



Social Media Toolkit

Why use social media?

- Gives your organization a global voice, on a global stage
- Allows you to connect with influential people and other like-minded organizations
- Helps drive traffic to websites and other online content
- Spreads news lightning fast
- Balances personal and scholarly voices
- Provides opportunities for behind-the-scenes at your organization
- Reaches new audiences, beyond those who visit your institution
- Potential to increase membership and attract new donors
- Welcomes local community
- Documents your events and happenings
- Offers free, dynamic platform to talk to followers and potential followers

Best Practices

- Social media is not just about marketing; it's about engagement and conversation. So, follow, like, share, and comment on other social media owner's channels.
- Post and update your page weekly
- Ask people to get involved—through calls to action, caption writing contests, selfies, etc.
- Use quality images and videos
- Use pictures and questions to raise engagement levels
- Be responsive. Answer questions and respond to comments that come in from social media.
- Connect to current events, special anniversaries, and dates
- Always check your sources and spelling

Things to Avoid

- Don't post a link without a caption
- Don't go overboard with hashtags (hashtags work best on Twitter)
- Don't leave questions or comments unanswered
- Don't write walls of text; use paragraphs

Getting Started:

- **Goals**
What are your goals? For example, you may want to drive more traffic to your website or increase awareness about a community event.
- **Audience**
Who is your target audience? Instead of "we want to reach the public," think specifically, like, "we want to reach people aged 20-30, interested in contemporary and visual arts." Find the "voice" and tone that speaks to that audience.
- **Content**
Once you know what your goals are and who your audience is, start to develop what you want to post. Determine who will create your content.

- **Facebook, Instagram, or Twitter?**

Decide which social media platforms you want to use. While each platform has its advantages, your target audience and goals will help determine which platform to use.

- **Plan your social media campaign**

A social media campaign is a coordinated effort to bring awareness to your organization or event through focused and engaging content. Create a social media calendar to help you stay organized as you plan your social media campaign. *See creating a social media campaign on page 3.*

Make sure your tweets and Facebook posts receive maximum reach by tagging Humanities Kansas and the Smithsonian-affiliated social media accounts in your posts and allow us to share your great content with our audiences.



Facebook Accounts:

- Humanities Kansas: @humanitieskansas
- Smithsonian Traveling Exhibition Service: @sitesExhibitions
- Museum on Main Street: @museumonmainstreet



Instagram Accounts:

- Humanities Kansas: @humanitieskansas
- Smithsonian Traveling Exhibition Service: @sitesexhibitions



Twitter Accounts:

- Humanities Kansas: @humanitiesks
- Smithsonian Traveling Exhibition Service: @sitesexhibits
- Museum on Main Street: @MuseumonMainSt

Hashtags:

- #ruralcrossroadsks
- #movementofideas
- #Smithsonian

Creating a Social Media Campaign

1. Determine your goal.

Example goals: Drive traffic to your website; raise awareness for an exhibition opening, to gain museum volunteers; etc.

2. Determine your audience.

Consider age, gender, location, interests, etc.

3. Choose a platform.

Based on your audience and goal, determine the best platform for the campaign.

4. Select the dates of the campaign.

When will this campaign take place? Do the proposed dates coincide with larger local, state, or nationwide initiatives?

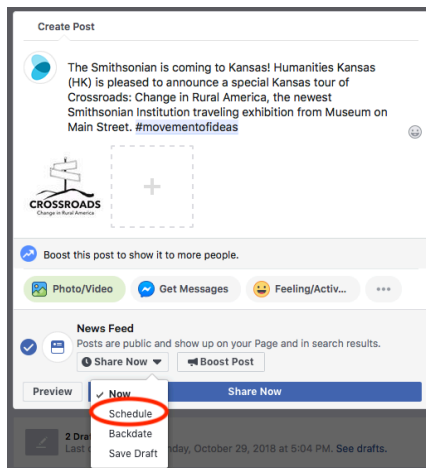
5. Plan content.

Write the content for each post. Consider the tone of voice for your campaign. Remember, keep your text short (3-5 sentences), with a paragraph break in between. *See a sample of HK's social media campaign on page 4.*

6. Schedule your content.

Here are a few great social media management platforms that allow you to schedule your content in advance, for free!

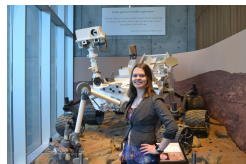



- Hootsuite.com
 - Allows you to manage 3 social media profiles and schedule 30 posts in advance!
- Buffer.com
 - Similar to Hootsuite, Buffer allows you to schedule content on multiple social media profiles and suggests the perfect times to post based on follower activity!
- Later.com
 - Allows you to schedule your Instagram posts ahead of time.
- Facebook also allows you to schedule content in advance!



7. Measure Performance.

Choose what you want to measure and ways to measure your performance. Do you count followers, shares, comments?

Sample – HK Social Media Campaign

Campaign: HK's Big Idea Twitter Chat Sarah Lamm – "It's Time for More Representation in STEM"			
Date	Platform	Text	Image
7/1/19	Facebook & Instagram Boost Facebook post for 2 weeks. (\$\$)	<p>Colby native Sarah Lamm studies rocks. Not just any rocks, but rocks from Mars. As a planetary scientist with three degrees in chemistry, geology, and geography and an upcoming PhD in Planetary Science, she's frustrated when "no one assumes I'm a scientist." She attributes this to her age and gender. She's right. Less than 30 percent of scientists are women.</p> <p>In celebration of the upcoming 50th anniversary of the historic moon landing, read Sarah Lamm's Big Idea: It's Time for More Representation in STEM, spark a conversation with Lamm's suggestions for readings and video that support her Big Idea, and participate in the Big Idea Twitter Chat on July 17. #movementofideas #bigidea</p> <p>**Web link to Sarah's article: humanitieskansas.org**</p>	
7/1/19	Facebook – Create an Event	Use above language for event description.	Sarah's picture.
7/10/19	Twitter	One week until the Big Idea Twitter chat with @astrolamm on July 17! We'll talk representation in STEM, Mars rover Curiosity, and more! Let us know what questions you have for Sarah. #movementofideas #bigidea	Sarah's picture.
7/15/19	Twitter	The #bigidea Twitter Chat is two days away! Submit your questions for @astrolamm by July 17! We'll talk representation in STEM, the Mars rover, Curiosity, and more! #movementofideas	Sarah's picture.
7/17/19	Facebook & Twitter	Today is the day! The Big Idea Twitter Chat with @astrolamm will take place today at 3PM. Join the conversation by following #bigideachat and ask Sarah your questions about planetary science & representation in STEM. #movementofideas #bigidea	
7/17/19	Twitter	One hour until the Big Idea Twitter Chat! Sarah Lamm, @astrolamm , will be answering questions about representation in STEM, planetary science, and more! Follow #bigideachat to join the conversation! #movementofideas	
7/17/19	Twitter	Welcome to the Big Idea Twitter chat with Sarah Lamm, a doctoral student in planetary science at Northern Arizona University in Flagstaff. HK asked @astrolamm to share a Big Idea and here it is "It's Time for More Representation in STEM." Follow our discussion using #bigideachat	



Creating an Event on Facebook

1. From your News Feed, click **Events** in the left menu.
2. Click **+ Create an Event** on the left side
3. Click Create Public Event. Anyone will be able to see your event and search for it, even if you aren't friends. Once you create a public event, you won't be able to change it to private later.
4. Fill in the event name, location, date, time, and description.
5. Type and select keywords about your public event so it can be better recommended to people who are interested in that topic (example: food festival).
6. Choose who can edit and post in your event and then click **Create**. You'll be taken to your event where you can invite guests, upload pictures, add a cover photo or video, share posts, and edit event details.

Adding a Co-Host

Once you've created your event, add Humanities Kansas as a co-host.

1. Click **Edit** in the top right.
2. Add co-host by typing in "Humanities Kansas."
3. Click **Save**.

To Edit an Existing Event

1. From your News Feed, click **Events** in the left menu.
2. Click **Edit** in the top right.
3. Change the event name, location, time, description, or co-host.
4. Click **Save**.

Don't forget to tag Humanities Kansas! HK Facebook Account: @humanitieskansas