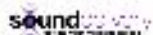




Local Engagement Workshop Using Social Media to Amplify Your Stories

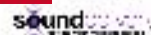
Jude Habib, sounddelivery



About me:

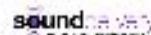
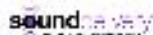
- 12 Years working at the BBC developing and delivery campaigns across TV, Radio, Online, offline
- sounddelivery – award-winning Digital Media Training and Production company working with the Cultural and Heritage Sectors to help harness social media to reach new audiences.
- Particular interest in community engagement and outreach in the Cultural Sector (worked for NPG, Museum of London) Jodi Awards, Heritage Award
- Passionate about digital storytelling

National
Portrait
Gallery



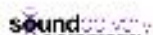
What YOU want from today

- Understanding how it all works
- How to make greater use of the platforms and limitations
- Time Constraints Social Media Management
- Dos and Don't / Limitations
- Why should we bother
- Ideas and inspiration for how to use social media to engage communities
- Insight into use of media old and new for HER outreach purposes



Huge Challenges to Local engagement

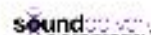
- Economic Climate/Cuts
- Local Authority Social Media Communications Policies
- Technical support within LA
- Priority within LA
- HER capacity to build strategies and evaluate results
- Engaging capacity/ability to Engaging minority groups
- Lack of resources/time for building capacity for community projects.
- Confidence / KnowHow – Communications /Storytelling
- Local Engagement not a priority for some
- Space to accommodate local groups.



5

Opportunities

- Changing media landscape - more ways to bring our stories to life
- Localism Bill – New opportunities for local engagement through the planning system
- Heritage assets with a community value
- People do care about their local heritage



The Questions

What can be done to promote historic environment records, amplify stories to encourage local engagement? What skills do you need to be able to bring your work to life?



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Audience – who are you trying to reach?

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Who are you trying to reach?

- Local community
- Tourists/visitors
- Young People / Older People
- Funders /Philanthropists ?
- Trustees
- Council Staff
- Volunteers
- Media – Local, Regional, National, Global, Bloggers
- Like minded organisations /partners
- Corporates ?
- People Who Don't Know Who You Are

And how are you communicating with them?

9

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How to you currently communicate your work?

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Communications Channels

- Face to Face
- Word of mouth
- Phone
- Email
- Enews
- Posters/Print
- Website
- Social Media
- Press Release
- Email Signature
- Relationship with journos
- Commenting on blogs/articles etc

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What does social media mean to you?

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Differences in Engagement

BROADCAST

Organisation in Control
One Way / Delivering a Message
Repeating the Message
Focused on the Brand
Educating
Organisation Creating Content

SOCIAL MEDIA

Audiences in Control
Two way / Being Part of a Conversation
Adapting the Message
Focused on the Audience/Stakeholders / Adding Value
Influencing, Involving

Source: Slide 10 from "What's Next In Media?" by Neil Patrick Harris
User Created Content / Co-creation



SM Channels Currently
Being Used in Some Capacity



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Lots of different tools out there –
focus on the key ones

- Twitter
- Facebook
- Ning
- Flickr
- Blogs

Emerging - Audioboo/Foursquare/Pinterest

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30 million users in the UK
(= 50% of British Population)



26 million Twitter users in
the UK



2nd largest search engine



Things to look out for:
Google+ Tumblr, Posterous

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Social Media Terms Overview

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TAGs

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What's a TAG

- A relevant keyword or term associated with or assigned to a piece of information (like a picture, article or video clip) describing the item and enabling keyword-based classification of information it is applied to



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The Top Five Contributors

Doffocker (5,336) LynnFraser (64) Nicki MacRae (18) nadger65 (17) streonshah (11)

The Top Five Group Tags

her highland warmemorial memorial unitedkingdom See all group tags

Subscribe to the Highland Historic Environment Record pool - [Latest](#) [geoFeed](#) [KML](#)

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Maximize your twitter Voice

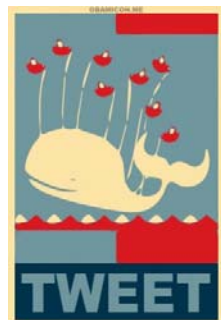


twitter

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What is Twitter used for?

- Connecting with other people of similar interests
- As a news source
- Keeping up to date with your sector
- Raising your profile
- Championing your work
- Placing yourself/your organisation as an expert on a part

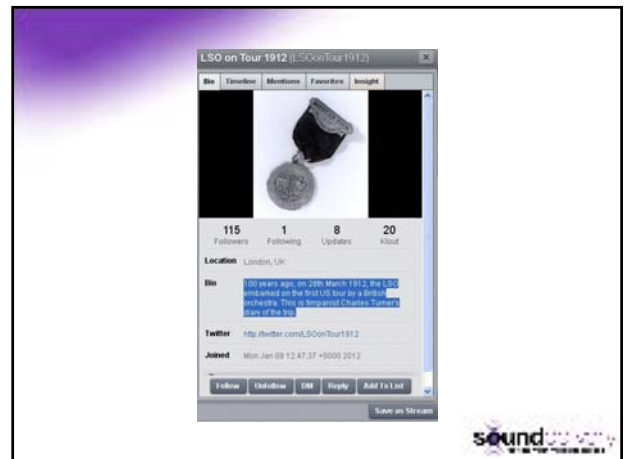


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Twitter Jargon

- Followers
- Following
- Mentions
- Hashtags
- Retweets
- MT
- Direct Message

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A Tale of Two Twitter feeds

- Dr Samuel Johnson
- Dr Johnson's House Museum




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Dr. Samuel Johnson's House Museum - @drjohnsonshouse

1628 followers

- Tweets are from the staff
- Can be personable, but some of the content is dry. For instance:



Dr. Samuel Johnson - @drsamueljohnson



- Fake account taking on the persona of Dr. Samuel Johnson
- 39,854 followers
- Frequent coverage in the media, book of his best tweets recently released
- Tweets about modern topics, relevant to his audience

Who should you follow?

Who SHOULD you follow?

- Local MPs/Journos/Funders
- Groups that are doing similar work to you
- Individuals and Organisations you admire
- People who support your work
- These are the people who will help spread your message!



Increasing Your Followers

- Interact with your audience – ask questions, answer other people's questions and speak to them as real people
- Comment on others' posts, use Trending Topics and hashtags
- Link to interesting and relevant content around the web – case studies, videos, podcasts and news stories
- Update regularly – once a week isn't enough!

Don't be afraid of debate or having conversations

Retweet nice people saying nice things:



Top tips for Twitter

- Reach out
- Be interested and you will be interesting
- Be yourself and take part in conversations
- Focus on relevance – what would *you* be interested in?
- Make your 140 characters count
- Be your own, most constructive critic
- Look at it as a community, not as an advertisement platform

Table Discussion Twitter Thinking Point

What is a social network?

- Social networks are groups of individuals unified by common
 - Interests
 - Vocations
 - Passions
 - Needs
- Before the internet these groups were more limited by proximity
- Online social networks benefit from the LONG-TAIL effect



facebook

- More than 600 million active users
- 50% of active users log on to Facebook in any given day
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day

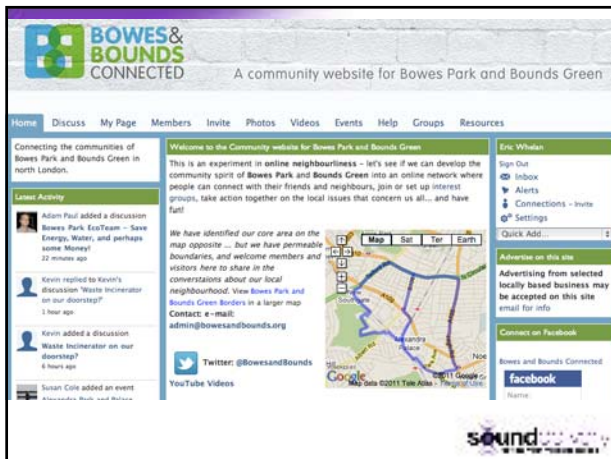


Community Networking

- Small, subject or interest focused social networks
- Often used by small organisations or community groups to help connect their users
- Can be a great way of passing information, asking opinions or supporting your service users
- Could potentially be used as a private place for your staff and volunteers to discuss issues and events





<http://www.bowesandbounds.org>
<http://www.britmums.com/>
<http://www.savvychavvy.com/main/authorization/signIn?target=http%3A%2F%2Fsavvychavvy.ning.com%2F>



Advantages

- Conversations keep focused as people join based on their interest in one subject
- Ability to support your volunteers even if they don't frequently visit the office
- Groups can be set to entirely private, meaning permission must be granted to join, creating a safe area for volunteers and staff to discuss cases

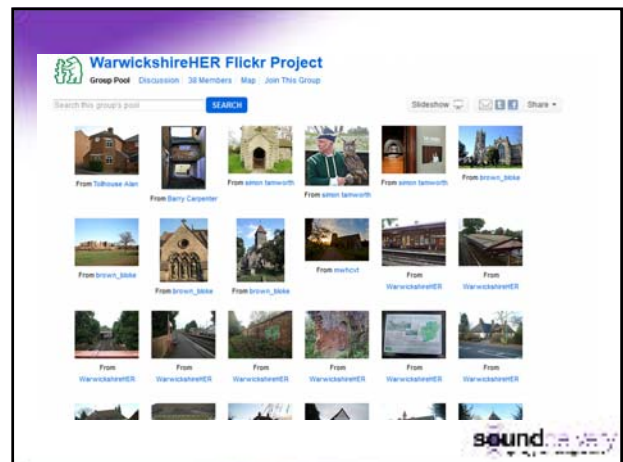


Flickr is an image and video hosting website, web services suite, and online community.

In addition to being a popular website for users to share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media.



45

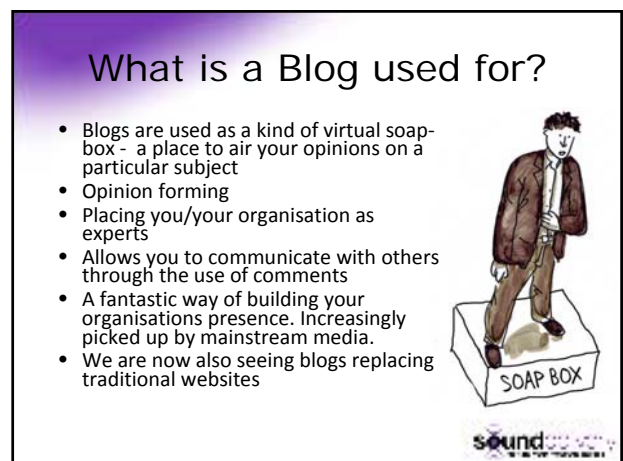


Instagram



Instagram is a very quick and smart way to take pictures with your mobile phone





How can I find blogs to read?

The best way to get a feel for how blogs are written is to read as many as possible.

Google, Twitter, your networks, blogrolls

Building your online presence



Top tips for Blogging

- Blogs should be seen as conversational – not just a one-way communication point. Encourage others to interact with you!
- Think of it as keeping in touch with friends – be personable, rather than formal and stuffy
- Write like a real person, not a someone from PR
- Write about real experiences, personal views, things that have made you sit up and pay attention
- Use your blog to link to others, and key points of information relevant to your topic



How to get people to read your blog?

- Read other people's blogs, comment and link back to your own
- Use catchy titles and post pictures
- Different types of blog posts
- Engaging with other platforms
- Use your other social media tools to advertise your new posts
- Clear, searchable urls

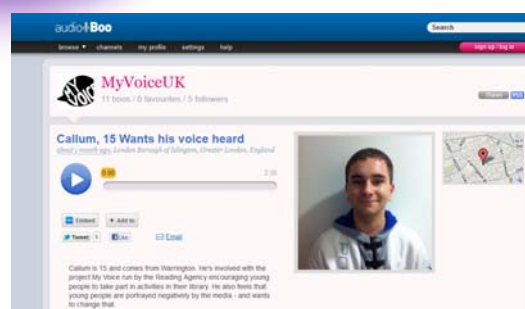
Audio/Podcasts

audioBoo

Grant recipient
Other charities



From your mobile...



Getting involved....



sound



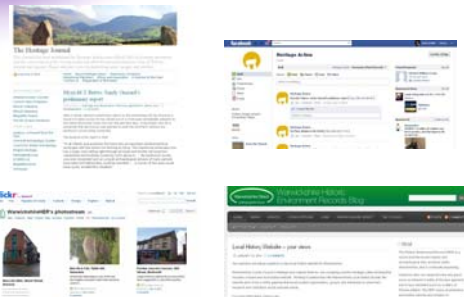
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Group Exercise – What are you using and how?



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Building your online presence



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CIVIC VOICE
talking civic sense



OXFORD PRESERVATION TRUST

Heritage Action
Protecting Ancient Sites in Britain and Ireland

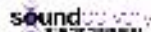
IN MEMORIAM 2014

Why do we need to keep up with emerging trends?

- If we don't, we risk losing touch with our audience
- Miss out on the opportunity to spread the word of your museum, gallery or organisation
- Miss opportunities to market yourself to potential new audiences
- Risk missing exciting new features that we could be using to our advantage
- But at what stage should we come to the party?

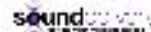
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Emerging Platforms

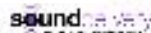


AudioBoo

- UK-based social audio network
- Allows users to record and upload audio
- Can then be shared to other social networks
- Can be recorded and uploaded straight from your phone or computer
- Can even *geo-tag* your audio to show where it was recorded



- Foursquare based
- Current
- Upward
- Many include who checked in
- When friends

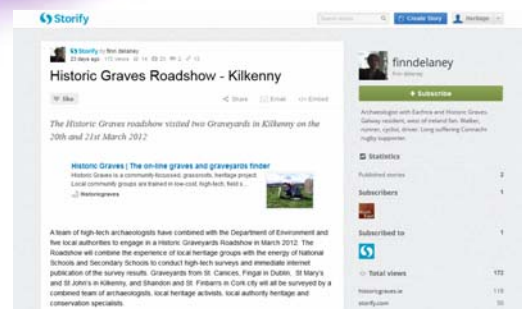
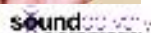


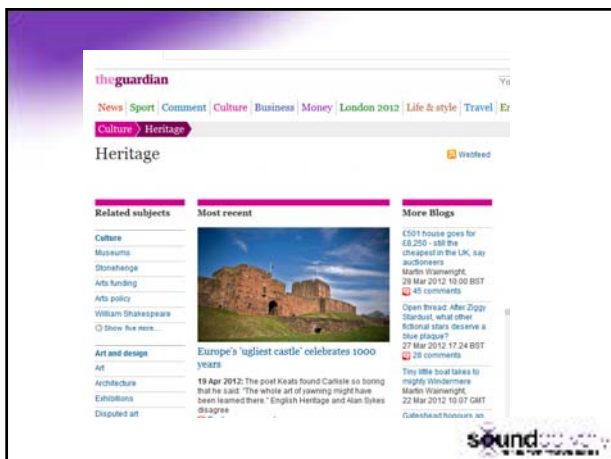
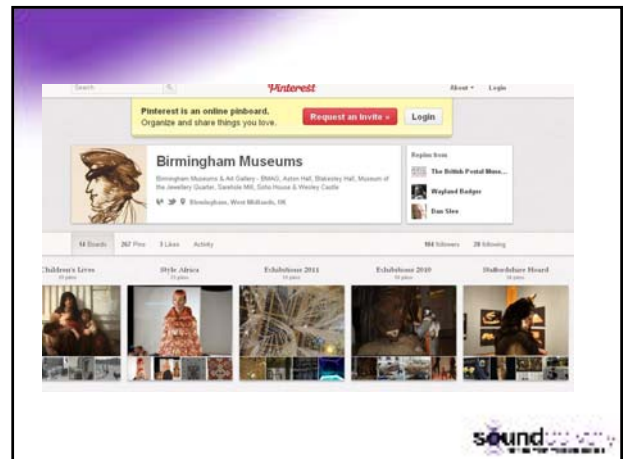
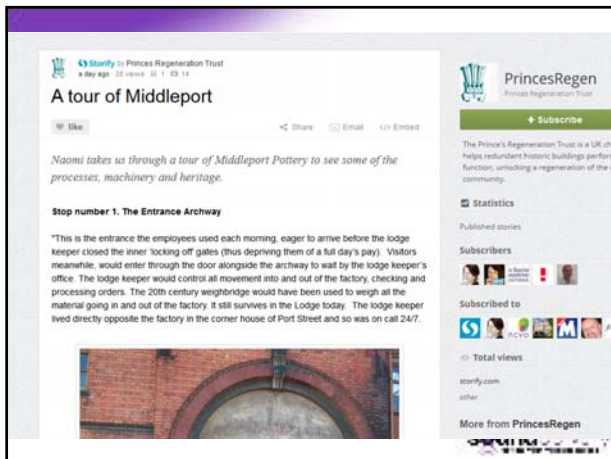
Who's Booing?



How is it Used?

- Used to live blog from events
- As an audio diary
- As audio guides for exhibitions
- As a news source








BBC Radio York hears from a family... and you can listen in.

29 September 2008


On Monday morning 29 September, Richard Reynolds (pictured above), of BBC Radio York, broadcast the views of a local York family on their one week break at the seaside. Richard then spoke to John McDonald, Director of the Family Holiday Association, about the work of the charity.

The Ryan family enjoyed a week at the seaside in early September and the charity recorded their opinions about the week. The Ryan family were delighted to share their views with BBC Radio York.

You can listen to the interview and the extended recording of Mrs Ryan below.




YOU are in control of your online presence




Heritage of Wales News

The best of the Royal Commission on the Archaeological and Built Heritage of Wales

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Follow @RCARWales 1,234 followers

WEDNESDAY, 14 APRIL 2012

Recording the Archaeological and Built Heritage of Wales

Recording Talysarn Hall, Talysarn, Gwynedd

Cyfeillion y Comisiwn Brenhinol

Friends of the Royal Commission



You and your networks are your best media ambassadors

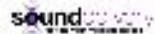




Storytelling

Communications should be everyone's responsibility to a certain extent.





sound

sound.navy.mil

sound

soundcloud

Social Media Management

(This could change your life...well nearly...)

sound

Managing your Social Media



twitter feed



92

sound

Hootsuite is the chosen application of...

- British Library
- Horniman Museum
- Museum of London
- Shipley Art Gallery
- Museum of Childhood
- **sounddelivery!**



sound

Hootsuite

- Mobile version allows you to control all of your accounts on the move
- Easy to set up and use
- Post to multiple accounts at once
- Free and paid-for full version available
- Available for iPhone, Android and Blackberry



Hootsuite

