

ICOM

# Social Media Guidelines



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We realise that we may not cover all of your questions,  
in which case, do not hesitate to contact us for further  
information: [icom.network@icom.museum](mailto:icom.network@icom.museum)

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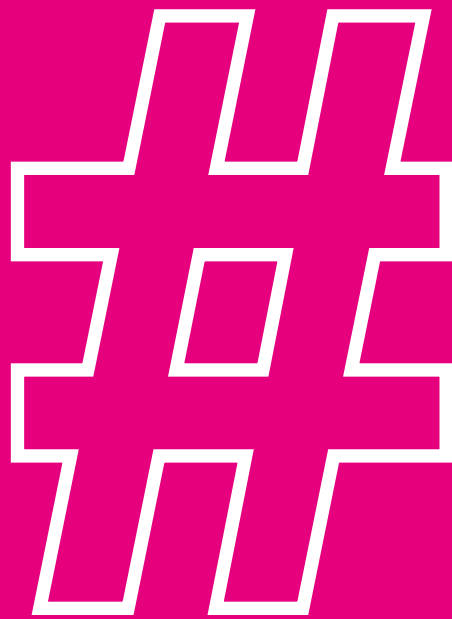
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# Introduction

## THE INFLUENCE OF SOCIAL MEDIA AND THE PURPOSE OF THESE GUIDELINES

Communication is generally considered to be one of the most crucial aspects of any organisation, whether it is commercial, or not-for-profit like ICOM and its Committees. However, communication is rarely the main priority, and this paradox is even more evident in relation to digital communication, and particularly to social media. Worldwide, there are around 3,4 billion active social media users (almost half of the entire population) and they increased by 320 million between September 2017 and October 2018.<sup>1</sup> The influence of social media today cannot be underestimated.

There is a misconception that unless you are a social media professional (or a millennial!) then creating and keeping up with a social media strategy is too complicated. However, while it is true that a social media professional will always be able to take statistics to the next level, a working knowledge of the Internet is enough to carry out a simple and effective social media strategy. This principle is one of the pillars of the ICOM Social Media Guidelines and Policy. The second pillar is time-efficiency. ICOM is aware that, in our Committees, social media is usually run by one person, who in most cases is also in charge of many other things. With this in mind, we have created guidelines that will allow you to manage platforms in a time-efficient way, while also maximising their impact.

Finally, the third pillar of these guidelines is the ICOM Social Media Policy. This short document outlines the minimum standard for the official social media accounts of ICOM and its Committees, to ensure that the values and reputation of the organisation are both promoted and protected.

In summary, the main objectives of this document are:

- To provide the basic tools to create effective social media campaigns;
- To help you create and use compelling content;
- To share tips on how to monitor platforms in the most time-efficient ways;
- To provide a common framework for the use of social media for all ICOM Committees;

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*1. Brandwatch, 123 amazing social media statistics and facts.*

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### **Budget-friendly guidelines.**

*These guidelines recommend several online tools – most of which are free.*

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1

# The Basics

## TYPES OF SOCIAL MEDIA PLATFORMS

The number of social media channels has grown exponentially over the past decade. While functionalities vary greatly from one platform to another, they can be categorised by content into four main groups:

- **Blogs:** i.e. LiveJournal, Blogger, Wordpress. These sites function as journals. Posts have **tags\*** attached to them that make it easier to search and categorise. Blogs are ideal for long articles and reports
- **Micro-blogs:** i.e. Twitter, Tumblr. These are similar to blogs, but posts are limited to a smaller number of characters. They are ideal for short messages that need to be shared immediately, such as: status updates, breaking news, live events, and to quickly communicate with your audience
- **Networking:** i.e. Facebook, LinkedIn. These social media channels allow you to connect with others through common interests and other categories such as age, location and career. They are ideal for building a community, and for medium size articles
- **Photo/Video:** i.e. YouTube, Instagram. The main content shared on these social media channels is videos and images. This type of platform is ideal if you have a strong visual image or a large photobank

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*\*All words followed by an asterisk are explained in the **glossary** p. 44 and are clickable links.*

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**Keep your profiles safe**  
*Instead of using an already existing professional or personal email address, it is good practice to create an email address which is only used for your social media profiles. This will reduce the chances of your account being hacked.*

## CHOOSE A PLATFORM

In ICOM Committees, the social media platforms are usually run by just one person – and that is the best case scenario. In most cases, the person who is managing online presence for a Committee is also responsible for other communications and administrative tasks. Rather than creating multiple accounts on many different social media platforms, which are then abandoned as it becomes too difficult to maintain them, it is much more effective to choose a select number to be active on. A strong presence on a few platforms is better than a weak presence on many.

We suggest joining the following social media:

### TWITTER

Every second, 6,000 messages are tweeted on Twitter. The micro-blogging site has quickly become the main platform for breaking news and real-time reporting. Despite the fact that the features are limited in comparison to Facebook



(no events, photo albums or video [live streaming\\*](#)), the immediacy of it makes it perfect for sharing news about your Committee and its field of work. On top of that, [hashtags\\*](#) allow a discovery feature that makes it easier to reach new audiences. Though it is generally more effective to post only once a day on Facebook, on Twitter there is no limit – especially if you are covering an event!

## INSTAGRAM

Instagram is fourth in the top social media platforms in the world, but if you are interested in targeting a younger audience, you may want to take a look at the image-sharing channel – 90% of its 150 million active users are under 35 years old. While you need a strong photobank in order to feed an Instagram account, it can easily be built through your network and during the conferences that you organise. Like Facebook, we recommend keeping the posting [cadence\\*](#) at one post per day max. Instagram has recently added a new feature: Instagram Stories. Stories can be used to live stream an event or cover it through pictures.

## FACEBOOK

With 1.15 billion active users, Facebook is the biggest social media channel. A page on Facebook can complement your mini-site or website, allowing you to announce coming conferences, promote calls for papers, create events, share photo albums, livestream events and respond to messages from your members. Setting a Page creates a space where your membership can interact. However, keep in mind that since 2017 the Facebook [algorithm\\*](#) has changed, limiting the visibility of Pages on the [news feed\\*](#) of users. This makes it more difficult to reach your audience and even the users who have liked your Page. For this reason, it may be more effective to maintain a basic presence on Facebook, with no more than one post a day, and focus on other skyrocketing social media platforms.

### **Protect your data**

*In the light of recent scandals concerning the poor management and misuse of the data of social media users in different platforms, we recommend that you thoroughly read the terms and conditions and take the necessary steps to protect your data in terms of privacy settings and permissions.*

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### **Other social media platforms**

*Aside from these three platforms, we encourage you to open accounts in other big social media channels like YouTube or LinkedIn within the limits of your capacity to feed them. If you have a strategic goal related to a particular geographical area, you should also consider checking what is the most used social network. While Facebook is internationally popular, in some countries national platforms have more users. For example, V Kontakte in Russia and QZone in China.*



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# Creating a campaign

## SMART CAMPAIGNS

Once you have set up a social media account, you have to feed it. Nothing creates a worse impression online than an abandoned, forgotten account whose last tweet was in 2015. Feeding an account may seem like a tremendous amount of work and extremely time consuming, but this chapter provides tools and tips that will help you to run your accounts effectively with minimal time investment.

The heart and soul of a social media strategy is the campaigns. They allow you to boost your following by reaching beyond your core audience and giving visibility to your Committee in topics that are relevant to it. Before outlining the different steps to create a campaign, it is important to stress the importance of making sure that all of your campaigns follow the SMART criteria:

- **Strategic:** A campaign should always serve a strategic goal of your Committee.
- **Measurable:** It is easy to measure a campaign as social media platforms offer a tracking feature that allows you to measure the impact of your campaign.
- **Achievable:** Be aware of your limitations. There is no use in trying to launch a campaign that would require a social media team of five people to carry it out.
- **Relevant:** Is your campaign relevant to your audience? Is it relevant to your field of work?
- **Time-bound:** This is probably the most important criteria of all. Social media is less about what you post and more about when you post it. Finding the best time in the year, week and day to share your content is essential.

## EXAMPLE

In 2017, we published on Twitter and Facebook a small infographic for International Women's Day with four facts about women in the field of museums. It quickly became the most shared and liked post we had ever published on social media. Following this success, we prepared a SMART campaign for 2018:

- **Strategic:** The ICOM Communications Department asked the female Chairs of ICOM's Committees to contribute to an article with inspiring quotes about women in museums. This served the strategic goal of communicating about ICOM's actions to a larger audience, while involving our members.
- **Measurable:** We used tracking tools allowed us to collect and analyse data before, during and after the campaign.
- **Achievable:** We would have loved to use the quotes in a more visual way, like videos, but we were aware that International Women's Day was too close to the launch of the campaign for International Museum Day, so we needed a manageable workload to ensure the success of both.
- **Relevant:** International Women's Day 2018 came right after movements like #MeToo and Time's Up took off worldwide. The field of heritage was not an exception, and ICOM not joining the conversation would have been detrimental to our relevance.
- **Time-bound:** We decided that the campaign should run for one week and programmed a similar amount of posts related to it each day, which made it very easy to track.

## CONTENT CALENDAR

The content calendar is the most important tool to manage your social media accounts. It is also very easy to build. Take a calendar and mark every important date or period for your Committee: the annual meeting, the call for adhesions, the release of your periodic publications, International Museum Day, planned workshops, or an international day related to the field of the Committee.

This method will give you an overview of the content you will need to create that year, allowing you to anticipate the workload, identify quiet periods and establish a base for the following years.

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### ***International Days***

*International days provide an established framework for you to promote the actions of your Committee. On social media, posts on a particular theme become **trending topics**\* on International days, particularly those which use the hashtags associated with the day. For this reason, we strongly encourage you to build some campaigns around relevant International Days.*

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Once you create your content calendar for the first time, you will have a solid base of content to work with the following year. For permanent campaigns, we suggest that you create posts which can stand the test of time, with information that will not drastically change in the upcoming years. You can either repost these evergreen posts, as they are, or slightly modify them every year. A word of caution, repeating content works differently depending on the social platform you are using: on Twitter this practice easily goes unnoticed but on Facebook and Instagram your followers will notice almost immediately (and, of course, some will point it out).

## EXAMPLE

JANUARY	FEBRUARY	MARCH	APRIL
Launch of the Yemen Red List		#WomenInMuseums	
	International Museum Day		
MAY	JUNE	JULY	AUGUST
	ICOM Annual Meeting		Indigenous People's Day
		ICOM Committees Conferences	
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ICOM Committees Conferences			
		ICOM Code of Ethics promotion	
		ICOM Red Lists promotion	

This is roughly the format of the content calendar of the ICOM Communications Department for 2018. From February to May, we focused on International Museum Day, although we also prepared a campaign for International Women’s Day in March.

The mix of long-term and short-term campaigns allows a permanent and varied flow of content in the feeds of our social media. One of the things we identified while we were preparing our content calendar was that there was a very quiet period between October and December.

To cover it, we decided to create two campaigns to promote the ICOM Code of Ethics for Museums and the ICOM Red Lists. When building your own content calendar, be sure to identify these kind of periods and take it as a blank page to





3

# Creating content

## WRITING FOR SOCIAL MEDIA

Social media has its own writing style, which is heavily influenced by the different length limitations of the platforms. The text also needs to be particularly attractive to stand out on platforms saturated with thousands of messages and calls for action. These two criteria might make writing for social media seem hard at first, but it can help to develop more creative thinking and it gets easier with practice. In this chapter, we will look at these limitations and give you tips to find creative solutions to them.

### LENGTH

As a general rule, short posts do better on social media than longer ones. The space limit on Facebook is 60,000 words, but that doesn't mean you should fill them up. If you have ever used Twitter, you know how much of a problem length used to be. Happily, in 2017, the 140 characters limit was extended to 280. Here are some tips on how to fit in all the information you want to share:

- **Write concise messages** and try to use short synonyms for long words;
- **Use emojis!** For example, to share information on a conference, use emoticons for the words “place”, “date” or “time” to save space;
- **Check the spaces** - you might have accidentally added additional ones;
- **Sacrifice punctuation**, but only when it doesn't affect the legibility of a sentence;

On Instagram, the length limit of a caption is 2.200 characters, which is cut off with an ellipsis [...] after three lines. For this reason, you should try to write a compelling first line to encourage your followers to click on the “read more” bottom.

### EDITING

When writing for social media, it is important to keep the message as concise and simple as possible. This means that you should avoid using the passive voice and words or expressions that do not add any important information such as ‘actually’ or ‘in fact’. A good tool to ensure that your publications are easily legible is the **Hemingway Editor**. This free online application can help you to identify the parts of your text that are hard to read and it also provides alternatives to complex words or expressions.

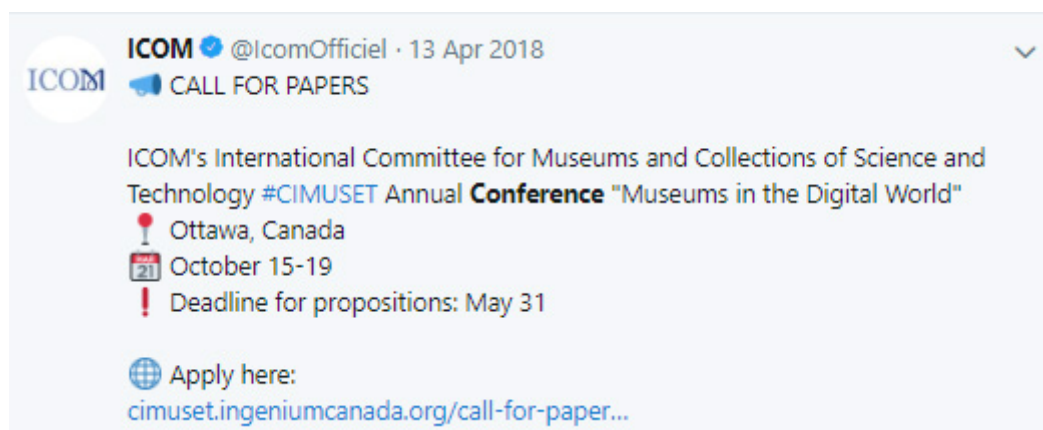
### **Tone**

*The good thing about social media is that it allows your Committee to use a more relaxed tone that can complement the very serious, institutional one of its website. For example, we usually opt for quite a formal tone, but we switch to a playful one when responding to other users during the celebration of #AskACurator day in 2018. To determine the limits of the relaxation of tone, we make sure that our content meets the following standards: it is respectful, relevant and responsible. For more information on this, take a look at our Social Media Policy on page 40.*

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Some other tips to keep in mind when writing for social media are:

- **Punctuation!?:** Asking questions will encourage your followers to respond with comments and replies. On Facebook, adding exclamation marks will increase the visibility of your post, as the algorithm considers it a positive trait.
- **It is all about 'you':** Do not hesitate to directly call your followers to action by using the words 'you' to refer to them and 'we' to refer to your Committee and its members. If your posts are always written in the third person, they will sound impersonal, as if you were talking about something that does not concern your followers or your Committee.
- **Use (the right) emojis:** Today, emoticons are nearly everywhere. A study carried out by Hubspot showed that posts with emojis perform much better than those without, gathering up to 57% more likes and 33% more comments and shares. You can use emojis creatively to gain space and to make your post visually pleasing. Emojis do not have to be limited to informal publications – they can also be helpful in serious and formal communications, as long as you use appropriate ones.



*Emojis used to gain space*



*Using emojis in a formal context*

## HASHTAGS

Hashtags, used mainly on Twitter and Instagram, are critical to ensuring that your content is easily identifiable and that it reaches the right audience. When deciding to use hashtags in a post, you should ask yourself: Who do I want to reach, a new audience or my own followers? If the answer is a new audience, then go ahead and use hashtags. This will allow users who do not follow you to find your content through the hashtag.

For example, if you are organising a conference on sustainable development and museums, you can add the hashtag #SustainableDevelopment to reach museum professionals who are not ICOM members yet, but who are potentially interested in the topic of your conference. Hashtags can be very useful for promoting events. They can be used to follow information from the organiser and can help to centralise the discussion of participants. For this reason, we encourage you to create hashtags for your conferences and workshops. The simpler the better – for example, the hashtag for the 25th General Conference of ICOM in Kyoto is #ICOMKyoto2019 and the hashtag for International Museum Day 2019 was #IMD2019.

If you would like to target your own followers, for example in the case of calling for membership fees, hashtags will not be of much use, so avoid including them. In any case, refrain from using too many: they may look distracting and hide the call for action.

## LINKS

Sharing links can be tricky, as it works differently on every social media channel. When you share a link to a news article on Twitter or Facebook, you will see a preview appear, which includes the headline. To avoid repeating the same information, you can either rewrite it or use a quote from the article (making sure to use quotation marks).

On Facebook, you will see that once this preview is appears, the link will disappear from the text of the publication, which helps to give your post a sleek look. On Twitter, the link remains. If the link is too long, the platform will automatically shorten it and replace the end with three dots. This is fine, but you can improve the way your tweets look by using a link shortener. **Buffer**, which is an app that we will discuss on the **Daily Management** chapter, does this automatically. Another good option is **bitly.com**.

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### **Accessible hashtags**

*When using hashtags on Twitter, make sure to start every word with a capital letter, especially if the hashtag is located in the middle of a sentence. This will allow reading apps for visually impaired people to accurately read your tweet. So, instead of writing “Happy #indigenouspeoplesday!”, you should write “Happy #IndigenousPeoplesDay!”.*

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You cannot add links on Instagram captions, but there is a way around this. You can put the link on your profile, making it appear at the end of your bio, and finish the caption with the sentence “link on bio”. This is a common practice and Instagram users will immediately recognise that the link on your profile corresponds to the caption of the last picture that you posted.

## TAGGING

Tagging the right accounts on your posts makes a huge difference to their performance. On Facebook, we suggest that you keep it simple: if the organisations that you mention in a post have a Facebook page, tag them directly in the text. This will notify them about your post and they will likely share it with their audience.

On Twitter, you can do the same thing when a **handle\*** is easy to identify. For example, in the tweet “Download the new publication by @ICOMCostume”, it is easy to guess that the account belongs to ICOM Costume. However, in this example “We are at the @XYZM\* for the #ICOMCOL2019 conference”, we do not know who the handler is unless we visit their account. To tag these handles without risking the readability of your tweets, there are two solutions: if you have enough space, mention the full name of the account and tag them at the end of the tweet; if not, tag them on the picture accompanying the tweet.

\*fictional example

This second solution is also useful to tag accounts that are not directly mentioned in the content of the tweet but that might be interested in sharing it. For example, you can tweet a picture and a quote from the keynote speech of your annual meeting and tag on the picture the co-organisers or sponsors of the conference, the museum where it is taking place, or even the museum where the speaker works. This will multiply the chances of your tweet being shared. The same process can be applied when tagging on Instagram.

## VISUAL CONTENT

Visual content is, by far, the most popular content across all social media channels. According to Buffer, tweets with images receive 150% more retweets, and Buzzsumo determined that Facebook posts with images gather 2.3 times more engagement than those without. If these reasons are not enough to convince you of the critical importance of visual content, eye tracking studies<sup>2</sup> show that Internet users focus much more on information accompanied by images. When the images are relevant, for example in the case of infographics or pictures with quotes, readers spend more time looking at the images than they do reading the text of the post.

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*2. Nielsen Normal Group*

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In this chapter, we will show some examples of compelling visual content and present tools to create it.

### QUOTE CARDS

Quote cards present quotes in a visual manner. It's an ideal way of sharing excerpts from speeches and publications or to present speakers invited to your conference. A great online tool, which is very easy to use is **Canva**. This tool allows you choose from a wide selection of image formats, from an Instagram photograph to a Twitter post. Another good feature is that you can also upload your own icons, such as your logo.



## INFOGRAPHICS

Infographics are the best way to present complex information or statistics. In order to create one, follow these steps:

- **Identify the main aim:** In the case of the infographic below, the aim was to present our statistics in an attractive way for the general public.
- **Research:** Find all the data you need to present. If it is from a third party, do not forget to credit the source. You can do this with a banner at the bottom of the infographic.
- **Display:** Arrange the information in an attractive way, highlighting key numbers and words and using different fonts and icons.

There are many free, online sites you can use to create beautiful and compelling infographics. At the ICOM Communications department, we use **Piktochart** or **Canva**.

### **Third party images**

Using royalty free images from photobanks is an easy way of complementing your own photographic archive. We recommend [Pixabay](#), [Pexels](#) and [Unsplash](#) - they all have a large selection of images that can be downloaded for free. Canva also has a free photobank with images, cartoons and icons that you can use to create your posts.



Statistics from  
**#WomenInMuseums**  
2018

## EXAMPLE



*Statistics from #IMD2018*



## EXAMPLE

# RedList ListeRouge

ICOM

ICOM's Red Lists **classify** the endangered categories of cultural goods in the most **vulnerable** areas of the world to **prevent** them from being **illegally** sold or exported.



Come from a region that has been the victim of theft and looting



Are protected by legislation



Are in demand on the art & antiquities market

## TYPES OF OBJECTS LISTED

## USED BY

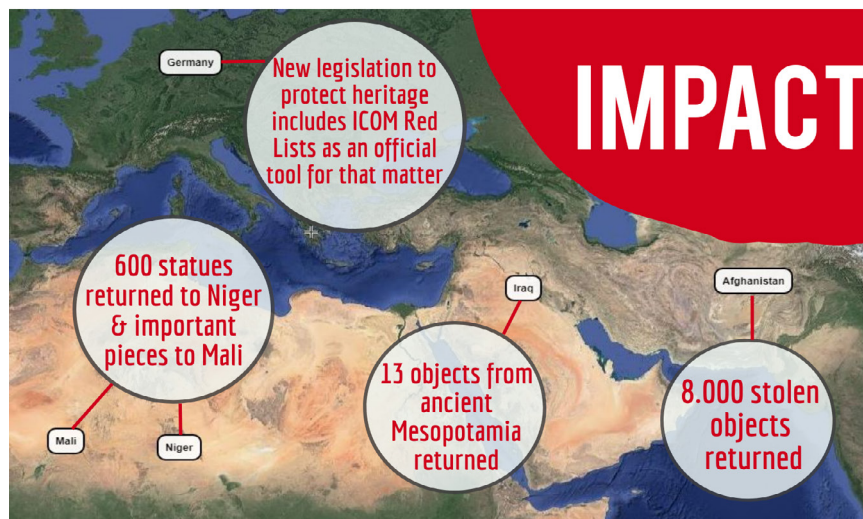
Police and customs agents worldwide including



INTERPOL



WORLD CUSTOMS ORGANIZATION



ICOM international council of museums



Trains museum professionals to face emergency situations



Develops practical tools to protect cultural objects



Suggests stolen works of art for the INTERPOL Database



Only NGO recognised by UN ECOSOC as an expert on the illicit traffic in cultural goods

Sources: ICOM, Key aspects of the new Act on the Protection of Cultural Property in Germany. For more information visit [www.icom.museum](http://www.icom.museum).

*Infographic to promote ICOM's Red Lists*



4

# Daily management

Creating content for a campaign requires preparation in advance. As well as that, posting the content manually would require a full-time person dedicated to managing your social media accounts, as inconsistency or prolonged silences are quite noticeable to your audience. This chapter will help you to efficiently monitor the day-to-day management of your social media channels to keep your feed active, schedule posts and interpret your analytics.

## FEED YOUR ACCOUNT

Feeding an account is more difficult on some platforms than others. While the cadence of posting on Facebook and Instagram is lower and manageable, keeping an active feed on Twitter is trickier, as the ideal number of posts per day would be around four. Since the content of the campaigns is not enough to cover this, here are some tips to find relevant third-party content:

- **Press clipping:** You can post news that are relevant to the field of action of your Committee. You can either set up alerts through Google News to receive a selection each day, or create a favourites list on your browser with media platforms that you can check daily for interesting news. When sharing news articles, remember to tag the media outlet in your tweet.
- **Share:** To keep an eye on posts shared by ICOM's official accounts and all the other Committees, there is an **account list** where you can see all the tweets by ICOM's Committees.

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### ***Automatic reply messages***

*If it is not possible for you to monitor all the messages you receive on Facebook, there is an automatic reply feature that can save you a lot of time. Just write a generic message with a link to the contact form on your website.*

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## SCHEDULING POSTS

Scheduling posts allows you to prepare all the content you will post in advance, saving you a lot of precious time. Scheduling is a very common practice — every time you see a social media post from a big organisation or a brand, it is likely that it is a scheduled post.

In the Communications Department at ICOM, we use Buffer. With Buffer's basic free plan you can connect to three social media accounts and schedule up to 10 posts per day. Moreover, it has a Chrome extension that allows you to directly "buffer" any webpage. You can find a full tutorial of Buffer [here](#).

## TAILORING POSTS

When you schedule posts on Buffer, you will see that you can auto-post the content through all the social media platforms connected to your account. This is a feature that saves you time when you want to share the same link or image in several platforms, as it allows you to work with an existing base.

However, different social media platforms have different writing styles and limitations. For this reason, it is important to tailor the posts

We recommend that you start by drafting a longer text for Facebook. You can then use it as a base for Instagram, adding some hashtags and the phrase “Link on bio”. Finally, shorten it to fit Twitter’s 240 character limit.

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### **Multilingual posts**

*Aside from scheduling posts, the Facebook Pages Publishing Tools allows you to create multilingual posts, a feature that Buffer does not have. When this feature is activated, Facebook will ask you if you want to add translations. When selecting an additional language, the platform will suggest a translation that you can later modify. This way, users will see the post according to their default language and the translations available. Find out how to activate this feature [here](#).*

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**International Council of Museums - ICOM** ✓  
 April 9 · 🌐

Viewing: English ▾

Cai Guo-Qiang, who was awarded the Golden Lion at the Venice Biennale 1999, considers his work with gunpowder a "dialogue between me and unseen powers, like alchemy".

His innovative approach and use of this traditional element of the Chinese culture perfectly encapsulates the topic of ICOM Kyoto 2019: "Museums as Cultural Hubs: The Future of Tradition". Cai will be a keynote speaker at the 25th General Conference of ICOM, which will take place in September 1 – 7 in Kyoto, Japan.

!! Register today and save up to 100€ with early bird tickets until April 30 (00:00 GMT+9)  
<http://icom-kyoto-2019.org/reg-guideline.html>

📷  
 Sky Ladder, 2015. Photo by Wen-You Cai (1) | The Century with Mushroom Clouds: Project for the 20th Century, 1996. Photo by Hiro Ihara (2)



## EXAMPLE

For the promotion of Cai Guo-Qiang, keynote speaker at ICOM Kyoto 2019, we drafted the Facebook post first. Since we wanted to publish it in three languages, we chose to schedule it with the Facebook Pages Publishing Tools instead of Buffer. As you can see, the text includes a quote as well as some additional information on the event, the early bird offer and the credits for the images.

We used the longer text as a base for our Instagram and Twitter posts, which we scheduled at the same time via Buffer. On Instagram we kept almost the same text but we shortened it a bit in order to be able to publish the Spanish and French versions below. We also added the hashtag #ICOMKyoto2019 and added "Link on bio" so our followers would know where to find all the additional information. To save space, we included the image credits as a comment just after publishing them.

Finally, we reduced the text to the maximum for Twitter, leaving only the most essential information. We then scheduled the same tweet in Spanish and French, and another final tweet with the image credits.

We scheduled the posts two days before the official announcement. This gave us enough time to work on them without much pressure, it also allowed us to focus on other urgent tasks on the announcement day.

**ICOM** @IcomOfficiel

"My work is like a dialogue between me and unseen powers, like alchemy", Cai Guo-Qiang, keynote speaker for #ICOMKyoto2019 on his work with gunpowder.

!! Register today and save up to 100€ with early bird tickets until April 30 (00:00 GMT+9)  
[buff.ly/2uiU7gD](http://buff.ly/2uiU7gD)

10:30 AM · Apr 9, 2019 · Buffer

## ANALYTICS

Keeping an eye on your analytics is not only useful to check whether your strategy is working. They can also work as leverage when negotiating co-communication partnerships, for example, when organising a joint conference with a bigger institution.

### IMPRESSIONS VS REACH

You will see these two terms frequently used in all the integrated analytics tools of social media platforms. The difference between them is as subtle, as it is important.

- **Reach** is the number of users that have seen your post. This is the main metric used by Facebook.
- **Impressions** are the number of times that your post has been seen. The same user might see your post several times, this means that the number of impressions are usually higher than the total reach. It is the main metric that you will find on Twitter Analytics. On Instagram Insights, under the tab Activity, it is possible to see both.

### ENGAGEMENT

Aside from checking how many followers you have on Twitter and Instagram, and the likes on your Facebook Page, take a look at your engagement figures. This umbrella term comprises all the actions that can be taken on a post such as likes, comments, shares or link clicks. It is generally an indicator of the quality and effectiveness of the content posted, as it draws users into taking action .

There are many ways to calculate your engagement:

- **Twitter**: On the Analytics tab, you will find an **engagement rate\***, which registers how many users that saw your post engaged with it in some way , either by retweeting it, clicking on the links or just on the image.
- **Facebook**: The Facebook Insights page also measures the total number of engagement actions that was taken on each of your posts. If you want to compare the engagement rate on Facebook with the rate on Twitter, divide the total number of actions by the reach of your post.
- **Instagram**: Instagram’s analytics are a bit less sophisticated than the ones you will find on Twitter and Facebook. On this platform, the engagement (called “Interactions” in the app) measured is limited to the number of profile visits, website clicks and emails. To calculate the rate, use the same formula as for Facebook.

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#### **Big does not equal good**

*You might be surprised that some accounts with a big following have very little engagement. This indicates that either the content is low quality, or that a large section of their audience is not active or even real - a very low engagement rate is often a sign of fake followers that may have been purchased. If you have a smaller following but a higher engagement rate, you can enter negotiations with a stronger position.*

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# Covering an event

A key element of social media is immediacy. Social media platforms have made it possible to broadcast and cover events from all over the world in real time, something that until very recently was limited to TV and radio stations. For an international organisation like ICOM, live coverage allows us to bridge the gap between members who can attend our conferences and training, and those who cannot.

Despite seeming like a logistical nightmare, covering a live event is easier than it appears. There are many apps and platforms that can be used for broadcasting, such as Periscope or YouTube Live, but in this chapter we will focus on three: Live tweeting, Facebook Live and Instagram Live.

## LIVE TWEETING

Covering a live event on Twitter is very different from other platforms, mainly because it focusses more on the text rather than images. Of the three methods, it is the easiest from a technical point of view: all you need is a smartphone or a computer and a WiFi connection. However, it requires the most work from the person doing the live coverage, as they need to constantly feed the live tweet manually with written information. To make it both compelling and as easy as possible, we recommend the following:

- **Create a hashtag:** We have already seen the importance of creating an official hashtag for your conference. It will not only make your live tweet much easier to find and identify, but it will also save you space and time, as you will not have to write the full name of the conference every time you mention it. Another advantage of having a hashtag is that it will encourage participants to tweet about the conference.
- **Draft tweets in advance:** Use the information on the event programme to prepare some tweets in advance, such as for example to announce the live tweet or to introduce speakers. You can save them as drafts and post them, when required. Before posting them, make sure they are up to date with the latest version of the programme.
- **Have a list of handles ready:** You can use the event programme to find the speakers' Twitter handles and prepare a list. This will save you time when tagging them.
- **Add photographs:** To add a sense of immediacy and make your audience feel like they are there, you can take pictures and add them to the tweets you have drafted before posting them. Twitter is a text-based social platform, but people love to see things, so do not hesitate to post images of anything interesting: the venue, the free gifts, the participants...

→ **Tweet quotes:** Tweeting quotes also adds a sense of immediacy and gives your audience information that otherwise would only be available for those attending the conference. This takes the most effort when live tweeting, because you have to listen carefully to the presentations in order to find quotes that would be interesting to share. Sometimes it is possible to select and draft tweet quotes in advance, if you have access to the speeches that will be given.

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**Keep the Moment Alive!**

*Twitter has a feature called Twitter Moments that allows you to curate a collection of tweets. After covering an event, you can create a Twitter Moment and gather all the tweets from your live stream event, as well as tweets from participants, so your audience can easily find it any time.*

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## LIVE TWEETING TWEET TEMPLATES



**ICOM Committee** @icomcommittee

Today we are live tweeting from (name of the venue) for the (name of the conference)! Stay tuned to hear all about the speakers, workshops and more  
[#YourHashtag](#)



**ICOM Committee** @icomcommittee

We open the conference with remarks from (names of the speakers for the opening remarks). [#YourHashtag](#)



**ICOM Committee** @icomcommittee

(Name of the speaker) delivers the keynote speech of the day with a presentation on (name of keynote speech). [#YourHashtag](#)



**ICOM Committee** @icomcommittee

(Name of the speaker) kicks-off the (name of the session/panel/conference) with a presentation on (name of the presentation).  
[#YourHashtag](#)

## FACEBOOK AND INSTAGRAM LIVE

In mid-2018, Facebook reached 3.5 billion broadcasts on its platform since the live streaming function was launched in 2016, and at least 2 billion users have watched one.<sup>3</sup> Instagram Live does not have the same amount of viewers for now, but the feature is becoming widely popular.

For the first time in 2018, some sessions of the Annual Meetings of ICOM in Paris were broadcast live via Facebook. The decision to transmit these sessions in real time came from ICOM's priority to boost accessibility and transparency for its members, as well as finding new ways of connecting with our international, ever-growing membership. The results were spectacular: in total, more than 2,000 people watched the live stream – eight times the capacity of the conference room!

For both Facebook and Instagram, live broadcasts have significant advantages in terms of reaching your audience and engaging with it:

- Most of your followers (on Instagram, all of them) will be notified of the live stream if they have activated push notifications;
- They will be able to send you comments and questions in real time, allowing you to meaningfully interact with them during the session;

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*3. Source: Engadget, "Nearly two billion people have watched Facebook Live broadcasts", June 4th, 2018*

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Here is a list of the equipment needed to broadcast a conference via Facebook or Instagram Live:

- A solid WiFi connection: unless you want to burn through your data and incur in additional charges from your mobile carrier, make sure you have a strong and stable WiFi connection;
- A tripod for the phone: this can be a specific tripod for smartphones or a camera tripod with a smartphone tripod mount (tip: for Facebook, film horizontally!);
- Good lighting: you do not need professional lighting to create a decent image. Just take the available lighting into account when choosing the location of the tripod. We recommend natural light and to avoid backlighting;
- A microphone: if you are broadcasting from a large room, far away from the speakers, having a microphone is ideal. Some conference centres have the technical equipment needed for your phone to directly pick up the sound from the microphones of the speakers. However, if you do not want to depend on third parties for the availability of these tools, there are external microphones for smartphones for every budget;
- External battery: if you plan to broadcast for a long time, keep an external battery to hand.

Additionally, you will need someone to assist you. While it is possible for one person to manage the broadcast, at least one other person is needed to watch the live stream and monitor the comments, respond to questions, and alert you of any technical problems related to the audio or image.

When finishing a broadcast on these two platforms, a screen with the analytics of the session will be displayed. Be sure to take a screenshot of this information, as it is not possible to save the number of viewers who tuned in, even though it is possible to save the video after the broadcast.

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### ***Test pages and profiles***

*A good technique when getting started in Facebook and Instagram Live streaming is to create a secret Facebook page or Instagram profile where you can play around with the feature and do some tests.*

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# 6

# Social Media Policy

The social media profiles of ICOM and its Committees are a crucial tool to project our organisation’s values, image and missions to a greater audience. For this reason, we have developed the ICOM social media policy with the objectives of promoting, reflecting and protecting ICOM’s brand. The policy is divided into two parts; the identity of ICOM and the content shared on the platform. The policy relates to ICOM’s own official accounts and those of the National and International Committees, Regional Alliances, Standing Committees and Working Groups.

## IDENTITY

### USERNAMES

For National Committees: handles should include “ICOM” and the name of the country,

✓ @UK\_ICOM

X @britishmuseums

For International Committees: handles should include “ICOM” and the acronym of the Committee,

✓ @ICOMCostume

X @museumssofcostume

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*The examples are fictional except for the ones on good practices.*

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### DESCRIPTIONS

The profile description should clearly state the difference between ICOM and the Committee. This is especially important for National Committees, as the distinction is often not made by national media outlets.

✓ French National Committee of @IcomOfficiel, an international organisation of museums and museum professionals.

X Official account of ICOM in French.

### LOGO USE

Please follow the **ICOM Graphic Chart** and remember not to use the social media logos in other contexts (gift bags, conference materials).



## CONTENT

All content published by all ICOM accounts must fulfil the three criteria ‘**Three Rs**’ of ICOM’s Social Media Policy:

### RESPECTFUL

- No insults or offensive language should be used.
- Discussions with other social media users with divergent opinions must be carried out in a respectful manner.

If either of these two conditions are breached:

- A public apology must be issued to the person/organisation concerned on the relevant social media platform.
- The ICOM official account will not promote the activities of the Committee on social media until appropriate action is taken.

### RELEVANT

- Committees should refrain from sharing content that is not related to museums and cultural heritage, such as, for example, a viral music video.

### RESPONSIBLE

- ICOM Committees are encouraged to support policies that advance the protection and promotion of cultural and natural heritage. However, as non-governmental organisations, they should not endorse political parties, political figures or candidates for election.
  - ✓ “It is necessary for governments to provide adequate public funding for museums.”
  - X “Ms Maria Politika has a great program for the upcoming elections. Vote for her!”
- Committees should not comment on controversial policies, which do not relate to the field of museums and cultural heritage unless the aforementioned policies would be detrimental to the functioning of the Committee or constitute a violation of human rights.
  - ✓ ICOM US spoke out against the travel ban policy as “the free movement of museum professionals is vital to ensure that intercultural and interdisciplinary meetings and cooperation continue to be possible”.
  - X A Committee advocates for a stronger tax policy against tech giants.

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### **Be our best ambassadors!**

We also encourage the Chairs of National and International Committees and Regional Alliances, as well as the members of ICOM’s Executive Board, to voluntarily apply this criteria to their social media use only **IF** their profiles are accessible to the general public **AND** their ICOM affiliation is publicly stated.

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### **Don’t feed the troll!**

Trolls are social media users hidden behind anonymous or fake channels whose main objective is to spread misinformation and polarise opinions. Their presence is particularly strong in the aftermath of a major controversy or tragedy. This might not seem like it should concern ICOM, but the organisation has been a target for trolls in the past. In these situations, we advise you to consult traditional media outlets before commenting or sharing information on any urgent issue. And, of course, don’t feed the troll: if they try to engage with you, don’t reply and report them to Twitter. You can also read about how to spot fake news [here](#).

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# Glossary

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The definitions below are courtesy of Hubspot, unless marked with \*.

**ALGORITHM** A set of formulas developed for a computer to perform a certain function. This is important in the social media sphere as the algorithms that sites like Facebook and Google use are critical for developing content promotion strategies.

**CADENCE\*** The content sharing frequency.

**ENGAGEMENT RATE** A popular social media metric used to describe the amount of interaction – likes, shares, comments – a piece of content receives.

**HANDLE** A username on Twitter, begins with the '@' sign.

**HASHTAG** A tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.

**LIVE STREAMING** The act of delivering content over the internet in real-time.

**NEWS FEED** On Facebook, the News Feed is the homepage of users' accounts where they can see all the latest updates from their friends. The news feed on Twitter is called Timeline.

**TAG** Tagging is a social media feature commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

**TRENDING TOPIC** The most talked about topics and hashtags on a social media network, they commonly appear on networks like Twitter and Facebook and serve as clickable links in which users can either click through to join the conversation or simply browse the related content.





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# ICOM Graphic Chart

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**EXTRACT**

# Main logo

Main logo design  
Languages versions

**ICOM** international  
council  
of museums

**ICOM** conseil  
international  
des musées

**ICOM** consejo  
internacional  
de museos

Main logo design  
portions, typography and minimum size

**ICOM** conseil international des musées minimum 5 mm  
Digital image : 26 pixels  
minimum 28 mm  
Digital image : 150 pixels

**ICOM** conseil  
international  
des musées

Georgia

pantone : 660

c: 60% r: 115  
m: 40% g: 144  
y: 0% b: 196  
k: 0%

Monogram

pantone : 287

c: 100% r: 0  
m: 84% g: 63  
y: 0% b: 144  
k: 0%

Arial unicode Bold

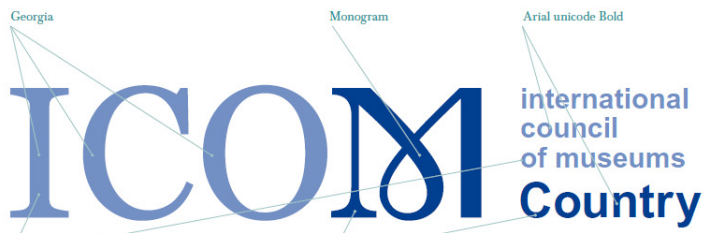
pantone : 660

c: 60% r: 115  
m: 40% g: 144  
y: 0% b: 196  
k: 0%



ICOM  minimum 6 mm  
Digital image: 30 pixels

Georgia Monogram Arial unicode Bold



international council of museums Country

pantone: 660

c: 60% r: 115  
m: 40% g: 144  
y: 0% b: 196  
k: 0%

pantone: 287

c: 100% r: 0  
m: 84% g: 63  
y: 0% b: 144  
k: 0%

M ACRONYM  minimum 6 mm  
Digital image: 30 pixels



ICOM international committee name

Monogram Georgia Arial unicode Bold

pantone: 287


c: 100% r: 0  
m: 84% g: 63  
y: 0% b: 144  
k: 0%

All colors except blue range

pantone: 660

c: 60% r: 115  
m: 40% g: 144  
y: 0% b: 196  
k: 0%

Color system



international council of museums Country

Georgia Monogram Arial unicode Bold

pantone: 660

c: 60% r: 115  
m: 40% g: 144  
y: 0% b: 196  
k: 0%

pantone: 287

c: 100% r: 0  
m: 84% g: 63  
y: 0% b: 144  
k: 0%




international council of museums Country

Georgia Monogram Arial unicode Bold

key: 100%

r: 0  
g: 0  
b: 0




international council of museums Country

Georgia Monogram Arial unicode Bold

pantone: 660

c: 0% r: 255  
m: 0% g: 255  
y: 0% b: 255  
k: 0%

c: 60% r: 115  
m: 40% g: 144  
y: 0% b: 196  
k: 0%



international council of museums Country

Georgia Monogram Arial unicode Bold

key: 0%

r: 255  
g: 255  
b: 255

# Social Media

National committees – square version  
For virtual use only



r: 115  
g: 144  
b: 196

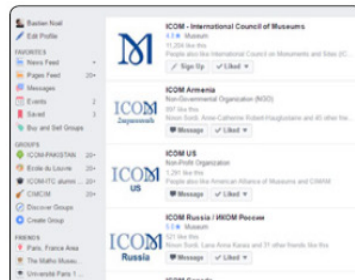
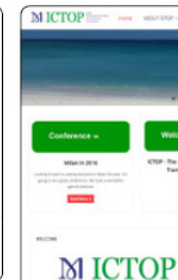
r: 0  
g: 63  
b: 144



International committees – square versions  
For virtual use only



Good practices  
Examples



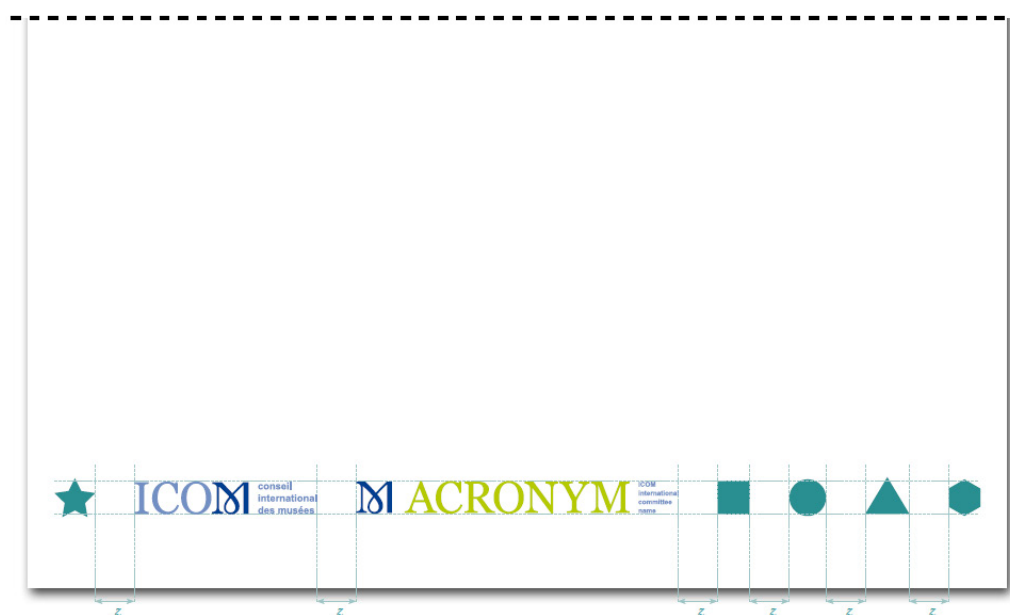
# Co-branding

Co-branding  
Alignment



z: uniform spacing

Co-branding  
Alignment



z: uniform spacing

# Unacceptable Use

Do not recreate, distort, add, or change any elements of the logo. Do not alter the proportions of the logo.



Do not use outdated versions of the logo.



Do not place the logo on backgrounds that provide little contrast or legibility.



Do not retype the text component of the logo



Never remove the components of the logo.



Never separate the components of the logo.



Never use the logo behind typography.



Do not add special effects to the logo (drop-shadows, outlines).



