

What goes into a social media strategy?

Nicola Barratt, 22 October 2024



**Digital Culture
Network**





Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside a additional resource within 7 days
5. 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! 🤔 🎉 😊

Access free one-to-one support

 **Digital Culture Network**



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Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name

Email

Organisation

What is it about?

—Please choose an option— ▾

Which discipline is your area of focus?

—Please choose an option— ▾

What region are you based in?

—Please choose an option— ▾

How did you hear about us?

—Please choose an option— ▾

Please tell us about the support you need:

- **Why you might not have a strategy**
- Why you need a strategy
- Essential elements of a strategy
- How to measure success
- Q&A

What is a social media strategy?





**2-3 Page
strategy**

Social Media Strategy

Objectives

Objective	Goal	Time frame	Budget
i.e., raise awareness of gallery locally	i.e., grow Facebook engagement by 10%	i.e., Jan 2025-Dec 2025	i.e., £100

Brand identity

A short paragraph explaining what your brand identity is. What values do you stand for? What's your brand's personality? Is this different online to offline?

Resources

A short paragraph identifying who works on the social media team and their responsibilities. [Include a link here to your crisis comms plan](#) so everyone knows who to contact. What is your capacity as a team? Do you have any social media budget?

Audience targeting

A paragraph explaining who your existing audiences are and anything you know about them. You might want to think about their location, age, gender, interests, passions, career, lifestyle, income.

If the audience you want to grow is different/new then include information on them in another short paragraph.

Choice of platforms

A short paragraph explaining which platforms you are on, the reasoning, and any you are dropping – and why.

Write one sentence for each platform explaining what you will use it for. i.e., "We will use LinkedIn for building our partnerships with local organisations and the council, and to share our artists' achievements to try to attract more local artists to collaborate with us."

Competitor analysis

A paragraph explaining any competitors/similar organisations or individuals that you are comparing yourselves to. What is working well for them (or what isn't) and what learnings you are taking from this.

Posting frequency

A short paragraph explaining how often you will be posting to each platform – i.e., 2 posts per week on Facebook. Also explain how often you will be engaging with audience comments and relevant accounts posts – e.g., half an hour every day, or twice a week, etc.

If there is time needed for planning or training, then explain that too.

Content Calendar

[Include a link here to your content calendar.](#)

Content Plans

A couple of paragraphs explaining:

- What content will you post that relates to your objectives – i.e., are there campaigns you will post about, or themes and topics? Think about content that will entertain, inform, or educate.
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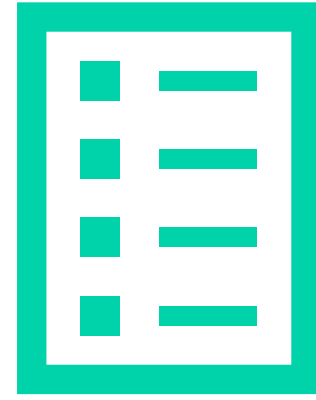
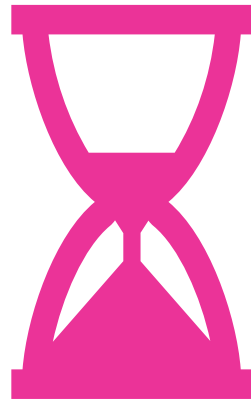
A quick sentence identifying how often you will be reporting on your results and to whom.

Data, evidence, and insights

Include a link to your data/research document where you drop in anything relevant to your social media strategy. Others can then use this if they want more information.



Why you might not have a strategy



DCN's Ollie Couling can help with your digital marketing strategy

- Why you might not have a strategy
- **Why you need a strategy**
- Essential elements of a strategy
- How to measure success
- Q&A

Why you need a strategy

- Set goals
- Choose audiences
- Stand out
- Deepen relationships
- Build engagement
- Consistency
- Less panic



Why you need a strategy

- Set goals
- Choose audiences
- Stand out
- Deepen relationships
- Build engagement
- Consistency
- Less panic
- Drive revenue
- Track ROI
- Manage budgets
- Set expectations
- Joined up approach
- Set boundaries

The image features three sticky notes pinned to a light beige background with a white grid pattern. The top note is pink, the bottom-left note is teal, and the bottom-right note is purple. Each note is held by a small purple clip. The entire scene is framed by a thick pink border, with decorative wavy shapes in purple and teal on the left and right sides.

Here's a
report for
you to pop
onto our
socials

My daughter
uses [random
new social media
platform], why
aren't we on
there?

I think we
should be
more like
Duolingo

- Why you might not have a strategy
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What do you want to achieve?

Objectives

Brand awareness

Reach new audiences

Deepen relationship
with audience

Partnerships

Memberships

Topic awareness or
education

Revenue/sales

Objectives and goals

Objective	Goal	Time frame	Budget
Raise awareness of main exhibition	Drive 8,000 video views across platforms	Oct 24 – Jun 25	£100 for paid ads
	Increase Instagram reach by 15%		



DCN's Nicola Barratt & Katy Farrell can help you define your objectives

Goals

SMART goals

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime-bound



Useful goal metrics



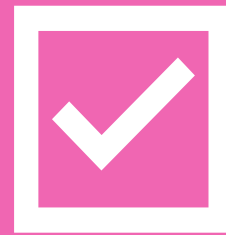
Engagement



Clicks



Reach



Conversion
rate

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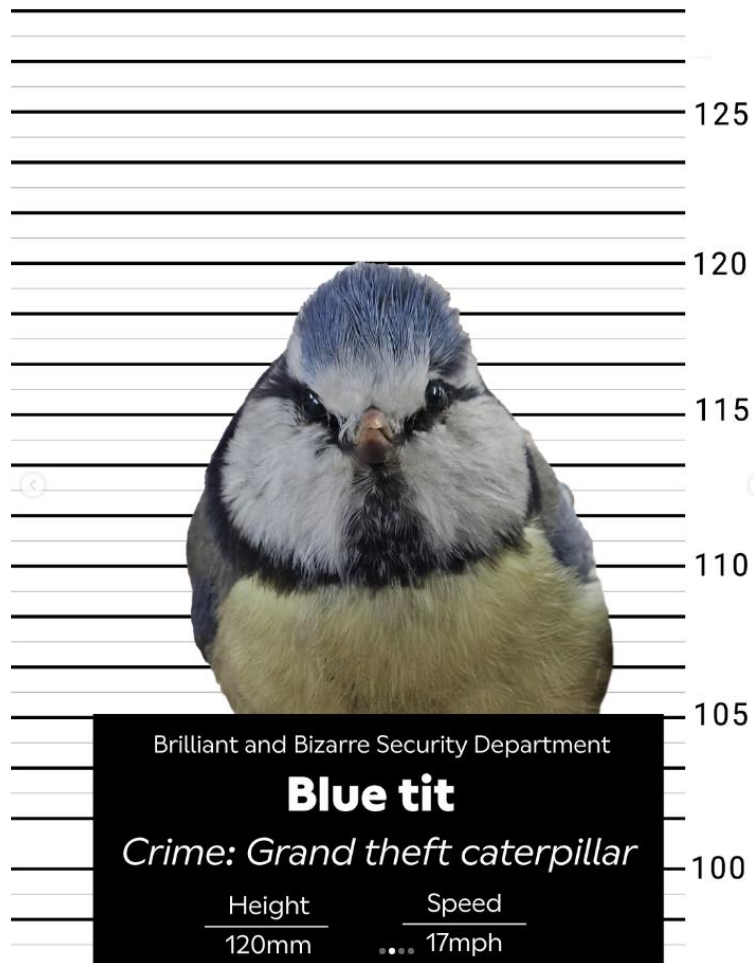
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Who are you? Brand identity



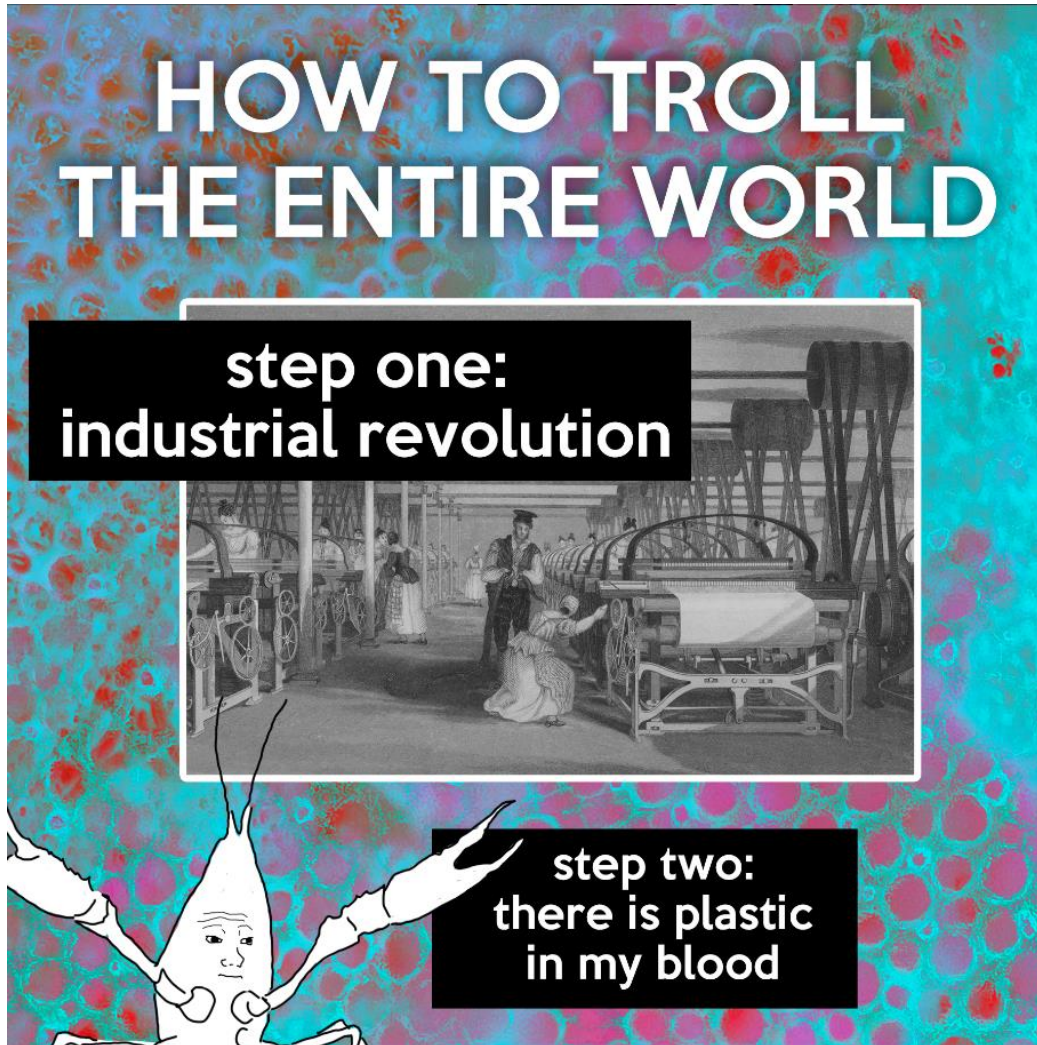
Visual identity

Who are you? Brand identity



Personality

Who are you? Brand identity



Values

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Who are you? Resources

- Responsibilities
- Crisis comms plan
- Team resources
- Full time staff
- Budgets



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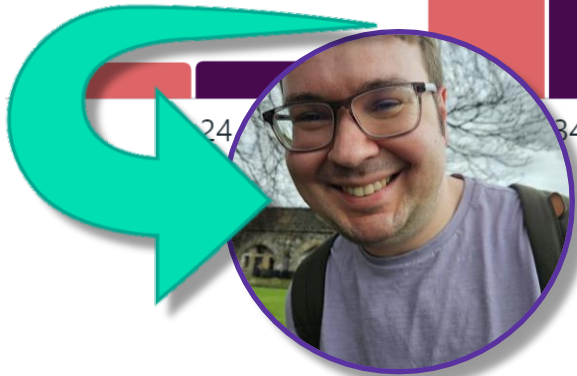
Who are your audience? Audience targeting



Peace Garden Mural, 2024, (c) Sarah Hall

Who are your audience? Audience targeting

Age & gender ⓘ



DCN's Jack Roscoe can help you to survey your audiences

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Where are you posting? Choice of platforms



Families, older people, hyper-local



Organisations, professionals



Younger people, artists, organisations, specific diverse communities

Where are you posting? Choice of platforms



Organisations, professionals, journalists, more men



Younger people, Instagram and X audiences, more men



Younger people, artists, growing 35+ audience

Where are you posting? Choice of platforms



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Who are your competitors?


Competitor analysis

The Foundling Museum 23 April · 🌐

Here's a hidden jewel from our token collection 💎

This children's ring is replete with symbols of love - from the little ruby heart to the French inscription that translates to 'he who neglects me loses me'.

It has been linked to Child number 1,036, born Harriet Littleton, renamed Harriott Woodhall.



90 2 comments 11 shares

British Library @britishlibrary · Aug 10

Happy Chinese Valentine's Day! 🇨🇳

According to a Chinese folktale, a weaver girl (織女) from the sky fell in love with a cowherd (牛郎) on earth. Their love led them to neglect their duties, and as punishment, they were separated, only to meet once a year on a bridge of magpies

[Show more](#)



International Dunhuang Programme

3 67 132 12K

brat VS **demure**

classical edition

Southbank Centre · 08-22

Did you know Vivaldi actually invented Brat summer?... [See more](#)

Contains: The Four Seasons: C...

378 8 74 96

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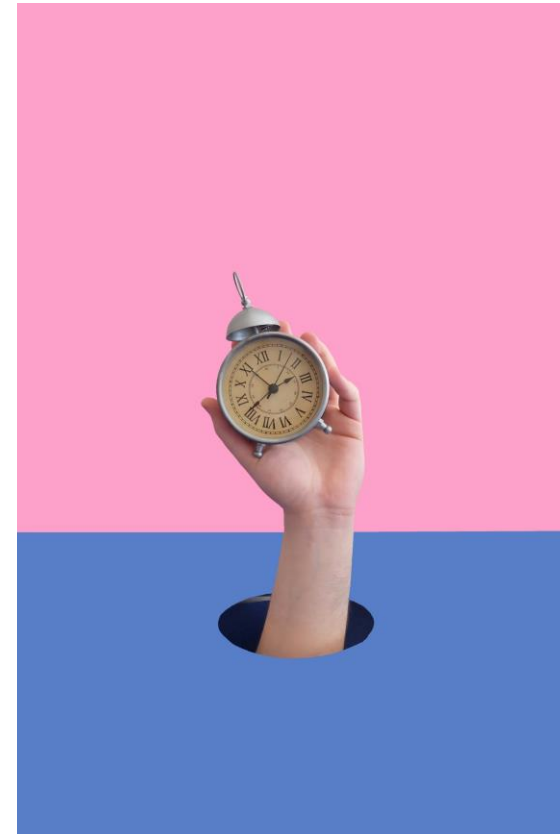
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When are you posting? Posting frequency

- Planning
- Training
- Engaging
- Posting



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A short paragraph explaining what your brand identity is. What values do you stand for? What's your brand's personality? Is this different online to offline?

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If there is time needed for planning or training, then explain that too.

Content Calendar

[Include a link here to your content calendar.](#)

Content Plans

A couple of paragraphs explaining:

- What content will you post that relates to your objectives – i.e., are there campaigns you will post about, or themes and topics? Think about content that will entertain, inform, or educate.
- What kind of content are you going to focus on – e.g., video content from shows, or photos from events.
- Will you focus on evergreen content or trends?
- If you must share a lot of content from other organisations/artists, then identify an ideal ratio of your content vs others content – i.e., 1 of your posts for every 1 you share.

Reporting

A quick sentence identifying how often you will be reporting on your results and to whom.

Data, evidence, and insights

Include a link to your data/research document where you drop in anything relevant to your social media strategy. Others can then use this if they want more information.

When are you posting?

Use a social media content calendar



Social Media Strategy

Objectives

Objective	Goal	Time frame	Budget
i.e., raise awareness of gallery locally	i.e., grow Facebook engagement by 10%	i.e., Jan 2025-Dec 2025	i.e., £100

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What are you going to post?

Content plans

- What are you going to post?
- Types of content
- Different on different platforms
- Evergreen and/or trends



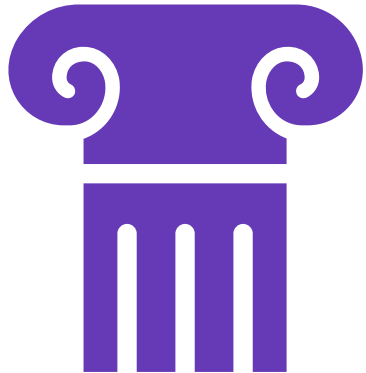
What are you going to post?

Content pillars

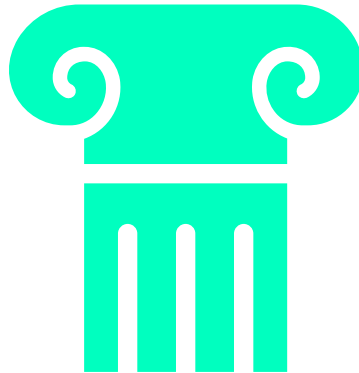
Tickets &
shows



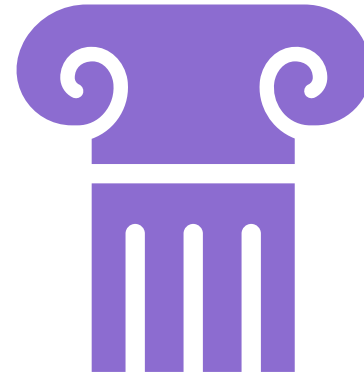
History of
the building



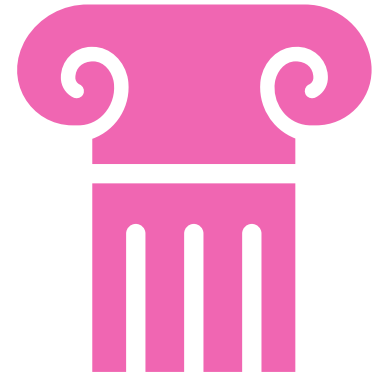
Advocacy



Community
partnerships



Love of
literature



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- Why you might not have a strategy
- Why you need a strategy
- Essential elements of a strategy
- **How to measure success**
- Q&A

How to measure success

- Top performing content
- What isn't working
- Metrics
- Regular reporting



How to measure success





Digital Culture Network

Get in Touch



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digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)

Q&A



Digital Culture Network