



## Social Media Plan 2015 – 2020

*In everything museums do, they must remember the cornerstone on which the whole enterprise rests - to make a difference in people's lives.*

- Museum scholar and theorist Stephen Weil

### Vision Statement

The Peterborough Museum & Archives (PMA) envisions a community that is increasingly creative, innovative and full of life because it recognizes the indispensable value of the heritage and culture of Peterborough and area. As part of the collective memory of the community, the PMA preserves, presents and promotes the heritage and culture of this city and provides significant heritage programs for the education and enjoyment of visitors and residents, both physical and virtual alike.

The heart of the PMA's service to the community lies in its ability to **kindle curiosity, stimulate learning and create a difference in the lives of people** from every community and cultural background!

In this changing and dynamic world, a balanced approach to the use of both traditional and online communications (particularly the use of social media platforms) has become valuable and necessary.

This Social Media Plan presents how the PMA can and should incorporate the use of appropriate social media tools to enhance its communications. The Plan will:

- identify detailed and precise PMA goals to be accomplished through social media;
- recognize the existing and future resources necessary to achieve PMA goals;
- and, define social media guidelines and general online communications etiquette for staff.

In this way the PMA will effectively connect and communicate with visitors, participants and stakeholders.

## Goals to Achieve through Social Media

- (1) **Engaging** and dialoguing with stakeholders and the community;
- (2) **Increasing** audience and reach;
- (3) **Networking** and professional development among other museum professionals and organizations;
- (4) **Publishing** branded content.

## Measuring Success

Social media platform developers provide insights and analytics to assist media and advertising coordinators in understanding the far reaching capabilities of the various networks. In order to determine the success of each social media platform it is necessary to track both the increase in attendance in a physical capacity at the PMA, but also the various metrics provided by social media analytics. The PMA will report “hard stats” such as:

- Likes;
- Shares;
- Retweets;
- Impressions (the appearances of PMA posts in newsfeeds or through shares to another person’s profile or home page);
- and, profile/page visits.

Successes will be determined based on incremental increases that align with the timeline of PMA goals and will change according to the specific social media platform and goal. The platforms analytics and insights will be viewed in order to glean the relative increase or decrease of interactions with online users based on PMA tactics for engagement and goal achievement. Furthermore it will be possible to track the correlation between online followers and/or engagers with physical visitors should a PMA Membership program be implemented.



## Physical and Online Audiences

In the social media context the PMA will understand its visitors in a new, less traditional fashion. Rather than dividing the audience into groups such as families, seniors, young adults and so on, the following model will be applied:



**Visitors** – People who participate both in person and/or online and keep informed via traditional and online communications. Their needs are: to be kept informed about ongoing activities such as summer camps (pictures, posts, videos) and upcoming events (ads, posters, posts); physically attend the PMA to participate in those activities and events; and continue to share their experiences following the event.



**Followers** – People who do not or cannot participate but keep informed online. This audience may include Fleming College Arts & Heritage program graduates, friends of the PMA that have moved away and those who live out of town but retain an interest in what the PMA does. The goal is to provide interesting content to keep followers engaged online.



**Stakeholders** – Groups and individuals belonging to local organizations, government, business and media who wish to keep informed about community and museum activities and are interested in sharing and passing along PMA activity to their audiences within Peterborough and area, and Canada.

## Social Media Platforms at the PMA



**Facebook** *Established at PMA in 2009*

Facebook is a social media platform that allows users to post text, photographs, links and video content. Businesses or groups can create “pages” or “like pages” which can contain photos, videos, descriptions of the business or institution, and contact information. Furthermore these pages can be used as a means of advertising, promotions and or information sharing. Facebook allows for large text based posts, for photos to be curated into large albums, and posts can target followers in a particular area.

On Facebook there are opportunities to like, share and comment, but also to post to the actual page, creating a forum for more ongoing interactions. Facebook is about staying informed. It allows administrators of a page to schedule posts to be released at a later time. The Facebook Insights feature allows administrators to see statistics such as organic post reach and the number of likes and shares.

The PMA will maintain a single Facebook page where interested residents or online participants can choose to follow daily status updates that share information and/or photographs of events, activities, projects and decisions of the PMA. The PMA will also use this platform to share information about other events being held in the city and surrounding area that are relevant to PMA institution’s mandate or are for the benefit of PMA stakeholders.

### Facebook Mission Statement

The PMA will use Facebook for two main intentions:

1. To share images and information on past, current and upcoming events/activities;
2. To engage and inform PMA audiences beyond the event with more photographs and text than other platforms allow.





**Twitter** *Established at PMA in 2012*

Twitter is a text-based microblog that is intended to allow users to tell people what they care about or what they are doing as it is happening. People feel more connected to an event if it is being talked about, or “live-tweeted.”

A key benefit to Twitter is its immediacy. Twitter can break news faster than other sources and is a quick, simple and cost-effective way to engage with followers who have chosen the PMA as a source of information they value. The ability to see notifications and respond quickly to questions posed at the PMA encourages dialogue and a positive relationship.

NOTE: It is important to remember with Twitter that the number of followers the PMA enjoys is not a direct reflection of engagement, and is not necessarily the most important measurement of success. Research suggests that the value of Twitter is found in the quality of engagement – the number of conversations and responses generated from status updates and the number of “retweets” and “hashtags” generated, than in the number of followers.

### Twitter Mission Statement

The PMA will use Twitter for three main intentions:

1. To share images and information on current and upcoming events/activities;
2. To enhance professional development;
3. To connect with the wider sharing audience;
4. To enhance PMA audience's online experience and engagement.





**YouTube** *Established at PMA in 2013*

YouTube is a video sharing website where users can upload, watch and share videos for free. Videos are easily transferable to all kinds of new media and can be used for commercials, on websites and in advertising, as well as a teaching tool. Videos are efficient and effective in proposing new ideas, highlighting the strong points of a business, and getting a business out in the public sphere. Finally, videos used to advertise and promote a business stay relevant for longer than a regular newspaper ad and unlimited content can be uploaded.

YouTube is also beneficial for its level of content accessibility. Videos are extremely shareable and can be viewed on outside websites and mobile devices very easily.

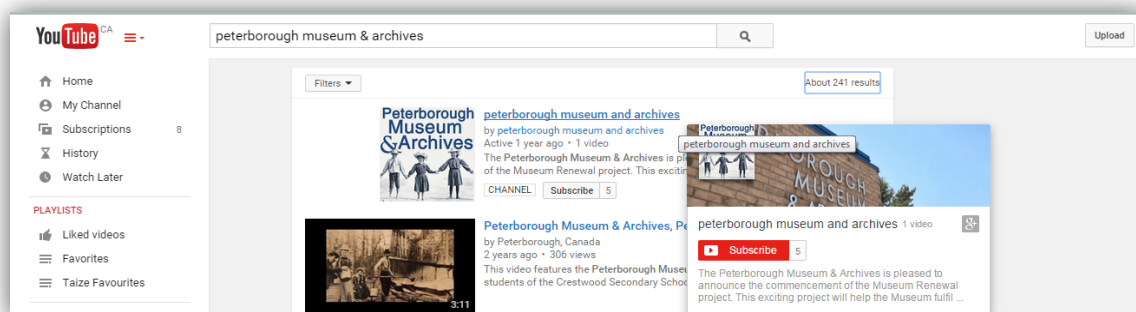
A prohibitive element to using YouTube to its full extent is the task of creating original video content because hiring an external videographer has become increasingly more expensive. Furthermore it is necessary to use creativity and develop content that is vibrant and valuable. While the regular publication (weekly if possible) of video content will help improve audience size following a museum's channel, the quality of a video is more important. Therefore while video content can be written, filmed and edited by a staff member rather than an external videographer, it is more important to produce above average work than to create poor videos for the sake of quantity.

NOTE: Research has proven that posts with video thumbnails, embedded video, or photographs are engaged with far more often than simple text based posts.

## YouTube Mission Statement

The PMA will use YouTube for two main intentions:

1. To upload videos about PMA activities and teaching opportunities in order to add depth to PMA visitor's engagement;
2. To increase the PMA's reach through share-worthy content.



## Social Media Action Plan at the PMA

The PMA has engaged with Facebook, Twitter and YouTube since 2009, moving ahead of other City of Peterborough departments as a leader in social media. Current or existing engagement with these social media platforms will continue in **Phase 1** through the following:

### Phase 1

| Actions   | Facebook | Twitter | YouTube |
|---|----------|---------|---------|
| Post original content on a daily basis from a PMA account   | ✓        | ✓       |         |
| Post or share from other sources at peak times throughout the day   | ✓        | ✓       |         |
| Have an articulate staff member commit to gathering information and images/videos to post through the day | ✓        | ✓       |         |
| Engage in the "Schedule Posts" tool to prepare posts in advance   | ✓        | ✓       |         |
| Post original content about events, changes, or projects  | ✓        | ✓       | ✓       |
| Allow users to share PMA content openly   | ✓        | ✓       | ✓       |
| Explore new tools and software for expanding the creation of original content                             |          |         | ✓       |
| Drive traffic to PMA website by including links to relevant PMA website pages                             | ✓        | ✓       | ✓       |



As part of ongoing efforts and ambitions towards achieving goals set out by the PMA, the PMA will strengthen, enhance, and expand its social media presence in **Phase 2** through the following:

## Phase 2

| Actions  | Facebook              | Twitter | YouTube |
|--|-----------------------|---------|---------|
| Respond throughout the day to comments, questions, or messages   | ✓                     | ✓       | ✓       |
| Curate post-event albums of only the best photos taken <sup>1</sup>  | ✓                     |         |         |
| Consistently provide valuable and entertaining content to encourage followers to remain loyal and supportive | ✓                     | ✓       |         |
| Watch pages of competitors and similar institutions to gain insight and inspiration                          | "Watch Pages" feature | ✓       | ✓       |
| Create list of events to be documented with video (remain reasonable and not overly-ambitious)               |                       |         | ✓       |
| Develop a PMA membership program to track individual engagement <sup>2</sup>                                 | ✓                     | ✓       | ✓       |

<sup>1</sup> Avoid blurry shots, multiples of the same shot, images with profane or inappropriate symbols or actions, children whose parents have not agreed for the dissemination of their image, and so on.

<sup>2</sup> The PMA would then monitor online user engagement in tandem with physically visiting the facility.



In growing with the community and the dynamic and ever-changing world of social media, the PMA will instigate practices (while always building on previous phases) to produce well balanced and innovative communications in **Phase 3** through the following:

### Phase 3

| Actions   | Facebook | Twitter | YouTube |
|---|----------|---------|---------|
| Continue to post or repost consistently, building upon phases one and two | ✓        | ✓       |         |
| Continue to respond and dialogue with other platform users                | ✓        | ✓       | ✓       |
| Post according to a content plan or editorial calendar                    | ✓        | ✓       |         |
| Drive traffic to PMA website  | ✓        | ✓       | ✓       |
| Take time to write, shoot, edit, upload, title and tag all videos         |          |         | ✓       |
| Begin filming with a plan, film according to predetermined events         |          |         | ✓       |
| Drive traffic to original content posted on PMA YouTube channel           | ✓        | ✓       | ✓       |

## The Social Media Rule of Thirds

**Phase 3** also requires the PMA social media content coordinators to have achieved a well balanced mixture of social media activity. Social media company Hootsuite proposes a Social Media Rule of Thirds. They suggest that,



By the third Phase of the Social Media Plan, the PMA intends to incorporate this Rule of Thirds into its current set of goals, to ensure a stronger social media presence over time.

| PMA Goals  | Rule of Thirds   |
|--|--|
| (1) Engaging and dialoging with stakeholders and the community<br>(2) Publishing branded content | 1/3 of your social content should be based on personal interactions and build your personal brand.                                     |
| (3) Increasing audience and reach  | 1/3 of your social content promotes your business, converts readers, and generates profit.   |
| (4) Networking and professional development among other museum professionals and organizations   | 1/3 of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses. |

Sharing others' professional content shows that the PMA is confident in its own brand, and it opens up PMA posts to double exposure by connecting PMA content to other online communities or audiences.

In sharing PMA content, both the interests and fields associated with the PMA brand will be developed. Also, by engaging more personally with followers – by commenting on their posts, responding, and having personal interactions (in a virtual sense) – the PMA will appear more personal and inviting to all audiences.

It is important to set standards for measuring the success of each social media initiative therefore the PMA has developed ways of determining success levels in accordance with its goals. The following chart suggests a success the PMA should be seeing and which platforms this success would be relevant for.

| Success Measures   | Facebook          | Twitter           | YouTube           |
|--|-------------------|-------------------|-------------------|
| The quality of the conversation the page/profile/channel is generating – are people engaging?                          | ✓                 | ✓                 | ✓                 |
| Do prompt responses to comments and messages lead to an increase in engagement with followers?                         | ✓                 | ✓                 | ✓                 |
| How many likes/favourites/dislikes, comments/replies, shares/retweets, impressions, or subscribes does a post receive? | ✓                 | ✓                 | ✓                 |
| The number of hashtags used? <sup>3</sup>  | ✓                 | ✓                 |                   |
| Are videos being embedded on other websites or blogs? Links being shared on other platforms?                           |                   |                   | ✓                 |
| Growth – the number of new followers, page likes or YouTube subscriptions as each phase is completed                   | ✓                 | ✓                 | ✓                 |
| Analysis of statistics in tandem with each new social media practice put in place                                      | Facebook Insights | Twitter Analytics | YouTube Analytics |

<sup>3</sup> Shows if PMA taglines or hashtags are attracting attention and generating conversation.

## Social Media Platforms New to the PMA

In the world of social media for business, it is important to do a few things very well, rather than attempt to do a number of things poorly. The PMA understands the current resources it can allow itself to spend on the beneficial and valuable use of social media platforms. Therefore it will continue to spend time and resources on the platforms already mentioned in this Social Media Plan, while looking forward to exciting future considerations such as:



**Instagram** – a photo-sharing platform that would allow the PMA to share its brand's unique point of view.



**Flickr** – a photo-sharing platform that would increase access and visibility for the PMA's digitized archives and collections and add social and cultural value by allowing those collections to become popularized.



**Podcasts** – downloadable digital audio files (typically MP3's) of recorded PMA talks, audio tours or teaching material.



**Digital Volunteering** – an opportunity to outsource volunteer work – such as transcribing documents and archival material, or uploading and labelling images for a Flickr account – to be completed from the volunteer's own home.

**Phase 4** will outline the concrete action plan to put these new forms of social online communication in action for the benefit of PMA institution.

## Phase 4

| <b>Actions</b>   | <b>Instagram</b> | <b>Flickr</b> | <b>Audio Record-ings</b> | <b>Digital Volun-teering</b> |
|--|------------------|---------------|--------------------------|------------------------------|
| Create a single corporate account for the platform   | ✓                | ✓             | ✓                        | ✓                            |
| Designate PMA devices to be used in the capturing and uploading of images, videos and recordings             | ✓                | ✓             | ✓                        |                              |
| Have an articulate staff member commit to gathering information and images/videos to post throughout the day | ✓                |               |                          |                              |
| Capture a personal, behind the scenes dimension of the PMA   | ✓                |               |                          |                              |
| Curate albums of digitized archival material with accurate labels, titles and tags                           | ✓                |               |                          | ✓                            |
| Create original content to be posted (photos, branding, audio files, talks, videos, etc.)                    | ✓                | ✓             | ✓                        |                              |
| Develop original content to be used in accessible online archival research                                   |                  | ✓             | ✓                        | ✓                            |
| Increase community involvement through new interactive opportunities (physical and online)                   | ✓                | ✓             | ✓                        | ✓                            |
| Increase accessibility for digital PMA content   |                  | ✓             | ✓                        | ✓                            |
| Monitor emerging social media channels and trends for future implementation                                  |                  |               |                          |                              |

## More Benefits of Social Media:

### *Accessibility, Archives, Sustainability*



While the goals of the PMA reflect the obvious benefits and purposes of social media, there are other benefits to consider as well. The increase of PMA content on the internet and as a top result in search engines will allow for further accessibility to the PMA's collections, archives, resources and activities. With a large number of archival images already digitized there is great opportunity to expand accessibility to PMA collections through photo-sharing platforms such as Instagram and Flickr.



Not only does the use of these platforms address the growing interest and need for access to digital archives, it also addresses the notion of archiving itself. While hard copies of posters, ads and publications have been kept and recorded, a great benefit of the internet is the automatic archiving of all posts, dialogues, images and analytics for an indefinite amount of time. This allows PMA staff to go back to a Facebook album from 3 summers ago, or return to a YouTube video that had received positive comments, and view those archives in an instant.



Finally it is important to note that social media addresses sustainability in advertising in a way never before seen. To achieve the same amount of free advertising and audience reach through paper advertisements would be expensive and would require a far greater amount of paper and ink to produce the same results. The use of free and organic reach on social media platforms – networks that are increasingly more engaged with than paper newspapers and flyers - is sustainable for both the environment and for the PMA's budget.

## Enriching the PMA

The PMA considers museums as a means to an end, and not an end in themselves. Externally oriented vision statements, outreach, interactions with groups and audiences, and learning helps to concentrate a museum's attention on where its work needs to be done for the public good. Looking to PMA collections and archives, staff, abilities and resources, helps the PMA to acknowledge its strengths and weaknesses and how to change for the future.

The increased, proper, and smart use of social media will strengthen, enhance and expand the already existing give and take between the PMA and the Peterborough community. In tandem with traditional communications, use of online communications and social media platforms will allow the PMA to engage with more diverse audiences of all ages and cultural groups. Finally, the use of online analytic tools such as Facebook insights and Twitter analytics will allow for detailed monitoring of the efforts of advertising, posts and driving traffic back to the PMA website, which holds the majority of information on the PMA.



## Appendices

The City of Peterborough Social Media Policy #0031 (2013-07-17) and Social Media Procedure #0031-P01 (2013-07-13) supersede all social media policies and practices at the PMA.

*Approved:*    *Approval* \_\_\_\_\_