Social Media and Your Cultural Organization: Where to Start - Resource Guide

Get Started

- **Claim Your Accounts**
  - Google My Business
  - Facebook
  - Instagram

- **How to Post**
  - Google My Business
  - Facebook
  - Instagram
  - Facebook Events

Examples of Top Performing Posts

- **Facebook:**
  - Acton State Historic Site
  - Marine Archeology Discovery
  - Audie Murphy

- **Instagram:**
  - Kreische Brewery
  - Fulton Mansion
  - Austin Moontowers

- **Videos:**
  - Eisenhower National Historic Site World War II Weekend Events Live Video Promotion
  - Washington-on-the-Brazos Signers Snapshot Video
  - Barrington Plantation

Articles

- Why Marketing Matters During COVID-19 Closures – Know Your Own Blog
- How to Take Good Instagram Photos on Your Phone: A Step-by-Step Guide
- 5 Awesome Photography Tips For Social Media Success