TEXAS HISTORICAL COMMISSION

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# Social Media Best Practices for the History-Focused Organization

**Welcome!**

**The webinar will begin at 10:00 a.m. CT.**

**While you wait:**

1. Download PDF of the webinar slides under the “Handouts” tab of your control bar.

2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

*Viewpoints shared and information developed and distributed by other organizations and presenters do not necessarily reflect the views of the Texas Historical Commission and its staff.*

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# Museum Services

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

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# Museum Services

www.thc.texas.gov/museum-services

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

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# Museum Services


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# Upcoming Free Museum Services Webinars

www.thc.texas.gov/museumwebinars

- Elegant Authenticity: Implementing and Interpreting Historic Landscaping
  - Wednesday, March 1, 10:00 a.m. CT
- Developing a Facility Security Plan
  - Tuesday, March 21, 10:00 a.m. CT
- How to Keep All Those Donor Your Museum Worked So Hard to Get
  - Thursday, May 18, 10:00 a.m. CT

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# Upcoming Free Webinars from Other Orgs

www.thc.texas.gov/museumconnections

- *How to Measure Museum Social Impact*, February 23, 11:00 a.m. CT, American Alliance of Museums
- *Monthly Giving: Your Nonprofit Sustainability Plan*, February 23, 12:00 p.m. CT, Productive Fundraising
- *Historic Preservation Advocacy in the 118th Congress*, February 23, 2:00 p.m. CT, PLF
- *Impact-Based Planning with Intentionality*, February 23, 2:00 p.m. CT, Museum Association of Waco
- *Event Preparedness: Active Shooter and Hostile Activities at Your Venue*, February 28, 1:00 p.m. CT, Lyrasis
- *The Art of Time: Documenting History through Native Art*, February 28, 9:00 p.m. CT, Humanities Washington
- *Budgeting for Collections Care*, March 1, 11:00 a.m. CT, Conservation Center for Art and Historic Artifact
- *Leveraging Community Assets to Enhance Your Nonprofit's Impact*, March 2, 1:00 p.m. CT, Candid
- *Nonprofit Museum Management*, March 3, 2:00 p.m. CT, Texas Association of Museums
- *How Access Influences Preservation in Museum Libraries and Archives*, March 9, 1:00 p.m. CT, NEMA
- *Exhibiting Photographs*, March 21, 12:00 p.m. CT, Connecting to Collections Care
- *Create a Future Through Careers in Historic Preservation*, March 22, 2:00 p.m. CT, ACHP
- *Newsletters: Multichannel Impact Reporting for the Modern Era*, March 29, 12:00 p.m. CT, Productive Fundraising

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# Cait Johnson and Danielle Brissette

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# SOCIAL MEDIA BEST PRACTICES FOR THE HISTORY-FOCUSED ORGANIZATION


CAIT JOHNSON

San Jacinto Battleground
State Historic Site

DANIELLE BRISSETTE

Magoffin Home
State Historic Site

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# WHAT YOU WILL LEARN TODAY

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# THE TRADITIONAL VIEW OF SOCIAL MEDIA

- Easy, can be done by an intern or volunteer
- Posts should be short and simple
- The point is promotion

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# OUR VIEW OF SOCIAL MEDIA

Social media platforms are tools that can be used to create true conversations and public engagement, thereby building a deeper understanding of history and a relationship between your institution and the public.

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# SOCIAL MEDIA IS AT ITS BEST PRACTICE WHEN

- It is core to the institution's mission:
  - Education
  - Preservation
  - Sharing
- Social media is more than a promotion.
- A welcoming institutional voice has been crafted and maintained.
- It is integrated into your entire institution and reflects your entire scope of activity.

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# STRATEGIES

- Aim for posting daily.
- Speak about specific, real historical events, places, people, and stories.
  - *Real Places, Telling Real Stories*
- Be factual, correct, and cite your sources.
- Focus on your mission.
- Link your social media accounts together.
- Pre-schedule your postings.

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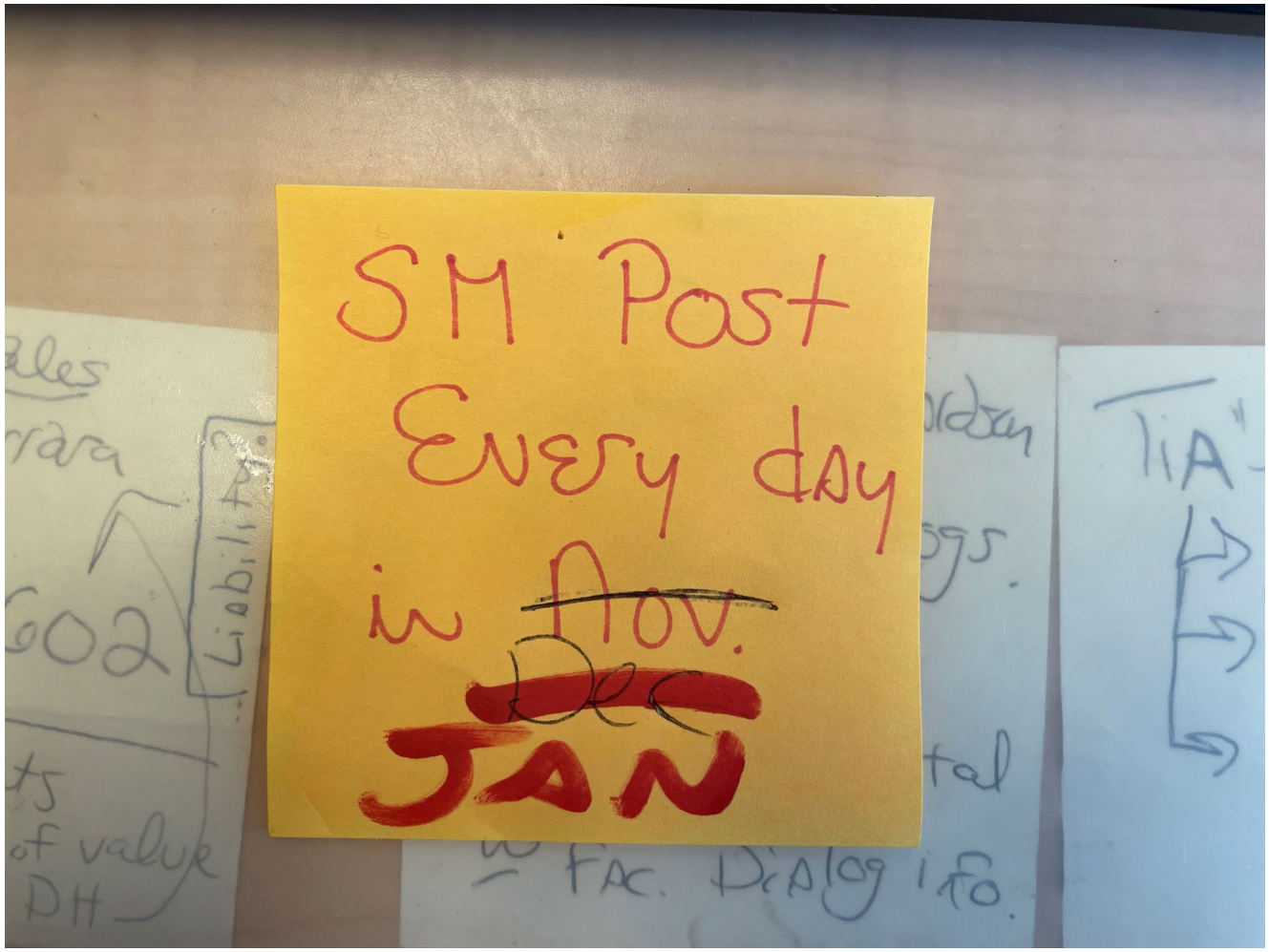

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# BUILDING A SOCIAL MEDIA CALENDAR

- Start the month ahead
- Try to schedule a day or block of hours to focus
- Have on-hand your:
  - Upcoming event description and dates
  - Relevant images and photos
  - Links

MARCH 2023

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|
| | | 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 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |
| | | | | | | |

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# BUILDING A SOCIAL MEDIA CALENDAR

## My process:

- Start with date specific posts
  - Historic dates, #OTD
  - Special event/programming
- Then day of the week posts
  - #ThrowBackThursday
  - #ThankfulThursday
  - #WhatIsItWednesday

## MARCH 2023

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|
| | | 1 This month's programs | 2 Texas Independence Day | 3 | 4 #On This Day | 5 Cooking Class Pictures from 3/4 |
| 6 | 7 Promote Yoga & How El Paso Works | 8 International Women's Day | 9 #Throwback | 10 | 11 Promote Yoga & How El Paso Works | 12 |
| 13 Promote Lunch Lecture, Make A Thing, & Cocoa Crawl | 14 | 15 Lunch Lecture | 16 #Thankful Thursday | 17 #On ThisDay | 18 | 19 Pics from Cocoa Crawl |
| 20 | 21 | 22 Promote Yoga | 23 #Throwback | 24 Col. Joseph Glasgow Deathday | 25 | 26 |
| 27 #On ThisDay | 28 | 29 Collections Spotlight: What is it Wednesday | 30 #Throwback | 31 | | |
| | | | | | | |

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# BUILDING A SOCIAL MEDIA CALENDAR

- Regular Posts
  - Volunteer shoutout
  - Museum store & retail
  - Archival
  - Museum work, behind the scenes
  - Evergreen posts
- Fluff
  - Glamour shots
  - Online reviews
  - Links

## MARCH 2023

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|
| | | 1 This month's programs | 2 Texas Independence Day | 3 Glamour Shot | 4 #On This Day | 5 Cooking Class Pictures from 3/4 |
| 6 Volunteer Shoutout & Appeal | 7 Promote Yoga & How El Paso Works | 8 International Women's Day | 9 #Throwback | 10 Evergreen: Architecture | 11 Promote Yoga & How El Paso Works | 12 Archive Dive |
| 13 Promote Lunch Lecture, Make A Thing, & Cocoa Crawl | 14 Link to Blog Post | 15 Lunch Lecture | 16 #Thankful Thursday | 17 #On ThisDay | 18 Evergreen: Magoffin Historic District | 19 Pics from Cocoa Crawl |
| 20 Archive Dive | 21 Evergreen: Landscape | 22 Promote Yoga | 23 #Throwback | 24 Col. Joseph Glasgow Deathday | 25 Behind the Scenes Post | 26 Museum Store |
| 27 #On ThisDay | 28 Online Review | 29 Collections Spotlight: What is it Wednesday | 30 #Throwback | 31 | | |
| | | | | | | |

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# PLANNING FOR FUTURE POSTS

- Folder of social media photographs
- Word document of written content
- Spreadsheet of #OnThisDay

| Year | Mont | Day | Event | References | Posted in 202 |
|---|---|---|---|---|---|
| 1985 | March | 24 | On March 24, 1985, Col. Joseph Magoffin Glasgow, the first son of Josephine and William Glasgow, died in El Paso, Texas. He is buried at Fort Bliss National Cemetery. | | No |
| 1460 | March | 27 | "On the 27th day of March in the year 1460 Jean Barbet, called of Lyon, made this angel" reads the inscription on the Angel's wings. | Frick Collection, NYC | |
| 1864 | March | 1 | On this date, March 1, 1864, Joseph Magoffin married Octavia MacGreal in Houston, Texas. | | |
| 1926 | March | 8 | Annette Magoffin Dwyer death date March 8, 1926 | | |
| | March | | | | |

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# PLANNING FOR FUTURE POSTS

## September 2023

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|---|---|---|---|---|
| 28 | 29 | 30 | 31 | 1<br>OTD: San Felipe indicent | 2<br>September events | 3 |
| 4 | 5<br>OTD: Houston elected first president | 6 | 7 | 8<br>site tours | 9<br>Google Review (in folder) | 10 |
| 11 | 12 | 13<br>Lecture promo | 14 | 15<br>app - Hispanic Heritage Month (Morales, see Santos) | 16<br>Texas Navy Day | 17<br>OTD: Cos leaves Matamoros |
| 18 | 19 | 20 | 21 | 22 | 23<br>Lecture promo | 24 |
| 25 | 26 | 27 | 28 | 29<br>Lecture promo | 30 | 1 |
| 2 | 3 | *Notes*<br>FB & IG<br>FB Only<br>IG Only | Deaf Appreciation Month - Deaf Smith, Moses Austin Bryan account p.11 - 12, 20; Smith's prank on 21, Alsbury letter; account on his way to Goliad, Kuykendall No. 7, p. 57<br>Texas Navy Day (info in manilla file folder)<br>HHM - Navarro (pic in texas state cemetery folder)<br>sundial; reflection pool; Morales uniform; Hispanic Heritage month spotlight | | | |

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# QUALITY OVER QUANTITY

The *quality* of your content is more than important than the *quantity* of your content.

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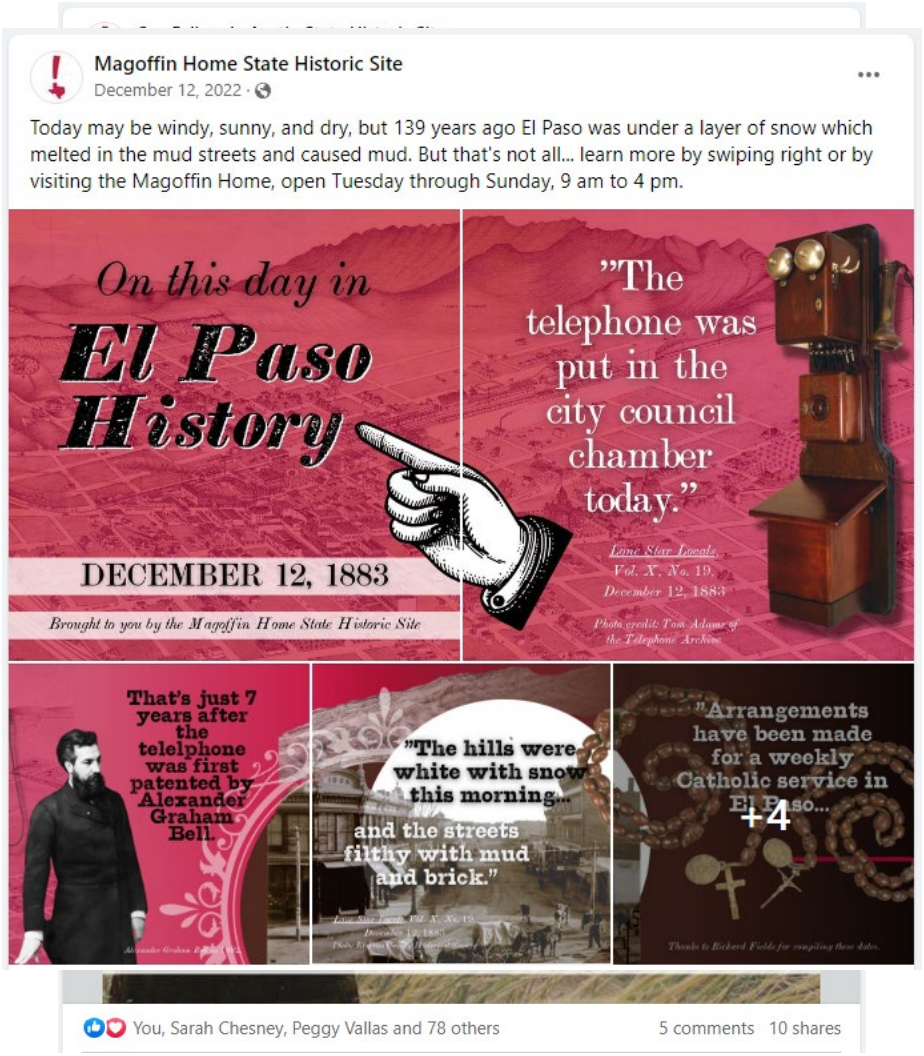
# HISTORICAL POSTS

- Share your history and do it in depth.
- Have faith that the people who follow a historic institution on social media are actively interested in learning about the history of that place.
- Doesn't have to be major events.
- Create an impression of what life was like.
- Focus on details that get left out of exhibit labels and broader overviews.



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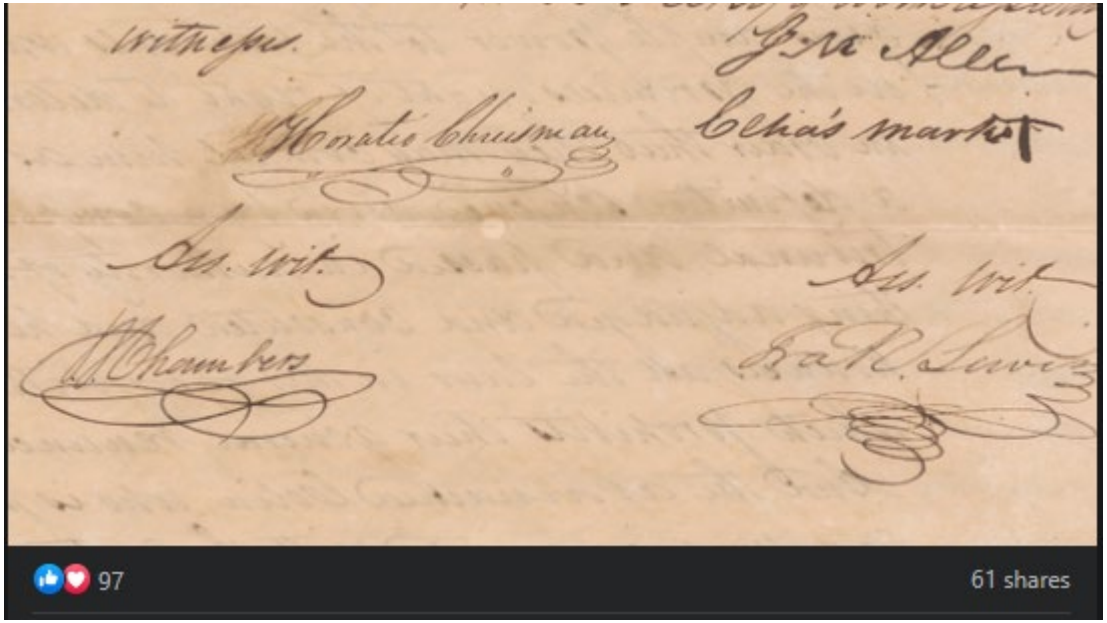
# DEEPER DISCUSSIONS

**San Felipe de Austin State Historic Site**
22 March 2021 ·

Some things just have to be shared in full. #OnThisDay in 1832, Celia Allen and her children held hands with John Allen, whom had enslaved the family for some years. John Allen broke the handhold and with that motion, and the signing of a contract, freed Celia and her children from slavery. The text of this contract is below, and quite moving to read. The original contract is preserved today at Cornell University and available to view here:
https://digital.library.cornell.edu/catalog/ss:21813421

"In the town of San Felipe de Austin, on the twenty second day of March, in the year one thousand eight hundred and thirty two, appeared before me, Horatio Chriesman, first Alcalde of the Municipality of Austin and instrumental witness in addition to those of my assistance, with whom I act for want of a public clerk, the citizen John .M Allen, a resident settler of this colony, whom I certify I know, and declared that for the faithful services of his negro slave Celia, and her long tried fidelity, and assiduous and tender care of his person and interests, moved by his spontaneous will, and informed and instructed in his rights, in the best form the law permits he raises, quits, renounces and abdicates totally all right, property, and dominion whatsoever which he has had and has in the person, labor and services of the above named Celia and the issue of her body: to wit her son Henry, aged about six years, her daughter Dollyann, aged about four years, her son Rankin aged about three years, and her son Yarboro aged about one year and a half, in consequence of which, he confers upon her, and them, the most ample, efficacious and irrevocable power, by and for themselves, and for this own proper use, utility, profit and advantage, to employ themselves in labor, commerce, trade, or whatever thing may seem most fit to them; to contract, to appear in judgement administer by herself, or agents, the property she may acquire; to use it and dispose of it according to her pleasure, by contract or testament, freely according to the law of this Republic; without any dependence whatever upon, or the intervention in any wise of the part liberating to form all necessary instruments of writing; to demand judicially what may belong to her; and generally to do whatever a freeman might lawfully do. For which end he, the said Celia and her children the issue of her body, do by the present henceforward forever, emancipate, manumit, and set free; and does desist, quit, renounce and separate himself absolutely from all right, which as master and owner he had or might have over their persons and to their labor and services; and he grants concedes and transfers it to the said Celia and her issue, and being necessary he makes them a pure, perfect and irrevocable donation of the same, in sanity with insinuation, and all necessary legal solemnities; and for all of which, he prays me to interpose my official approbation and authority to give the act the greatest possible solemnity, firmness, and validity and in taken of true and perpetual emancipation, he took the aforenamed Celia and her children by the hand, and separated them from him, and emancipated them in my presence. And he binds himself never to revoke nor reclaim this manumission, unless in the case of the ingratitude of the said Celia and her said children, and if he should at any time reclaim this emancipation, he wishes not to be heard neither judicially nor extrajudicially and he gives ample power to the tribunals which in the premises ought of right to determine, in order that they may compel him, as if by a definitive sentence given by a competent tribunal and passed in authority of the thing adjudged and consented, and he renounces all the laws in his favor, with that which prohibits their general renunciation. And the above named Celia who is present and made acquainted with the contents of this instrument, for herself and her children, who are under the age of seven years, says that she accepts the emancipation which it contains, to use it, and that she duly appreciates the boon which her master makes to her and her children, for which she pays him tribute of the most grateful thanks. In testimony whereof the said Allen signs this with me and the said Celia for herself and children not knowing how to write makes her mark, being witness Henry Cheves and John H. Alcorn present, and settlers of this municipality. And I the above named judge approved of this emancipation, admit... with the necessary solemnity the donation which it includes, for all of which I interposed my authority and judicial decree, and order that the copies and testimonies which they may require be given to the parties interested. Which I certify with the assisting witnesses."




- 815 words
  - 78 for caption
  - 737 of original 200 year old legal document

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# HISTORICAL IMAGES

- Post historic photos from your collection.
- Shows how things use to be or how they have changed over time.
- Point out details people might not otherwise notice.
- #TBT
- #ThrowbackThursday
- #FlashbackFriday

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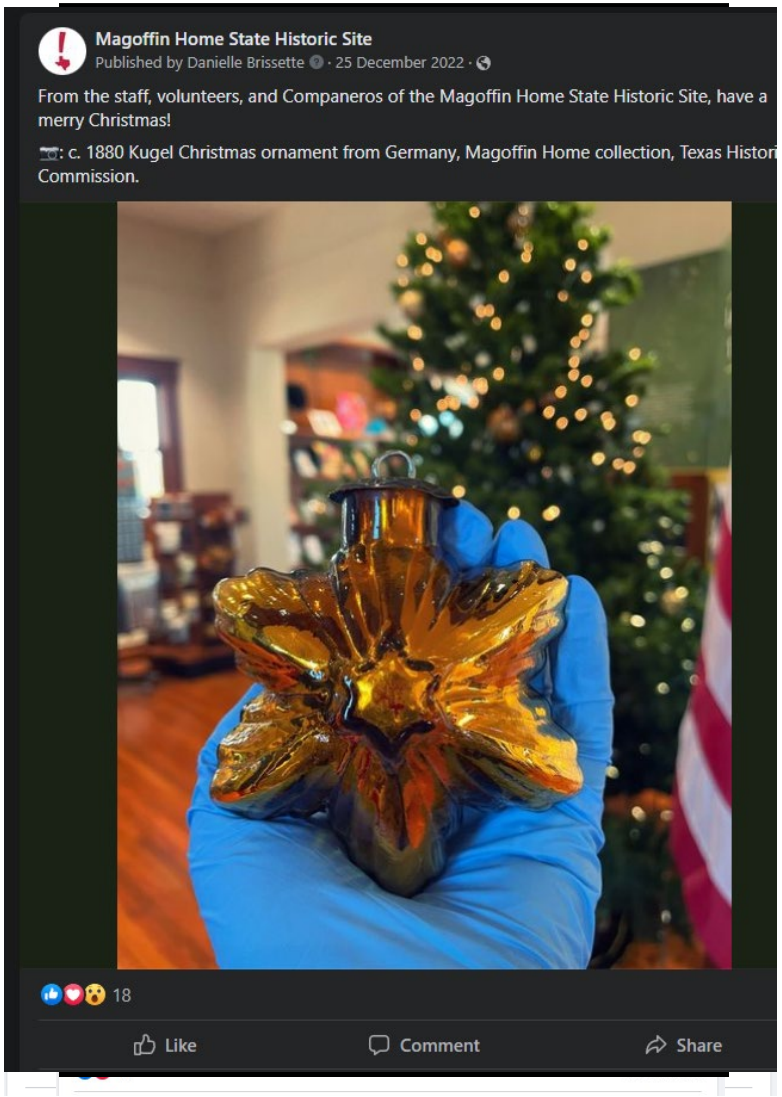
# HOLIDAYS (MADE UP & REAL)

- Hashtag holidays great excuse to talk about a related portion of your history.
- Uses pre-exiting hashtags and promotions.
- Birthdays are a great reason to mention a person associated with your history.
- Are their images or items in your collection that related to current holidays?



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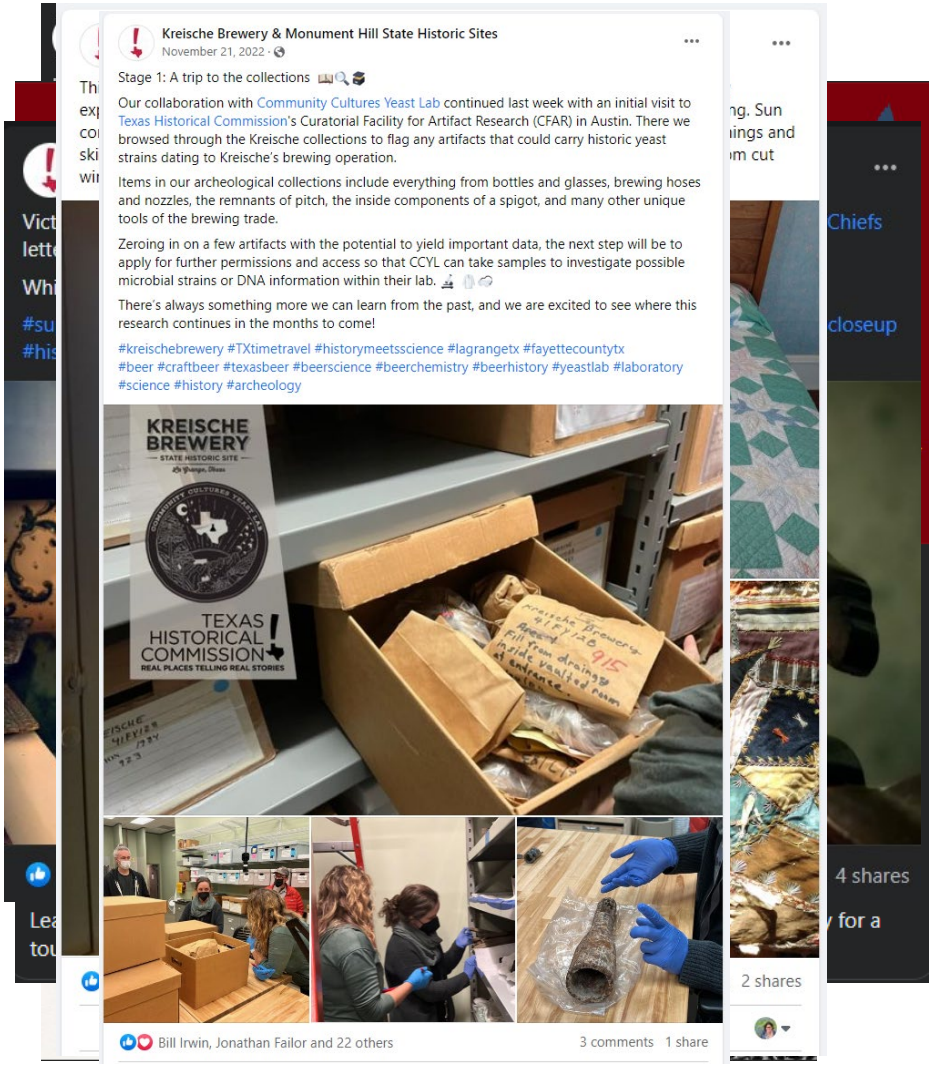
# COLLECTIONS FOCUSED

- Great way to show off items from your collection, especially things that aren't on display.
- It's a chance to go into more detail about what makes an artifact unique.
- Talk about preservation and storage.
- #MuseumMonday
- #WhatIsItWednesday



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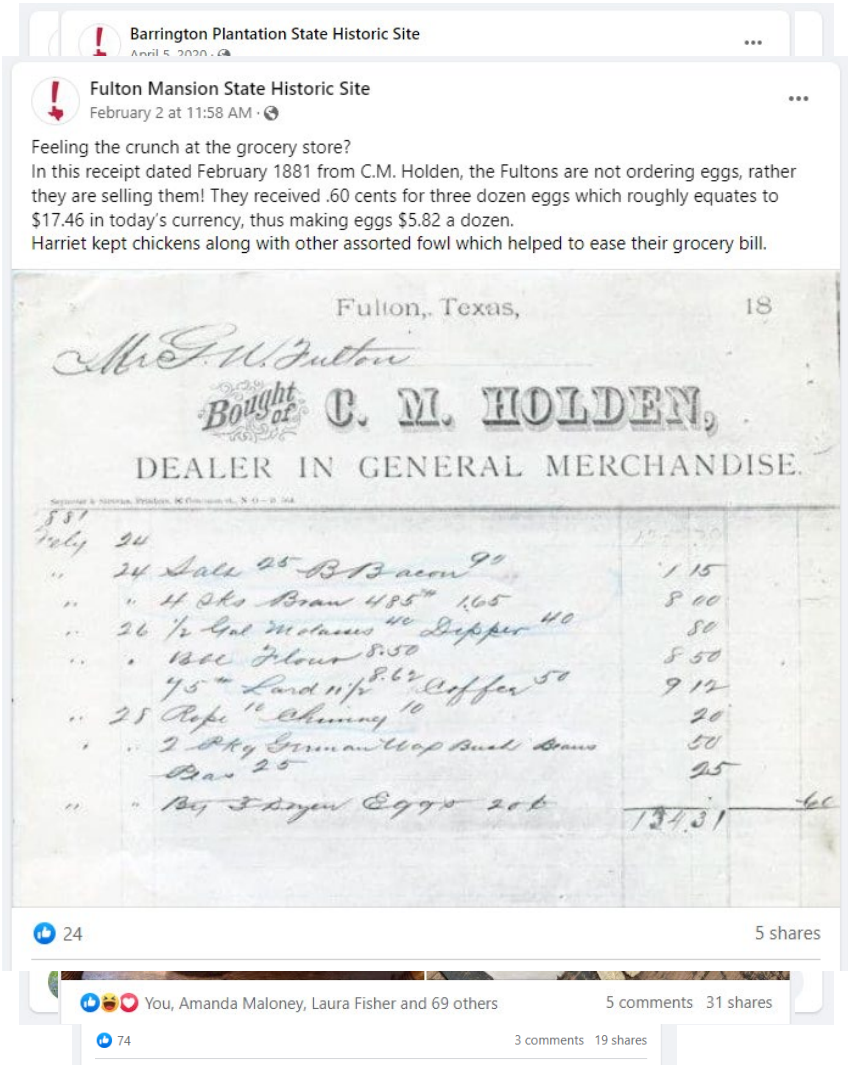
# CURRENT EVENTS

- Can you make your institution's history relevant to current events?
- Can be serious or lighter.
- You can reference memes but know your audience.
- It's a way to react quickly to what is happening.



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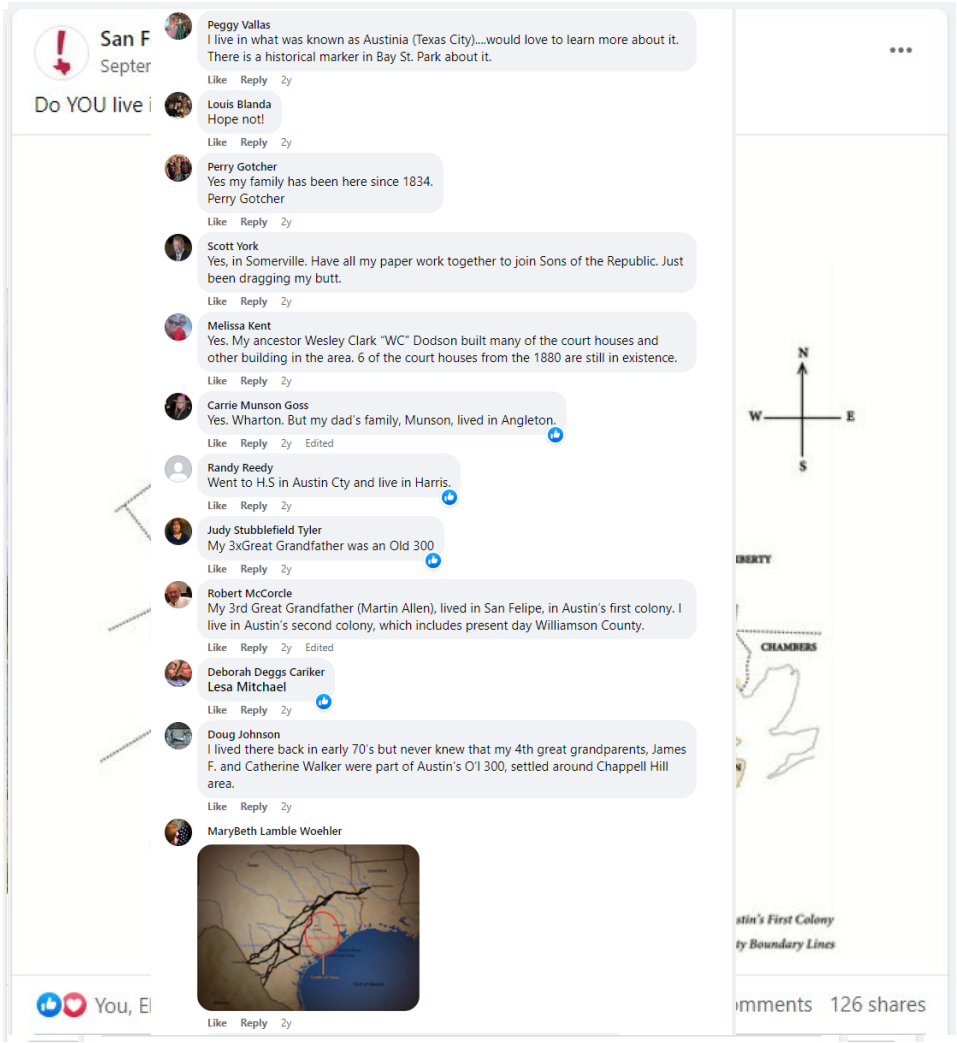
# ENCOURAGE ENGAGMENT

- Encourage engagement with your audience.
- Ask questions and give prompts.
- Both helps build community and increases viewership.



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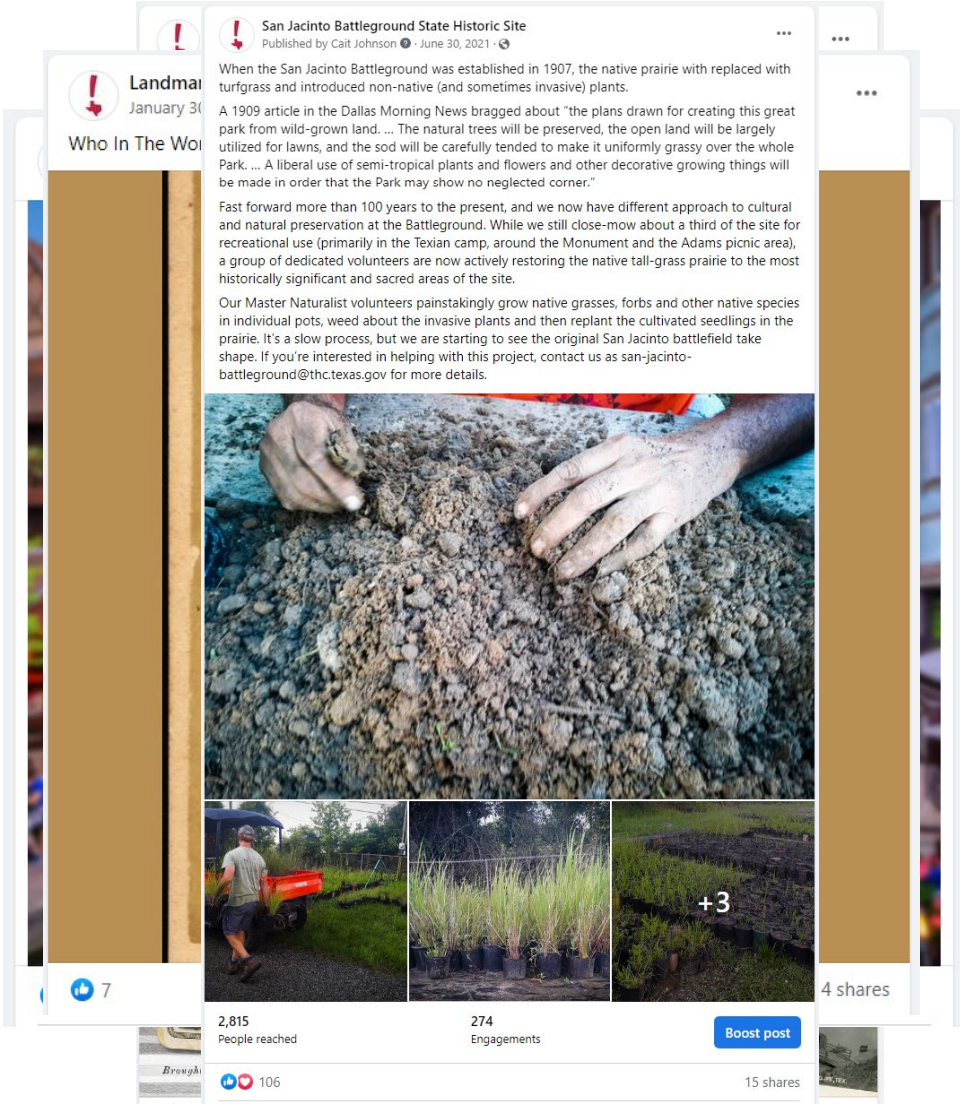
# CALL TO ACTION

- Social media can be a way to reach out to your audience and inspire them to do something.
- Donations, volunteers, spreading the word, etc.



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# WHAT ARE YOU DOING

- Social media is a great way to let people know what is happening at your museum/site.
- Both public events and general updates.

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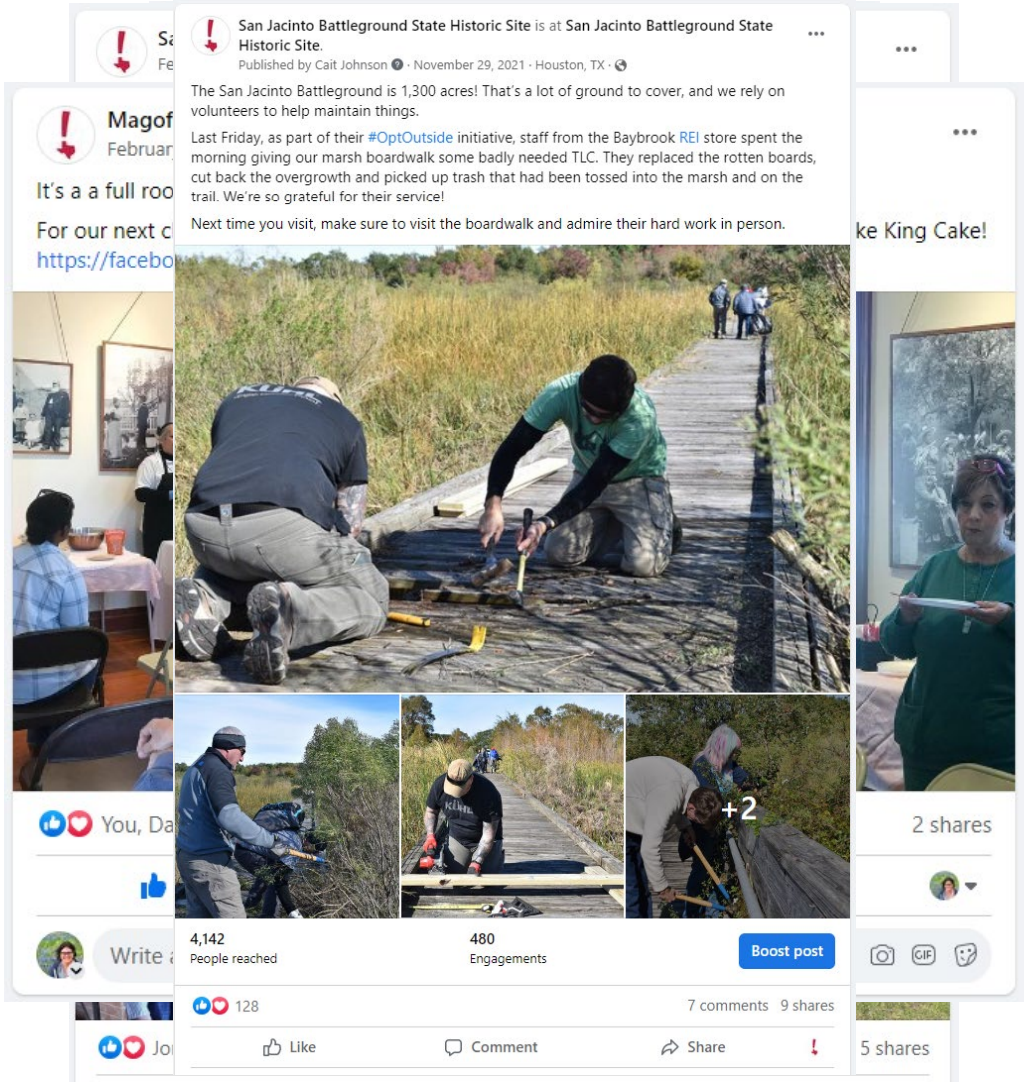
# WHAT HAVE YOU DONE

- Post about things you've done recently.
- Post about active programs.
- Show people what they missed and give them a reason to follow you in the future.
- Advertise future events.
- Build partnerships.



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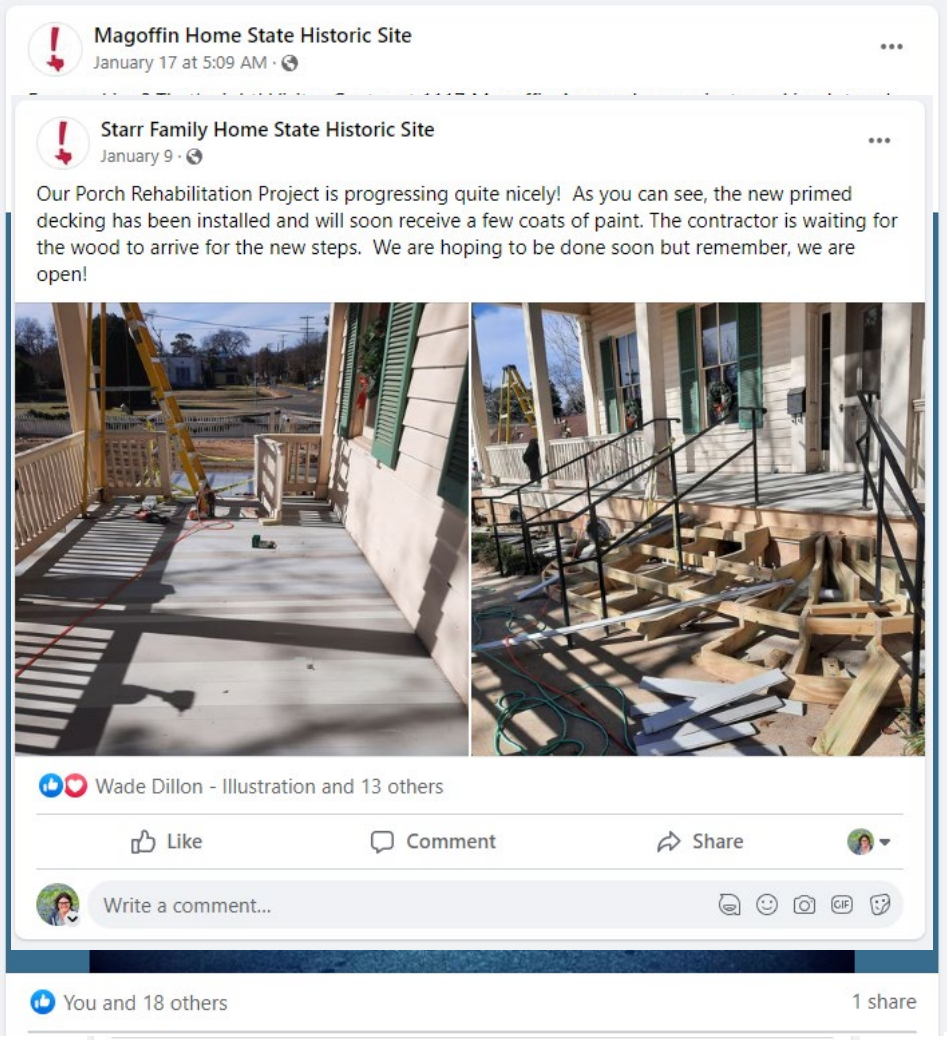
# THINGS PEOPLE CAN DO

- How can people use your institution?
- What else is there to do besides exhibits and programs?
- Target specific groups: families, senior groups, etc.
- Encourage new visitors who might be unsure if they should visit.



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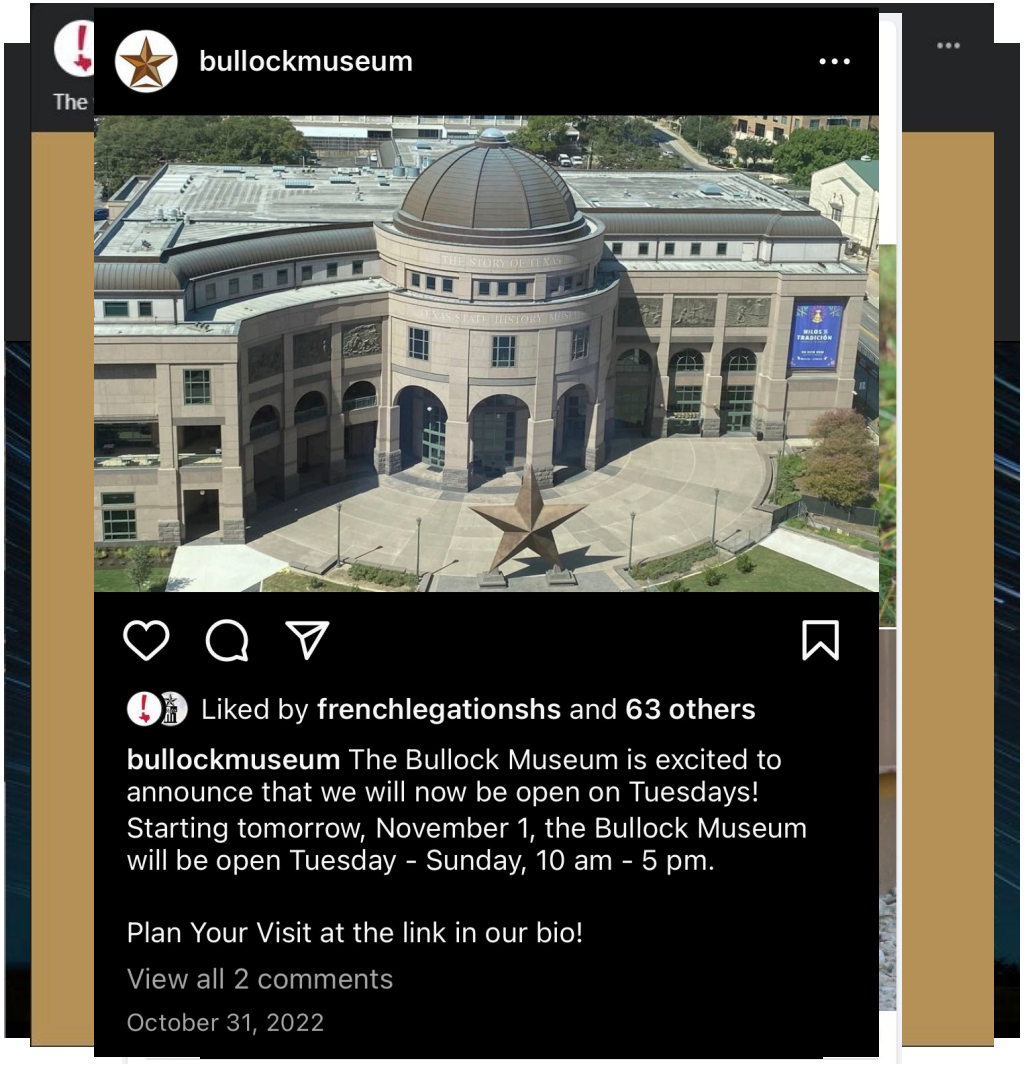
# GLAMOR SHOTS

- Show off how beautiful your institution is.
- Easier at some places than others, and that's okay.
- Showcase nature, wildlife, sunrise, etc.
- Glamor shots can be of the inside too.
- The public responds better to posts with images, so a glamor shot can be used on a post that is about general information.



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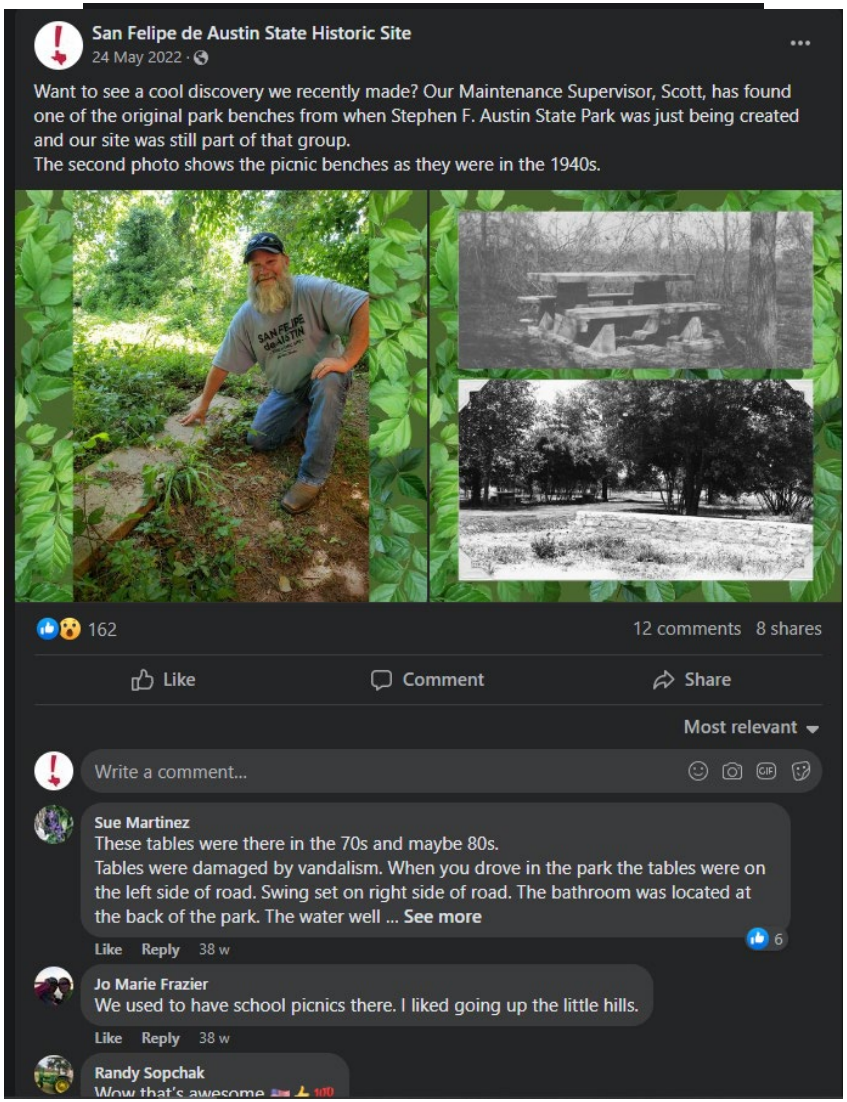
# EVERYTHING IS CONTENT

- Use your socials to show ALL the work you do.
- Important to get your entire staff on board.
- #MuseumLife
- #MuseumWork



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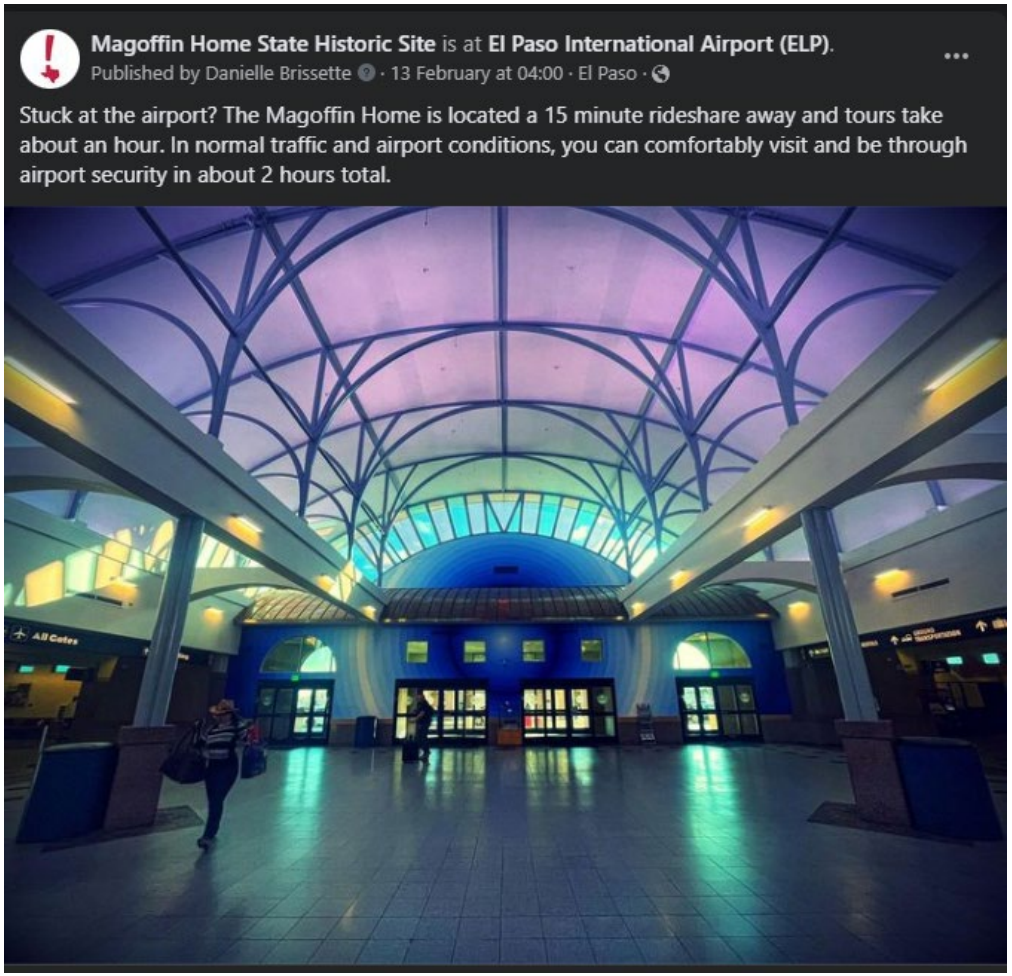
# EVERGREEN CONTENT

- Some content is date specific, but other material can be posted at any time.
- Don't be too tied to the schedule you've created.
- Roll with the punches and reschedule evergreen content if something else comes up.



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# WORK SMARTER NOT HARDER

Doing social media well is a lot of work, so work smarter, not harder.

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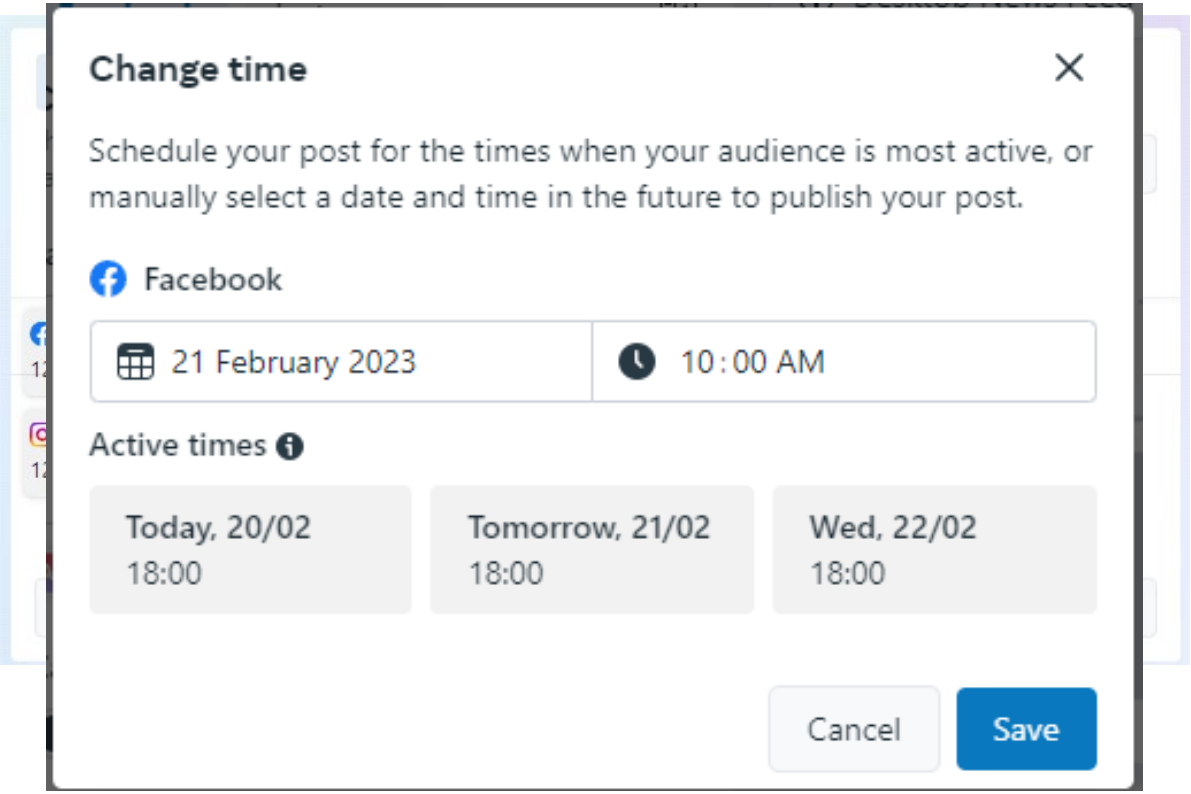
# SCHEDULE YOUR SOCIAL MEDIA

https://business.facebook.com/



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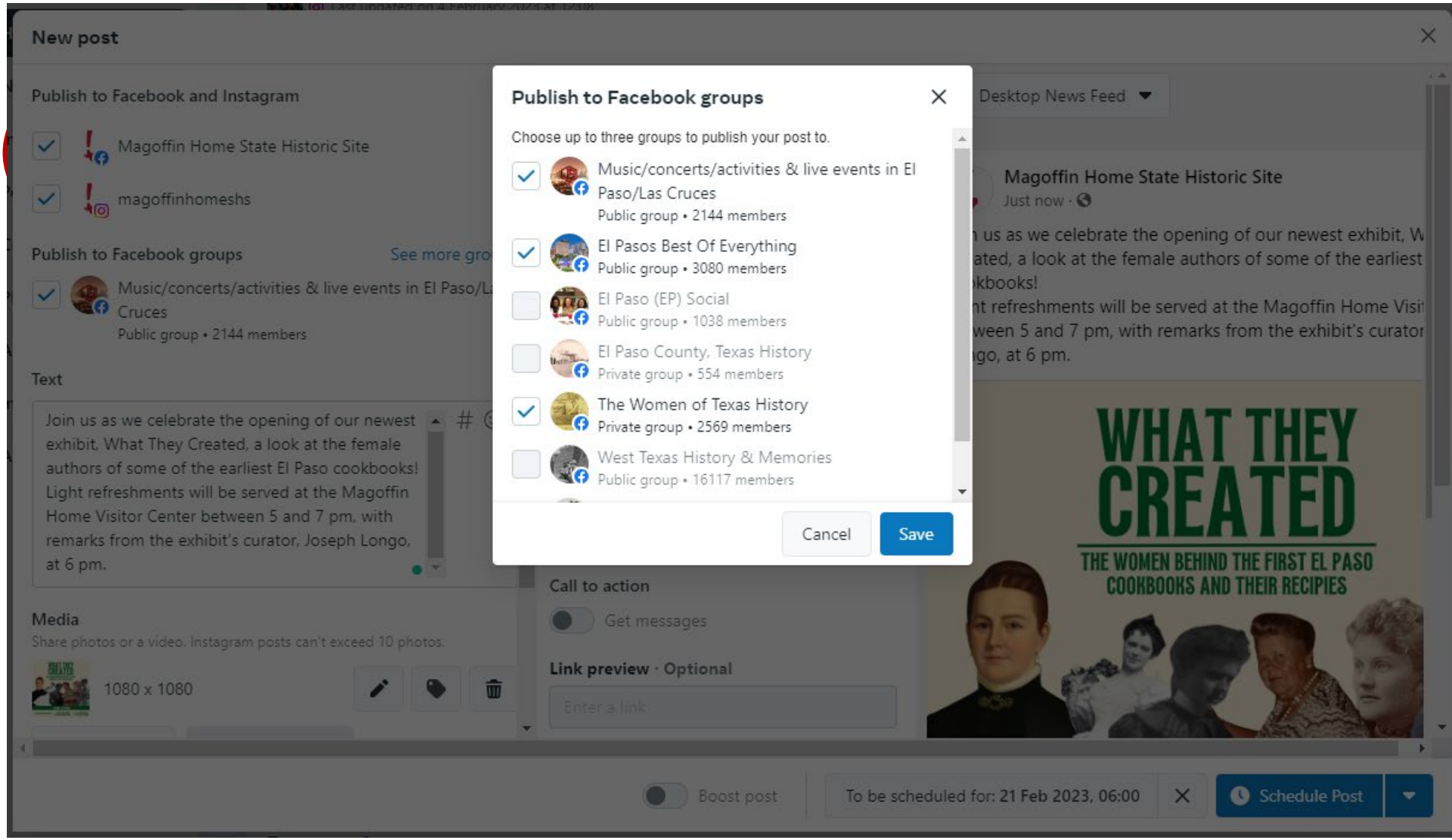
# SHARING IS CARING



# Planner

Plan your marketing calendar by creating, scheduling and managing your content.

Create Ad | Create

Week | Month | Today | February 2023 | Content type: All | Shared to: All

| Sun 19 | Mon 20 | Tues 21 | Wed 22 | Thurs 23 | Fri 24 | Sat 25 |
|---|---|---|---|---|---|---|
| | President's... | | | | | |
| 12:36 | 08:33 | 04:21 | 05:59 | Schedule a post or a story. Save time by scheduling ahead. Schedule | | |
| 19 2 | 15 | | | | | |
| 12:36 | 08:33 | 04:21 | 05:59 | | | |
| 7 | 3 | | | | | |
| | 10:33 | 04:21 | | | | |
| | 10:40 | 06:00 | | | | |
| | | 06:00 | | | | |

Moments | Drafts

## Moments

See How It Works

### Feb 2023

1 upcoming moment

Mon, 20 Feb

**President's Day**

4 posts · 0 stories

+ 1

See Templates

### Mar 2023

4 upcoming moments

Wed, 8 Mar

**Holi**

Take a few minutes to schedule a post or story

Schedule

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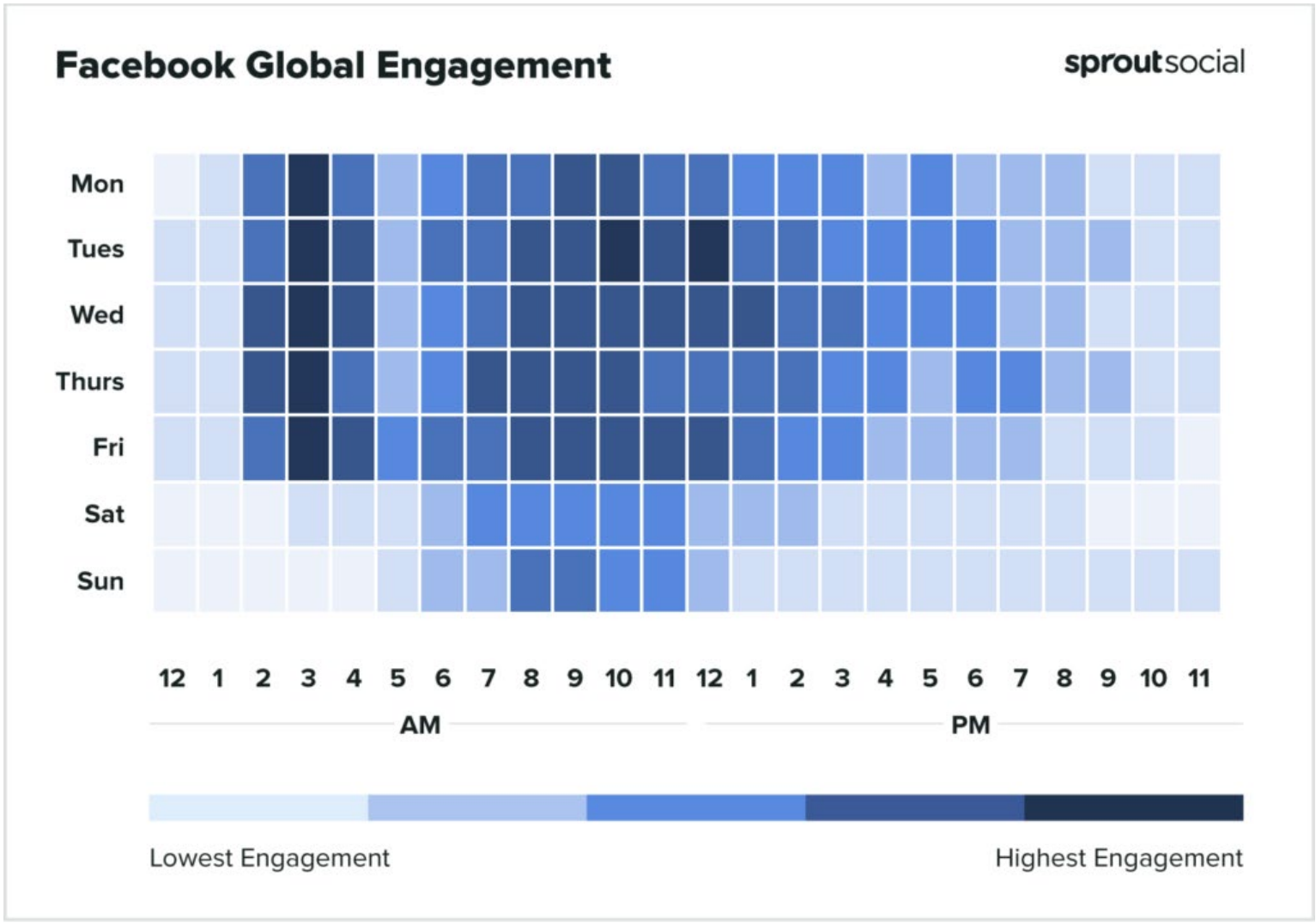
# SCHEDULE YOUR SOCIAL MEDIA




2022

TEXAS HISTORICAL COMMISSION
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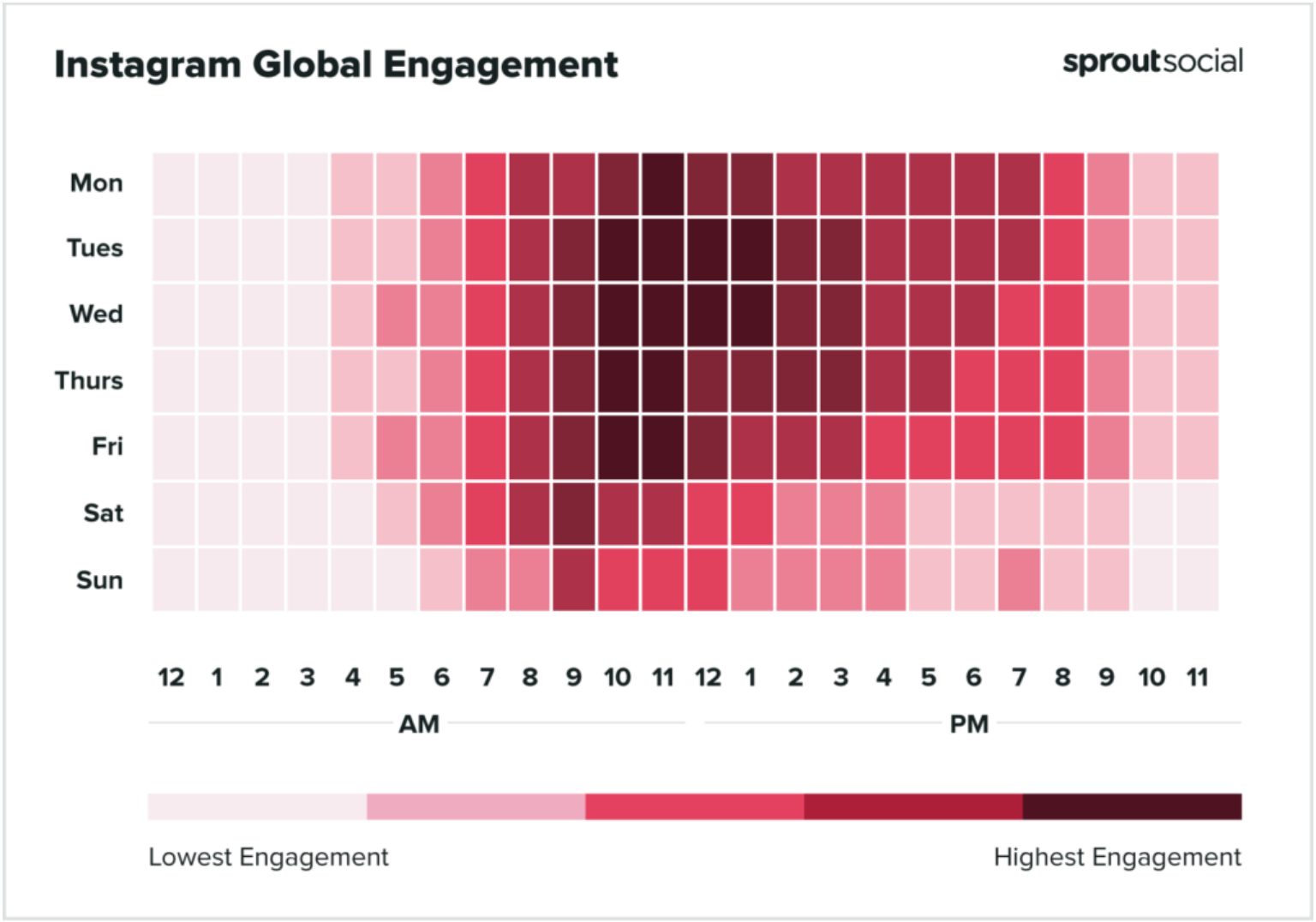
# SCHEDULE YOUR SOCIAL MEDIA




2022

TEXAS HISTORICAL COMMISSION
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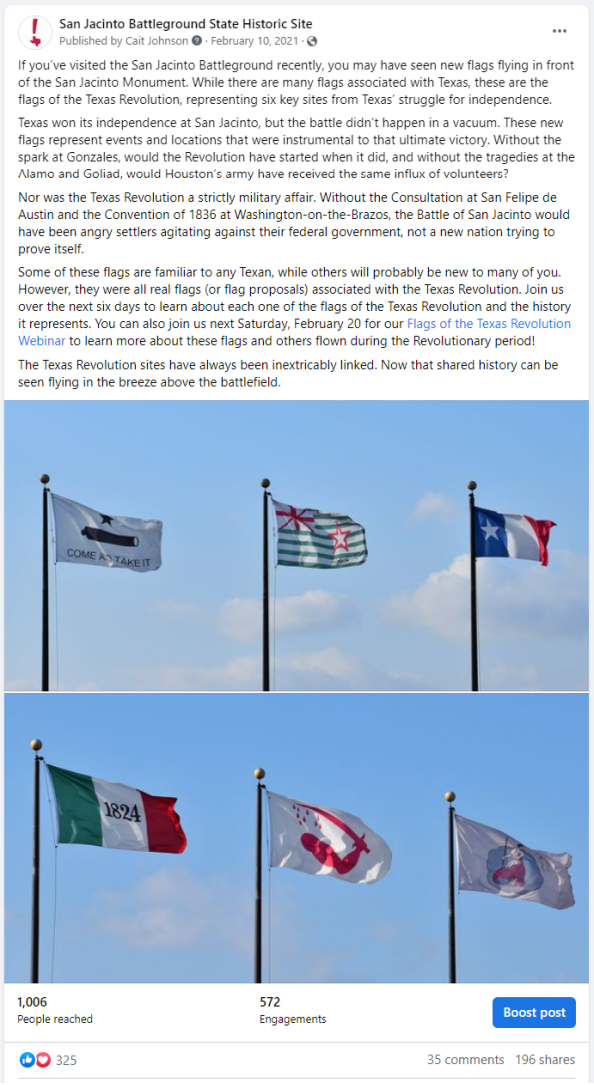
# SCHEDULE YOUR SOCIAL MEDIA

- Find a time to post that works with your schedule.
- Monitor posts throughout the day.
  - If your social media is a conversation with the public, answering comments is a way of keeping the conversation going.
  - Quickly responding to comments will boost engagement.
- Don't post controversial topics on your weekend.



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# IT'S OK TO REPEAT YOURSELF

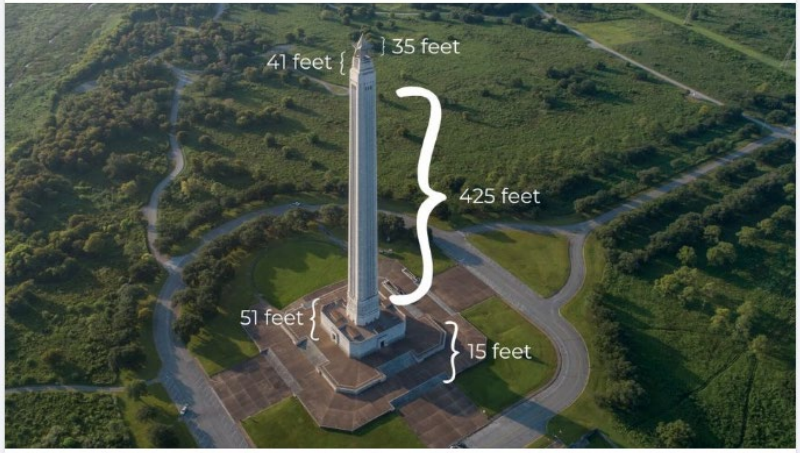
Repeating content on the same platform is ok.

San Jacinto Battleground State Historic Site
Published by Cait Johnson · July 21, 2020 ·

The San Jacinto Monument is 567 feet tall which, of course, makes it 12 feet taller than the Washington Monument. Here's the breakdown of that height:

Lower Terrace - 6 ft
Upper Terrace - 9 ft
Base - 51 ft
Column - 425 ft
Area above the Observation Deck - 41 ft
Star - 35 ft

Everything's bigger in Texas!




| 141 | 323 | – | Boost post |
|---|---|---|---|
| People reached | Engagements | Distribution score | |

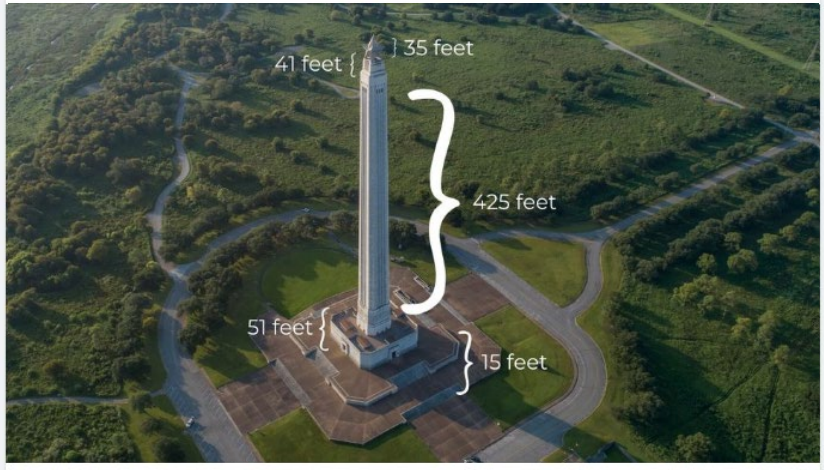
250 4 comments 69 shares

San Jacinto Battleground State Historic Site
Published by Cait Johnson · July 20, 2021 ·

The San Jacinto Monument is tall, we've established that. Here's the breakdown of that height:

Lower Terrace - 6 ft
Upper Terrace - 9 ft
Base - 51 ft
Column - 425 ft
Area above the Observation Deck - 41 ft
Star - 35 ft

Everything's bigger in Texas!




| 7,180 | 483 | ↑ +8.1x higher | Boost post |
|---|---|---|---|
| People reached | Engagements | Distribution score | |

168 1 comment 43 shares

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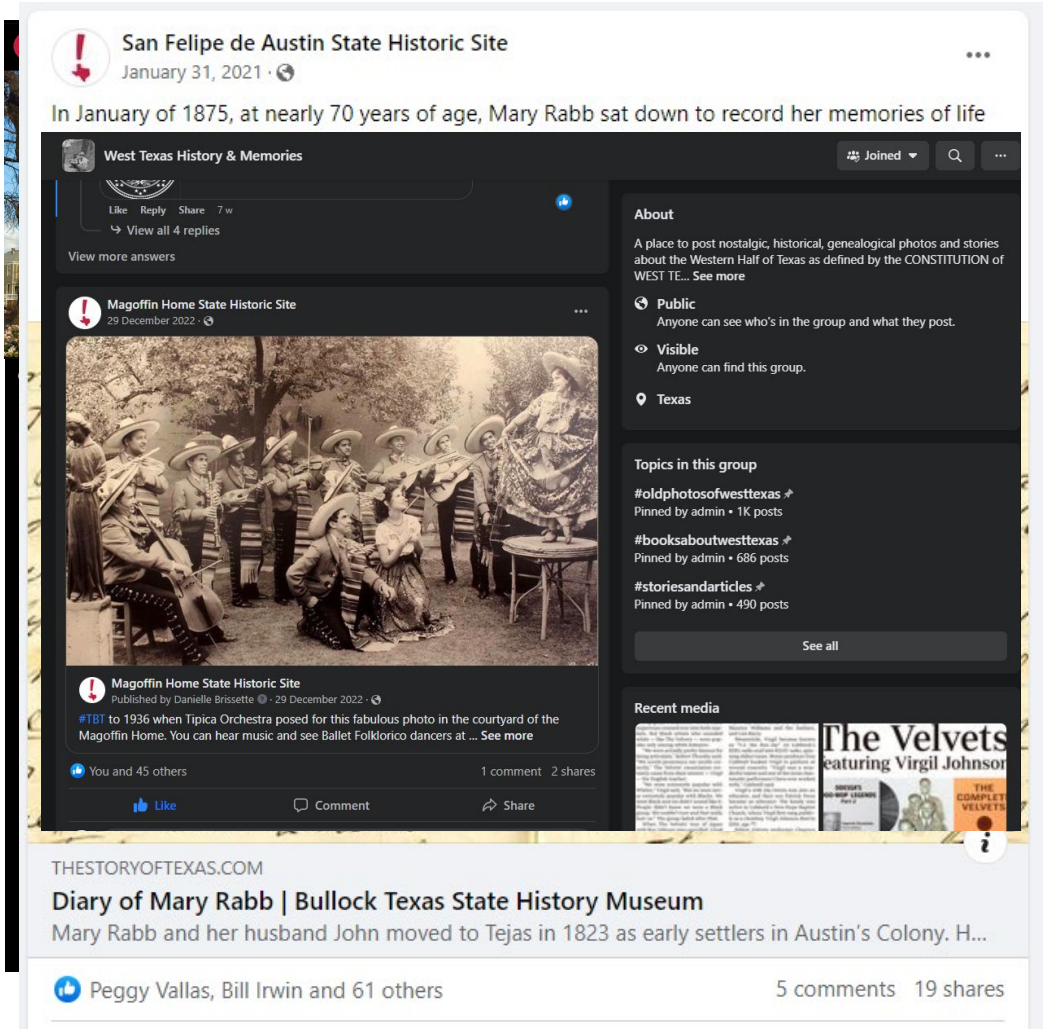
# SHARING IS CARING

- Duplicate your content across platforms.
- Sharing other people's content, as long as it's focused on your mission, is okay.
- Share your own content with other groups.



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# THE JOY OF COPY + PASTE

**San Jacinto Battleground State Historic Site** is at **San Jacinto Battleground State Historic Site**.
Published by Cait Johnson · January 18 at 9:57 AM · Houston, TX ·

Have you ever stopped to look at the decorations on the outside of the San Jacinto Monument?

The geometric swirls lining the top of the Monument's base and the door lintels are classic examples of Art Deco architecture, which flourished in Houston during the last 1920s and early 1930s when the Monument was built.

Learn more Art Deco architecture and the San Jacinto Monument at the first lecture of the 2023 History Under the Star lecture series - Houston Deco: Constructing a Modern Identity for the Bayou City with Jim Parsons of Preservation Houston.

The lecture is on Saturday, February 18 at 5:00 p.m. Get your tickets today!

https://fb.me/e/2vpuUbD45

**San Jacinto Battleground State Historic Site** is at **University of Houston-Downtown**.
Published by Cait Johnson · January 28 at 4:07 PM · Houston, TX ·

Art Deco architecture, the opulent and sleek architectural style popular during the 1920s and '30s, is best associated with cities like New York, Miami or Los Angeles, but Houston's city leaders made a conscious effort to encourage the style as the Bayou City began to transform from a medium-sized Southern city to major American metropolis.

Art Deco buildings were known for their use of color and elaborate geometric details, such as the parapet details on the Merchants & Manufactures Building (now the University of Houston-Downtown), built in 1930.

Learn more about the history of Art Deco architecture in Houston, including the San Jacinto Monument, at Houston Deco: Constructing a Modern Identity for the Bayou City, the first History Under the Star lecture of 2023, on Saturday, February 18 at 5:00 p.m.

Get your tickets today!

https://fb.me/e/2vpuUbD45

Write posts on the same topic/event at the same time so you can reuse material and research.

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# PEER SUPPORT

## MUSEUM SOCIAL MEDIA MANAGERS FACEBOOK GROUP

A private group where museum social media managers can share ideas, upcoming projects & campaigns, and the general hilarity that goes along with our jobs. Hopefully a catalyst for more interaction between our fabulous orgs on the web and on social.

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# CONTACT US


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