

# Social Media Training for Museums 2018

## Notes from Rebecca Furness,

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### Accessibility / diversity tip:

Neither Twitter nor Facebook can automatically read content from images. This is important to consider to make your content accessible for people who use screen-reading software (e.g. blind / partially-sighted social media users). The same applies for the inbuilt translation software on Facebook and Twitter, valued by social media users whose first language (and social media account settings) is not English. Therefore – to make your content accessible you need to type the details of your event in your post (don't rely on an image of a traditional poster).

### From beginners and up

- Association of Independent Museums – Successful Social Media (2014) – helpful beginners guide <https://www.aim-museums.co.uk/wp-content/uploads/2017/04/Successful-Social-Media-2017.pdf>
- Set up social media accounts and follow other accounts which reflect your interests – by consuming information on social media you will get a feel for how it works and what draws you in. If you don't feel ready to set up an account yet – you can still view these recommended accounts, just click to open them.  
[@AIMuseums](#) [@MuseumHour](#) [@AskACurator](#)

Recommended Facebook account to follow:  
Association of independent Museums

### Intermediate

Create a free account with Hootsuite Academy and complete their free Social Marketing course (2018) online:

<https://education.hootsuite.com/courses/social-marketing-education>

### Advanced

Keep up to date with change – look out for social media news stories on BBC News, Technology section

Follow [@TwitterSupport](#)

Develop your own skills – search for help when you are stuck on Twitter at: <https://help.twitter.com/>

And for help on Facebook

- for personal accounts: <https://www.facebook.com/help>
- for organisation accounts <https://www.facebook.com/business/help/community/>

Keep up with latest thinking at national conferences, without cost or travel e.g. 30 January AIM seminar in Edinburgh. Follow proceedings on Twitter by searching the hashtag **#preparetoprosper** Follow new people who are posting interesting points from the conference. This will begin to grow your community of interest.

### Dates for your social media diary:

Some hashtags to follow on Twitter - post your Museum's content on Twitter in the relevant date/time window:

Every Monday eve 8pm-9pm UK time **#museumhour**

April 23-29 **#museumweek**

17 Jan: **#MuseumSelfie** day – encourage your visitors to post their own selfies with the hashtag at your museum. Raises the profile of your museum.

Sept – 2018 date tbc - **#AskACurator** day

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