

# Social Media and Your Cultural Organization: Where to Start

Welcome!

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

While you wait:

1. Download a PDF of the slides 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.



TEXAS  
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**REAL PLACES TELLING REAL STORIES**



# THC Museum Services

- The Museum Services Program provides support, resources, and training to museums in Texas.
  - *Consultations*
  - *Webinars and workshops*
  - *Resources*



# THC Museum Services

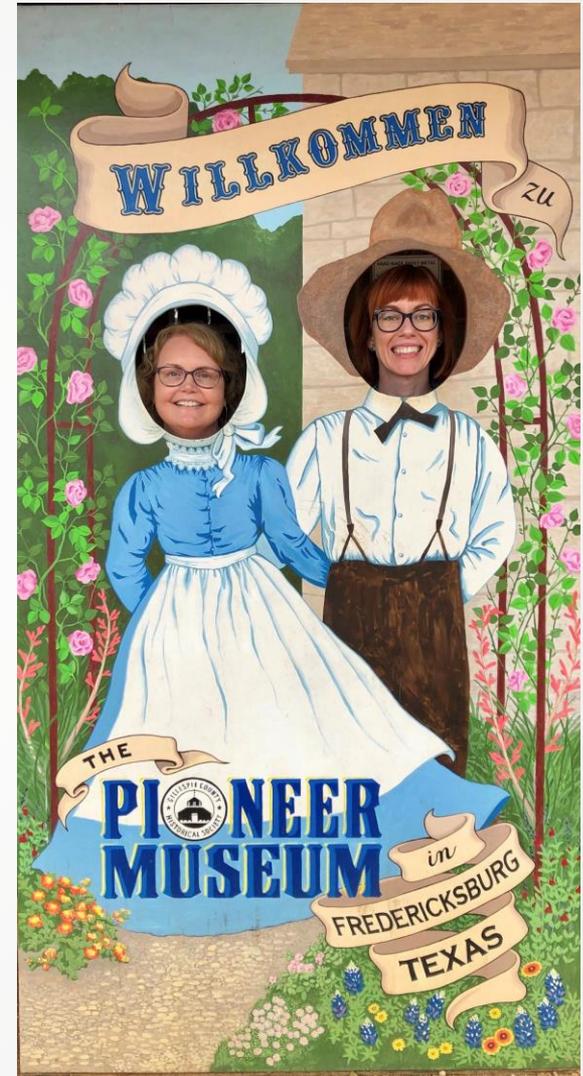
[www.thc.texas.gov/museum-services](http://www.thc.texas.gov/museum-services)

- On our webpage:
  - *Webinars*
  - *Workshops*
  - *Grants and Fundraising*
  - *Helpful Resources*
  - *Connect and Learn*



# THC Museum Services

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# Upcoming Free Webinars

- **Organizational Practices: A Digital Repository's Perspective**
  - *Wednesday, April 22, 10:00 a.m. CT*
- **Museums and Millennials: Tips for Successful Engagement**
  - *Wednesday, April 29, 10:00 a.m. CT*

# Justin Minsker







# Social Media and Your Cultural Organization: Where to Start

## Utilize Social Media to Communicate to Audiences and Stakeholders

- **Educate** – Updated Hours, Social Media Posts
- **Engage** – Educational Resources, Videos
- **Convert** – Memberships, Future Patrons, Volunteers, Donors



### Why Claim? Keep Public Informed

#### Accounts to Claim:

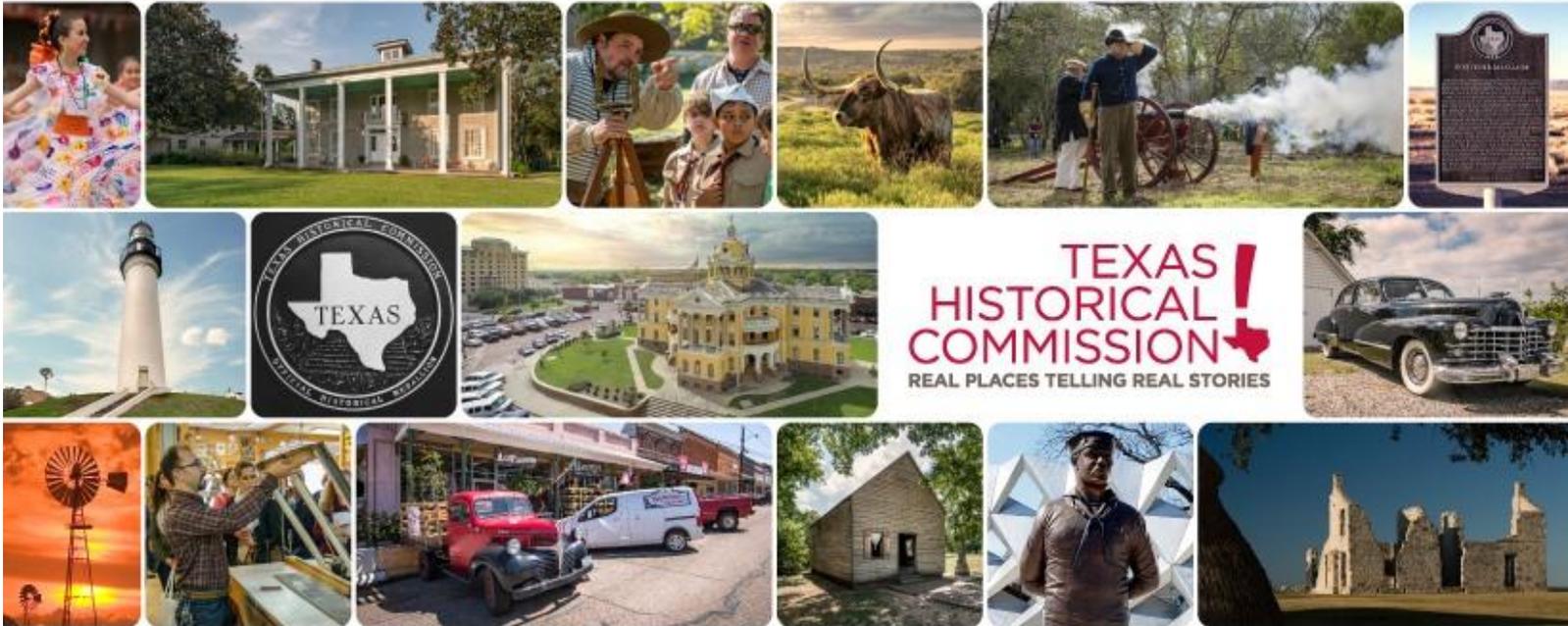
- **Business Listings** - List Hours, Photos, and Business Updates, Reviews.
- **Facebook** - Reach wide, active audiences with posts and events.
- **Instagram** - Best for high-quality/dynamic images.
- **Other Channels: YouTube, LinkedIn, Twitter**

# Takeaway #1 Claim Your Accounts



**Claim Your Google Business and Facebook Accounts**

## Takeaway #2 Serve as the Source



- **What is Your Expertise as an Organization?**
- **Share Stories/Photos**
- **Plan Ahead**

- **Best time to post** is early in the morning, when your target audience is most engaged.
- Always **post a photo or video** with captivating description.
- Always provide a **call to action** with a link in the comments of your post.
- **Recycle content!**
- Avoid clicking the share button on other Facebook pages.

# How-to Post and Top Examples



- Facebook
- Instagram

## Posting Best Practices #1 Our Top Performing Content

- History/Throwback Posts – On This Day
- Annual Historic Events/Field Trips
- Activities - Hiking, fishing, tours
- Historic Objects Spotlight
- Nature – Sunrise, morning fog, flowers, animals, bugs
- Town History - Share historic information/photos from your community
- User-Generated Content - Share photos from guests who tag you

- Give viewers a sample of your programs/exhibits
- Repurpose the content you already do for education outreach.
- Keep them short: 1-3 minutes.
- Edit them directly on your phone or with iMovie, no effects necessary.
- Capture them in one take.

## Examples of Top Videos



- **Facebook Videos**

- **Email Marketing**
  - Contant Contact
  - MailChimp
- **Websites**
  - Squarespace
  - Wordpress
- **Graphic Design**
  - Canva
- **Photo Editing**
  - VSCO
  - Adobe Spark
- **Contests**
  - Pagemodo
  - WooBox
- **Surveys**
  - SurveyMonkey
  - Google Forms



January 2020 Newsletter

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## German and Czech Life in Fayette County

Glance at a Fayette County map, and you'll see German and Czech community names dotting the landscape. Schulenburg was named for a German land donor, Roznov honors a Czechoslovakian hometown, and Flatornia is the namesake of German immigrant Friedrich Flato.

German pioneers immigrated to Spanish Texas in the 1830s, fleeing religious and political persecution and seeking economic opportunities. Over the years, especially after the Civil War, their immigration numbers increased exponentially in the Lone Star State. By the end of the 19th century, Germans were the largest European immigrant group in Texas.

- **Facebook Events** – Automatically invite your followers to events
- **Google My Business** – List events when people search for your page
- **Eventbrite** – Allows you to collect email addresses and provide auto-reminders for potential attendees.



- Facebook Event

# Questions

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