WORKSHEET / Search and Analyze

Take museum of your choice.
1) Start an online search - which channels are used? (Start with a search on possible platforms)
2) Map the output of three channels of the last two weeks and describe which kind of content they offer and when (reposts, announcements, uploaded images, behind the scene,..)
3) Map the comments / likes on every posting.
4) Find out #hastags they are using and research these hashtags (who is contributing to these hashtags, how often are they used, ...)

**#** **#** **#** **#**

WORKSHEET / Social Media Strategy

VISION
What is the general mission and vision of the museum?

ASSETS to SHARE
What content/stories of interest could they deliver?
(daily events, database of digital museum objects, children workshop outputs)

AUDIENCE
Think of their possible visitors and non-visitors. Who could be interested in visiting the exhibitions?

INFLUENCERS/COMPETITORS
Who works in the same field or has the same target groups/visitors?

KEYWORDS
What are the topics of the museum?

WORKSHEET / Social Media Strategy

STRATEGY
Describe the new social media strategy for the museum?
Define which kind of stories/content they could/should share.

CHANNELS
Which of these tools could be used best to transport the message?
Chose five of the listed channels.

OR others:

- ☐ WEBSITE
- ☐ WIKIPEDIA
- ☐ WIKICOMMONS
- ☐ BLOG
- ☐ FACEBOOK
- ☐ GOOGLE+
- ☐ TWITTER
- ☐ YOUTUBE
- ☐ LINKEDIN
- ☐ FOURSQUARE
- ☐ VIMEO
- ☐ PINTEREST
- ☐ INSTAGRAM
- ☐ CROWDSOURCING
- ☐ VINE
- ☐ SLIDESHARE
- ☐ TUMBLR
- ☐ ISSUU

SCHEDULE
Think of a timeframe of four months. How could they reach out to the audience and make people come to their event/space?
Define a rough schedule.

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RESOURCES - MANPOWER
Think how many employees they would need? (two half time workers - one who writes and communicates - one who prepares visual content ..)

RESOURCES - MONEY
How much money would this plan cost over the time of four months?
(wages of employees €€€ - money for advertisment €€€ - ...)

NEW TARGET GROUPS
Who could also be interested/engaged by the social media content?

GOALS
Define realistic goals for your plan. (For example: get 1000 new likes on facebook over the next two months / 100 views on youtube / 200 foursquare check-ins **)**

STARTING POINT
How could the announcing blogpost from to this new strategy look like?
(Images, links, Text,...**)**

WORKSHEET / Social Media Strategy

BLOGPOST
Write the announcing blogpost to this new strategy?
Headline + Subheadline + Text + Video + Image
+ five TAGS
app. 700 characters

#HASHTAG
Create a unique hastag for your social media strategy.