

Building a Social Media Strategy

Date: Friday 29 May
Time: 10:50am - 1pm
Location: Online, Zoom

Trainer / Facilitators: Alec Ward, MDO: Digital and Communications

What will be covered?

This course aims to give you pointers on how to construct and/or review a social media strategy, one based around your institution's goals, personality and content. It is important to be strategic with your use of social media platforms, particularly in the current climate with museums in lockdown. We will put this into the context of other museums that use social media, and how their content could fit into a wider strategy. We will also discuss how a social media strategy, and your content, can help to guide how you interact with your audience during the current climate.

Who should attend?

- Anyone who is thinking about, or is currently, using social media platforms
- Anyone who is a member of a team that is using social media
- Those who are looking to review, or develop, their social media strategy
- Those that are looking for help and support with their current, or future, development of a social media strategy

Schedule

Please note that these are rough timings for the session, and that the layout for the afternoon may change. As we are delivering this session online, we have given a half-hour buffer after 12:30 to account for potential technical issues.

10.30 – 10.50am	Log on to Zoom
10.50 – 11:00am	Welcome and introduction
11:00 – 11:30am	Developing and reviewing a social media strategy
11:30 – 11.45am	Break
11:45 – 12:15pm	Drafting a social media strategy
12:15 – 12:30pm	Questions and close

Learning objectives

By the end of this course you will have:

- Guidelines and useful questions to help prompt the development / review of a social media strategy
- An understanding of how your content can influence your strategy
- A concept of how you could use your assets to develop a social media strategy
- An understanding of how your social media strategy can guide how you, and your staff, use the platforms to communicate with your audience(s)

Support towards Museum Accreditation:

Organisational Health:

Standard 1.4 Effective forward planning

Users and their experiences:

Standard 3.1 Good quality services and development

3.2 User focused experience

3.3 Effective learning experience

Please specify on your application any particular areas of need or focus and we will try and accommodate these into the day and tailor the session to the level/expectations of participants.

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out no later than a week before the workshop. Please keep the 29 of May available in your diary until your place has been confirmed. Priority is given to staff and volunteers working in non-national museums in the London region.



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