

Social Media SEO Made Simple: Reaching Audiences, Algorithms and AI

September 2026

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Tech Champions, Social Media



Digital Culture
Network



Welcome!

Before we get started:

- Today's webinar is scheduled to last 1 hour including Q&A
- Click the CC button for Closed Captions
- BSL interpretation is available
- The recording of this webinar will be available on our website in 7 days
- Ask questions using the Q+A button
- Say hello in the chat (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤖 🎉 😊

Access free one-to-one support

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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:

Newsletter



Digital Culture
Network



Hi Katy,

Welcome to this month's Digital Culture Network newsletter! We've packed this edition with plenty of opportunities to learn, connect and build your skills. You'll find a

Today's session

1 What's changed?

2 What is social SEO?

3 What can you do?

What's changed?



Digital Culture
Network



"Social media is the new search engine"

Social search

←

theatre leicester

×

Q

theatre leicester

Q

the curve theatre leicester

Q

leicester square theatre sketch off

Q

the little theatre leicester

Q

leicester square theatre upcoming s...



Isqtheatre
Leicester Square Theatre
Followed by nataliesweenpot + 3 more



leicestertheatregroup
Leicester Theatre Group



leicesterhaymarkettheatre
Leicester Haymarket Theatre



theatretrain_leicester
Dance drama and singing classes in L...

←

choir eastbourne

×

≡

All

People

Groups

Events

Pages

Groups

See all



Eastbourne Voices - Members Only · [Join](#)
Private · 94 members



UK Choirs and Choral Music · [Join](#)
Public · 5.4K members · 20+ posts a day

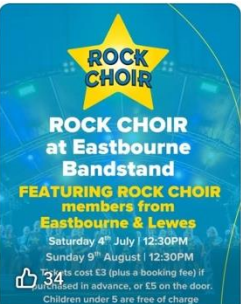


Eastbourne Ward choir page · [Join](#)
Private · 11 members



Hailsham Voic... 5d

Voices In Harmony is back! And this year ...



Rock Choir Eas... 4d

Rock Choir members from Eastbourne and...

←

live music bristol

+

⋮

Top posts ▾

Related profiles >



jon_sellers 06/18
Sparks at Bristol Beacon was everything I hoped it would be #Sparks #live #music #bristol #Beacon

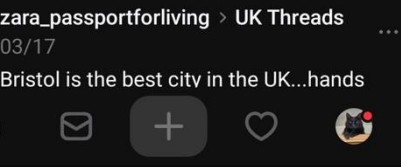


Bristol Beacon

1 0 0 0



zara_passportforliving > UK Threads 03/17
Bristol is the best city in the UK...hands



0 0 0 0

←

library south west london

×

⋮

Ask

Top

Videos

Users

Shop

Photos



THE MOST
ICONIC
LONDON
LIBRARY



#library
#southkensington #lo...



This London Library is truly iconic. #lond...
HerLondonG... 24 Nov 2024 822



#library
#southkensington #lo...
emily.seabro... 23 Apr 2025 959



The library in london



This hidden library in London is a little quieter than the...
NOW OUT
SISTERS

Related searches





142K



2,349



10.5K



41.3K



13.7K



Chino Moreno vocal style analysis

**macglocky**

if Deftones wrote "THE REASON" by ...



**megahertz604** 1d @threads

The way Nolan intended

#odyssey #odysseyimax 1/2





11,3K



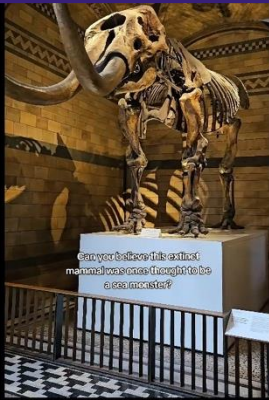
21



276



[The Odyssey analysis](#) · 51,7K posts >



Search: [american mastodon](#)

6 comments

**Mia on Movies**

I wish I was roaming North America during the ice age, it's got to be better than this heat wave 🥵

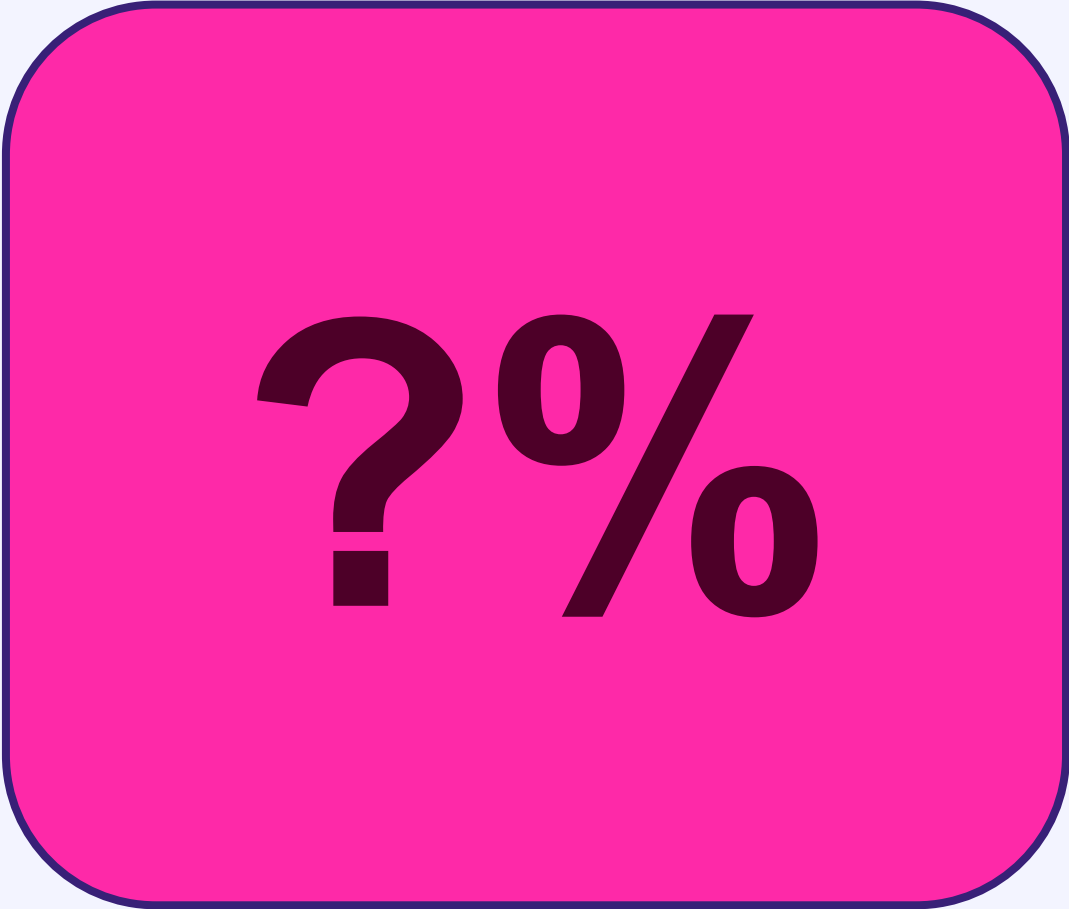
07-18 Reply



3



View 1 reply



?%

of UK consumers use social
platforms to search **daily**?

A. 23%

B. 33%

C. 43%

D. 53%



43%

of UK consumers use social
platforms to search **daily***

*Ofcom, 2025

Search engines and AIOs



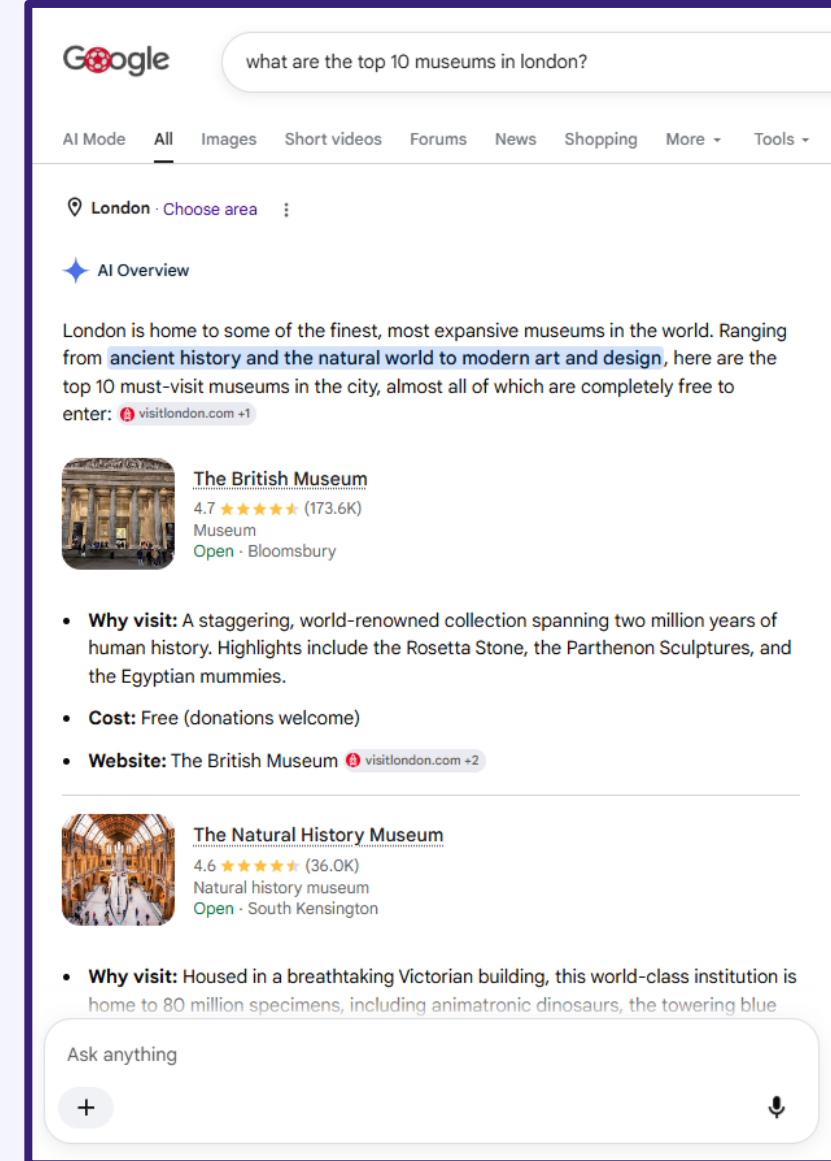
15 – 27%
searches
triggered AIOs



Top 10 most
cited domains
in AIOs



“Reddit” added
to searches
24bn times



Google search results for "what are the top 10 museums in london?". The AI Overview section provides a summary of the top 10 must-visit museums in London, ranging from ancient history to modern art and design. The first two results are highlighted:

- The British Museum**
4.7 ★★★★★ (173.6K)
Museum
Open · Bloomsbury
 - Why visit:** A staggering, world-renowned collection spanning two million years of human history. Highlights include the Rosetta Stone, the Parthenon Sculptures, and the Egyptian mummies.
 - Cost:** Free (donations welcome)
 - Website:** The British Museum [visitlondon.com +1](#)
- The Natural History Museum**
4.6 ★★★★★ (36.0K)
Natural history museum
Open · South Kensington
 - Why visit:** Housed in a breathtaking Victorian building, this world-class institution is home to 80 million specimens, including animatronic dinosaurs, the towering blue

At the bottom, there is a search bar with the text "Ask anything" and a plus icon.

Google search serving social posts

The image displays three screenshots of Google search results, illustrating how Google serves social media posts in response to certain queries. A pink arrow points from the main title to the 'Short videos' tab in the third screenshot.

Screenshot 1: Search for "literary festival sheffield"

- Facebook · Off the Shelf Festival Of W... 5.4k+ followers
- Off the Shelf Festival Of W... Off the Shelf is one of the largest and most important literary festivals in the region, bringing the biggest names in literature and the arts to Sheffield.
- Welcome To Sheffield https://www.welcometosheffield.co.uk/... Off The Shelf Festival of W... Taking place 9 - 25 October, Sheffield's annual Off the Shelf is one of the largest literary festivals in the region.
- Instagram · offtheshelffestival 6.2k+ followers
- Off the Shelf Festival of W... Bringing the best in literary talent to South Yorkshire, Off the Shelf is planning some brilliant literary adventures for the festival.
- Discussions and forums
- Off the Shelf - Off the Shelf Festival of W... Reddit · r/sheffield · 2 comments · 11 months ago
- The 34th edition of the book-based event, Off the Shelf, is back in Sheffield with its own Graham Fellows among many other highlights.
- Sheffield Indie Book Festival Reddit · r/sheffield · 4 comments · 3 months ago
- Jupiter Cloud Book Festival in Sheffield Facebook · Jupiter Cloud Book Festival · 1 comment · 1 month ago

Screenshot 2: Search for "ballet shows in london"

- AI Mode All Images
- www.facebook.com · videos
- What ballets are performing in London this season?
- 0:56
- www.youtube.com · watch
- State Ballet of Georgia
- 0:44
- www.facebook.com · royalballet
- The curtain rises on a new Season The Royal Ballet and ...
- 1:16

Screenshot 3: Search for "theatres in liverpool"

- AI Mode All Maps Images News Forums **Short videos** More
- Tools
- Did you know... Getting to the largest two-tier theatre in the UK...
- 0:36
- Instagram · Liverpool Empire Theatre
- Cured is officially open and what a belter of an opening night it...
- 0:16
- Facebook · Liverpool's Royal Court Theatre
- Cured really is a theatre production like no other, and it's...
- 1:14
- Facebook · The Guide Liverpool
- Finding the perfect balcony
- 1:05
- TikTok · liveeveryplay
- Exploring Liverpool: Romeo & Juliet's Perfect Venue

AI summaries

choirs i could join in margate

AI Mode **All** Images Videos News Forums Shopping More Tools

 **Margate** · Choose area

 AI Overview

You can join several friendly, non-audition community choirs in Margate, including the [Social Singing Choir](#), [Soul Choirs](#), and local singing groups that focus on pop, soul, and fun arrangements with no prior experience required.  [Instagram · soulchoirs](#) +2

Choir Options in Margate

- **The Social Singing Choir:** Meets every Tuesday at Union Church at 7:30 pm. It is a relaxed community choir singing about £75 per 10-week term. No experience or auditions are needed, though they often operate with a waitlist.  [Facebook · The Social S...](#) +1
- **Margate Soul Choir (Soul Choirs):** Rehearses on Monday evenings (7:20 pm – 9:00 pm) at Cliftonville Community Centre. They sing pop and soul tracks, require no auditions, and offer a free first-time trial session. A new soul choir is also launching at Garlinge Methodist Church in September 2026.  [Facebook · Queer Than...](#) +3
- **Music4Wellbeing (Thanet Union Singers):** Meets on the first Friday of the month at Union Church on Union Crescent for gentle, accessible singing sessions. Sessions cost £5 in support of Parkinson's UK.  [Music4Wellbeing](#)

Further Exploration

- Explore local group updates from the [Social Singing Choir Facebook](#).
- Check out regional group info via Soul Choirs Thanet.  [Facebook · The Social S...](#) +1

 Facebook · The Social Singing Choir

The Social Singing Choir
(@socialsingingchoir) - Facebook

25 May 2026 — Sign up for the summer term of @socialsingingchoir is now open to...

 Instagram · soulchoirs

 **Welcome to Thanet Soul Choirs!**
 **Our Margate & Broadstairs ...**

15 Mar 2026 —  Our Margate & Broadstairs Soul Choirs, expertly run by Phi...

 Soul Choirs

Thanet - Soul Choirs

Soul Choirs offer soulful singing, lively socials, and a vibrant community in Margat...

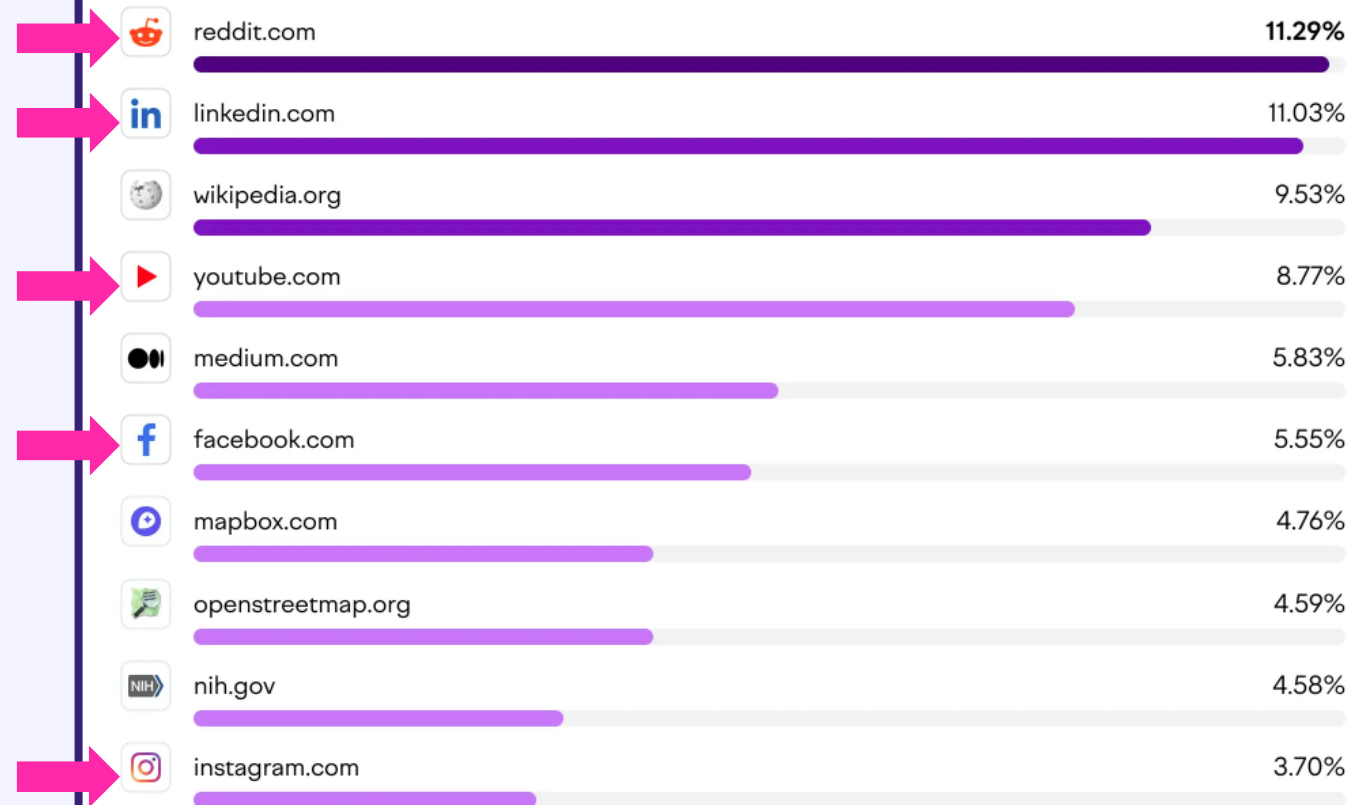
Show all

Large language models (LLMs)

- Chatbots including ChatGPT, Copilot, Gemini, Claude
- Reddit, LinkedIn, YouTube, Facebook and Instagram in top 10 of sources cited by AI chatbots

Top Domains Cited by LLMs (ChatGPT Search, Perplexity, Google AI Mode)

January 2026



Search isn't a single platform journey anymore

“Consumers don’t think in channels. They think in questions. But where they go for answers has changed... this isn’t social replacing traditional search - it’s the same customer with two different search modes, and most brands are still building content for only one.”

Search isn't a single platform journey anymore



Four panels illustrating a multi-platform search journey for museum exhibitions in London.

Panel 1 (Left): Search results for "what museum" on a platform with "AI Mode" and "All" filters. It features an "AI Overview" section listing "London museums" and "lineup of exhibition heavily featuring video installations" (highlighted in blue), along with "Top Exhibitions to" and "Queen Elizabeth".

Panel 2: Search results for "what museum" on "themuseumist.com". It displays "Most Anticipated Exhibitions in 2026" (10 Jan 2026 – Wes And Design Museum (until 26 David Attenborough – Na) and "New Exhibitions" (https://www.newexh) with a "Calendar – New".

Panel 3: Search results for "what museum ex" showing a "Videos" section with three video thumbnails (0:48, 10:14, 0:16) and a "TOP 20 LONDON ART SHOWS 2026" video (23:28).

Panel 4 (Right): Search results for "what museum ex" on a Google search page. It shows "and musical legacy." and a bullet point: "CSM Shows 2026: Central Saint Martins is exhibiting graduate work including MRes moving-image art and digital fine art." Below this, it says: "If you tell me your **preferred art style** (e.g., historical, contemporary, photography) or **which dates** you are visiting, I can help you find exact **video and multimedia exhibition viewings** tailored to your trip." It also features a video thumbnail for "Inside Aardman: Wallace & Gromit and Friends..." (9 Feb 2026 — With hands-on activities and captivating displays, i...). At the bottom, it says "AI responses may include mistakes. [Learn more](#)".

What is social SEO?

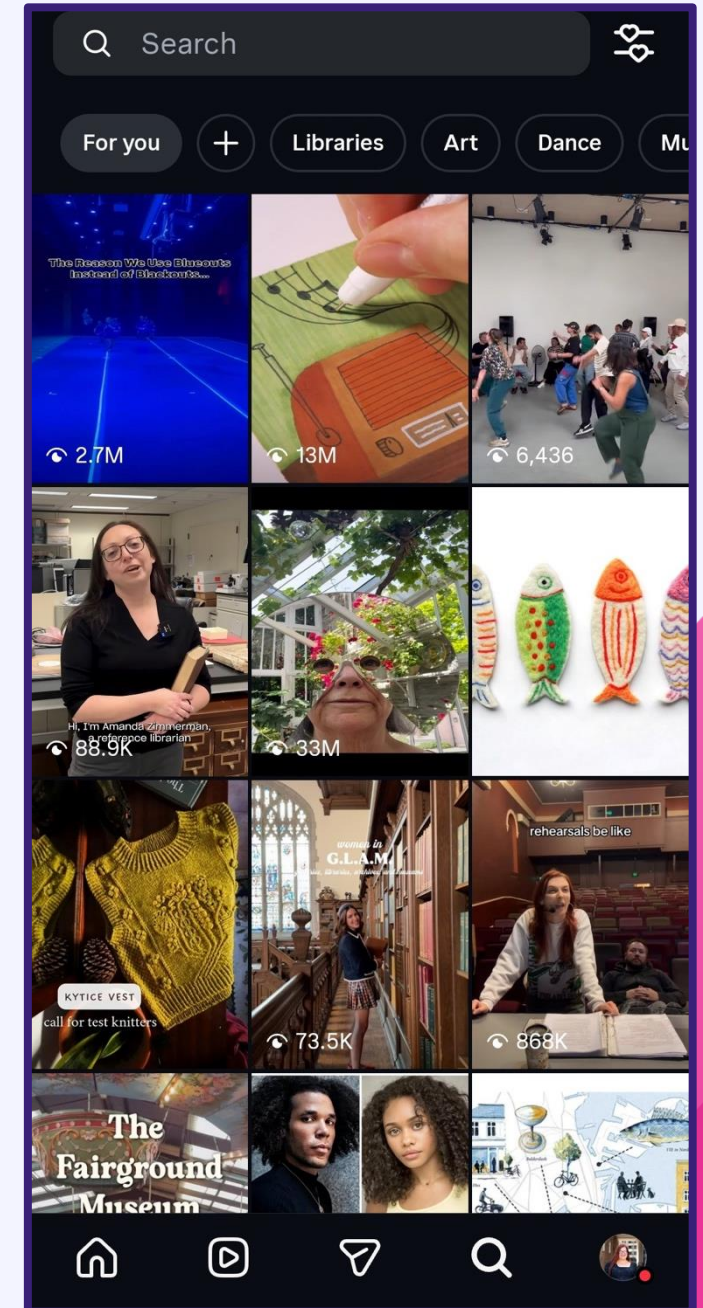


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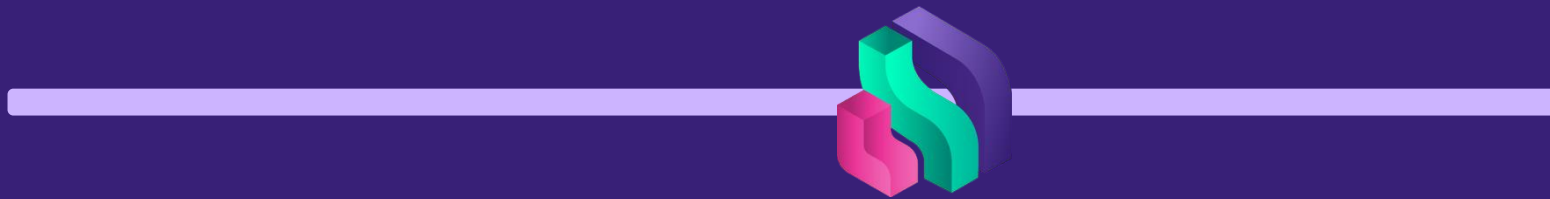


What is social SEO?

1. Create content that matches what people are looking for
2. Make that content easy for the platform to serve
3. And easy to find on and off the platform



What can you do?

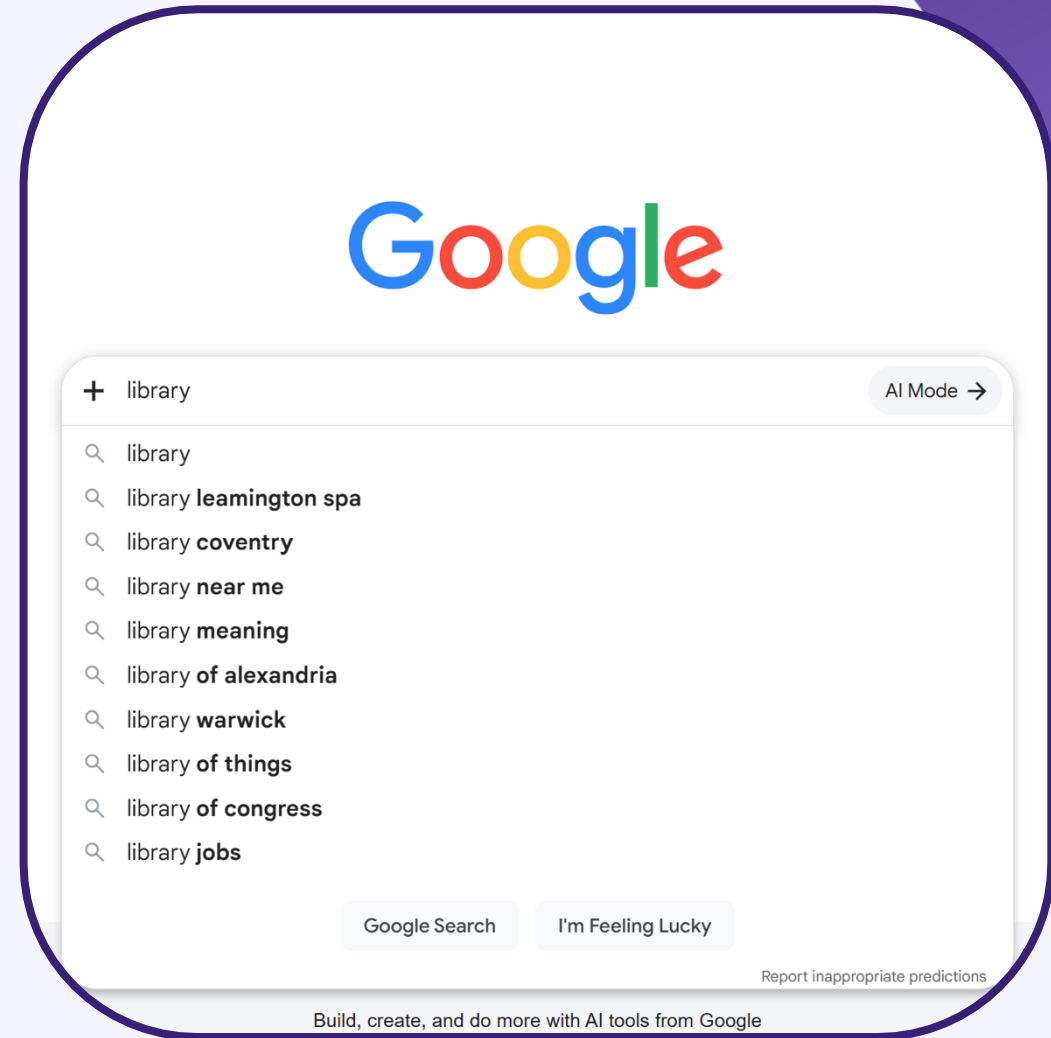


Digital Culture
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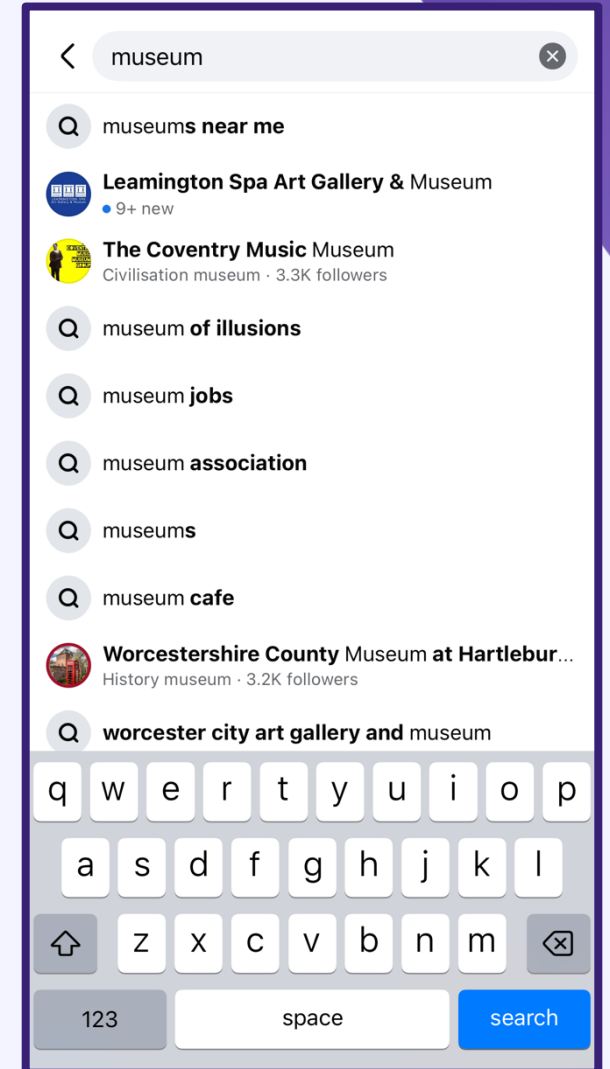
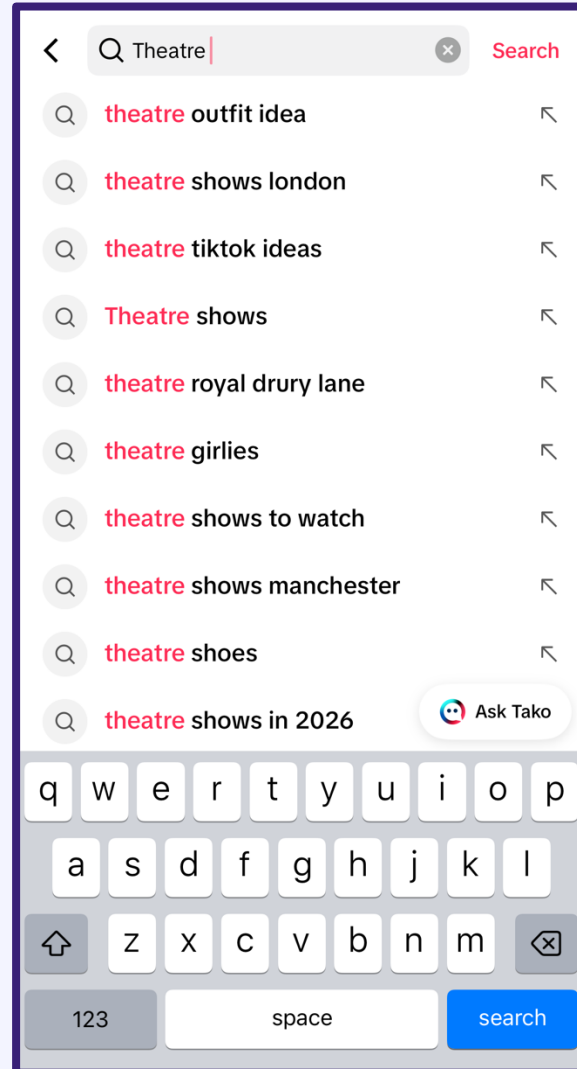
Keywords

- Words or phrases used in search
- Find your keywords through keyword research
- Ask your SEO team or research yourself
- Find out what people are actually searching for



Finding keywords on social media

- Social media search
- Social media comments and DMs



Semrush

- Semrush Keyword Magic Tool

Interface of the Semrush Keyword Magic Tool showing search results for keywords related to "natural history museum".

Filters: All Questions All Keywords **Broad Match** Phrase Match Exact Match Related Languages

Enter domain for personalized data

Volume **KD %** **Intent** **CPC (GBP)** **Include keywords** **Exclude keywords** **Advanced filters**

By number **By volume**

All keywords: 25.6K Total Volume: 779,890 Average KD: 38% **Send keywords**

Keyword	Intent	Volume	KD %	CPC (GBP)	SF
☐ + natural history museum	N	135.0K	80	0.81	8
☐ + natural history museum london	I N	110.0K	57	0.82	7
☐ + natural history museum of natural history	N	14.8K	73	0.81	7
☐ + natural history museum london tickets	I	9.9K	45	0.45	4
☐ + pokemon natural history museum	I	9.9K	33	0.38	4
☐ + museum of natural history parks road oxford	I N	8.1K	29	0.70	5
☐ + london natural history museum	N	5.4K	57	0.82	8

All keywords: 25,600

- > london 3,080
- > american 1,099
- > near 899
- > tickets 850
- > dinosaur 780
- > new 681
- > exhibition 644
- > ice 586
- > park 561
- > oxford 502

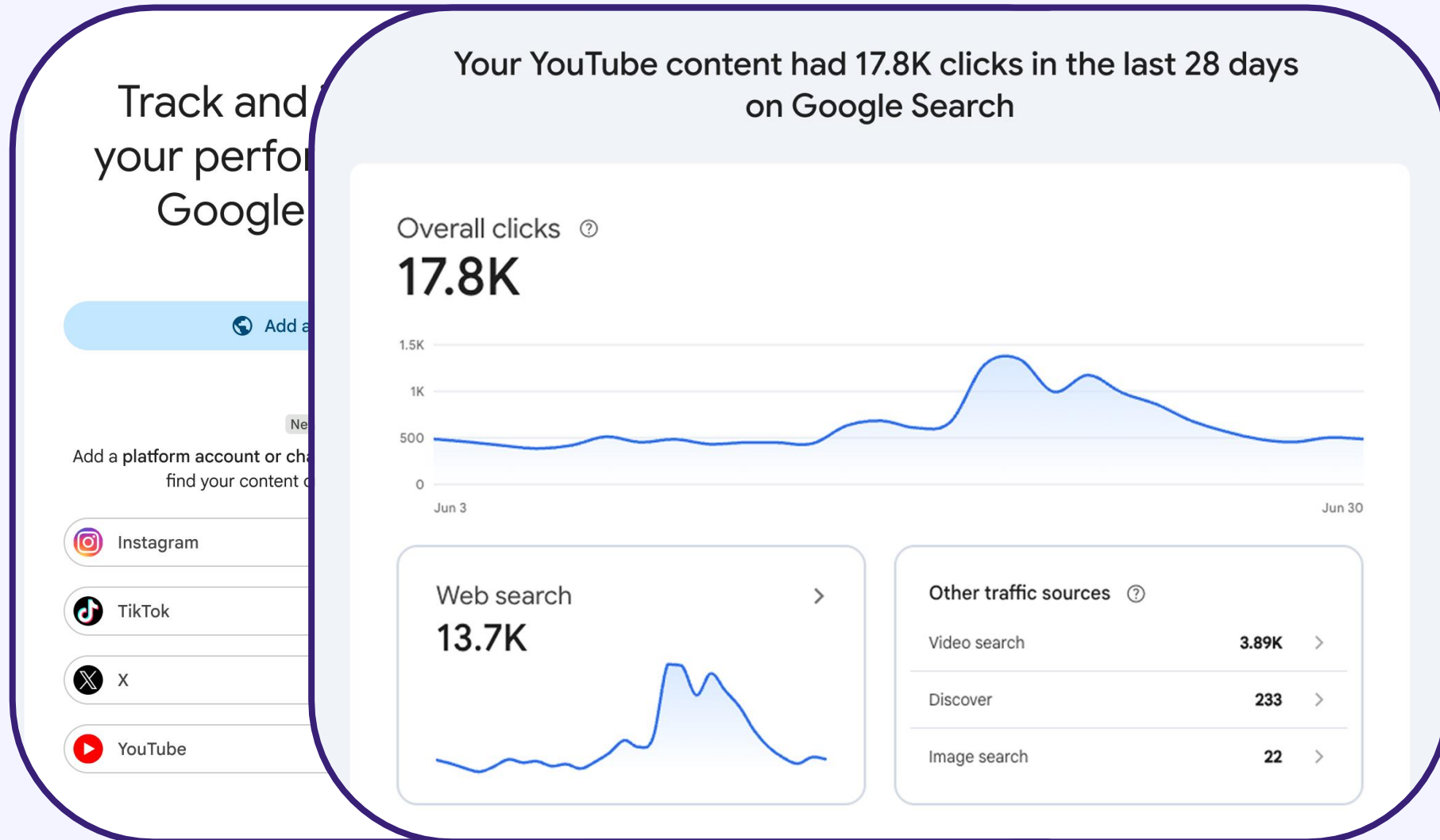
[Show more](#)

Answer the Public

- AnswerThePublic

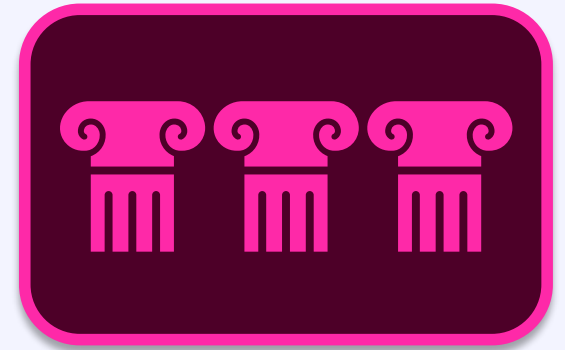
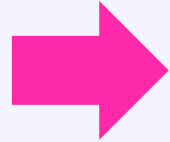
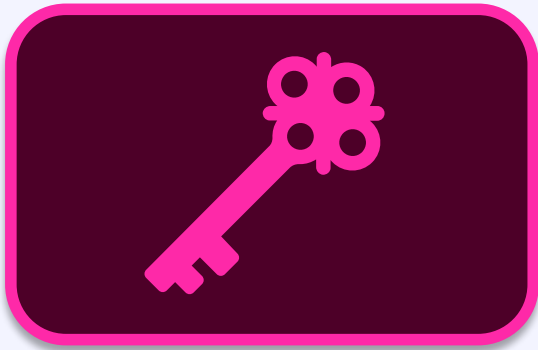


Google Search Console



James
Data Analytics & Insight

Finding keywords



Keywords

Words/phrases
used in search
e.g. *National
Theatre*

Long-tail keywords

Highly specific
search phrases
e.g. *Getting to
National Theatre*

Content pillars

Theme or topic of
your content
e.g. *Events*

10 ways to optimise your posts

1

things to do in liverpool

things to do in liverpool

things to do in liverpool **with kids**

things to do in liverpool **city centre**

things to do in liverpool **today**

things to do in liverpool **for adults**

things to do in liverpool **this weekend**

things to do in liverpool **for couples**

things to do in liverpool **street**

things to do in liverpool **for free**

things to do in liverpool **tomorrow**

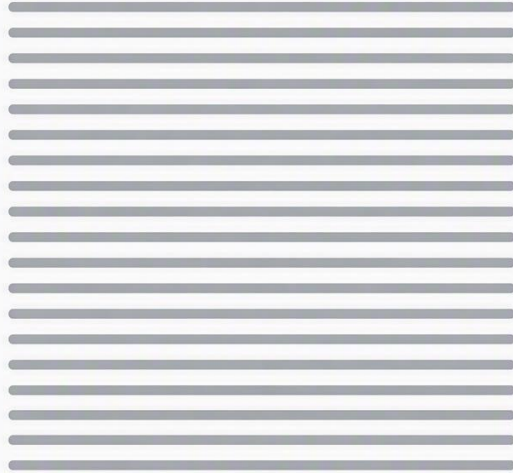
Google Search

I'm Feeling Lucky

Keywords in captions



WALL OF TEXT



EASY TO SCAN





A Made Up Festival

Just now 



🎵 Looking for a music festival in Eastbourne? A Made Up Music Festival is the best music festival in Eastbourne for music festival fans, looking for an Eastbourne music festival. Featuring live music in Eastbourne, Eastbourne live bands, Eastbourne festival entertainment, live music East Sussex, Eastbourne events, things to do in Eastbourne, family-friendly Eastbourne events, Eastbourne summer events, Sussex music festival experiences and music festival tickets Eastbourne. If you're searching for a music festival Eastbourne, Eastbourne festival, Eastbourne live music festival, East Sussex music festival or things to do in Eastbourne this weekend, then join us for A Made Up Music Festival! 🎸🎤



7am - 4pm

19th September

Princes Park, Eastbourne

[#EastbourneMusicFestival](#) [#MusicFestivalEastbourne](#) [#EastbourneFestival](#) [#LiveMusicEastbourne](#)
[#EastbourneEvents](#) [#ThingsToDoInEastbourne](#) [#EastSussexMusicFestival](#) [#FestivalEastbourne](#)
[#EastbourneLiveMusic](#) [#EastSussex](#) [#MusicFestivalTickets](#)

[See insights and ads](#)

Boost post

10 ways to optimise your posts

2



Use hashtags

3



Subtitle videos

10 ways to optimise your posts

4



Alternative text

Use generated alt text for this photo or add custom alt text:

May be an image of crowd

Custom alt text

Provide ALT text

5



**Use titles and
onscreen text**

10 ways to optimise your posts

6



Say keywords out loud

7



Add location tags

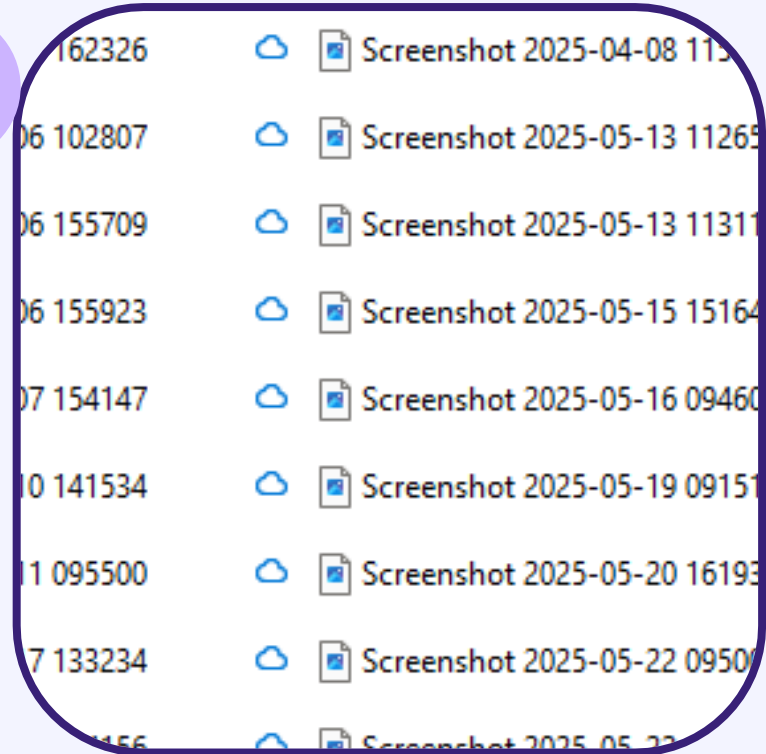
10 ways to optimise your posts

8



**Choose quality
content**

9



Change file names

10 ways to optimise your posts

10

Details Reuse de

Title (required) ?
Community arts organisation
27/7

Description ?
Tell viewers about your video (type @ to mention a channel)

Thumbnail
Set a thumbnail that stands out and draws viewers' attention. [Learn more](#)

 ?
Upload file


Select from video


A/B Testing

Use all fields

Add to playlist • optional

Share to • optional

 Facebook story • Public

Share to groups • optional

Select up to 3 groups to share to. You can manage your post's settings within the group that you share to.

Add a poll • optional

Deepen fan engagement with interactive polls. Receive Stars when people boost their votes with gifts.

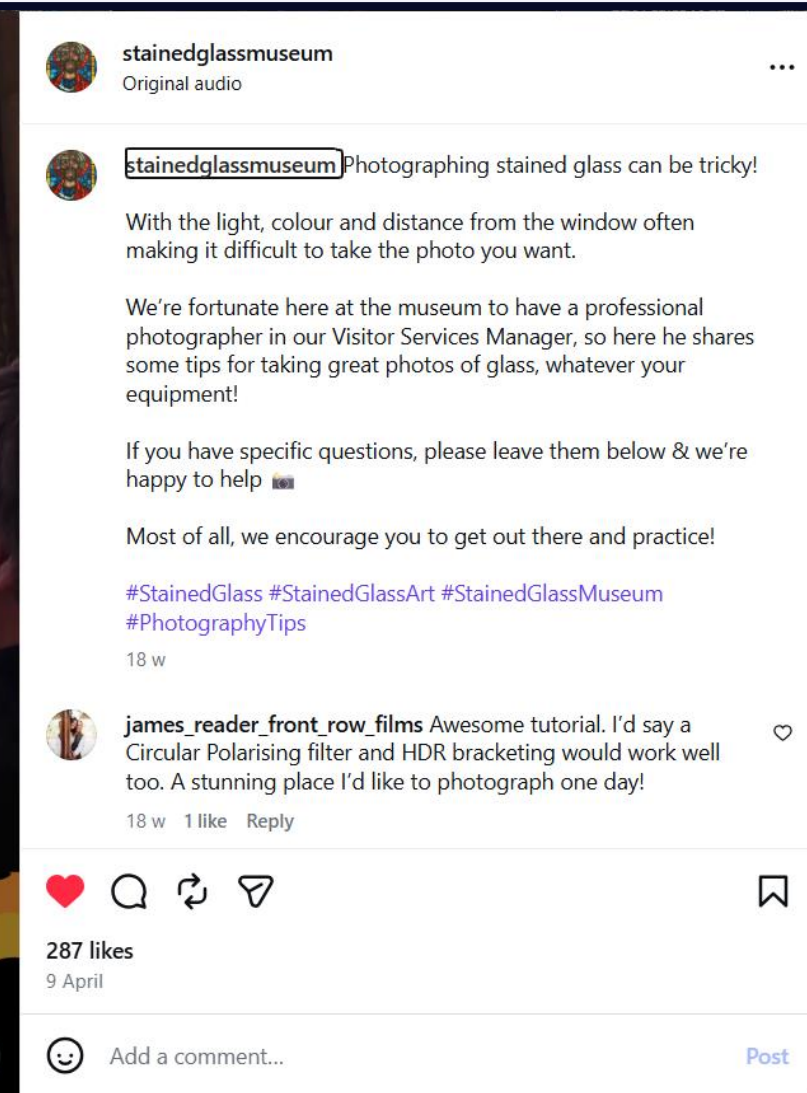
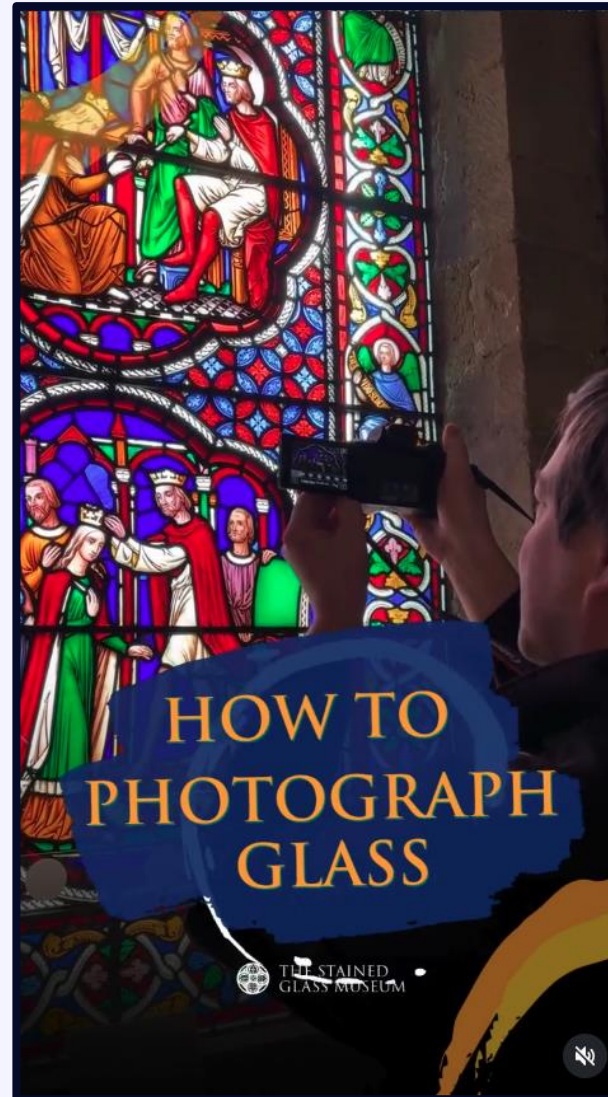
Closed captions

☒  Closed captions
Auto-generated captions on

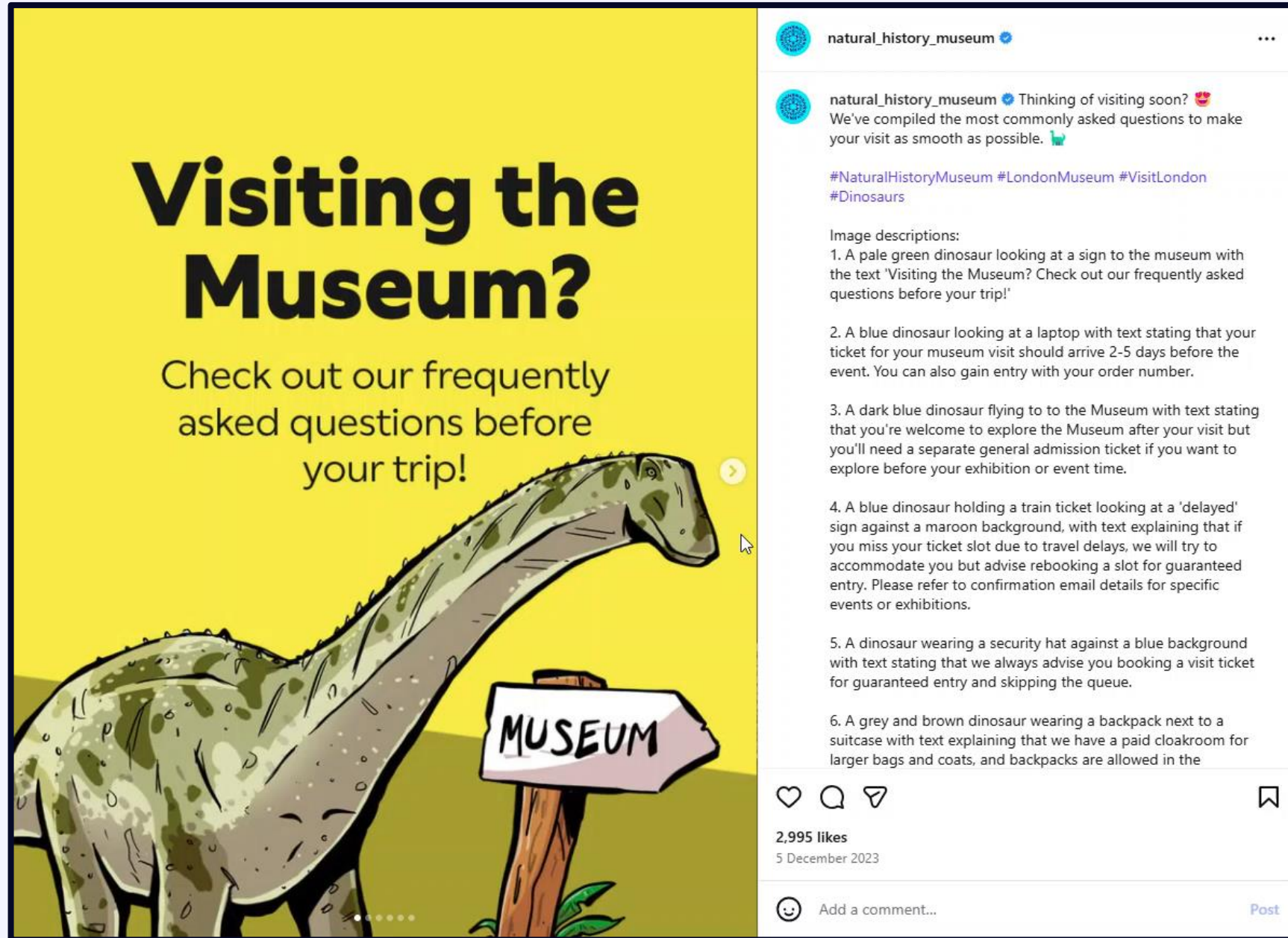
[Settings](#)

Creating content

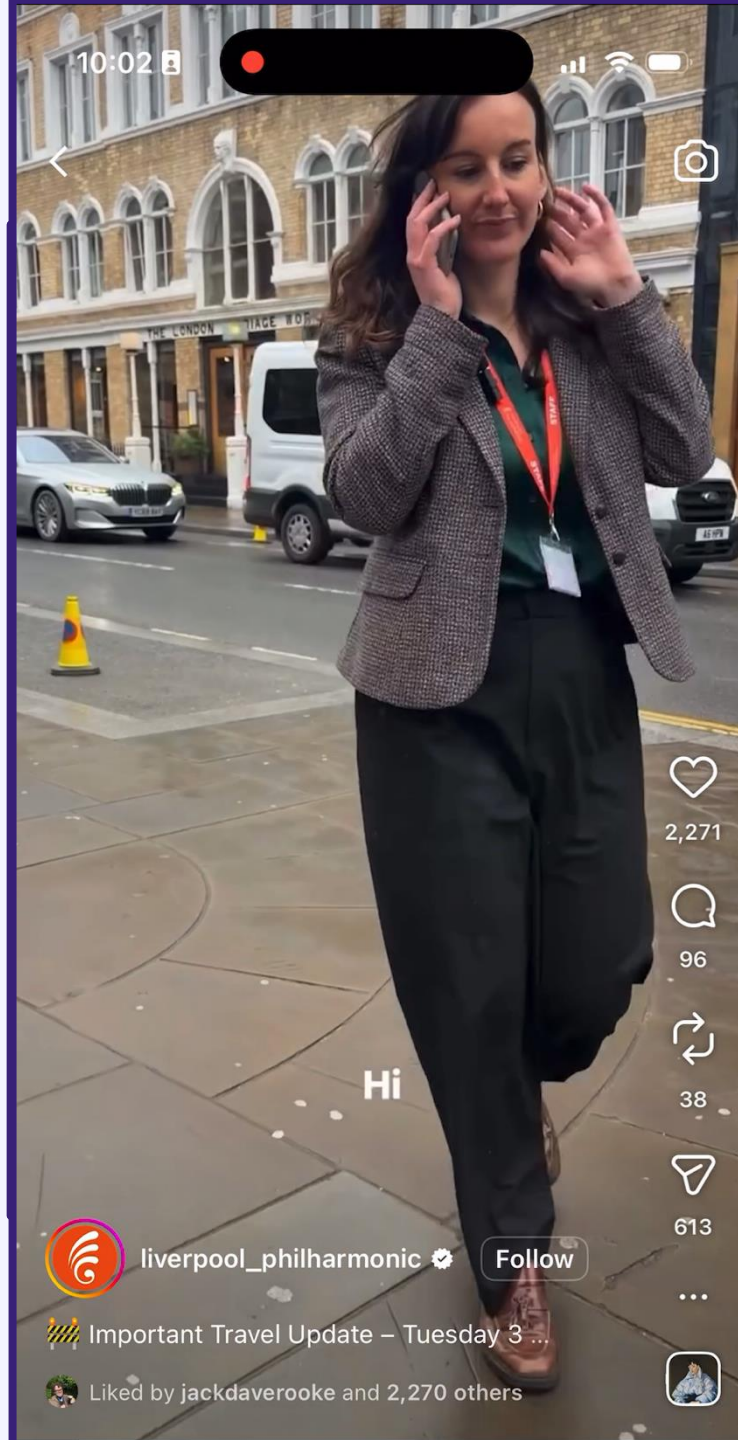
- Serves audience needs
- Evergreen questions
- Zero click content - entertaining, educational or informative
- Natural language
- “How do I...”, “Best way to...”, “Top 10...”



- Answers visitors' FAQs
- Looks nice!
- On-brand
- Text in caption
- Image description
- Saveable format

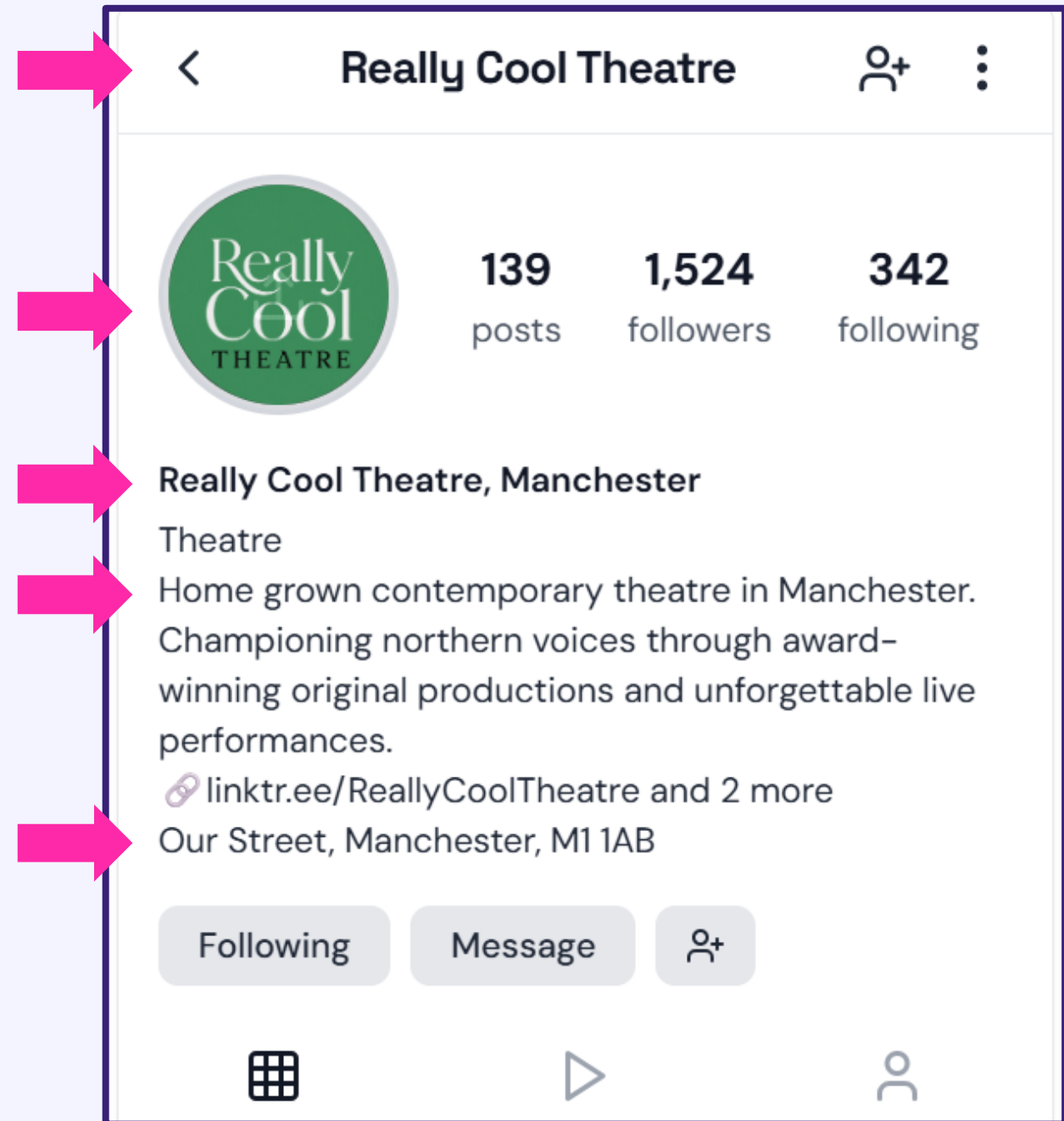


- Communicates key information
- Entertaining and engaging
- Subtitles
- Text in caption
- Shareable format



Optimise your profiles

- Handle
- Profile picture
- Profile name
- Location
- Bio



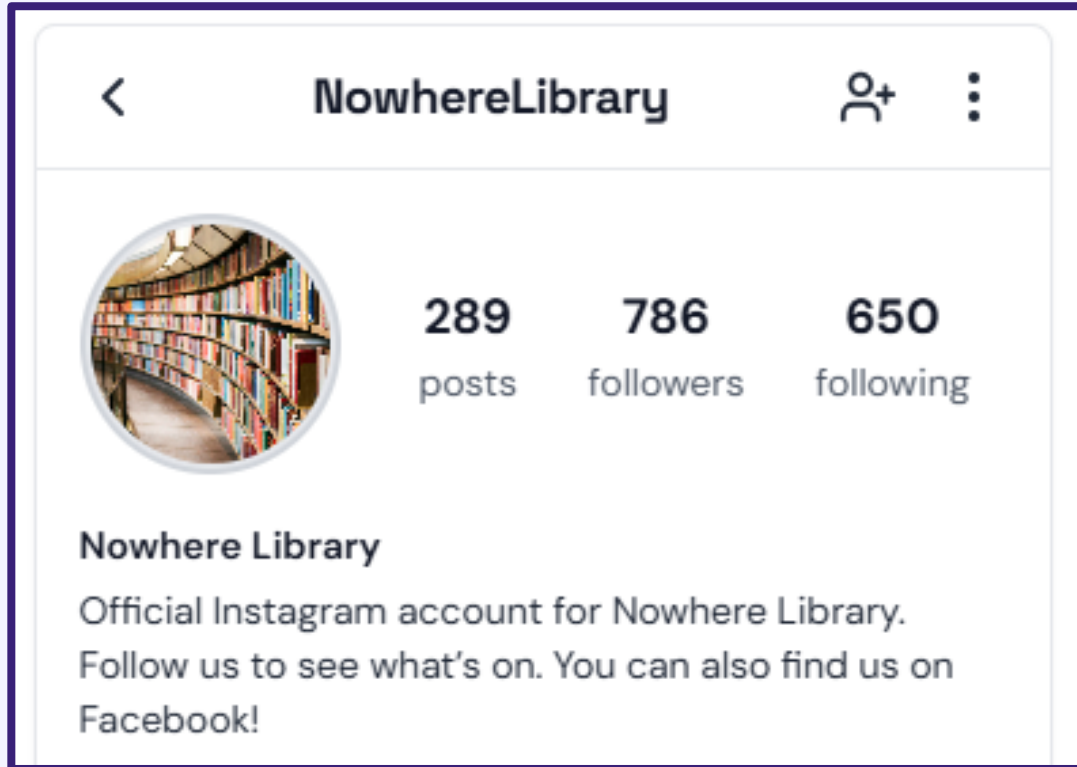
Bios



DISCLAIMER

ALL ORGANISATIONAL BIOS APPEARING IN THIS SECTION ARE FICTITIOUS. ANY RESEMBLANCE TO REAL ORGANISATIONS' BIOS, WHETHER LIVING OR DEAD, IS PURELY COINCIDENTAL.

Bios – what not to do



Bios – what not to do



Optimise your profiles

- Cover image
- Links
- Use all the fields
- Add buttons
- Verification



The screenshot shows the Facebook profile of 'Really Cool Theatre'. The profile picture is a green circle with the text 'Really Cool THEATRE'. The cover image shows two people in a theatrical setting. The bio section is highlighted with a pink box and contains the text: 'Really Cool Theatre', '0 followers • 0 following', 'Home grown contemporary theatre in Manchester. Championing northern voices through award-winning original productions and unforgettable live performances.', and 'Theatrical productions'. The 'Details' section is also highlighted with a pink box and contains: 'Not yet rated (0 reviews)', 'Open now', and '1 Oxford Street, Manchester, United Kingdom, M1 6FT'. The 'Links' section is highlighted with a pink box and contains: 'reallycooltheatremanchester.co.uk · instagram.com'. The 'Contact info' section is highlighted with a pink box and contains: '+44 1234 567890' and 'hello@reallycooltheatre.co.uk'. A pink arrow points to the 'Verification' item in the list on the left. Another pink arrow points to the 'Really Cool Theatre' name in the bio. A third pink arrow points to the 'Get Tickets' button. A fourth pink arrow points to the 'Follow' button. A fifth pink arrow points to the 'Search' button. A sixth pink arrow points to the 'Details' section. A seventh pink arrow points to the 'Links' section. An eighth pink arrow points to the 'Contact info' section. A ninth pink arrow points to the 'Posts' section. A tenth pink arrow points to the 'Filters' button. A eleventh pink arrow points to the 'Really Cool Theatre' profile picture in the post. A twelfth pink arrow points to the 'Really Cool Theatre' profile picture in the post. A thirteenth pink arrow points to the 'Really Cool Theatre' profile picture in the post. A fourteenth pink arrow points to the 'Really Cool Theatre' profile picture in the post. A fifteenth pink arrow points to the 'Really Cool Theatre' profile picture in the post.

Top 3 takeaways

1. Find your keywords

2. Evergreen posts

3. Audit your profiles

Upcoming webinars

**Capturing Culture: Live
subtitling in museums and
galleries**

21 October



Latest podcasts

Digital Culture Podcast Episode #26 – The human side of digital transformation with Ankur Bahl



Digital Culture Podcast Episode #27: Digital transformation with someone? Otherwise just James



Get in touch



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



[Showcase/Digital-Culture-Network](#)



[DigitalCultureNetwork](#)



[Digital Culture Podcast](#)



Digital Culture
Network



Q&A