SOCIAL MEDIA STRATEGIES FOR INDEPENDENT MUSEUM PROFESSIONALS

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Los Angeles | San Francisco | Lake Tahoe
Why Social Media?

➢ Social networking sites are now estimated to have **4.14 billion active users** and these figures are still expected to grow as mobile device usage and mobile social networks increasingly gain traction in previously underserved markets.

➢ Roughly 53% of the global population and **70% of the U.S. population** has at least one social media profile.

➢ Social media is not a novelty, it’s not going away, it’s here to stay.

➢ **It is the most powerful media in the history of humanity.** This is where we communicate now.
Getting Started: Platforms
LinkedIn

On average, users spend **6 minutes** a day on LinkedIn

There are **303 million** monthly active users

**5.26 million** new accounts are made monthly

Demographics:

- **43%**
- **57%**

Age (%):

- 18-29: 28%
- 30-49: 37%
- 50-64: 24%
- 65+: 11%
Getting Started: Platforms

Instagram

On average, users spend 53 minutes a day on Instagram.

There are 1 billion monthly active users.

42% of users visit the site multiple times a day.
Getting Started: Platforms

Facebook

On average, users spend 35 minutes a day on Facebook

There are 2.5 billion monthly active users

74% of users visit the site daily
On average, users spend **3 minutes** a day on Twitter.

There are **330 million** monthly active users.

**460,000** new accounts are made daily.
Getting Started: Platforms

**TikTok**
- On average, users spend 53 minutes a day on TikTok.
- There are 800 million active users.
- 1 billion views each day.

**Demographics**
- Age (%): 25-24-20-29
- 56% (male), 44% (female)

**Snapchat**
- On average, users spend 30 minutes a day on Snapchat.
- There are 210 million monthly active users.
- 63% of users visit the site multiple times a day.

**Demographics**
- Age (%): 68-25-9-3
- 38% (male), 61% (female)

**Reddit**
- On average, users spend 16 minutes a day on Reddit.
- There are 430 million monthly active users.
- #4 most visited site via Alexa.

**Demographics**
- Age (%): 22-14-6-1
- 74% (male), 23% (female)

**Pinterest**
- On average, users spend 14 minutes a day on Pinterest.
- There are 320 million monthly active users.

**Demographics**
- Age (%): 34-35-27-15
- 70% (male), 30% (female)
Getting Started: Strategy

Define (and rank) Goals & Objectives

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime Bound

Client Acquisition

Thought Leadership

Awareness

Engagement w/Potential Clients

Engagement w/Past & Current Clients

Other

➤ DISCUSS!
Getting Started: Strategy

Identify Target Audiences

Demographics: Age/Gender/Location

Professional Field(s)/Education Level

Affiliations/Online Communities

Interests/Likes/Hobbies
Getting Started: Strategy

Identify Ways to Interact & Engage

American Alliance of Museums

Museum Educators Roundtable

California Association of Museums

The Association of Art Museum Curators Foundation

SoCal Museums

Small Museum Association

New York Foundation for the Arts
Getting Started: Strategy

Identify Content to Share

About: About you and your services, accomplishments, presentations, etc.

Thoughts: Blog posts, thought leadership, interviews, podcasts, engaging in conversations in your area of expertise on your social media.

Testimonials: Testimonials and recommendations from clients. Examples of past client work.

Share: Sharing relevant articles, websites, podcasts, blogs.
Getting Started: Strategy

Determine Visual Identity

- ALWAYS be sure to use polished, high quality images, graphics, and videos that meet minimum size requirements per platform
- Image style - lifestyle photography, artworks, nature, graphics, text/quotes on colored background, etc.
- Color scheme (monochromatic, color block, black and white, etc.)
- Coordinated by row (for Instagram)
- Split image (for Instagram)
Getting Started: More Visual Examples
Platforms: LinkedIn

**Personal Page**
- Your online resume
- About/bio
- Activity - sharing/commenting/etc.
- List past employers
- Get recommendations
- Interact as yourself
- Connect with individuals
- Follow business pages

**Business Page**
- Establish your business
- Invite any employees to connect your business to their profile
- Post content/thought leadership
- Share relevant articles
- Post job listings

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[LinkedIn Profile of Lucy Redogià, LLC]

Lucy Redogià is a Webby Award winning digital communications and marketing specialist, currently working with cultural institutions and other arts organizations to reach a global audience through social media and other digital channels. She has received international acclaim for her innovative and imaginative forward-thinking and... see more.

**About**

Lucy Redogià LLC
- Marketing & Advertising
- South Lake Tahoe, California
- 102 followers

**Activity**

- "The #ArtUnlimited actually left me thinking about the limitations of a physical museum space." ~ Shirley Allen for The Washington Post...

- "You've witnessed exceptional work in the PR and communications field and we want to hear about it! Introduces a PR professional who stands out, hits..."

- "Some news: I recently moved to Miami to start with the Director of Digital Engagement at the Perez Art Museum Miami. Very excited to be..."
Platforms: Instagram

All Accounts
- Post content/thought leadership
- Share relevant content to feed, stories, etc.
- Like, comment, engage with others

Business Account
- Insights/Performance Data
- Ads/Promoted Posts
- Contact Information
- E-commerce
- Auto-Publish w/3rd party tools

Personal Account
- Document your personal life
- Private account (not recommended if you’re trying to get the word out about your services!)
- Link to multiple Facebook pages

Creator Account
- Insights
- E-commerce
- Can’t Auto-Publish
Platforms: Instagram Content Formats

<table>
<thead>
<tr>
<th>Post (in Feed)</th>
<th>Reel</th>
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<tbody>
<tr>
<td>- Image</td>
<td>- Video (15 or 30 seconds)</td>
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<tr>
<td>- Video (3 to 60 seconds)</td>
<td>- Copycat/answer to TikTok format</td>
</tr>
<tr>
<td>- Carousel (up to 10 images and/or videos)</td>
<td>- Multi-clip videos with audio</td>
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<tr>
<td></td>
<td>- AR effects</td>
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<tr>
<td></td>
<td>- Line up objects from your previous clip before recording your next to help create seamless transitions for moments</td>
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<tr>
<td></td>
<td>- Speed up or slow down video</td>
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<table>
<thead>
<tr>
<th>Story</th>
<th>Guide</th>
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<tbody>
<tr>
<td>- Slide-by-slide, vertical format</td>
<td>- Allow users to follow a curated flow of posts with commentary</td>
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<tr>
<td>- Image or video (up to 15 seconds per slide)</td>
<td>- Share posts already on Instagram or upload your own images</td>
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<tr>
<td>- Add text and/or emojis, GIFs, etc.</td>
<td>- Add commentary in a more story/blog-like format</td>
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<tr>
<td>- Tag accounts, hashtags, locations</td>
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<tr>
<td>- Disappears after 24 hours*</td>
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<table>
<thead>
<tr>
<th>Story Highlight</th>
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<tr>
<td>- Save story slides you want in a *highlight</td>
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Platforms: Facebook

Personal Page
- Your personal network
- Share/comment/etc.
- Post photos/videos
- Interact as yourself
- Connect with individuals
- Join Facebook Groups
- Follow business pages

Business Page
- Establish your business
- Invite any employees to connect your business to their profile
- Post content/thought leadership
- Share relevant articles
- Create Facebook Groups
Platforms: Twitter

- Follow and engage with colleagues in your professional network
- Follow institutions, organizations, and brands relevant to your work
- Tweet (280 character limit)
- Expand your thoughts with Threads
- Retweet
- Comment on others’ content using Quote Tweet
- Follow and engage with relevant hashtags, especially at conferences
- Use Lists to group accounts you’d like to keep track of
- Use moments to group Tweets (from your account and others)
Platforms: TikTok/Snapchat/Other
Implementation: Posting

Create Distribution plan

1. Post to Website Blog, Medium, or Partner with a Publication
   - Post to LinkedIn as a post or “write an article” & share in groups
   - Post links on Facebook page and in groups
   - Post links and/or threads on Twitter
   - Promote on Instagram using #linkinbio (from Later)
Implementation: Resources

Statistics:
https://hootsuite.widen.net/s/zcdrtxwczn/digital2021_globalreport_en
https://www.leverageстl.com/social-media-infographic/

B2B marketing:
https://www.business.com/articles/b2b-smbs-customize-social-media-marketing/
https://sproutsocial.com/insights/b2b-social-media-strategy/?amp
https://www.talmix.com/resources/blog/6-great-social-media-tools-for-independent-consultants
https://www.vaultintel.com/partner-blog/8-marketing-tips-for-consulting-businesses-0
https://neilpatel.com/blog/social-media-for-b2b/
https://sproutsocial.com/insights/social-media-promotion/

Hootsuite resources:
https://blog.hootsuite.com/social-media-demographics/
https://blog.hootsuite.com/beginners-guide-to-content-curation/
https://blog.hootsuite.com/social-media-trends/
https://blog.hootsuite.com/instagram-marketing/
https://blog.hootsuite.com/social-media-users-pass-4-billion/
https://blog.hootsuite.com/b2b-social-media/

Instagram:
https://later.com/blog/instagram-grid/
https://www.socialite.ca/blog/10-instagram-accounts-with-colour-theme-s-youll-want-to-copy
https://later.com/blog/instagram-business-profile/amp/
https://sproutsocial.com/insights/instagram-business-profile/?amp
https://www.socialinsider.io/blog/how-to-tell-if-an-instagram-account-is-business/amp/
https://later.com/blog/instagram-image-size/

Infographics from Slidesgo and Freepik.
Thank You.

Connect with me!
LinkedIn: https://www.linkedin.com/in/lucyredoglia
Twitter: @luuucyimhome
Instagram: @luuucyimhome
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