

## Social Media Toolkit

### Why use social media?

- Gives your organization a global voice on a global stage
- Allows you to connect with influential people and other like-minded organizations
- Helps drive traffic to websites and other online content
- Spreads news lightning fast
- Balances personal and scholarly voices
- Provides opportunities for behind-the-scenes at your organization
- Reaches new audiences, beyond those who visit your institution
- Potential to increase membership and attract new donors
- Welcomes local community
- Documents your events and happenings
- Offers free, dynamic platform to talk to followers and potential followers

### Best Practices

- Social media is not just about marketing; it's about engagement and conversation. So, follow, like, share, and comment on other social media owner's channels.
- Post and update your page weekly
- Ask people to get involved—through calls to action, caption writing contests, selfies, etc.
- Use quality images and videos
- Use pictures and questions to raise engagement levels
- Be responsive. Answer questions and respond to comments that come in from social media.
- Connect to current events, special anniversaries, and dates
- Always check your sources and spelling
- Tag sponsors and community partners like Humanities Kansas

### Things to Avoid

- Don't post a link without a caption
- Don't leave questions or comments unanswered
- Don't write walls of text; use paragraphs

### Getting Started:

- **Goals**  
What are your goals? For example, you may want to drive more traffic to your website or increase awareness about a community event.
- **Audience**  
Who is your target audience? Instead of "we want to reach the public," think specifically, like, "we want to reach people aged 20-30, interested in contemporary and visual arts." Find the "voice" and tone that speaks to that audience.
- **Content**  
Once you know what your goals are and who your audience is, start to develop what you want to post. Determine who will create your content.
- **Facebook, Instagram, Twitter, or TikTok?**  
Decide which social media platforms you want to use. While each platform has its advantages, your target audience and goals will help determine which platform to use.

- **Plan your social media campaign**

A social media campaign is a coordinated effort to bring awareness to your organization or event through focused and engaging content. Create a social media calendar to help you stay organized as you plan your social media campaign.

Make sure your tweets and Facebook posts receive maximum reach by tagging Humanities Kansas and the Smithsonian-affiliated social media accounts in your posts and allow us to share your great content with our audiences.



**Facebook Accounts:**

- Humanities Kansas: @humanitieskansas
- Smithsonian Traveling Exhibition Service: @sitesExhibitions
- Museum on Main Street: @museumonmainstreet



**Instagram Accounts:**

- Humanities Kansas: @humanitieskansas
- Smithsonian Traveling Exhibition Service: @sitesexhibitions



**Twitter Accounts:**

- Humanities Kansas: @humanitiesks
- Smithsonian Traveling Exhibition Service: @sitesexhibits
- Museum on Main Street: @MuseumonMainSt

**Hashtags:**

- #VoicesAndVotes
- #MovementOfIdeas
- #Smithsonian

## Creating a Social Media Campaign

**1. Determine your goal.**

Example goals: Drive traffic to your website; raise awareness for an exhibition opening, to gain museum volunteers; etc.

**2. Determine your audience.**

Consider age, gender, location, interests, etc.

**3. Choose a platform.**

Based on your audience and goal, determine the best platform for the campaign.

**4. Select the dates of the campaign.**

When will this campaign take place? Do the proposed dates coincide with larger local, state, or nationwide initiatives?

**5. Plan content.**

Write the content for each post. Consider the tone of voice for your campaign. Remember, keep your text short (3-5 sentences), with a paragraph break in between. Be sure to tag Humanities Kansas!

**6. Select compelling images.**

Photos with people enjoying the exhibition, historic photos from your exhibition, or bold graphics catch the eye. Consider creating an animated slide show, doing a livestream from the exhibition, creating stories in Instagram or Facebook, making a Reel or TikTok to promote the exhibition. The opportunities are endless! Canva.com provides free templates, graphics, and social media tools.

**7. Schedule your content.**

Meta (Facebook and Instagram) allows content to be scheduled ahead of time and posted automatically. Here are a few other social media management platforms that allow you to schedule your content in advance, for free:

- Buffer.com
  - Buffer allows you to schedule content on multiple social media profiles and suggests the perfect times to post based on follower activity!
- Later.com
  - Allows you to schedule your Instagram posts ahead of time.

**8. Measure Performance.**

Choose what you want to measure and ways to measure your performance. Do you count followers, shares, comments?

## Sample – Social Media Campaign

Campaign: Museum of History’s Voices & Votes and Ladies First Campaign			
Date	Platform	Text	Image(s)
1/15/23	Facebook Instagram Twitter  Boost Facebook post for 2 weeks. (\$\$)	The Smithsonian is coming to El Dorado! The Museum of History will host “Voices and Votes: Democracy in America” March 25 – May 7, 2023, alongside the local exhibit “Ladies First.” The Smithsonian exhibition traces the bold American experiment of a government run by and for the people. Get ready to explore the influences that shaped the early days of American democracy and the changes that have occurred in the nearly 250 years since! Details at <a href="http://historymuseum.org">historymuseum.org</a> . #VoicesAndVotes #MovementOfIdeas @humanitieskansas @sitesexhibitions @museumonmainstreet	Project director and crew holding <i>Voices and Votes</i> logo poster.
1/15/23	Facebook – Create an Event	Use above language for each exhibit description.	Exhibit logo.
1/31/23	Facebook Instagram Twitter	The Museum of History staff is working hard to prepare for the opening of the local exhibit “Ladies First.” The exhibit, which opens on March 25, tells the story of the first female jury in Kansas. Check out this excerpt from one of the juror’s diaries!	Diary entry.
2/15/23	Facebook Instagram Twitter	Among Kansas counties, Butler County stands out for contributing several milestones to women’s equality. The women’s rights movement found an ally in Butler County judge Granville Pearl Aikman. In 1912, immediately following the ratification of women’s suffrage in Kansas, Aikman appointed Eva Rider as the first woman bailiff in the nation, and he further instructed her to assemble an all-women jury—another first.  This photo is part of the “Ladies First” exhibition which explores the story of the first women to serve as bailiff and jurors in Kansas. The exhibit will be on display March 25 – May 7, 2023, alongside the Smithsonian exhibition “Voices and Votes: Democracy in America.” Visit <a href="http://museumofhistory.org">museumofhistory.org</a> for more information. #VoicesAndVotes @SitesExhibitions @humanitieskansas	Photo of all women jury.
2/25/23	Facebook – Create events for each program and activity.	<ol style="list-style-type: none"> <li>1. Grand Opening</li> <li>2. Presentation by Historian</li> <li>3. HK Speaker</li> <li>4. Community Project</li> </ol> Include: when, where, time, and description of each event.	<ol style="list-style-type: none"> <li>1. Voices &amp; Votes Logo</li> <li>2. Historian</li> <li>3. HK Speaker</li> <li>4. 4-H group</li> </ol>
3/13/23	Facebook Instagram Twitter	Two weeks until the Smithsonian arrives in El Dorado! Join us for the grand opening of the Smithsonian exhibition “Voices and Votes Democracy in America” and the local exhibit “Ladies First” on March 25 at 1:00 PM at the Museum of History. All are welcome to attend! Enjoy refreshments and live music, hear from special guests, and more! Visit <a href="http://museumofhistory.org">museumofhistory.org</a> for more information. #VoicesAndVotes @SitesExhibitions @humanitieskansas	Local exhibit logo
3/20/23	Facebook Instagram Twitter	The Smithsonian is here! One week until the opening of “Voices and Votes: Democracy in America.” #VoicesAndVotes @sitesexhibitions @humanitieskansas @museumonmainstreet	Take photo of installation group unloading the exhibit.
3/25/23	Facebook Instagram Twitter	Now Open! Stop by the Museum of History to see the Smithsonian Institution traveling exhibition “Voices and Votes: Democracy in America” and the local exhibit “Ladies First.” @humanitieskansas @SitesExhibitions @museumonmainstreet	Photo of ribbon cutting.