

How to Develop Effective Social Media Content to Engage Your Visitors

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- **Develop Content Strategy & KPI's**
 - **Content Strategy**
 - **Educate** – Serve as the source
 - **Engage** – Provide call to action
 - **Convert** –Utilize tools to track registration/application
 - **THC Key Performance Indicators for engagement:**
 - **Live Attendance**
 - **Applications**
 - **Promotions**

- **Editorial Calendar**
 - Draft your next week of posts and preschedule on **Facebook Content Creator**
 - Establish built in days of content (#MarkerMonday, #TownHistoryTuesday, #WildernessWednesday, #ThrowbackThursday)
 - Schedule posts for the **weekends!**

- **Top Tips**
 - **Facebook**
 - **Best time to post – 7:00-8:30 a.m.**
 - Always **post a photo or video**
 - Always provide a **call to action**
 - **Recycle content!**
 - Avoid the 'Share' button
 - **Instagram**
 - Schedule posts **daily**
 - Stay **engaged** – like and comment on visitor posts
 - Encourage visitors to follow and tag your channels during their visit.
 - **Avoid posting graphics** with text on them – Use stories
 - Utilize popular travel hashtags & tag accounts, geotag

- **Top Performing Content**
 - History/Throwback Posts
 - Town History
 - Annual Historic Events/Field Trips
 - Site Activities – Virtual Event Previews
 - Historic Objects Spotlight
 - Nature
 - User-Generated Content

Resources:

- THC Social Media Channels