



# How to Develop Effective Social Media Content to Engage Your Visitors

**Welcome!**

**The webinar will begin at 10:00 a.m. CT.**

**While you wait:**

1. Download PDFs of the slides and handout under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar, or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

[www.thc.texas.gov/museum-services](http://www.thc.texas.gov/museum-services)

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

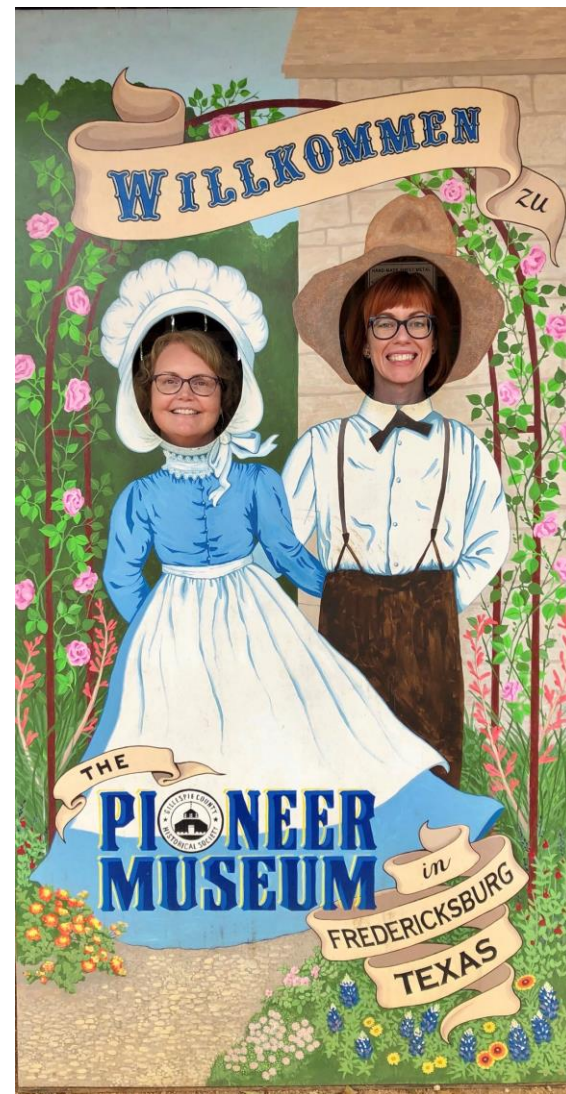
Museum Services Program Coordinator

[laura.casey@thc.texas.gov](mailto:laura.casey@thc.texas.gov)

Emily Hermans

Museum Services Program Specialist

[emily.hermans@thc.texas.gov](mailto:emily.hermans@thc.texas.gov)



[www.thc.texas.gov/awards](http://www.thc.texas.gov/awards)

- Applications due **July 31**
- Recognizes an individual or institution in the museum field for significant achievement in the areas of historical interpretation, museum education, conservation of collections, and/or community involvement
- Recipient receives monetary stipend for their museum

## Upcoming Free Museum Services Webinars

[www.thc.texas.gov/museumwebinars](http://www.thc.texas.gov/museumwebinars)

- Grant Evaluation: Setting Goals and Measuring Impact
  - Wednesday, July 22, 2:00 p.m. CT
- Building a Collaborative Online Archive: A Case Study
  - Wednesday, August 5, 10:00 a.m. CT

## Upcoming Free Webinars from Other Orgs

[www.thc.texas.gov/museumconnections](http://www.thc.texas.gov/museumconnections)

- *Is the Time Right for a Capital Campaign?*, July 14, 12:00 p.m. CT, Mission Advancement
- *Metadata for Digitization*, July 14, 1:00 p.m. CT, CCAHA
- *Expanding Your Online Community with Web Accessibility*, July 14, 1:00 p.m. CT, TechSoup
- *Practicing Resilience: Activating Your Anti-Racism and DEAI Commitments*, July 16, 1:00 p.m. CT, MAAA
- *Integrated Pest Management*, July 16, 1:00 p.m. CT, CCAHA
- *Navigating Nomenclature: Using the New Online Resource for Museum Cataloging*, July 16, 2:00 p.m. CT, AASLH
- *Using a Standardized Tool to Understand the Visitor Experience*, July 16, 2:00 p.m. CT, CAM
- *In-House Digitization vs. Outsourcing and Quality Control*, July 21, 1:00 p.m. CT, CCAHA
- *Online and Virtual Visits: No-Touch Programs in a Pandemic Context*, July 22, 11:45 a.m. CT, AAM EdCom
- *Care of Historic Silk*, July 22, 1:00 p.m. CT, Connecting to Collections Care
- *Aligning Nonprofit Management Teams and Boards During a Crisis*, July 23, 1:00 p.m. CT, Blue Avocado
- *Digitization Equipment Selection*, July 28, 1:00 p.m. CT, CCAHA







# Develop Effective Social Media Content to Engage Your Visitors

**Justin Minsker**  
Historic Sites Communications Coordinator

## **Social Media and Your Cultural Organization: Where to Start**

- Claim Your Social Media and Business Account
- How to Post
- Create and Promote Events on Facebook

- **Develop Content Strategy & KPI's**
- **Editorial Calendar**
- **Top Posting Tips**
- **Top Performing Content**



**Matthew Kobach** ✓  
@mkobach



Social media:

Stop asking what social media can do for your business,  
and start asking what social media can do for your  
customers

8:19 PM · Jun 30, 2020 · [Twitter for iPhone](#)

## Key Performance Indicators (KPI)

- Identify your KPI's
- THC Key Performance Indicators for engagement:
  - **Live Attendance**
  - **Applications**
  - **Promotions**

1. **Educate** – Serve as the source
2. **Engage** – Provide call to action
3. **Convert** – Utilize tools to track registration/application

# Shifting Content Strategy



Texas Historical Commission

June 16 at 2:30 PM

African American history in Texas sheds important light on the Lone Star experience. Take a look into some untold stories:

A genealogical discovery spanning 10 years and thousands of miles.

A teacher's perseverance in the fight for equal pay.... [See More](#)



Texas Historical Commission

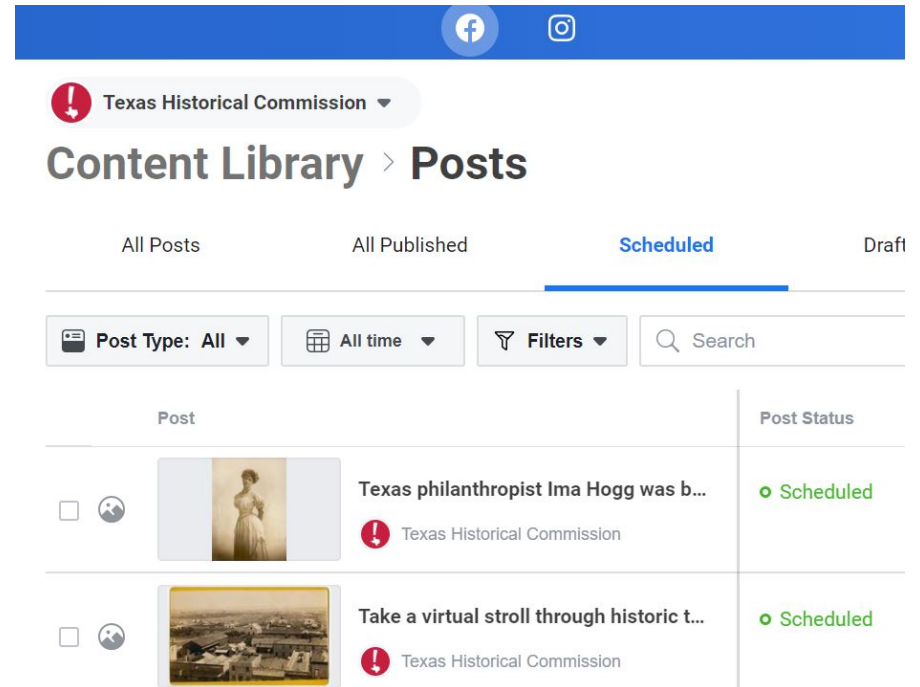
July 3 at 7:30 AM

In accordance with Gov. Abbott's executive order, face coverings are required at most THC state historic sites to keep our visitors, staff, and communities safe from the coronavirus. [#MaskUpTexas](#)

More info: [www.thc.texas.gov/publichealth](http://www.thc.texas.gov/publichealth)



- Draft your next week of posts and preschedule on **Facebook Content Creator**
- Establish built in days of content
- Schedule posts for the **weekends!**





- **Best time to post**
- **Always post a photo or video**
- **Always provide a call to action**
- **Recycle content!**
- **Avoid the 'Share' button**



**Texas Historical Commission**

Published by Justin Minsker [?] · November 26, 2018 ·

Charles C. Butt, his wife Florence, and their children moved to San Antonio from Memphis, Tennessee, in 1904. The following year they moved to Kerrville, where Florence invested \$60 to open the C.C. Butt Grocery Store on this day in 1905.

The youngest son, Howard E. Butt, started in the family business delivering groceries in a baby carriage, then a little red wagon, and later by horse and buggy. He managed the store while finishing school, graduating as valedictorian of Tiv... [See More](#)



- **Schedule posts daily**
- Stay engaged
- Encourage visitors to **follow and tag your channels during their visit.**
- Avoid posting graphics with text on them
- Utilize **popular travel hashtags & tag accounts**



txhistcomm  
Gage Hotel



[View Insights](#)

[Promote](#)



Liked by [historic\\_texas](#) and 638 others

txhistcomm The [@gagehotel](#) in Marathon was built in 1927 for rancher, banker, and businessman Alfred Gage, who commissioned El Paso architect Henry C. Trost to... [more](#)

[View all 4 comments](#)

- **History/Throwback Posts**
- **Town History**
- **Annual Historic Events/Field Trips**
- **Site Activities**
- **Historic Objects Spotlight**
- **Nature**
- **User-Generated Content**

## History/Throwback Posts

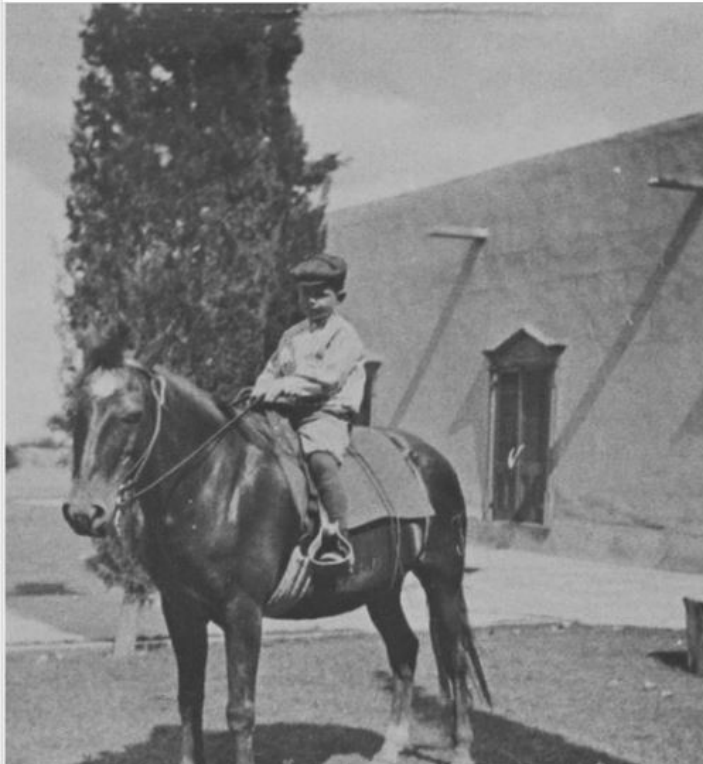


### Magoffin Home State Historic Site

September 26 · 🌐

#throwbackthursday

Taken in front of the Magoffin Home in 1905, this photograph shows Joseph Magoffin Glasgow riding his grandfather's, Joseph's, horse. This was 2 years before the first paved road was introduced in El Paso.



### San Jacinto Battleground State Historic Site

Published by Cait Johnson [?] · October 14 at 2:49 PM · 🌐

1940s vs. 2019. These plaques, at the south end of the De Zavala Plaza, honor the Daughters of the Texas Republic's efforts to preserve the battleground as a park. Without their tireless efforts in the last 1800s and early 1900s, the San Jacinto Battleground might never have become a state park, and now a state historic site.





# Town History



## Landmark Inn State Historic Site

September 12 · 🌐

#TBT #OTD Thursday, September 12, 1844, Castro's Colonists met on this spot around an ancient pecan tree to write out the charter for the City of Castroville. Exactly 175 years later, at 4 p.m., Mayor Phyllis Santleben will convene a special city council meeting around the table made from the Castroville Charter Pecan Tree.

This is the ultimate Throwback Thursday!

Castroville News Bulletin

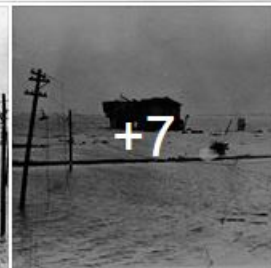
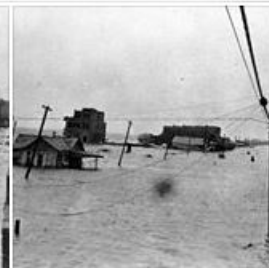
Castroville Area Chamber of Commerce

Texas Historical Commission



These are pictures taken of the damage in Rockport shortly after the storm passed as well as the windmill tree today.

#RockportStrong



+7

# Annual Historic Events/Field Trips

The local community of San Felipe has celebrated Stephen F. Austin's birthday at our [San Felipe de Austin State Historic Site](#) for over 90 years. This year, with a new museum open on the grounds, the museum will host the [Father of Texas Celebration](#) this Saturday, November 2.



**Fort Griffin State Historic Site** is with Jess N Emily Hopkins and 8 others.

October 15 at 4:20 PM · 🌐

More images from Fort Griffin Living History Days this past weekend. We had over 500 students in attendance on Friday and around 140 people on Saturday. Overall a great event. The weather was cold and windy on Friday, but turned out nice on Saturday. If you missed it this year, plan to join us next year on the second weekend of October!



+29



## Site Activities



### Fort McKavett State Historic Site

July 24 · 🌐



Here are a few images from our program on light science and early photographic methods at Fort Concho this morning. Here the children are using camera lucidas to draw one of the officer quarters and an ambrotype group photo of the attendees taken by Site Manager Cody Mobley.



### Landmark Inn State Historic Site

May 12 · 🌐



Fishing in the Medina River is free at Landmark Inn. Park in our lot on 90 and walk down - leave nothing but footprints, take fish and memories with you. Before going down, stop in the office to be counted. See you soon.

State fishing regulations apply.



## Historic Objects



### Sam Rayburn House State Historic Site

September 28 · 🌐

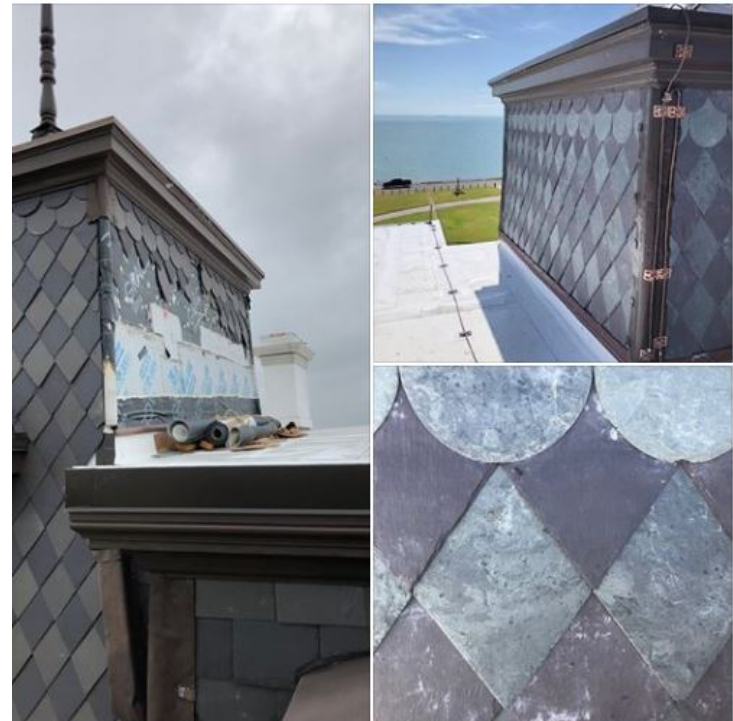
Last, but certainly not least, the artifact of the month for September is Sam Rayburn's old-fashioned pop up telephone/address index. We have this artifact on permanent display in the Visitor Center. It features a list of hotels and individuals listed by the old two letter exchange used for phone numbers. Do you miss rotary dial telephones too?



### Fulton Mansion State Historic Site

October 14 at 11:26 AM · 🌐

One of the character-defining features of a Second Empire-styled home is a slate-shingled mansard roof. These shingles are sometimes placed in a decorative pattern to add to the ornate appearance. As the Mansion went through repairs, slate colors were chosen to match the existing pattern. I'd say they did a great job! #MansionMonday #MansardMonday #visitfultonmansion #rockportculture #findyourselfinrockportfulton



👍❤️👤 108

6 Comments 8 Shares





**Varner-Hogg Plantation State Historic Site**

September 24 · 🌐

The #sun shines bright... #ohwhatabeautifulmorning #treesofinstagram #spanishmoss



👍❤️ 107

3 Comments 4 Shares



**San Jacinto Battleground State Historic Site**

Published by Cait Johnson (?) · October 26 at 8:56 AM · 🌐

We might be biased, but today seems like a great day to spend at the Battleground!



# User Generated Content

Thanks to several generous donations, restoration of the iconic home progressed, and although the mansion is closed for repairs, the Education and History Center is open.

📷 Barlow Creative



**Thomas Jefferson's Monticello**

August 27 · 🌐

The view that never grows old. Dusk at Monticello.

When's your next visit to the mountaintop?

📷: Bill Bergen



👍❤️😮 1.2K

50 Comments 118 Shares

- Track Your Success
- Review Insights
- Improve on Existing Posts

07/05/2020 7:30 AM		Margaret Borland was an Irish-born cattle rancher. She was one of the			77.9K		6.5K 7.8K	
07/04/2020 2:00 PM		Galveston native Jack Johnson (1878–1946) was many things,			8.2K		346 415	
07/04/2020 7:30 AM		Happy Independence Day from the Texas Historical Commission.			13K		583 1.4K	
07/03/2020 9:30 AM		Texas has a long and varied military history, from modern cutting-edge			6K		104 231	
07/03/2020 7:30 AM		In accordance with Gov. Abbott's executive order, face coverings are			17.1K		2.1K 1.1K	
07/02/2020 7:30 AM		A group of intrepid adventurers from 16 families arrived at Presidio San			22.4K		1.6K 1.3K	
07/01/2020 8:23 AM		On this day in 1907, the S.S. Cassel arrived in Galveston with 86 Jewish			41.8K		2.6K 1.8K	



## Follow Us!

- **Facebook** – /texashistoricalcommission
- **Instagram** – @txhistcomm
- **Twitter** – @txhistcom
- **YouTube** – @txhist
- **LinkedIn** – /texas-historical-commission

## Questions?

justin.minsker@thc.texas.gov

Subscribe to email updates - [thc.texas.gov](http://thc.texas.gov)