

Facebook guidelines for museums and non-profit organizations

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Potential benefits of an effectively managed Facebook page:

- Increasing museum awareness
- Providing latest information and activities for followers
- Developing, maintaining and strengthening relationships with visitors
- Driving more traffic to the museum website
- Promotion of collections and other museum activities

How do you create an appealing Facebook post?

1. Determine the goal of the post:

- Share news and information
- Educate followers
- Engage followers
- Make an announcement
- Promote tickets, merchandise, experiences, etc.

2. Things to consider when creating content

2.1 Posting frequency:

- Update daily (average 1-3 posts per day)
- Be sure to update over the weekend
- Posts in the evening perform better than those posted in the morning
- Both peak and off seasons are important. It is important to manage the Facebook page during the off season as well.

2.2 Language and tone:

- Use expressions of positive emotion and sentiments
- Using active, interesting and informal tone could increase tourists' online interactions
- Some posts can try to tell a story with a happy ending. The story could be related to the collection, building, staff, animals etc.

Facebook use guidelines for museums and non-profit organizations

 Victoria and Albert Museum  4h ·  

★ Additional Epic Iran tickets now on sale ★

Watch this story from the Persian Book of Kings come to life. One of hundreds of Iranian wonders you can see in our Epic Iran exhibition.

Book now: <https://fal.cn/3fNxP>



DRAWN FROM PERSIAN CULTURE

  56 1 comment 13 shares

 Like  Comment  Share

2.3 Content:

- Use emojis properly. About one to two emojis should be used in the content.
- Could use a question in the first sentence of the post to increase the followers' interest
- Post useful information but be careful to not overdo it in a single post. Instead, you could add a related link at the end of the post with further information (for example a link to your website).

 Victoria and Albert Museum  16 May at 10:00 ·  

Anyone else taken up quilting in lockdown? 

With its long tradition and cultural associations, quilting has been around for centuries. In more recent decades, artists have used the medium and its history as a tool of artistic expression, from contemporary art to haute couture fashion.

1) Evening Jacket, Charles James, 1937, France
2) Hunting Coat, Unknown, 1620, India

Learn more: <https://fal.cn/3fpyJ>



2.4 Content topics:

- Detailed information about the museum including special events, tickets, and other activities to help visitors plan their trip.
- Travel strategy for visitors: itinerary strategy, tour times, restaurant locations, weather, etc.
- Natural scenery of the museum: natural resources, attractions, variety and uniqueness of local flora and fauna
- Culture and history of the museum
- Daily activities of the museum: show 'behind the scenes' to make people feel like part of the museum's life, including collections storage, cleaning, and fabrication
- Relevant topics about the museum
- Promotion of souvenirs: use interesting ways to share promotion related content
- Popular trends related to the museum



2.5 Choosing the right images or videos

- Always use the best images to gain people's attention
- Choose entertaining videos

Further post ideas

1. Host a Q&A
2. Soliciting and sharing historical information about the location of a chosen picture
3. Reminiscing about the location of a chosen picture

4. Encourage donations:

Encouraging people to donate successfully on Facebook requires maintaining a long-term friendly relationship with potential donors. Therefore, nonprofit organizations such as museums are required to actively operate social media accounts and interact with people.

Posting a donation post that provides specific information increases the chances of donating:

1. Why you need a donation: use pictures or videos to tell stories about your goals and social responsibilities and current problems.
2. The details of the donation: the progress of the fundraising project, how much money has been raised, how people's donations have been spent (how the money has been/will be distributed), and the cumulative improvement in the situation of the recipients.
3. Financial support received so far.

Keeping the donor informed on how the money is being spent and how the problems are being solved could encourage repeated donations.

How to engage with people?

- Ask meaningful questions
- Solve problems
- Like visitors' posts
- Reply to users' comments
- Share photos or posts of visitors (with their permission!)

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