact: When Lift and Thrust exceed Weight and Drag, flight can occur.

We often take for granted that these massive objects can achieve flight. This short video helps to explain how it's possible.



**Forces of Flight**

Understanding how things fly begins by learning about the four forces of flight. Learn more at the National Air and Space Museum's "How Things Fly"...

Like · Comment · Share

8 people like this. Top Comments

Write a comment...

**Allan B Schur** Lift and Thrust exceed Weight and Drag???? Hmmmm. I guess that's a thought. I always thought the engines just scared the ground away!!!!  
Like · Reply · 1 · July 28 at 1:12pm

**Chad Keffer** I was a C-5 loadmaster and we weighed 380,000 pounds empty and 840,000 pounds fully loaded. 😊  
Like · Reply · July 29 at 5:08pm



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TIP: Be clear about what you want people to do. Call to action words work well.



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Time to exercise your geek rights! Vote for "Rebel, Jedi, Princess, Queen: Star Wars™ and the Power of Costume" in the Smithsonian Showdown.  
#SIshowdown [http://showdown.si.edu/?s\\_src=siod\\_cm085pesssitesfb](http://showdown.si.edu/?s_src=siod_cm085pesssitesfb)



National Air and Space Museum, Smithsonian Institution

August 18 · 🌐

Time is running out! Less than 8 hours left to gain unprecedented access to the conservation process of two historic spacesuits and claim exclusive rewards. Back #RebootTheSuit today! <http://bit.ly/RebootTheSuit>





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**TIP: Find interesting ways to share marketing-related content.**



**VMFA Virginia Museum of Fine Arts**

August 6 · 🌐

There's still a few more weeks of summer, and we're stocked with kids toys, books, games and more to keep your family entertained at home or during that rainy day at the beach- now at shopVMFA.



👍 Like

💬 Comment

➦ Share

· Hootlet





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**TIP: Engage your fans with games, riddles, and trivia.**



shared a link.  
July 25

It's Friday question time again! True or False? Arizona is home to 16 tribal nations? (This one might be a bit tricky!)

<http://bit.ly/QgNHic> #heardmuseum #factfriday






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**TIP:** Use the best pictures to get people's attention. Add interesting facts, and then deepen the dive with a link for more details.




June 13 · Edited

"Happy Friday!," says this baby short-eared elephant shrew.

This little guy is 1 of 31 endangered species born at the [redacted] and [redacted] in recent weeks.

You can read more about the baby boom: <http://ow.ly/xZfPy>

#WeSaveSpecies

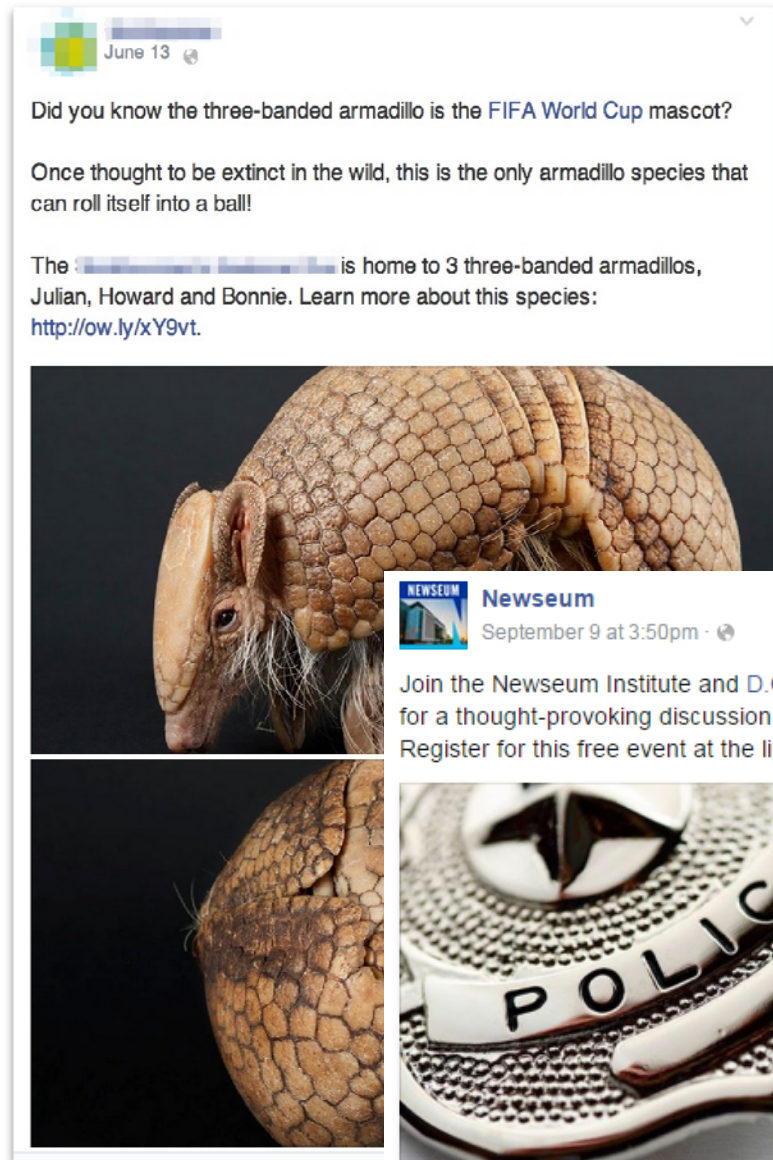
A close-up photograph of a very small, fluffy baby short-eared elephant shrew. The animal has brown and grey fur, large ears, and its mouth is wide open, showing its pink tongue and teeth. It is sitting on a sandy surface with some small pieces of food.



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**TIP: Connect the museum to current events.**



**TIP: Pay attention to trends in popular culture.**





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The latest season of HBO's *Game of Thrones* premiered last night and we have more than a few GoT fanatics here at the museum. ARTicle takes a look through the permanent collection for seats of power to rival the Iron Throne.

Read more-<http://bit.ly/1gFiZox>



Smithsonian's National Museum of Natural History

June 23 · 🌐

Creating a new Fossil Hall takes a lot of work, especially with all of the [#PrattKeeping!](#) Just another day in the office for our Dinosaur Curator, Matthew Carrano.



👍 Like

💬 Comment

➦ Share

· Hootlet



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**TIP: Think about what your audience wants to read in its news feed. What do YOU like to see in your newsfeed?**



**TIP: Share other museum-related news & links from trusted organizations. This creates a sense of reciprocity.**



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Are you a "maker"? Whether you tinker or just like to swim in the waters of American ingenuity, check out the [Seattle Mini Maker Faire](#) this weekend. A robotic version of our favorite snake, [#Titanoboa](#), is set to thrill inventors and visitors alike.

See the slithering metallic beast, then check out the life-size replica at the Burke Museum down the road! <https://www.youtube.com/watch?v=zCTR6xw-CIg>



## Snake-like Robot - Titanoboa

A snake-like robot. Source by  
<http://www.flickr.com/photos/87913776@N00/>  
[www.Futureatlas.com](http://www.Futureatlas.com)

YOUTUBE.COM



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**TIP: Vary your content: Post images, links, videos, etc . . . Videos are HOT on Facebook.**



**Museum on Main Street**

August 27 at 10:37am · 🌐

September is almost here! So start planning now for the opening of "The Way We Worked" at the Legacy of the Plains Museum in Gering, Nebraska!

#TheWayWeWorked #Smithsonian #Work #Nebraska Humanities Nebraska



## Smithsonian exhibit 'The Way We Worked' coming to Legacy

Legacy of the Plains Museum will team up with the nation's most prestigious historical organization to tell the story of the work-a-day world.



**Museum on Main Street**

June 10 · Edited · 🌐

Going with the flow ... time for the Museum on Main Street team to head home. We send hearty thanks to all of the wonderful people we met along the Gulf Coast in Louisiana and Mississippi. We appreciate your help to develop our new Water/Ways exhibition. #Smithsonian #WaterWays #Mississippi #Louisiana







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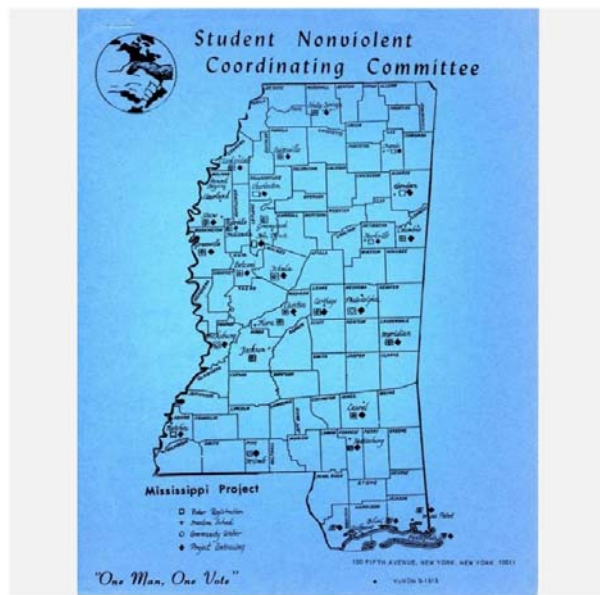
Don't write too much text. Facebook truncates your post.



"Hear that freedom train a-coming..."

In summer 1964, more than 700 student volunteers from around the country joined organizers and local African Americans in an effort called Mississippi Freedom Summer. The voter registration and educat...

[See More](#)



Don't write long captions without paragraphs.



Have you visited our research library? We store thousands of photographs, books, maps, and other objects in here in our collection, but did you know our building itself is one of our most prized artifacts? The 1927 Orange County Courthouse includes historic courtroom space featuring a mural by William De Leftwich Dodge—one of the most important American painters at the turn of the twentieth century. Reminiscent of Michelangelo and Alfons Mucha, De Leftwich Dodge's work is striking, beautiful, and right at home in our historic courtroom. Stop by today to see this gorgeous mural, and stick around to see what else at the History Center is smart, surprising, and fun!





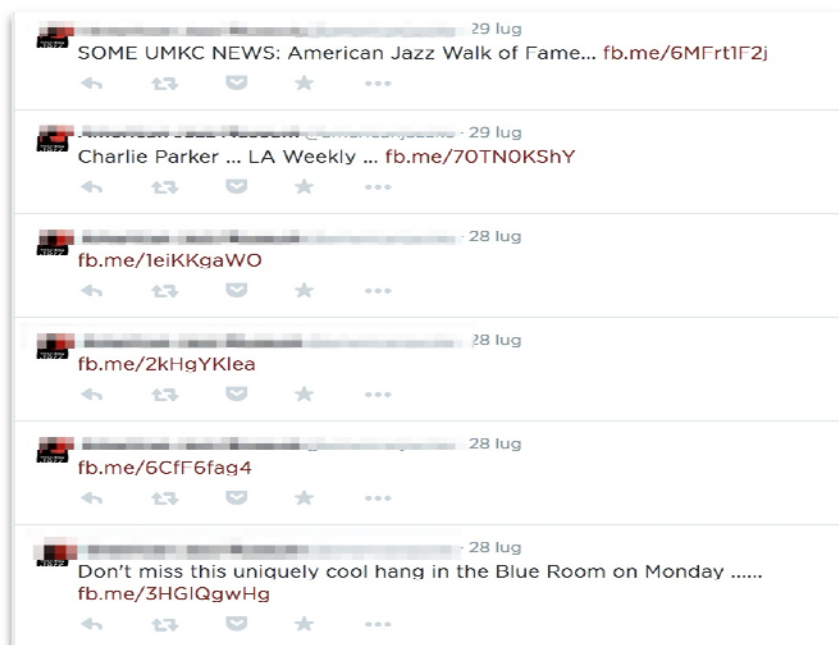
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Don't forget to use pictures. Your content will get lost in news feeds.



Don't repost automatically from other social media accounts.

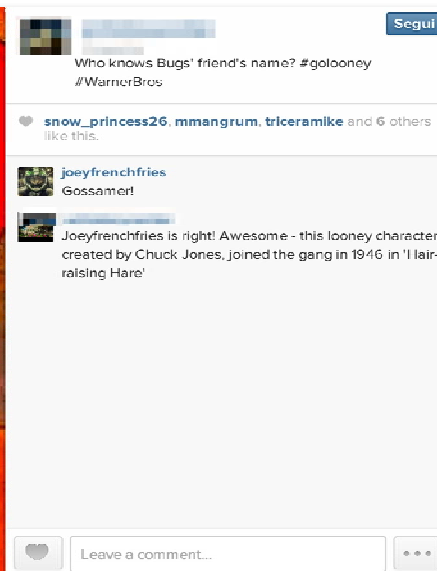
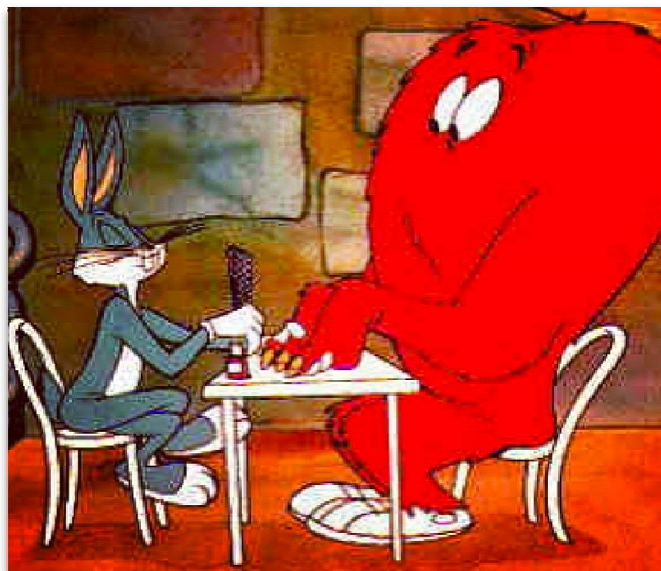




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Don't share poor-quality, pixelated images.







## How Facebook Places YOUR Content in People's Feeds

### *Visibility Edge Rank*

$$\sum = f_e u_e w_e n f_e$$

$f_e$  = Publication frequency and time passed since you published the post

$u_e$  = "Affinity score" between the user and the page: how many time the user liked your content or visited your page before

$w_e$  = Weight of the single post: how many likes, shares and comments the post has already received since it has been published

$n f_e$  = Negative feedback, if a user ever reported your page or hid your posts

On average, only 6% of your followers see you posts at any given time.

### Improving Low Visibility

- Experiment with content. Use Facebook insights to determine your most popular posts over the course of a month, and repeat similar types of posts
- Ask you colleagues to like and share posts: The more likes you get in the first minutes after publishing a post, the more likely it is to be visible by other users ('weight' and time factors)
- If you have budget, plan to use Facebook Ads (sponsored post, page or event) to promote your content in a strategic way
- Be sure to "like" other professional organizations' content. When they see your handle mentioned, they will often do the same on your page
- Establish regular, tagged series that appear on the same day each week. Users will know to look for your content
- Send traffic to your Facebook page from your other social channels and your website
- Supplement your digital strategies with print collateral that includes Facebook icons



## Contest Ideas

- We're almost to \_\_\_ fans. The next fan will get \_\_\_\_.
- When you comment or tag this post with #IHeartMuseums, you receive free \_\_\_\_.
- Comment on this post and be entered to win a \_\_\_\_.
- What year was \_\_\_\_? The first person to answer correctly wins \_\_\_\_.
- Caption this photo. The comment that gets the most Likes wins a \_\_\_\_.
- If I were a historical figure, I'd be \_\_\_\_\_. Enter your answer for a chance to win a private tour with the curator.
- Who said this: \_\_\_\_? Name the famous person who said it, and get 50% off an item in our gift shop. We'll post the answer at 5:00 today.
- Coupon: Print out this post and show it to our shop staff for 50% off your one item.
- 12 days of Christmas drawing
- Costume contents, inspired by objects in the collection
- Show your spirit: July 4<sup>th</sup> spirit photo contest
- Quizzes and personality tests
- Photography contests (Jury to select from image with top three votes)
- Instant winner from daily drawings. Must "Like" posts to be entered to win
- Giveaways based on holidays, seasons, special events, anniversaries
- Which famous work of art are you? Tell us and be registered to win . . .

Share and win! Share this post and receive one free \_\_\_\_ when you show a printed version at the admission desk.

## Make it Interesting: 20 Content Ideas

- Today in history: Birthdays, events, anniversaries
- Image challenges: Use Photoshop's filters to pixelate, liquify, or otherwise distort images and ask fans to guess what it is . . .
- Behind-the-scenes: Collections storage, conservation, cleaning, fabrication
- Spotlight on staff: Stories about staffers, volunteers, interns
- Lists: Top 10 ideas for anything!
- Curator's choice: Have staffer pick their favorite object and feature
- Regular series: #TechTuesday, #FossilFriday or any other topic featured on a reoccurring day of the week
- Mystery objects
- Quotable: Pithy quotes from famous people set on compelling graphics
- Trivia, Polls, Voting options
- Visitor testimonials and quotes on top of quality images
- Tools of the trade: Feature on special, obscure tools used in museum
- Posts about your events, member drives, special happenings
- Reposting visitor selfies, gallery shots (with permission)
- Ask followers to caption a photo that you post



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- Create Memes (pictures with funny/interesting words) [memegenerator.net](http://memegenerator.net)
- Post of playlist of music inspired by your gallery, object, event
- Images of objects for sale in your gift shop/Photos of people using them
- Links to interesting articles, world/local news, YouTube videos
- What happens at the museum at night
- Photos/stories about the most bizarre, smallest, most fragile, or smelliest objects in your collection
- Updates on the progress of campaigns or reports on how events went. "We're almost to our goal!"
- Ask the Expert Day: Open forum to ask questions to someone on your staff

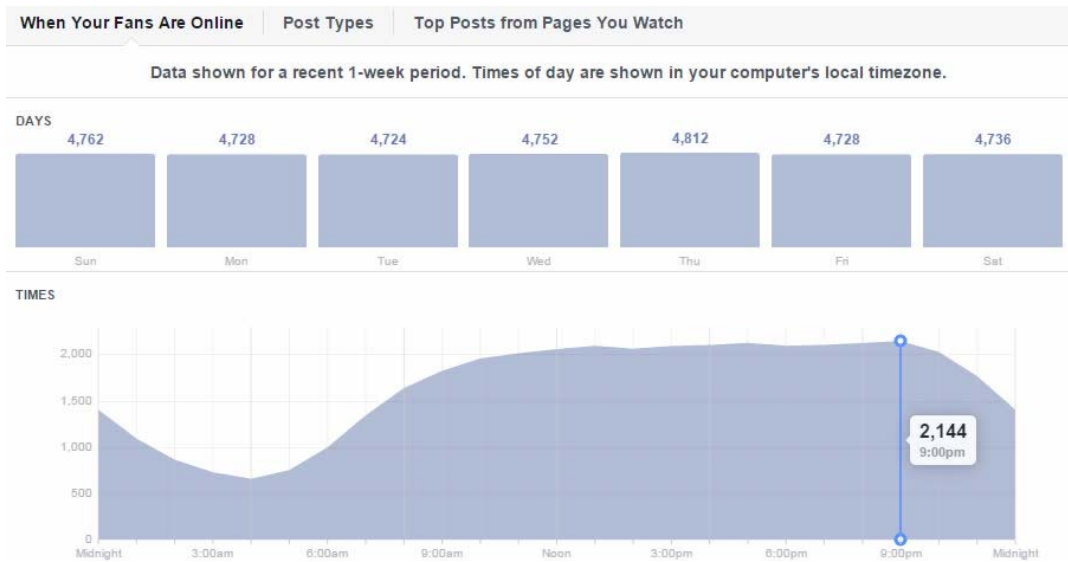


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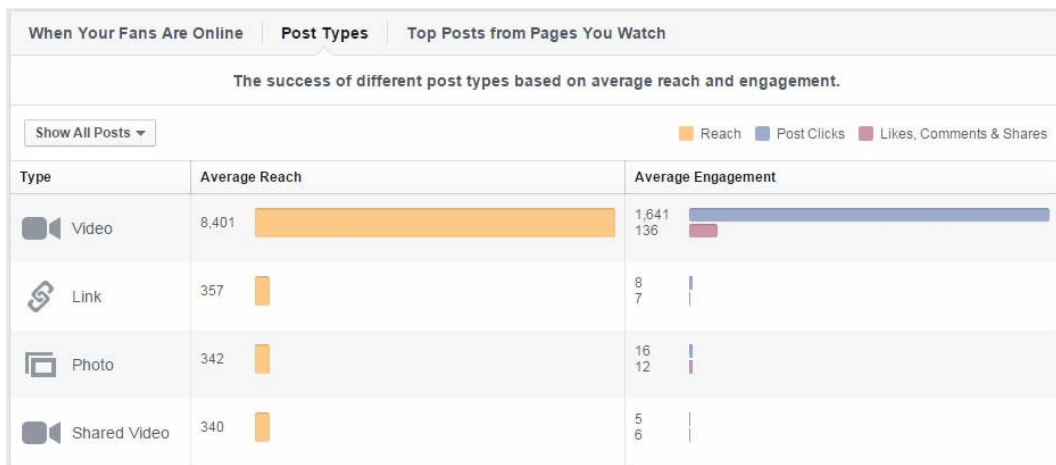
# MUSEUM on Main Street

## Getting the Most out of Facebook Analytics: What can you learn from Facebook Analytics?

You can find out when more of your fans are online and schedule your posts to go out at those times.



You can determine which kinds of posts are the most popular! Notice how well videos are performing! Create more of them!







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You can see which posts are reaching the most people, and replicate that type of post—subject matter, length, links, etc.

Overview

Likes

Reach

Visits

Posts

Videos

People

ELVIS

WERTHEIMER

Elvis at 21, Photogra...

09/28/2015

6:09 am

#Elvisat21 photo challenge! What's missing from this image, taken by Alfred Wertheimer in July 1956?

38

All Posts Published

July 02, 2015 to September 29, 2015

Reach: Organic / Paid

Post Clicks

Likes, Comments & Shares

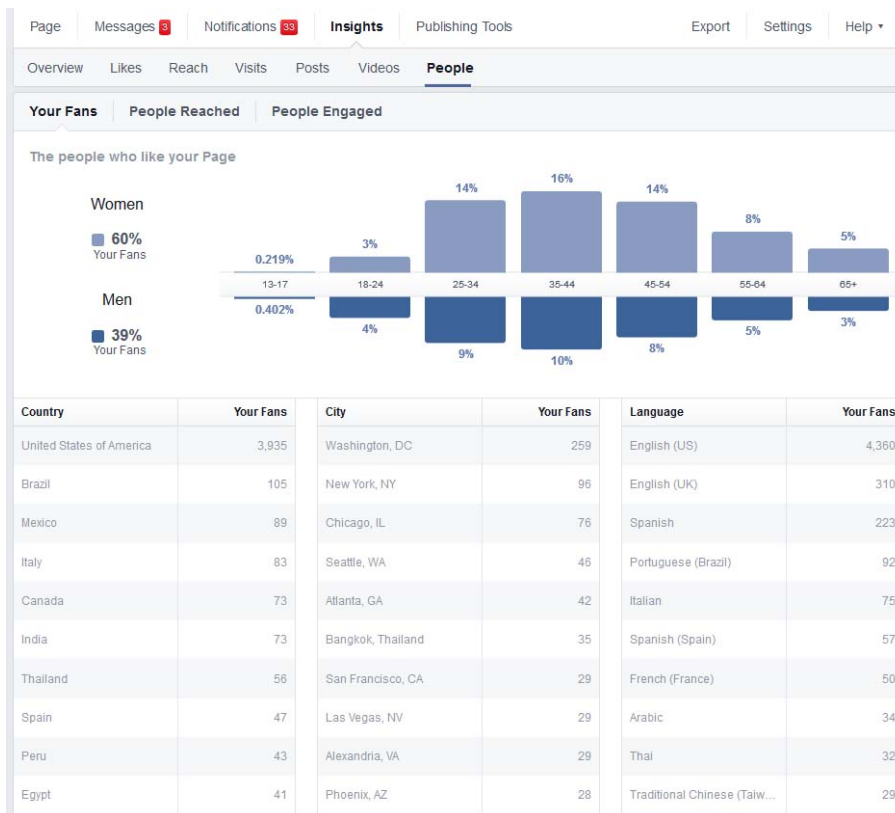
Published	Post	Type	Targeting	Reach	Engagement	Promote
07/27/2015 9:06 am	<div> </div> <div> <div>Happy, Birthday! Today in 1940, that was cally wabb it Bugs Bunny made his debut in the film "A Wild H</div> </div>			8.4K	<div>157</div> <div>178</div>	Boost Post
07/16/2015 3:39 pm	<div> </div> <div> <div>Sixty million years ago, it may not have been this e</div> <div>asy to move a live #Titanoboa. Nonetheless, Smith</div> </div>			8.4K	<div>1.6K</div> <div>136</div>	Boost Post
08/10/2015 8:24 am	<div> </div> <div> <div>Daily dose of #StarWarsCostumes and the #SISh</div> <div>owdown! Did you know that the inspiration for Han</div> </div>			1.2K	<div>93</div> <div>48</div>	Boost Post
08/25/2015 8:59 am	<div> </div> <div> <div>#AmericanBackyards fact! Production techniques</div> <div>pioneered during World War II were adapted to pe</div> </div>			1.2K	<div>78</div> <div>25</div>	Boost Post
07/07/2015 9:13 am	<div> </div> <div> <div>Our friends at the National Museum of American H</div> <div>istory take a look back at a fascinating history. #Dis</div> </div>			1K	<div>49</div> <div>15</div>	Boost Post
09/11/2015 8:21 am	<div> </div> <div> <div>Celebrate true heroism. Firefighters amidst the ru</div> <div>bble of the World Trade Center, New York City, Sept</div> </div>			1K	<div>50</div> <div>56</div>	Boost Post
09/02/2015 8:42 am	<div> </div> <div> <div>Three stars lined up: It's the tried-and-true constell</div> <div>ation we can all identify. Incredible details of Orion'</div> </div>			961	<div>16</div> <div>12</div>	Boost Post
08/28/2015 9:19 am	<div> </div> <div> <div>Today in history, 1963: Martin Luther King, Jr. delive</div> <div>red his most famous speech. Why do you think the</div> </div>			763	<div>7</div> <div>14</div>	Boost Post



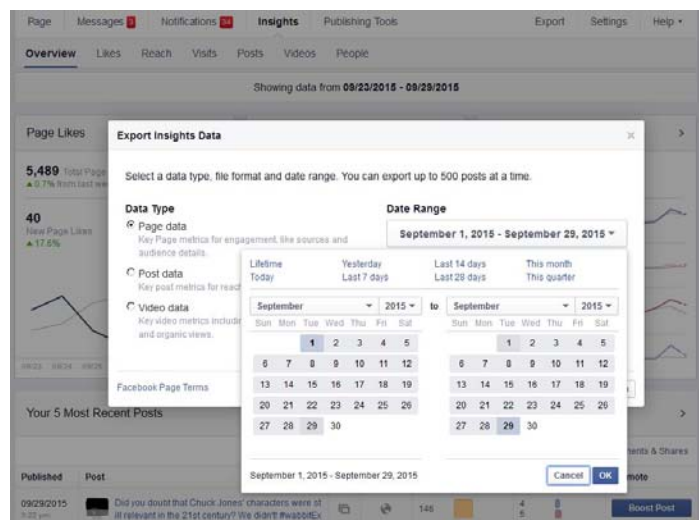
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You can determine audience demographics and regional/national distribution. Do you want to target a different audience? Do you need to change your tactics to reach that new group?



You can export reports and customize the date range you need.





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## Here we are:

Facebook: <http://www.facebook.com/sitesExhibitions>

Facebook: <https://www.facebook.com/museumonmainstreet/>

Twitter: <https://twitter.com/museumonmainst>

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