



TWITTER FOR MUSEUMS, LIBRARIES, AND CULTURAL ORGANIZATIONS

When, Who	Active since 2006. Today, it has more than 900 million registered accounts.
Audience	The average age is 24 years (26 for males, 22 for females). 20% of global users are older than 30. 78% of Twitter active users are on mobile. Diversity of race and geographic region
Type of content	Text of 140 characters maximum. It is possible to include pictures and links. Twitter users appreciate information, news, sense of humor, behind the scenes, interesting facts.
Dynamics	People can mention other users using the @ and label keywords in their tweets thanks to hashtags, making content traceable, searchable.
Average time	The average Twitter visit lasts 5 minutes.
Museum's goals	Engage established and new public, share the museum's content and activities, interact with professionals from all over the world, be informed on what's going on in the field and share related news.

Why participate on Twitter?

- Gives your organization a global voice, on a global stage
- Conversations are more open and searchable than those on Facebook
- Algorithms that determine who sees content are more forgiving than Facebook
- Shows current trending topics you can easily join
- Allows you to connect with influential people and other like-minded organizations
- Free marketing and brand promotion
- Helps drive traffic to websites and other online content
- Spreads news VERY fast
- 85% of followers feel more connected to an organization after following them
- Allows for succinct discussions and real-time conversations
- Includes easy-to-follow metrics to determine how your tweets performed
- 23% of online adults use Twitter



Did you Know? According to a 2015 survey Museum on Main Street survey of small museums in the U.S.:

- 99% are on Facebook but only 36% are on Twitter
- 25% are interested in learning more about Twitter

Why Can Twitter Be a Challenge?

- 72% of small museums only post content once a week or less on social media
- 93% say that staff time is the biggest challenge for engaging in social media
- 85% said they would use social media more if they had help with creating resources and could get caught up with current trends

Twitter Vocabulary: What ARE Hashtags?

- Hashtags highlight key words in a tweet and sort the content in the Twitter universe
- Can be thought of links to similar content
- Labels that allow your tweets to be traceable even by users who are not following you, thus giving you the chance to reach new audiences
- Through hashtags, you can search for new accounts to follow and conversations to join in. They are the only way to conduct thematic searches on this platform
- The proper use of hashtags exponentially increases the visibility of your tweets. Check to see if there is a hashtag that tracks what's happening in your town, city, or state. Many times, it's simply the name of that location: #Kansas #Seattle #RVA (Richmond, VA)
- Check out the "Getting Started on Twitter" presentation for more about the proper use of hashtags.

Sample Hashtags:

Some hashtags group together professionals and information in the field.

Look up and search at hashtags.org

- #museweb (museums and the web)
- #musesocial (museums and social media)
- #musetech (museums and technology, in a very broad sense)
- #mtogo (museums and mobile technologies)
- #edchat (educational discussions)
- #ONTD or #TDIH (on this day or today in history)
- #TBT or #ThrowbackThursday (go back in time with vintage content)
- #museumSelfies (pictures of folks in museums)
- #fossilFriday (for dinosaur and science related to fossils)
- #AskACurator (q & a with curators)
- #TravelTuesday
- #MotivationMonday
- Great list of museum-related hashtags:

<http://danamus.es/2013/05/28/glossary-of-museum-related-hashtags/>



- Hashtag events created by Culture Themes Blog: <http://culturethemes.blogspot.com/>

More Twitter Lingo!

Retweet or RT: A repost or forward (a message posted by another user). Identified as the recycle box on Twitter.

Like: Let's the original poster that you loved their tweet and are saving it to a list. Noted as a Heart icon.

Lists: A list is a curated group of Twitter users

Handle: Your name! For example @sitesExhibits. Always starts with an @. When you want to refer to someone or mention them, use their handle.

MT: A modified tweet. You've paraphrased a tweet originally written by someone else.

#FF: Means "Follow Friday," a day to recommend other people to follow.

DM: A direct message to a user, only seen by that person. Articles about giving credit on Twitter:

<http://socialmediacertificate.net/2011/02/rt-mt-ht-via-the-importance-of-giving-credit-on-twitter/>

<http://blog.hubspot.com/blog/tabid/6307/bid/27675/How-to-Retweet-the-Right-Way-in-4-Easy-Steps.aspx>

<https://support.twitter.com/articles/166337-the-twitter-glossary>

<https://biz.twitter.com/en-gb/glossary>

<https://business.twitter.com/en-gb/basics/how-to-create-a-twitter-content-strategy>

Getting Started on Twitter

Before choosing Twitter, ask your colleagues:

- How much time do we have for this?* *Twitter tends to be higher time commitment platform because it responds to daily news, trends, and events. Can you check in every day or a few times a week?
- Who will do the tweeting?
- Can we recruit volunteers to help?
- What's our goal(s) for being there?

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, retweets, favorites? Will you be able to do it over time to determine trends? How will justify to your management that your time on Twitter is “worth it”?
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! Contact us if you need a written “job description” for this position.

Setting Up an Account

1. Go to <https://twitter.com/signup>
2. Type in your organization’s full name
3. Use an organizational email address, if possible, rather than a personal email address. That way, more people can access the account.
4. Create a Twitter handle (or name) for your organization. Try to be mindful of similar groups; strange abbreviations; or difficulties people might have reading your handle
5. Your handle can only be 15 characters. Try to eliminate spaces in the name
6. Choose a difficult password with special characters, letters, and numbers

Join Twitter today.

✓

✗ Doesn't look like a valid email.

✗ Password must be at least 6 characters.

✓

Suggestions: [GalvestonM](#) | [EmailPersonal](#) | [email_personal](#) | [GalvestonMuseu1](#) | [GalvestonMuseu2](#)

☒ Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

What Should We Tweet About?

One way to join a conversation is to learn about upcoming holidays, anniversaries, and events. Often, anniversaries and holidays have pre-established hashtags that allow folks to jump right in! For example, [#NationalBurgerDay](#), [#WorldCup2015](#), [#NationalBBQWeek](#), [#museumWeek](#), etc . . .

Check out a selection of those national events from the Smithsonian’s digital marketing specialist Jessica Sadeq. A complete listing of all events is available on the MoMS website:



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<http://museumonmainstreet.org/exhibitors/exhibitorsLocalcoordinators.html>. You can also join a dynamic web-based “Trello” board to see national events and trends. To do that, email Heather Foster Shelton at fosterh@si.edu.

This Day in History: Smithsonian Collection	
Date	Event
June 1:	National Doughnut Day
June 1, 1926:	Los Angeles (d. Aug. 5, 1962)
June 2, 1731:	May 22, 1802
June 3, 1864:	manufacturer born (d. Aug. 26, 1950)
June 3, 1965:	space, during the flight of Gemini 4.
June 4, 1896:	powered automobile, and gives it a successful test run.
June 5:	National Cheese Day (Foodimentary)
June 6:	Orange is the New Black premiere (2015)
June 6, 1984:	released in the USSR.
June 8:	World Oceans Day
June 9, 1934:	Donald Duck makes his debut in The Wise Little Hen.
June 11, 1993:	Premiere of Jurassic Park the movie
June 12, 2015:	The New “Jurassic World” premiere
June 14:	Flag Day
June 15 - 21:	Pollinator Week
June 15, 1844:	rubber.
June 19, 1978:	most widely syndicated comic strip, makes its debut.
June 19, 1903:	American baseball player Lou Gehrig born (d. June 2, 1941)
June 20, 1975:	The movie “Jaws” was released
June 20, 1940:	Samuel Morse receives the patent for the telegraph.
June 21:	Father’s Day
June 26, 1902:	born (d. May 14, 1978)
June 27, 1880:	person to each a bachelor of arts degree born

Twitter Best Practices

- Choose a recognizable and self-explanatory name, an interesting bio and a distinguishable picture
- Interact with people, RT (retweet) your visitors, answer followers, and get into conversations
- Follow other accounts to keep yourself updated: museums, online magazines, professionals, libraries, etc.
- Stay under 140 characters, so that people can quote your tweets
- "Live-tweet" events that might be interesting for your followers, giving them your point of view
- Reach out to individuals by saying, “Hey, @Joe, great post! What do think about this?”
- Break down the perception of inaccessibility
- Follow people, not just organizations
- Don’t auto populate your Twitter account from Facebook. The message becomes truncated and looks strange!
- Don’t tweet info that’s totally out of context. Try to be relevant to your followers
- Don’t use hashtags that are too long or too complicated
- Don’t use so many hashtags that you have no room for real content
- Don’t forget to check for existing hashtags before using them
- Don’t underestimate the amount of time this platform takes. It’s a daily operation.
- Don’t just talk. Listen to others and network like you would at a meeting
- More helpful do’s and don’ts <http://money.usnews.com/money/blogs/outside-voices-careers/2014/09/03/10-ways-twitter-can-help-or-hurt-your-business>



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Using and Creating Hashtags

- When writing out a hashtag, don't include spaces between letters. It doesn't matter if letters are capitalized or not but often makes it easier to read if you do include capitalization
- Follow these example:
#HometownTeams, not #Hometown Teams
#TheWayWeWorked, not #The Way We Worked
- If you want to track your tweets or get people on the same page as far as your content, create a hashtag. If your exhibition is called "Food in Texas: A History of Barbeque," then consider these options:
#TexasBBQ or #BBQHistory or #TexasFoodie.
- Check how a hashtag is already being used before using to it.
- Brand all of your tweets about a topic with a singular hashtag
- Make sure hashtags are easy to read, write, and are memorable
- More tips on using hashtags correctly: <https://support.twitter.com/articles/49309-using-hashtags-on-twitter>

Twitter Screen Anatomy



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- All about you! Be sure to include your website address to direct traffic back home.
- Choose a Twitter handle (or name) that's short and easy to remember.
- Your profile picture should be 400 x 400 pixels.
- Your Twitter cover or banner should be 1500 wide x 500 pixels in size. You can change the photo whenever you want!
- Trending topics that day. You can change this to show you trends in certain geographic regions. We chose to see trends across the U.S.



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- Twitter gives you suggestions who to follow.
- Notifications tell you if someone has mentioned you or retweeted you! Always check this, so that you can listen to and respond to comments and shares.
- Search for users or specific hashtags in the search box. Remember to link all the letters together. Example #theWayWeWorked
- You can pay to have your Tweet promoted, using Twitter Ads.

Let's Tweet!



Twitter limits its responses to 140 characters. In this case . . . Oops! Too many words. The tweet will have to be rewritten to be under 140 characters. Twitter tells you how many characters you must delete by showing a negative number.

What DID work in this example? Adding a partner's name to a tweet helps get their attention. Using a regular hashtag adds this tweet to a list of others where that tag has been used.

Adding Pictures

Sometimes, a picture is worth more than 140 characters! Photos really stand out. You can add 1-4 photos onto your tweet. If you want to add several pictures, select multiple pictures and then upload rather than selecting one at a time.



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Wayward Nerd @waywardnerd · Jun 4

What's Up, Doc? The Animation Art of Chuck Jones opens June 13
@EMPmuseum. #meepmeep empmuseum.org/whatsupdoc?alt...



View photo

Horizontal images work best. Twitter crops images to fit in the feed at a 2:1 ratio. What that means is that a photo which originally looks like the image on the left when uploaded will be recast with just the center strip showing.

The full image will only be available if folks click on the picture (see next page). If you have the ability to change your photo size, go with 800 px wide x 400 px wide or another version of the 2:1 scheme. If you don't have the ability to change the size, go with an image that has a more horizontal orientation.

This tool helps you automatically scale images for different platforms:

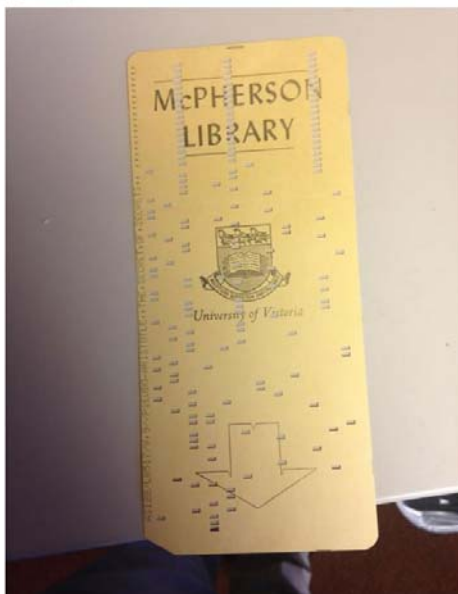
<http://www.internetmarketingninjas.com/seo-tools/favicon-generator-crop-images/>



bxknits retweeted

Shalm/m/a Boyarin @ShammaBoyarin · 14m

Found this in a book I checked out, and I think it's a cool momento from the past (@UVicLib):



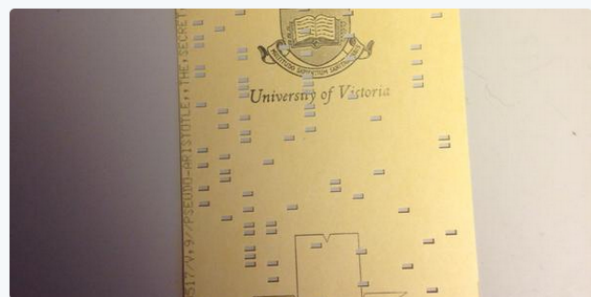
rien



bxknits retweeted

Shalm/m/a Boyarin @ShammaBoyarin · 14m

Found this in a book I checked out, and I think it's a cool momento from the past (@UVicLib):



View photo



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Sample Tweets


What Ma


Powerful





Sm
Col



SI Traveling Exhibits @sitesExhibits · Sep 2
 Sniff. Summer IS officially over. What was the best exhibit you saw this summer?
[#museums](#) [#musetech](#)
 Expand Reply Favorite More HootSuite


Berkshire Museum @BerkshireMuseum · 22h
 Best Berkshires summer exhibits? "[@sitesExhibits](#): Sniff. Summer IS officially over. What was the best exhibit you saw this summer?"
 Expand Reply Retweet Favorite More HootSuite



SI Traveling Exhibits @sitesExhibits · 7h
[@BerkshireMuseum](#) What kind of exhibitions did you guys have over the summer? Any thrillers?
 Expand Reply Favorite More HootSuite


Berkshire Museum @BerkshireMuseum · 6h
[@sitesExhibits](#) Yes! Butterflies: a mix of art, science and cultural history, w/a live Butterfly pavilion constructed right in our gallery.
 Expand Reply Retweet Favorite More HootSuite


SI Traveling Exhibits @sitesExhibits · 1h
[@BerkshireMuseum](#) Cool! Thanks for sharing! Have you guys ever looked at traveling exhibitions? If so, let us know how we can help!
 Expand Reply Favorite More HootSuite


Berkshire Museum @BerkshireMuseum · 6m
[@sitesExhibits](#) We will! In October we'll be opening a [#SparkLab](#) with [@SI_Invention](#). We love the work from all Smithsonian branches!
 2:18 PM - 3 Sep 2014 · Details
 Hide conversation Reply Retweet Favorite More HootSuite

Reply to [@BerkshireMuseum](#) [@SI_Invention](#)


SI Traveling Exhibits @sitesExhibits · 1m
[@BerkshireMuseum](#) Thanks! [#SparkLab](#) rules. Great stuff happening with education [@SI_Invention](#).
 Expand Reply Favorite More HootSuite

Takes adv
another o
give them
the travel

; their attention and



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Eisenhower Library @IkeLibrary · 3h

Celebrate #NationalBurgerDay with the @sitesExhibits #AmericanBackyards exhibit at the @IkeLibrary! [67-433-24]



8 7

[View photo](#)

Simple and clean infographic = easy to read and quickly gets the point across. Note the catchy hashtag!



Ocean Conservancy @OurOcean · May 19

New infographics! Tiny trash has BIG impacts on the ocean. ow.ly/N9HJx
#OceanTrashTalk



41 24

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Delicious photos! Nice use of language.

People tend to click on things that have a number of ways to do something: 10 ways to beat the blues; 20 best beaches; 5 best museums to visit



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Huffington Post @HuffingtonPost · 12h

40 different, delicious ways to eat hot dogs huff.to/1RnWBVo



RETWEETS
96

FAVORITES
168



Engages younger audiences that thrive on the new, on technology, and on pushing innovation.



HistoryMuseumMobile @HistoryMobile · May 15

#MuseumSelfie Stop @HistoryMobile and interact with the exhibits in new and exciting ways! facebook.com/HistoryMusemo...



← ↻ 1 ★ 2 ...

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Priceless pictures! People tend to share most widely if the content elicits an emotional response—in this case, JOY!



BBC Radio 5 live @bbc5live · May 7

Watch 92-year-old former pilot Joy Lofthouse return to the skies for
#VEDay70: bbc.in/1Rf23Lk



250



187



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Plays on the popular #TBT or #Throwback Thursday hashtag. Interesting picture! Demands that you click the photo to see if you can spot Bess Truman! People enjoy a challenge!



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Truman Library @TrumanLibrary · 2h

#TBT celebrates graduation season!
Independence High School class of 1901.
HST 4th from left, back row. Find Bess?



← ↻ 3 ★ 3 ⋮

Short and sweet! The public LOVES behind-the-scenes images of the work that goes on! Invite them into your storage collections virtually!



The Tech @TheTechMuseum · May 18

We build. We make. We discover. #girlswithtoys #MadeAtTheTech



← ↻ 8 ★ 9 ⋮

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Today in history is very popular! This tweet shows a compelling image and directs users to learn more on the museum's blog.



amhistorymuseum @amhistorymuseum · May 19

Today in 1962: Marilyn Monroe sings "Happy Birthday" for Pres. Kennedy. An accessory of hers: ow.ly/MOVp2



31 22

Fun and lighthearted! If you're having fun, chances are others are smiling too!



Acadia National Park @AcadiaNPS · 9h

Water you up to? Whale, I gotta get back to strong-arming some mussels.
#SeaWhatWeDidThere #ItWasOnPorpoise #ParkPuns



33 82

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Makes use of current events and headlines—whether it's an anniversary, a sporting event, or something in the news.





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Powerful testimonials and endorsements go a long way. When someone says they're "speechless," it drives users to click to find out why.



Good example of how to "promote" an event. Makes brilliant use of negative space and brings your eye directly to the important info.



Sharing fun and little-known facts about a popular topic or item.



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Fact
@Fact



Following

Daniel Radcliffe broke over 80 wands while filming the Harry Potter movies because he used them as drumsticks.



RETWEETS
14

FAVORITES
22



3:06 PM - 10 Jun 2015

Gives users clear information on how to do something, save money, or earn rewards.
Also makes use of the 80-20 rule of your social media. 80% of content should be about helping your community, and 20% should be about promoting yourself.



Lonely Planet
@lonelyplanet



Following

How to visit [#Iceland](#) on a budget
bit.ly/1JrI47R [#lp](#) [#travel](#)



RETWEETS
18

FAVORITES
50



Ask questions of followers.



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Smithsonian's NMNH ✓

@NMNH



Following

Happy #WorldOceansDay! How are you celebrating? s.si.edu/1HaeMv1



Share AMAZING discoveries and stories!



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OK Historical Soc.

@okhistory



Following

What a great find! MT @kfor: History discovered behind walls of OKC high school
link.kfor.com/1Qc0Lma

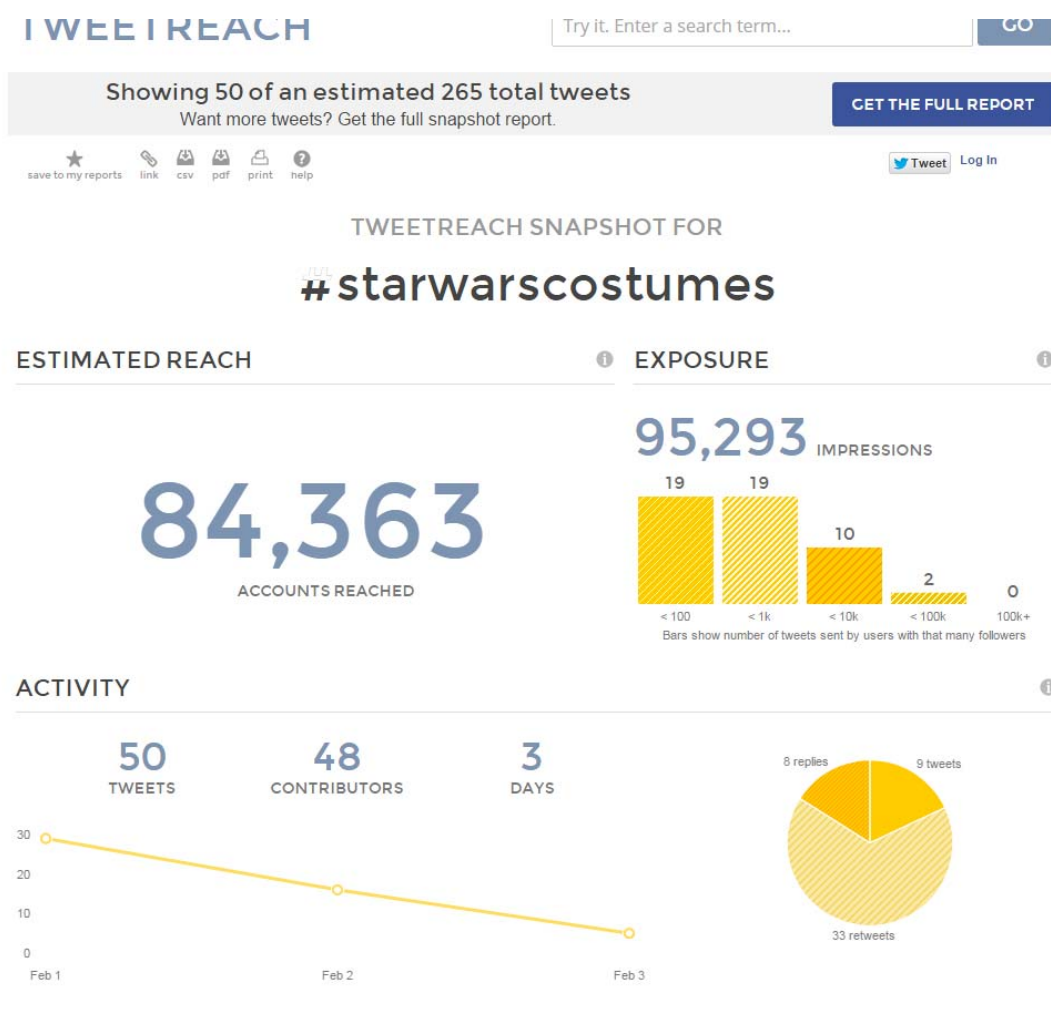


Measuring Your Success

What should you measure? That really depends on your goals, but here are some ideas:

#1: Your social campaigns

When running a series of tweets about a particular subject, measure the reach of those tweets on TweetReach and compare the reach to a week when you didn't have a specific campaign going on.



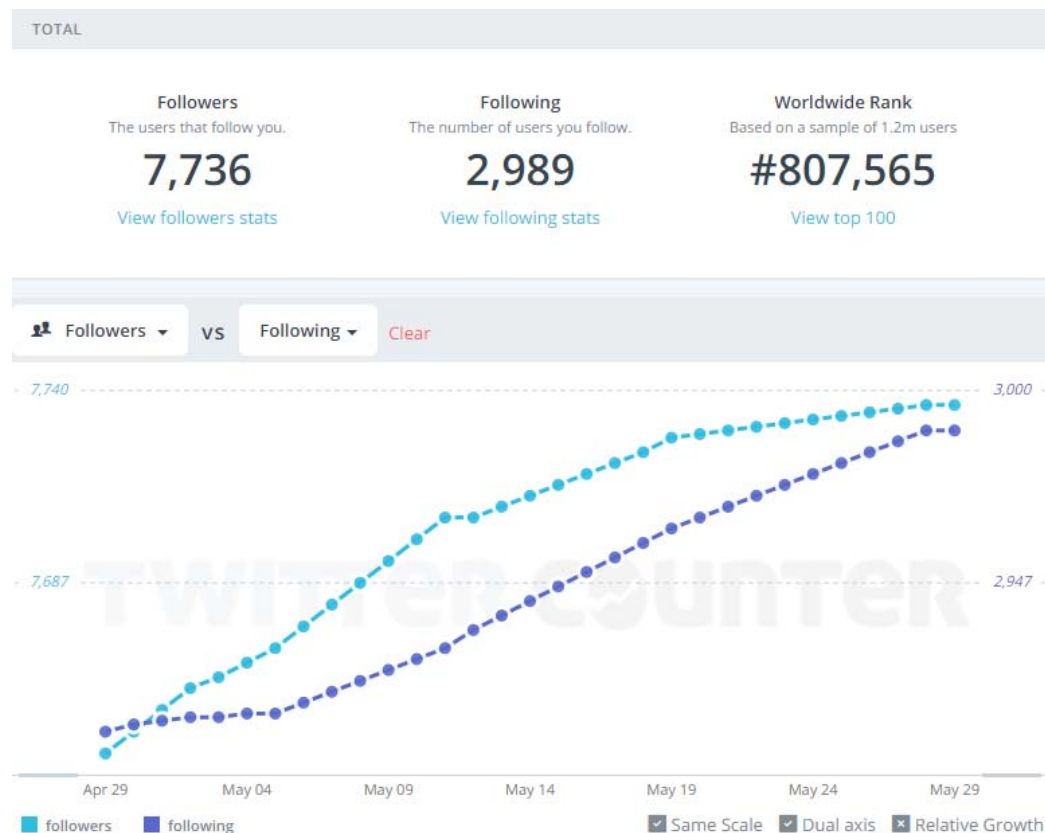


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#2: Overall growth

This one may OR may not be important to you based on your goals. But, if you want to wow management with numbers, decide how much growth you'd like to see over period of time, and measure to see if you're getting there. TwitterCounter is one way to pull this data. A free plan is available, but the paid plan provides more options! Look to the long-term to really understand this data. What should your growth be? Some brands see 20% annual growth, but that's aggressive. Plan for a percentage growth rate between 3-10%.





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#3: Overall engagement

If you're more about conversation and dialogue, click the icon that looks like a bar graph on your tweet in Twitter. It gives you great insights into the number of people who favorited or retweeted your content. Measure which tweets result in the most engagement, and replicate that model!

Tweet Activity


400 years worth of reasons to love American food traditions. #KeyIngredients exhibit food timeline. #foodie ow.ly/NxQ5n

Impressions	283
Engagements	6

number of times users saw the Tweet on Twitter

number of times users interacted with the Tweet

[View details](#)





Promote your Tweet

Signing up for Twitter Ads will take you away from this page. Come back here after to promote this Tweet!

[Sign up for Twitter Ads](#)

Tweet details



**SITravelingExhibits**
@sitesExhibits [Follow](#)

#FossilFriday Uni of FL scientists examine #Titanoboa bones. See the monster snake @SternbergMuseum. Photo Ray Carson
8:57 AM - 29 May 2015 · Virginia, USA, United States

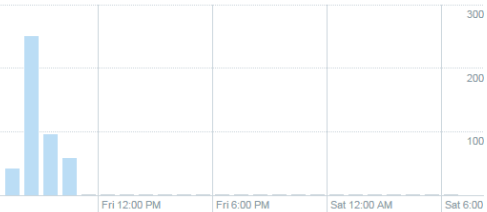
3 2

Get this Tweet in front of more people

Your tweet has 15 engagements so far. Get it in front of more people like your followers.

[Sign up for Twitter Ads](#)

Impressions overview



Key metrics	Quantity
Impressions Number of times users saw the Tweet on Twitter	448
Embedded media views Views of a photo or video in the Tweet	6
Retweets Number of times users retweeted the Tweet to their followers	3
Favorites Number of times users favorited the Tweet	2
User profile clicks Clicks on the name, @handle, or profile photo of the Tweet author	2
Replies Number of replies to the Tweet	0

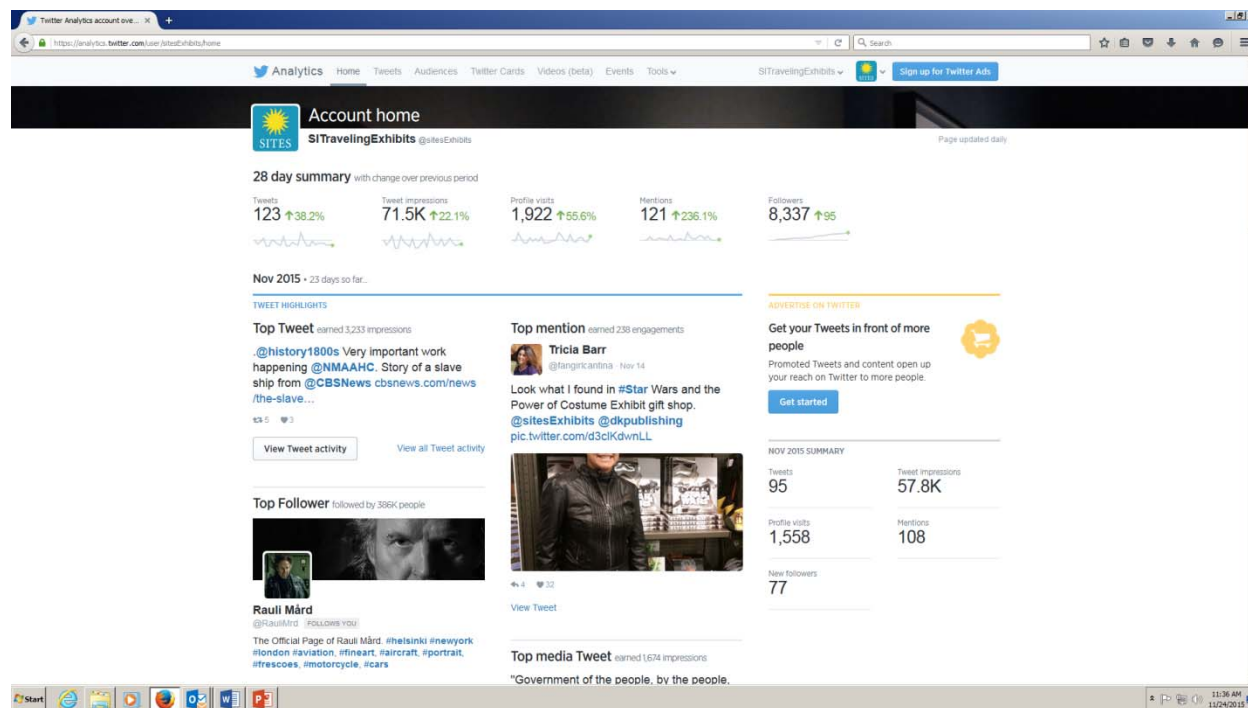


#4 Profile Visits

How many people clicked on your profile to find out who you are? This metric drives the idea that Twitter helps new people get to know WHO YOU ARE!

This is just one metric available via the native tools included in **Twitter Analytics**, allowing you to dive into monthly performance. Start here and sign in through your existing account.

<https://analytics.twitter.com/about>. This tool allows you to a month-to-month comparison and gives you a number of ideas about what to measure.





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Tell the story in pictures

For most folks, pictures and the words of those in the community are more impactful than numbers. We use Storify.com to pull together other people's pictures and social media posts to tell a story. It's great way of showing the conversations that are happening about you! <https://storify.com/sitesExhibits>





Other Tools of the Trade:

Tool	Link	How it works
Tweetreach	http://tweetreach.com/	It shows the "reach" of a term/tweet on Twitter. Type in your hashtag to see how many people saw your tweets. Works best for a series of tweets in a 24-hour period.
Twitter Analytics	https://analytics.twitter.com/about	It measures reach and engagement of single tweets, time to publish, demographics, users' behavior
Hootsuite	https://hootsuite.com/	Not only does it have a metrics features, but it also allows you to schedule tweets ahead and collaborate with other content creators. This is what the Smithsonian uses.
Topsy	http://topsy.com/	It indexes and ranks search results based upon the most influential conversations online: influencers, keywords, trends, links
Tweet Deck	https://about.twitter.com/products/tweetdeck	Useful to build custom news feeds, monitor accounts, use filters and schedule tweets
Tweet Archivist	http://www.tweetarchivist.com	It monitors on Twitter for hashtags, users and terms. And it saves an archive of tweets. It also analyzes the archive, finding top users, words, urls, hashtags
FollowerWonk	https://followerwonk.com/	It searches Twitter bios and analyzes your followers, allowing to make comparisons between accounts (up to 3)



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Would you like to have a Powerpoint version of this presentation? Would you like to chat about strategies for social media?

Feel free to contact us!

Heather Foster Shelton (social media manager for Smithsonian traveling exhibits)

fosterh@si.edu

Tiffany Cheng (social media manager for Museum on Main Street)

chengti@si.edu

Here we are:

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

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

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

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

Instagram: <http://instagram.com/sitesexhibitions>

Flickr: https://www.flickr.com/photos/sites_exhibitions/

Pinterest: <http://www.pinterest.com/sitesexhibits/>

YouTube: <https://www.youtube.com/user/sitesExhibitions>