Social Media as Your Ally

Lizabel Stella
Social Media & Digital Content Manager

@blantonmuseum
@lizabelstella (Twitter)
Agenda

• Social Statistics
• The Sum of its Parts
• The Blanton: Then & Now
• Social as your Shop Front
• SNAPCHAT: Is it right for my business?
• Case Study: Ellsworth Kelly’s Austin
• Sixty-Minute Social
• Tips & Resources
• Staying Sane
Social Statistics

- 214 Million Americans with a Social Media Profile
- 65 Million* businesses with a FB Page
- 2.13 billion* Social Media Users Worldwide

*Estimated figures.
Social Media: The Sum of its Parts

Master of Many

- Community Management
- Customer Service
- Content Creation
- Graphic Design
- Creative Direction
- Social Messaging
- Copy Writer / Comedian
- Crisis Management
- PR & Communications
- Event Promotion
- Event Management
- Social Messaging
- Copy Writer / Comedian
- Crisis Management
- PR & Communications
- Event Promotion
- Event Management
### Our Audience: Then & Now*

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>2017</th>
<th>2018</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>31,557</td>
<td>36,549</td>
<td>+15.8%</td>
</tr>
<tr>
<td>Twitter</td>
<td>14,766</td>
<td>16,005</td>
<td>+8.3%</td>
</tr>
<tr>
<td>Instagram</td>
<td>19,276</td>
<td>26,412</td>
<td>+37%</td>
</tr>
</tbody>
</table>

#### 2018 & Beyond
- Revise Paid Strategy
- Increased Focus on Content Creation
- Increased use of Instagram Stories

*Stats taken end of March 2018
Social as your Shop Front

* **WEBSITE** – Add Social Plugins to your Home Page
* **PRINT MATERIALS** – Add your social handle to leaflets, print ads, posters etc.
* **BUSINESS CARDS**
* **PRESENTATIONS**
* **ON LOCATION**
* **CREATE A UNIQUE HASHTAG**

Social as your Shop Front
Suitable profile pic

Mobile optimized cover photo

Keep category informative

Write a compelling “Story”
Twitter

- Fitted Profile pic
- Summarize what you are/stand for in your bio.
- Incorporate hashtags.
- Mobile optimized cover photo
- Insert website link & any other link
- Consider pinning an important tweet
Instagram

Keep definition simple & direct

Include hashtags in bio*

Insert website link or any other link

Experiment with Stories & highlight useful ones

Click on More to Edit Highlight or add/delete stories
SNAPCHAT: Is it right for my business?

PROS
• Fun with Filters: share stories with your followers
• Great way to engage with younger demographic (ensure good content)
• Ability to embed URLs to drive users to more info
• Geo-filters – Create custom filters for your events/organization for visitors = additional publicity for you

CONS
• Time-Consuming: do you have time to post content daily?
• Lack of analytics – only just released and still in testing
• Building your audience – requires dedicated attention
• 100% Mobile – Zero indexing on the web
CASE STUDY
Ellsworth Kelly’s Austin
#KellyattheBlanton

• +1.6% in Followers (1/1-2/11/18)
• Strategic Content + NY Times T Magazine
• Opening Day - Event Updates encouraged responses
• 476 uses #KellyattheBlanton (trended at No.3 in Austin on 2/18)
• Has become Blanton’s Top Instagram Spot
Sixty Minute Social

**MONDAY**
- Scan Newsfeed
- 2 Retweets
- #MondayMotivation post

**TUESDAY**
- Scan Newsfeed
- Engage 2 influencers
- 1 retweet

**WEDNESDAY**
- Scan Newsfeed
- 2 Retweets
- 2 Tweets

**THURSDAY**
- Scan Newsfeed
- Follow 5 accs
- 2 Retweets
- Respond to DMs

**FRIDAY**
- Scan Newsfeed
- 1 #FollowFriday tweet
- 3 Retweets

**WEEKEND**
- Scan Newsfeed
- 1 Tweet
- #SundayFunday
Examples of Engagement

Like content

Say thank you

Blanton Museum @blantonmuseum · Mar 21
We love our student visits! So glad to share the experience of art with these wonderful minds and their educators!
9:12 AM - 21 Mar 2018

Celebrate your partnerships

Retweet mentions

Join a topical hashtag

Blanton Museum @blantonmuseum · Mar 21
Get your dancing feet ready, the #BlantonBlockParty is this weekend!
@Blackfret grant recipients @petersonbros @jakeiverson @SuzannaChoffel @C0wb0yDip0macy & @janeellenbryant are on the line-up so come out to party ALL day & night!
Learn more → bit.ly/2HjYIK6

Artist #MayStevens always believed that art should be used for social commentary, not just personal expression. "Honor Roll" is nowonview #wcw
Help support the @WomenInTheArts campaign #5WomenArtists to help promote women artists. Learn more → bit.ly/2ExfVMY
Visual Engagement = Good Content

Join in on a trend

Appeal to aesthetics

Know your audience

Be creative
Turning Offline into Online

* Meet with peers & do social shout-outs to encourage community
* Identify needs and provide helpful info e.g. Social Media Planner for performers
* Engage with influencers, organize Instameets & add hashtags to posters/walls/handouts to encourage User Generated Content (UGC)
Useful Tools – Creating

- DESIGN - Canva - $12.95 p/month
- EDITORIAL - Social Software (Sprout Social $9.50 p/month)
- REPOST – Free or $4.99 without logo
- GIF Makers – ImgPlay Pro - $2.99
- Research apps and/or work with a designer
Facebook Events

- Invaluable resource for raising awareness of your events
- Better return on organic reach for local events
- Schedule updates in event to keep people interested e.g. venue instructions, parking info, curated Spotify playlist etc.
- Invite, Share, Livestream

BossBabes ATX saw a 50% increase in attendees

Spike in event responses day before event
Useful Tools – Facebook Blueprint

https://www.facebookblueprint.com/

Brand Safety Across the Facebook Family of Apps and Services

Our Community Standards describe what is and is not allowed on our platforms. Learn how our policies help to protect our community and the tools advertisers can use to control how and where their brands appear.

Building Your Mobile Presence With Instagram Business Tools

People come to Instagram to discover new things, including businesses. Instagram Business Tools can help you grow your business presence and easily connect with customers within the Instagram app.

Connect and Engage With Your Audience Using Facebook Live

Facebook Live is a way for people to broadcast to the world in real time from their mobile devices. Learn about the different types of content you can discuss on Live and best practices on what to do before, during, and after your broadcast.
Useful Tools – Facebook for Nonprofits

https://nonprofits.fb.com/
Staying Sane

- Join Digital Groups relevant to your organization e.g. Museum Social Media Managers
- Take timely “Inspiration Breaks”
- Catch up on the News
- Invest in your Personal Development
- Unplug (or at least put Airplane Mode on)

Read blog in full: https://medium.com/@BoccaDiStella/staying-sane-in-the-social-media-game-b08f0857d2
Questions?