

Putting the “social” in social media

**Leveraging social media to
engage visitors in new ways**

Agenda

- Introductions
- Workshop series
- Philosophies and principles
- Tools and techniques
- Questions/discussion

Hashtag:

#ExploringEngagement

Twitter handles:

@mdcivwar

@aunigelles

You'll get out of this workshop what you put in. Please participate by asking questions, sharing examples, etc.

Introductions

- Name
- Organization
- Social media handles

Pictured:

#CivilWarSelfies



Exploring Engagement series

- Heart of the Civil War Heritage Area
- Extension of millennial engagement workshop with Museum Hack last fall
- Focus on interpretation, education in museums/historic sites
- Quarterly meetings in alternating locations across Heritage Area
- Let us know if you have suggestions for topics, speakers, locations, sponsors
- Complete survey



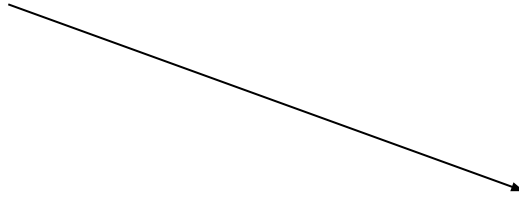
Philosophies & Principles

New vs. traditional media

What is the biggest difference between
new and **traditional** media?



Blogs, Facebook, Twitter,
Instagram, Snapchat, Periscope,
YouTube, Flickr, Pinterest,
TripAdvisor, Yelp...



Press releases, newspapers, magazines,
guidebooks, radio, television, websites...

Key difference: Interaction

Make the most of social media by using it to **listen, interact** with, and therefore **engage** your online visitors.

Social media can be a powerful tool for museums and other organizations.

Distracted or engaged?

[“Reflecting the Museum: How Instagram brings back seeing”](#) by Russell Dornan

“I couldn’t help but notice how many people were looking at their phones. But they weren’t bored, restless, or looking for a distraction. They were **engaged, enthusiastic, inspired** to create.”

–Dave Krugman, photographer & founder of #empty movement at the Met



Why should museums use social media?

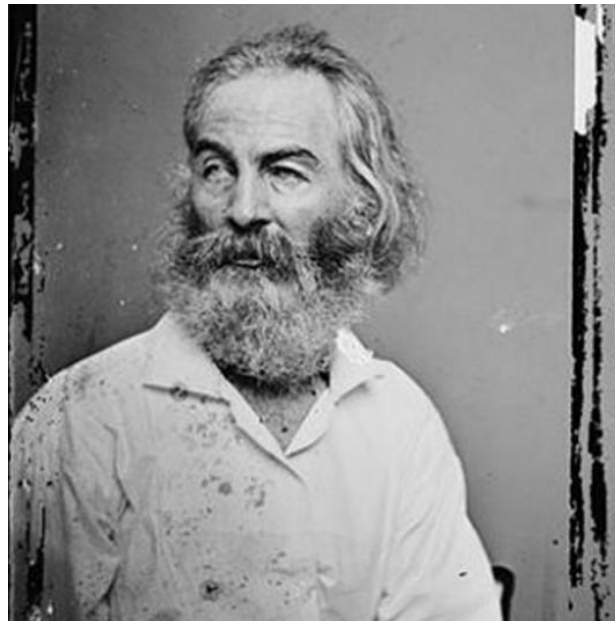
- Smartphones and social media are here to stay.
- Not an enemy you should fight against
- An **asset** that can increase your site's reach (especially to younger and diverse visitors), share your content with the wider world, and further your mission.
- For many visitors, **social media enhances their relationship with a museum.**

Basics

- Social media (& internet) world changes very quickly
- Facebook: can post text, links, photos, videos (recorded or live streamed), etc. Algorithms » organizations need to pay to boost posts. Hashtags not very helpful. Great for events. Audience skews older.
- Twitter: can post text, links, photos, GIFs, videos. 140 character limit. Hashtags are often used. Beloved among museum educators.
- Instagram: all about images (photos/video). Captions can be long, but don't contain links. Hashtags are important. Recently adopted algorithms. Audience skews younger.
- Snapchat, Periscope, other platforms – definitely worth looking into!
- In general, posts with photos or video do better than just text

Listen

- **Follow** other relevant accounts and **like** others' posts
- **Check** early and often (the internet moves quickly!) – don't just log in when you are ready to post your own content
- Set up **notifications** for mentions and direct messages
- Start a stream for certain hashtags in HootSuite



35 likes

7h

mdcivilwar A volunteer at the @usnatachives recently found a letter from an illiterate, dying Civil War soldier to his family--penned by "a friend who is now sitting by my side." The friend? Walt Whitman. Read about this exciting discovery in the @washingtonpost (link in profile). Photo of Walt Whitman, circa 1860-5, from @librarycongress, LC-DIG-cwpbh-00752. #primarysource #civilwar #waltwhitman #penpal #fromthearchives

usnatachives We are so thrilled about all the excitement over this letter! ✕

usnatachives We've just posted up the reverse side of the letter over on our account. ✕

mdcivilwar @usnatachives Awesome! ✕

♡ Add a comment... ...

Tag speakers & partners

Whether on Instagram, Twitter or Facebook, tag or mention partners, speakers, etc. whenever possible.

They will be likely to re-post it and raise awareness about your organization to their followers.



29 likes

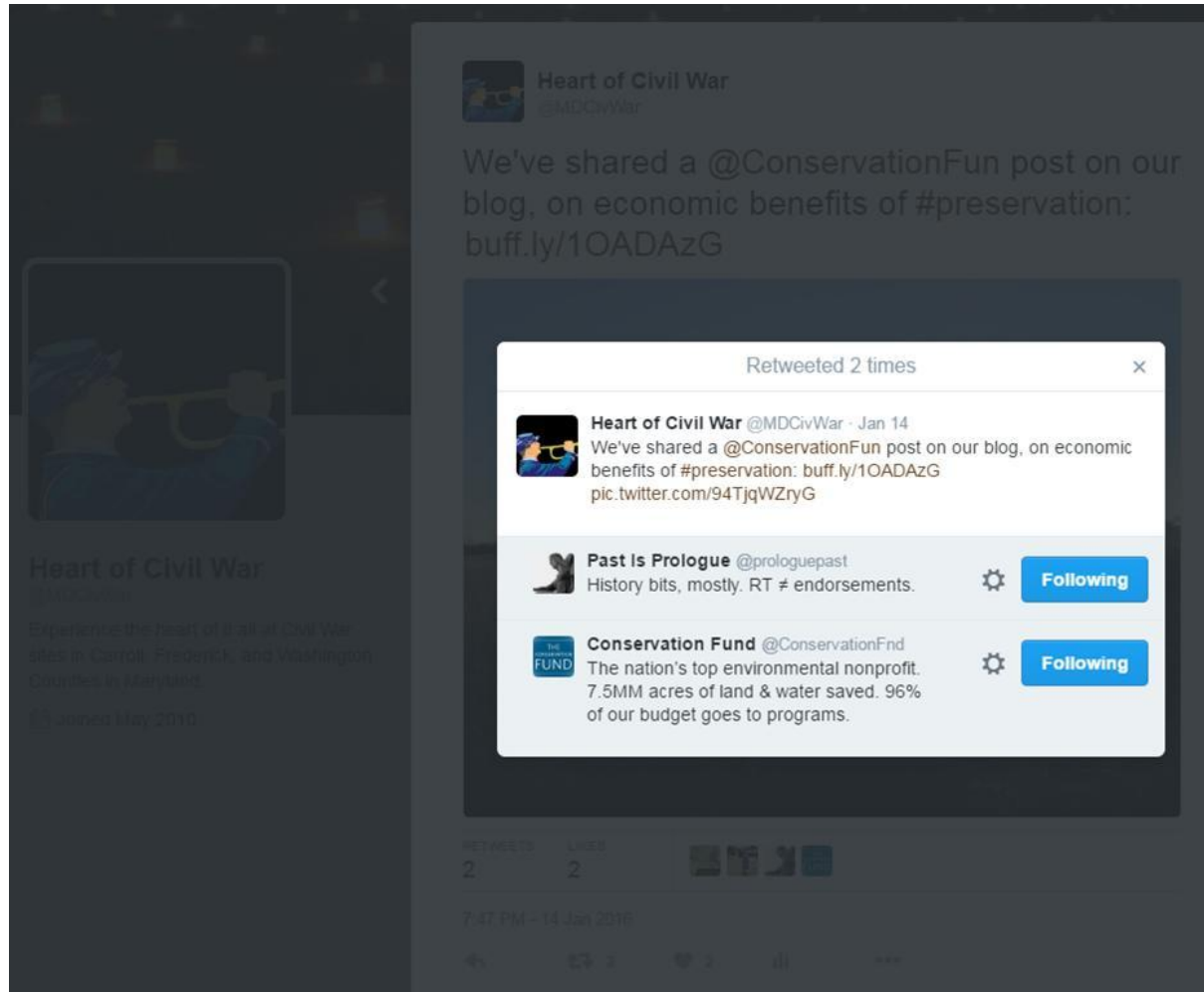
mdcivilwar This summer, @civilwarmed begins a new series of free lectures by emerging historians. All programs will take place in their #DowntownFrederick museum on Thursday evenings at 7:30 PM. Kick off the series on June 16 with @realpatmcguire, who will discuss a Confederate soldier by the peculiar name of Raisin Pitts. Learn more on our website, www.heartofthecivilwar.org. #YoungHistorians #frederickMD #civilwarmaryland #civilwarmed #publichistory #RaisinPitts #MDHeritageAreas

realpatmcguire Thanks for the shoutout! I'm so excited to talk about Pitts!



Tag partners

- Guest blog post from The Conservation Fund
- Posted about it on social media
- They re-posted and raised awareness about HCWHA to new audiences



Tag partners

Tag organizations when visiting historic sites, museums, parks, etc. on your own.

Museum professionals visiting other museums:
#ITweetMuseums



auni gelles @aunigelles

4/23/16

Today's outing: the 1770s
Jerusalem Mill at [@GunpowderSP](#).
Never been but it's history &
scenery are impressive!



3



12



Gunpowder Falls SP
@GunpowderSP

[@aunigelles](#) BEAUTIFUL pictures!
Thank you for sharing! 😊

4/23/16, 3:48 PM

Hashtags

- Designate your own hashtag for visitors to post about exhibit/site (and include it on marketing materials). Make sure it's unique!
- Be part of a national conversation about a big issue (#historyrelevance)
- Connect with colleagues (#musesocial, #ITweetMuseums, #MuseEdChat)
- Comment on current events unrelated to your museum (#SuperbOwls)
- Correlate with TV events (#MercyStreetPBS)
- Best for Twitter and Instagram



Repost others' content

- Visitors, members, board, volunteers, and partners can capture moments that you will never be able to document.
- Do not just broadcast your own events. Show that you are listening by sharing what others post.
- Balance scheduled content with posts in real time
- Suggest asking for permission
- Repost app for Instagram



Open a conversation

You never know what kind of discussion a particular post will generate.

[A recent post](#) about a lockhouse along the C&O Canal on Instagram launched a somewhat long (for social media) conversation between followers, with 13 comments.



mdcivilwar
Lockhouse 28

60 likes

2w

- timetravelerpostcards I want to do that! That's great! ✕
- mdcivilwar @timetravelerpostcards It is a very unique way to experience history! ✕
- timetravelerpostcards Are you going to participate in the #boatsinthelibrary challenge? I think this fits the category! ✕
- yummyhistory @jmgjordanophoto "Did you hear that?" #ghostfacers :D ✕
- timetravelerpostcards Have I ever mentioned that my older daughter and her family live in Brunswick, Maryland? I go to visit a few times a year ✕
- mdcivilwar @timetravelerpostcards: Thanks for pointing out the #boatsinthelibrary tag! Brunswick is a great town! Not far from Point of Locks, where this particular lockhouse is located. ✕



Add a comment...



Open a conversation

- Connecting with descendants who may not be able to visit in person
- Hearing from experts on specific topics
- Tagging friends

100 Dollars Reward.

AWAY from the subscriber living near Hagers-town, Washington county, Md. on Monday the twenty-ninth of October, a negro man named JAMES PEMBROOK, about 21 years of age, five feet five inches high, very black, square & clumsily made, has a down look, prominent and reddish eyes, and mumbles or talks with his teeth closed, can read, and I believe write, is an excellent blacksmith, and pretty good rough carpenter; he received shortly before he absconded, a pretty severe cut from his axe on the inside of his right leg. Any person who will take up and secure him in the jail of Hagers-town shall receive the above reward.

FRISBY TILGHMAN.

November 1. 1—tf.

The editors of the Democratic Press, Philadelphia and Reporter, Lancaster, Pa. will insert the above to the amount of 2 dollars, and 'charge' this office.



mdcivilwar

25 likes

2w

mdcivilwar #OTD in 1864, a new state constitution went into effect freeing enslaved Marylanders. You can read about #landscapesofslavery on our #BugleCall blog. Link in profile. Image: James Pembroke (later known as James W. C. Pennington) escaped from Rockland, Frisby Tilghman's estate in Fairplay, Maryland, in 1827. He went onto become a minister, outspoken abolitionist, and the author of "The Fugitive Blacksmith." #legacyofslavery #africanamericanhistory #primarysource #19thcentury #landscapesofslavery #emancipation #rockland #westernmaryland #abolition

patricksinatra1915 I'm a Tilghman descendant!

mdcivilwar @patricksinatra1915: That's fascinating! You must have such deep roots here.



Add a comment...



Open a conversation

Post a historic photo from your collection and ask about something that everyone can relate to (food, childhood, familiar places, etc.)



amhistorymuseum
National Museum...

Following

849 likes

57w

amhistorymuseum We want to hear your childhood memories of ice cream. What was the best ice cream shop in your town? Cone, scoop, bar, pop, custard, raspa, or paleta? Share your story! Image credit: Good Humor Collection, ca. 1930-1990, Archives Center, National Museum of American History. #FoodHistory #summer #□□□□

view all 49 comments

benoitkate @leahmangini 🍦

cruisemama98 We had a Carvel ice cream walk up two window place. After the franchise owner had learned everything he could, he sold the franchise and opened his own place. There hasn't been a successful Carvel in town in over fifty years. Everyone goes to Hoffman's.

lucybanta At the Jersey shore, Once a week our street/block would close so

♡ Add a comment...



Cranky people

- Not everyone will be interested in every topic.
- Not everyone will be nice about it.
- Cranky people are inevitable.



amhistorymuseum
National Museum...

Following

907 likes

32w

that's terrible. The best toy even had a really ancient one that she had had as a girl. You could toast bread in it for a tea party. Funny even with all those toys to play with like a cupboard with dishes. We all turned out to be engineers and scientists anyway.

teresa.sellers Cute picture, but leave out the psycho babble. Why aren't you posting these things on your Facebook page? I'm sure I can guess why. Because older people are on Facebook and wouldn't wouldn't fall for this.

dougn12345 No toy guns? Civil rights awareness and all that...

nychairdresser1 I had this toy! Omg I should've kept it. I never grew up to be a stay at home mom in fact I grew up to own a business with a stay at home husband. He used the refrigerator. 🤔👑

□

❤ Add a comment...

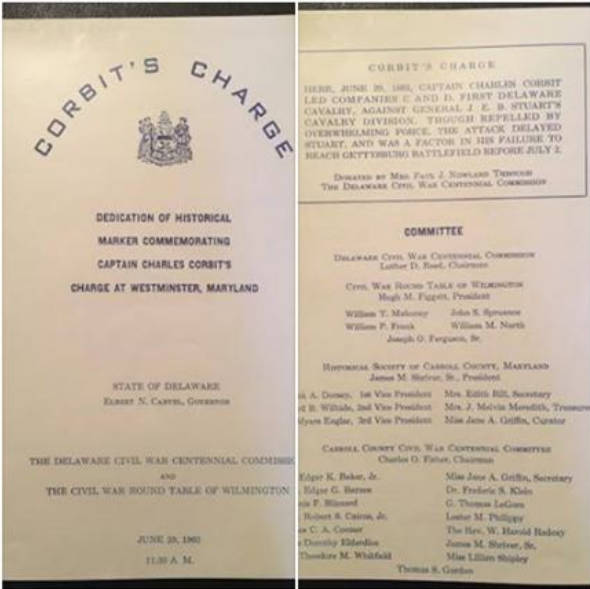
...

Cranky people

- Create a social media policy outlining how/who will respond
- Worth your while or troll/spam?
- Delete a comment = censorship

Heart of the Civil War Heritage Area shared Historical Society of Carroll County's post.
June 22 at 8:13am · 🌐

See how Carroll County commemorated the centennial of Corbit's Charge in 1963.



Historical Society of Carroll County added 2 new photos.
June 22 at 8:00am · 🌐

An original program from the dedication of the historical marker commemorating Captain Charles Corbit's Charge at Westminster, Md on June 29, 1963.

150 people reached

Boost Post

Like Comment Share

George F Franks III, Pat Gonsman and 5 others

Chronological

Chad Dean totally unimportant
Like · Reply · Message · June 22 at 12:14pm


Well you'd need to buy a plane ticket.
Sent by Erin Blasco [?]

ok for this momen i have money but is not too much for the plane ticket.

i have money but is not too much how can i do?

hello?

A lot of the museum's collection is view-able online:
<http://americanhistory.si.edu/collections>



Collections

About the CollectionsThe National Museum of...

americanhistory.si.edu

Sent by Erin Blasco [?]

hello?

do you wan to know what i do in my life?



Heart of the Civil War Heritage Area

Page Liked · May 13 · Edited ·

Learn how patients have been evacuated from the battlefield from the Civil War to today at the Letterman Lecture at the National Museum of Civil War Medicine on May 20. More info: <http://www.heartofthecivilwar.org/events/view/267>

Tag Photo

Add Location

Edit

Like

Comment

Share



9

Chronological

3 shares

1 Comment



Dennis Disbrow Is this the display where they have the tourniquet below the amputation site, instead of above the site?

Like · Reply · Message · May 13 at 9:03pm



Heart of the Civil War Heritage Area Ah, perhaps our friends at the National Museum of Civil War Medicine have corrected this?

Like · Reply · May 14 at 11:18am



National Museum of Civil War Medicine Heart of the Civil War Heritage Area We have corrected it!

Unlike · Reply · Message · 1 · May 19



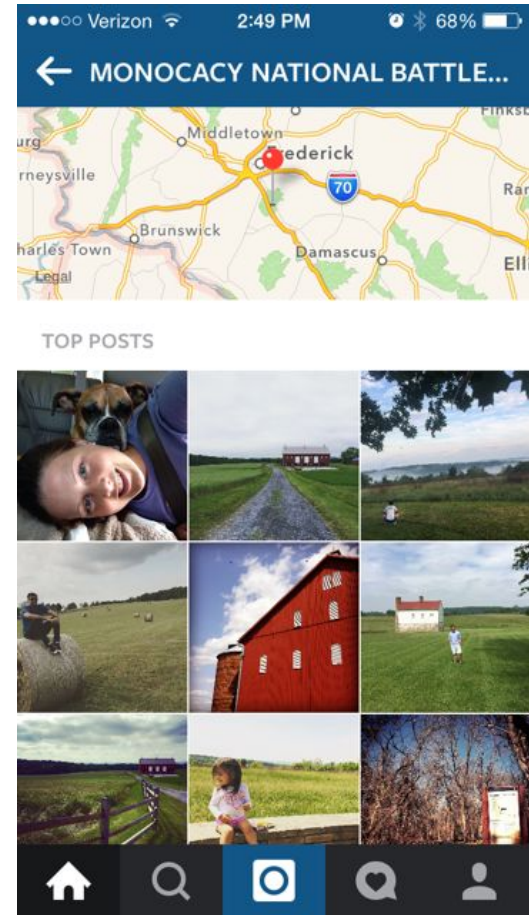
Write a comment...



Tools & Techniques

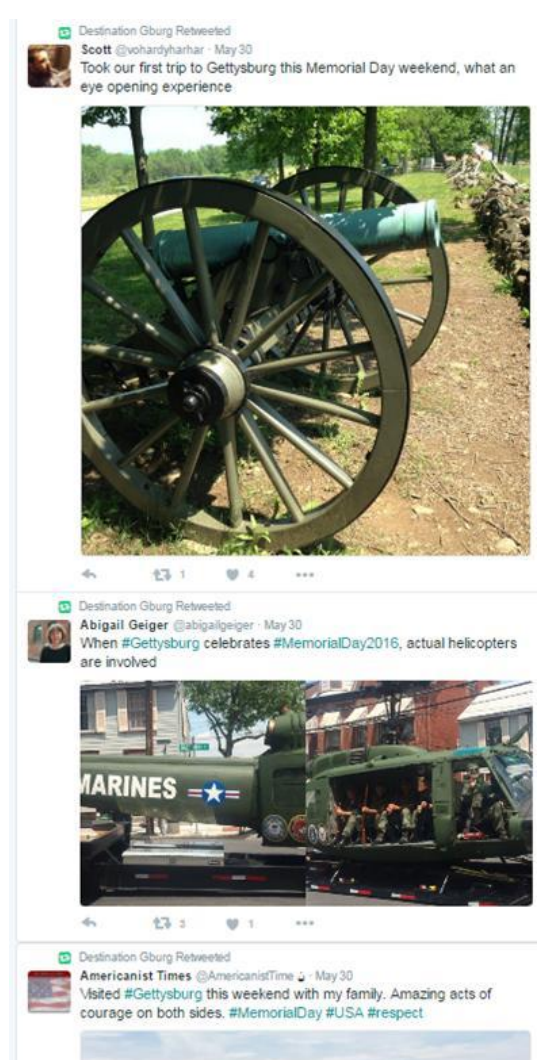
Geolocation

- Search by location, even if they didn't tag your site or use hashtag (works best on Instagram) – on a regular basis
- Keep tabs on your “word of mouse.”
Read/see what visitors took away from your site
- Thank visitors for coming
- Develop relationships with your regulars
- May want to try a few variations, especially for places with long names



Example: Destination Gettysburg

- [@GettysburgNews](#) on Twitter
- Notifications set up to see any tweets with the word “Gettysburg”
- Re-post visitors’ images
- Visitors feel more engaged with the site and may be more likely to return
- Weekly photo contests on Instagram and Facebook



Voices from the past

Several historic sites and museums use social media accounts (mostly Twitter) to share the voices of historic figures using 21st century technology. Whether they are literally taking excerpts from their correspondence or adopting a looser interpretation of the individual, it helps modern readers understand historic figures in a dynamic and sometimes playful way.

Example: John Quincy Adams

- [@JQAdams MHS](#)
- Project of the Massachusetts Historical Society
- Excerpts from actual correspondence
- Written on that day, two hundred years prior
- Great intern project

The image shows a Twitter profile for John Quincy Adams (@JQAdams_MHS). The profile picture is a portrait of John Quincy Adams. The bio states: "The line-a-day diary entries of John Quincy Adams, beginning with his journey to Russia on 5 August 1809. A project of the Massachusetts Historical Society." The website link is masshist.org/adams/jqa.php and it says "Joined June 2009". There is a button that says "Tweet to John Quincy Ada...". Below the bio, it says "43 Followers you know" and shows a grid of profile pictures of people who follow. The tweets section shows three tweets from John Quincy Adams (@JQAdams_MHS) dated 6/1/1816, 5/31/1816, and 5/30/1816. The background of the profile page features a snippet of handwritten text from a diary entry, which is part of the project's theme.

20 Rose at 5. Wrote till breakfast time. Walk before dinner. Dunch to Charles St. Quentin
turns upon me; and with it impatience, and low spirits. The Ladies & I
in the whole day. Galloway here. Rode with Catherine. Read prayers.
my cold. My wife and Charles also recovering. Charles reads. I
and J. W. Smith here. Countess Colombi. Ladies at the Play of the gr
over. Cath. and her husband. Countess Colombi. 1. 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25.

John Quincy Adams
@JQAdams_MHS
TWEETS 4,445 FOLLOWING 16.2K FOLLOWERS 18K LIKES 413

John Quincy Adams
@JQAdams_MHS · 12m
6/1/1816: VI:15. Saturday— Diary Vol. 5. begins. Walk across fields with George— Note from Lord Castlereagh.


John Quincy Adams
@JQAdams_MHS · May 31
5/31/1816: VI:30. To London. Society of Arts &c— Prizes distributed. Home by Richmond Stage. End of Journal Vol IV.


John Quincy Adams
@JQAdams_MHS · May 30
5/30/1816: VI:45. Rode with my wife to Drayton Green— No Sale— Dispatch 46. to S.S. Letter to my father. Brentford.


Example: John Gadsby


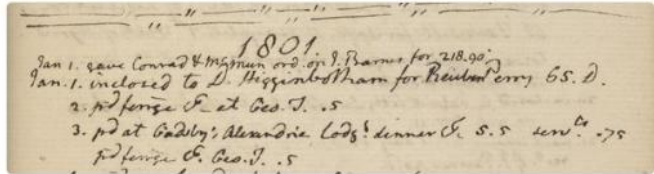
- [@JohnGadsby](#)
- 18th century tavernkeeper
- Twitter presence of the Gadsby's Tavern Museum in Alexandria, VA
- Mix of primary source material + commentary on present day issues/museum events
- All about the voice

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
2,993	565	1,466	208	2

**Gadsby's Tavern Museum** @JohnGadsby · May 16
Do not fear friends - our happy hour tomorrow with @CongCemetery is happening rain or shine! bit.ly/ToasttoJG

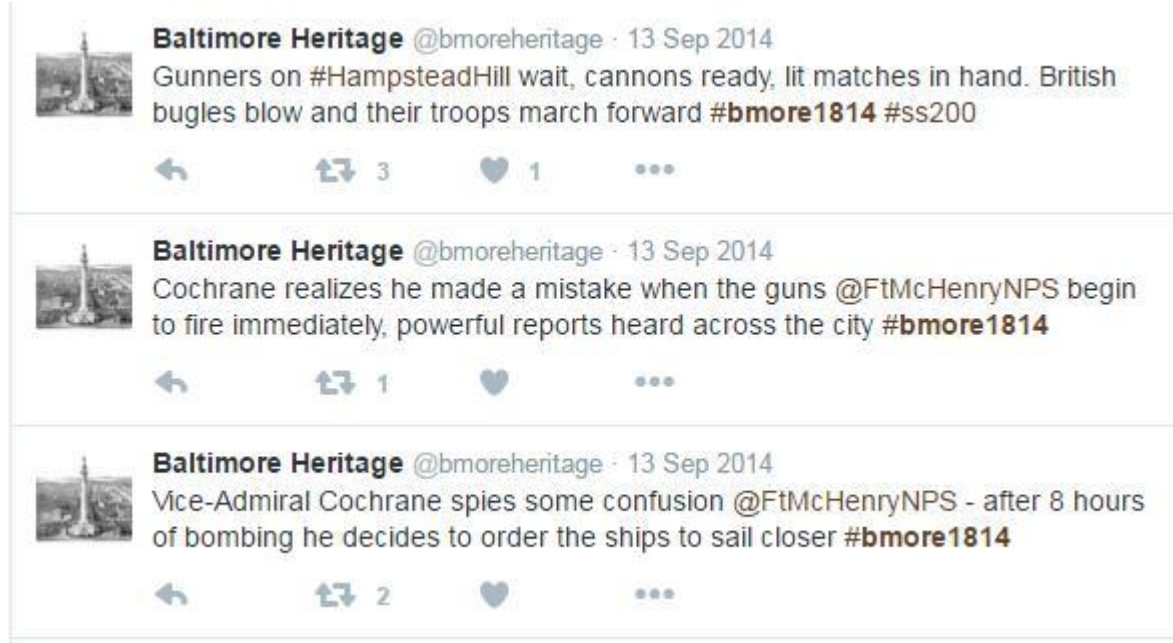
**Gadsby's Tavern Museum** @JohnGadsby · May 16
Two of my cows have gone missing. Whoever brings them back to the City Tavern will receive \$4 reward. Thank you for any assistance. (1798)

**Gadsby's Tavern Museum** @JohnGadsby · May 14
Today, I announce the birth of my daughter Julia in the fine city of Baltimore! Provey is resting + Julia's siblings are thrilled. (1818)

**Gadsby's Tavern Museum** @JohnGadsby · May 12
More evidence of my tavenkeeper prowess! Yes, Thomas Jefferson did sleep here. (h/t @nypl: archives.nypl.org/mss/23120)


Live-tweeting historic events

- Baltimore Heritage live-tweeted the September 1814 Battle of Baltimore using the hashtag [#bmore1814](#)
- Advertisements, headlines, and summary of events
- Schedule in advance
- Tag historic sites (i.e. Fort McHenry)
- Links to resources



Voice of a landmark

Some beloved local landmarks (whether historic or otherwise) have their own Twitter accounts and sometimes large followings. These personifications bring a sense of humor to residents and visitors who want to learn more about what's going on at this icon in their community.

Example: Terminal Tower

- [@TowerLightsCLE](#)
- An historic icon in Cleveland
- Mostly sharing updates about the lighting changes
- Can interact (make suggestions, questions, comments, etc.)



Example: Mr. Trash Wheel

- [@MrTrashWheel](https://twitter.com/MrTrashWheel)
- Run by Waterfront Partnership
- Sense of humor
- Facts about trash collection, pollution, etc. as well as weather, current events, etc.
- Retweets and comments on visitors' posts



TWEETS 1,786 FOLLOWING 1,531 FOLLOWERS 7,480 LIKES 3,549

Mr. Trash Wheel

@MrTrashWheel

Official voice of the Water Wheel cleaning Baltimore's Inner Harbor. Likes tires but not broccoli. Part of @WaterfrontPB's Healthy Harbor Initiative.

📍 Baltimore's Inner Harbor

🔗 bit.ly/MrTrashWheel

📧 Tweet to Mr. Trash Wheel

👤 20 Followers you know



📷 321 Photos and videos



Tweets Tweets & replies Media



Mr. Trash Wheel @MrTrashWheel · 3h

I've eaten 316,789 styrofoam cups, and not a single one had my name spelled right on it.



🔄 6 🍷 17 ...



Mr. Trash Wheel @MrTrashWheel · May 27

I was just informed that chargrilled fish guts are NOT an acceptable dish to bring to a Memorial Day BBQ. That just means more for me.

← 4 ❤️ 38 ...



Mr. Trash Wheel @MrTrashWheel · May 27

And I thought I was the only one who loved bad puns. ;-) #seastheday



WP of Baltimore @WaterfrontPB

Take a selfie w/ the Juan Sebastian to win @HeavySeasBeer festival tics! #seastheday bit.ly/22rfdxX

← 11 ❤️ ...

Mr. Trash Wheel Retweeted



Erin Saul @E2329 · May 26

Stopped by to see @MrTrashWheel this afternoon! ☀️



← 2 ❤️ 19 ...



Mr. Trash Wheel @MrTrashWheel · May 18

It was delicious. Nom nom nom.



Amy Burke Friedman @amyfriedman02

Happy birthday @MrTrashWheel!!! Enjoy your trash cake! #clientlove

← 5 ❤️ 23 ...



Mr. Trash Wheel @MrTrashWheel · May 17

I wonder what I'll wish when I blow out the candles?



SciTech TU @SciTechTU

Happy Birthday @MrTrashWheel! SciTech is making you a trash cake to eat tomorrow.

← 5 ❤️ 12 ...



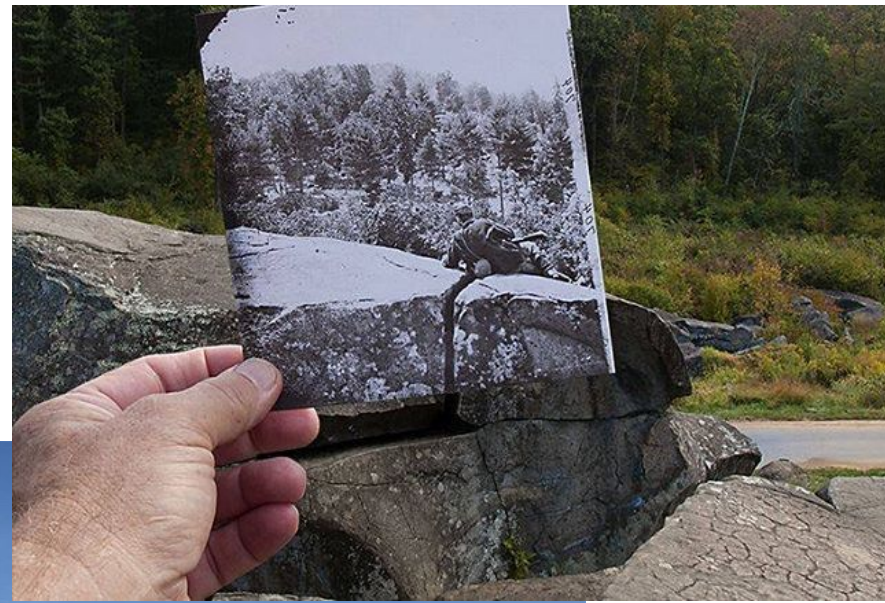
Mr. Trash Wheel @MrTrashWheel · May 17

Go be a human trash wheel & pick up trash. You don't have to eat it, unless you're into that ow.ly/4mRqqz



Now & then photo mashups

- Historic & contemporary images lined up side-by-side
- Printouts created by staff, given to visitors (scavenger hunt)
- Best with images from your own collection
- Examples at right from [Gettysburg Foundation on Instagram](#)



Example: photo mashups

Designed by Maryland State Archives
for family event in Annapolis.



Meetups

- Invite followers for a special experience (behind the scenes tour, guest speaker, hands-on activity)
- They take photos and post on social media in real time
- Marketing tool: raise awareness of your org. in their networks
- They become enthusiastic ambassadors and partners
- No budget needed



#empty Movement

- High profile influencers visit outside of regular opening hours to capture the spaces and collections in a rarely seen way
- Began at Metropolitan Museum of Art in New York in 2013 with photographer Dave Krugman



hannahrw
Royal Opera House

Follow

692 likes

90w

hannahrw Excellent, keep quiet. Softly, softly, not a word! The red and gold Royal Opera House auditorium is a thing to behold. Dating from 1858 and Grade I listed, many a royal bum has sat in this gold-gilted theatre including Queen Victoria with Prince Albert, and more lately the Clarence House clan (there is even a hidden royal loo in the secret Royal Retiring Room!). The first ballet I saw here was Sleeping Beauty with Tamara Rojo as Aurora and Carlos Acosta as her Prince, and this beautiful space never ceases to amaze.
#emptyROH

londonlivingdoll Tamara Rojo is my absolute fave. And I stood next to Carlos Acosta on Friday when I went to look at the studios - nearly fainted! Beautiful shot, Hannah ☐

zeugolator ♥

♡ Add a comment...

...

Other examples

- [Visit Maryland](#): #MDinFocus hashtag grants them permission to repost
- [Humans of New York](#): Crowdfunding through moving photos. 17M followers
- [Frederick Keys](#): “find it Friday” » followers can find free tickets if they identify the location
- [US Department of Interior](#): stunning images provided by volunteers
- [Pacific Northwest Ballet](#): use of video on Instagram, showing behind-the-scenes views, tagging individual dancers
- [Maryland SPCA](#): daily live video stream on Facebook, individual stories. Message isn’t just “help dogs” but “help Buster”

Discussion

- Questions?
- Other examples
- Continue the discussion on Twitter:
#ExploringEngagement
- Ask questions via email:
agelles@fredco-md.net
- Preservation Summer School: July 21
at Delaplaine & NMCWM



Heart of the Civil War Heritage Area

Thanks for sharing, and participating! We'll post photos of the Newcomer Illumination on our Facebook page next week.

Like · Reply · 1 · December 1 at 10:06am



Heart of the Civil War Heritage Area Hi

Elaine, we've posted some photos from the Newcomer Illumination on Flickr, including this one of your luminary at dusk: <https://www.flickr.com/photos/heartofthecivilwarheritagearea/album-72157661956584062/>



Like · Reply · Remove Preview · 1 · December 7 at 11:07am



Elaine Stonebraker Thank you so much! At the moment I am at my neice's, and we are going through the attic looking for her genalogy records, so this is an absolute THRILL to learn that you have done this! You are my hero!

Like · Reply · December 7 at 11:45am · Edited