



SOCIAL MEDIA STRATEGIES FOR INDEPENDENT MUSEUM PROFESSIONALS



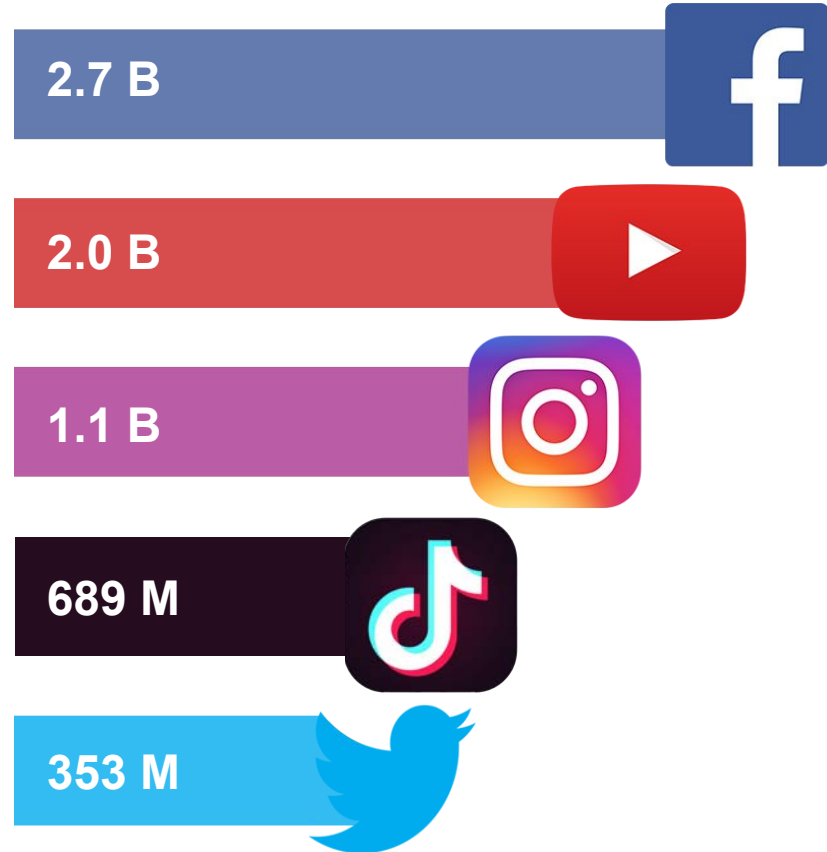
Lucy Redoglia

Digital Marketing Consultant

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



Getting Started: Platforms



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 (%)



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

Demographics

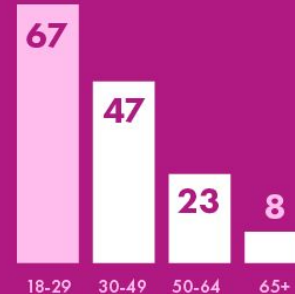


51%



49%

Age (%)



Getting Started: Platforms



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

Demographics

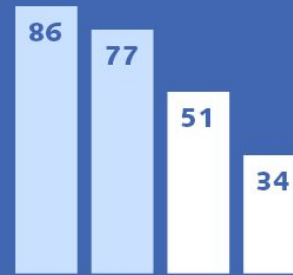


54%



46%

Age (%)



18-29

30-49

50-64

65+

Getting Started: Platforms



On average, users spend **3 minutes** a day on Twitter

There are **330 million** monthly active users

460,000 new accounts are made daily

Demographics



66%



34%

Age (%)



Getting Started: Platforms



On average, users spend **53 minutes** a day on TikTok

There are **800 million** active users

1 billion views each day

Demographics



56%

44%

Age (%)



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



38%

61%

Age (%)



On average, users spend **16 minutes** a day on Reddit

There are **430 million** monthly active users

#4 most visited site via Alexa

Demographics



74%

23%

Age (%)



On average, users spend **14 minutes** a day on Pinterest

There are **320 million** monthly active users

Demographics



70%

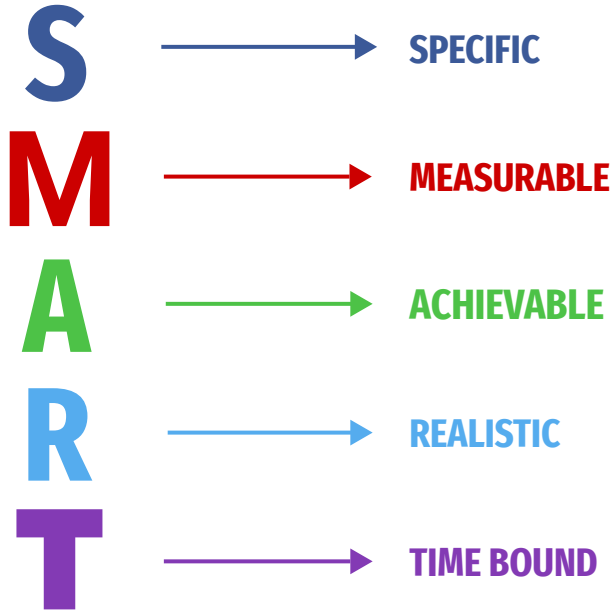
30%

Age (%)



Getting Started: Strategy

Define (and rank) Goals & Objectives



➤ **DISCUSS!**

Getting Started: Strategy

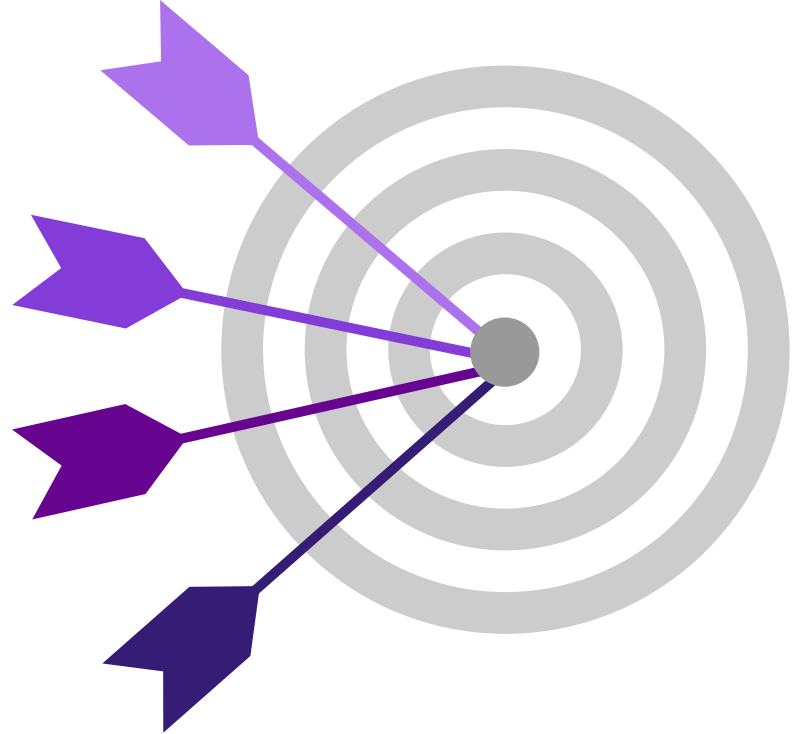
Identify Target Audiences

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



aamec



The Association of Art Museum Curators Foundation

SoCal
MUSEUMS



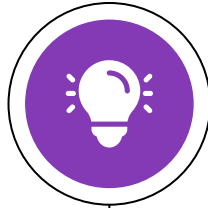
Getting Started: Strategy

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.



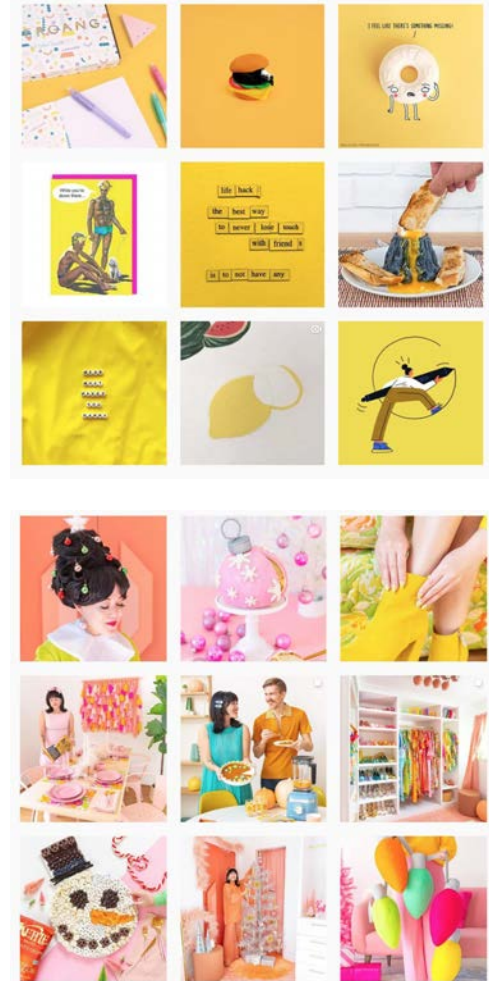
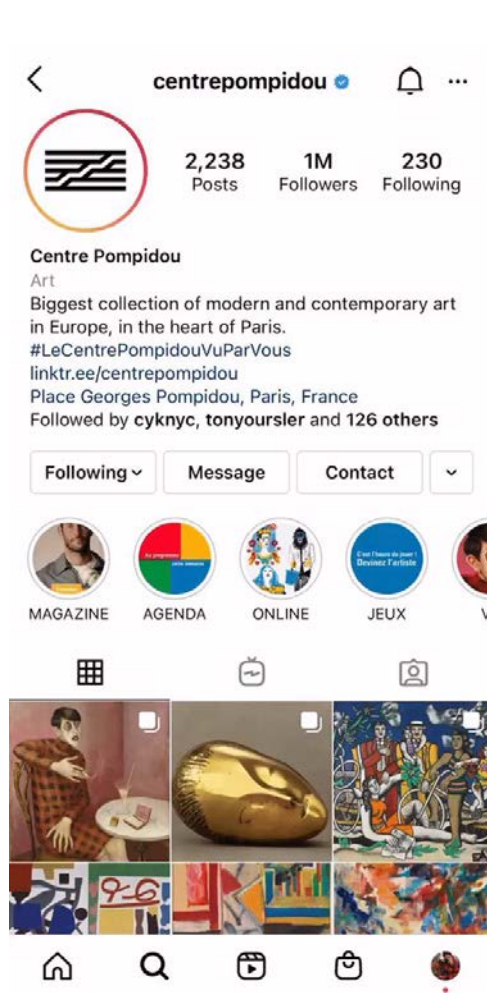
Share

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)



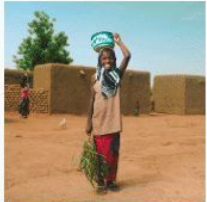
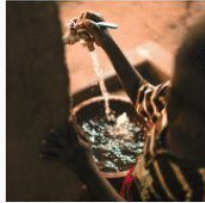
Getting Started: More Visual Examples



charitywater FOLLOW

charity: water We're bringing clean and safe drinking water to people in need around the world. www.charitywater.org/blog/campaigns-we-love-charity-ball-at-cal-poly/

1,570 posts 286k followers 2,284 following



renwickgallery



24 Posts

3,734 Followers

2 Following

Renwick Gallery

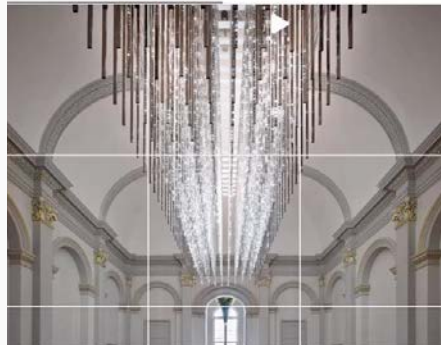
Visual Arts

The #RenwickGallery is home to the #Smithsonian @americanart Museum program of contemporary craft and decorative arts. Legal: s.si.edu/legal Pennsylvania Avenue at 17th Street, Washington D.C. Followed by [artbridgesfoundation](#), [romtoronto](#) and [michaelbenisty.art](#)

Following

Message

Contact



stellamariabaer FOLLOW

Stella Maria Baer artist from the southwest stellamariabaer.com

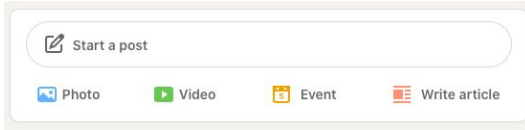
761 posts 154k followers 270 following



Platforms: LinkedIn

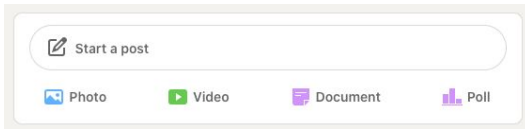
Personal Page

- 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



Business Page

Personal Page

Lucy Redoglia
Digital Marketing & Social Media Specialist
South Lake Tahoe, California · 500+ connections

Join to Connect

Contact Lucy for services
Digital Marketing, Social Media Marketing, Marketing Consulting, Email Marketing, Content Strategy, Brand Marketing, and Content Marketing

See all details

About

Lucy Redoglia is a digital communications and marketing consultant for cultural institutions, museums, nonprofits, and other arts organizations. A Webby Award winner, she has received international acclaim for her viral wit and imaginative, forward-thinking approach to social media at the Los Angeles County Museum of Art, SFMOMA, FOG Design+Art Fair, The J. Paul Getty Museum, Communicating the Arts, and The Metropolitan Museum of Art, as well as dozens more arts and cultural clients. She is particularly interested in the ways technology can enhance communication and engagement with art.

Activity

"The #MetUnframed actually left me thinking about the limitations of a physical museum space." - Kelsey Ables for The Washington Post...
Liked by Lucy Redoglia

You've witnessed exceptional work in the PR and communications field and we want to hear about it. Nominate a PR professional who stands out, has...
Liked by Lucy Redoglia

Some news: I recently moved to Miami to start work as the Director of Digital Engagement at the Pérez Art Museum Miami. Very excited to be exploring...
Liked by Lucy Redoglia

Lucy Redoglia LLC
Marketing & Advertising · South Lake Tahoe, California · 40 followers

Elsa & 1 other connection work here · 3 employees

Visit website More

Home About Posts Jobs People

About

Lucy Redoglia 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 viral wit and imaginative, forward-thinking ap... see more

See all details

Page posts

Lucy Redoglia LLC
40 followers
11mo · Edited

In my latest on Medium, I share Ways for Museums to Collaborate While Phys... see more

Ways for Museums to Collaborate While Physical Spaces Are Closed
medium.com

Like Comment Share Send

Lucy Redoglia LLC
40 followers
11mo · Edited

I'm proud that I was featured by The Metropolitan Museum of Art in the ...see more

Connections / Everyday
metmuseum.org

Like Comment Share Send

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

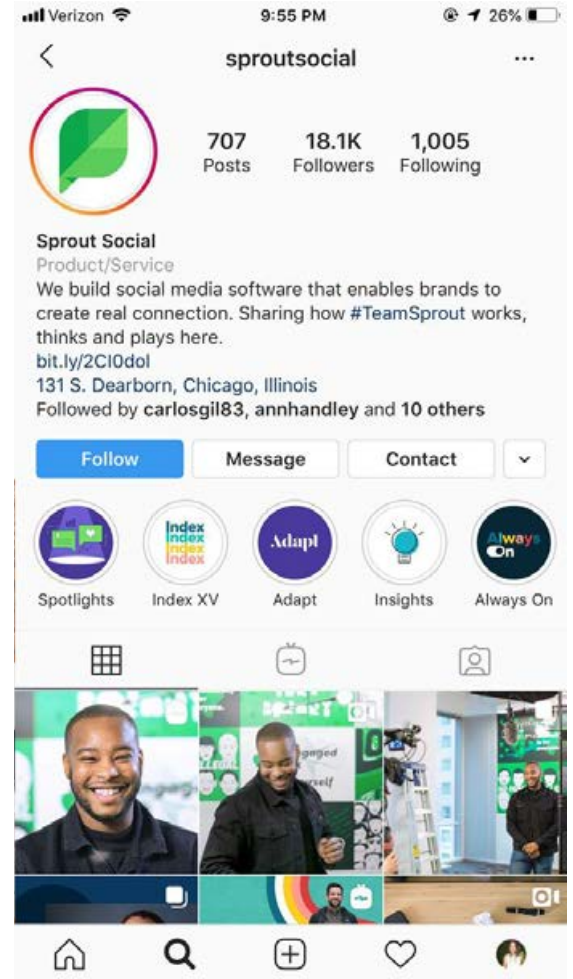
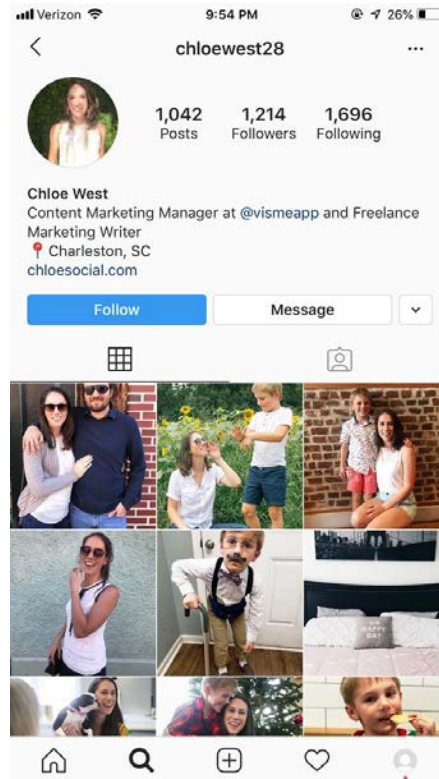
- Document your personal life
- Private account (not recommended if you're trying to get the word out about your services!)
- Link to multiple Facebook pages

Creator Account

- Insights
- E-commerce
- *Can't Auto-Publish*

Business Account

Personal Account



Platforms: Instagram Content Formats



Post



Story



Story Highlight



IGTV Video



Reel



Guide

Post (in Feed)

- Image
- Video (3 to 60 seconds)
- Carousel (up to 10 images and/or videos)

Story

- Slide-by-slide, vertical format
- Image or video (up to 15 seconds per slide)
- Add text and/or emojis, GIFs, etc.
- Tag accounts, hashtags, locations
- Disappears after 24 hours*

Story Highlight

- Save story slides you want in a *highlight

IGTV Video

- Longer format video (up to 60 minutes)
- Vertical or Horizontal (16:9 or 9:16, *vertical recommended)
- Separate “cover photo” 1:1.55 aspect ratio and 420px by 654px size

Reel

- Video (15 or 30 seconds)
- Copycat/answer to TikTok format
- Multi-clip videos with audio
- AR effects
- Line up objects from your previous clip before recording your next to help create seamless transitions for moments
- Speed up or slow down video

Guide

- Allow users to follow a curated flow of posts with commentary
- Share posts already on Instagram or upload your own images
- Add commentary in a more story/blog-like format

Platforms: Facebook

Business Page

Personal Page



Lucy Redoglia LLC

@LucyRedogliaLLC · Marketing Agency

Send Message

Home Services Reviews Shop More

Like

Personal Page

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



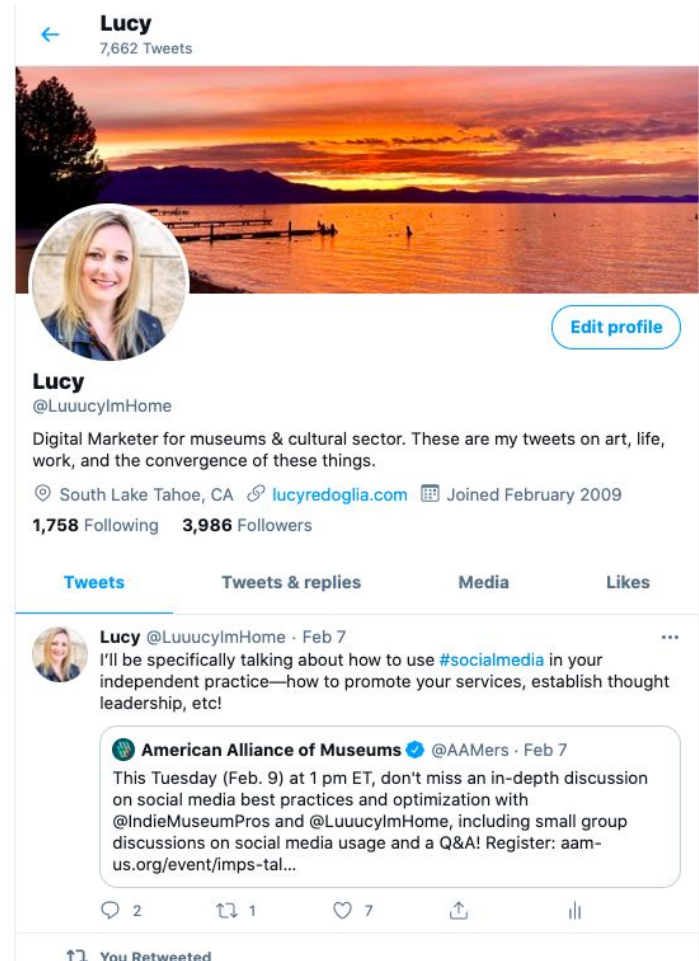
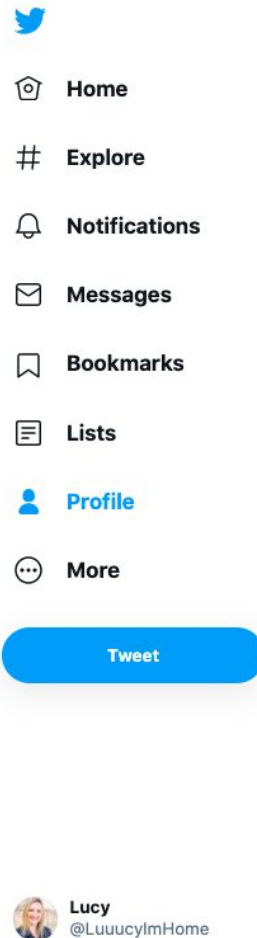
Lucy Redoglia

Business Page

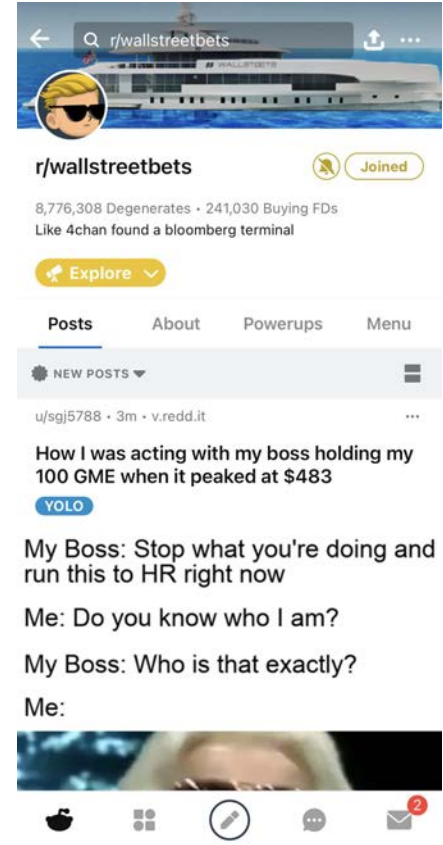
- Establish your business
- Invite any employees to connect your business to their profile
- Post content/thought leadership
- Share relevant articles
- Create Facebook Groups

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)



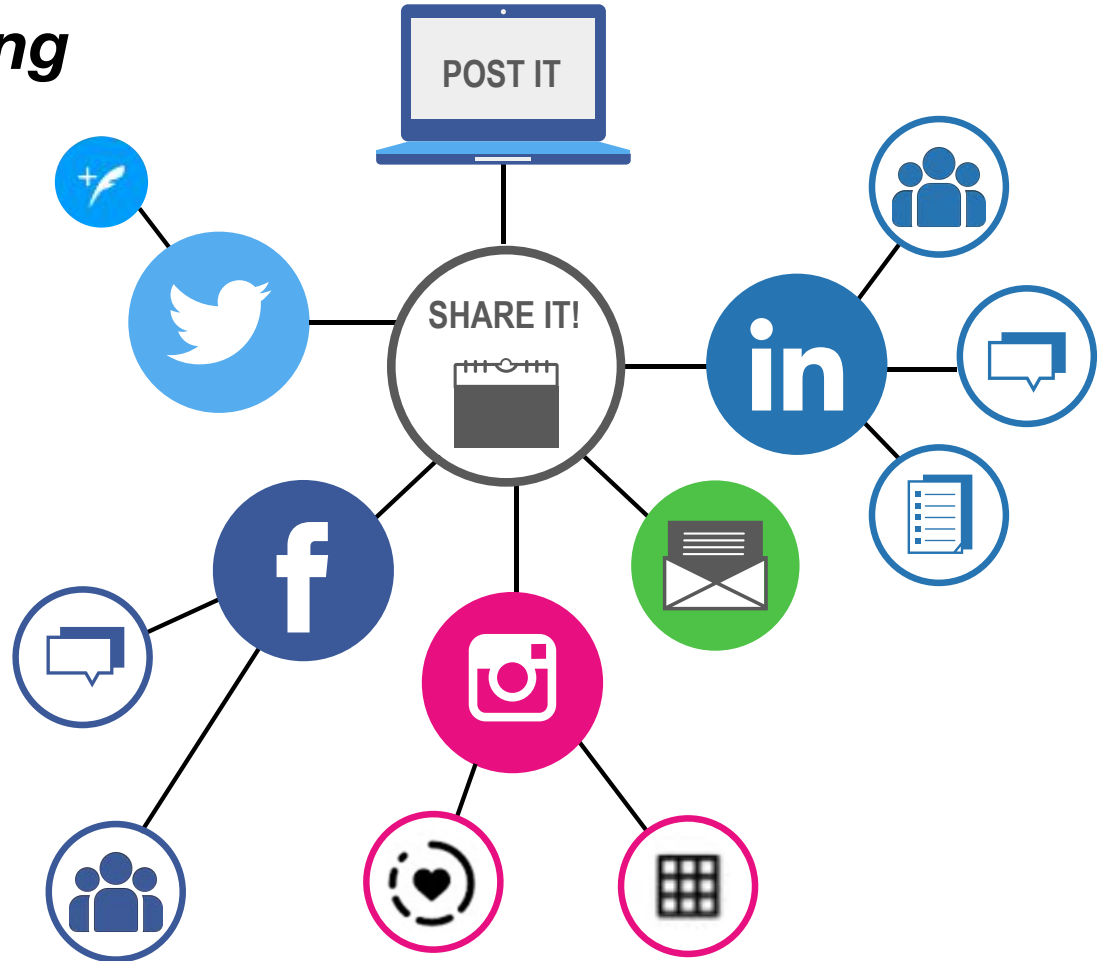
Platforms: TikTok/Snapchat/Other



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: Tools



Facebook/Instagram
Creator Studio



Airtable



TweetDeck



Basecamp



Hootsuite®



buffer



Preview



sproutsocial

Implementation: Resources

Statistics:

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
https://hootsuite.widen.net/s/zcdrtxwczn/digital2021_globalreport_en
<https://www.leverageitl.com/social-media-infographic/>
<https://www.business2community.com/social-media/who-uses-facebook-any-more-a-marketers-guide-to-2020-social-media-demographics-02301618>

B2B marketing:

<https://www.business.com/articles/b2b-smbs-customize-social-media-marketing/>
<https://blog.hubspot.com/blog/tabid/6307/bid/32765/how-b2b-marketers-can-succeed-on-the-6-big-social-networks.aspx>
<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/>
<https://sproutsocial.com/insights/templates/b2b-content-plan-worksheet/>

Hootsuite resources:

<https://blog.hootsuite.com/social-media-demographics/>
<https://blog.hootsuite.com/linkedin-statistics-business/>
<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-themes-youll-want-to-copy>
<https://thepreviewapp.com/15-instagram-theme-ideas-preview-app/>
<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](#).

➤ DISCUSS!



Thank You.



Connect with me!

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<https://www.linkedin.com/in/lucyredoglia>

Twitter: [@luuucyimhome](https://twitter.com/luuucyimhome)

Instagram: [@luuucyimhome](https://www.instagram.com/luuucyimhome)

Email: info@lucyredoglia.com

Visit: www.lucyredoglia.com