

1


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Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A and a short break
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button

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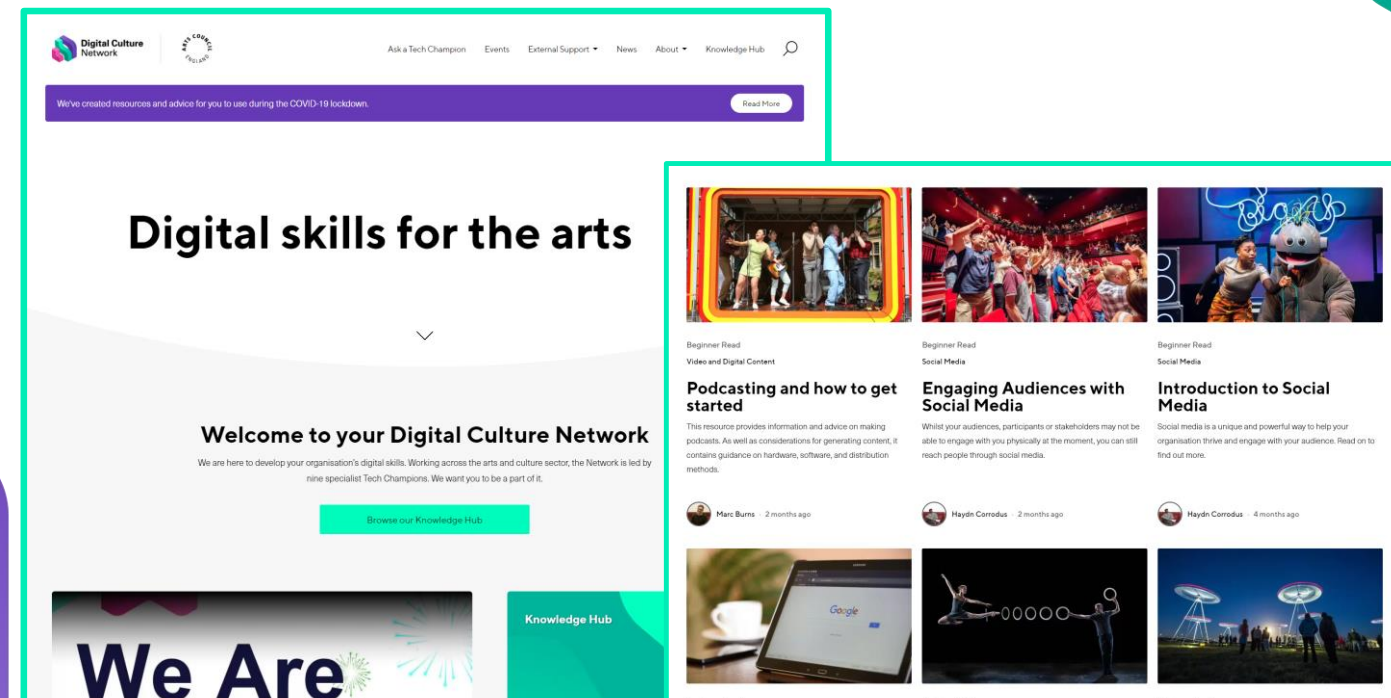
A beginner's guide to building the perfect social media strategy

Haydn Corrodus Social Media Tech Champion



2

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3

- Step 1: Ask the right questions.
- Step 2: We need answers – Where to find them
- Step 3: How to communicate on social media
- Step 4: Let's get S.M.A.R.T

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The power of Social Media

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5

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How many people across the world use social media ?

- A. 5.3 billion
- B. 3.5 billion
- C. 4.5 billion
- D. 2.8 billion

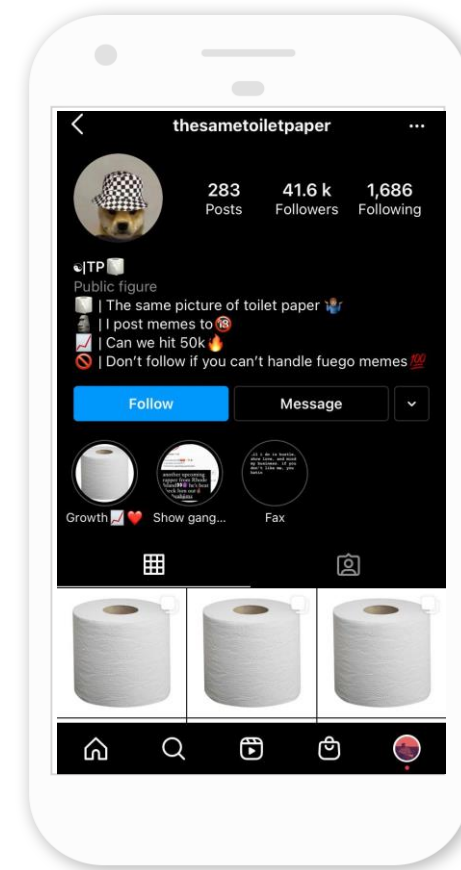
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An audience for EVERYTHING



7



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Lets get social



8



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Step 1

Ask the right questions!

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9

9

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Why do I need a strategy?

- Why are you on social media?
- Do you have a digital strategy?
- What do you want to achieve?
- What are you doing currently?
- Do you have benchmarks?
- Do you know who your audience is?
- What platforms are your audience on?
- What are other organisations in your space doing?

10



Internal Questions

- What are your resource levels?
- What skillset do you have in house/do you have?
- What stakeholders/departments need an overview?
- Who can feed in or support your work?



- Step 1: Ask the right questions.
- Step 2: We need answers – Where to find them
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Step 2

How do I find the answers, I hear you ask...

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Step 2

How do I find the answers, I hear you ask...

Social media audit

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4

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Social Media Audit -Definition

A social media audit is *an inventory of your current social accounts that measures the progress of your marketing goals*. It identifies your strengths, weaknesses, and the next steps needed to improve your results going forward.

A social media audit will leave you with a comprehensive strategy for all your social channels and the information you need to optimize your social media output. - Hootsuite

15



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Social Media Audit

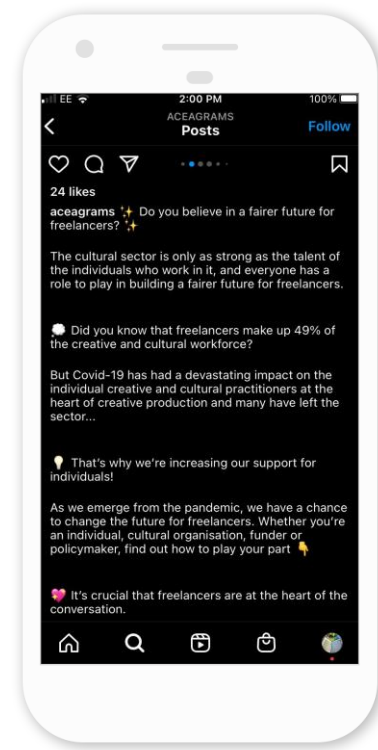
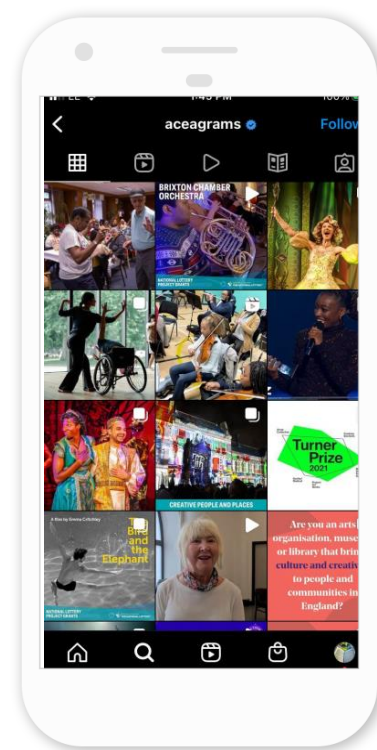
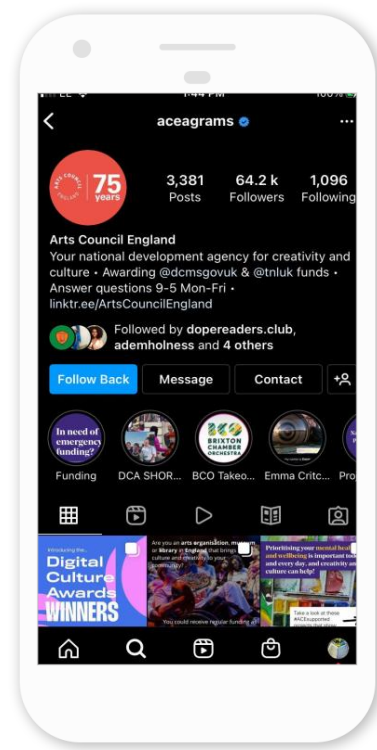
- Evaluate your platforms what's working and what's not.
- Digital/business strategy alignment.
- Help see current strengths and weaknesses.
- Understand your audience's current and new.
- Understand your current level and set benchmarks.
- Help identify current best practice within your field and opportunities.

16



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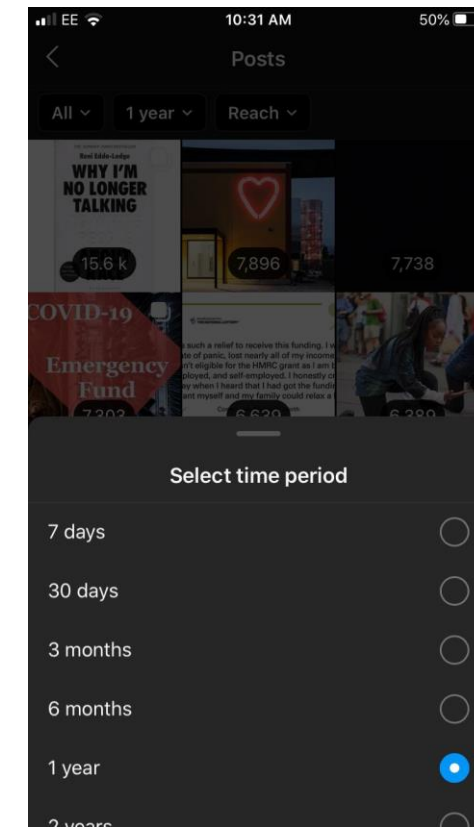
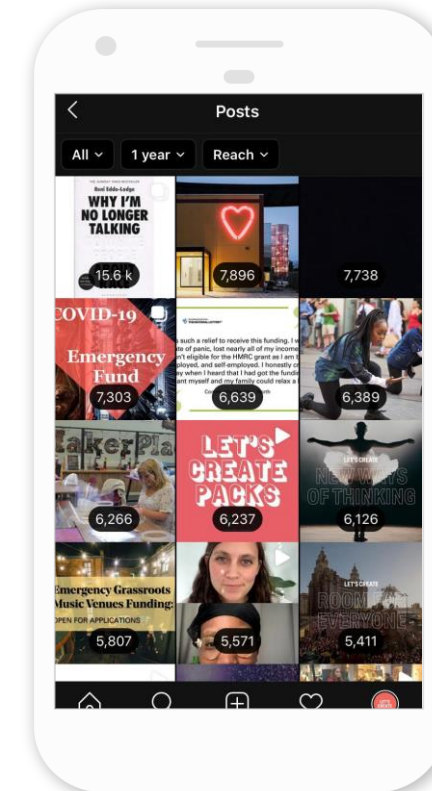
What to look at



17

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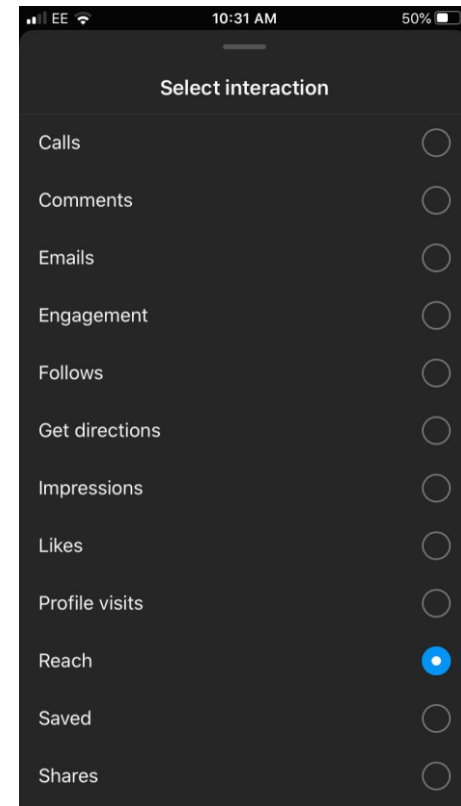
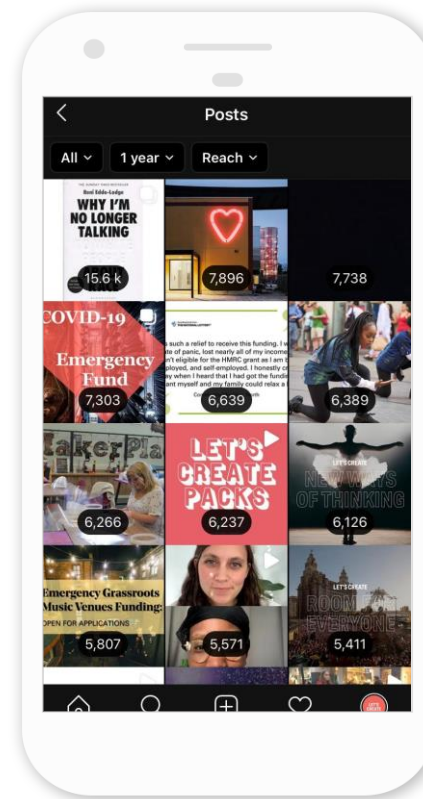
Insight page



18

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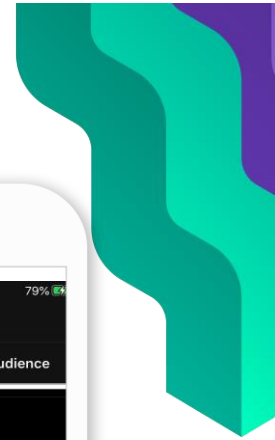
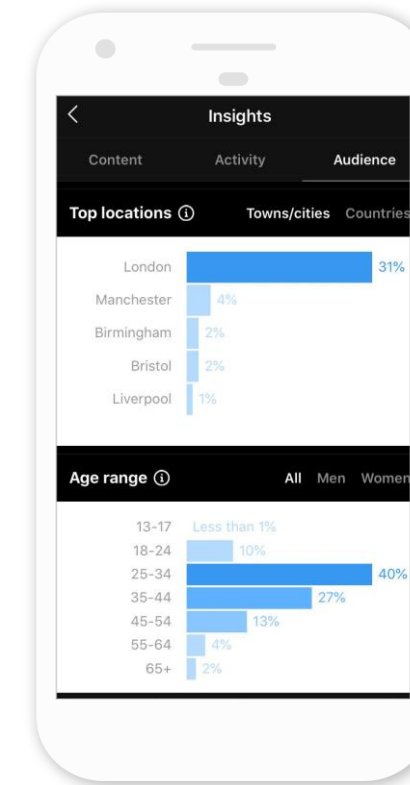
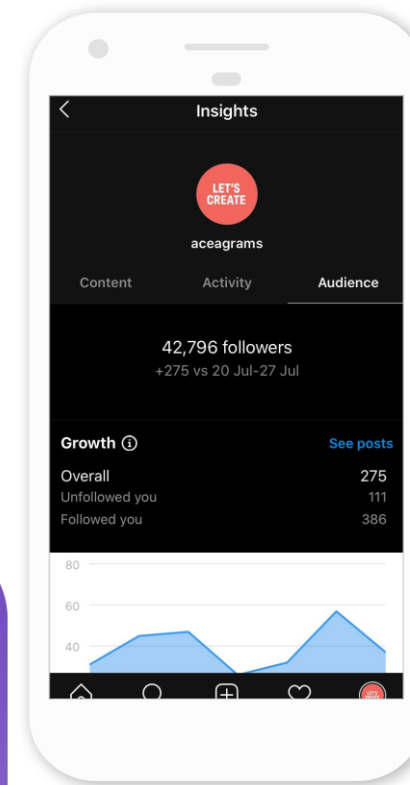
Insight page



19

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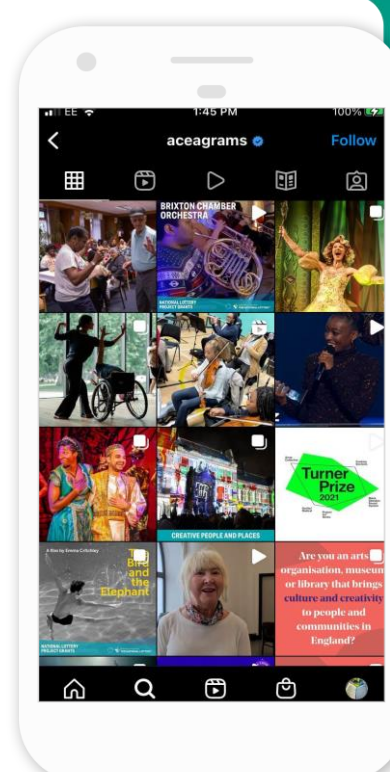
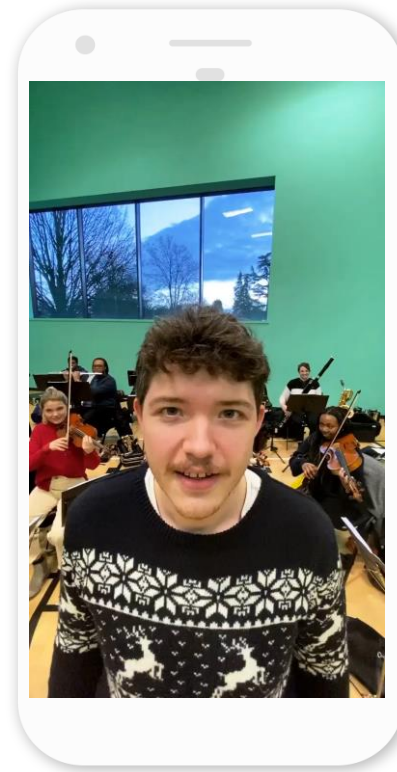
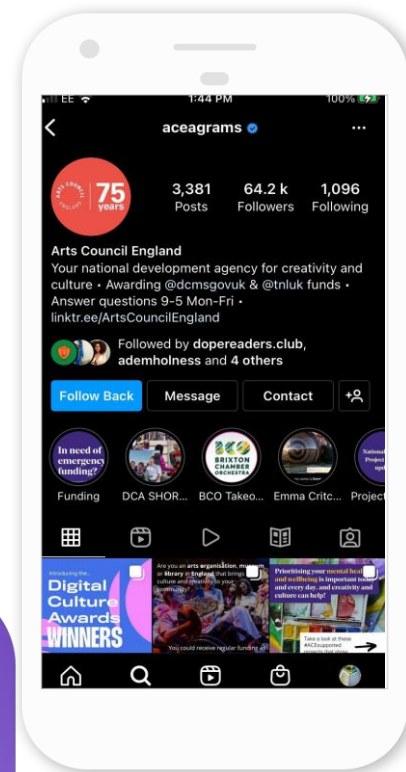
Insight pages



20

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What to look at in established accounts



21

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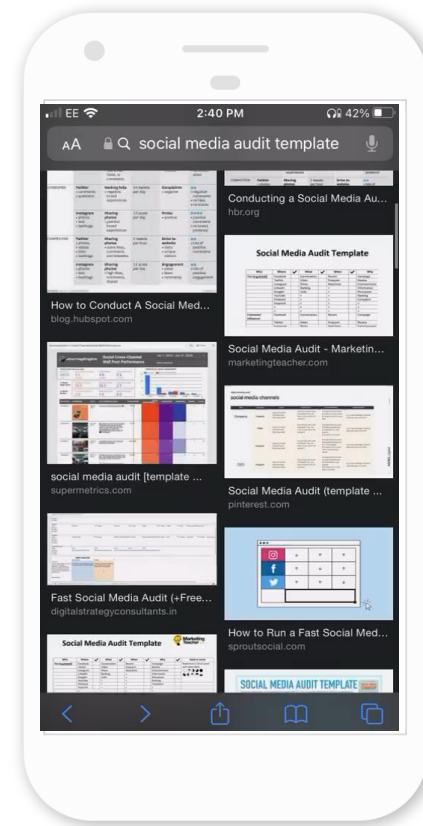
Social Media Audit +

- Repeat steps for all your platforms.
- Write a summary for each profile and a complete overview.
- Note any content ideas you like.
- Present findings to relevant stakeholders.

22

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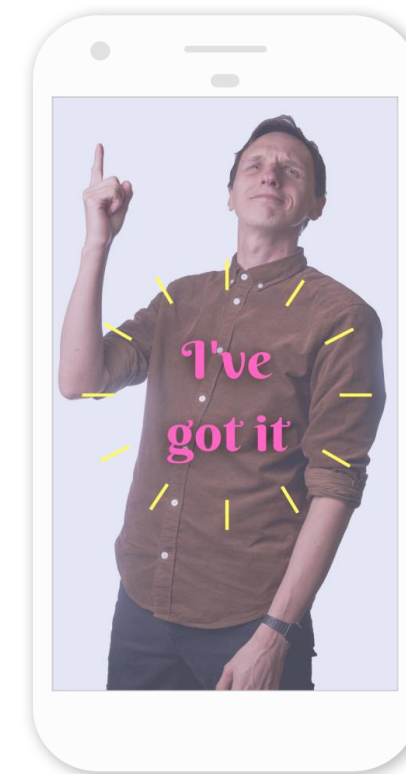
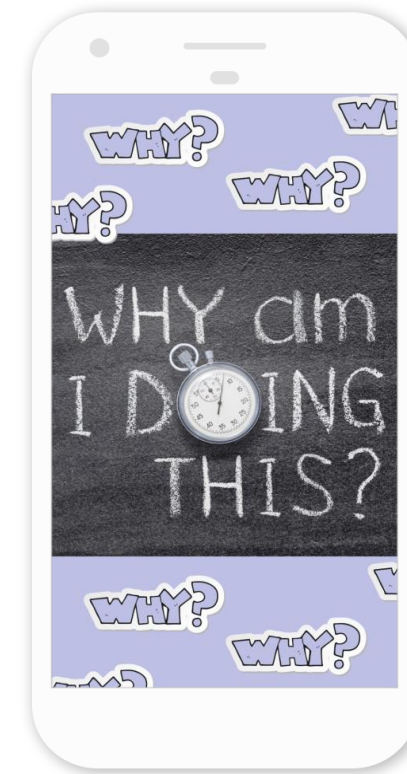
Social media audit example templates



23

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Social Media Audit +



24

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25

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Step 3

Communication, how do we tell our story via social media?

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26

Question

What do we mean when we talk about a social media “tone of voice”?



Tone of voice

Definition

Tone of voice characterises your organisations personality, values and goals and how it communicates with the audience, thereby humanising the organisation. Simply put, it is how an organisation speaks to it's audience.



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Creating a T.O.V



Tone of voice **characterises your organisation's personality, values and goals** and how it communicates with the audience, thereby **humanising the organisation**. Simply put, it is how an organisation speaks to its audience .

29



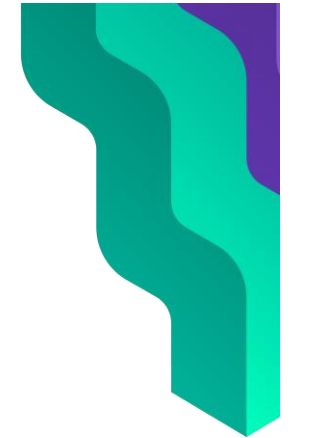
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Creating a T.O.V



Focus on your values and goals!

30



Creating a T.O.V

We are going to focus on values and goals.

Create a social media/comms vision that aligns with your organisation's mission/vision statement.

Turn your social media/comms vision statement into content pillars.



31



32

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Creating a T.O.V Social media vision statement example

The Haydn Corrodus South East Museum of Social Media is dedicated to curating the most ground breaking and engaging social media stories from around the worldwide web with a focus on success stories from the South East of England.

It is our aim to make the South-East the most digitally mature region In England with an emphasis on young people between the ages of 14-25 providing them with the resources they need to be social media and digitally savvy.

33

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Creating a T.O.V Content pillars example

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34

Champion social media best practise from around the world with a SE Focus.

The Museum - Who we are what we are about, programming etc.

Best in practise social media execution from young people, relevant South East organisations.

Creating a T.O.V Content pillars example

1. Champion social media best practise from around the world with a SE Focus.
2. The Museum - Who we are what we are about, programming etc.
3. Best in practise social media execution from young people, relevant South East organisations.

35



Summary

Consistency of message is key to T.O.V.

Focus on creating content that aligns with your values and goals.

Create a social media/comms vision that aligns with your mission/vision statement.

Turn your social media/comms vision statement into content pillars.

Your content pillars are not straight jackets.

36



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- Step 1: Ask the right questions.
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37

Break

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38

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Step 4

Time to get
S.M.A.R.T

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Post with purpose

Digital x Social media strategy

Setting objectives

Benchmarking

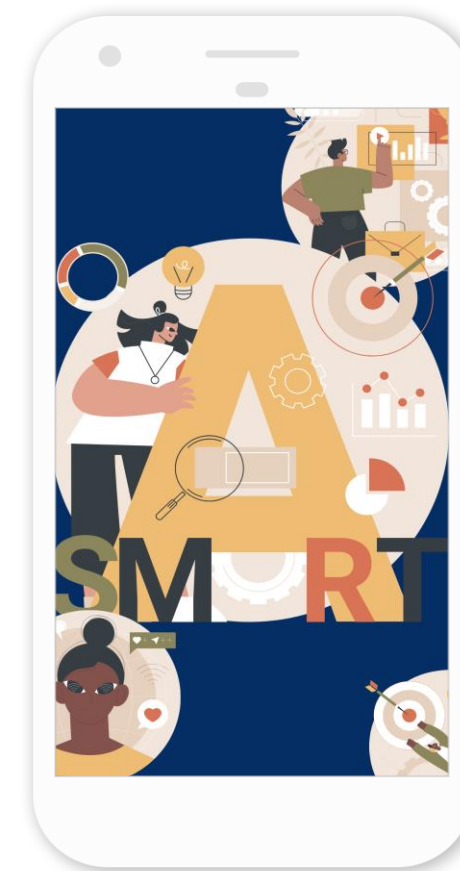
Digital x Social

Use your digital strategy as the basis for your social media strategy.

Gives you a clear framework and a purpose for what you are doing.

Gives context to reporting.

Easier to gauge performance.



Specific

Measurable

Achievable

Relevant

Time-bound

What are you trying to achieve?

How does it relate to wider digital objectives?

Use benchmarks to inform objective metrics.



Objective example

| Objectives | Activity | Measurement /KPI |
|--------------------------|---|---|
| Increase brand awareness | Organisation specific content and programming | Impressions, reach, engagement rate, follower count |
| Increase website traffic | Creating content that sits on your website. Inserting CTA to drive audiences to your website. | CTR, link clicks, conversation rate, social traffic |

43

Benchmarking

Look at your objectives and set metrics based on your past performance.

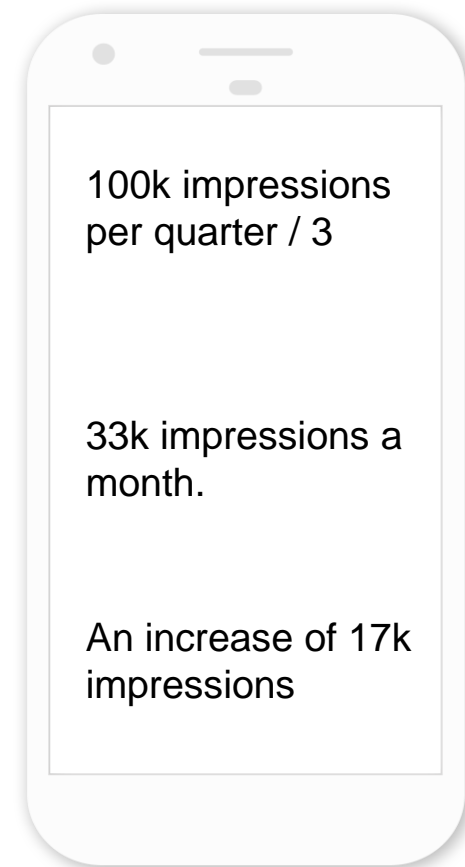
Look at your analytic pages.

Give you something to build upon

Helps you create realistic KPI's

44

Benchmarking example



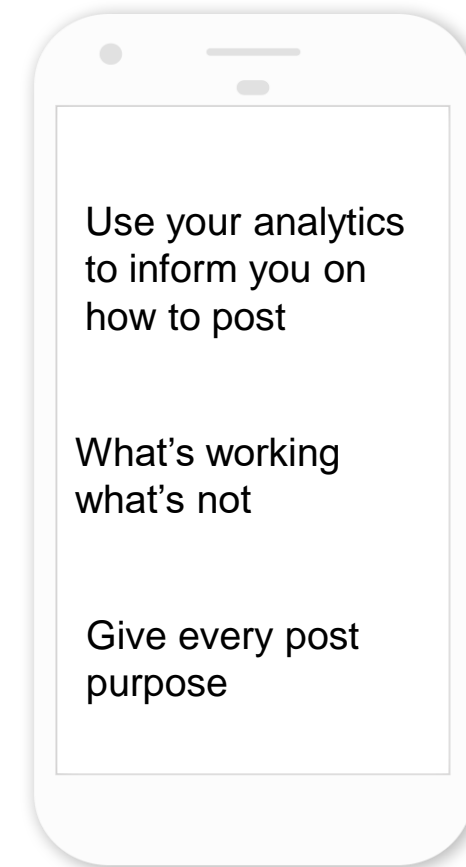
I want to increase by 50% to 150k impressions a quarter.

I need 50k impressions a month.

This is where the strategy comes in!



Benchmarking x Data



I.E 100k Impressions = 30 posts a qtr = 10 a month

What post's are driving the most impressions currently.

Post with objective in mind.



Internal process six things to consider

- Have clear agreed-upon guidelines.
- Find ways to get the whole organisation involved.
- Ownership and responsibilities.
- Set up a digital space to share content.
- Use an editorial calendar.
- A roundup of successful posts.

47



Summary

- Use your digital strategy as basis for your social media strategy.
- Use benchmarks to help define metrics.
- Look at data to see what's working.
- Think about your internal process.

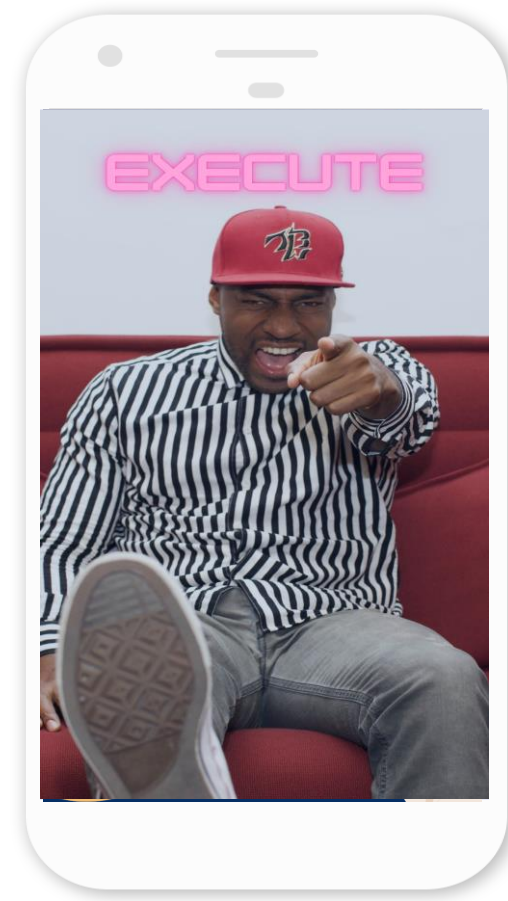
48



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49



50

Get in touch

Send us an email
digitalnetwork@artscouncil.org.uk

Join the mailing list
digitalculturenetwork.org.uk

Join the conversation
@ace_dcn
#DigitalCultureNetwork



Resources

Digital Marketing Resources

- Digital Marketing plan from the space: https://www.thespace.org/resources?body_value=digital+plan
- Digital Marketing top tips: <https://digitalculturenetwork.org.uk/knowledge/top-tips-for-digital-strategy/>
- SEO and Google acronyms: <https://diggitymarketing.com/seo-abbreviations-and-acronyms/>

Social Media

- The DCN Twitter account: https://twitter.com/ace_dcn
- The DCN Website: <https://digitalculturenetwork.org.uk/>
- The DCN YouTube Page: <https://www.youtube.com/c/DigitalCultureNetwork>
- DCN Webinars: <https://www.youtube.com/playlist?list=PLqYbwpKMT7tkUHNpFXMVFxwKAyL82PJ9>
- Size Guide: <https://sproutsocial.com/insights/social-media-image-sizes-guide>
- Content Calendar: https://docs.google.com/spreadsheets/d/1ty_MVhV3O2q2AekHuezz0-cNASIXujHRMZpKLYxUusw/edit#gid=544490062
- Editorial Calendar: <https://drive.google.com/file/d/1uXSVXSymFu00wbslFF42m3mPozqF9gm/view?usp=sharing>
- BAU Copy template sheet: <https://drive.google.com/file/d/1uXSVXSymFu00wbslFF42m3mPozqF9gm/view?usp=sharing>

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