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Social Media Evaluation and Recommendations

Floyd Center for the Arts

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Introduction

This report is meant to provide general guidelines and resources for effectively managing social media accounts. It focuses on Facebook, Instagram, and Twitter as these are the most popular and relevant platforms for a arts-based nonprofit with a regional audience.

Demographics

An important aspect of using social media effectively is knowing the demographics you'll be able to reach via different platforms. For example, 56% of adults 65+ use Facebook; however only 6% of adults 65+ use Instagram.[1] A series of informative infographics describing typical users for social media platforms can be found in Appendix 1.

Social Media Best Practices for Arts-Based Nonprofits

General Best Practices

Posting Times

For **Facebook**: the best time to post in order to ensure content is shared is **noon**; the optimum number of posts is **once every two days**; the best day to post is **Saturday**.[2]

For **Instagram**: the best time to post on Instagram is **5pm**; the best day to post on Instagram is **Wednesday**; the optimum number of posts is **1.5 per day**, though it's important not to suddenly increase/decrease the number of posts you make.[3] [4]

For **Twitter**: most retweets occur at 5pm, so **tweet in the afternoon** for retweets; the optimum number of tweets is **1-4 per hour**; the best days to tweet are **midweek-days and weekends**.[5]

Posting Content

Facebook, Twitter, and Instagram all work according to an algorithm that selects specific content to share with followers; followers on these platforms do not see 100% of the content you post appear in their feeds.[6] Therefore, it is important to consider optimal post times and the possibili-

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[1] http://sproutsocial.com/insights/new-social-media-demographics/

[2] http://www.adweek.com/socialtimes/infographic-reveals-the-best-times-to-post-to-twitter-face-book/68575?red=st

[3] http://www.huffingtonpost.com/2015/02/25/get-instagram-likes_n_6751614.html

[4] http://www.forbes.com/sites/jeffbercovici/2014/05/02/the-surprising-data-behind-how-often-brands-should-post-on-instagram/#5cfaa9a119e6

[5] http://www.adweek.com/socialtimes/infographic-reveals-the-best-times-to-post-to-twitter-face-book/68575?red=st

[6] http://thenextweb.com/twitter/2016/03/17/twitter-quietly-turned-new-algorithmic-timeline-every-one/#gref

ty of reposting the same content later for these platforms (e.g. post a photo on Instagram and post the same photo/caption a few weeks later).

Users who "like" or interact with content you post are more likely to see your content than users who follow you but do not interact with your posts; therefore, one strategy to ensure maximum content views is to encourage followers to interact with content. One way to do this is to ask questions of your followers. For example, you might post a photo of a stained glass demonstration to advertise an upcoming class and end the post by asking "Have you taken a glass class?" or "What do you think of decorative glass?"[7]

Responding to Followers

Since the FCFA is a smaller, regional arts organization it is especially important for you to interact with followers, responding with followup comments or "thank you"s when people comment on your content. Responding to followers shows that you respect them and are invested in providing good customer service. Ignoring questions or compliments posted to your content is akin to letting the phone ring unanswered in the office.

Managing Social Media

The most important part of any social media strategy is executing it effectively without wasting a lot of time on types of engagement that will not pay off (e.g. searching for accounts to follow) or falling into a social media vortex.

Here are some recommendations from Entrepreneur for basic daily management of social media accounts and existing content:

Every morning and afternoon:

- *Check Twitter via a program like HootSuite* (see "Scheduling and Technology" section)*. Respond when necessary.*

- *Scan Twitter followers for relevant conversations to join.*

- *Check your business's Facebook Page for questions and respond when necessary.*

- *Scan Google Alerts for brand and company mentions. Respond as appropriate.*

- *Check your Instagram page for questions and respond when necessary.*

Through the Week:

- *Mondays: Schedule tweets through HootSuite to go out three times per day at regular intervals.*

- *Mondays, Wednesdays and Fridays: Join one hot trend conversation on Twitter, if appropriate, and add new content to Facebook (new items you are selling, photos, discounts and other promotions).*

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[7] https://www.postplanner.com/boost-facebook-engagement-infographic/

works exhibited in the galleries. When posting content, consider which audience your post is most relevant to and customize captions and tags that will resonate with that audience.

- Keep personal posts to a minimum

    Occasional personal posts about things like what you're working on today, what you're eating for lunch etc. are alright as long as they are extremely infrequent. Content like this is most appropriate for a personal Instagram account. Posts about FAC employees or friends do not fall into this category of bad personal posts and are good to add a personal touch (e.g. a picture of Sophia at the mail box with a caption that says she's awesome/she's who you talk to when you call the phone number is personal and endearing without being too personal or irrelevant to the mission of the account).

- Hashtags

    Hashtags are a way for users to search items, so become familiar with what hashtags are your clients going to use and **don't be afraid to tack on a dozen or so hashtags per post**. For the FAC, all kinds of art-related hashtags are relevant depending on specific content. For suggestions of specific hashtags according to content, see "Hashtag Recommendations" below.

- Multiple feeds (send your Instagram to your Facebook and Twitter)

    In order to maximize your time and efficiency, create content that you can share across multiple feeds using a tool like IfThisThenThat (IFTT), which will automatically repost content from one platform to another.

- Don't be afraid to re-post content

    On platforms like Instagram and Facebook, content is displayed according to an algorithm—which means not all followers see every post. Therefore, don't be afraid to recycle (e.g. repost) good content within a reasonably spaced time frame. You can post the exact same photo or content (in which case, consider deleting the original post), or you can post a very similar photo from the same event/shoot (in which case it's fine to leave the original up).

- Reciprocity[10]

    When followers comment on posts asking questions or making comments, it's nice to respond if you can. Responding to users makes them feel like they have a personal connection to the FAC and like they are receiving good customer service.

- Use Instagram as a market research tool

    Use Instagram not only to post content for followers, but also to keep track of similar organizations and partner artists. Follow other regional art schools, non-regional art

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[10] https://www.etsy.com/seller-handbook/article/how-to-market-your-shop-with-instagram/22796090503

schools that seem popular/interesting, regional nonprofits, similar galleries, and artists/
teachers associated with the FAC.

• When taking/editing photographs, imagine it the pages of a glossy magazine

Create and post photographs that look sleek and professional. Do not use filters that ob-
scure the quality or content of the photograph. Current photography trends favor bright,
high contrast images—not washed out or antiqued images with heavy filters.

• Post infographics or photographs with textual information in them

When posting content to advertise an upcoming class, use infographic apps like xxx to
add attractive, simple text to an image or create an image that is entirely text—like an
advertisement followers will see in their feed. Keep these posts occasional and do not
post multiple infographics in a row.

Complimentary Accounts

Program directors, active members of the gallery committee, or other administrators should
consider creating personal accounts (if they don't already have them). These personal accounts
can be linked to the official institutional account via frequent tagging (@administrator, @director)
and by tagging the official institutional account in the administrator's bio. Complimentary per-
sonal accounts help provide more personal insight into the institution. For example, followers
interested in the FAC might find the official institutional FAC account, and though viewing posts,
they might find tags for the administrator's personal account, which might feature photographs
of personal artistic projects, family, pets, etc. which makes the FAC environment seem personal
and accessible.

A study conducted by artsy.net found that art collectors were more likely to follow the personal
accounts of gallery owners than the official gallery account. For galleries, Artsy suggests "devel-
oping individual accounts in tandem with the gallery's main one [to] allow for more personal in-
teraction with potential clients, feedback, and an opportunity to start a conversation."[11] This ad-
vice is relevant to many kinds of artistic organizations, particularly ones that maintain galleries
(like the FAC).

Hashtag Recommendations

Use these recommendations for ideas when posting to Instagram, but feel free to make up your
own hashtag or use others not listed here. Hashtags are a way to find interested audiences, so
make sure you're using at least a few per post and don't be afraid to use 10+. **Hashtags can be
included in the post caption or added afterwards in a comment.**

General arts-related hashtags—every post should have at least one of these:

#art #artist #artists
#creative #creativeprocess #handmade
#DIY #make #makers #artisanal #artisan
#local #creativeeconomy #sustainable

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[11] https://www.artsy.net/article/elena-soboleva-7-ways-to-win-over-collectors-on-instagram

Boomerang is an iOS/Android app released by Instagram that generates short looped videos. Boomerang videos play from the beginning, then play back. (see example: https://www.instagram.com/boomerangfrominstagram/). These videos are fun and attention-grabbing, and they might be used to advertise a special event via Instagram.

Typic

Typic is an iOS app for adding text or decorations to photographs or blank canvases. Typic costs $3.99 in the iTunes App Store. For a gallery of effectively modified photos/graphics for Instagram see Appendix Section 1.

Some examples of Typic photos (more at: http://www.typicapp.com/#!inspire/cfvg):
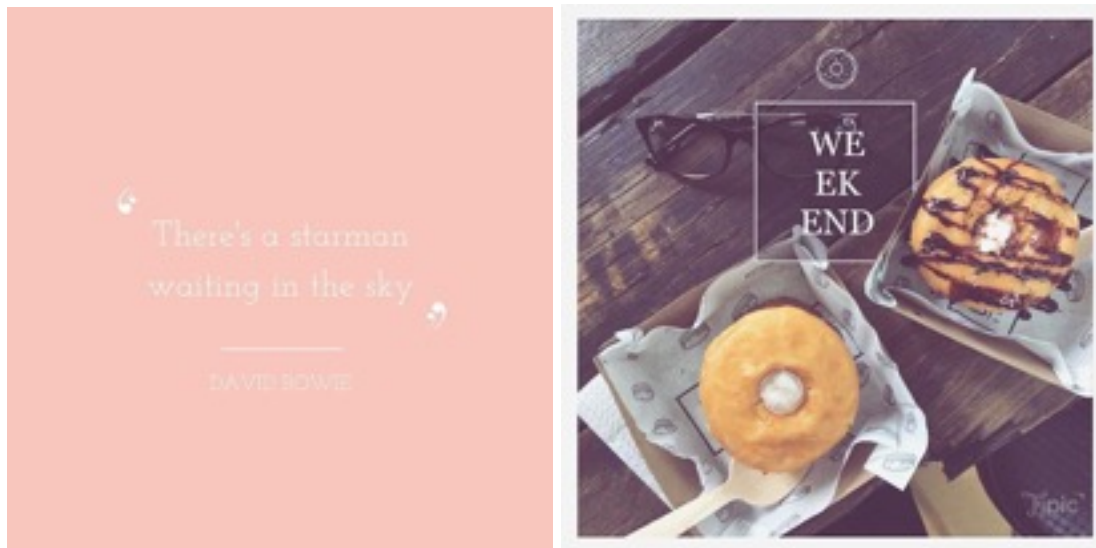
Technology to Streamline Posting Content

IFTT (If This Then That)

IFTT is a web technology that allows users to create "recipes" that automate certain technological outcomes. For example you can create a "recipe" which automatically sends new Instagram posts to Twitter, automatically sends Facebook posts to Twitter, or automatically saves Instagram photos to dropbox. You can find hundreds of existing recipes to help automate the social media management process and save time posting the same content across platforms. You could also use IFTT to archive all your social media posts in an external folder by linking Dropbox or your Google account.

Snip.ly

snip.ly is a web technology that allows institutions to generate a modified URL when posting outside content to Facebook/Twitter; when followers click this modified URL, the resulting page opens with a small pop-up window directing users back to the institution's website. This is useful when sharing content about partner organizations because it allows an institution to redirect users to their website or advertise particular content on their website to users.

Section 4: Ideas for stock Instagram photographs

Some ideas for subjects to photograph for days when "stock" Instagram posts are scheduled or for when scheduled subjects do not work out.

- Artwork detail currently up in any gallery- caption about the exhibition being up/when it's coming down, why you chose to photograph this piece in particular, @ tagging the artist's Instagram

- Bella doing something cute- caption about FCFA dog

- Object in gift shop- caption about artist with, tag the artist's Instagram

- Flowers/sculpture or feature in garden beds- caption about weather, season change, activities happening that day

- Business card display, detail or whole thing- caption about composition of Floyd arts community, abundance of talented local artists

- Pots to be bisqued/picked up in clay studio- caption about students working hard in ceramics classes/open studio, hashtags re: handmade pottery

- Photos from last installation- take a lot of pictures during hanging/installation (people working, hands hanging artwork, artists standing next to artwork), post with caption about exhibition, when it will come down