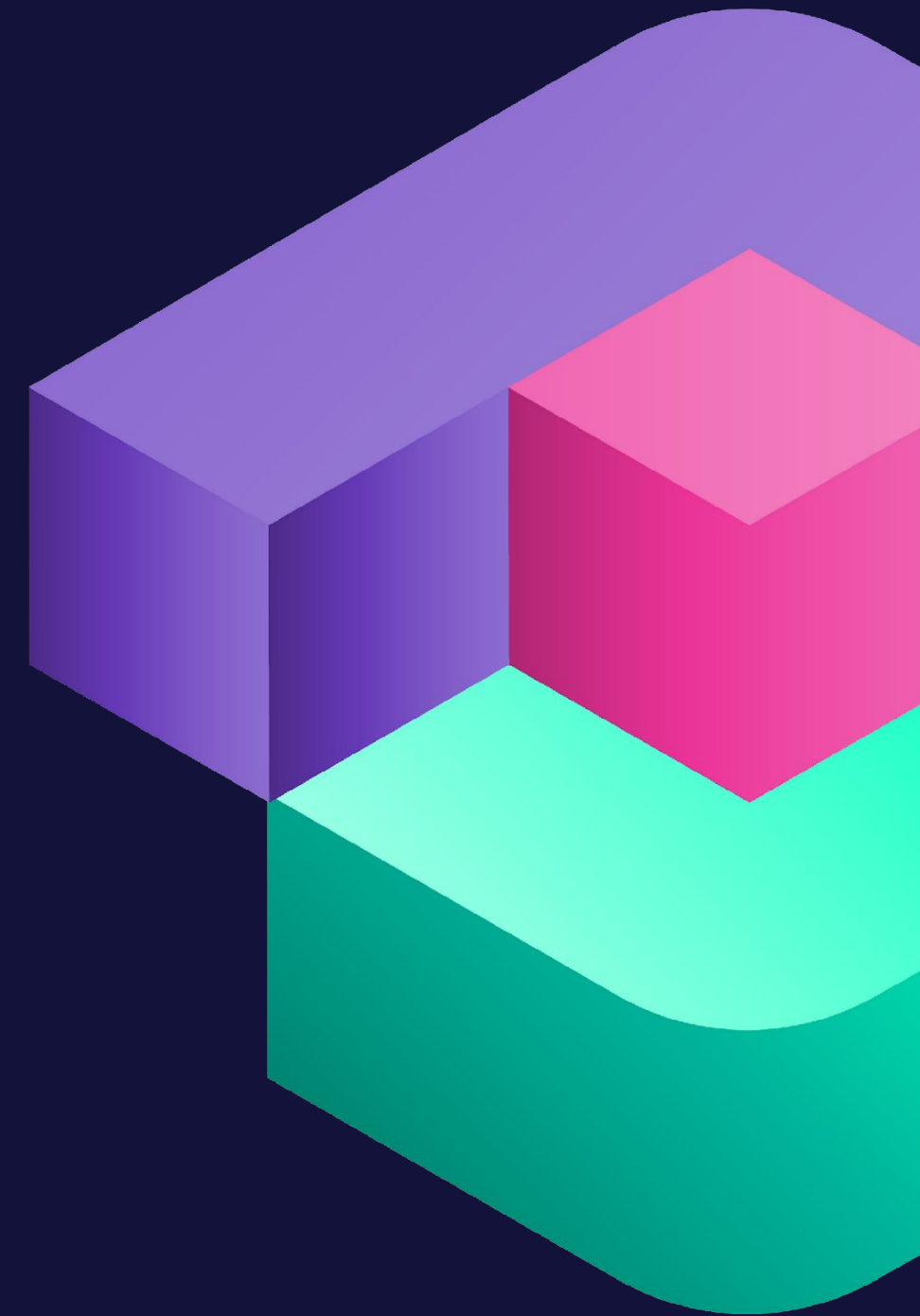


Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including the Q&A
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. You can also use the reaction buttons! 🤔🎉😊



How to use social media effectively – stop broadcasting and start engaging

Nicola Barratt

Tech Champion for Social Media

Nicola.barratt@artscouncil.org.uk




Wednesday 8 March 2023



**Digital Culture
Network**



digitalculturenetwork.org.uk

  [Ask a Tech Champion](#) [Events](#) [External Support](#) [News](#) [About](#) [Knowledge Hub](#) 

We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)




Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



What we'll cover today

- Broadcasting vs engagement
- Get an algorithm boost
- Achieve your digital objectives
- Enhance your brand's reputation
- Make communication a two-way street
- Develop a relationship with your audiences
- Q&A

**What's the main objective
for your social media
platforms right now? 🤔**

What do I mean by broadcasting?

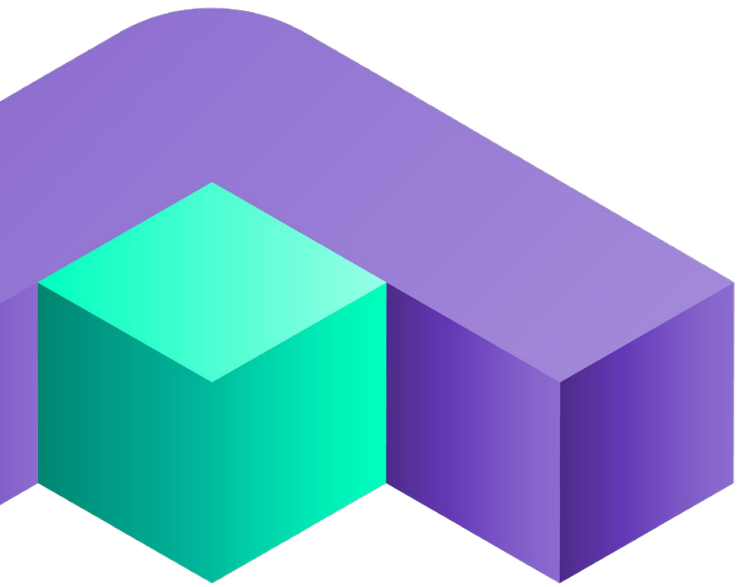






**Access All Areas: Eye Queue Hear cast member
Cian Binchy, 2014-15**
Photo, Idil Sukan

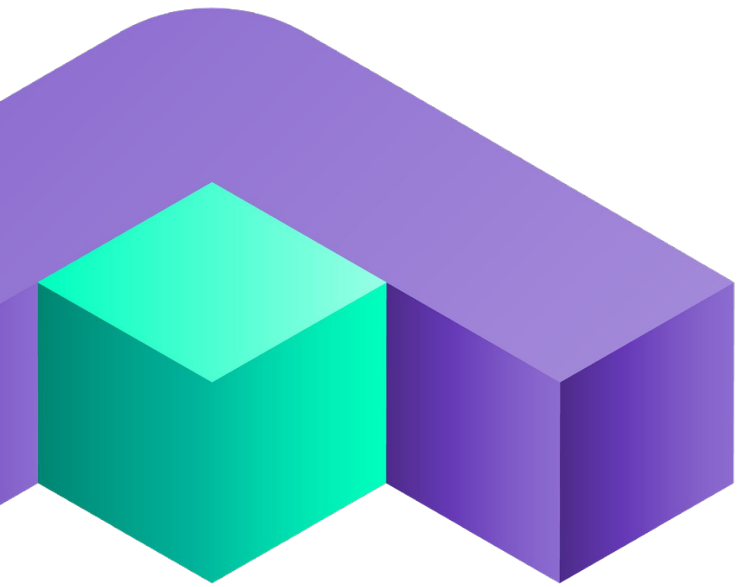
Why should we focus on engagement?



- Broadcasting vs engagement
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What is Zero-Click Content?





Digital Culture Network
@ace_dcn

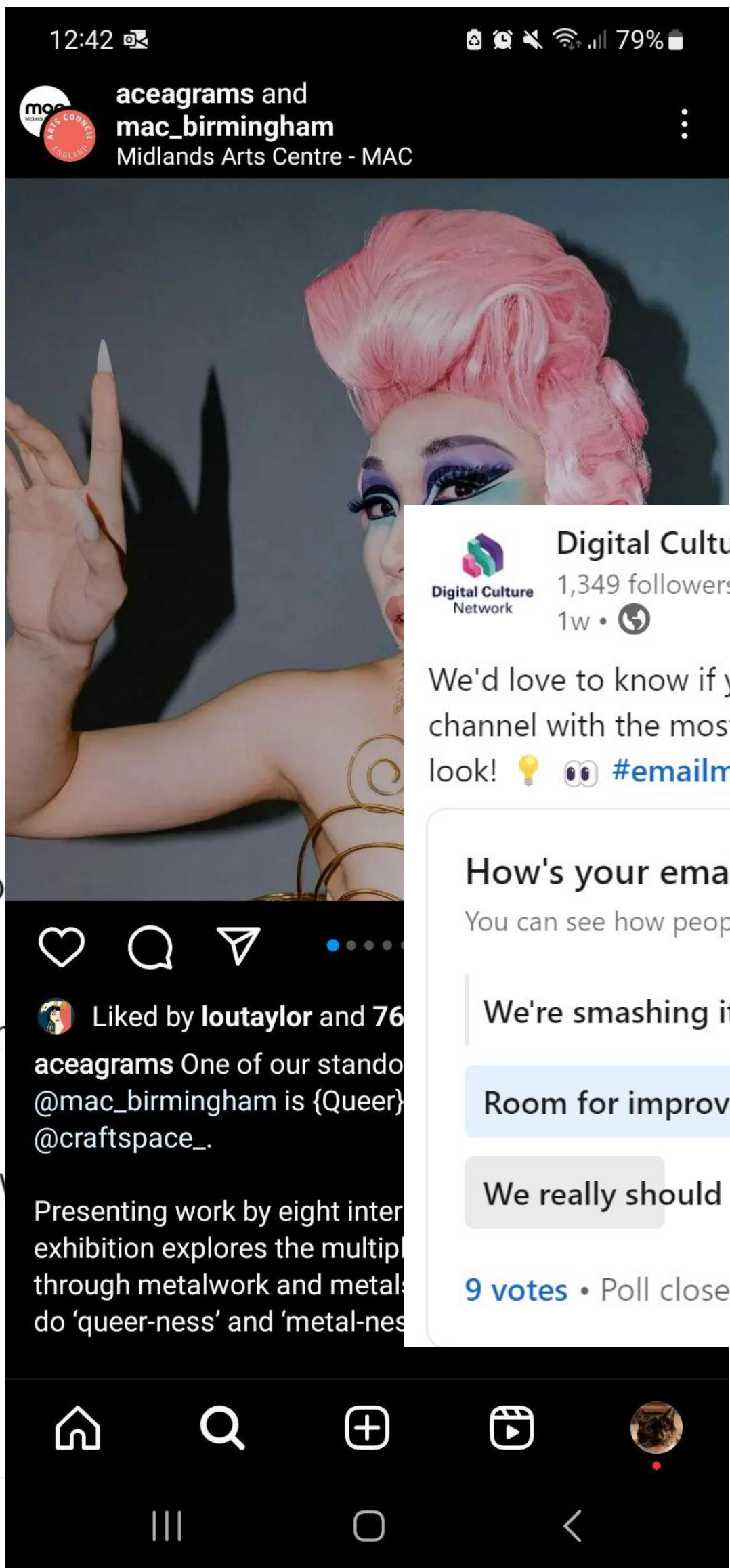
Who would you nominate for the Digital Ambassador Award? [#DigitalCultureAward?](#) 🏆

Have you got a colleague who is doing brilliant work? Give them a shout about?

Or someone else in the arts & culture sector who is doing brilliant work with digital?

Tell us who! [#FridayFeeling](#)

9:49 AM · Jan 6, 2023 · 8,910 Views

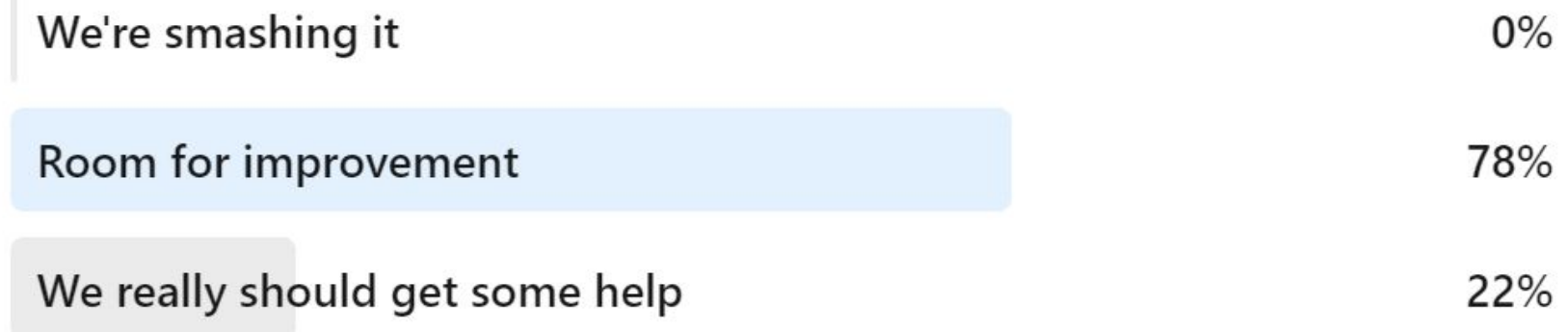


Digital Culture Network
1,349 followers
1w • 🔄

We'd love to know if you're happy with your email marketing campaigns, as the channel with the most potential to engage your audience, you should take a close look! 💡 👁️ [#emailmarketing](#)

How's your email marketing performing?

You can see how people vote. [Learn more](#)














9 votes • Poll closed

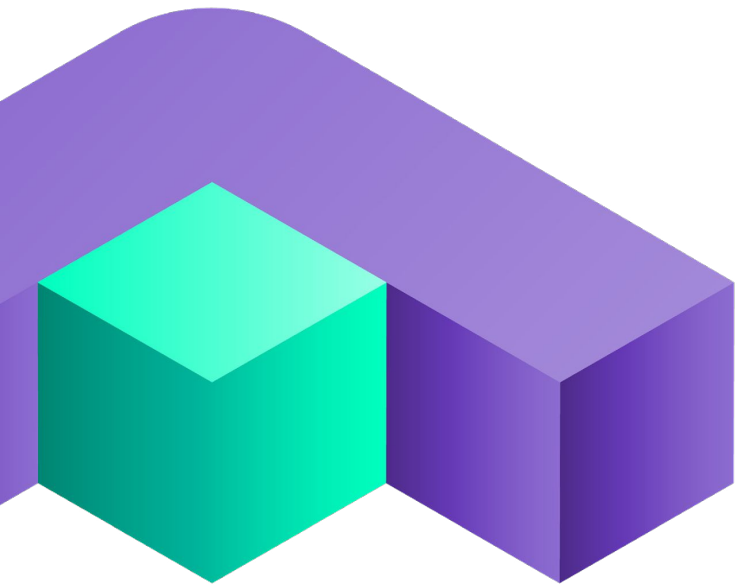
Liked by [loutaylor](#) and 76 others
[aceagrams](#) One of our stando
[@mac_birmingham](#) is {Queer}
[@craftspace_](#)

Presenting work by eight inter
exhibition explores the multi
through metalwork and metal
do 'queer-ness' and 'metal-nes

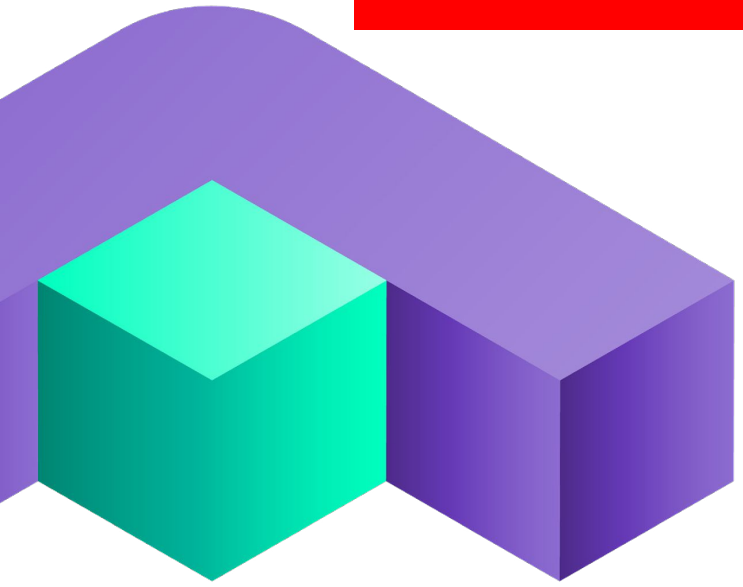
Zero-Click Content on Major Web Platforms

Platform	Allows Outlinks in Content	Allows Outlinks in Bios	Algo Prioritizes Native Content	Creators Benefit from Zero-Click Approach
 Google	Yes*	No	Yes	Yes
 YouTube	Yes	Yes	Yes	Yes
 facebook	Yes	Yes	Yes	Yes
 Instagram	No**	Yes	Exclusively	Yes
 twitter	Yes	Yes	Yes	Yes
 reddit	Varies***	Yes	No	Yes
 LinkedIn	Yes	Yes	Yes	Yes
 TikTok	No	Yes	Exclusively	Yes
 Pinterest	Yes	Yes	No	No
 Quora	Yes	Yes	No	No
 SnapChat	No	No	Exclusively	Yes

Why don't social media algorithms like links?



ADVERTISING



JAN
2022

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS



GLOBAL OVERVIEW

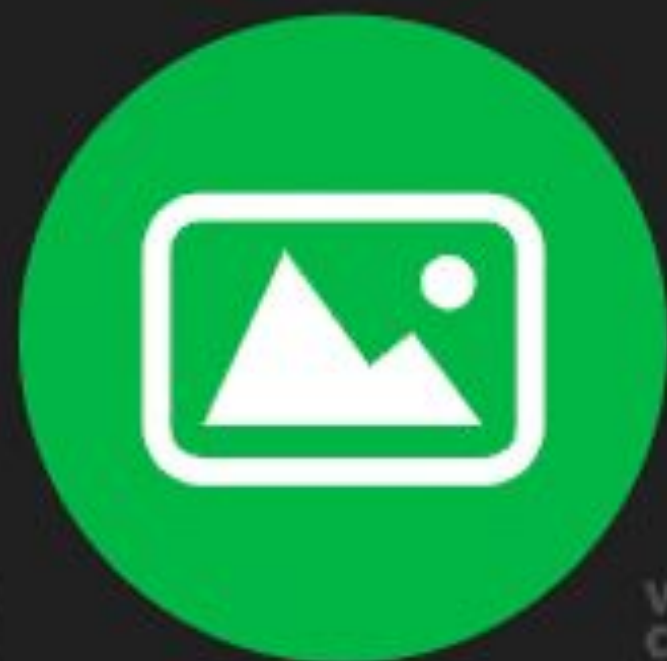
AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: ALL POST TYPES



locowise

0.07%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: PHOTO POSTS



we
are
social

0.11%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: VIDEO POSTS



locowise

0.08%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: LINK POSTS



we
are
social

0.03%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: STATUS POSTS



0.13%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **LINK POSTS**



vise

0.03%

AVERAGE FACEBOOK POST
ENGAGEMENTS vs. PAGE
FANS: **STATUS POSTS**



vise

0.13%

- Broadcasting vs engagement
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VAGINA
MUSEUM

Vagina Museum  @vagina_museum · Feb 16 

Meet the tailless tenrec. These spiny mammals live in Madagascar and are about the size of a small dog. They scream when they feel threatened. And they hold several very weird records for their reproductive capabilities which we're going to tell you about.



 7

 82

 610

 110.7K



**Option 1:
Mix it up**








Option 2: Show don't sell







Option 3: Change your objectives

Page overview

Discovery

 Post reach	4,657,206
 Post engagement	128,733
 New Page followers	471

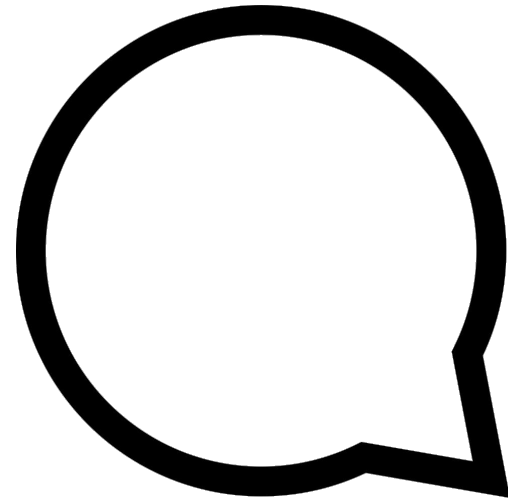
Interactions

 Reactions	17,384
 Comments	746
 Shares	248
 Photo views	56,968
 Link clicks 	1,713

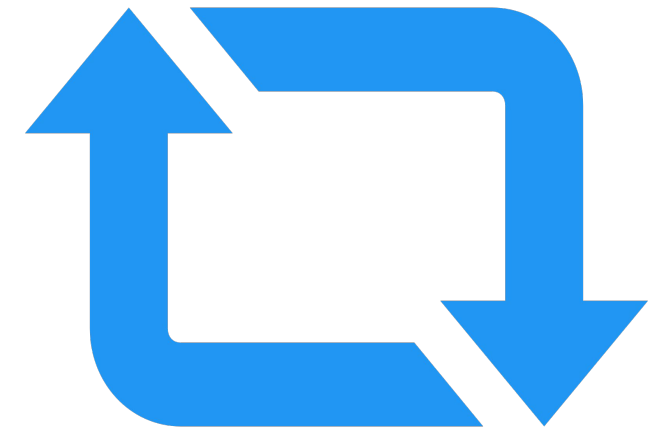
Engagement metrics



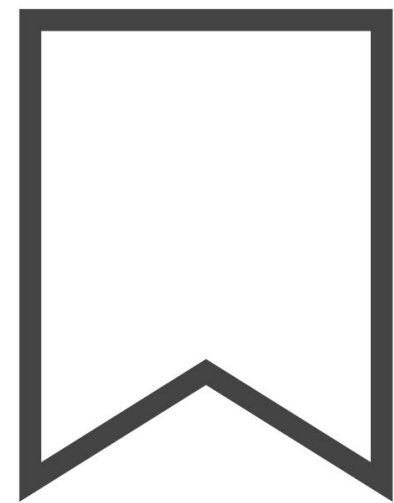
LIKES



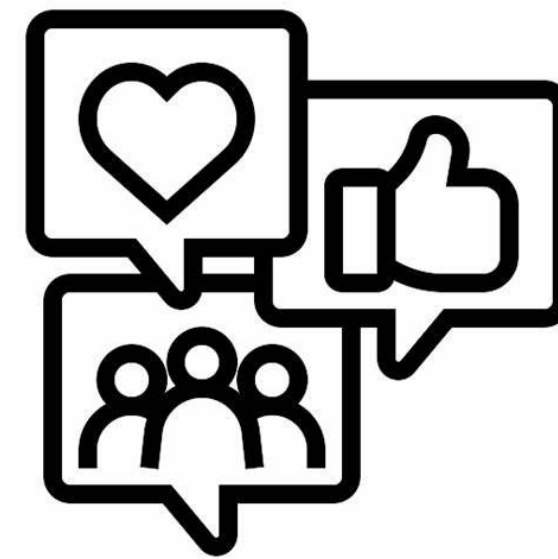
COMMENTS



SHARES

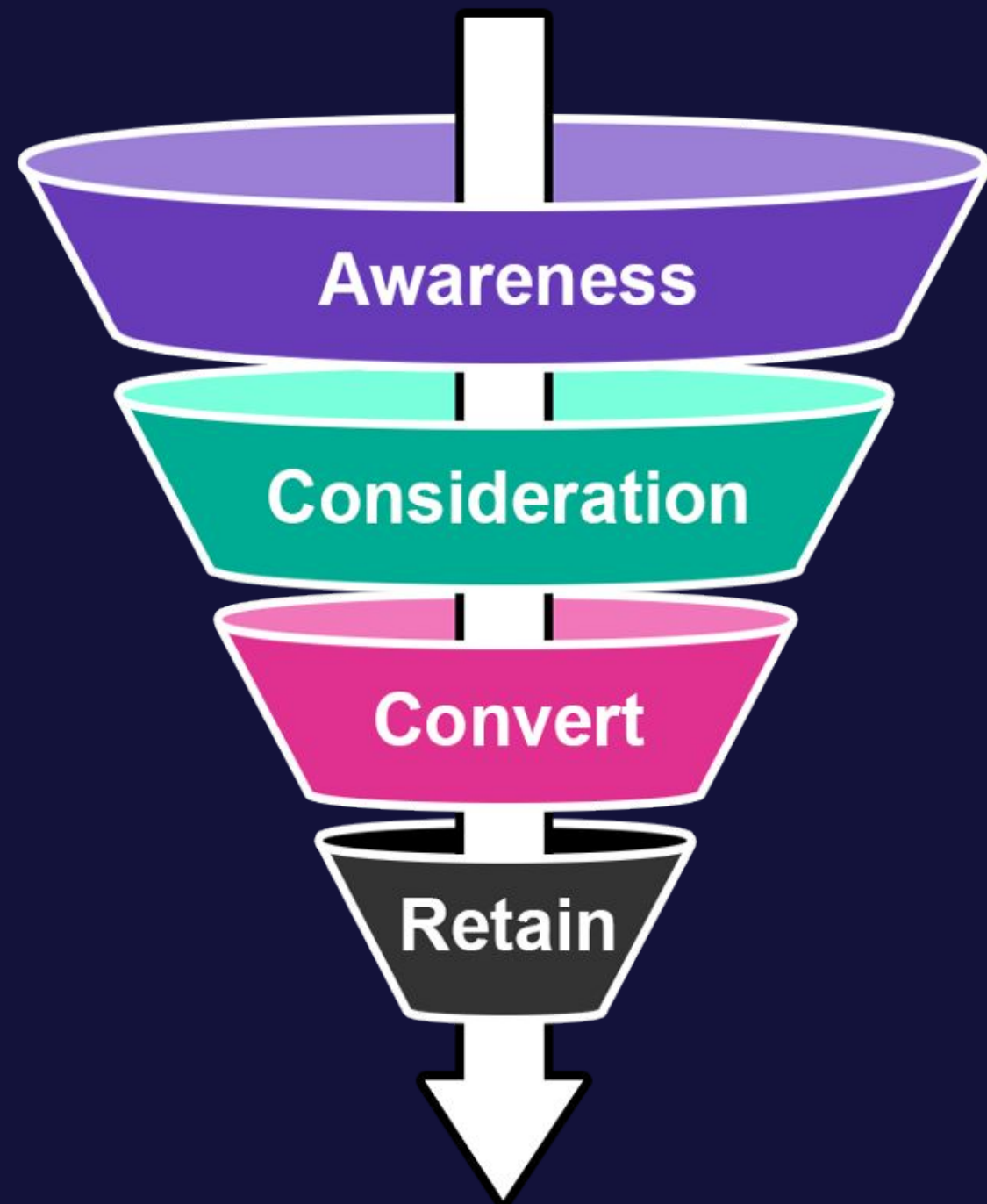


SAVES



OVERALL ENGAGEMENT

Organic social media is where conversations happen, not conversions



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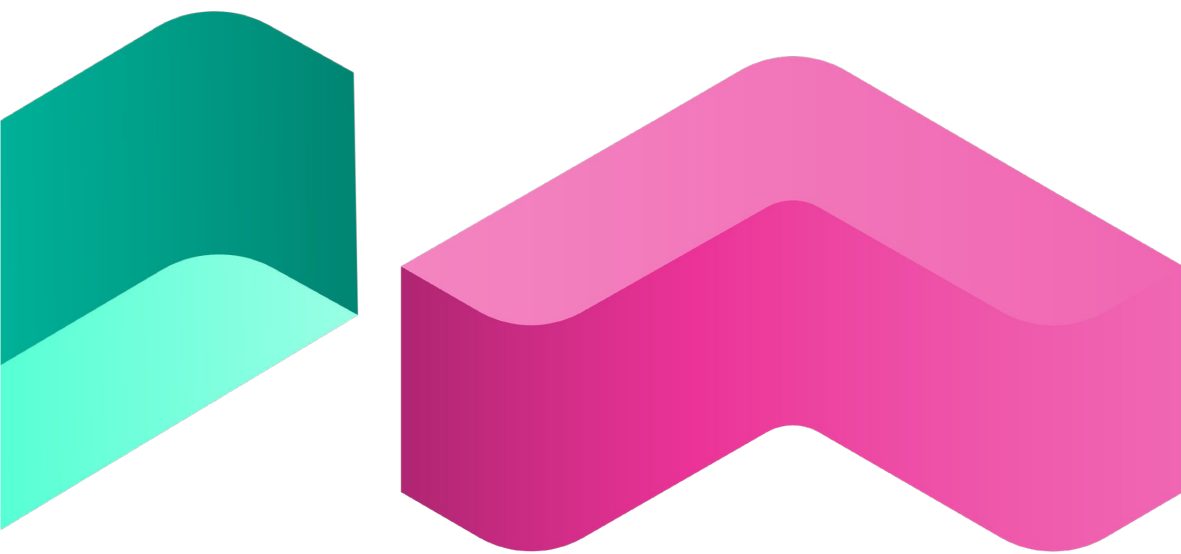


**Build awareness of
your organisation**

How can we track brand awareness?

- 1. Social listening software**
- 2. Organic social listening**
- 3. Shares**
- 4. Follower growth**
- 5. Brand searches and direct visits**

- 6. Back links**
- 7. PR and media coverage**
- 8. Newsletter sign ups**
- 9. Bookings and foot traffic**



Lean into your niche





The Tank Museum (Bovington, Bovington Camp)

2 d · 🌐



19 February 1941: The German Afrikakorps is formed to defend Italian Tripolitania from the advancing British. The Afrikakorps will go on to do far more than just protect Tripolitania, as they successfully drive the British from Cyrenaica, and rise to fame for fighting while outnumbered and chronically undersupplied. They achieve this through their innovative use of their armoured formations, capitalising fully on the abilities of their Panzer force. The Panzer III especially develops a reputation for destroying any British tank it comes across.



👍 466

46 comments 9 shares

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Ask the audience



The Museum of English Rural Life 

@TheMERL



The 4th of January is a special day here at The Museum of English Rural Life, because it's a time when we ask you, once again, to please send us your best pictures of ducks.

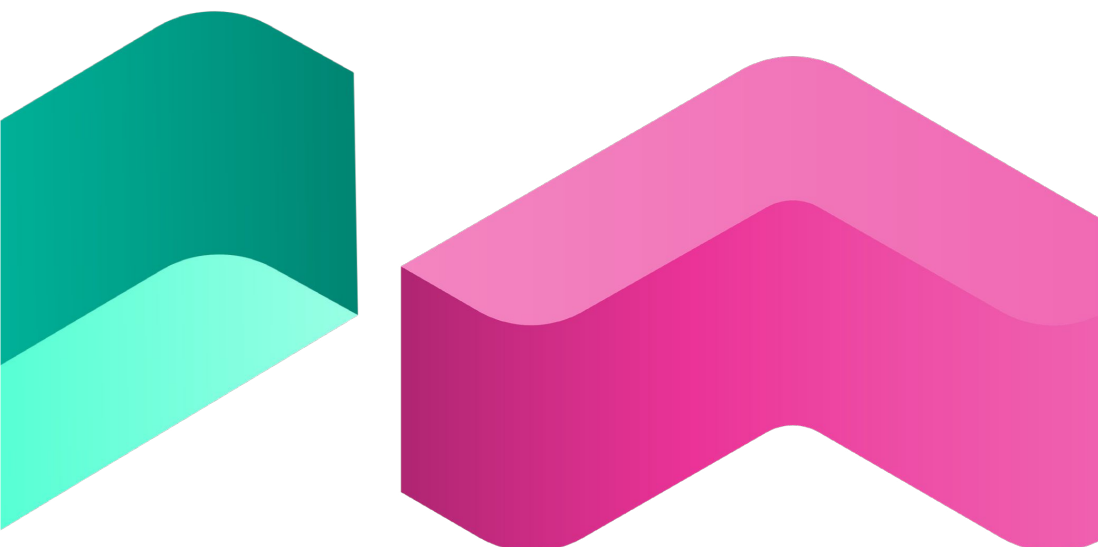
[#InternationalUnsolicitedDuckPicDay](#)

9:39 AM · Jan 4, 2023 · **455.1K** Views

463 Retweets

111 Quote Tweets

2,371 Likes



Everybody loves polls

 **The British Library** 
@britishlibrary

Q1: Which play performed in 1597 upset the queen's advisers and is said to have caused the closure of theatres for months?



137 votes · Final results

10:40 AM · Feb 7, 2023 · 4,258 Views



The British Library  @britishlibrary · Feb 7

Good morrow! In Renaissance London, theatremakers were also known for making trouble. In this month's quiz, find out how much you know about theatrical censorship and subversion in Shakespeare's time. Quills at the ready... [#QuizTime](#) [#Renaissance](#) [#Shakespeare](#)

 Maps C.29.e.1



 1  36  113  25.4K 

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Use your audience's comments

A SEAT WITH A BIT MORE SUPPORT?



ROW C IN THE LOWER AND UPPER GALLERY HAS YOUR BACK!



shakespearenorthplayhouse • Foll ...



shakespearenorthplayhouse We get lots of questions about our seats, so to make booking tickets for the Cockpit Theatre as easy as possible, here's a handy guide...

29 w



loutysonsmith 🔥🔥🔥🔥🔥

19 w Reply



dyerkevinian I love the seats with the back rest.im booking tickets soon for the Christmas show.

28 w 1 like Reply



calder1985 @keyransarah FYI X

28 w Reply



236 likes

AUGUST 3, 2022



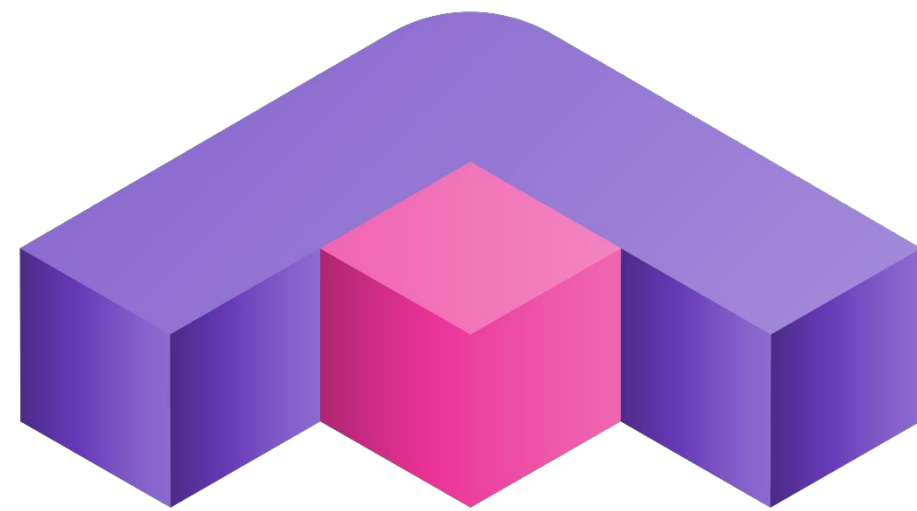
Add a comment...

Post



Making TikToks based on replies

User-Generated Content





Report



lporchestra ✓

London Philharmonic Orchestra · 2022-11-4

Follow

Today TikTok is celebrating #ClassicalMusic 🎵 We want YOU to join us in sharing the wonder of classical music 🥰 Duet this video and show us what you've got.

🎵 original sound - London Philharmonic Orchestra

62.8K

845



<https://www.tiktok.com/@lporchestra/video/716213242764...> Copy link



Jeff Phillips

Ok but no one is talking about the oboists impeccable breath support!!

1889

2022-11-4 Reply

View more replies (30) ▾



toinnetespouf

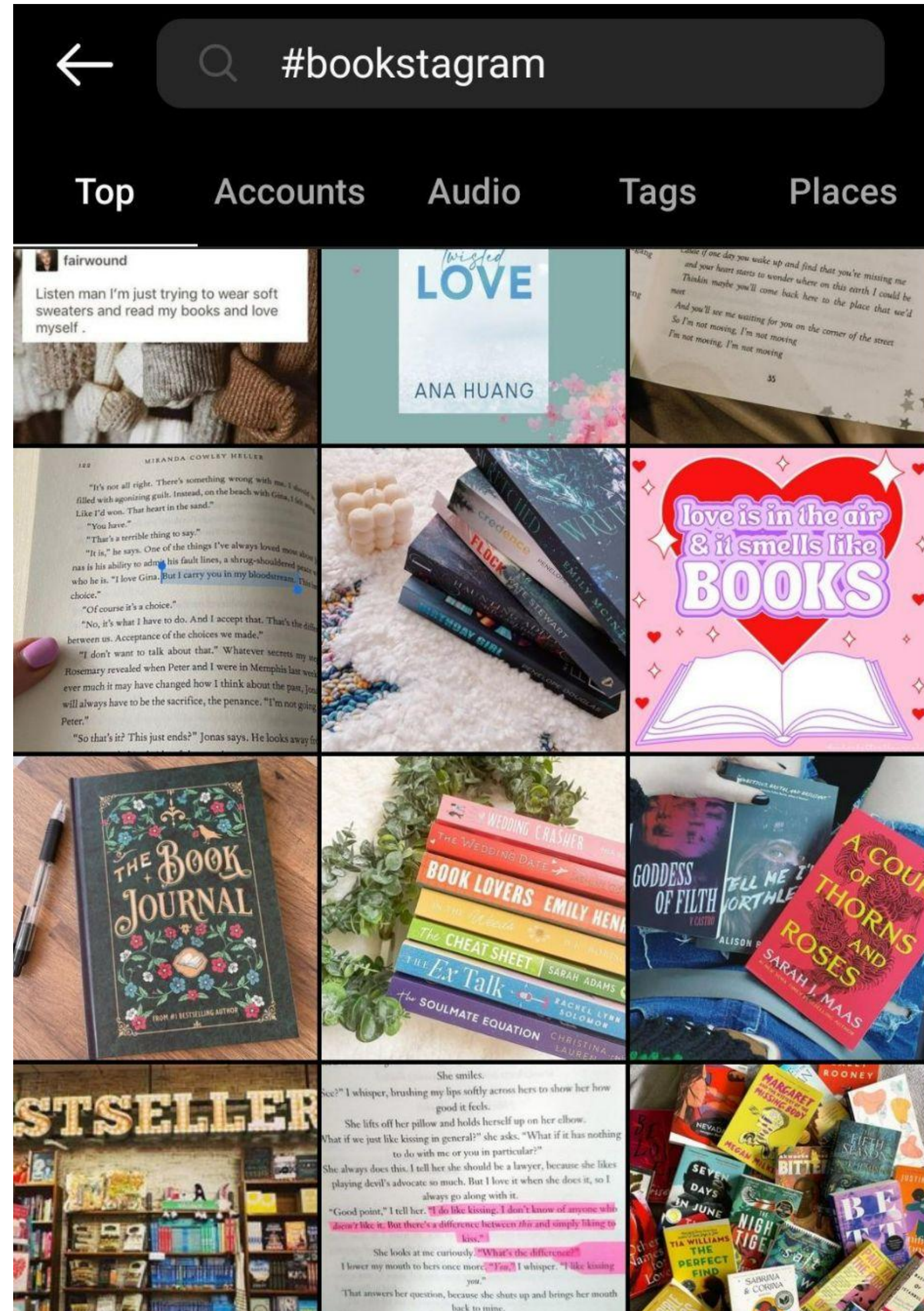
Dvorak's New World Symphony is one of the most emotionally evocative pieces. Well executed by the soloist.

283

2022-11-5 Reply

Please log in to comment

Become a part of the community



Embrace engagement



Q&A



**Digital Culture
Network**



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Get in touch

Book in a free 1:1 to talk about your social media
calendly.com/nicola-barratt/webinar-follow-up

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