



## PLANNING A SOCIAL MEDIA CAMPAIGN FOR MUSEUMS

Want to try your hand at a coordinated social media campaign? Here’s a worksheet to help guide your planning.

Primary goal of campaign:
Secondary goal of campaign:
How will you measure the goal you wish to achieve?

Example goals: To drive traffic to your website; to sell tickets to an event; to raise awareness for an exhibition opening; to increase shares, likes, or comments on a specific channel; to build your membership base; to gain museum volunteers; etc . . .

Measuring your goals: Think about using tools like Facebook Insights or Twitter Analytics to measure overall reach, or new followers added, or the number of engagements—likes, shares, comments. If measuring web traffic, set up a Google Analytics account to track the users coming to your website from your social media posts.

Who is the audience? (Age, gender, location)	
Based on audience, what’s the best platform for the campaign?	
Will multiple platforms be used?	
Who on staff will work on the campaign?	
What are the proposed	



dates of the campaign?	
Do the dates coincide with a larger local, state, or nationwide initiative?	
Will the campaign have a specific hashtag? Have you examined that hashtag for previous use?	
Which local/national partners can you consult or rely to share your content?	
Will you use paid promotional ads from Facebook, Twitter, Google Ads or another service? (Facebook ads are effective and can be inexpensive.)	
Have you shared information about the campaign with relevant staff members?	
Have you asked staff members and friends to share the content on their personal pages?	
What times of day/days of week make most sense to post for your intended	



audience?	
Do you have a specific url you're using? You can track urls using sources such as bit.ly	
What's the tone of voice of the campaign? Serious, light-hearted, professional, socially aware, etc.	

Resource links:

<http://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

<http://marketingland.com/4-components-best-social-media-campaigns-140715>

<http://coschedule.com/blog/social-media-strategy-template/>

### Create Sample Posts for Others to Review

Date	Platform	Text	Image
February 18	Twitter	Missed our Valentine's series? Visit <a href="#">#TheCuddlyMuseum</a> and swim in the adorable sweetness. <a href="http://sfy.co/u2qb">http://sfy.co/u2qb</a>	



## How We Did

Goal	Stats	Analysis	Lessons Learned

### 10 Tips for Ensuring Success:

1. Ask for help sharing the content from partners in your area. Send them a message or email a week ahead of time, explaining that you're beginning a campaign, and you'd really appreciate the assistance sharing the content. If they need convincing, create a case for why it helps their organization as well.
2. Some organizations would prefer to schedule content ahead of time. Prepare a few posts to send to your potential partners that include text, a graphic, and any other relevant information. This way, your partner organization can simply copy and paste into their platform.
3. Write and schedule the content ahead of time. Using a scheduling tool such as Hootsuite or the Facebook scheduler allows you to time precisely when you'd like your message sent, even if you're not at work.
4. Collect your data as soon as possible after the campaign is over. For context, compare your campaign week to comparable time periods the previous month or year.



Smithsonian Institution

# MUSEUM on Main Street

5. Look at timing. When are most of your followers online? Have you scheduled your content at the times they're most likely to engage with your content?
6. Tie into a bigger initiative? Is there a new library opening in your town? Is it an important citizens' birthday? Is that date a significant anniversary? Plan your campaigns in advance to capitalize on "the buzz."
7. Be prepared on the spot. It's not always about pushing out the content and sitting back to watch it. Be available to like, thank, or respond to people who are engaging with your message immediately.
8. Dedicate a hashtag that's readable, short, and descriptive. Creativity also helps! Remember, hashtags often run together with no distinction between lower and upper case letters.
9. Have fun. Try taking pictures of people holding signs with your hashtag.
10. Make sure the hashtag is openly visible at your event or gallery to encourage people to use it!