TEXAS HISTORICAL COMMISSION

REAL PLACES TELLING REAL STORIES

Managing the Endless Social Media Cycle: Must-Haves and Strategies

Welcome!

The webinar will begin at 2:00 p.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.

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Museum Services

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

- Consultations
- Webinars and workshops
- Resources

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Museum Services

www.thc.texas.gov/museum-services

On our webpage:

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

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Museum Services

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Upcoming Free Museum Services Webinar

www.thc.texas.gov/museumwebinars

- Friends in High Places: Navigating Friends Group Partnerships
  - Tuesday, December 8, 2:00 p.m. CT

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Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *Interpreting Difficult History*, Nov. 11, 1:00 p.m. CT, IHS
- *Practicing Resilience: Practical Steps for DEAI Plans*, Nov. 12, 1:00 p.m. CT, MAAA
- *Overcoming COVID-19 Through Sustainable Collaborations*, Nov. 12, 1:00 p.m. CT, Candid
- *Trauma and Young Children: What Every Early Educator Needs to Know*, Nov. 12, 1:00 p.m. CT, Engagement Strategies
- *Essential Work in the Cultural Field: Preserving Community Culture*, Nov. 13, 11:00 a.m. CT, MANY
- *Lessons in Equity from Culturally Responsive Museums*, Nov. 18, 5:00 p.m. CT, GWU
- *Resilience and Philanthropy: Your Mission Isn't Cancelled*, Nov. 19, 10:00 a.m. CT, Mission Advancement
- *Museums for All*, Nov. 19, 1:00 p.m. CT, IMLS
- *A Primer on Financial Audits for Nonprofits*, Nov. 19, 1:00 p.m. CT, Blue Avocado
- *Digital Communications: More Than Marketing*, Nov. 20, 11:00 a.m. CT, MANY
- *Navigating the Issues of Air Filtration for Your Museum*, Nov. 23, 2:00 p.m. CT, AAM

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Isabel Ray

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Managing the Endless Social Media Cycle:

Must-Haves and Strategies

Isabel Ray
Digital Engagement Coordinator

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There is *always* more that can be done* on social media.

*By human creativity and effort; not necessarily by one single *you* in a 40-hour workweek.

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Big Picture at the THC

4 platforms
24+ individual posts per week
10+ different topics
7+ different high-quality photos
Replies to comments and messages

=

40 hours per week

It's not realistic for this equation to be wildly unbalanced.

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"When you're juggling too many things, you need to figure out which ones are eggs and which ones are tennis balls."

—*Ken Finn, Exploratorium*

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Must-Haves and Good-to-Haves

- **Accessibility**
- **Moderation**
- **Organization & Scheduling**
- **Finding and Using Photos**

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Must Have: Accessibility

- People access the internet in different ways
- Legal, ethical reasons for accessibility
- Hashtags
- “Fancy” scripts
- Alternative text (alt text)
- Video captions

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Must Have: Accessibility | Hashtags

Use camel case:

Capitalize the first letter of each word

#superbowl

#SuperBowl 🏈

#SuperbOwl 🦉

Must Have: Accessibility | “Fancy” Scripts

𝓌𝑜𝓇𝒹𝓈 𝓉𝒽𝒶𝓉 𝓁𝑜𝑜𝓀 𝓁𝒾𝓀𝑒 𝓉𝒽𝒾𝓈

sɪʜʇ ǝʞıl ʞǝǝl ʇɐʜʇ sɹǝʍo

ωσяᗪs тнαт ℓσσк ℓικє тнıs

Screen readers either skip this text altogether or read out each character name. Don’t use these!

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Must Have: Accessibility | Alt Text

- Alternative text (alt text) is a description of an image
- Auto-generated or manual:
  - Facebook (can be edited later on mobile or desktop)
  - Instagram (can be edited later on mobile only)
- Manual only:
  - Twitter (cannot be edited)
  - LinkedIn (can be edited later on desktop only)

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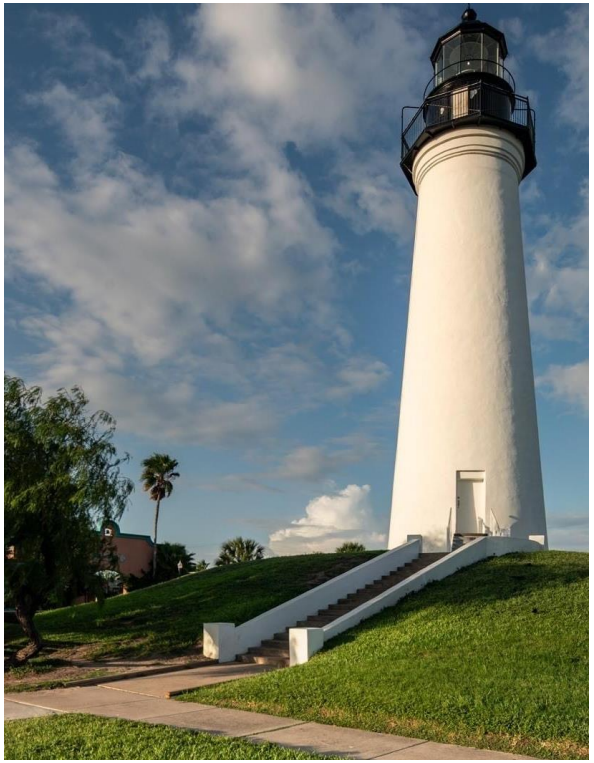
Must Have: Accessibility | Alt Text

"Image may contain: cloud, sky, grass, tree, plant, outdoor and nature"



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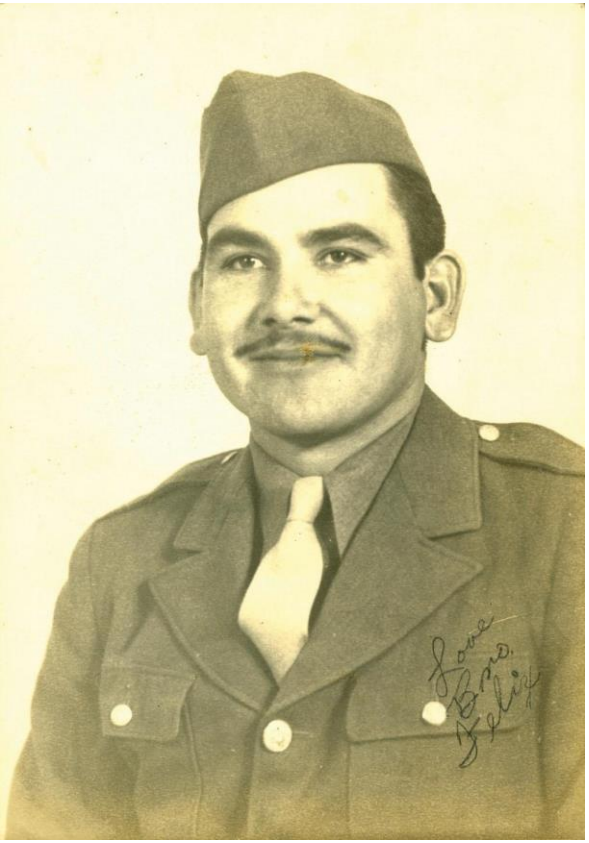
Must Have: Accessibility | Alt Text

"Image may contain: 1 person"



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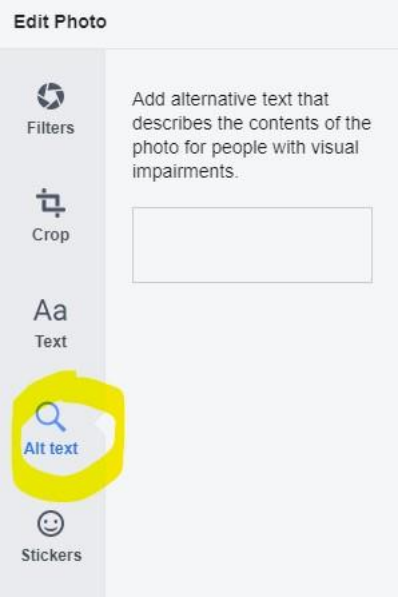
Must Have: Accessibility | Alt Text

- Facebook Creator Studio



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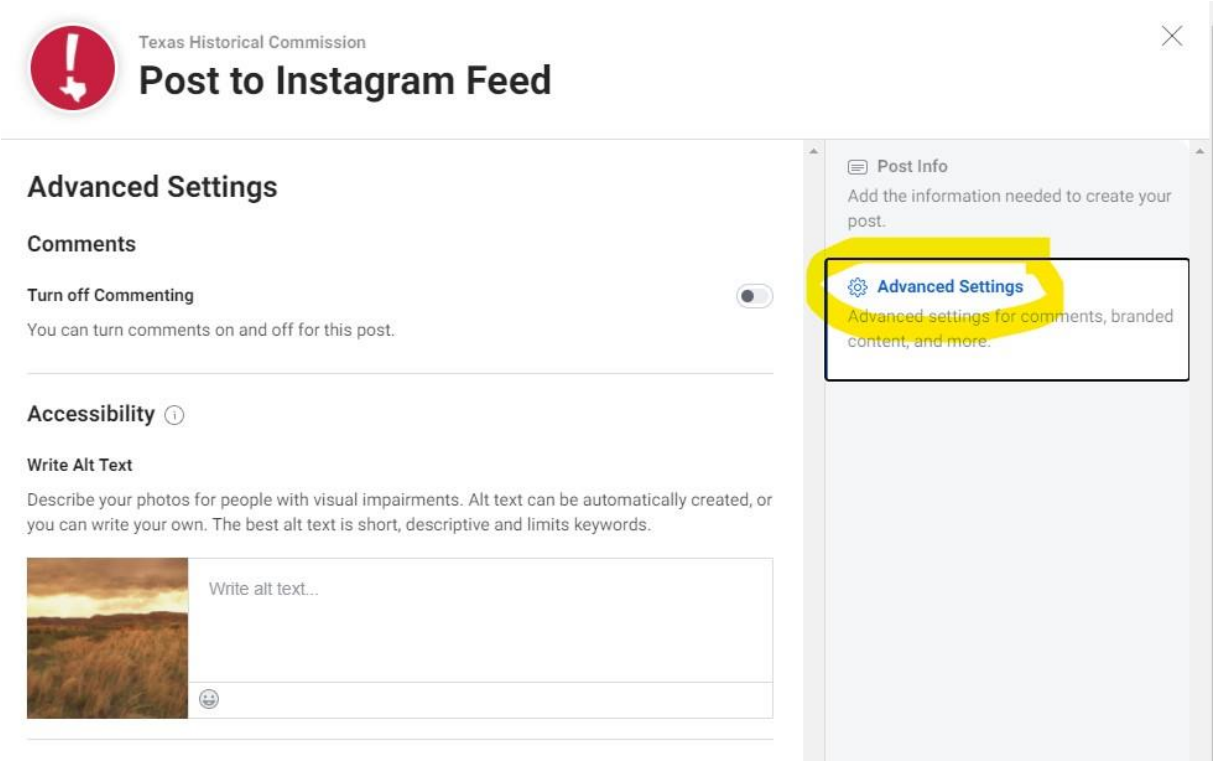
Must Have: Accessibility | Alt Text

- Instagram Creator Studio



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Must Have: Accessibility | Alt Text

- Instagram Creator Studio

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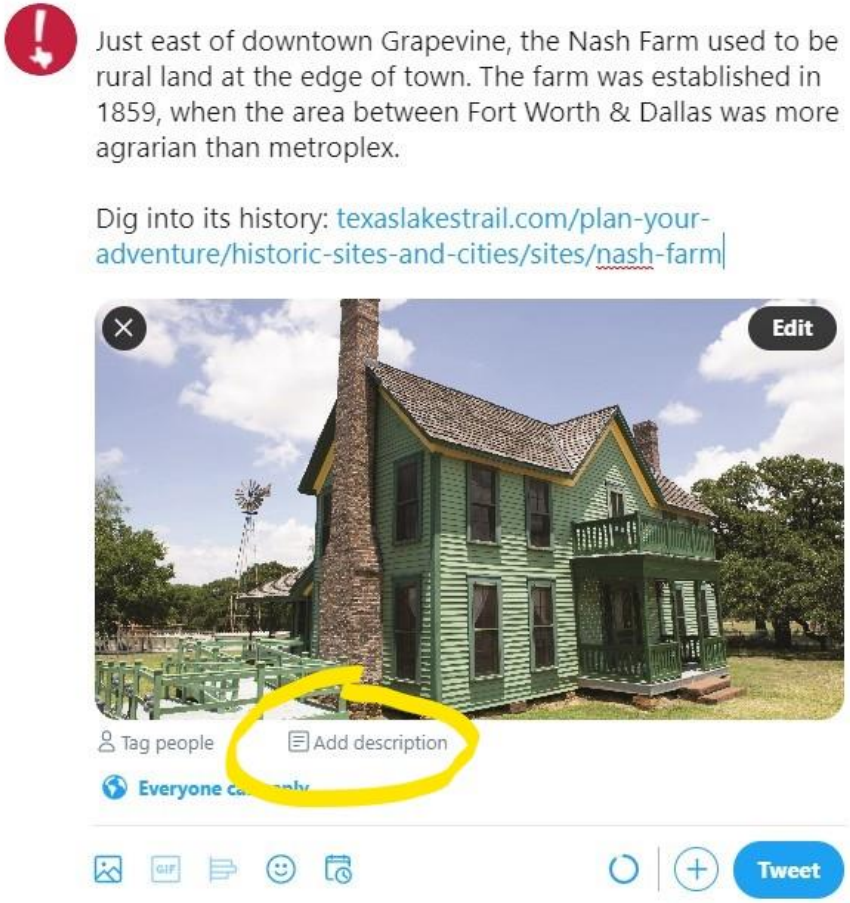
Must Have: Accessibility | Alt Text

- Twitter



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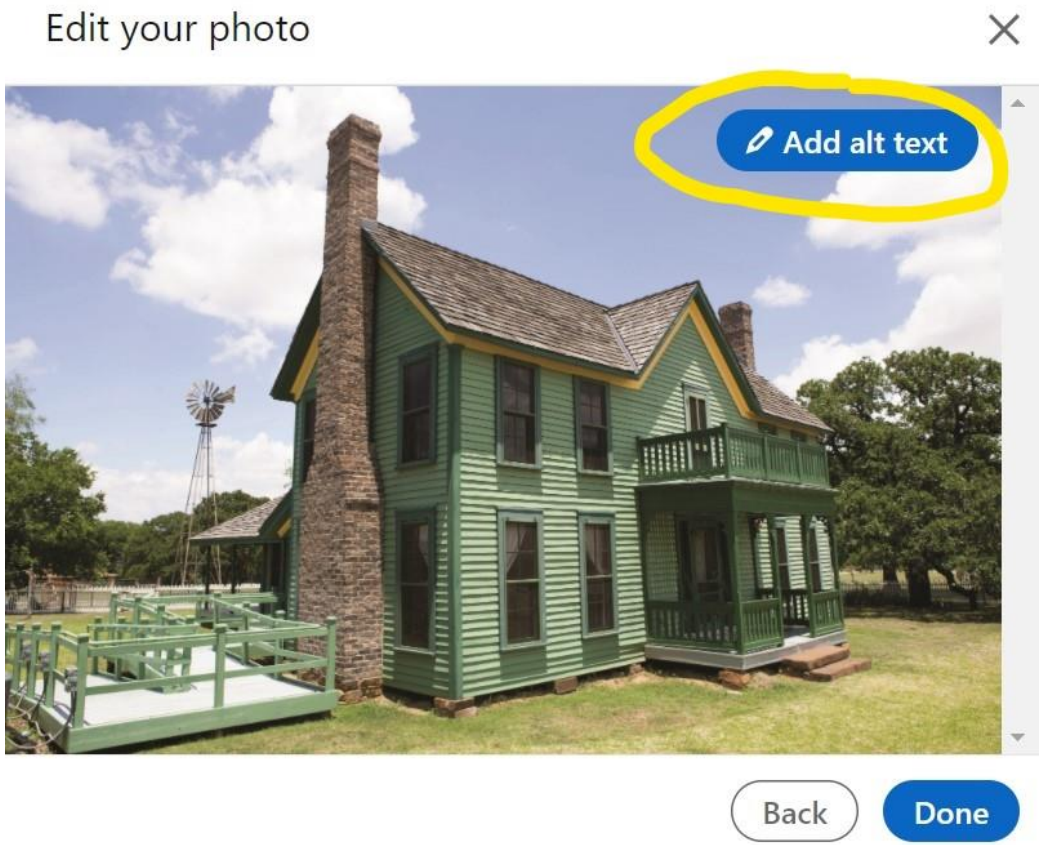
Must Have: Accessibility | Alt Text

- LinkedIn



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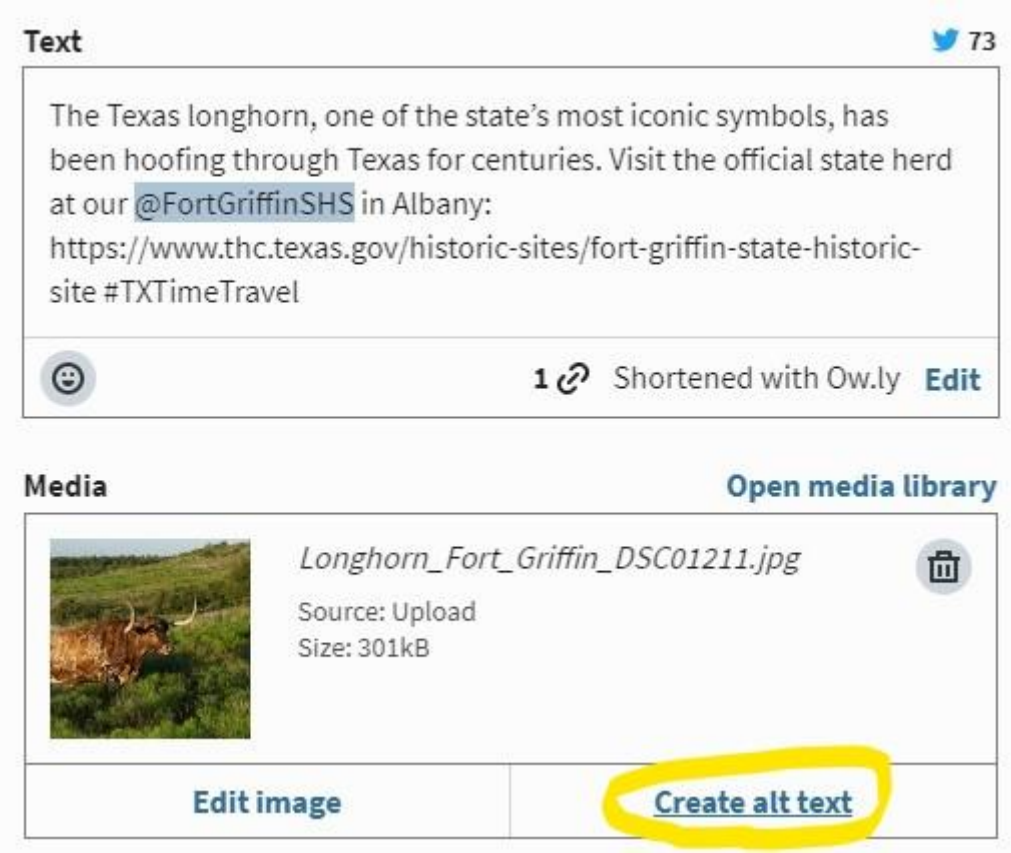
Must Have: Accessibility | Alt Text

- Hootsuite

**does not allow alt text for Instagram!*



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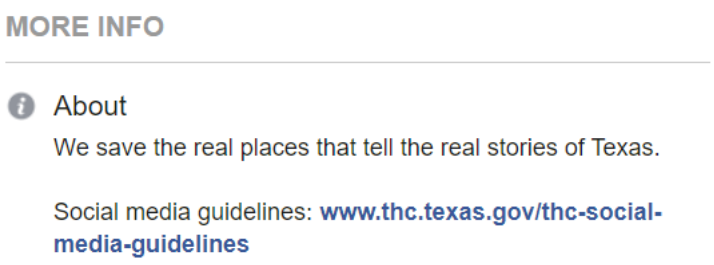
Must Have: Moderation Strategy

- Have a social media policy
- Post it publicly on each of your accounts and on your website



- Know it, reference it, update it regularly

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Must Have: Moderation Strategy

- First Amendment right to freedom of speech
- Government social media can be a public forum or a limited public forum
- Be aware of profanity filters
- Don’t hide comments—delete if necessary

Content note for next slide

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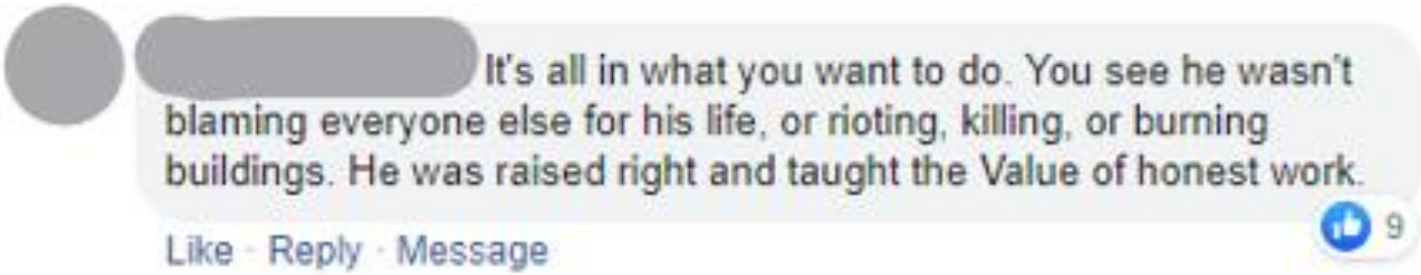
Must Have: Moderation Strategy



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Must Have: Moderation Strategy

- Hiding comments: the commenter and their Facebook friends can still see it and reply to it

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Good to Have: Organization & Scheduling

- Simple is okay!
- Take advantage of scheduling tools
  - In-platform: FB, IG, Twitter
  - Hootsuite, Sprout Social, Buffer, Later
- Plan ahead for known dates
  - Black History Month, Women's History Month, relevant anniversaries
- Create internal-facing themes to rely on
- You don't need 100% new content every time

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Good to Have: Photo Sources

- Feature your own organization/resources
- But there *are* other options
  - Library of Congress, National Archives, National Park Service
  - State archives
  - University libraries/archives
  - Creative Commons
  - User-generated content

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Good to Have: Photo Best Practices

- Must have: credit!
  - Tip: put the source in the file name (e.g., Cinco_de_Mayo_circa_1925_Dallas_Little_Mexico_CREDIT_Dallas_Public_Library)
- Appropriate orientation/aspect ratio
  - IG usually square; Twitter horizontal; FB flexible

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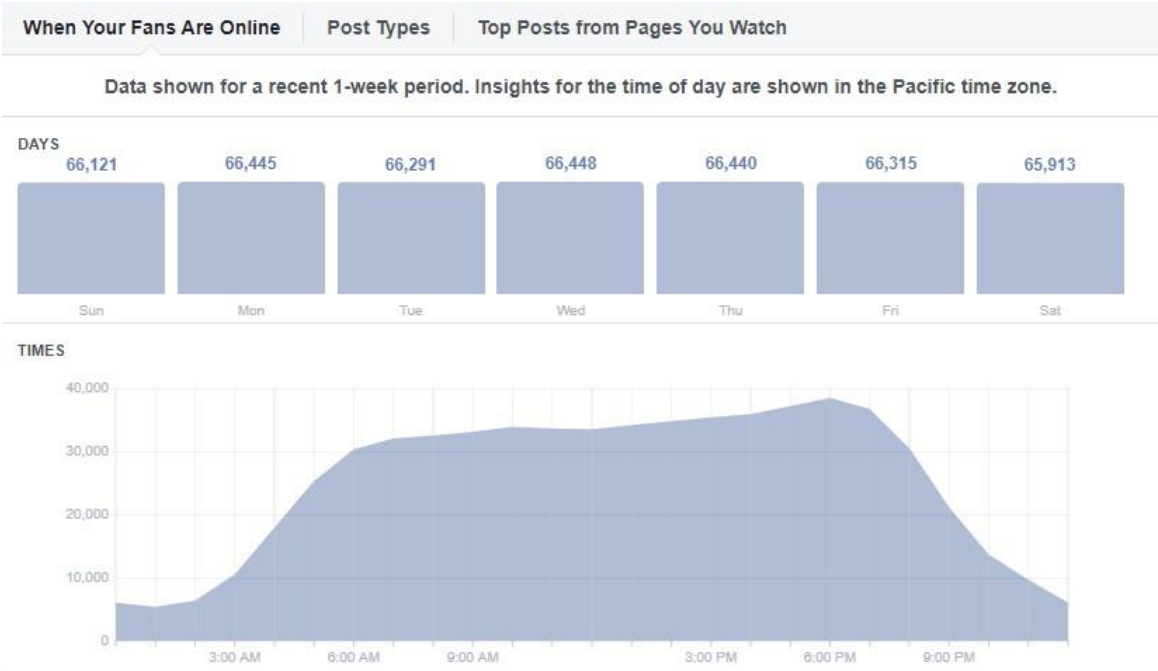
Good to Have: Data

- Analytics can't tell you *why* something worked
- But they can help inform your strategy



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Questions?

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