

Twitter guidelines for museums and non-profit organizations

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1. Potential benefits of an effectively managed Twitter page:

- Increase visibility for visitors.
- Develop, maintain, and strengthen relationships with visitors.
- Provide information about collections and other activities.
- Promote collections and additional activities.
- Increase website traffic.

2. Why participate on Twitter?

- Effective and free marketing and brand promotion
- Algorithms that determine who sees content are more forgiving than on Facebook.
- Have brief discussions and real-time two-way conversations with users.
- After following a museum account, followers can have more interaction with the museum and thus feel closer to it.

3. User motivations for following your museum Twitter account

- Getting latest information related to the museum.
- Looking for interesting knowledge, articles, or links to get information and entertainment.
- Find out what the museums are saying and how the world is reacting to it.

4. Who should create content and manage the Twitter account?

- There is no need to employ full-time staff specifically for this role. Current staff can be responsible for and operate Twitter accounts according to the following "**STEPS**".

5. Steps for creating a good post

1. Set goals
2. Choose hashtags
3. Create content
4. Choose photos or GIFs
5. Consider @s (tagging specific accounts)

5.1 Setting goals and intentions

- 80% of your posts should be related to things your followers need to know, like or are interested in. The remaining 20% of your posts should be used to promote your products and services.
- We would recommend one or more of the six goals below to be the base intention behind your post:
 1. Share news and information
 2. Educate followers
 3. Engage followers
 4. Make an announcement
 5. Promote tickets, merchandise, experiences, etc.

5.2 Choosing hashtags

- Can take advantage of a trending topic
- Do not over hashtag. No more than three hashtags in one post.
- Observe what hashtags are used by other users or followers when posting posts related to your topic. Consider using some of those.

Some ideas for hashtags:

#museweb (museums and the web)

#musesocial (museums and social media)

#musetech (museums and technology, in a very broad sense)

#mtogo (museums and mobile technologies)

#edchat (educational discussions)

#ONTD or #TDIH (on this day or today in history)

#museumSelfies (pictures of folks in museums)

#InternationalMuseumDay

#Highland

#Scotland

More hashtag ideas: <http://culturethemes.blogspot.com/?view=timeslide>

5.3 Creating content

Language:

- tweeting in a colloquial voice, and moving away from institutional voice is key to creating a friendly and interactive atmosphere
- Using questions can increase follower's interaction, especially at the beginning or end of a post:



Frequency:

- **four tweets per week** is an optimal amount in order to maintain followers' interests whilst avoiding a 'flooding' effect

Content:

- Make sure to use emojis properly. One or two emojis should be used in the content.



- According to the goals mentioned in 5.1., five types of posts could be generated.

5.3.1 Share news and information



- Share museum-related news and stories
- You can skillfully combine recent hot topics to the museum with a related hashtag (see #InternationalMuseumDay in picture above)
- Post museum updates, new projects or activities.
- You can also include a booking link at the end of the post

5.3.2 Educate followers

- Post popular scientific content or links related to museum exhibits or history



5.3.3 Engage followers

- Post quiz to increase interaction



Riverside Museum @riversidemuseum · May 19

...

Test your knowledge about climate change and its consequences with this quiz. You can check your answers after submitting it. How well did you do?

[#OurClimateStories](#) [#COP26](#)
bit.ly/3bANUsI



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♡ 2

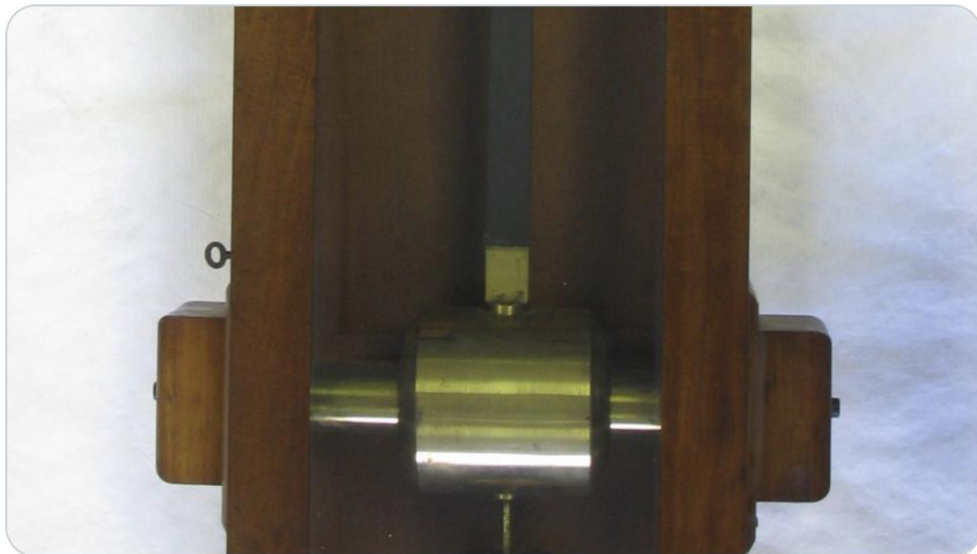


The Hunterian @hunterian · May 13

...

[#CloseUpQuiz](#) : an innovative use of electricity from the late 1800s but what could it be? Find the answer along with a [#STEM](#) learning activity and a demonstration video at bit.ly/3eHmqng

Also on display at the museum [#MuseumsAreGo](#) [#BackToMuseums](#)
[#HistSTM](#) @UofGSciEng



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5.3.4 Make an announcement

- You can create a “pinned tweet” for important or key information. For example, ticket information, COVID-19 regulations, etc.



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5.4 Choosing photos or GIFs

- Using simple and concise photos can bring a follower's eye directly to the important information
- Using precious pictures of exhibits which usually are not available to the public can enable followers to have a positive emotional response.
- Using GIFs can increase follower's interaction

6. Retweet

- Retweeting museum-related content created by visitors is a way for the museum to show its appreciation for that interaction as well as trigger further audience interest to engage in similar behaviour in the future. This can be done as well by adding a small comment to it.
- You can recognize and engage through comments, likes and retweets when people share information the museum has shared. Similarly to the previous point this will trigger further audience interaction and increase number of retweets.
- Retweeting news and interesting articles
- You should aim for creating 80% original tweets and 20% retweets.

7. Encourage donations

Encouraging people to donate successfully on social platforms 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.

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