

SOCIAL MEDIA MARKETING BASICS FOR CULTURAL INSTITUTIONS

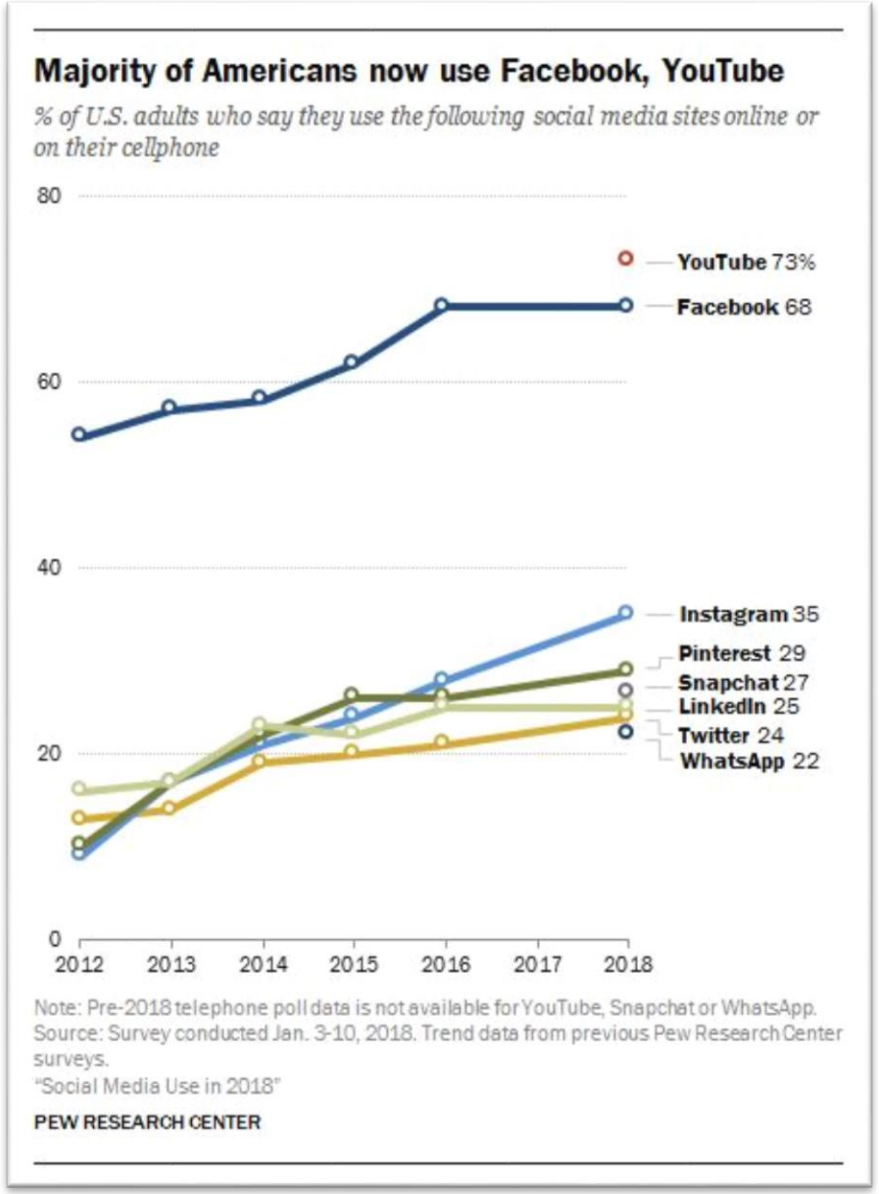
DHPS | NY
Documentary Heritage & Preservation Services
FOR NEW YORK

FACEBOOK



Facebook in 2018

68% of US adults [1]
74% of US adult users visit once a day [1]
Facebook is popular among all demographics [1]
51% of US teens (down from 71% in 2015) [1]
2.2 billion monthly users worldwide [2]



1 Gramlich, John. "8 facts about Americans and Facebook." *Pew Research Center*, October 24, 2018. http://www.pewresearch.org/fact-tank/2018/10/24/facts-about-americans-and-facebook

2 Zuckerberg, Mark, et al. "Facebook Reports First Quarter 2018 Results." *Facebook Newsroom*, April 25, 2018. https://newsroom.fb.com/news/2018/04/facebook-reports-first-quarter-2018-results





1 https://www.nytimes.com/2018/03/19/technology/facebook-cambridge-analytica-explained.html
2 https://techcrunch.com/2018/09/28/everything-you-need-to-know-about-facebooks-data-breach-affecting-50m-users/

MediaDailyNews

COMMENTARY

Is Facebook Too Big To Fail?

by **George Simpson** , Featured Contributor, January 18, 2018

I was talking to a friend of mine the other day who said three things that really surprised me about Facebook: 1) He was no longer on it and didn't plan to go back. 2) His teenagers are never on it (kind of like mine, they stay pretty much within the confines of Instagram and Snapchat). 3) His elderly mother just joined Facebook.

On any other day, none of these would have even been conversation, but within the context of the charges that Facebook is 1) being widely used for propaganda by entities not friendly to the United States; 2) not very well-policed beyond porn; and 3) has been purpose-built to hook you and your kids into an addictive relationship -- then perhaps my friend's revelations are worth further exploration.

This is a guy who's all over every new development in the digital space. It's hard to come to him with a "Have you heard about" find that he doesn't already know about. In fact, he has probably already talked to the founders, their backers and 15 or 20 users. He has forgotten more about social media than most of us will ever know.

Media Daily News, March 17, 2018

The Guardian, July 27, 2018

The panic over Facebook's stock is absurd. It's simply too big to fail

Despite some critics' glee at the latest earnings report, the planet's most powerful business remains unstoppable



Opinions

Facebook isn't too big to fail



Washington Post, April 10, 2018

Delay, Deny and Deflect: How Facebook's Leaders Fought Through Crisis



Facebook has gone on the attack as one scandal after another — Russian meddling, data sharing, hate speech — has led to a congressional and consumer backlash. Tom Brenner for The New York Times

By Sheera Frenkel, Nicholas Confessore, Cecilia Kang, Matthew Rosenberg and Jack Nicas

https://www.nytimes.com/2018/11/14/technology/facebook-data-russia-election-racism.html



FRONTLINE

The Facebook Dilemma

https://www.pbs.org/video/the-facebook-dilemma-part-one-voajnk/
https://www.pbs.org/video/the-facebook-dilemma-part-two-i7efro/



Documentary Heritage and Preservation Services for New York

@dhpsny

Home
About
Events
Photos
Community
Groups
Reviews
Posts
Info and Ads
Join My List

Create a Page

Liked | Following | Share | ...

Learn More | Send Message

Create Post

Write a post...

Photo/Video | Tag Friends | Check in | ...

No Rating Yet

Our Story

+ Tell people about your business

Very responsive to messages

Upcoming Events



Community See All

Let friends know about your Page

Invite Friends

POSTING BASICS

Be concise: Ideal length is 40 characters

Ask a question

Have a direct call to action

When sharing media, Facebook favors “native content”

Use a link shortener like bit.ly

Remember that Facebook suppresses posts to varying extents (e.g., events that it wants you to pay to boost, content that it deems weak or irrelevant)

Watch your post statistics to see what works and what doesn’t, then adjust accordingly



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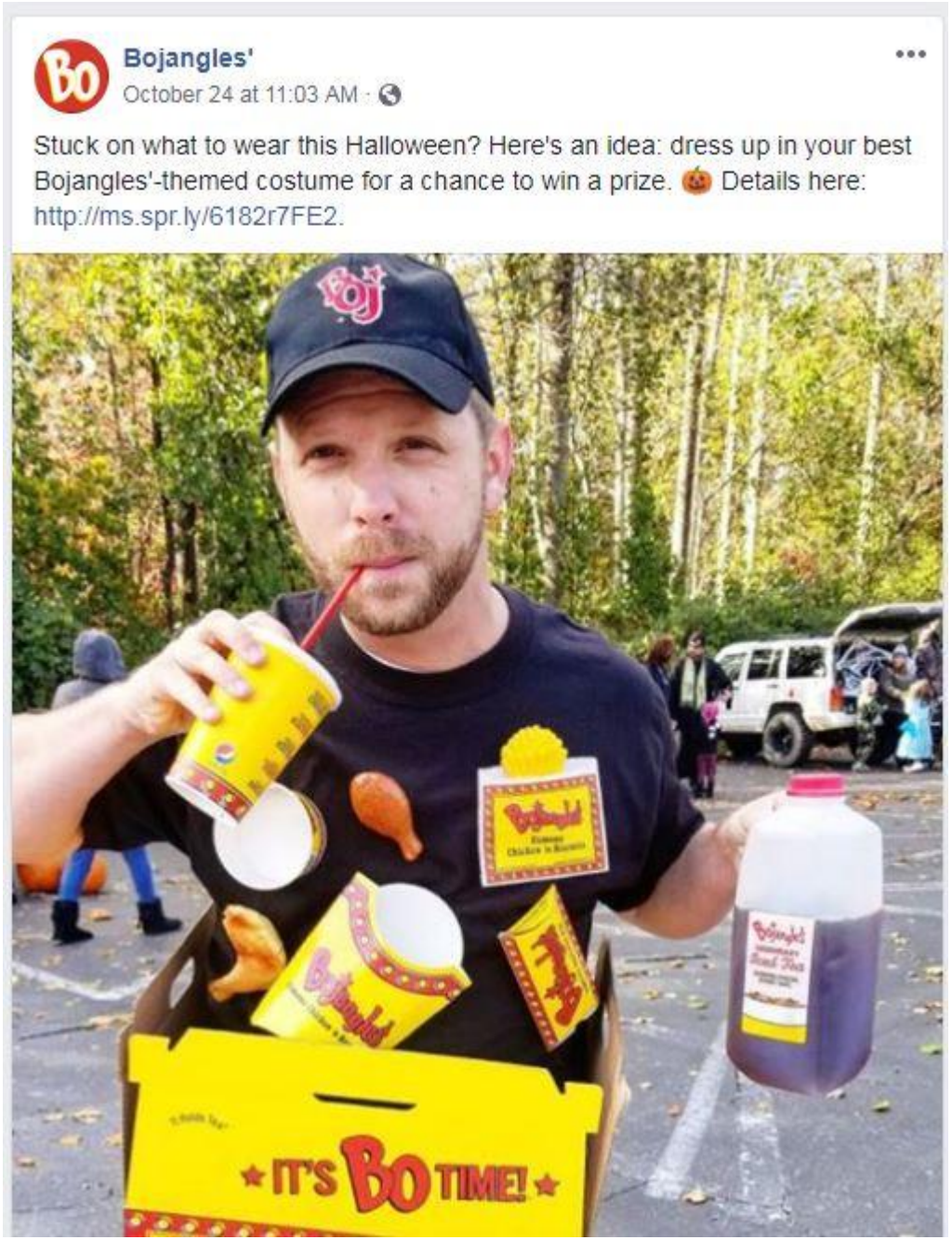
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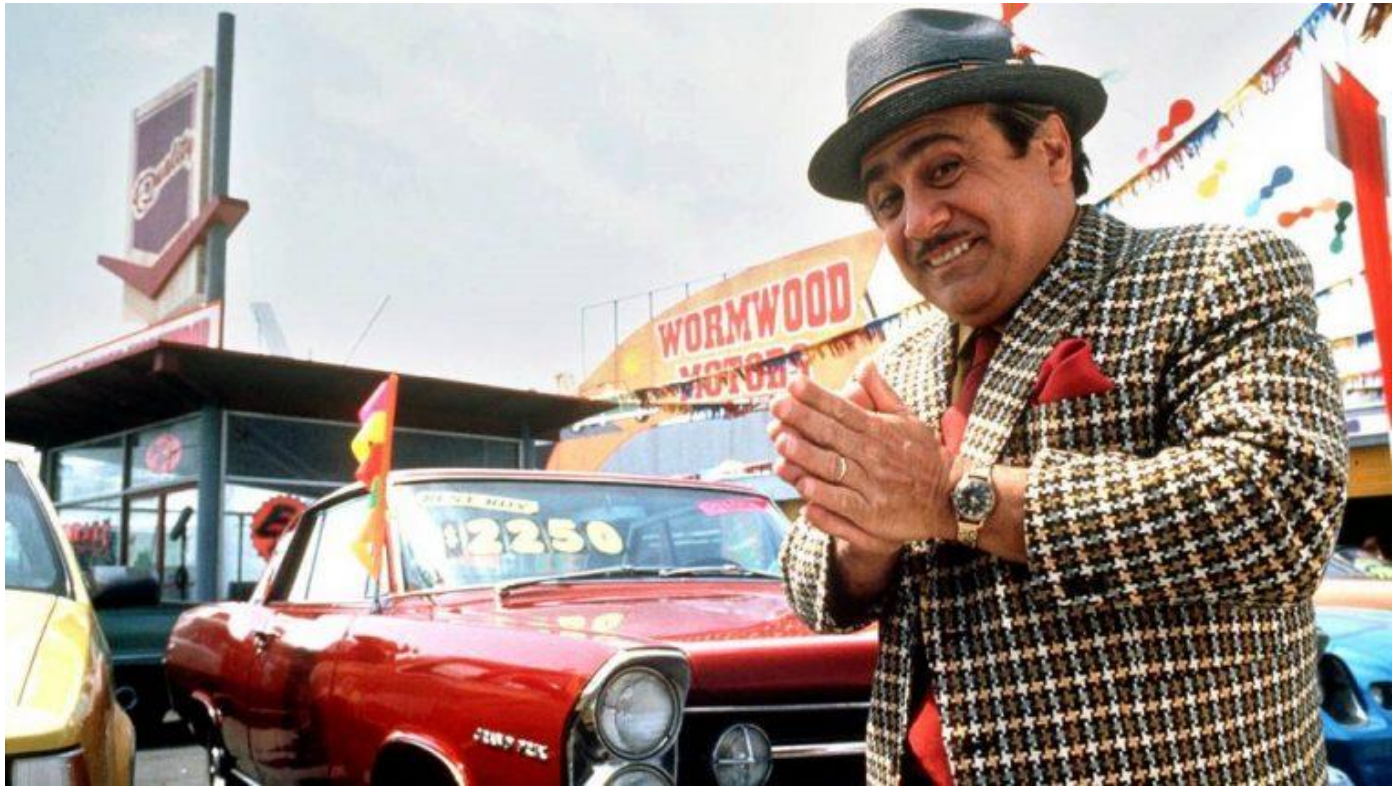
WHAT SHOULD I POST?



The 70/30 Rule

Face-to-face sales
Do more listening than talking

Digital marketing
Share more of other peoples' content than your own



THE 70%

News Articles, Videos, Photo Essays, Recipes, Grant Deadlines… Almost Anything

Documentary Heritage and Preservation Services for New York
April 2 ·

Exciting news for fans of vintage stereograph images! The New York Public Library Labs "Stereogranimator" turns 3D images from NYPL's stereograph collections into animated GIFs. Check it out!



STEREO.NYPL.ORG

NYPL Labs : Stereogranimator

"We have now obtained the doubleeyed or twin pictures, or Stereograph, if we may coin a name. But the pictures are two, and we want to slide them into each other, so to speak, as in natural vision,

Documentary Heritage and Preservation Services for New York
March 2, 2017 ·

Today would have been Lou Reed's 75th birthday, and NYPL just announced that it has acquired Reed's personal archives for exhibition! The collection includes 3,600 audio and 1,300 video recordings, as well as photographs, clothing, fan mail, and Reed's personal collection of books and records.



PITCHFORK.COM

Lou Reed's Archives Coming to New York Public Library

Including over 600 hours of recordings, photographs, personal collection o…

THE 70%


Documentary Heritage and Preservation Services for New York
June 11 ·
"The Whitney will receive more than four hundred pieces—such as paintings, sculptures, drawings, collages, prints, and maquettes—in order to establish the Roy Lichtenstein Study Collection."
ARTFORUM.COM
Roy Lichtenstein Foundation Announces Gifts to the Whitney Museum and the Archives of American Art

THE 70%

Documentary Heritage and Preservation Services for New York
October 21, 2017 ·

A purrfect read for this lovely #Caturday morning!



ATLASOBSCURA.COM

Digging Through the Archives of 'PURRRRR!,' the Premier Cat Newsletter of the 1980s

Documentary Heritage and Preservation Services for New York
August 31, 2017 ·

"It's a very good place to take your unruly spoilt kids if they are in the mood to damage 800 year old coffins," a reviewer on TripAdvisor wrote...



NYTIMES.COM

Museum Visitors Damage 800-Year-Old Coffin by Putting Child in It for Photo

THE 70%

Documentary Heritage and Preservation Services for New York

December 4, 2017 ·

"The $8 cookie is served warm out of the oven, with a miniature glass of floral milk that's infused with Madagascan bourbon vanilla. It's a bit crispy on the outside, with a soft, melting, fudge-y interior."

It's #NationalCookieDay, and we're looking back on this mouthwatering profile of chef Miro Uskokovic's chocolate chip cookie available at Untitled at the Whitney, complete with tips on how you can replicate it at home!



GRUBSTREET.COM

Here's How New York's Finest New Chocolate-Chip Cookie Is Made

THE 70%

Partners

Sponsors

Co-presenters

Awardees

Friends



THE 70%

Partners

Sponsors

Co-presenters

Awardees

Friends



THE 30%

Upcoming Programs

Email Newsletter

Latest Blog Posts

Membership & Fundraising



THE 30%

Upcoming Programs

Email Newsletter

Latest Blog Posts

Membership & Fundraising



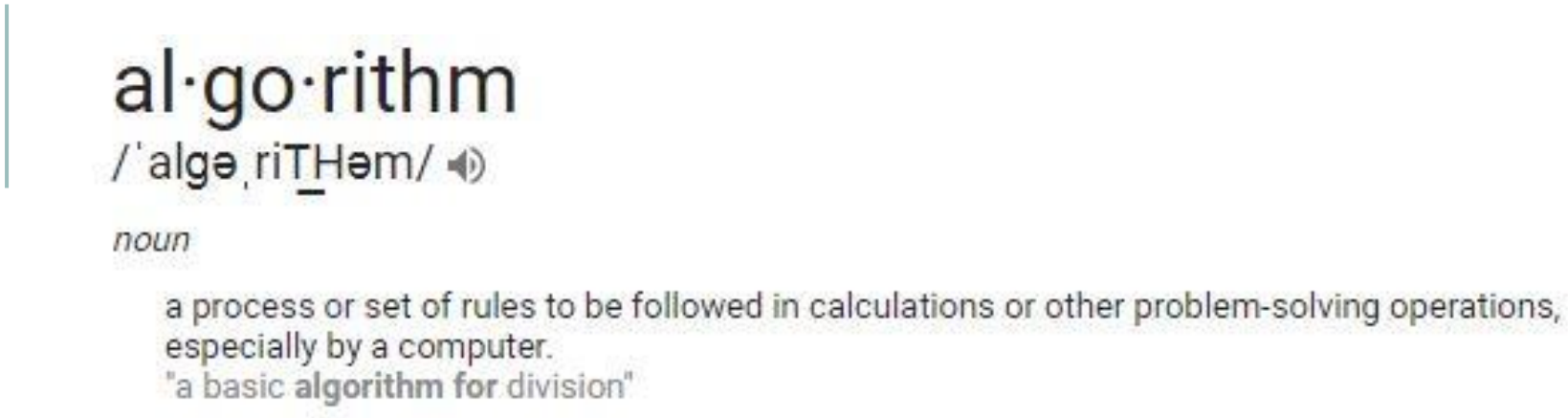
SOCIAL LISTENING



https://sproutsocial.com/insights/social-listening/

TRACKING STATISTICS & BEATING THE ALGORITHM





“The **Facebook Algorithm** is a process that ranks all available posts that can display on a user's news feed based on how likely that user will have a positive reaction.”

https://blog.hootsuite.com/facebook-algorithm/

TRACKING STATISTICS & BEATING THE ALGORITHM

Link posts perform differently than photo posts

Facebook favors “native content”
(e.g., directly uploaded photos and videos)

Events are served narrowly to users based on region

The algorithm can “throttle” events to encourage boosting

The algorithm favors engaging content



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August 25, 2014

Click-baiting

By Khalid El-Arini, Research Scientist and Joyce Tang, Product Specialist

Click-Baiting Headlines

"Click-baiting" is when a publisher posts a link with a headline that encourages people to click to see more, without telling them much information about what they will see. Posts like these tend to get a lot of clicks, which means that these posts get shown to more people, and get shown higher up in News Feed.

https://newsroom.fb.com/news/2014/08/news-feed-fyi-click-baiting/



TRACKING STATISTICS & BEATING THE ALGORITHM

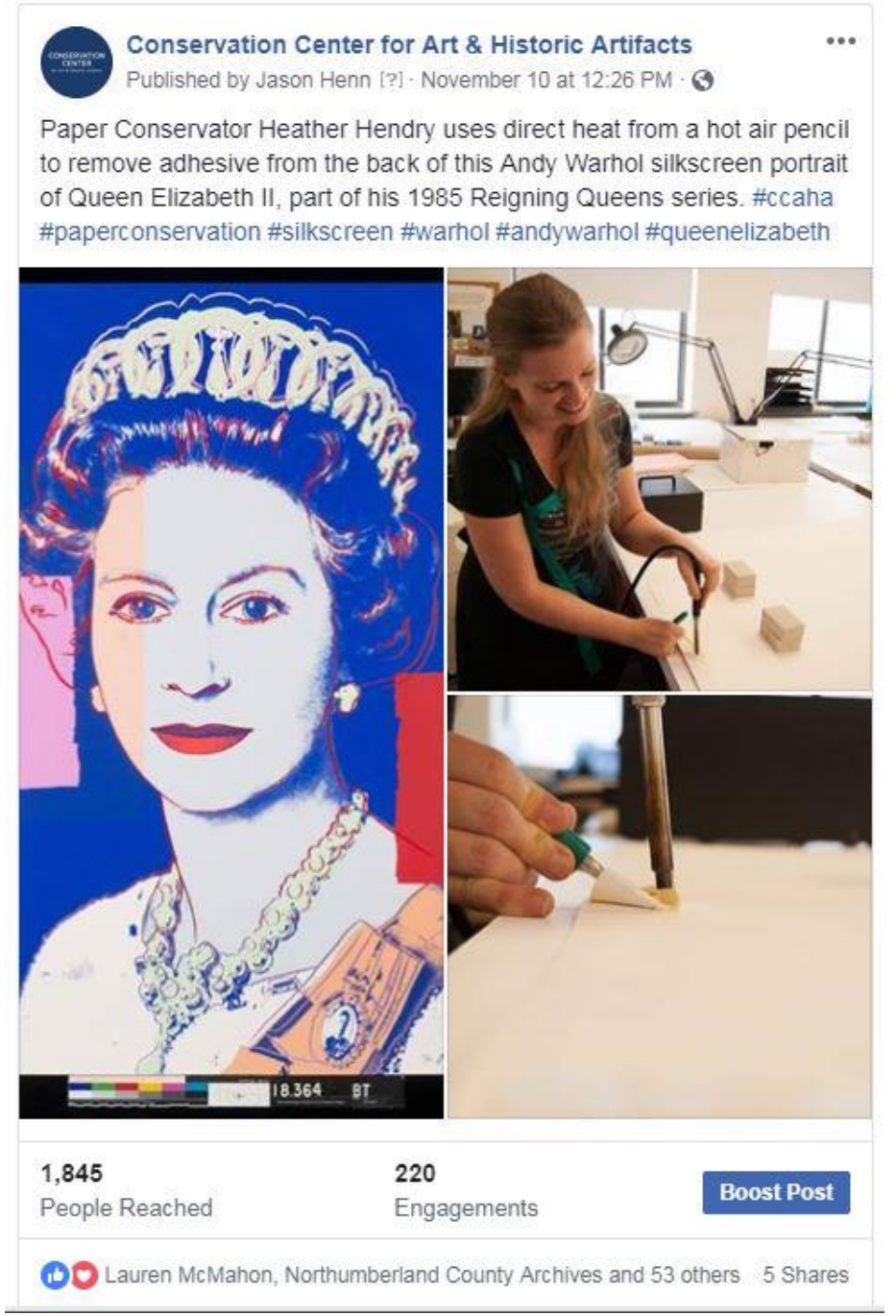
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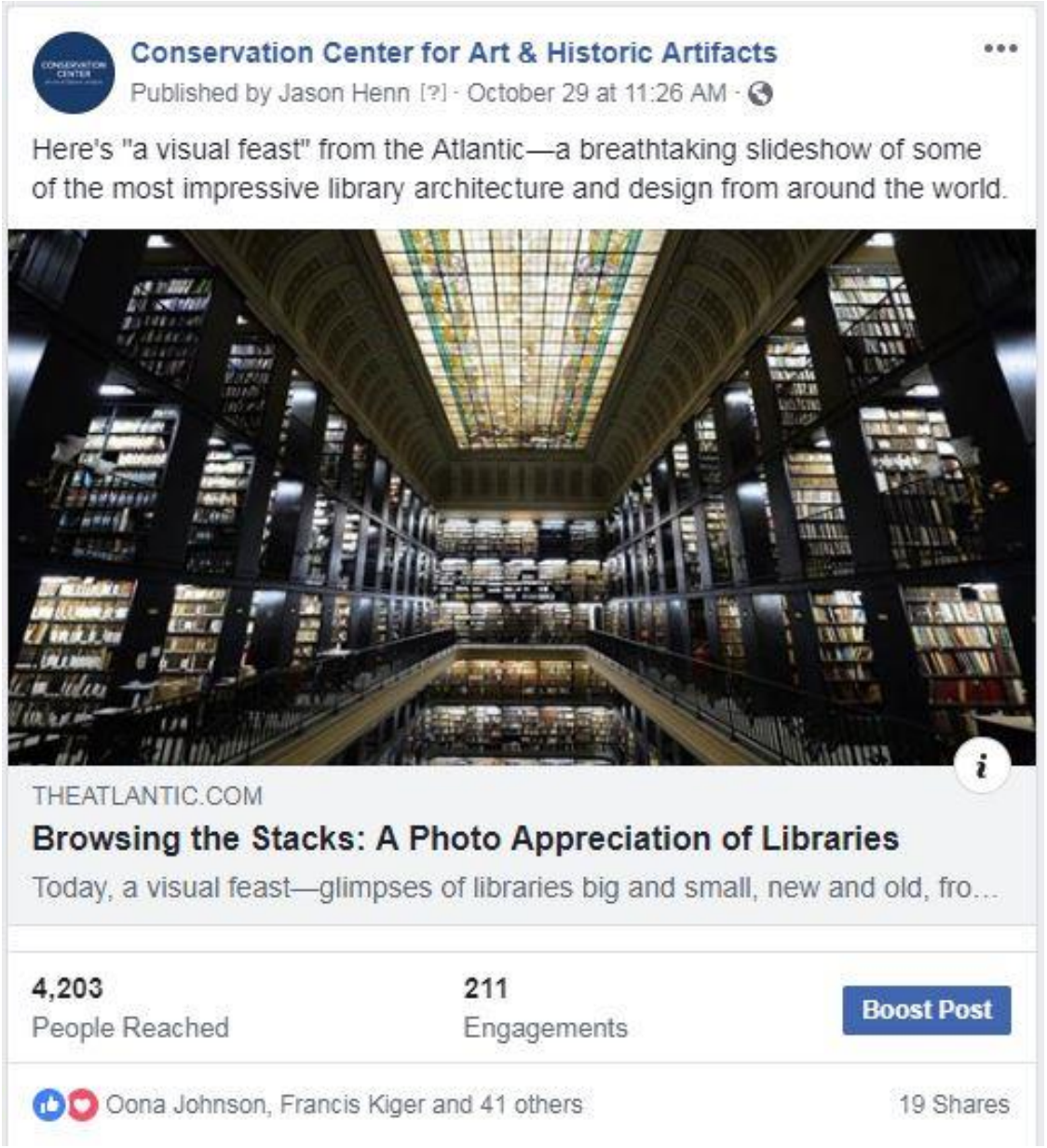
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FACEBOOK ADS

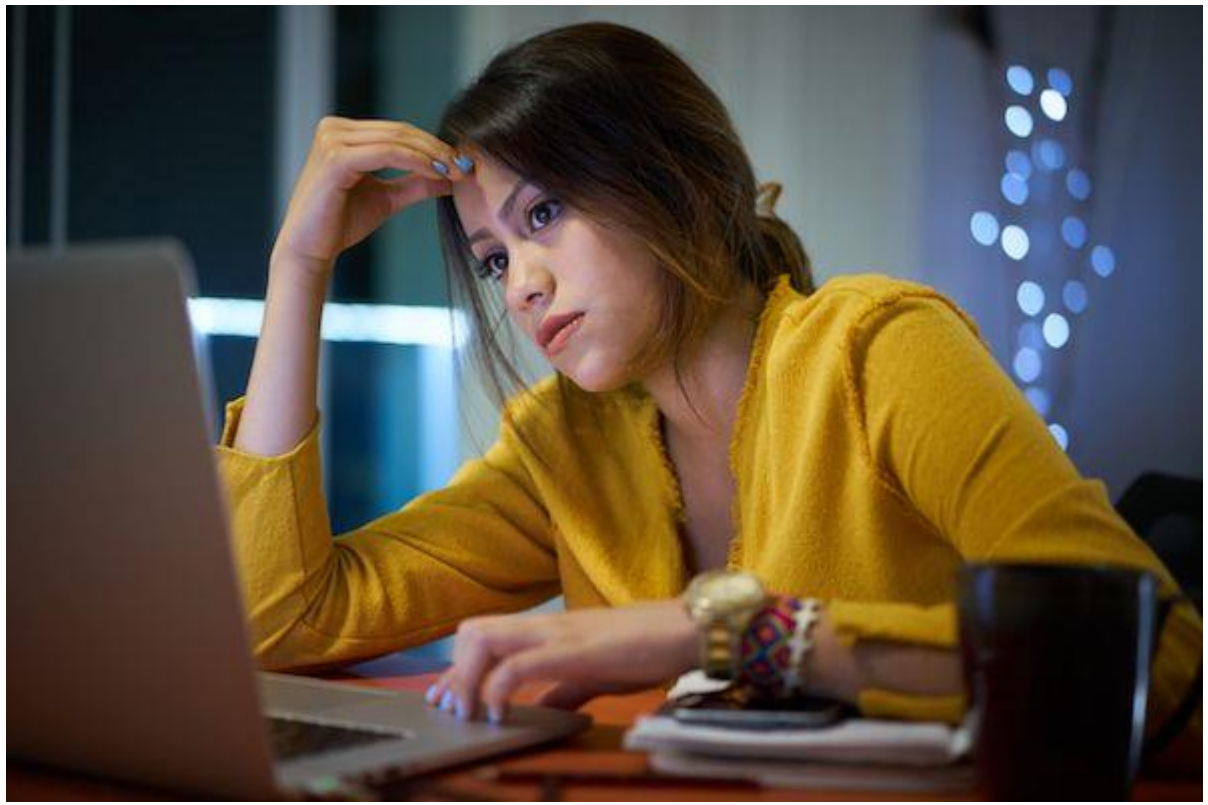
HubSpot

MARKETING | 11 MIN READ

The Decline of Organic Facebook Reach & How to Adjust to the Algorithm



Written by Sophia Bernazzani
@soph_bern



https://blog.hubspot.com/marketing/facebook-organic-reach-declining

Social Media Facebook Zust In

Click Farms and Their Fraudulent Facebook Likes Are Hurting Brands Like Never Before

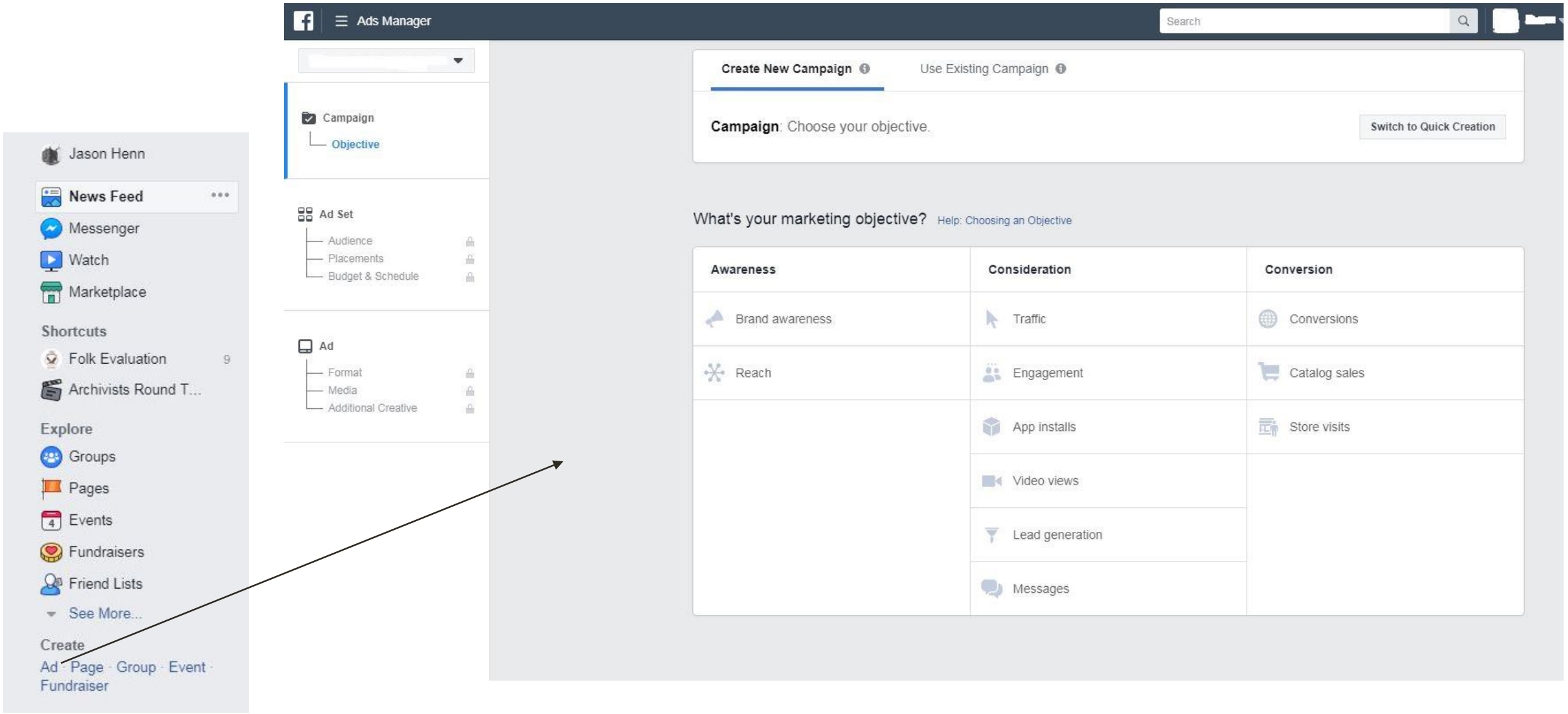


https://dazeinfo.com/2016/05/28/facebook-click-farms-fraudulent-likes-hurting-brands/

Hootsuite



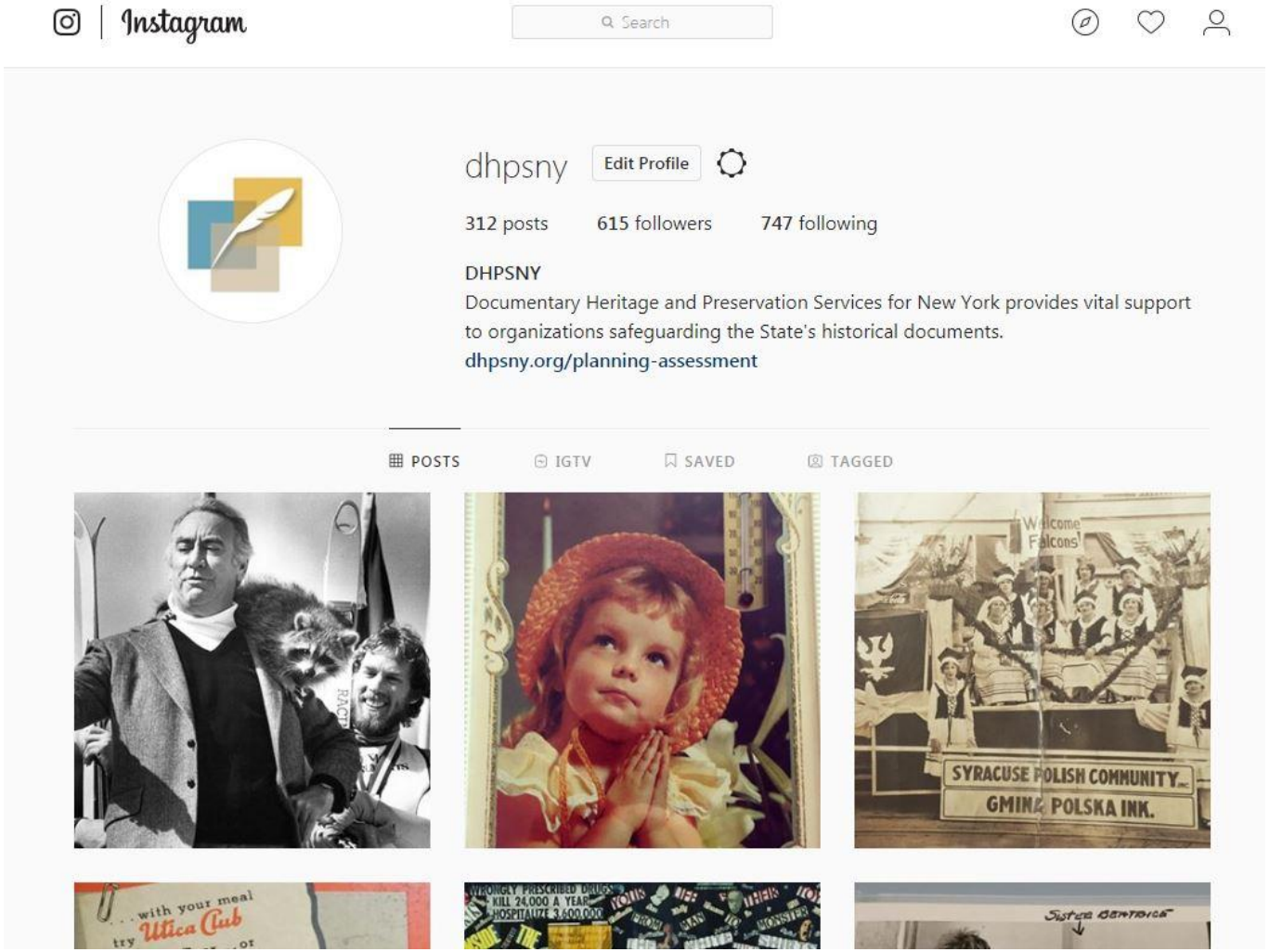
https://blog.hootsuite.com/how-to-advertise-on-facebook/



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INSTAGRAM



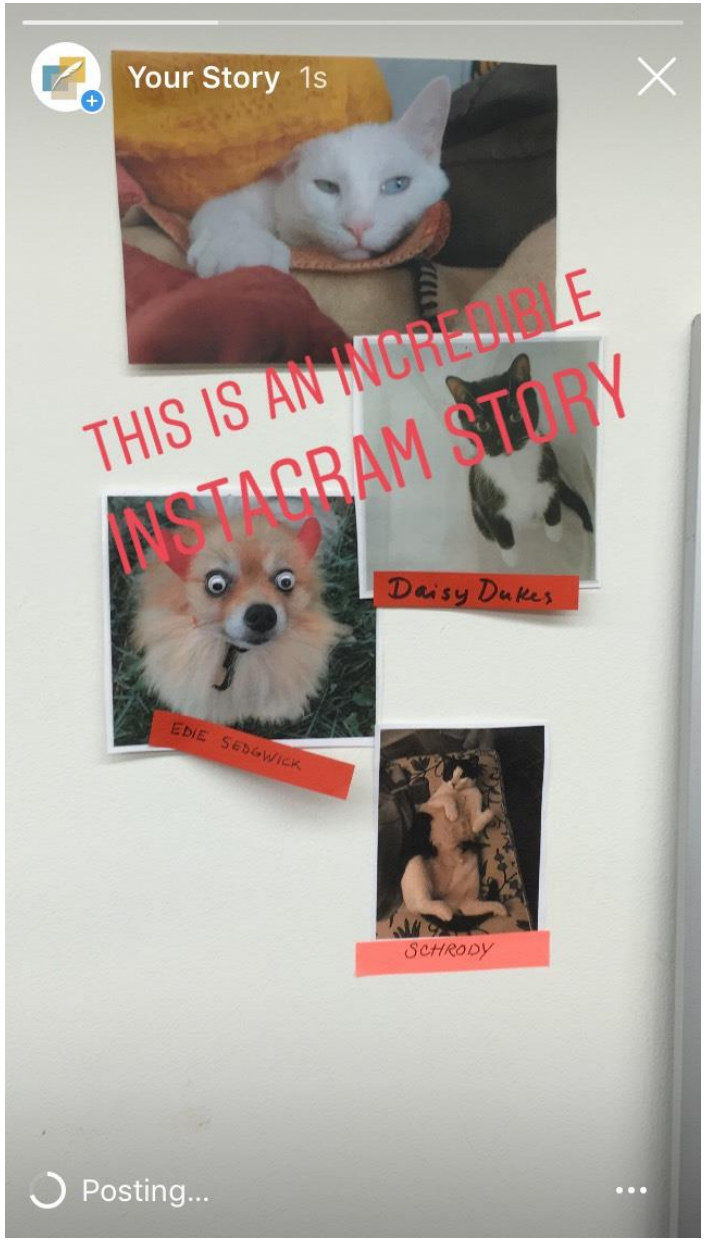


Desktop



Mobile





https://www.theverge.com/2017/7/1/15889750/instagram-stories-how-to-tips-features-tricks



dhpsny

dhpsny Our final Planning & Assessment Services deadline of 2018 is just over a month away! DHPSNY offers New York State collecting institutions free services in four categories: Archival Needs Assessments, Condition Surveys, Preservation Surveys, and Strategic Planning Assistance. Applications must be received by Friday, November 16th. Link in profile. #dhpsny #archives #collections #preservation #strategicplanning #newyorkstate

26 likes

OCTOBER 12

Add a comment...



dhpsny • Following

dhpsny DHPSNY Preservation Specialist Gillian Marcus got an up-close look at some of Henry Darger's notebooks during yesterday's site visit @afamuseum! #dhpsny #americanfolkartmuseum #henrydarger #darger #folkart #viviangirls @the_paper_chase

strange.stock Yes please! 😍

jensnow @miltonglaserinc

116 likes

JULY 31

Add a comment...



conservationcenter

conservationcenter Removing the spine lining on the 1493 Nuremberg Chronicles belonging to the State Library of Pennsylvania. #bookconservation #ccaha

austinhistorycenter Wow so cool.

dartconservacion Wowwww! Amazing press!!! We would like to have it! Great work!

juliana_albuquerque @caju.fred isso que é sonho de máquina!

170 likes

JANUARY 24, 2017

Add a comment...



conservationcenter

conservationcenter We recently treated this beautiful, large c. 1857 map of Pennsylvania's Bucks and Montgomery Counties. The map had a number of issues, such as tears and discoloration. Over many days, the treatment involved up to five pairs of hands, including NEA Paper Conservation Fellow Benjamin Kirschner; Senior Conservation Assistants Anna Krain and Jilliann Wilcox; Senior Paper Conservator & Preservation Consultant Jessica Silverman; and Paper Conservator Heather Hendry. Here, after immersing the map in a solvent bath, they remove the map's cloth lining, edge binding fabric, and residual adhesive. The map was then relined, dried, and toned with pastels. #ccaha #paperconservation #map #vintagemap #buckscounty #montcopa

stevenalvarez You guys make it look so easy!

146 likes

4 DAYS AGO

Add a comment...



dhpsny
University at Albany, SUNY

dhpsny Our Photo Preservation workshop series kicked off today with a packed session at @ualbany! There's still space remaining for our 7/26 presentation in Jamestown. Learn more and register at the link in our profile. #dhpsny #photo #workshop #newyorkstate #nyac18

53 likes

JUNE 6

Add a comment...

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Questions?

DHPSNY staff is available to answer your questions. Contact us at **info@dhpsny.org** or **(215) 545-0613**.

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