# SOCIAL MEDIA STRATEGY



# EDUCATE. INSPIRE. CREATE.

Created by: Abigail Pennington

# TABLE OF CONTENTS

# INTRODUCTION

A social media strategy is a protocol designed to aid organizations in navigating the world of social media platforms.

The information that I will be presenting to you today is based on facts and data collected from reputable sources, such as the Art Museum of Southeast Texas's main website, and various social media platforms including Facebook, Instagram and Twitter.

All the information presented is up to date and has been checked multiple times for quality assurance. To be as thorough as possible, I also looked at the social medias of other museums in the area to deepen my analysis and provide you with an accurate and attainable social media strategy.

# WHO IS AMSET?

The Art Museum of Southeast Texas is a non-profit museum, home to an extensive and growing permanent collection and unique rotating exhibits that focus regional fine and folk art from the 19th - 21st centuries.

"Through unique collections, exhibitions, public programs and outreach in the visual arts, the mission is to provide education, inspiration and creative vision throughout Southeast Texas."

# COMPETITIVE ANALYSIS

IDENTIFYING YOUR COMPETITORS AND EVALUATING THEIR STRATEGIES TO DETERMINE THEIR STRENGTHS AND WEAKNESSES RELATIVE TO THOSE OF YOUR OWN.

# COMPETITIVE ANALYSIS

The purpose of conducting this competitive analysis is to...

- Accurately gauge the Art Museum of Southeast Texas's competitive market and what other peer museums are doing to promote each of their individual needs and goals

- Discover what the Art Museum of Southeast Texas needs to be focusing on, social media wise, to have an even more successful presence

- Give suggestions on how to make expansion of AMSET's goals and needs possible through social media

# KEY FINDINGS

- There are many competing museums with AMSET in Southeast Texas.

- AMSET's largest audience is on FB out of their main platforms (FB, IG, Twitter).

- AMSET and its partnering orgs. and competitors are active across many of the same social media platforms.

- AMSET hosts many activities and posts them on their website and FB calendars.

- AMSET is not active on YouTube, but they have mentions by other accounts.

# PROPOSED STRATEGY

OUTLINING THE GOALS AND MEASURABLE
OBJECTIVES FOR USING SOCIAL MEDIA, AND THE
TARGET OUTCOMES YOU WANT TO ACHIEVE.

# PROPOSED STRATEGY

## GOALS FOR AMSET

1. Increase attendance of visitors in the art museum

2. Increase local community involvement and awareness of the Art Museum of Southeast Texas

3. Increase memberships

4. Increase contributions of artwork

# LIST OF POTENTIAL CHANNELS

| | |
|---|---|
| Facebook | Actively manage (reach target audience) |
| Instagram | Actively manage (connect with audience) |
| Twitter | Actively manage (provide info. to audience) |
| YouTube | Passively manage (use as needed with events) |
| LinkedIn | Passively manage (use as needed with business) |
| Snapchat | Passively manage (use as needed with events) |
| DeviantArt | Actively manage (reach a new audience) |
| Tumblr | Passively manage (use as needed with amusements) |
| Spotify | Passively manage (use as needed to update) |
| Pinterest | Actively manage (reach a new audience/advertise) |

# CONTENT CALENDAR
## A ONE WEEK EXAMPLE

**1. MONDAY:**
**Post one (8-11 a.m.):**
    Platform: Facebook, Twitter & Instagram
    Type: Inspiration (artwork)
    Form: Text & Graphic (optional)
    Content: Internally Produced or Curated content

**2. TUESDAY**
**Post one (12-2 p.m.):**
    Platform: Facebook, Twitter & Instagram
    Type: Call to action, News & Info, Indices ("Be a featured artist!" "Join us for lunch!")
    Form: Text/Picture/Graphic (optional)
    Content: Internally Produced or User-Generated content

**3. WEDNESDAY:**
**Post one (8-11 a.m.):**
    Platform: Facebook, Twitter, Instagram, DeviantArt, Tumblr, Pinterest
    Type: Inspiration (Call to Action/Indices)
    Form: Text & Graphic (optional)
    Content: Internally Produced or Curated content

**4. THURSDAY:**
**Post one (12-3 p.m.):**
    Platform: Facebook, Twitter & Instagram
    Type: How-To (art/craft)& Indices
    Form: Text/Graphic/Video/Picture
    Content: Internally Produced, Curated, Cocreated, or User-Generated content

**5. FRIDAY:**
**Post one (pending event) (12-2 p.m.):**
    Platform: Facebook, Twitter & Instagram
    Type: Event & Indices
    Form: Text & Graphic (optional)
    Content: Internally Produced or User-Generated content

# CONTENT SAMPLES



**Art Museum of Southeast Texas**
Yesterday at 10am · 🌐

AMSET CAFE ARTS

Come for the art, Stay for the food

Lunch is served Monday through Friday from 11 a.m. to 2 p.m.

Come feed your mind — and body — all in one place at #AMSET #TwoMagnoliasCafe @TwoMagnoliasCafeandCatering

Like · Comment · Share

👍 25 people like this.

↪ 8 shares

Write a comment ...

**amsetx** · **Follow**
Beaumont, TX

Come explore the arts of Mexico through our significant collection of historical and contemporary Mexican Folk Art

#AMSET

Liked by **xyz** and **20 others**

**amsetx** There's something for everyone at #AMSET — Our collection of Mexican Folk Art includes ceramics, textiles, trees of life and masks.
... more

View all 16 comments

**Art Museum of Southeast Texas**
Yesterday at 8am · 🌐

*Bloom*
WHERE YOU ARE PLANTED
#AMSET

Stay planted in your roots by keeping it local — become a member of #AMSET

For more information visit www.amset.org/join

Like · Comment · Share

👍 15 people like this.

↪ 8 shares

Write a comment ...

# CONNECTIONS

The "Depth" strategy allows for a supportive community, enhanced reputation protection for when the organization decides to expand their reach, collaborative group possibilities, ease of customizing messages, and less likelihood of misunderstandings
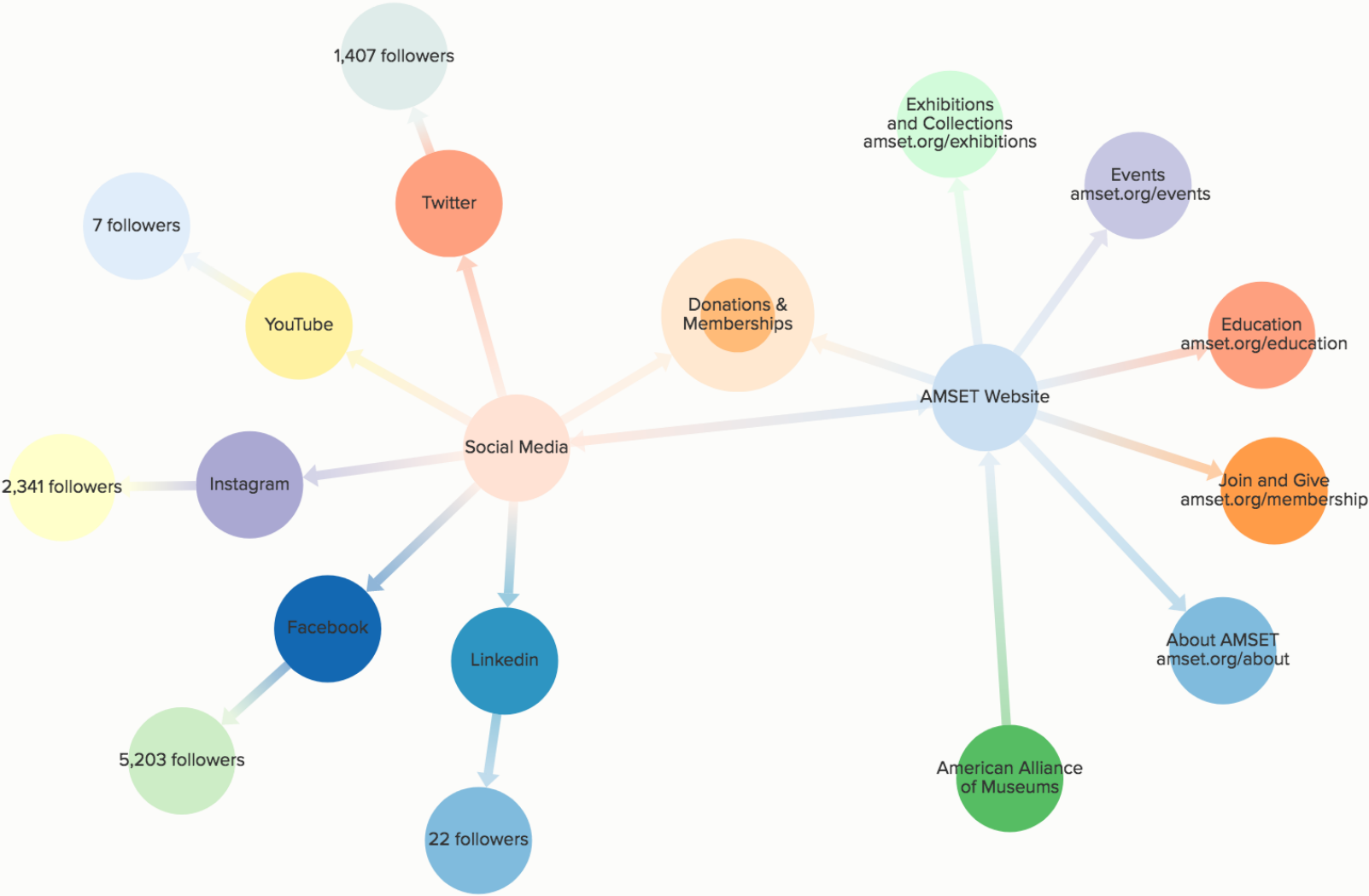


You can strengthen your existing and potential relationships with these channels and path links.

**Depth Strategy - values Quality connections with audience over Quantity of followers**

# CORRECTIONS
## What to do if somethings goes wrong:

**To be successful in monitoring your posting on social media, you need a protocol for logging errors.**

1. Identify post and platform containing the error

2. Document and date and time of post with error

3. Document cause of error on specific post

4. Document result of error and type of error

5. If available, document the link to the content with the error

**Examples of specific potential errors for AMSET:**

1. **Post an event reminder with an incorrect date.**
2. **Post content at the wrong time of day.**
3. **Post content unrelated to values.**

**Type of error on matrix:**

1. **Minor Oversight**
2. **Minor Oversight/Missed Opportunity**
3. **Missed Opportunity**

How to rectify potential errors for AMSET:

1. Quickly fix or delete post with date error, then post content with correct date and apology.
2. See time content was posted, then post content again with correct time.
3. When error is identified, refer to strategy and organization's goals.
4. Quickly fix or delete post with price error, then post content with correct price and apology.
5. Quickly fix or delete post with name or identity error, then edit current content or post new content with correct person and name.

# QUARTERLY
# ASSESSMENT

YOUR ORGANIZATION'S CURRENT STANDING ON

SOCIAL MEDIA.

# QUARTERLY ASSESSMENT

**How Data was collected:** I analyzed individual pieces of content across three platforms for the Art Museum of Southeast Texas and the Beaumont Children's Museum.

**AMSET's active platforms:** Facebook, Twitter, and Instagram.

**Timespan covered:** From August 1, 2018 to October 31, 2018

**How assessment protocol was completed:** The data was logged into data in a "success spreadsheet", and rated using a success scale from 1-10 — 1 being unsuccessful and 10 being the most successful to see where the goals were most aligned.

**Platforms covered:** Facebook, Twitter, Instagram

# LIMITATIONS

**Audience Demographics:** I am trying to primarily analyze interaction with content. As long as people are interacting with the content, any type of audience demographic will suffice.

**Community Sentiment:** I looked at the number of comments and likes for participation reasons only, without analyzing specific reactions, good or bad.

**Changes in data reporting due to platform changes:**
- No major platform changes have occured from the beginning of data collection.

**Limitations of view of rival/peer data:**
- Cannot access their metric data without a required password.
- No notifications if you are not following them.

# COMPARATIVE FRAMEWORK

## BEAUMONT CHILDREN'S MUSEUM

One of your peer museums, the **Beaumont Children's Museum,** is a
- non-profit museum that believes in learning through play with exhibits
- promotes a S.T.E.A.M. focused learning (Science, Technology, Engineering, Art, and Math).
- promotes a family fun and interactive environment where children thrive and get excited about learning.

To compare the success of posts made by the Art Museum of Southeast Texas to those of the Beaumont Children's Museum, I collected data from Aug. 1, 2018 - October 31, 2018 of...
- Facebook posts from AMSET (59 posts) & BCM (103 posts)
- Instagram posts from AMSET (34 posts) & BCM (16 posts)
- Twitter posts from AMSET (35 posts)

**Platform creation of the Beaumont Children's Museum:**

- FB - July 30, 2011; IG - May 27, 2015; Twitter - No account

**Types of Posts from BCM:**

- Events with RSVPs
- Graphics with News and Information
- A mixture of curated, and in-house generated content.
- Pictures of behind the scenes at their location of visitors of all ages and staff members having fun at the museum (elicits emotional response).
- Posts of giveaway incentives to promote participation of their audience.

**Benchmarks for BCM based on past assessment reports:**

- FB Follower Counts: Nov. 2018 (7,829)
- IG Follower Counts: Nov. 2018 (1,079)
- Twitter Follower Counts: Not an active platform

# DATA AND ANALYSIS

**Various Types of Engagement and Traffic Patterns:**

Participation: Are people following, "RSVPing" for events, commenting, or liking?

Propagation: Are people sharing event reminders to their own news feeds?

Exposure: Are people interacting with AMSET's page?

**Rate of change in 1 month (Nov. 5, 2018 - Nov. 25, 2018):**

- **0.54% growth** on Facebook: 5,203 – 5,231; 28 follower growth
- **0.07% growth** on Instagram: 1,406 - 1,407; 1 follower growth
- **0.73% decrease of growth** on Twitter: 2,341 – 2,324; 17 follower decrease

**Analysis of Why Change Occurred:**

- "Gingerbread House Workshop" event scheduled for Dec. 1 could have increased follower counts with the amount of people that were "interested" (207), that claimed to have "went" to the event (6), and shared (20).

- More people reacted to "behind the scenes" content on Instagram with pictures of people in the museum, pictures of artwork, and event reminders on Facebook.

- Less content on Twitter might be cause of decrease of growth
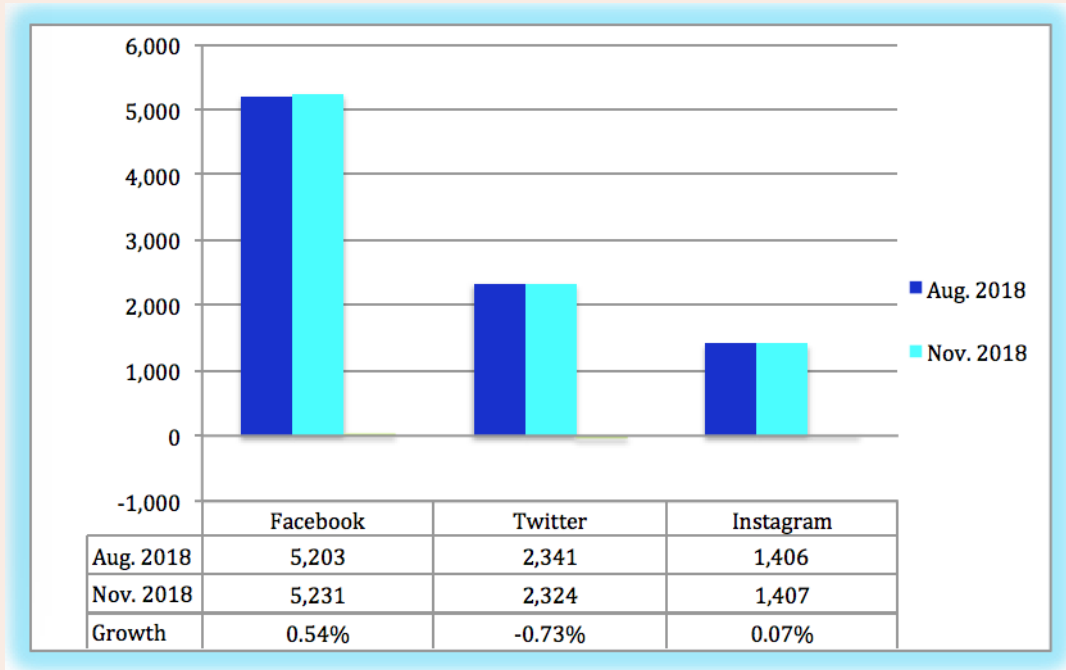
## Follower Counts

### Art Museum of Southeast Texas
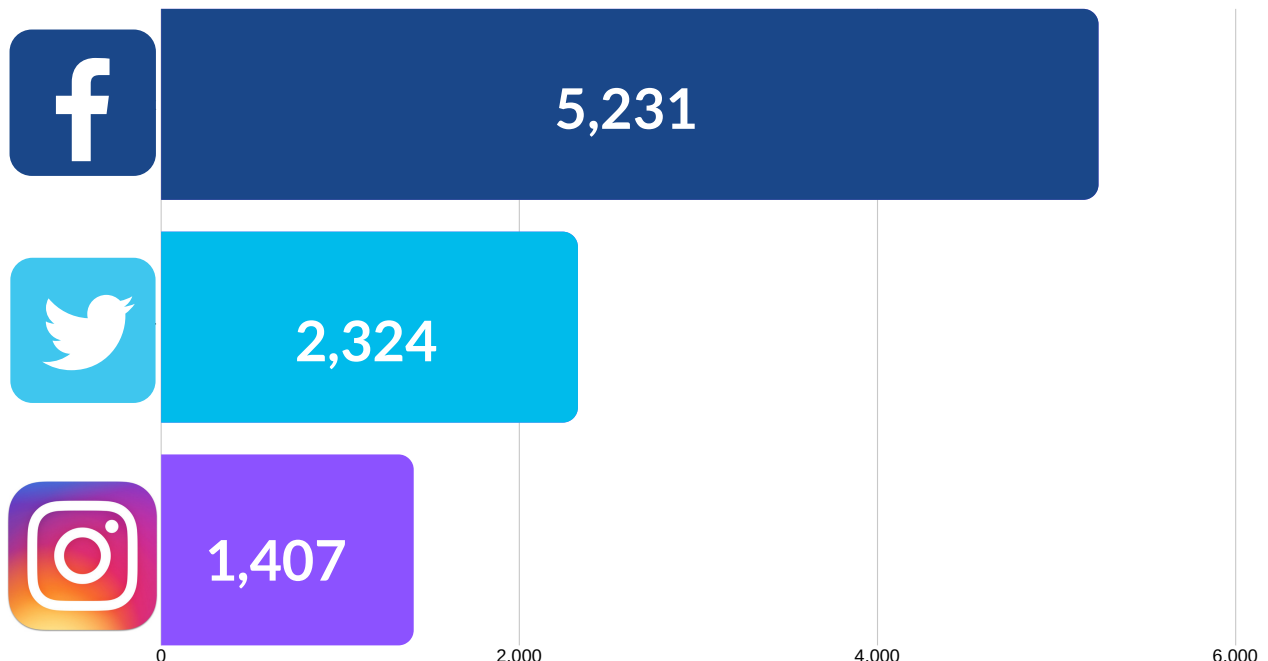
# DATA AND ANALYSIS

## AMSET CHANGES FROM NOV. 5, 2018

### AMSET Follower Growth



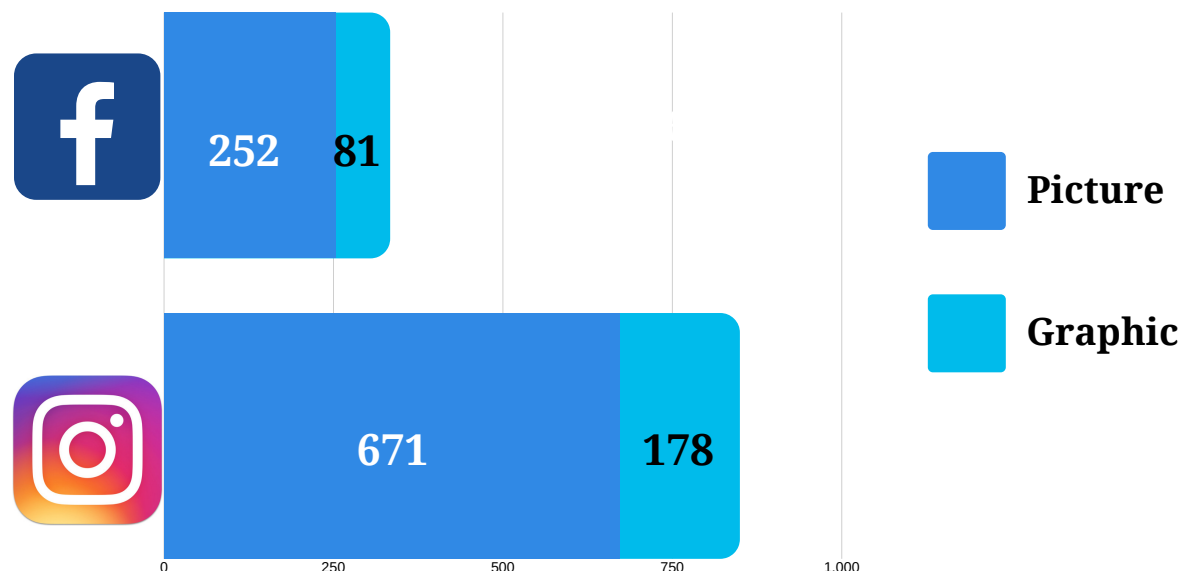|  | Facebook | Twitter | Instagram |
|---|---|---|---|
| Aug. 2018 | 5,203 | 2,341 | 1,406 |
| Nov. 2018 | 5,231 | 2,324 | 1,407 |
| Growth | 0.54% | -0.73% | 0.07% |

- Facebook had the largest follower growth, followed by Instagram.
- Twitter lost 17 followers between the beginning of Aug. and the end of Oct.

## Number of "Likes": Posts with Pictures vs. Graphics
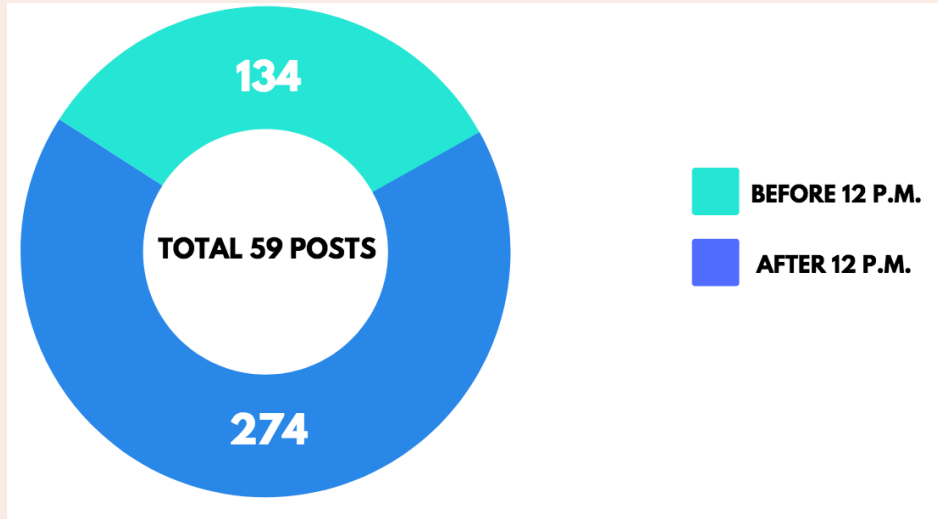
### Art Museum of Southeast Texas



252  81

671  178

Picture

Graphic

# DATA AND ANALYSIS

## AMSET CHANGES FROM NOV. 5, 2018

### NUMBER OF LIKES ON POSTS: BEFORE & AFTER 12 P.M.



134

TOTAL 59 POSTS

274

BEFORE 12 P.M.

AFTER 12 P.M.

**Times of Posts on Facebook**:
- Posts before 12 p.m.: 23 total with 134 likes
- Posts after 12 p.m.: 36 total with 274 likes

**Results: Posting after 12 p.m. is the most ideal time to connect with audiences. Likes were much higher after 12 p.m.**

# Facebook Engagement

**5,319 TOTAL PAGE LIKES**

The larger the better! The more followers a page acquires, the broader its reach will be.

**48 PEOPLE**

How many people have interacted with your page or its content, in any way, over the last seven days.
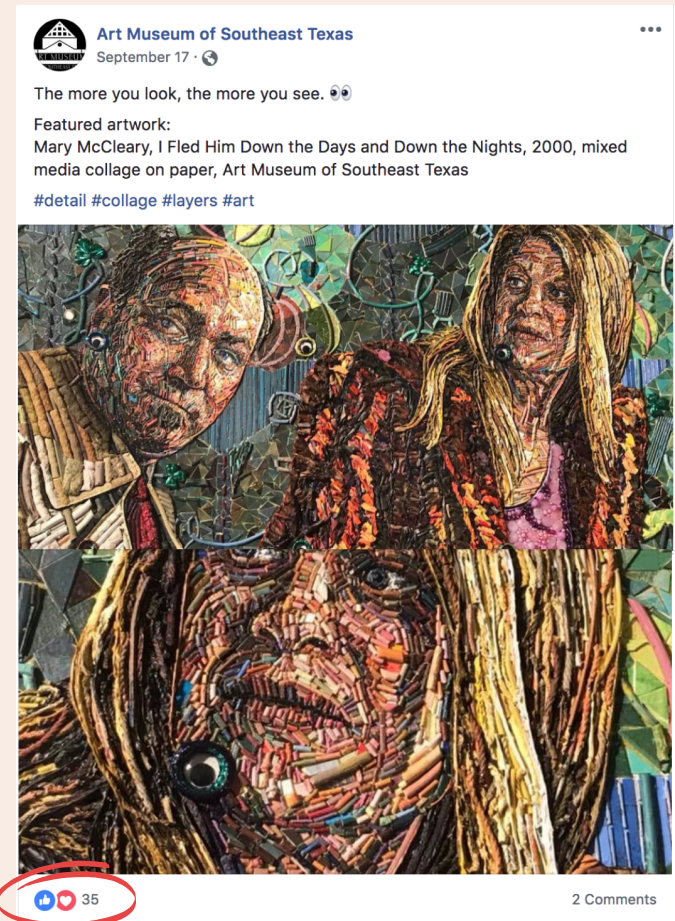
**1% ENGAGEMENT RATE**

Engagement rate is calculated by dividing your Page's traffic by the total number of Likes.

# SUCCESSFUL CONTENT

**Criteria for success:**

- Having over 30 likes
- Having at least 1 comment
- Having at least 1 share

**Here's some good examples...**



amsetx May your Wednesday be as cheery and colorful as our Mexican folk art collection on view until Sept. 2!

#Repost thanks to @peekabouey Paraíso y Presa: The John Gaston Fairey Collection of Mexican Folk Art @amsetx ☀️ 💕+💙🧍❤️🔰⬇️

#art #mexicanfolkart #create #artmuseum #artcollection #artistsoninstagram #texasart #beaumonttx #beaumont #downtownbeaumont #setx

66 likes
AUGUST 22



**Art Museum of Southeast Texas**
September 17 · 🌐

The more you look, the more you see. 👀
Featured artwork:
Mary McCleary, I Fled Him Down the Days and Down the Nights, 2000, mixed media collage on paper, Art Museum of Southeast Texas

#detail #collage #layers #art

35                    2 Comments

**Type:**
- Inspiration
- People
- Events
- Indices

**Form:**
- Text
- Picture (of artwork)

# Identifications of what went well:

- Has over 30 likes
- At least one comment
- Successfully included featured artwork and artist
- Evoked a sense of creativity and art in its true forms (no filters)
- Shared News and Information, People, Indices (hashtags), Event, and Inspiration
- Gives polite shout out
- The posts that contain picture as the form of content resonated more with the audience than content with graphics for AMSET.

# CONCLUSION

Posts that have picture(s) as part of the form of content resonate more with the audience than content with just graphics.

My conclusion is based on data collected of posts from Aug. 1, 2018 - Oct. 31, 2018, on the Art Museum of Southeast Texas's Facebook, Instagram, and Twitter accounts, and the Beaumont Children's Museum's Facebook and Instagram accounts.

**Benchmarks for AMSET based on past assessment reports:**
- Facebook: Aug. 2018 (5,203) – Nov. 2018 (5,231) ( 28 follower growth)
- Instagram: Aug. 2018 (1,406) – Nov. 2018 (1,407) (1 follower growth)
- Twitter: Aug. 2018 (2,341) – Nov. 2018 (2,324) (17 follower decrease)

**Various Types of Engagement:**
- Participation: Are people following, "RSVPing" for events, commenting, or liking?
- Propagation: Are people sharing event reminders to their own news feeds?

**Times to Post:**
- Posting after 12 p.m. might solicit more likes from your most active platforms.

# RECOMMENDATIONS

- Post content that shows your audience the benefits of becoming a member of the Art Museum of Southeast Texas and how it enriches our community.

- Post more content that evokes emotional response or engages your followers.

- Allow them to actively participate on your posts by asking intriguing questions.

- Continue to give shout-outs to artists and partners, if possible, to bring in their audiences.

- Post majority of content on platforms after 12 p.m. to connect with more of your audience.