Conversation/Destination:
Managing your web presence for museums

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Conversation & Destination

- Conversation: The interactions between you and your customers, and between your customers themselves about you. Conversation happens on social media.

- Destination: Where you want those conversations to lead - ie, to your door! Most of the time, the destination is your website - this is where conversation turns into action.
Conversation & Destination

- Having a destination website is not enough. You need to ensure your website is the main hub of your web presence.
- Having online conversations are not enough - you need to drive those conversations into transactions
Conversation starts by listening

- Before you start a social media campaign, listen to what your customers are talking about. First watch and listen (a good way to start is to conduct a search on your destination and/or your keywords - set up Google Alerts)
- Then aim for one hour each week per social media network.
- Start by responding or engaging in existing conversations
- When you feel ready start creating your own content to initiate your own conversations.
Conversation starts by listening

- Once you know what people are talking about, and where they are talking, talk to them with "insider knowledge" - this can be anything from local history, to talking about topics of special interest to your museum etc

- Most of the time, people don't want to talk about you - so try not to as well
Creating your strategy

☐ Goals
☐ Resources
☐ Ideas
☐ Measure
Goals

- What is this museum/project all about?
- Who is the target audience?
- What kind of new relationships are you seeking? (ie, sharing, research, listening etc)
Resources

- Time?
- Financial?
- Politics?
- How big can it get?
Ideas

- What’s the big idea?
- Why will your audience like it?
Measures

- How will you know if you’ve succeeded?
- What benchmarks will you set?
- How will you measure conversion?
Example: Yorkshire Museums

Yorkshire's Favourites

Website

With one of the finest collections of oil paintings in the country, museums and galleries in Yorkshire have something for everybody. Tell us about your favourite painting and you could take it home.

158 likes
Yorkshires Favourite
@YorkshiresFav

With one of the finest collections of oil paintings in the country, museums and galleries in Yorkshire have something for everybody.
Yorkshire · http://www.yorkshiresfavourites.org

Tweets

Yorkshires Favourite @YorkshiresFav  Jan 24, 2012
Organising the photo shoot for the next trail leaflet. Keeping the theme under wraps for now!! yorkshiresfavourites.org

Expand
My favourite story...

Teera Ja

Added 04/09/2011

My favourite painting is:
Hikers at Goodwood Downs
George Henry

I love this painting because:
This painting reminds me of the film 'The Englishman Who Went Up a Hill But Came Down a Mountain'. My first conversation with my closest friend started from this film as it's one of our all time favourites. We spent hours talking about the film, and this is how our 8-year-old friendship began. This painting truly brings back good memories. Moreover, it is my most favourite in the collection. The painting just stands out from others for some reasons, probably something close to Love at first sight...

I would like to hang it:
At my friend's place in Thailand
Social Advocacy

- Some advocates already exist (Friends, Volunteers) while other relationships need to be built up.
- Make sure social media info is visible around the museum. Ensure staff know about encouraging people to Tweet, 4Square, TripAdvisor etc
- Invite people who talk about you online to previews etc (even if they only have a few followers)
- Have social-only events - behind the scenes tour for Facebook Likers etc
- Invite special-interest groups in and ask them to write/review - art groups, toddler groups, even foodies (if you have a good cafe!)
- Open your data - to Galleries, Libraries, Archives, Museums & Wikimedia (GLAMWiki)
- Local papers - get journos to follow
Example: Derby Museum

- The Derby Museum was the first museum to work with Wikimedia to install QR codes allowing visitors to access Wikipedia articles from their smart phones related to the exhibits, in their preferred language.

- The museum also created the "The Wright Challenge“ for people to write Wikipedia articles about items in its collection.
Example: Derby Museum

- When it was launched, the Wright Challenge drew exactly 0 responses
- The museum relaunched it a month later, this time actively seeking out Wikipedia authors who had written on related subjects
- They now have over 1200 articles in 28 languages about content within the museum
Both these examples have something in common – they are as much about the ideas and thoughts of the audience as it is about the museum’s ideas.

Social media is an ephemeral medium – your job is to keep the conversation flowing.

Talk – don’t sell. It’s not about advertising directly, it’s about creating advocacy through engagement.

People want to talk to people, not to institutions.

Most of all people want to talk about themselves.
Facebook

- The key to Facebook is to get people to share. Social is about networks.
- 10 well networked, active "Likers" are better than 200 passive ones.
- Target networks.
- Target people who are active.
Facebook – what people share

- Videos
- Pictures
- Funny stuff
- Useful, short information
- Questions/surveys (keep them relevant)
- Events
- Most of all - stuff about themselves
Facebook – what people share

- Each time you interact with your Likers you increase your chances of this interaction showing up in their friend’s newsfeeds.
- Facebook uses a formula to decide whose news shows up in the feed however some actions such as questions, videos and pictures are more likely to show up since they require more interaction.
- The main thing to remember is that your posts should entice Likers to interact with you by liking, commenting or sharing with you.
- Don’t just post for the sake of posting
Example: Laing Art Gallery Picture of the Day

Sarah, our Keeper of Art, has dug out this photo archives - the Laing Art Gallery Foundation Stone August 1901. The builders were J & W Lowry, o
Example: Laing Art Gallery Picture of the Day

- Post a daily picture
- Local or topical interest
- Use your staff’s and volunteers’ personal networks
- Invite conversation
Think of Twitter as a way of giving e-alerts

- Keep it short, simple and to the point
- Special Offers
- Tie-in with events - Use # hashtags to tie in with topical subjects (ie #richardiii for Salisbury and South Wiltshire Museum)
- Tie-in with interests
- Use pics and video
- Time them - ie early morning Bank Holiday etc
- Use alerts to bring people back to your Destination sites (website and Facebook) with "teasers"
Trip Advisor

- 50 million visitors per month who use the site to plan their trips
- You can respond to the reviews
- It is easy to use
- It is very quick to set up
- 87% of tourists said they preferred to read customer reviews before deciding where to visit
Trip Advisor

- TripAdvisor is connecting with Facebook
- TripAdvisor users can now see which one of their Facebook friends:
  - Visited the museum
  - Likes the museum
  - Is friends with a reviewer
  - Had activities nearby
  - The places their friends visited/stayed at/or left a review on
Video

- YouTube is the world's third most used search engine
- Video is shared
- Videos should be natural, don’t have to be scripted.
- When you load your videos online video media sites don’t forget to include descriptions and keywords, as you enter these you are increasing your chances for sites like Google Videos to index and display your video.
SEO – a brief guide

- Search Engine Optimisation, or better still....
SEO – a brief guide

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- Search Optimisation
SEO Keys

- You really only need two things:
  - Good content (including on social media)
  - Good links
Good Content

- In-depth information on relevant topics
- Regular updates
- Video
- Blogs
- Relevant information for your visitors
Good Links

- Links to your website from trusted, relevant sources
- Other museums and institutions
- Visitors (mainly from social)
- Paid inclusion on trusted directory sites
- Check for links on www.opensiteexplorer.org
Destination – Your Website

- People who have been talking about you elsewhere carry out transactions here

- These can be:
  - They book exhibition tickets online
  - They call you
  - They are inspired to visit
  - They tell their friends about you
Don’t Make Me Think

- Think about your desired transaction, think about your audience
- Think about where they have come from and why
- Make sure every audience profile can carry out every user transaction from the homepage
Making Your Site Work For You

- Your website is an employee - it needs to earn its keep and it needs to know how to behave in the tourism trade:
- Give people the information they want in a clear, easy to understand way
- Be welcoming and friendly
- Be inspiring
- Make transactions simple and straightforward
- Have something interesting to say - be a good conversationalist
- Work on all platforms
Free, open daily 10.00–17.30
Fridays until 20.30

From the blog
London, a world city in 20 objects: Throne of Weapons
1 March 2013
From 1977 until 1992 Mozambique, in southeast Africa, fought a civil war which was fueled by a...