



Introduction to Facebook for Small Museums



Benefit of Facebook for Museums

Using Facebook to promote a small museum offers several benefits that can help increase visibility, engagement, and visitor numbers. Here are several key advantages:

- Broad audience reach
- Cost-effective marketing
- Engagement and community building
- Event promotion
- A showcase for collections and stories
- Visitor feedback and reviews
- Analytics and insights
- Driver of website traffic

Your Museum's Facebook Page

Choosing the right profile picture and cover photo

Use your museum's logo or a visually appealing image as the profile picture. Select a high-quality photo that represents your museum for the cover photo.

Adding essential information about your museum

Fill out the "About" section with a concise description of your museum. Include your museum's location, contact information, hours of operation, and website link.

Smithsonian's National Museum of African American History and Culture
456K followers · 63 following

Follow
Search

Posts About Mentions Reels Photos Videos More

About

- Contact and basic info
- Privacy and legal info
- Page transparency

Details About Smithsonian's National Museum of African American History and Culture

Categories

- History Museum

Contact info

Map of Washington D.C. showing the location of the Smithsonian's National Museum of African American History and Culture.

1400 Constitution Ave NW, Washington D.C., DC, United States, 20004
Address

+1 844-750-3012
Mobile

nmaahcinfo@si.edu
Email

Websites and social links

http://nmaahc.si.edu/
Website

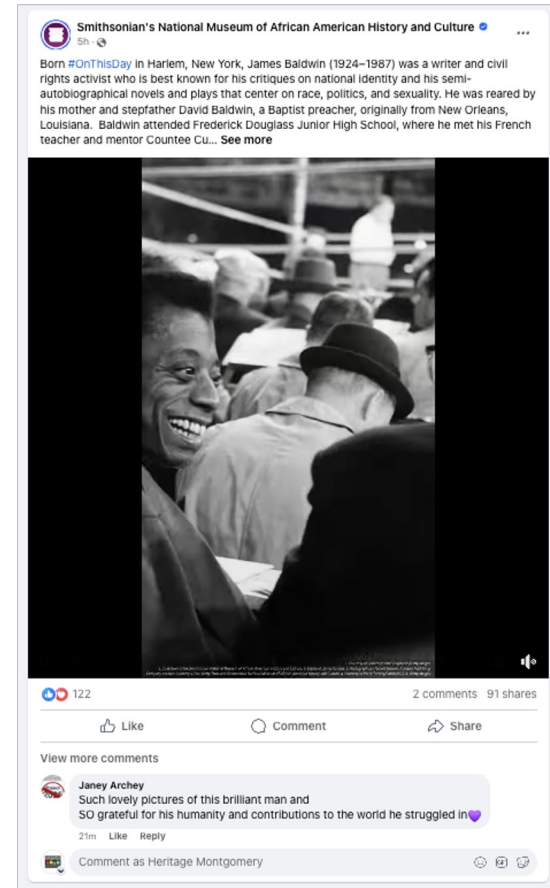


Understanding Facebook's Features: Posts

Posts is the main section where all the content you share appears. It includes status updates, photos, videos, links, and shared posts from other pages or users.

Example: Suppose your museum is hosting a new exhibit on ancient Egyptian artifacts. You can create a series of posts highlighting different artifacts, share interesting facts, and include high-quality images or short videos. Encourage your audience to share their thoughts or ask questions about the exhibit in the comments.

In the pictured example, the Museum is sharing a historic photo along with its story.



How to Use Facebook Posts to Promote Your Museum

Use this section for regular updates and engaging content.

- **Event Announcements:** Upcoming exhibits, workshops, and special events.
- **Behind-the-Scenes:** Stories and photos of museum preparations and staff.
- **Current Events:** Artifacts and stories from your museum that relate to current events
- **Educational Posts:** Historical facts, artifact stories, and cultural insights.
- **User-Generated Content:** Photos or testimonials from visitors.
- **Live Streams:** Real-time events or Q&A sessions with curators.

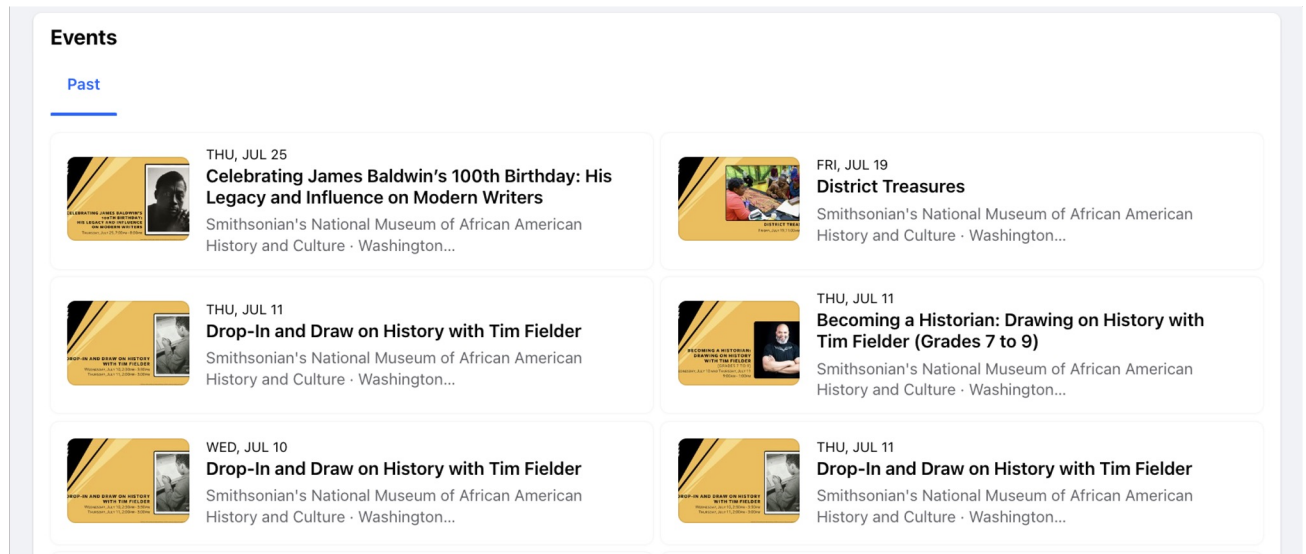
Encourage interaction by asking questions or hosting photo contests where visitors share their favorite museum experiences.



Understanding Facebook's Features: Events

The **"Events"** section allows you to create and promote events, such as exhibit openings, workshops, lectures, and special tours. Users can RSVP, share events with friends, and get reminders.

Example: If your museum is hosting a lecture on the conservation of ancient manuscripts, create an event page with all the details, including date, time, location, and a brief description of the lecture. Encourage followers to RSVP and share the event. Post updates and reminders as the event date approaches.



The screenshot shows a Facebook Events page for the Smithsonian's National Museum of African American History and Culture. The page is titled "Events" and has a "Past" filter selected. There are five event cards displayed in a grid:


- THU, JUL 25**
Celebrating James Baldwin's 100th Birthday: His Legacy and Influence on Modern Writers
Smithsonian's National Museum of African American History and Culture · Washington...
- FRI, JUL 19**
District Treasures
Smithsonian's National Museum of African American History and Culture · Washington...
- THU, JUL 11**
Drop-In and Draw on History with Tim Fielder
Smithsonian's National Museum of African American History and Culture · Washington...
- THU, JUL 11**
Becoming a Historian: Drawing on History with Tim Fielder (Grades 7 to 9)
Smithsonian's National Museum of African American History and Culture · Washington...
- WED, JUL 10**
Drop-In and Draw on History with Tim Fielder
Smithsonian's National Museum of African American History and Culture · Washington...
- THU, JUL 11**
Drop-In and Draw on History with Tim Fielder
Smithsonian's National Museum of African American History and Culture · Washington...

Understanding Facebook's Features: Events

Building an event in Facebook is an important way to advertise your events, because they will show up on the sitewide Facebook calendar. This means that local people who do not follow your page will still see your event.


Discover events

📍 Rockville, Maryland ✕ 📅 Any date ▾ Top Friends Following




WED, AUG 7 AT 11 AM
Cousins Maine Lobster at Rockville Town Square
285 N. Washington St. Rockville, ...
217 interested · 23 going

☆ Interested ↗




TUE, AUG 6 AT 6:45 PM
BE YOURSELF DANCE FITNESS WITH LAUREN JAX & WAYNE
26 Maryland Avenue, Rockville, 20...
1 interested

☆ Interested ↗




TODAY AT 6 PM
RTS Summer Concert Series
36 Maryland Ave, Rockville, MD, ...
19 interested · 9 going

☆ Interested ↗




SAT, SEP 21 AT 10 AM
N. Denise, Author Presents: The Authors' Showcase
608 North Horners Lane, Rockvill...
5 interested · 2 going

☆ Interested ↗




SAT, SEP 14 AT 7:15 PM
Hard Times Street Party
Hard Times Cafe
141 interested · 10 going

☆ Interested ↗




TOMORROW AT 8 PM
Midnight Elixir rockin' at the Elks Club: \$10.00 cover
Washington Rockville Elks Lodge ...
77 interested · 15 going

☆ Interested ↗




TODAY AT 9 PM
Bobby Thompson Trio at Hank Dietle's Tavern
Hank Dietle's Tavern
71 interested · 10 going

☆ Interested ↗




THIS SUNDAY AT 6 PM
The Rubinoos w/Dot Dash @Hank Dietle's Tavern
Hank Dietle's Tavern
83 interested · 15 going

☆ Interested ↗



TODAY AT 5:30 PM
IT'S SHRIMP NIGHT BABY!!
2013 Veirs Mill Rd, Rockville, MD, ...
4 interested · 2 going

☆ Interested ↗



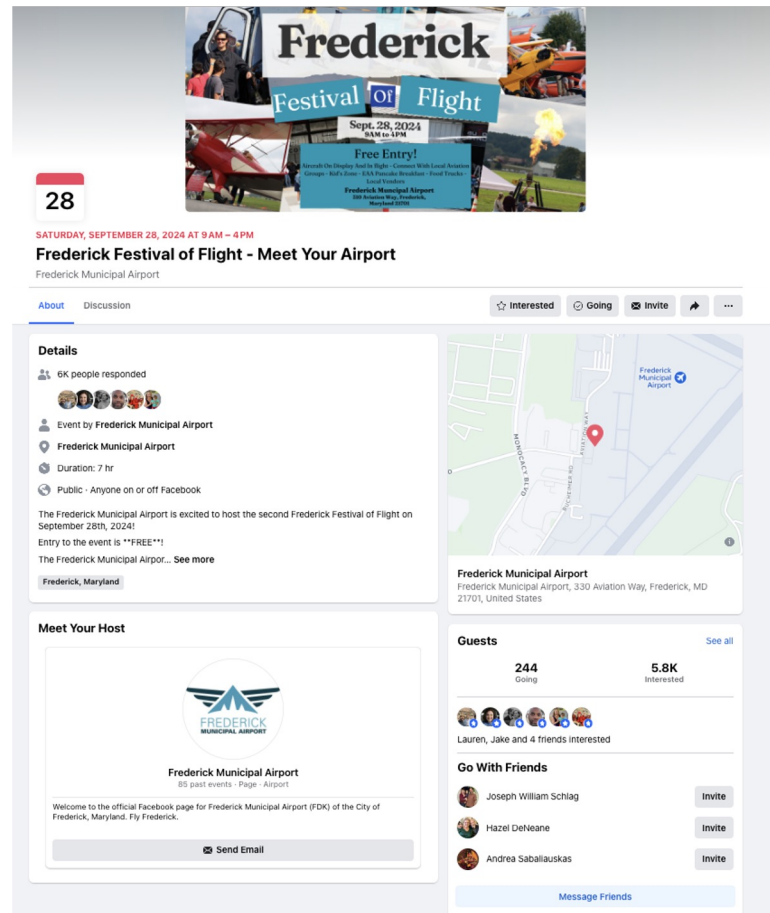
SUN, AUG 25 AT 11:30 AM
Marvel-ous Themed Brunch
196 E Montgomery Ave # B Rockv...
22 interested · 2 going

☆ Interested ↗



How to Use Events to Promote Your Museum

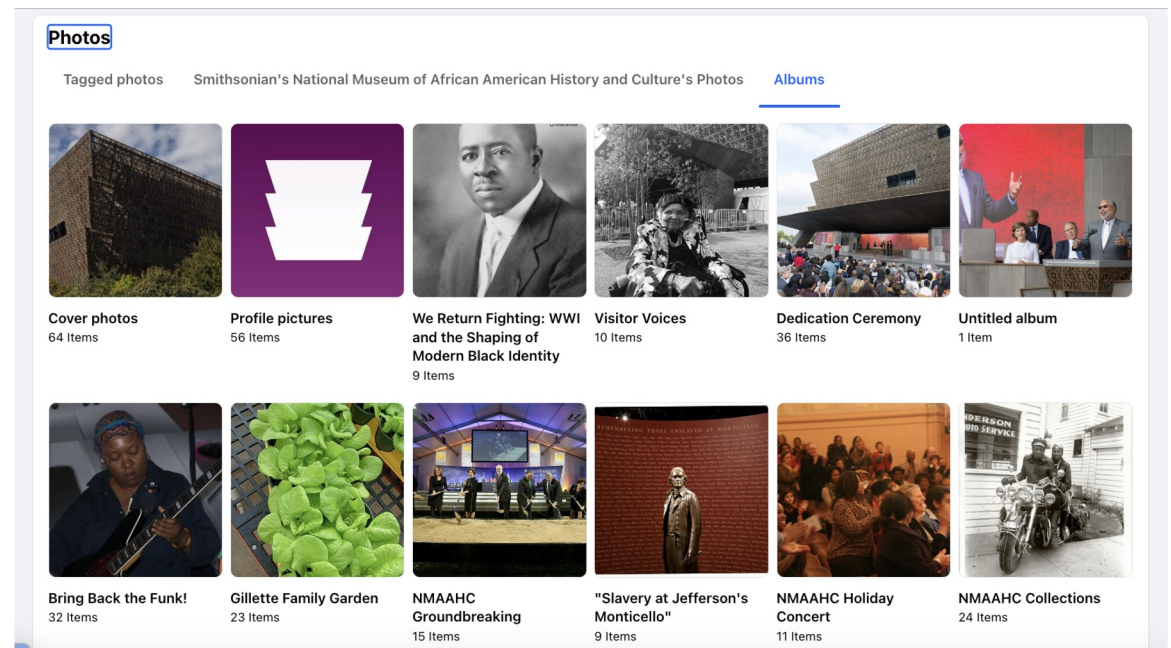
- Promote upcoming events well in advance.
- Regularly update the event page with new information, and use it to engage with attendees by posting updates, teasers, and follow-up content after the event.
- Track how many people are “Going” and “Interested”
 - When someone clicks “going” or “interested,” Facebook will share that with their network, furthering your reach
- Ask your board members and volunteers to “invite” their friends to attend with them using the “Go With Friends” buttons



Understanding Facebook's Features: Photos

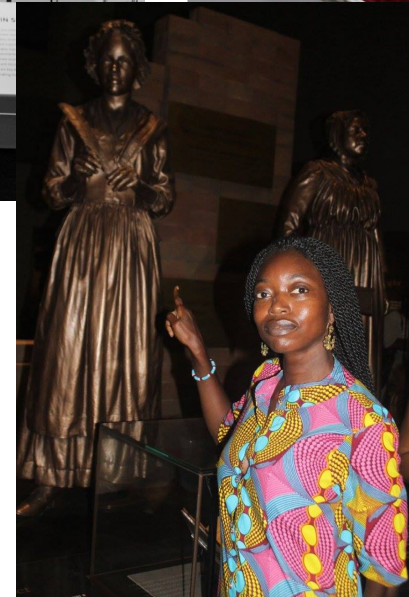
The **Photos** section stores all the photos and albums you've uploaded. It's an excellent way to create visual stories and albums for different exhibits or events.

Example: Create a photo album for a recent special event, such as a children's art workshop. Include photos of the participants, their artwork, and the event setup. Caption the photos to describe what's happening in each image. This provides a visual recap and can attract more visitors to future events.



How to Use Photos to Promote Your Museum

- Create themed albums for different exhibits, events, and behind-the-scenes activities.
- High-quality, visually appealing photos can attract more visitors and provide an engaging way to showcase your museum's offerings.
- You don't only have to use photos; use this area for graphics that share information with your followers.
- Be sure to balance imagery between photos and promotional graphics to appeal to a wide variety of interests.



Understanding Facebook's Features: Videos

The **Videos** section on your Facebook page is where you can upload, organize, and share video content. This section is vital for creating dynamic and engaging content that can capture your audience's attention more effectively than static posts.

Example: If your museum has a new exhibit on the history of medieval armor, you could upload a series of videos that include a curator-led tour of the exhibit, interviews with experts, and demonstrations of how the armor was made and used.

The screenshot displays two sections of a Facebook page. The 'Latest Videos' section features three video thumbnails with their respective titles, upload times, play counts, and engagement icons. The 'Playlists' section shows a playlist titled 'Celebrating Jackie Robinson' with four videos, each with a title, upload time, view count, and engagement icons. A 'See all' link is provided for the playlist.

Latest Videos

- James Baldwin's 100 Video**
6 hours ago · 1.6K plays
127
- Great Home Movie Project Video**
3 weeks ago · 6.3K plays
119
- Mary McLeod Bethune Video**
3 weeks ago · 20.4K plays
1.5K

Playlists · 6

Celebrating Jackie Robinson · 4 [See all](#)

Our museum's Curator of Sports Damion Thomas takes a deep dive into the life and legacy of Jackie Robinson in honor of the 75th anniversary of the integration of Major League Baseball. nmaahc.si.edu/celebratingjackie

- Jackie Robinson's Life & Legacy**
2 years ago · 5.5K views
653
- Jackie Robinson & Civil Rights**
2 years ago · 1K views
81
- Jackie Robinson: One of the Most Hated Men in Baseball**
2 years ago · 2.4K views
163

How to Use Videos to Promote Your Museum

Curator-Led Tours: Create videos where curators or knowledgeable staff give detailed tours of new or popular exhibits. This allows remote visitors to experience the museum and can entice local visitors to come see the exhibit in person.

Behind-the-Scenes Footage: Share videos that give a behind-the-scenes look at the museum's operations. This can include preparation for new exhibits, conservation efforts, or daily routines of the museum staff.

Educational Content: Produce videos that educate your audience on various topics related to your museum's focus. This could be short documentaries, explainer videos, or interviews with historians and experts.

Event Highlights: Record and share highlights from events hosted by the museum, such as lectures, workshops, and special exhibitions. This can help build excitement for future events and show the museum's active engagement with the community.

Visitor Testimonials and Stories: Collect and share video testimonials from visitors about their experiences at the museum. This adds a personal touch and can help potential visitors feel more connected.



Creating Engaging Visual Content

- Visual content, such as photos and videos, attracts more attention on Facebook. Use compelling visuals to showcase your museum's exhibits, events, and behind-the-scenes moments.
- Incorporate graphics, infographics, and images into your posts to make them visually appealing. Use tools like Canva or Adobe Spark to create professional-looking graphics.
- Use good lighting and composition when capturing photos and videos. Invest in a decent camera or smartphone with a high-resolution camera.

Crafting Compelling Posts and Captions

- Keep your posts concise, informative, and interesting. Use a conversational tone to connect with your audience.
- Research relevant hashtags related to your museum and include them in your posts. Tag other relevant organizations, artists, or influencers to expand your reach.
- Include links to your museum's website, online ticketing, or event registration.
- Use clear calls-to-action to encourage your audience to take specific actions, such as visiting your museum or participating in an event.



Building and Engaging Your Audience

- Promote your Facebook page on your museum's website, in newsletters, and through other marketing channels.
- Encourage visitors to like and follow your page during their museum visit.
- Utilize offline marketing materials, such as brochures and signage, to promote your Facebook page.
- Leverage online platforms, such as your museum's website and email newsletters, to drive traffic to your Facebook page.
- Engage with your audience by responding to comments and messages promptly. Encourage audience participation through contests, polls, and interactive posts.



Analytics and Insights

- **Understanding Facebook's analytics tools:** Facebook provides analytics and insights to help you understand your page's performance. Use these tools to track engagement, reach, and audience demographics.
- **Monitoring engagement metrics and performance:** Keep an eye on metrics like post reach, post engagement, and audience growth. Identify patterns and trends to optimize your content strategy.
- **Using insights to improve your museum's Facebook strategy:** Analyze which types of posts perform best and replicate their success. Adjust your posting schedule based on peak engagement times.

Best Practices for Facebook Marketing

- **Dos and don'ts of posting and engaging on Facebook:** Do post regularly and consistently. Don't be overly promotional or spammy in your posts.
- **Tips for maintaining a consistent posting schedule:** Create a content calendar to plan your posts in advance. Post a mix of promotional and educational content to keep your audience engaged.
- **Collaborating with other museums and organizations on Facebook:** Explore partnerships with other museums and organizations for cross-promotion. Collaborate on joint events or share each other's content to reach new audiences.