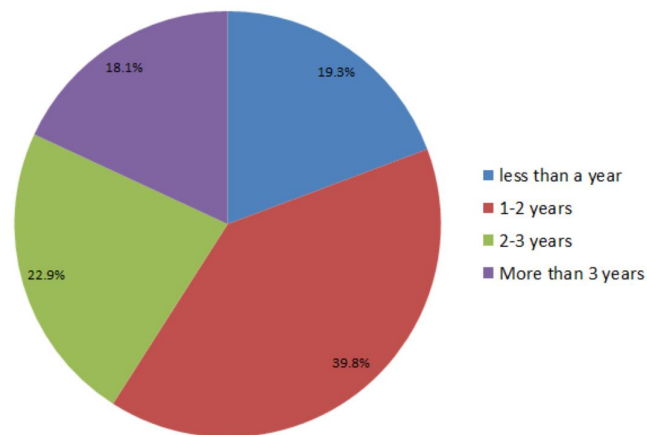


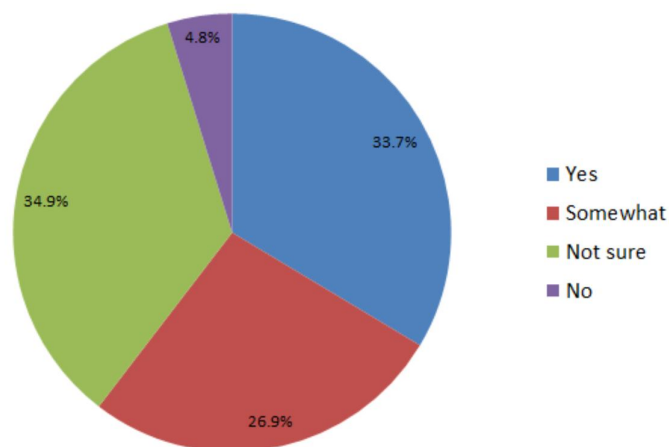


Does Social Media work for the Cultural Sector? Survey Results Analysis

1. How long has your institution been using social media?



2. Do you feel social media has improved your institutions attendance?



Response examples:

“Staff report new audiences at certain events and when asked participants stated they found out about the event through social media. Audience evaluation forms show increasing numbers of attendees find out about events through social media. Events

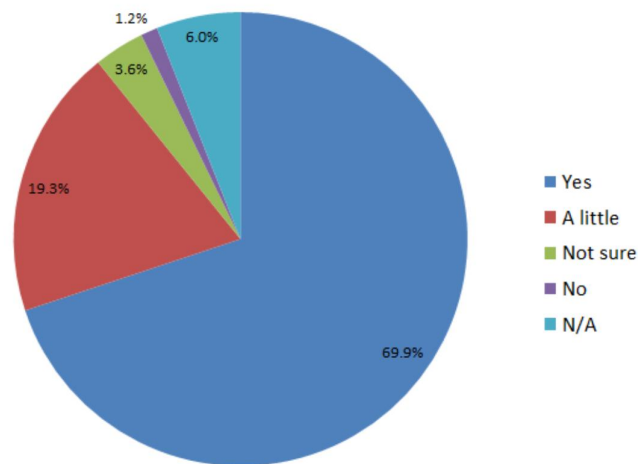
get regularly re-tweeted on Twitter. People sign up to events on Facebook. Many events are only advertised through social media and get a good audience.”

“Mainly through events, but somewhat of a demographic change in most recent year due to prolific social media communication.”

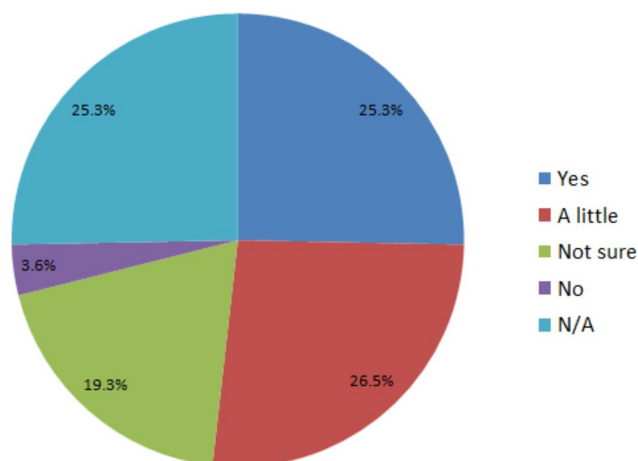
“Physical visitors to our public Search Room haven't increased but this wasn't the intention, as we're trying to gain awareness and new online audiences”

3. Do you feel there is any link between social media & footfall on;

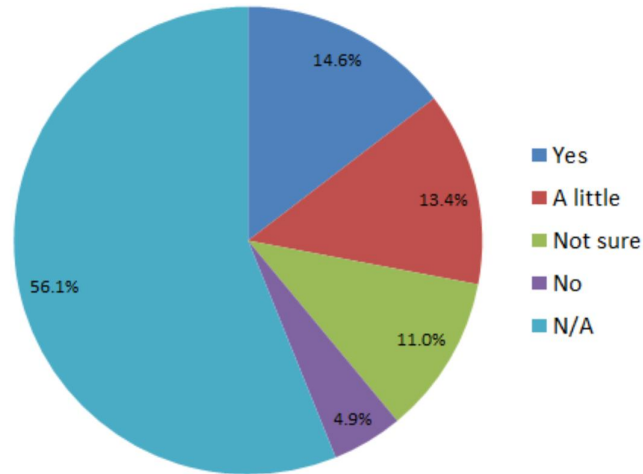
Website



Ticket office



Online Shop



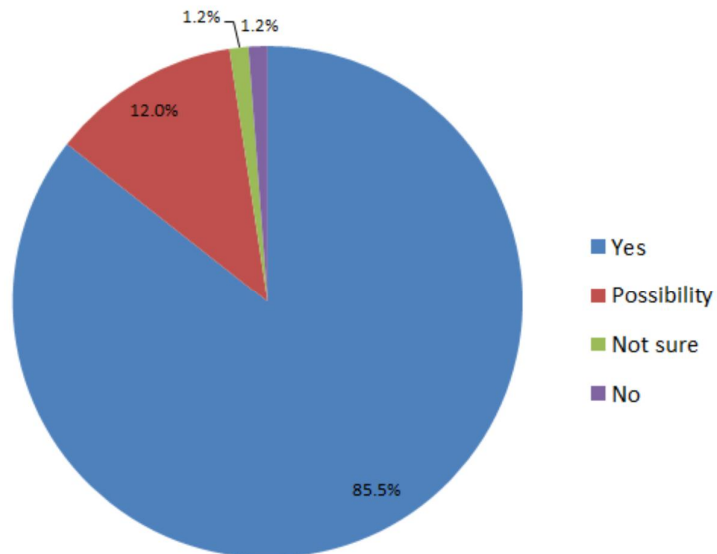
Response examples:

“We have our website traffic data and the impact of the social media is not as it is expected.”

“Yes for Picture Library website (image sales)”

“Blogs and research requests (huge increase in research)”

4. Would you recommend institutions that are not using social media to use it?



Response examples:

"I can't think of a better way to build a relationship with visitors - I also think it encourages people to become advocates for you, and it is their personal recommendations that will encourage their friends/relatives to visit."

"It's the 21st century. This outlet is just as important as print."

"Social media can't be forced. Has to merge with existing workflows and practices"

"Even if it doesn't directly increase traffic it is great as a way to keep up with what other institutions are doing and support each other."

"Increases your exposure and reach beyond your institution's walls. People don't have to visit you to be engaged by what you are doing or to learn why you are a valuable resource."

"For those who have small or non-existent marketing budgets, it is a good way to raise the profile of the museum, its collections and its activities. It is also a good way to produce 'reports' of what you are doing in a much more meaningful way to which you can direct trustees, councillors etc"

"It's another way to connect with your audience, whether those are people who will visit or people on the other side of the world who are interested in what you do. Social media works best when it is not just seen as a way to increase attendance."

"It's a long game. Even if the business case now is limited, the number and demographic of SM users is rapidly changing. In terms of virtual visitors, SM works very well, and it's good for organisational profile and providing new and inspiring ways of interpreting collections."

- 5. Please explain a typical day with social media for your institution. This could be sharing links to new exhibitions, answering queries, starting a new hashtag event, or even asking followers for coffee! We would just like to get a general idea of the different levels of engagement.**

Response examples:

"We answer queries daily, run competitions, promote events and like to have general interaction with our fans/followers like guessing an object or asking to post photos of their visit"

"We share links from the websites, photos of new arrivals to the museum shop, retweet photos from the exhibitions, share teaser of the current film program, remind iPhone application."

“We do everything from announce events, promotions and contests to engaging individuals one-on-one, re-tweeting important or relevant tweets from others, and just giving general updates about the Museum or its staff.”

“At present our social media presence is based on link sharing. This includes setting up events on Facebook, linking to these on Twitter, and pushing pages on our website. We also use our Twitter feed to comment on current affairs within our sphere, such as new exhibitions locally and contemporary arts news. These tweets add a personal flavour to a feed which could otherwise become quite marketing based. We are in the process of forming an organisation-wide social media team so as to assess how best to use it as a means for engaging with our current and potential audiences.”

“information about behind the scenes work, often as a taster for something upcoming reminders of events, which are often RTd or liked in the community so increases our visibility Just to note - almost all social media updates are done by staff in their own time at home because they like doing it - no one really has time to prioritise it in a usual work day”

“Throughout each day, PR and Education & Community Department generally publicise information about exhibitions, programmes and events, as well as publications. Followers/ Fans often ask about opening hours or comment on their museum experience or express regret at not being able to attend an event etc.”

“We post first thing in the morning, firstly by thanking new followers, then putting some news up, on a range of subjects. Then we post again in the afternoon. Anything that comes up in between is also posted. Our Facebook and Twitter accounts are linked to save time.”

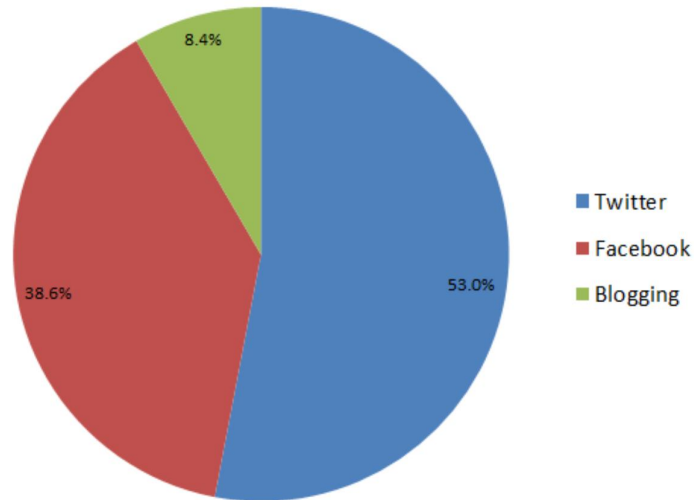
“I generally post 3-6 times a day on Twitter, mostly connecting our online records to topical news, posting Twitpics of items in our collections or photos of events/staff work, mentioning meetings with other organisations, promoting our new publications and events, and retweeting other people's relevant posts. On Facebook I would try to post 1-2 times a day in a similar way. We have also answered enquiries through Twitter, taken part in global events like AskACurator, AskArchivists, and DayofArchaeology, and shared social media experiences with interested parties.”

“Tweet what's on that day, share a picture on Facebook to an exciting trailer that's just arrived (new Batman for e.g.), share that link on Twitter. Use Bit.ly - track the mentions/likes/clicks we get. RT a fellow cultural organisation's link to an event they want to push (and have them do the same for us in the future). Respond to comments on Facebook and Twitter, from 'complaints/issues' to praise or simple programme/prices enquiries - this is perhaps the most important aspect: always replying.”

“We don't use it every day as we are a small volunteer run organisation. We feel frequent posting about trivial matters dilutes the real messages we wish to spread. Facebook for us is mostly people leaving feedback and corrections (which we reply to). We occasionally post on Facebook and when we do hits to our blog or website rise

significantly. We're new to Twitter and try to tweet a few times a week - usually what we're up to, new blog posts, new resources on our website, retweet some things of relevance. Twitter also sends quite a few hits to our blog. For us the main goal is ourselves out there and make people aware we exist and what we have online"

6. What social media works best for your institution?



Response examples:

"We do all of these. Twitter was initially good for peer to peer networking but we are building a good audience network now. Its taken a long time to build a local following. Facebook is nice and informal and our fans feel free to comment, ask us stuff etc. The blog is where we put more in depth and unusual content that would never make it to a museum label, or a website."

"Facebook and Twitter ad catering for different age groups and sectors"

"Should be able to choose more than one here - can't really say one works better than another."

"All of the above plus Flickr"

7. Please briefly explain your reason for choosing that particular social media (eg aims, ambitions, audience share etc.)

"When using facebook it feels more personal, and its easier for fans to interact. Sometimes twitter moves faster and your not sure whether people have read your posts"

“We use Twitter and Facebook in parallel but it is clear that impression on Facebook is more than it is on Twitter. We try to use other social networking platform like Dailymotion, Flickr, Formspring together.”

“We actually use all three methods, but Facebook seems to be a happy medium between the short sharp immediacy of Twitter (great for those last minute updates) and the more ponderous tone of blogs (which I suspect are rarely read...). We can cross promote our Twitter stream and our blogs through Facebook, as well as our main website and shop site. It seems more personalised and friendly, but has to be used carefully so as to not intrude on our fan's news feeds too much.”

“I can't choose between them - they're both vital for all the following and more:
Building relationships
Good customer service
Capturing feedback /opinions
Capturing suggestions / ideas
Involving people in projects - user generated content
Increasing awareness of our museums, museums in general, culture, etc.
Encouraging people to find out more about history/heritage/culture etc”

“We use all of the above, they reach different audiences at different levels of engagement. I don't think any are 'best' (just ticked one to get past question), they are all different. Twitter gets the widest response - we use it for profile raising. Facebook is best at community engagement, but the community is smaller. Blogging works very well with our research audience with a smaller still audience.”

“When we set up our page, Facebook had a wide demographic and was understood by more of those who engaged with social media. It is also easy to use for staff contributing (as generally they use it socially as well), and there are a range of applications that feed into the Facebook page - so staff who were already blogging some of their work themselves could add their feed into the Facebook page. As the museums service does not have its own stand-alone website, the Facebook Page was the next best thing and can be viewed both by those who are part of Facebook and those who aren't.”

“Facebook is still slightly better for us (than Twitter) because we have more active fans - more likes, comments, reshares. We post a lot of photos and FB works very well for photos. We have also been on FB longer than Twitter. At this point I think a lot of our Twitter followers are passive followers, so it is harder to gauge how well it does or doesn't work for us.”

“Because Facebook's estimated reach for the UK is 25 million Allowed us to showcase content and services in a way that wasn't permitted by organisational website Enabled us to populate the page with content from other social media channels. meant we could start 'talking' to users and non users. Another channel for feedback and customer service”

Thank you to everyone who took the time to take part in this survey.

Mar Dixon. August 2011