

What goes into a social media strategy - webinar Q&A transcript	
Question	I am working on a marketing strategy, within which social media is a part of it. Once done, can I get someone from DCN vet it from a practical-realistic perspective? Thanks.
Answer	Absolutely! If you want to get in touch via our website then you can book in to chat about your marketing strategy, with Tech Champion Ollie Couling: https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Question	Do you have any templates for tracking social media engagement and other metrics that can help to define goals.
Answer	Hootsuite has a free social media report template: https://blog.hootsuite.com/social-media-report-template-guide/ Sprout Social's free template is here: https://sproutsocial.com/insights/social-media-reporting/ We don't have a Digital Culture Network one for you to use but I'll note it onto our list of potential resources to create.
Question	Please explain in more details what conversion rate means. Thanks
Answer	Social media conversions are basically actions - so what you wanted the audience to do. For example, clicking through to a link, signing up to a workshop, or watching a video. If you're trying to calculate the conversion rate then you'll look at the number of conversions you got, divide it by the total audience who saw it (i.e. reach), and then times that by 100 (because that will make it a percentage). Find out more here https://sproutsocial.com/insights/social-media-conversion/
Question	We have multiple social media accounts within the organisation with different audiences and purposes. We manage social specifically for our education work, so can't pull on exactly the same things as the main brand accounts. How do we define ourselves within the brand personality but specifically for an education audience?
Answer	You could create a sub-brand identity which uses the same brand guidelines but has a distinct personality, purpose and content pillars. Very happy to chat through with you what this would look like if you book in for a chat with Nicola or Katy: https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Question	How are people navigating twitter analytics and goal setting now the data is hidden behind subscriptions?
Answer	This is a tough one because you can't get X analytics for free anymore. Your options are 1) to pay for X Premium, 2) to invest in a social media tool for reporting (like Loomly, Buffer, Later, etc), 3) to leave X's social media performance out of your results, 4) to just look at what you can report on from the platform - top performing posts and which posts underperformed.
Question	I would be interested to hear your opinion on hashtags and if you feel they are still relevant. Thank you :)
Answer	Whether hashtags are still relevant largely depends on the platform. I would still use them on Instagram, TikTok and Threads (just one per post on Threads) as the algorithms on these platforms still pull information on what the content is about from hashtags and keywords in captions. LinkedIn has identified that their algorithm no longer really uses hashtags as it understands the nuances of captions. Facebook doesn't use hashtags and on X it's a bit of an unknown how much they're impacting use on the platform. The exception is if the hashtag is clearly identifying an event or a project where you'll be looking at live results or want to be gathering content. For example, if you have a festival, convention, or some other key event (like the #DigitalCultureAwards) then you'll likely still want to use a hashtag across all platforms.
Question	I am a freelance artist and as such I have multiple hats - my socials reflect that (also used in a more personal capacity as well as professional). What is your point of view regarding "niching down" and focusing on only one aspect of my practice VS posting about the different aspects of my work? Similarly, how would you approach the brand identity building for individuals? Thank you!
Answer	I think it's good to test different aspects of your work on your profiles and see what the audience responds best to. It can be good to incorporate different types of content into your feeds. For example, if your work is all digital then adding a more human element through images and videos of you creating the artwork can be a really nice way to diversify your feed and build a relationship with your audience by them finding out more about you. It's important that your brand identity feels consistent though, so I probably would approach social media accounts showing your art as more professional than personal (even though you're showing some of your personal life). Do book in for a chat so we can discuss further! https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Question	It's safe to say that X/Twitter is dying in terms of engagement, who's already jumping ship and the types of conversations that are happening there - should we still be there? Should we start looking at new "alternatives" like BlueSky? The MERL already has nearly 10K followers there...
Answer	X's use in the UK has dropped by a third according to the Financial Times recently. That said, if your audience is on there, if you're still getting good engagement, if it makes sense for your brand to be on there, then you might want to continue business as normal on the platform. It's going to be a decision for your organisation (or yourself if you're an individual artist) to make. Threads and Bluesky have sprung up as alternatives to X, and they are both continuing to grow. If you're looking for a change then you might want to consider starting an account on either. Or you might want to invest time you would've spent on X on one of your existing platforms, like LinkedIn. I would have a look at what your competitors and partners are doing. Where are they most active? If they're on one of these platforms are they getting good engagement? Are there others you would like to be chatting to on there?

Question	Knowing the different demographics of different platforms, how much should we try to create bespoke content for each platform vs multi-platform posts? Time is definitely a factor on which route I choose at times!
Answer	If a piece of content would work for the different audiences on different platforms then absolutely go ahead and use it! There's nothing wrong with repurposing content across platforms when it makes sense. Where it does start to become an issue is when audiences are very different or where you're using content that won't perform well on specific platforms (for example, trying to use a link on TikTok). Sometimes you can just tweak the wording or swap out the image for one that will relate more to the audience. So for example, you might pick a family picture from an event for Facebook versus one of two 20 year olds for Instagram.
Question	Is it still correct that Tik Tok is trend driven, that is organisations will see something on TT and jump on that trend with their own content?
Answer	A significant part of TikTok is trend driven and often organisations will use it for trend content. To create this kind of content you need to be regularly using the platform to figure out which trends you could be using. It's worth noting that not all accounts use trends though. Some largely focus on their own, often evergreen content. They'll talk about and show what they're interested in, trusting that the right audience will find them. This can be a good strategy if you have lots of interesting items to show or stories to tell. So don't be put off by the idea that it's a trends only platform - you can find your niche, it will probably just be slower growth.
Question	Once you've created a plan, how regularly would you recommend re-looking at it? Once a year? or more regularly?
Answer	Definitely more frequently than once a year. I would recommend checking in with it at least quarterly to see how you're performing against the metrics you set and how on task you are towards your goals and objectives. Ideally you would be reporting once a month on how your social content is going (this doesn't have to be long, could be just the top headlines) and this might mean you need to tweak the strategy. If you find the audience absolutely adore one type of content you're creating then maybe you want to make it more of a focus for the strategy. Leaving it until the end of the year will mean missing the opportunity to respond to what the audience like or dislike.
Question	You mentioned that the algorithm loves consistency - does that mean that posting 4 times in one week and then not at all the next is unhelpful?
Answer	That is exactly what I mean! Such a great example of something that the algorithms will respond badly to. It would be better to post twice a week for both weeks than 4 pieces of content one week and nothing the next. Consistency is important so try to ensure you don't vanish from your accounts - you can schedule posts in advance on them for if you'll be away for a period of time.
Question	How much time should we leave "free" in a content plan? To allow for new events/topics/info that you can't plan ahead for? In my role, new events get added to our site almost daily so planning too much in advance isn't really an option.
Answer	I would probably aim to have half pre-planned so you've got lots of room for new content but also have an idea of when you're going to be posting about specific content pillars/events. Then, in the event you don't have that last minute content you still have things to post about. Don't see a content calendar as set in stone. I would constantly bump pieces of content to another week when something better came up. It would be good to have defined in your content plan some ideas of what you'll do with this new content, even if you don't know the topic. For example, to have in mind that you'll film a short video on whatever the event is, or that you'll try to use a poll for the topic.
Question	Can you recommend any good platforms for a digital social media calendar? It's only me, but I'd still like to be paper free :-). Thank you!
Answer	I've included some free templates for content calendars in this article https://digitalculturenetwork.org.uk/knowledge/how-to-create-a-social-media-content-calendar/ You can also find some nice software that does this online, but these are often paid for services. I've used a few in the past including Asana and Trello.
Question	I'm interested in which platforms you use and why you made those decisions
Answer	I'd book in to have a chat with us about the social media platforms you're currently using. Then we can explore which you might like to use, what's working, and what isn't: https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Question	Can your content be similar - I write up events for a county le what's going on for Halloween - so is it ok to promote that same content on different platforms?
Answer	They can absolutely be similar! What's most important is that they make sense to the platform you're posting them on. So for example, if it's an event with activities for young people then you might want to focus on that aspect on Instagram and Threads, whereas on Facebook you might focus more on the family activities or what might appeal to an older audience. If you think it's the same audience on different platforms then there's nothing wrong with using the exact same content either.

Question	We are an umbrella org with several museums which have individual Facebook pages but overall/shared Insta/X accounts- I'm torn between creating one strategy or creating 3... do you have any advice for this please? Thanks
Answer	I would probably create one main strategy to begin with. Then you could have sections in it that are specific to the individual museums. If they feel very different to each other then you might end up creating three in the longer term, but I think starting off with one would help to ensure that you're all working towards the same ultimate objectives and ensure that the overarching brand is being considered.
Question	Please can you give us beginners guide to what data do I look at?? how do I now what's doing well or not?
Answer	My colleague James is going to write an article on social media data and analytics, but in the meantime you can find out more in this guide from Social Pilot https://www.socialpilot.co/blog/social-media-analytics-guide and this one from Hootsuite https://blog.hootsuite.com/social-media-metrics/ The best way to know if something is performing well is to keep an eye on your own numbers and record any top performing posts (i.e. with a screenshot). What might be a poor performance for you might be amazing for someone else. Also, it's all relative - getting 20 comments on a piece of content when you only have 100 views is more impressive than getting 25 but having 10,000 views, for example. The best marker is going to be your past performance, but you can also look at benchmarking studies, like this one from RivalIQ: https://www.rivaliq.com/blog/social-media-industry-benchmark-report/
Question	How often should you review the strategy document? Especially if there's only 1-3 objectives!
Answer	I would review it quarterly if possible, to see if you're still on track. Then if you've met your objectives already great! You can always add in another one.
Question	Sorry this is an overall digital marketing strategy question as opposed to social media if you have time... Do you think listing sites like ArtRabbit, VASW, Artfund, etc are useful for driving ticket sales? It's hard to measure success from these listings and it ends up taking a lot of time! Thanks :)
Answer	Listing sites can be useful for driving ticket sales but you need to be able to track and measure their performance. If you're looking to chat about ticketing then I would recommend having a chat with Tech Champion Adam Sykes: https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Question	Also! FB doesn't share it all – how to overcome this as currently have to share to groups that takes a lot of time
Answer	Sharing to groups does take up a lot of time but it is also an excellent strategy for getting events and other important info in front of a local audience. It's going to be hard to measure the performance of this but I would make a note of any top performing groups and the content that's done well in them.
Question	Do you have to be a registered charity for free adgrants?
Answer	In order to be eligible for Google Ad Grants you need to be a registered charity (with a charity number) and you cannot be a government organisation, a hospital, a healthcare organisation or a school, academic institution or university. If you would like to chat more about Ad Grants you can speak with Tech Champion Monica Thomas: https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Question	Which would be the best platform to engage teachers do you think?
Answer	This is a tricky one as there isn't a definite one at the moment. X used to be one of the best platforms for education but is less so now. I would consider trying groups on Facebook, or using Instagram. Possibly LinkedIn too. Teachers are one of those groups with very limited time so your content needs to be direct, to the point, and clear on how it either relates to them or benefits them.
Question	What if we have trouble getting any engagement across all our social media platforms. We have quite a few followers, but none seen interested in our new stock / events (Library)? Are there any tips you have?
Answer	Often followers won't see your content, particularly if they haven't engaged recently, so you're not necessarily doing anything wrong, we just need to find ways to increase your reach and to look at what you're posting to see if there are ways to grow engagement. I would book in with me or Katy so we can audit your accounts and help you to get engagement back on track: https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Question	What is the difference between Engagement and Impression in the metrics

Answer	<p>Engagement is where the audience member has interacted with your post - maybe they've liked it, left a comment, shared it, etc. Engagement is a great metric to aim for because it means people found your post compelling enough to interact.</p> <p>Impressions are the number of times that a post has been seen - how many times it's appeared in people's feeds. There's also a metric called Reach which shows the number of people who have seen the post. So a Reach of 6,000 tells you that 6,000 people have had the post served to them. Whereas 6,000 Impressions doesn't tell you the number of people - it could be that 1,000 people had the post appear in their feed 6 times each. This is why I prefer Reach to Impressions as a metric.</p>
Question	Is there a template for the PR and crisis management strategy?
Answer	There is a template in my article Why You Need A Crisis Comms Plan For Your Social Media https://digitalculturenetwork.org.uk/knowledge/why-you-need-a-crisis-comms-plan-for-your-social-media/ which you can download and use
Question	Hi I was wondering - we post everyday organically, and was curious if it is better to post in higher volumes like this over just picking reliably good engagement posts for better reach? Thanks
Answer	The better your engagement is the more likely your posts are to be shown to people, so if you cut down on your posting you might find an uplift in reach and engagement. Posting everyday is absolutely fine (and the algorithms do like it) but only really if it's good content. If you're posting every day just for the sake of posting - and bunging any old thing out on the channels - then I would pull back and start prioritising content most likely to get engagement.
Question	On Instagram, any benefit to following everyone who follows you, or better to be selective so you only see relevant content (e.g. competitors, partners)?
Answer	<p>I wouldn't recommend following everyone who follows you. Part of what the channels can be useful for is seeing what your competitors and partners are doing, and if you busy up your feed too much then you won't be able to use it for this. Also, it can look a bit spammy if you're following back everyone who follows you.</p> <p>I also wouldn't mass unfollow lots of people though - Instagram can interpret this as a spam move too. If you've got lots of people that you would like to unfollow then do it slowly.</p>
Question	Hi there, working at multi-arts or multi-subject venues and museums, I've always been torn between having one channel that pulls together and cross-promotes it all, and having multiple platforms each with a niche (good for consistency and the algorithm). Any thought on this?
Answer	<p>If you have multiple venues and museums then I always think having separate accounts can help because people will naturally search on the platforms for the name of the venue/museum rather than searching for the name of the umbrella organisation. This also means you can focus on the niche subject and audience. In terms of cross-promoting, you can probably do this easier with individual channels for the different venues, using features like collaboration on Instagram.</p> <p>That said, if it ends up being too much work for you to manage multiple platforms then there's a strong benefit to just having the one.</p>
Question	As a library, we tend to use our stories for locally relevant shared content, and keep our main feed for our own content that's relevant to everyone. Is that a reasonable way of doing things?
Answer	This sounds like a great way to share content from partners or other local organisations without cluttering up your main feed with others content. There's no set right or wrong way to use Stories - some people use them to share things that require links (like booking tickets), some for their very informal content, some will use them to live post from events.
Question	Is it necessary to have the verification tick?
Answer	It's not necessary to be verified. It's quite tricky to get verified (except for on the platforms where you pay to be) and while it can give you a bit of an algorithm boost, most organisations in the sector aren't verified. To get verified you essentially need to have several articles in the press, talking about your organisation/you, and these shouldn't be press releases from you. Once you have them you can always get in touch with me and I can help you start the process.
Question	What would you recommend for adhoc events? I find it difficult to plan ahead when something suddenly happens - thanks!
Answer	If you know you're likely to have ongoing ad hoc events then could you leave some space in your calendar every week for promoting them? The ideal ratio for your content each week would be 80% planned, 20% unplanned, but I know that's not realistic for every organisation. It would be good to have an idea of the type of content you'll be receiving about the events - will it be video footage or photos? If you ask people to provide particular assets whenever they need you to post this will make your life a bit easier.
Question	On Instagram what is a good number of hashtags, and is it ok to use the same general ones on each post, eg pottery, Weymouth potter etc, or is it better to just use post specific ones, eg if youre doing a post on an exhibition just use hash tags relating to that? Used to try and 'use up' the max 30 hashtags but hearing that is not useful these days?

Answer	Instagram recommend using 3-5 hashtags in a post. I wouldn't use any more than 7 as this could potentially be flagged as spam. Also, using the same hashtags on every post runs the risk of being flagged as spam so do mix them up. The ideal is for the hashtags to be post specific as they're for the algorithm to understand who to show this specific post to. If you use ones unrelated to the post then they're unlikely to perform as well.
Question	What would be your top tip for freelance artists doing their own strategy?
Answer	Arguably, planning your content is even more important as an individual than as an organisation as you're likely to be short on time and running all of your marketing yourself. Getting together a plan will help you to ensure you're actually putting out content at times when you're particularly busy and mean you'll post consistently.