




NHTG & Social Media

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Why use Social Media?

- Raises awareness with a potentially huge audience
- Gives a BIG voice to small organisations
- Can galvanise real activity
- Can engage with high profile people like MPs and Celebrities to help support your campaigns
- Much more effective than traditional marketing routes
- Cost effective (but beware of time required!)



Social Media : The NHTG Approach

- There are many types of social media, and the ability to operate a successful campaign across more than one social media platform will depend entirely on the capacity of the organisation or individual charged with managing this marketing activity
- The NHTG focuses on **Twitter**, and links tweets to **Facebook**; effectively maintaining a consistent presence on both platforms
- Plans to increase social media activity could involve LinkedIn, Instagram, Blogs etc



Steps to Success with Twitter

There are a number of factors that will determine the effectiveness of any marketing campaign and the use of Twitter as a marketing tool is no different

Twitter is fun, engaging, informative and can be addictive!

Follow some simple guidelines 



Be Friendly – But Not Too Friendly!

- Using a name and photo of a person in your profile will help people to identify with your organisation and make it more approachable
- Use of a Logo gives a more official voice
- Combine the use of more than one twitter account – one formal and one more informal
- Be conversational as well as informative
- It's OK to have opinions with correct boundaries
- Be polite
- Don't give out personal, sensitive or confidential information



Driving Traffic to Your Website

- Shrinking web addresses and driving traffic to your website
- Publicising news



Be Timely - Be Consistent

Pictures Tell A Thousand Words

There has been a marked and significant use of pictures and videos on Twitter, to such an extent, that Twitter webinars now recommend using an image in every tweet for maximum impact. It will soon be the case that tweets without an image may be overlooked.

Ask A Question

- Asking questions is a great way to engage people on twitter, as in any other form of communication
- Research shows that adding a question mark increases interaction
- But – don't *EXPECT* a reply, just go with it when you do

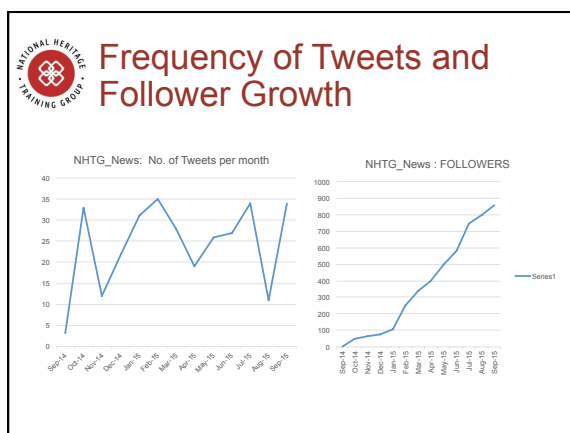
Using #Hashtags

Very useful for finding references and creating a trend. BUT – Don't get too #hashtag #happy as it can #detract from what #youaretryingsay! #JustSaying!

You also have to be careful that the hashtag you choose is sensible and appropriate...

#OurCulture @DCMS
<http://www.theheritagealliance.org.uk/update/dcms-culture-white-paper-whats-in-it-for-heritage/>

Re-tweets & Building Relationships



Managing Tweets - Hootsuite




• Lists
• Scheduling

Influence & Klout



Pitfalls and Problems

- Lack of consistency
- Reduced number of tweets and interactions
- Non-use of images
- Being unprofessional
- Beware the Trolls!



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