

Social Media Workshop: Learning how to use and apply social media at your museum or heritage organisation, 26.1.2018

Social Media Policies: A template for your organisation to use

Social Media Policy 2014-16 Amgueddfa Cymru — National Museum Wales:
<https://museum.wales/media/35330/Museum-Wales-Social-Media-Policy-web.pdf>

Digital and Social Media Resources

SWFed web site: <https://www.swfed.org.uk/resources/marketing-social-media-digital-and-social-media/>

The Essential Guide to Social Media Marketing – Hootsuite blog post

Digital Museum Engagement Template – use this template developed by Tickbox Marketing to plan your digital engagement strategy.

More resources will be added to this area over the coming weeks.

South Gloucestershire Council web site

Social Media and the Potential benefits for heritage organisations by Sarah Madden, Digital Engagement Officer, South West Museum Development Programme:

<http://www.southglos.gov.uk/documents/Heritage-Partnership-meeting-3.3.2017-SWMDP-Digital-Officer-Presentation.pdf>

The Audience Agency

For Digital Snapshot, a newsletter, join the mailing list on this link

www.theaudienceagency.org./newsletters

Museums Association: <https://www.museumsassociation.org/museum-practice/social-media-basics>

To build heritage Twitter followers:

Join in the conversation with #MuseumHour on Twitter every Monday between 8pm and 9pm, like and retweet and reply to others during the conversation to increase your followers.

Join in the conversation with #HeritageChat <http://www.heritage2020.net/get-involved/heritage-chat/> like and retweet and reply to others during the conversation to increase your followers.

Jane Marley, Museums and Heritage Officer, South Gloucestershire Council

